IT MAY NOT HAVE OCCURRED TO YOU, but

WOR is like a great sale
for WOR attracts more families, during the day and during the night, than any other station in the United States.

WOR is like a locomotive
because, year in and year out, WOR pulls more than a million letters from people in 47 of the country's 48 states.

NOTE — no matter how you measure WOR's effectiveness, and we heartily recommend any method, WOR gets you there fastest, at less cost and with greater results.

—heard by the most people
where the most people are

COMING! WOR-Mutual's magnificent new television station, WOR-TV, channel 9. Watch for it.
IN 1924 Mr. and Mrs. Charles K. Stembel, of Boswell, Indiana, had a carload of hogs ready to sell. Listening, as usual, to WLS market reports, they learned record hog receipts had dropped prices, so held their hogs to sell at a dollar a hundred higher—an extra profit of over $200—thanks to WLS.

The Stembel family have been daily listeners to WLS since the station went on the air 25 years ago. Chiefly poultry farmers (they've raised 85,000 chickens a year), the Stembels have kept a record of noon-time poultry quotations on WLS every day since the station started.

Besides market service, the Stembels hear the 5:55 a.m. weather report every day. More than 20 years ago, before hybrids, they saved their seed corn because of a WLS fall frost warning... the following spring a WLS weather report saved their baby lambs. Through WLS they heard of a new baby chick ration that helped raise their huge flocks cheaper than ever before!

Not alone for business do the Stembels listen to WLS. They heard the first WLS National Barn Dance in 1924, still tune regularly to this and other WLS programs.

A new generation has grown up in this typical Indiana family, since WLS first went on the air, and they, too, enjoy the service and entertainment we bring them... the broadcasts about farming, homemaking, education, religion, and the good wholesome entertainment. "One of the family" in Midwest America, we enjoy their confidence and belief—a confidence that extends also to advertised products introduced to them by their old friend, WLS.
2. GULF SHIPSIDE STORAGE WAREHOUSE
Recent $2,000,000 addition to New Orleans' extensive port facilities. Port ranks second in United States in tonnage—first in efficiency. That's another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

1. THREE OAKS PLANTATION, near New Orleans, Louisiana—a gracious, imposing home of the 1840 period. Located on the property of the American Sugar Refinery, it may be visited with the company's permission.

3. WWL'S COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.

The greatest selling power in the South's greatest city!
30,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.

WWL  NEW ORLEANS  A DEPARTMENT OF LOYOLA UNIVERSITY
Closed Circuit

G. A. RICHARDS' bid for personal appearance before FCC in lieu of scheduled March 16 hearing on charges that he ordered news-slaying (story, page 30) got prompt attention of Commission in private sessions Friday. Dropping of scheduled hearing, at Los Angeles, seemed unlikely, however.

BIGGEST representation plum on West Coast to develop in many months grabbed by Free & Peters—KRON-TV San Francisco. Assigned to Channel 4, station is owned by Chronicle Publishing Co. and will affiliate with NBC, when it takes to air early this summer. Contract negotiated by H. Preston Peters with George T. Cameron, Chronicle president. CHICAGO-WABV-TV's Burnham Station is sixth in TV to be aligned by F&P.

PLETCHER WILEY, general manager of CBS Housewives Protective League, has terminated contract and sold his remaining stock to network. He will continue to serve as network consultant but will no longer be concerned with day-to-day operations.

SRO sign may be hoisted over Radio Executives Club session in New York March 10. There's great excitement over appearance of former President Herbert Hoover, whose elder statesman status has won him new acclaim. When HH was in office, he got radio regulation under way. It marks his first appearance before radio aggregation since he left White House in 1933. And he's now top billing everywhere.

PRESIDENT TRUMAN showing more than cursory interest in radio legislative-regulatory situation, particularly what he regards as "monopoly" aspects stressed in recent Senate subcommittee interim report which dealt mainly with clear channel high power issue. He has covered session recently with his friend and erstwhile Senate colleague, Burton K. Wheeler, now in Washington law practice.

WHETHER FCC reorganizes in panels or not (and it hasn't yet given up ghost on plan) it's practically sure-fire bet that Comr. E. M. Webster will seek and procure reappointment to FCC for full seven-year term prior to expiration of his current commission June 30. Previously Commodore Webster, whose forte is safety and special services, indicated he wouldn't care about reappointment if he couldn't specialize in that field. It's known now that Chairman Wayne Coy is pressing for Webster reappointment as world's foremost authority in his chosen sphere.

PRESSURE still heard against use of average daily listening figures in next BBM survey due to fear statistics would have to be stretched in many counties. Results from 650,000 sample cards (go in mail Tuesday) deemed adequate for three broadcast week audience audiences.

(Continued on page 70)

Upcoming

Feb. 28-March 1: NBC affiliates meeting, Chicago.

(Other Upcomings on page 49)

Bulletins

SIDNEY N. STROTZ, NBC administrative vice president, is to be permanently headquartered on West Coast, pointing future importance of Hollywood in television, according to network. He was named to post last May and assigned to job of reorganizing network's TV operations, dividing time between New York and Hollywood.

NET INCOME of ABC and subsidiaries for year ended Dec. 31, 1948, after federal income taxes was $468,676 compared to $1,530,756 in 1947. Gross income for 1948 amounted to $54,027,053, compared to $52,922,884 for 1947. Decrease in net earnings attributed to TV expansion.

FIRST NBC TAPE BROADCASTS

FIRST network commercial tape program over NBC will be aired this week when Screen Director's Guild version of "Command Decision" is broadcast March 4. Al Jolson also announced his program will go on tape starting with March 10 broadcast in Midwest and West.

NEED for "comprehensive network investigation" has long been felt by FCC, Commission said Friday in 17-page report reply to queries raised by Sen. Ed C. Johnson (D-Calif.), chairman of Senate Interstate Commerce Committee.

Most of questions and replies related to television—whose development, Johnson wrote, "involves a fundamental policy question to be decided by the Congress." He asked FCC's views as aid to committee in preparing legislative recommendations.

FCC desire for network probe revealed in answer to question on March 15. Commission was considering means of preventing monopoly in broadcast equipment and program fields. After reviewing FCC's anti-trust authority, current patent probe, and multiple-ownership rules, Commission said:

No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to recognize some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field.

Business Briefly


TONI TV SERIES  ● Toni Co., Chicago (home permanent) has purchased 9-9:30 p.m. Thursday segment on CBS TV network for new series to start in mid-May. Program format undecided. Agency, Coote, Cone & Belding, Chicago.

SIX NEW DIRECTORS ELECTED TO NAB BOARD

SIX new directors will take seats on NAB board during convention week in Chicago. Final count of ballots released Friday by Ernst & Ernst, accountants, shows 2,096 ballots returned of 2,750 mailed out in February.

Results of directors-at-large voting:

Large Stations—Howard Lane, WJJD Chicago, re-elected; Thomas R. Mullen, WLS, Chicago, re-elected; George G. Bedrosian, WOR, New York, re-elected; Allen W. McCollough, WGAL, Lancaster, Pa., re-elected; Merrill Lindsey, WSOY Decatur, Ill., re-elected; Edward B. Brown, KVDP Fort Dodge, Iowa, re-elected.

Medium Stations—W. Richard Shaffer, WSOV Columubus, Ohio, re-elected; Howard W. Lewis, KWK, Wichita Falls, Texas, for T. A. M. Craven.

Small Stations—George Warnecke, WLAI Asheville, N. C., re-elected; Richard M. Johnson, WVTW York, Pa., re-elected; Merritt B. True, WELD Waco, Texas, re-elected; Edward Friendly, WBBM Chicago, re-elected; Elmer E. Przybylo, WOSU Columbus, Ohio, re-elected; S. C. G. McAllister, WCTC Chicago, re-elected; Frank T. Rettger, WTAG Westfield, Mass., re-elected.

Sig. Stations—Hilliard, WBBM Chicago, for Willard E. Jenks.

NAB (Continued on page 70)

FCC Favors Extensive Probe of Networks

For "comprehensive network investigation" has been long been felt by FCC, Commission said Friday in 17-page report reply to queries raised by Sen. Ed C. Johnson (D-Colin.), chairman of Senate Interstate Commerce Committee.

Most of questions and replies related to television—whose development, Johnson wrote, "involves a fundamental policy question to be decided by the Congress." He asked FCC's views as aid to committee in preparing legislative recommendations.

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No comprehensive network investigation has been undertaken since 1941. The Commission has long felt that such an investigation is necessary not only to determine how the regulations are working with respect to standard broadcasting, but also to recognize some of the problems concerning the relationship of the networks to talent bureaus and recording companies and also to examine carefully the effect of the regulations in the FM and television field. . . . It is entirely possible that the conditions in FM and television are sufficiently different from AM that other or additional regulations are necessary to fill this field in order to protect against monopoly.

FCC letter, sent by Chairman Wayne Coy, said Commission would be warranted in refusing renewal of license of network-owned station "if a network compelled its affiliates to violate the network regulations." But Commission felt "this is clumsy."

With Comr. Frieda Hennock dissenting, Commission declined to suggest law requiring TV set makers to notify buyers of possible obsolescence. Majority felt "no such rule can be drawn."

FCC conceded that to open up UHF television band under standards different from those in VHF would mean "fairly slow" development of UHF. Result would be pressure on FCC "to make a nationwide television system out of.

(Continued on page 70)
DON'T BUY LISTENERS BY THE POUND

"Low cost per 1000" is a better measure!

Naturally, the lower the cost per 1000, the better!

A perfect example of low cost per 1000 coverage is KCMO, Kansas City's most powerful station. It brings you listeners at a low cost per 1000 because of...a powerful, far-reaching signal...warm, Mid-America styled programming that people like to listen to...and reasonable time rates! Inside KCMO's measured ½ mv. area are 5,435,091 potential listeners...in 213 farm and factory rich counties. If you follow the rule of low cost per 1000...you'll buy KCMO in Mid-America!

KCMO

and KCFM...94.9 Megacycles

KANSAS CITY, MISSOURI

Basic ABC for Mid-America
He Mows Dull Moments With a Sharp Eye

Something's always popping when he sharpens his weapons, rolls up his voice, and goes to work. His pointed remarks about the top of the news from Washington are heard by a loyal coast-to-coast audience five nights a week. His listeners love to hear him "mow 'em down.

His whetstone is a powerful urge to get to the bottom of things—and he cuts a wide swath through the underbrush of fancy to get at the facts behind the news. Whether farming in Maryland or tilling his Washington newsbeat, his down-to-earth approach reaps a rich harvest.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program is the original news "co-op." It offers local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
100 GETS YOU A 1000...

That's the pay-off stations are getting from Capitol's Transcription Library—and more! Want to know how? Fill out the coupon and we'll rush you the information.

Capitol Transcriptions
Sunset and Vine, Dept. B228
Hollywood 28, California

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

Name
Station Position
Street
City State

A UNIQUE LIBRARY PROGRAM SERVICE
World's first super-power
all three... use RCA 50-kw's

SUPER-POWER FM STATION WTMI-FM, MILWAUKEE.
Operates an RCA BTF-50A FM transmitter in conjunction with a high-gain antenna. Total effective radiated power, 349 kw—on 93.3 Mc!

SUPER-POWER FM STATION WBRC-FM, BIRMINGHAM.
Operates a type BTF-50A FM transmitter in conjunction with an RCA 8-section Pylon—880 feet above average terrain. Total effective radiated power, 546 kw—on 102.5 Mc!

SUPER-POWER FM STATION WMCF, MEMPHIS.
Operates an RCA BTF-50A FM transmitter in conjunction with an RCA 4-section Pylon antenna mounted on a 750 foot tower. Total effective radiated power, 260 kw—on 99.7 Mc!

These pioneer stations are making FM service over wide areas a practical reality—with the world's first commercial 50-kw FM transmitter, the RCA BTF-50A!

This is the transmitter that makes it possible to link 50 kilowatts of FM power to a high-gain Pylon antenna and deliver up to 600 kilowatts of effective radiated power—enough radiated power to serve primary areas out to 200 miles radius from mountain elevations.

Here are some of the transmitter features:
50,000 watts output on any specified frequency in the 88-108 Mc band. Grounded-Grid amplifiers and simplified single-end r-f circuits (all class C) for extreme stability and easy tuning. Direct FM to give high-fidelity FM simply and directly (less than 1% output distortion over the range of 30-15,000 c.p.s.). Only 43 tubes in the entire transmitter—and emergency operation may be maintained with only 24 tubes. Only 16 different tube types all told. One high-voltage supply for all high-power needs. Hi-lo power switching for emergency 8-kw operation. Complete air-cooling... using two independently-operated blowers.

Type BTF-50A... immediately available from stock... can be used with an RCA FM Pylon to improve your station coverage materially. For the facts, see your RCA Broadcast Sales Engineer. Or write Dept. 138D, RCA Engineering Products, Camden, N. J.
Ready to ship RCA 50-KW FM Transmitter, Type BTF-50A. Easiest-handling high-power transmitter ever built—with handsome unified front-panel design that fits any station layout. BTF-50A transmitters are delivered with pre-emphasis network, harmonic attenuator, transmission line monitor, power-cutoff and supervisory console.

Transmitter photo by courtesy WSRG-FM, Birmingham, Alabama.

Broadcast Equipment RADIO CORPORATION OF AMERICA Engineering Products Department, Gander, N.L.

In Canada: RCA Victor Company Limited, Montreal.
ON THE
WASHINGTON SCREEN

WRESTLING FROM TURNER'S ARENA—the most popular sports show on the Washing-
ton Screen! A recent poll by Teleguide Magazine showed the wrestling matches over WMAL-TV to be the "number one" favorite of television sports enthusiasts in the Nation's Capital. Above, two very popular wrestlers, Chief Little Wolf and Dutch Schweigart, find themselves in an awkward and painful situation.

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.
Whoever accuses Yankee farmers of chronic sales-resistance should have his bean examined.

In a single 2-week period (in December, of all months) WBZ's *New England Farm Hour* (6:00 to 7:00, 6 mornings a week) drew 1,650 replies to 3 offers.

And of the 3 offers, 2 required dollar bills!

So don't call the Yankee farmer a cold customer. He should be at the top of your list! So should the station that sells more things to most New Englanders, in city and country alike: WBZ in Boston town!

---

**WBZ**

*Boston's 50,000 Watt NBC Affiliate* (synchronized with WBZA, Springfield)
We have no complaint with "prestige" advertising, or with "institutional" advertising, or with any other kind. But best of all we like the functional kind of advertising that gets in and helps solve specific sales problems.

So far as radio is concerned, Bull's-Eye Radio (National Spot) is the one truly functional kind of advertising. It doesn't have to speak with the same voice, or with the same sales message, to the entire nation. No matter what the problem, national spot can meet it directly, without generalizations about local sales advantages, or anything else.

Free & Peters helped pioneer this functional type of radio in 1932, and we've worked at it intensely ever since. We believe we know all its strong points as well as its weak ones, and we'll be glad to tell you all we know. How about now?

FREE & PETERS, INC.
Pioneer Radio and Television Station Representatives
Since 1932

ATLANTA  DETROIT  FT. WORTH  CHICAGO  HOLLYWOOD  SAN FRANCISCO
Robert Hall Clothes, New York, through its agency Sawdon Adv. Co., Feb. 21 started use of daily quarter-hour programs, announcements and chain breaks on WCKY and WCPO, both Cincinnati. It is special two-week intensive institution advertising campaign promoting move of one of firm's salesrooms to new location. After two-week campaign, year-round promotional advertising of equal intensity will be instituted.

Air King Products Co. Inc., New York (television and radio sets and wire recorders), appoints Joseph Katz Co., New York, to handle its advertising. Agency currently surveying industry and studying possibilities of "advertising TV by TV." Radio also being studied as possible medium.

Duncan Coffee Co., Houston, Tex., appoints Leche & Leche, Dallas, to handle $1 million advertising account. Radio to be used.

Pacific Cheese Div., Borden Co. (dairy products) begins 13-week TV campaign on four Los Angeles stations—KNBH, KTS, KLTA, KTIV. Campaign to be expanded March 1 to include spots and participation shows on AM stations in San Francisco and Portland. Agency: Young & Rubicam, San Francisco.

Edible Oil Institute Inc., New York, (formed by group of oil packers to protect industry against packers who dilute or misrepresent products), appoints Gunn-Meers Agency, New York, to handle advertising campaign. Spot radio will be used in major eastern cities to launch campaign, with both English and foreign-language stations to be used.


Bristol-Myers Co., New York (Ipana toothpaste), effective March 30 will sponsor television puppet show Lucky puppet on CBS-TV in New York only on Tuesdays and Thursdays. Program aired Mondays through Saturdays 6:30-6:45 p.m. Agency: Doherty, Clifford & Shenfield, New York.

Standard Oil of Indiana to sponsor broadcasts of Golden Gloves Chicago land finals and International bouts March 4 and May 23 on WGN Chicago, and state high school basketball tournaments on WIRE Indianapolis and KGLO Mason City, Iowa. Firm also reserves 10 news and sports shows on WRBM Chicago, KOA Denver, WWJ and WJR Detroit, KCMO and WDAF Kansas City, WTMJ Milwaukee, WOW Omaha and KFWI Wichita.

Miles Labs., Elkhart, Ind. (Alka Seltzer, One-A-Day Vitamins), expands sponsorship of Quiz Kids, telecast Tuesdays, 8:30 p.m. (CST) on WNBQ (NBC) Chicago, to WWJ-TV Detroit and WNK Cleveland, March 1. AM show is aired on NBC Sundays, 8:30-9:00 p.m. (CST). Agency: Wade Adv., Chicago.

Network accounts:


Union Oil Co. of Calif., Los Angeles, cancels Fleetwood Lawton newscasts on all Don Lee and four Arizona stations effective April 22. Agency: Foote, Cone & Belding, Los Angeles.


Miller Brewing Co., Milwaukee, begins sponsorship of half-hour weekly show starring Lawrence Welk, June 6 for 13 weeks on minimum of 20 ABC midwest stations. Mr. Welk will broadcast from cities in which he will tour. Agency: Klaw, Van Peltzorn, Dunlap & Assoc., Milwaukee.

Adpeople:

William V. Shaftner, formerly with Pacific American Steamship Assn., joins Wine Growers Guild, Guild wine, Lodi, Calif., as advertising and public relations director.

Emmanuel Katz, vice president and sales manager of San-Nap-Pak Mfg. Co., New York, for past 15 years, elected president and a director of company. Announcement came from Lowell M. Birrell, chairman of the board. Mr. Katz directs company's advertising and merchandising program.

The Piedmont

Everyone's contented in the Piedmont...

From proud bovine beauties to bustling textile tycoons, there's a feeling of well being in the WSPA Piedmont area. Healthy, contented cows feast on the good, green grass of this fertile country. Well-pleased dairy farmers brag about their average of 1,765 gallons of rich, nutritious milk daily—justly boastful of their share in the $226 million dollar income that farmers draw from this land of plenty.

People in Spartanburg County are a busy lot. But, we're satisfied. Super-abundant natural resources reward efforts most satisfactorily. Rural and urban enterprise combine pleasantly to balance our billion-dollar economy.

It's a happy thought that when Piedmont people go to market they're backed by a budget to the merry tune of $1,054,811,000.

And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative Harry E. Cummings, Southwestern Representative Roger A. Shaffer, Managing Director Guy Vaughan, Jr., Sales Manager CBS Station for the Spartanburg-Greenville Market
THAT LOCAL PITCH GETS ‘EM

RAY MOFFETT
“Musical Clock”, 6:00-9:00 A.M.

BETTIE McCALL
“Your Friendly Neighbor”
10:00-10:15 A.M.

Take Hal Victor, for instance—the wagster of the keyboard. He knows Baltimore and Baltimore knows Hal. His fifteen minute strip at 5:30 P.M. is completely wacky—but it’s bright and fresh and full of original material—and the talk of the town. Then there’s Ray Moffett and Bettie McCall, solid citizens with a solid following and a list of “success stories” a yard long.

When your product needs a good local pitch, these “local folks” can do you a lot of good. Your Raymer representative can tell you more.

WCAO
“The Voice of Baltimore”

CBS Basic • 5000 Watts • 600 KC • Represented by Raymer
April 11th

1948 SPOT and

1949 NAB CONVENTION

18,000 CIRCULATION

REGULAR RATES AND SIZES

DEADLINE MARCH 21, 1949
Who spends what... where... and how?

Network Product Analysis
An exclusive Broadcasting copyrighted feature

National (and regional) spot sales in 1948 nudged the charmed $100 million level for the first time.

Who spent what, where... and how?

Broadcasting will supply these answers in its NAB Convention issue, April 11. It's the key to sound radio buying—an insight into what others are doing.

For the first time network and national spot billings of $239 million will be broken down into 27 product groups—a survey that will help the nation's agencies and advertisers to plan more effective spot schedules.

And that's not all.

The spot survey will supplement Broadcasting's network commodity analysis inaugurated in 1947, and which goes into its third edition in the 1949 NAB Convention issue.

And even that's not all:

The convention issue will include:

- Transcription trends and developments
- TV film syndication; Best Sellers; Costs
- Full Coverage AAAA April Convention.
- Plus features built around NAB convention.

For the alert agency and advertiser, the NAB Convention issue is a Thesaurus of vital time-buying facts never before available in one volume. For the alert broadcaster (for anyone with anything to sell in Radio-TV) the NAB convention issue is a MUST—dollar for dollar the best advertising value of 1949.

Guaranteed circulation: 18,000 (2500 above paid subscription minimum) to meet expected extra copy demands. Deadline is March 21. Regular rates and sizes prevail. Write, wire or call (collect) today.

Issue April 11th

The Newsweekly of Radio and Television

National Press Building Washington 4, D. C.
Ad Council Thanks
EDITOR, BROADCASTING:
At the last meeting of the board, the directors unanimously voted that the [The Advertising] Council express its very sincere thanks for the recent and valuable contribution of space given to our American Economic System Campaign by Broadcasting. As in the past, we are deeply grateful for the continuing support rendered by magazines throughout the country who, to date, have played such an important role in The Advertising Council’s activities.

All members of our board are well aware that the outstanding cooperation on the part of your publication and others was primarily responsible for getting this important program off to a flying start. Likewise, they are aware that as a result of these efforts, millions are being informed of certain important and basic facts concerning our unique economic system and what makes it function.

It is our hope that national advertisers will continue to use liberally the medium of magazines in the task of helping to create a better understanding of our system during the critical times that lie ahead. We feel certain that you join us in the belief that it is imperative that more Americans understand the operation of the system under which we live and of which we are all beneficiaries.

Again, we wish to take this opportunity to thank you, personally, for your timely and generous help.

T. S. Reppier
President
The Advertising Council
New York.

‘Most Informative’
EDITOR, BROADCASTING:
...I... continue reading BROADCASTING diligently as I have done in the past. It’s a most informative publication.

Jane McKendry
Needham, Louis & Brobye
Chicago

Quick Results
EDITOR, BROADCASTING:
Within a few days after the release of the 1949 YEARBOOK, we received several inquiries about our service. Since this is the only official listing this organization has had as yet, we think this is another example of the tremendous value of BROADCASTING and its publications.

Len Segall
General Manager
Sets Productions
Chicago

Zenith (cont’d)
EDITOR, BROADCASTING:
Thanks for your adroitness in publishing the Kobak article directly following the criticism of Zenith FM ad. Mr. Webb evidently fails to recall that there is only one WEFM in the United States and our coverage is under 150 miles and our advertising of this station is confined to Chicago. May I have permission to reprint with credit your article on the Zenith ad and the following article by Kobak on the Code? I thoroughly enjoyed Mr. Webb’s comments because of their inconsistencies.

E. F. McDonald Jr.
President
Zenith Radio Corp.
Chicago

[EDITOR’S NOTE: Commndr. McDonald’s letter refers to a story [BROADCASTING, Feb. 15] on a Zenith ad for its FM station WEFM. The ad was criticized by Maurice B. Mitchell, NAB director of broadcast advertising, and Frank V. Webb, general manager of KFH Wichita, Kan., for its implied criticism of commercial radio. A speech on NAB Code observance by Edgar Kobak, MBS president, was reported on the same page. Further editorial comment on page 38.]

Good Service
EDITOR, BROADCASTING:
How do you guys do it? I never realized BROADCASTING went to press on Fridays until I was in your office last week. It’s [BROADCASTING] on my desk every Monday... which is phenomenal mail service, P.S. You’re doing a swell job for the whole industry.

Bill Grove
KFBC
Cheyenne, Wyo.

WHHM
Independent - - but Not Aloof
Memphis, Tennessee

Patt McDonald, manager
FORJOE & CO., representatives

4:45 p.m. to 5 p.m. CST Segment
Mondays thru Saturdays

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Source: Hooper Continuous Measurement

BROADCASTING • Telecasting
Report on Good Taste

EDITOR, Broadcasting:
I am enclosing an advertisement which appeared in the Washington Daily News... Feb. 6, page 20 which might be cited in evidence in any future discussion of comparative good taste in newspaper and radio advertising. I don't believe any radio station, under any circumstance, would accept such copy. I don't want to victimize the

BOWEL CLEANING POWER OF INNER-AID MEDICINE

One man recently took INNER-AID three days and said afterward that he never would have believed his body contained so much filthy substance. He says his stomach, intestines, bowels and whole system were so thoroughly cleansed that his constant headaches came to an end, several pimples skin eruptions on his face dried up overnight, and even the rheumatic pains in his knee disappeared. At present he is an altogether different man, feeling fine in every way.

INNER-AID contains 12 Great Herbs; they cleanse bowels, clear gas from stomach, act on sluggish liver and kidneys. Miserable people soon feel different all over. So don't go on suffering! Get INNER-AID. Sold by all drug stores.

The ad in question.

Washington Daily News as a particularly horrible, example, but after all it has a circulation of more than 100,000 copies, the Nation's Capital, so newspaper defenders could hardly brush off this particular advertisement as being taken from a non-representative country weekly.

C. M. Keller Manager, Newsroom
WRC Washington

Stock Quotation

EDITOR, Broadcasting:
... It might be of reader interest if Broadcasting published weekly quotations of radio stocks sold on the stock exchange, curb exchange, and over-the-counter markets.

Among those which might be included are: RCA (National Broadcasting Co.); Columbia Broadcasting System; WJR, The Goodwill Station; American Broadcasting Co.; Baltimore Radio Show; Monumental Radio Co.; and similar listed issues.

Figures could be obtained as of the close of trading each Friday preceding the date of publication of Broadcasting.

Raymond Adams
P. O. Box 633
Radford, Va.

[Editor's Note: The more active radio stock selling prices are published widely in daily papers. Since BROADCASTING publishes once a week it seems we would run a poor second to our daily cousins on this service. We have inmate handling of being second.]

Where Is Television?

EDITOR, Broadcasting:
If figures don't lie, I can believe anything now. According to a bul-

Recalls Radio Days

EDITOR, Broadcasting:
... From 1934 to 1940 I was director of public relations for the Crosley Corp. and had an important part in establishing good will between the newspapers and radio in regard to newscasts. It was through my efforts that it was agreed to permit the baseball games of the Cincinnati Reds to be broadcast on the radio, with radio stations WSAI, Crosley owned, and WCPO owned by the Cincinnati Post, broadcasting the games.

Red Barber was assigned by WSAI to do the broadcasting for that station and Harry Hartman for WCPO...

James W. Beckman
Real Estate Broker
Cincinnati

Appreciative Mother

AN ASHEVILLE, N. C., mother, Mrs. W. Roy Mozingo, wrote WWNC Asheville to explain how one of her three sons thought listeners had to pay stations for programs and to express her thanks for the free entertainment radio gives. Mrs. Mozingo was discussing some household bills, she said, when one of the boys, five years old, asked, "Mother, how much is your bill for radio programs?" It made me think," Mrs. Mozingo commented, "why I do not have to pay at all for the delightful radio programs. And what a privilege it is to... hear your fine programs and have the cultural and educational advantages [radio] gives my... sons."

Transradio Press Service

BY TRANSRADIO PRESS

"Radio's Own News Service"

On March 1, 1934, Transradio sent out its first-dispatches to radio clients.

That day marked the beginning of the end of restrictions aimed at the control of news on the radio and the birth of Radio's Own News Service. Transradio has steadfastly maintained the quality and integrity of its news report; its guiding formula: DIRECT coverage for radio.

Transradio has expanded to a two-wire operation and now offers DOUBLE service to radio—a complete general news wire, with special Washington coverage, PLUS an all-Sports teletype service... both fast, complete, accurate, independent.

Transradio has scored many firsts. First to speed up teletype delivery; first to bring down news service costs by winning a reduction in rates for news wire and teletype facilities; first in the fight to win complete recognition of radio newsmen in Washington and elsewhere.

We pledge ourselves to the principle that radio should have a completely independent source of news. We are ready to help solve your news problems, to do so at a moderate cost. For more information, write or wire.

Transradio Press Service Inc.
521 FIFTH AVE.
NEW YORK CITY

February 28, 1949 • Page 19
**Feature of the Week**

The Mayor of Odessa, Tex., an oil boomtown on the western range, proclaimed Feb. 12 as "KECK Day," and handed Ben Nedow, owner of the 1 kw daytime station, a parchment which read:

"Radio Station KECK has earned an enviable place in the commercial and civic life of Odessa and the Permian Basin during the time it has been on the air."

"It has contributed much toward drawing together the peoples of this area in a mutual feeling of high purpose for the continued progress of the world's greatest oil center."

... I further call upon the listening public of Odessa to observe KECK Day with appropriate listening.

Civic leaders joined in saluting Mr. Nedow in a special broadcast, and for the first time he spoke into the mike on his own station.

Mr. Nedow's accent was not a local one, for as radioman and citizen, his story is unusual. Born in western Poland 45 years ago, he came to the United States when he was 16. With a smattering of business training obtained at B. Altman's, New York ("I did a little of everything"), he opened a furniture store in Odessa.

Today, his People's Furniture (Continued on page 54)

**On All Accounts**

In the spring of '46, the records reveal, Willson (Bill) Tuttle was named vice president in charge of radio and television for Ruthrauff & Ryan, New York. Rumor is he shook hands all around.

The latter item was probably the most newsworthy fact of the occasion, for, while his election was somewhat foreordained by his service and talent, Bill Tuttle—in the phrase of an enthusiastic if grammatically casual admirer—"is the last hand-shakingest fellow I've ever seen in this business."

But down-to-earth Bill Tuttle once had his day with the stars. Portraying the lead in a Blackfriars production at the U. of Chicago in 1932, the handsome collegian was seen and signed by a Hollywood talent scout for Fox films.

A year with Fox convinced Bill that he would never supplant "Trigger" (a name bigger than "Trigger" in those days), so he came east, but with an Oscar. However his Oscar had a surname, and it was Serlin. He appeared in several Broadway productions for the producer, but one day, after serving an apprenticeship at a Fitzpatrick Travelogue in a 42nd Street theatre, Bill felt qualified to apply for and secure a job with a travel bureau as cruise conductor on a voyage to Bombay.

After exhausting India and Europe he returned to New York in the spring of '37 to join WOR as staff announcer, director, and later, nighttime manager.

Two years later he joined Ruthrauff & Ryan as a freelance director and handled the directorial chores on Big Sister and The Shadow. Soon afterwards he joined the agency's staff as director and producer in charge of Canadian operations. In 1941 he was named head of daytime operations for R & R.

He left the agency in '42 for one year when he was associated with A & S Lyons, theatrical agents, in charge of the New York office. When he returned to R & R in '43 he was placed in command of talent and new program development. Three years later he was named vice president in charge of radio and television.

In his present position he supervises Amos 'n' Andy, Lionel Barrymore in Mayor of the Town, Gene Autry, Aunt Jenny and the Shadow, as well as the Canadian spot business for Pepsodent and Lipton, and programs for Lifeway.

(Continued on page 57)

**Remember the story about...**

Manhattan Island that grew into the World's Greatest City

The phenomenal growth of New York City is not unlike the growth of W-W-D-C in Washington. It started out small and then it grew—and grew—until today it's the red-hot buy in this rich market. Your sales message over W-W-D-C will get quick, profitable results. Call in your Forjoe man and get the whole story today.

WWDC

AM-FM—The D. C. Independent

Represented Nationally by FORJEO & COMPANY

**For profitable selling—**

INVESTIGATE

WDEL

WILMINGTON DEL.

WGAL

LANCASTER PENNA.

WKBO

HARRISBURG PENNA.

WRAV

READING PENNA.

WEST

EASTON PENNA.

Represented by ROGER MEEKER ASSOCIATES

New York Chicago

San Francisco Los Angeles

STEINMAN STATIONS
You can be sure... if it's Westinghouse

CUT COSTS 4 WAYS...

with the Revolutionary
"SYMMETRON"*

Every major operating cost, plus installation cost, is significantly reduced with the "SYMMETRON", the new Westinghouse 50-kw FM amplifier.

1. TUBES: Lightweight, plug-in triodes identical with those in Westinghouse 10-kw driver. Save better than 50% on initial tube cost and replacements!

2. POWER: High efficiency "SYMMETRON" reduces your power bill. Saves you up to $1,000 a year.

3. INSTALLATION: Low-voltage, air-cooled components eliminate need for fireproof vault and high-voltage enclosure. Reduce transmitter building costs.


Get all the facts if you are going to 50-kw operation. Call your local Westinghouse representative today, or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

*Trademark

Westinghouse
FIRST IN BROADCASTING
Keeping pace with the fast-growing South Florida area* WQAM — Miami's First Station — has installed entirely new facilities—complete from studio controls to transmitter tower... New studios in Miami's most modern office building... The latest and finest General Electric transmitting equipment—both AM and FM... A new 400-foot non-directional tower located in the population center of Greater Miami... all combine to make WQAM the strongest, clearest voice in South Florida. Too, program and audience measurements show WQAM with the highest "Hooper" in its 27-year history, and the lowest cost per listener in this thriving year-round market.

*Greater Miami and 15 surrounding counties.
AVCO CONFUSION

By RUFUS CRATER

MAJOR CHANGES in FCC's procedure for handling broadcast applications—including repeal of the Avco Rule—were proposed by the Commission last Wednesday. The proposal would require advertising of most broadcast applications and establish 90-day cut-off dates for mutually exclusive requests.

The competitive bidding which marks the Avco Rule on station sales would be abolished. But the rule's advertising principle would be extended to commercial AM, FM and TV applications for new stations and renewals; changes in frequency, power or antenna pattern, and the moving of stations from one community to another, as well as to transfer cases.

The advertising, intended to make sure that the listeners get a chance to be heard on local radio applications, could be by radio and newspaper, or by newspaper alone, in the applicant's discretion. It would start when the applicant notified his application has been accepted and would last for three weeks—twice a week in a locally circulated newspaper, or once a week by newspaper and once a week via a local station (between 8 a.m. and 10 p.m.).

90 Days to File Would-be applicants would have 90 days (starting with the date of the first advertisement) in which to file mutually exclusive applications. Those filed after the 90-day period would be dismissed and could not be resubmitted unless the original application was denied or dropped, or if granted, until the grantees applied for renewal of license or for changes in facilities under certain conditions.

Copies of advertised applications would have to be made available for local examination.

The Commission invited comments on its proposals until April 4 and said it would call for oral argument if the comments warrant, even though this was not required. The nature of the changes prompted the desire to get industry's views in advance, the FCC explained.

The rules would apply to applications filed after the effective date, which wasn't indicated, but the 90-day cut-off provision would also be applicable to pending cases.

Transfer Headaches Are Compounded

It's This Way . . .

PRIVATE radio lawyers were jumping when FCC released its proposal to adopt new procedural rules and establish cut-off dates for mutually exclusive applications (story, this page). The proposal anticipated repeal of the Avco Rule permitting public bidding on stations up for sale. This would be accomplished, FCC's announcement said, by repealing Rules L-281 (b) through (e). Only trouble, radio lawyers reported, is that bidding procedure is set up in L-281 (a). Top-level FCC officials quieted the tempest with assurances that the Commission didn't mean precisely what it said: What it meant was that the bidding procedure would be abolished, regardless of what it said.

...which would cause interference within the normally protected contours of an active or new application, or which would suffer such

(Continued on page 44)

NBC WAR COUNCIL

Group to Plan Strategy

REPRESENTATIVES of 170 NBC affiliates will gather at Chicago's Stevens Hotel today and tomorrow to be briefed by top executives on future NBC plans in the growing competition of radio and television.

At NBC headquarters in New York last week it was reported that every network affiliate would be represented at the special meeting which was called at the insistence of the network's Stations Planning and Advisory Committee.

SPAC urged that in view of the avid interest of the stations in NBC's plans to cope with mounting competition the unusual two-day session was needed.

Outline of Policies

Niles Trammell, NBC president, will begin the briefing today (Feb. 28) with an outline of the policies which NBC will follow in meeting the future benefit of many of its veteran programs and stars. Mr. Trammell is expected to propose a basic policy trimmed down to fighting weight.

Among encumbrances which NBC will abandon will be its former stand against giveaways and against the broadcast of crime programs at hours when children are listening.

Mr. Trammell, it is believed, will advise the stations that in the knock-down battles ahead the network cannot afford to be restricted by binding rules which, in NBC's opinion, have proved to serve no ethical purpose.

He is expected also to advise the affiliates that NBC has earmarked a substantial sum of money for the development and exploitation of new programs. He will say, it is reported, that NBC is prepared to match CBS dollar-for-dollar in program building, but is not willing to invest all these funds in a few parcels.

NBC, rather, will seek to build comparatively low-budget shows, within easier reach of advertisers. Although NBC is not selling radio short, it is aware that AM networks are at or near the peak of their economics, Mr. Trammell will reportedly say. Its intention therefore is to build low-cost but popular radio shows which can be made into television properties.

After Mr. Trammell's talk, Charles R. Denny, NBC executive vice president, will unveil the NBC battle maps.

Mr. Denny will discuss the instrumentation of the policies. He is expected to unveil for the affiliates the list of prospective programs which the network has put into development since the CBS

(Continued on page 45)
NET EARNINGS of Radio Corporation of America in 1948 amounted to $24,022,047, $5,262,490 more than the postwar high figure in 1947. The earnings were equivalent to $1.50 per share of common stock as compared with $1.12 per share the year before.

These figures were disclosed in the RCA 29th annual report released through Brig. Gen. David Sarnoff, chairman of the board.

Referring to NBC the report pointed out that the network maintained its position as "America's No. 1 network" and that the 1948 revenue was the highest in its 25-year history. RCA net earnings or profit was 6.7% of the gross income in 1948, compared with 6% in 1947. Total gross income from all sources amounted to $357,817,231, representing an increase of $45,565,659 over the $312,253,572 in 1947. About 19.8% of the $357,817,231 came from operations of NBC. That subsidiary contributed $70,949,218 as compared with $65,600,991 in 1947, an increase of $5,291,227.

An increase in RCA dividend from 30¢ a share to 50¢, amounting to $6,285,525, was declared on Dec. 5, 1948. Regular dividends of $5,158,250 were paid to preferred stockholders. During the ten-year period, dividends paid to stockholders amounted to $65,074,717, or 53.4% of net profits after taxes. During the same ten-year period the net worth increased by $60,144,745 and now is $127,277,253.

Total earned surplus as of Dec. 31, 1948, amounted to $79,499,479, an increase of $13,946,725 over earned surplus at the end of 1947.

Assets of RCA and its domestic subsidiaries were $248,224,472, compared with $216,188,981 in 1947. In the RCA division, which is the manufacturing unit of RCA, the number of employees increased to a postwar high of 30,911 in 1948. 

The enthusiasm of the American people for this new art has justified the years of pioneering as a service to the public.

Other highlights:

- NBC—in 1948 total revenue from sales of network and station time was highest in its history. In December the gross of its television operations reported the sales that in January 1948, 33% of NBC video hours were sponsored. By the end of the year 65% were sponsored. Every standard of appraisal demonstrates the constantly increasing effective use of television as an advertising medium, it was said.

- RCA- Victor Division—All-time high volume of radio electronic products was produced in 1948. The inability to manufacture enough television sets in 1948 to meet demand probably will continue through 1949. Sales of the tube department reached an all-time high.

- RCA Laboratories Division—Ultrafax development in 1948 was such that the day is foreseeable when through television and ultrafax a radio newspaper may be delivered through the air into every home equipped with a television set, said the report. Ultra fax could deliver the equivalent of 40 tons of mail coast-to-coast in a single day. New and improved circuits and electron tubes and other materials were developed for AM, FM and TV receivers. New antennas were developed for radio and television.

- RCA Exhibition Hall, New York—The interest in radio such that more than two million visitors have been attracted to this display at Radio City, New York.

Warman Named

BRYAN (Dave) Warman, formerly with J. M. Mathes Inc., New York, as an account executive, has been appointed executive vice president of Warman & Co., Buffalo, it was announced by his brother, Robert B. Warman, president of the agency. While with J. M. Mathes, Mr. Warman handled many prominent national accounts in the automotive, building, drug, textile and packaging fields. He has supervised a variety of accounts in all important media, including motion pictures, radio and television.

LLOYD GRIFFIN
Becomes F&P Stockholder

LLOYD GRIFFIN, head of Midwest operations for Free & Peters, a national radio and television station representative, has become a stockholder in the firm, H. Preston Peters, president, announced last week.

Mr. Griffin, who headquarters in Chicago, has been with Free & Peters for four years. He previously was radio director of Knox Newspapers Advertising. During the war he managed OWI operations in India. Other stockholders of Free & Peters are James L. Free, founder; Russel Woodward, executive vice president with headquarters in New York, and Mr. Peters.

SMITH DAVIS
Forms Small Station Div.

CREATION of a new department which will devote itself exclusively to the smaller radio and publication fields, was announced by Philadelphia last Tuesday by Smith Davis Corp., national station and newspaper broker.

The department "will provide a concentration of effort on such properties, which heretofore has been impossible, according to Albert Zugsheim, executive vice president of the firm. Alvin Freemont will direct the division, which will be located in the Philadelphia branch office, 317 S. 16th St. Larger properties will continue to be handled at the main office in New York City.

CBS GROSS

COLUMBIA Broadcasting System Inc. had a total revenue of $19,229,632 for the quarter ending Jan. 1, 1949, an increase of $3,457,699 over the previous quarter but a drop of $366,579 over the similar period a year ago.

Figures for the most recent quarter were made public last week in a report to the Securities and Exchange Commission.

The report listed gross sales less discounts, returns and allowances at $5,162,594. Operating revenues less discounts and commissions were put at $14,067,038. At the network, it was said that operating revenues means income from sales of time and other services in connection with network activities, whereas gross sales is largely income from subsidiary interests such as Columbia Records Inc. and the Synchroskop Corporation.

Summary of the current quarter report and of quarterly reports of the past year follow:

**QUARTER ENDED JAN. 1, 1949**
- Gross sales less discounts, returns and allowances $5,162,594
- Operating revenues less discounts and commissions 14,067,038

**QUARTER ENDED JAN. 1, 1948**
- Gross sales less discounts, returns and allowances $5,370,500
- Operating revenues less discounts and commissions 12,850,810

**QUARTER ENDED JUNE 30, 1948**
- Gross sales less discounts, returns and allowances $3,601,883
- Operating revenues less discounts and commissions 10,686,763

**QUARTER ENDED OCT. 2, 1948**
- Gross sales less discounts, returns and allowances $4,504,117
- Operating revenues less discounts and commissions 11,587,464

**QUARTER ENDED DEC. 31, 1948**
- Gross sales less discounts, returns and allowances $4,504,117
- Operating revenues less discounts and commissions 11,587,464

"Due to circumstances beyond our control, the program originally scheduled will not be broadcast..."
By ROBERT B. LUCE

MAJOR SHIFT in station manager opinion on legislative matters, apparently a result of a cloudy economic climate, was recorded in the 17th Broadcasting Survey of radio executive opinion. The poll was conducted by Broadcasting's Research Department.

The results:

- Broadcasters are increasingly fearful of monopoly in the radio industry, and the majority favor government-enforced regulation of the ownership of stations.
- They are more than ever convinced, however, that government should have no hand in policing, regulating, or otherwise censoring program content.

Increasing economic pressure on the individual broadcaster has perhaps made him more anxious to avoid any legislative limitation on his commercial time sales, the length of his commercial announcements, or the ratio of his station to network time. The same factors may be at the root of the expressed opinion that there should be a limitation of monopoly in radio station ownership.

A similar legislative poll of station manager opinion was taken in May 1947. It is possible to discover the shifts in radio executive thinking on legislative matters. The 1949 poll, as in the case of the 1947 poll, covered a representative cross-section of AM station managers and owners throughout the country. About 12% of all station managers responded—67% of the sample. The results of the 1949 and 1947 surveys are given for comparative purposes. (Table I)

The survey also showed a remarkable split in opinion on the clear channel issue. About half those polled felt that clear channels should be maintained. Of those felt that they should be maintained, there was little sentiment for power in excess of 50 kw.

New Legislation Needed

Approximately four out of five broadcasters felt there should be new radio legislation in this session of Congress. A more than half the broadcasters felt Congress, not FCC, should tackle the clear channel issue.

On the need for new radio legislation, a conclusive 78% favored the 1949 model to replace the vintage '27 law under which broadcasters are now doing business. However, 15% felt the present law is adequate, as compared with 9% in 1947. (Table II)

Many of those who said the present law was adequate felt that any new legislation might prove worse than the present law; and that sleeping dogs should be left to their slumbers.

Practically all broadcasters op-POSE legislation giving government power to regulate the ratio of commercial to sustaining programs, the length and content of commercial announcements, and the amount of time that should be devoted to programs on controversial issues. (Table I)

A minority of 15% felt that there should be some control of the ratio of network to station time, and only one-fourth that giveaway programs should be eliminated by government fiat.

In the poll taken by Broadcasting in 1947, the percent of broadcasters who were willing to submit to more stringent programming control was slightly higher than in 1949.

Clearly, sentiment on the whole is 80 to 90% against any such regulation.

The broadcasters were less emphatic, but certainly definite in their opposition to the ownership of large groups of stations by a single owner. About three-fourths of those polled indicated they would like to see limitation of the number of stations one owner may own. The percent of 52% and 51% respectively indicated they would like to see a similar limitation of ownership by newspapers and persons with other primary investments. This is not felt to be an economic fear of "squeeze" by well-financed corporations entering broadcasting, a field which is noted for the high percentage of small and independent owners.

Broadcasters were more fearful of monopoly than in the previous poll of a year and a half ago. The comparisons are shown in the tabulated results in Table I. In 1947 only 58% felt there should be limitation on the number of stations one owner may own, and only a third of all broadcasters polled felt that there should be limitation on newspaper ownership of stations.

There has been a sizable increase in the proportion of stations owned by newspapers since the end of the war, and it may be this manifestation of increasing publisher-broadcaster ownership that is responsible for the change in sentiment on this point.

Too Many Stations?

Many broadcasters commented on the increasing numbers of stations being granted by FCC and expressed the opinion that there should be some economic limit to new station construction. The economic conditions should be taken into consideration before licensing more radio stations in a given community than can survive. Every community has its limit in advertising dollars," one southern broadcaster said.

The comment was repeated in several instances.

Clear Channel Sentiment

If the clear channel issue were to be settled according to the wishes of 50% of the broadcasters, clear channels would be maintained. But the vote was closely divided: 44% were of the opinion that clear channels should be broken down. Whatever the decision, 56% said Congress should be the group to make the decision, while 44% felt that FCC should do the job. (Table III)

Of those who said that clear channels should be maintained, the sentiment was 85% for the present 50 kw ceiling on power. A scant 60% indicated that the FCC should grant power in excess of that limit.

Again, there was a fear of bigness in a field which is largely characterized by small operators. One broadcaster said: "I voted for limit of clear channels to 50 kw and for limits on station ownership because I feel that the (Continued on page 44)
STORM SERVICE

WESTERN station personnel last week breathed sighs of relief for the first time since Jan. 2 as improved weather conditions brought taping off in one of radio’s most frantic public service periods.

Since the beginning of the record breaking winter storms, stations throughout the area have performed yeoman’s service. Spectacular accomplishments by individual stations have become the rule rather than the exception.

Last week the Army discontinued its “Operation Snowbound” in almost all stricken areas except for parts of North Dakota.

By Thursday, most of the main roads in the hardest-hit states—Nebraska, Wyoming and South Dakota—had been cleared, and station news and special events crews were recalled from remote assignments.

Because of space limitations, only a relatively few of the many stations who contributed to radio’s performance can be mentioned here.

E. S. (Bud) Nebel, news director of KFAB Omaha, telephoned BROADCASTING that the snow level now is about 24 inches, compared with drifts of 15 to 20 feet three weeks ago. Only five Nebraska counties are still snowblocked, he reported.

Mr. Nebel accompanied Maj. Gen. Lewis A. Pick, chief of “Operation Snowbound,” on a 1,000-mile reconnaissance flight Feb. 7. Late in January, he and Al Bates, studio supervisor, drove KFAB’s station wagon 230 miles northwest to O’Neill and Stuart, where they set up headquarters at newspaper offices of the O’Neill Frontier. They made several broadcasts via a battery-powered FM and shortwave set.

Followed Bulldozers

For two days and two nights Messrs. Nebel and Bates followed bulldozers through 15 and 20 foot snowdrifts recording interviews. Back in Omaha, a recap of the entire trip was aired, with a recording made for use by Gen. Pick. Still watching and reporting the blizzard, KFAB is making its most important moves for coverage of the forthcoming flood scene in the area.

After the first blizzard, KFAB newsmen recorded on-the-spot happenings from haylift planes. They also recorded a phone conversation with the mayor of Gordon, Neb., where 600 Indians were marooned.

Even before the situation was declared a national emergency, the station’s news director, Mal Hansen, was making transcribed telephone calls to the isolated sections. As the situation became critical, a special crew, consisting of Mr. Hansen, Harold Strong, and Cy Hargman, was dispatched into the snowbound area.

Teaming up with the 10th Air Force, they covered almost 4,000 miles in an effort to keep the listeners posted as to the progress and success of the dropping of food, fuel, medicine and hay. In many cases the broadcast crew also became “hay-pushers,” shoving the commodities out of the planes.

A PROPOSAL “in general” to limit U. S. use of 540 kc to no more than 1 kw and to forbid its use altogether within 25 miles of some 224 specified government installations was advanced by FCC last week.

The plan was released, accompanied by requests for comment by March 28, “for purposes of assisting the Commission in making recommendations to the Dept. of State for a position to be taken internationally by the U. S.”

Agreement Sought

Actual consideration of the use of the new broadcast frequency in this country, the Commission emphasized, cannot be undertaken until after the North American Regional Broadcast Conference scheduled for Canada in September. International agreement on use of the new channel is to be sought at that time.

The 25-mile, 1 kw policy is designed to protect operations in the 510-535 mc region, which under the proposal would be assigned to War and Navy mobile stations. Broadcasters on 540 kc also would be required to protect the 500 kc international distress frequency.

Power restrictions on 540 kc have been generally expected, in view of the wide-coverage characteristics of the channel (CLOSED CIRCUIT).

The Commission’s proposal came at a time when Mexico which is already using 540 kc with about 5 kw, proposes to employ 150 kc eventually, and is resisting U. S. protests that the frequency should not under the Atlantic City agreement which made it a broadcast channel, be put into service until after the NARB conference in September [Broadcasting, Oct. 25, 1948, Jan. 10].

In releasing its plan, the Commission proposed:

In the U. S., assignments to broadcasting stations for the use of frequency 540 kc will be made only on the condition that no harmful interference is caused to the mobile service operating in the band 510-535 kc, and on the further condition that no harmful interference is caused to the operation of auto alarms and other uses of the frequency 500 kc.

Impaired communications to stations in the band 510-535 kc, each of which use 540 kc will be reviewed with respect to interference which may be caused by the mobile service in the band 510-535 kc and to the use of the frequency 500 kc, and the essential condition which follows:

In each instance with that, on an engineering basis, the power, location and antenna characteristics of the proposed broadcasting station will not cause harmful interference to these services.

In general, broadcasting stations at 540 kc with power of 1 kw or less and located more than 25 miles from the location identified in Exhibit A (list below) may be presumed not to cause harmful interference to the mobile service in the band 510-535 kc and, in general, broadcasting stations at 500 kc which do not produce a ground wave field intensity in excess of 515 microvolts per meter at a 10 kc sky wave field intensity in excess of 265 microvolts per meter at any point along any sea shore adjacent to any body of water where the frequency 500 kc may be employed by the mobile service, may be presumed not to cause harmful interference to the use of 500 kc.

For purposes of this plan, the term “seacoast” includes the shoreline of any body of water which is frequented by ship stations authorized to operate on 500 kc.

The plan was released in con-

Radio Does Outstanding Job

KFBV Scotts Bluff, Neb., compiled lists of missing persons and broadcast until they were found. Bill Keene, sports announcer at KBOI Boulder, Col., interviewed Scotts Bluff residents visiting in Cheyenne from KBOI. Cheyenne studios by arrangement with KOLT.

KOLT charted a ski-equipped plane to rush aid for the sick and newly, rescuing on the first mission a couple stranded in a car two nights and a day at temperatures of zero to 10 below. The station scheduled hour-long news and special information roundups, and arranged for baby food and supplies to be flown to Gordon.

Farmers in the WGIH. Billings, Mont., listening area relied on radio for weather reports and news. Their personal requests were broadcast by shortwave.

When the blizzard hit Utah and the state’s transmission facilities were knocked out, newsmen accompanied Maj. Gordon to verify for the Western News Bureau that KUHP burned, KDFY Salt Lake City rushed emergency facilities to both state and local police to stop communications. Newsreel pictures were brought, and the station’s operator and a few others were brought to the dispatcher’s office.

KWGB, daytime outlet in Good- (Continued on page 41)

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540 KC LIMIT

1 kw Maximum Suggested
By J. FRANK BEATTY

EIGHT-DAY NAB Convention Week program, April 6-13, followed by a scheduled two-day board meeting, will be marked by the most events and the most delegates of any independent radio industry meetings, plus an “important" address on atomic energy.

With headquarters at the Stevens Hotel, Chicago, the convention will consist of three separate meetings. The four-day Engineering Conference will open Wednesday, April 6, and run through Saturday (see complete agenda, page 3). The Unaffiliated Stations session will be held all day Sunday (see separate story of Unaffiliated Stations Executive Committee, this page).

The Management Conference will open Monday, April 11, at 12 noon with FCC Chairman Wayne Coy scheduled as speaker. General management meetings will be held in the Eighth Street Theatre, connected to the hotel, but all luncheons will be held in the Stevens. Committee meetings will be held at 9:30 a.m. Monday.

Insertion of atomic energy into the agenda of the Engineering Conference is of "outstanding importance," according to Royal V. Howard, NAB engineering director. The speaker will be Dr. Lincoln, R. Thiesmeyer, executive assistant to the director of Brookhaven National Laboratory, Patchogue, L. I., one of the regional centers for nuclear energy research. His topic is "Atomic Energy Is Here for Good."

The talk on Friday morning is expected to cover use of atomic energy in industry and other peacetime applications. Much of the current nuclear research is known to be along practical industrial lines. During the war Dr. Thiesmeyer was head technical aide of the Office of Field Service, Office of Scientific Research and Development.

New to NAB conventions will be the night meeting to be held Monday, April 11. This session will be confined to an FM panel discussion to be programmed by the NAB FM Executive Committee. Management meetings will close Wednesday noon.

Television will be given close attention during convention week, especially at the engineering meetings where perhaps two-thirds of the papers deal with video developments.

On the other hand the management agenda places TV on the final morning though visual matters are expected to come up frequently throughout the convention. The agenda is scheduled to adjourn at noon Wednesday but if delegate interest in the subject justifies, the meetings can be continued into the afternoon.

In line with general industry thinking, the first general session Monday afternoon will be a workshop devoted to sales. Answers will be sought to problems created by growth in the industry, including TV; increased pressure from promotion-minded printed media and what the association is doing about it. Ways of increasing business will be dramatically demonstrated.

Tuesday's program will include a morning discussion of public relations matters on the management level. Its scope will be broad. The Tuesday luncheon speaker has not been announced.

Internal Matters

The Thursday afternoon agenda includes a discussion of the increasingly critical problems centered on international developments along with BMB, BMI and advertising matters.

A special session on "radio stations and the future of radio," with representatives of the NAB, will be held Wednesday, April 13, at 3:30 p.m. in the Stevens Hotel.

The registration deadline for the event has been extended through Monday for those who wish to attend.

Registration for ladies will be $7.50, including a Monday luncheon, ice show and a pre-Easter style show staged by Marshall Field. Visits to Chicago stations are being planned for the ladies.

The annual session of broadcast equipment and services will open Thursday, April 7, under direction of Arthur C. Stringer, NAB staff director. Heavy equipment will be displayed in the 30,000-foot Stevens Exposition Hall beneath the Stevens lobby. Light equipment and services will be exhibited in sample rooms on the fifth and sixth floors. One hundred rooms have been reserved. The exposition will close Tuesday evening.

Judging by advance word from some of the exhibitors, the exposition will introduce new developments in every technical field, ranging from transmitters and antennas to studio equipment and recording techniques.

INDEPENDENTS

First Session Convention Week

THREE-PLY program designed to strengthen the position of independent stations in the industry will feature the first Unaffiliated Stations NAB Convention held Sunday, April 10 during NAB convention week at the Stevens Hotel, Chicago (see convention story, page 27).

Sales, public service and programming will head the agenda, with specialists on each topic to take part in a workshop session. No formal speeches are scheduled aside from a big-name luncheon guest.

Specialized Selling

With a competitive era approaching, the independents will talk over plans for special selling, according to Ted Cott, WNEW New York, chairman of the NAB Nonaffiliated Stations Executive Committee. Independents would be grouped according to their program specialties such as sports, music and other types.

In the public service and programming fields, Benjamin Cohen, assistant secretary general, United Nations, is expected to offer a plan for exclusive UN programming on independent stations.

Convention plans were discussed by the NAB management and independents at a meeting held Thursday and Friday. A new member of the committee attended for the first time, Ben Strouse of WWDC Washington. David Baylor, WMJ0 Cleveland, has resigned.

The committee pointed out that the Sunday session in Chicago is the only one which nonmember stations are permitted to attend. It will be open to all stations.

A new group made up of the committee asked the NAB management actively to promote and sell the independent conference to both members and non-members. It pointed out that the independents will have a chance to observe NAB's interest in their problems and the services designed to aid stations in their operations.

Among topics discussed at the committee's meeting were proprietary rights, phonograph records, baseball and Sunday School programs and the proposed new FCC Aavo rule.

Now in operation, the committee was informed, is its plan for cooperation in major public service campaigns of the Advertising Council. The council now makes available to the independent stations, free of charge, materials similar to those provided the four networks, advertisers and agencies.

The committee in adopting the plan last year had surveyed some 400 independents and had found them anxious to cooperate.

A working committee will be announced soon to maintain liaison with the council. This group will consist of members from New York, Chicago and Los Angeles, it will guide development of high-caliber programs of the public interest type designed specifically for independent stations.

The committee will provide packets tailored to needs of independents, mailing through NAB.

Members attending the meeting last week, besides Messrs. Cott and Strouse, were Melvin Drake, WDGY Minneapolis; Bob Maynard, WSVS Crewe, Va.; Pat McDonald, WHHM Memphis; Lawrence W. K. Dowell, KPOX Long Beach, Calif.; Pete Schloss, WWSW Pittsburgh; Howard Lane, WJJD Chicago, board liaison member.

February 28, 1949 • Page 27
DEAR EDITOR:

EDITOR: BROADCASTING: In your editorial "Forgetting Job," in the Feb. 14 issue of BROADCASTING, the following paragraph appears:

"The NAB's high-powered-licensing proposals are a striking one; the legal implications which are becoming more and more apparent, quite apart from considerations of immediate interest to present licensees. The result in such cases is that NAB is dammed if it does and dammed if it doesn't. As you know, I have been criticized for taking too strong a position in connection with freedom of radio—an issue with respect to which, resolutions of endorsement have been adopted by this board and over again by our members—and at the same time, have been criticized by the same broadcasters for not taking a position. I have been accused of being inconsistent with respect to the clear-channel, high-power-licensing issue—upon which NAB and its several districts have repeatedly declined to take a position.

(2.) You know, of course, that the recently adopted anti-lobbying book or magazine story and then asked them: "Which two or three of the things on this list do you really enjoy doing most in your spare time?"

Replies showed that 51% of the men and 64% of the women expressed that preference.

Second place for the men was watching sports events, with 26% of the males giving that program as their favorite. Visiting with friends and participating in outdoor sports followed with 23% while playing cards and going to the movies claimed 20%.

Reading books followed with 19% and reading magazines was next with 16%.

Women's second preference was needlework (36%) and their other top choices were: Visiting with friends, 34%; reading books, 26%; going to movies, 21%; reading magazines, 19%.

"Listening to the radio is the great common denominator," Fortune observed in the survey.

Summary of Replies

The following table summarizes the replies of radio connoisseurs put in the survey. Comparing the present product in each category with that of two or three years ago, respondents and NAB agree that there are:

<table>
<thead>
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<th>Radio Program</th>
<th>Movies</th>
<th>Books</th>
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<td>More good</td>
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Fortune also inquired into listeners' preferences and was apparently amazed at the answers it received.

"Surprisingly enough," said the magazine, "the much-maligned "soap operas" are not leapin
good programs to be avoided. It shares this dubious distinction with the Washington scene that an effective lobbyist or legislative representa-
tive may be able to spend practically his whole time at such work and be available for immediate action in Washington. Obviously, the broadcast world is a very different place today than it was a few years ago, when the right-man-heap-tuned-in set was unimportant.

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Let me refer, particularly, to the words in parentheses, "for reasons not evident to us," and then list a few reasons:

(1.) It is frequently difficult for NAB to take a position with respect to proposed legislation, because of conflict of interest between its different members. The example of car-club channel's high-power-licensing proposals is a striking one; the legal implications which are becoming more and more apparent, quite apart from considerations of immediate interest to present licensees. The result in such cases is that NAB is dammed if it does and dammed if it doesn't. As you know, I have been criticized for taking too strong a position in connection with freedom of radio—an issue with respect to which, resolutions of endorsement have been adopted by this board and over again by our members—and at the same time, have been criticized by the same broadcasters for not taking a position. I have been accused of being inconsistent with respect to the clear-channel, high-power-licensing issue—upon which NAB and its several districts have repeatedly declined to take a position.

(2.) You know, of course, that the recently adopted anti-lobbying law has not yet received judicial interpretation. Several of its provisions are ambiguous and have been given Department of Justice interpretations which may or may not be upheld by the Courts. In the meantime, trade associations must proceed with great caution because of the law, regardless of whether or not it has been passed—Insiders' preferences and was apparently amazed at the answers it received.

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tive may be able to spend practically his whole time at such work and be available for immediate action in Washington. Obviously, the broadcast world is a very different place today than it was a few years ago, when the right-man-heap-tuned-in set was unimportant.
DEFENDING his administration of BMB, Hugh Feltis, Bureau president, Wednesday denied before members of the Chicago Radio Management Club that he is a "high pressure salesman," as charged in some quarters. He ridiculed reports that speeches of a "threatening nature" to advertisers and agencies.

"BMB has been a great partnership," he declared. "Neither advertisers nor agencies have needed any inducing. They want what we have to offer."

Mr. Feltis likened BMB's population to that of a referee, or a "doctor who says you're overweight...and you know it's true...but you don't like to agree with him." He observed that even U. S. Census figures stir up controversies.

The second industry coverage study is on schedule, despite curtailment of BMB's staff, he said. Forecasting a total of 1,000 sub-

SALES RECORD

Mueller Credits Radio

SALES of C. F. Mueller Co. (macaroni, spaghetti, and egg noodles) during 1948 reached the highest point in the history of this 82-year-old company, according to C. Frederick Mueller, executive vice president and general manager.

Mr. Mueller pointed out at a recent sales meeting that Mueller's maintains its position of leadership by an intensive high-powered advertising program, sponsored by consistent use of daytime radio. Every week, 60-quarter-hour radio programs bring convincing sales messages to millions of homemakers, he said. This hard-hitting campaign is backed by heavy consumer and trade magazine schedules.

Mr. Mueller said that the present sales peak has been reached after more than 15 years of consistent sales growth. He emphasized that these increases were not due to a sudden sales spurt that might level off but represent a steady climb in consumer acceptance.

The reputation of these products was built, he said, by Mr. Mueller, by 25 years of constant, year-in-year-out advertising.

Duan Jones Co., New York, is the agency handling Mueller.

Hooper Subscribers

ADDITIONAL subscribers to U. S. Hoopertings as announced by C. E. Hooper Inc. are Doherty, Clifford & Snedenfield, Ellington & Co., William Esty & Co., and Geyer, Newell & Granger. The Fridaige division of General Motors subscribed to program Hoopertings, effective with February report.

February 28, 1949 • Page 29
G. A. RICHARDS, charged with instructing employees to slant newscasts, conceded to FCC last week that “portions” of the charges were true, but said no slanting actually resulted, and asked for an opportunity to be heard by the Commissioners personally.

The chief owner of KMPC Los Angeles, WGAR Cleveland, and WJR Detroit said he “sincerely regrets these shortcomings of the past” and “requests an opportunity to offer personally to the Commission his assurance that they will not recur.”

Additionally, Mr. Richards requested “the advice and aid of the Commission as to any and all actions he should take to assure against even a complaint of bias in the future.”

He asked that the hearing scheduled by the Commission for March 16 be delayed and that he be allowed to appear personally before the Commission ex parte or a member or members of the Commission. He felt this course would materially shorten the proceedings, possibly making the scheduled hearing unnecessary.

Mr. Richards’ statement and request were presented in an affidavit filed Thursday.

It said he “admits that he has in the past instructed employees or various employees of the stations which could have resulted in slanting of the news, but so far as he knows never did so.”

The charges were filed against him by the Radio News Club of Hollywood and led to an FCC staff probe calling for a hearing. The charges claimed he ordered KMPC staff members to slant news against members of the late President Roosevelt’s family and certain minority groups [Broadcasting, Nov. 16, 1948]. Evidence gathered by the Commission staff included documents attributed to him along with seven affidavits of former employees.

In his petition, Mr. Richards said that “with respect to all documents written or hearing by him, as far as he now knows all said documents and notations are genuine.” Consequently he felt no other oral testimony would be necessary to present the evidence and that the scheduled hearing would not be necessary from that standpoint.

Admits to ‘Portions’

He said he admits the truth of “portions” of statements submitted by present and former officers and employees, “so far as he has knowledge of them.” He thought “the same will be the case” of other documents which FCC’s law department may hold to which he does not have access. As to portions whose truth he may not admit, he felt FCC would find them “irrelevant or of doubtful value.”

Mr. Richards cited his 11-year illness of coronary thrombosis. The resultant confinement, he said, made him “impatient and impulsive, sometimes, on many occasions, he expressed himself in an extreme or exaggerated manner.”

He told the Commission he had long been convinced that both Communism and Fascism “presented a very real menace to our country.” Now, he said, he “realizes that some persons and groups have abused his fear of Communism to their own ends, misleading him to believe that many of the leaders of minority groups were Communists or fellow-travelers and that some leaders of liberal thought were merely fronting for Communism.”

He said he thought in the past that much of the news carried on his own and other stations was slanted “in favor of ideas or persons who were either unconsciously or consciously permitting Communism to engulf our country.” The result was that he had “felt it his public duty to counteract this trend,” he asserted.

Mr. Richards said the officials of his stations were “aware of the effect of his confinement and his tendency toward exaggeration” and that they knew he meant for them to carry out specific instructions only if they conformed to standards of good taste and impartiality.

He reiterated that a study conducted by E. Z. Dimitrippus, executive editor of the Philadelphia Inquirer and the Chicago Sun, demonstrated that broadcasts on stations he had “were unbiased and impartial.”

Pendency of the case, he said, “has already caused irreparable and substantial injury” and that all three stations, their stockholders and employees “due to the injurious, biased and unfair publicity which has been given to them.” He contended the injury “would become critical once a hearing is convened in Los Angeles.”

He said he thought his “admissions, explanations and sincere assurances will convince the Commission that no further hearing is necessary.” But if FCC should feel there should be one, after hearing his personal testimony, then he asked that it be held in Washington at the FCC’s convenience.

Mr. Richards told FCC he had no opportunity to “admit, answer or explain the charges against him,” except as provided through the FCC agenda andminimal chance to review the matter for a statement. Since FCC chose to call a hearing rather than institute revocation proceedings, he said, “It is assumed that the Commission is primarily interested” whether he will assure “impartial and unbiased presentation of news” in the future.

He maintained that “all networks and their affiliates” have slanted news for the past 20 years, via newscasters and commentators, and that FCC therefore has “by tacit acceptance condoned partial, biased and even untruthful presentation of news.”

Counsel for Mr. Richards as indicated on the petition were Burton K. Wheeler, former senator from Montana; Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis; Horace Lohman and Clair Stout of Dow, Lohman & Albertson, also of Washington; R. Russell Egan, of Mr. Caldwell’s office, and Edward K. Wheeler, who is associated with the former Senator, his father, in the Washington firm of Wheeler & Wheeler.

Harold Fraser

FUNERAL was held Friday for Harold Fraser, 39, treasurer and director of KROY Sacramento, who died Feb. 23. Mr. Fraser was part owner of KROY Sacramento. Death was attributed to unexplained poisoning resulting from internal injuries suffered in an automobile accident Feb. 19. He is survived by his wife, Isabelle, a son and four brothers.
FCC BUDGET

Subcommittee Testimony Slated for March 3

FCC representatives are scheduled tentatively to appear March 3 before the Independent Offices subcommittee of the House Appropriations Committee to testify on President Truman's recommendations for the Commission's 1949-50 budget.

Chairman Wayne Coy will head the FCC delegation and be its principal witness. The testimony will be based on details submitted by other Commissioners (except Paul A. Walker, who left last week for Puerto Rico to conduct a renewal hearing for WPAB Ponce and a revocation proceeding involving WIBS Santurce, and George E. Sterling, who is attending the Mexico City International HighFrequency Broadcasting Conference). FCC's bureau heads and several division chiefs are also slated to be on hand.

The appropriations subcommittee is headed by Rep. Albert Thomas (D-Tex.). Speakers said the March 3 date is tentative, subject to change according to progress made on hearings scheduled before that date.

The Commission, under a proposal contained in the President's budget message to the 81st Congress last January (Broadcasting, Jan. 17), would be given $6,834,000 for the fiscal year starting July 1, 1949.

FCC's new proposed budget is higher than the current year's initial appropriation, but somewhat less than this year's actual expenditures will be. The current year's appropriation was $6,351,000.

UNION SERIES

Offered for Local Use

A SERIES of 13 transcribed weekly radio programs paid for by the United Hatters, Cap and Millinery Workers Union (APL), has been produced for sponsorship by business organizations on local radio stations only. The programs were prepared by Secretary of Labor Maurice Tobin in formal ceremonies Feb 6.

Titled Turning Points, the package series features Hollywood and Broadway talent in dramatizations of famous people and events. Series was written and produced by Emanuel Demby, formerly with the Bow Co. Program supervisor is Nathan Zatkin. Other shows are in production.

The discs are divided into three parts: Actual drama, one-minute testimonials by the stars, and voices of persons associated with the events dramatized. The testimonials, appearing midway through the disc, convey a message on behalf of union label goods. The records are open-end, leaving room for the local advertiser.

WHAS SALE

Crosley Broadcasting Corp. Only Bidder Left

CROSLEY Broadcasting Corp. was left the only bidder in the $1,925,000 sale of the WHAS Louisville properties last week as Fort Industry Co. dropped out of the contest.

Comedian Bob Hope, who also had announced his withdrawal a few days earlier [Broadcasting, Feb. 21],

Fort Industry, asking FCC Monday to dismiss its application, attributed its decision to a desire to concentrate on television and improvement of AM properties, plus "national economic changes and trends."

The Commission took no formal action immediately, but authorities thought it would stick to its plans to hold a hearing, even though there is no competition. One of the issues for the competitive proceeding was to determine the amount of signal overlap between WHAS and Crosley's WLW Cincinnati, in light of FCC's multiple-ownership rules.

This hearing had been slated to open today (Feb. 28), but with the first two days to be devoted to the WHAS request for additional time to complete its television station. Under this time-table, testimony on the transfer would begin Wednesday (March 2). FCC Examiner Louis Lesnick has been named to preside.

Fort Industry's petition, filed by Paul A. O'Bryan of the Washington law firm of Davis, Layton, Albertson, cited four main reasons for withdrawing: (1) desire to "proceed expeditiously" with completion of WJBK-TV Detroit, WSPD-TV Toledo, and WAGA-TV Atlanta; (2) desire to start work on video stations in Miami and Wheeling as soon as applications are granted; (3) desire to "permit drawing a total of $5,658,732 in salaries. Of this number 918 are Washington employees with a $3,670,951 payroll and 401 field workers with total of $1,988,801.

RECRUIT BUDGET

Briefing Session Is Set

A BRIEFING session on the military recruiting advertising account, for 1950 estimated at $3 million will be held in Washington March 7.

More than 40 agencies, billing more than $10 million or more in 1948 are eligible to bid for the account, which under government regulations is annually renegotiated. Currently the account totals more than $4 million. This is divided almost equally between radio, newspapers, and magazines, according to military authorities.

Gardner Advertising Co., St. Louis, holds the current account. For several years previous to 1948, it was held by N. W. Ayer & Son.

The amount of radio to be used in the new account will depend upon the actual amount of the budget and the recommendations of the agency appointed to handle the account, according to Col. Fay O. Dice, chief of the publicity branch of Procurement Services Division.

Agencies wishing to compete for the new account have been asked to be represented by Maj. Gen. Thomas D. Hanley, Jr., chief of the Military Personnel Procurement Services Division.

MERCER

Heads NBC Radio Recording

DONALD J. MERCER, manager of the Thesaurus and sales branch of NBC's radio recording division, has been appointed director of the division, John H. MacDonald, administrative vice president, has announced.

Mr. Mercer succeeds Robert W. Friedrich, who is resigning March 1, to join World Broadcasting System, New York, a Frederic Ziv Inc. affiliate, as sales manager.

Mr. Mercer joined NBC as a page in 1934. He was promoted three years later to the sales promotion department. In 1941 he undertook similar work for the radio recording division. He served as a captain in field artillery during the war.

Mr. Friedrich joined NBC as a sales representative for the radio recording division in 1937, was appointed manager of the division in 1946, and director last year.

Prior to his NBC association Mr. Friedrich was assistant manager of WMBH Joplin, Mo. He also was with the Joplin Globe and News Herald.
CO-OP ADVERTISING

By WILLIAM R. MASON
Dept. of Advertising, School of Journalism, Iowa

INTENSIVE STUDY of manufacturer-retailer cooperative advertising indicates that it is the smaller station that benefits most from cooperative advertising. The station with low wattage, whose coverage area most closely approximates the retailer's trading area of the city, will profit most from the increased recognition being afforded radio by manufacturers through cooperative advertising.

Many manufacturers who had previously relied on retail cooperation in newspapers for their local point-of-sale identifying copy are now realizing that time on the local radio station, providing its power is not too great, is worth attention as a medium for cooperative advertising.

These conclusions are derived from a survey now nearing completion at the State U. of Iowa. Various reasons why the local radio station is gaining increased recognition as a medium for cooperative advertising are given. The following are those most mentioned by manufacturers in response to inquiries. (These reasons, incidentally, might well constitute the key selling points in the time salesman's presentation.)

The first is the realization that there is little "lost" circulation as there well might be in a newspaper due to out-of-trading area subscription lists, delivery failures, etc.

Second, most manufacturers of nationally advertised products don't like to allot all their advertising allowance to one medium. They would rather see the money spent in different media. Local radio offers the diversification that they like at a rate that isn't prohibitive.

Third, and most important, the setup of radio advertising, the 13, 26, and 52-week package arrangement, is conducive to continuity in a retailer's advertising which manufacturers feel is very important. This package arrangement also simplifies and facilitates ordering, control, and billing.

A particular interest were the findings obtained from a survey of radio station commercial managers regarding their opinions of and policies toward manufacturer-retailer cooperative advertising. Before giving any figures, it should be stated that the survey didn't attempt to obtain the attitudes of the larger metropolitan stations with powerful signals, but rather, the smaller stations with only local coverages. It is felt that a representative cross-section of these smaller stations was achieved.

The smaller station commercial managers indicated that as much as 28% of the total time purchased on their stations was paid for through some sort of manufacturer-retailer arrangement. It was also noted that up to 35% of time purchased by local retailers was paid for in a similar manner.

As might be surmised, there was an inverse relationship between the amount of cooperative advertising on a station and the wattage of the station. This was due undoubtedly to the average retailer's realization that the powerful clear channel station's signal carries to points well outside his trading territory and that time purchased on such a station can only yield a maximum return to him.

An average for the sample of stations of time purchased through cooperative advertising arrangements would approximate 8% of total time sold. More important than the smaller station's standpoint is the fluctuation in evidence. On some small outlets dealer cooperative timebuying accounted for 25% of time sales, on others it was as low as .01%.

This fluctuation would seem to indicate:

(1) Some stations either are not aware of the increased advertising potential of almost every retailer in their listening areas.

(2) Many manufacturers' advertising allowances are either not being used at all or are being channelled into cooperative newspaper advertising.

(Continued on page 47)

Small Station Can Profit (3) Some stations are not availing themselves of the opportunity afforded by cooperative advertising, and consequently, are not selling as much time as they might.

It is to the local station's advantage to ascertain which retailers in its listening area handle merchandise upon which manufacturers' advertising allowances are offered so as to determine if each individual merchant is aware of these allowances.

It is only in this manner that the local station will be able to exploit fully the opportunity afforded by cooperative advertising. Helpful in this respect is the recent pamphlet prepared by the NAB Broadcast Advertising Dept. entitled, Dealer-Cooperatives Radio Advertising.

With regard to the second conclusion drawn above, the study revealed that it is only in rare instances that retailers utilize all the funds made available to them on a percentage or unit basis of their purchases from the cooperating manufacturers. The majority of cooperating corporations reporting claimed that usually between 10% and 20% of the funds allotted to cooperative advertising is not used.

With the approach of a buyer's market and the consequent increased desire of the manufacturer of nationally advertised products to identify his local dealer, the time would seem to be ripe for an aggressive selling effort on the part of those medium which wishes to make full use of the opportunity.

CLARK CHIEF ENGR.? Leads FCC Candidates

RALPH L. CLARK, director of the Programs Division in the Secretary of the Research & Development Board, was reported last week to be in the forefront of candidates for appointment as chief engineer of the FCC. 

Formerly with the Commission and later in consulting practice in Washington, he would take the sentinent post which John A. Willoughby, senior assistant chief engineer, has held on an acting basis since George E. Sterling moved up from chief engineer to Commissioner in January a year ago (Broadcasting, Jan. 5, 1948). Mr. Clark's name has been under consideration by top-level officials within the Commission but has not been formally brought before the full Commission, it was understood. Authorities said the date when he would join the Commission, if appointed, would depend upon when he could secure a release from the Research & Development Board. Associates understood that he also would like to take a month's leave before moving to the new post.

Mr. Clark, 40, has been associated with radio since his student days at Michigan State College, where he operated the school's WKAR East Lansing. He received his degree in electrical engineering and physics at the college in 1930.

In July of the same year he joined the Detroit district office of the Radio Division, Dept. of Commerce, which later was taken over by the Federal Radio Commission and its successor, FCC. He went to FCC headquarters in Washington as assistant to the chief of the field section in 1935.

The following spring he was transferred to the Engineering Dept.'s broadcast section.

He had an active part in the 1941 North American reallocations, and also the U. S. reallocations, under the North American Regional Broadcasting Agreement.

With Andrew D. Ring, then FCC assistant chief engineer in charge of broadcasting, he resigned in 1941 to form the consulting engineering firm of Ring & Clark. Shortly after Pearl Harbor he went on leave to serve in the U. S. Navy as a civilian, was commissioned a lieutenant in June 1942, and became head of the Countermeasures Section, Electronic Group, Bureau of Aeronautics.

In that post he was associated with the development of countermeasures in the electronics field throughout the war, was active in Joint Chiefs of Staff work with respect to countermeasures, and worked closely with the Radio Research Lab at Boston. He also assisted in establishing the Airborne Instruments Lab as a separate organization under Navy sponsorship.

Mr. Clark left the Navy with rank of commander in July 1946 to accept new duties with the Joint Research & Development Board (later the Research & Development Board) upon its establishment by agreement with the Secretaries of War and Navy.

BUSINESS OF BROADCASTING

One of a Series

Increased recognition as a medium for cooperative advertising. The following are those most mentioned by manufacturers in response to inquiries. (These reasons, incidentally, might well constitute the key selling points in the time salesman's presentation.)

The first is the realization that there is little "lost" circulation as there well might be in a newspaper due to out-of-trading area subscription lists, delivery failures, etc.

Second, most manufacturers of nationally advertised products don't like to allot all their advertising allowance to one medium. They would rather see the money spent in different media. Local radio offers the diversification that they like at a rate that isn't prohibitive.

Third, and most important, the setup of radio advertising, the 13, 26, and 52-week package arrangement, is conducive to continuity in a retailer's advertising which manufacturers feel is very important. This package arrangement also simplifies and facilitates ordering, control, and billing.

A particular interest were the findings obtained from a survey of radio station commercial managers regarding their opinions of and policies toward manufacturer-retailer cooperative advertising. Before giving any figures, it should be stated that the survey didn't attempt to obtain the attitudes of the larger metropolitan stations with powerful signals, but rather, the smaller stations with only local coverages. It is felt that a representative cross-section of these smaller stations was achieved.

The smaller station commercial managers indicated that as much as 28% of the total time purchased on their stations was paid for through some sort of manufacturer-retailer arrangement. It was also noted that up to 35% of time purchased by local retailers was paid for in a similar manner.

As might be surmised, there was an inverse relationship between the amount of cooperative advertising on a station and the wattage of the station. This was due undoubtedly to the average retailer's realization that the powerful clear channel station's signal carries to points well outside his trading territory and that time purchased on such a station can only yield a maximum return to him.

An average for the sample of stations of time purchased through cooperative advertising arrangements would approximate 8% of total time sold. More important than the smaller station's standpoint is the fluctuation in evidence. On some small outlets dealer cooperative timebuying accounted for 25% of time sales, on others it was as low as .01%.

This fluctuation would seem to indicate:

(1) Some stations either are not aware of the increased advertising potential of almost every retailer in their listening areas.

(2) Many manufacturers' advertising allowances are either not being used at all or are being channelled into cooperative newspaper advertising.

(Continued on page 47)
Success story:

One of the beauty shops in Richmond is a regular advertiser over WLEE. They sponsor six 10-minute programs each week.

Recently they featured a particular permanent wave for a full week. Result: 85% of all the women who came into the shop that week specified the wave advertised on WLEE.

That's the kind of quick, immediate results that Richmond merchants get from WLEE. And that's the reason more and more of them are now using WLEE.

Smart national advertisers are following these local merchants because they know that WLEE is the station in Richmond that produces low-cost results. If you're not already on the list, call in your Forjoe man and get the whole WLEE story.
GOOD wishes to Paul Nielsen (r), WGN Chicago commentator who leaves for State Dept. post in Batavia, are extended by Leslie Nichols (l), chairman, Chicago station. In addition to work at the station, the group took a trip around Boston and surrounding territory.

COMPLETION of fifth tower for WHAM New Britain is attended by (l to r) Max Kirshnit, director; Hillis Holt, chief engineer and secretary; Larry Edwards, assistant general manager. In addition to work at the station, the group took a trip around Boston and surrounding territory.

DISTINGUISHED service plaque from VFW is presented to G. A. Richards (l), chairman of the board of WJR Detroit, WGAR Cleveland, and WHOM Hollywood, by Michigan VFW Commander Otho Beaudoin.

“APPROCIATION Award” from Richmond Jaycees to C. T. Lucy (r), WRVA Richmond gen. mgr., is made by Herndon Jaffreys, state director of the Richmond Jaycees.

DALE Renault (l), Detroit chairman, American Cancer Society, presents “Service Award” to Edwin Wheeler, WWJ Detroit assistant general manager.

IREENE Wicker, the “Singing Lady,” discusses first Kellogg telecast Feb. 13 with (l to r) F. M. Thower, ABC v.p. in charge of sales; J. J. Keanan, New York branch sales mgr. of Kellogg, and Orville Chase, Kellogg account representative at N. W. Ayer, agency.

SCHEDULE of Chicago Cubs home baseball games to be sponsored by Goebel Brewing Co. on WENR-TV (ABC) Chicago is checked by (l to r) Roy McLaughlin, WENR-TV manager; E. J. Anderson, Goebel president, and James Riddell, WXYZ Detroit manager.

IWMEN 14 executives of Radio Sales, headed by Herbert Carlberg (l), eastern sales mgr., and Carl Burkland (r), general sales mgr., attended two day indoctrination course at WEEI Boston Feb. 14-15, they were welcomed by Wilbur Edwards, assistant general manager. In addition to work at the station, the group took a trip around Boston and surrounding territory.

NEW YORK station officials attending farewell party for Arthur Hull Hayes (l), new CBS v.p. in charge of San Francisco office, included (l to r) Seymour Siegel, WNYC manager; John Hagan, WQXR president, and Elliot Sanger, WQXR general manager.

IREENE Wicker, the “Singing Lady,” discusses first Kellogg telecast Feb. 13 with (l to r) F. M. Thower, ABC v.p. in charge of sales; J. J. Keanan, New York branch sales mgr. of Kellogg, and Orville Chase, Kellogg account representative at N. W. Ayer, agency.

SCHEDULE of Chicago Cubs home baseball games to be sponsored by Goebel Brewing Co. on WENR-TV (ABC) Chicago is checked by (l to r) Roy McLaughlin, WENR-TV manager; E. J. Anderson, Goebel president, and James Riddell, WXYZ Detroit manager.

WIP Philadelphia listeners learn of the transit strike end from Mike Quill (second, l), TWU president, as Ed Wallis (l) and Jerry Mahoney (r) handled the WIP broadcast.
You can't cover California's Bonanza Beeline without on-the-spot radio

Radio stations, like washing machines, have their limitations. Especially if you count on outside stations to cover inland California and western Nevada. Because this Beeline market—well removed from the coast—is an independent market. And Beeliners naturally find their favorite listening on their own local stations.

So to stake your claim in the Bonanza Beeline—where gross buying power is 3¼ Billion ... and total annual retail sales top San Francisco's and Portland's combined†—you need the five BEELINE stations.

Together, these on-the-spot stations blanket the Beeline. Individually, each is a strong local favorite. Take KMJ Fresno, for instance. It recently Hoopered two times higher than the next closest station for the Sunday through Saturday 6 PM - 10 PM period. Ask Raymer for more on the BEELINE.

† Sales Management's 1948 Copyrighted Survey

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
50,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
THE LATEST WCKY STORY

BABY CHICKS BY THE THOUSANDS—

WCKY’S JAMBOREE SELLS THEM!

Black’s Hatcheries of Columbia, South Carolina, using 15 minutes each night in the WCKY Jamboree, has received 3,500 orders a week, each letter containing an order for 100 or more baby chicks.

Read what Mr. Kneee of Black Hatcheries says:

"I am overwhelmed. In all my experience in the baby chick business—in all my dealings with radio stations of every wattage where we have time from one minute spots to 45 minute programs, I've never had the experience of receiving 1,000 orders in one day. I feel like the hen that has just laid her first egg. You certainly have some radio station and your announcers are to be congratulated."

THE JAMBOREE COVERS A RURAL MARKET
OF OVER 3,500,000 RADIO HOMES
IN TEN SOUTHERN STATES

INVEST YOUR AD DOLLAR WCKY’S-LY
THE LATEST WCKY STORY

The WCKY Jamboree is an ideal vehicle to reach the rural and small town Southern audience.

LOOK AT SOME OF THE OTHER SALES RESULTS ON THE JAMBOREE

MOUNTAIN VIEW NURSERIES of McMinnville, Tenn., selling a home orchard for $4.95, received 4,745 orders in January.

WESTERN STATIONERY CO. of Topeka, Kans., selling a sewing machine attachment for $1.00, received 4,859 orders in 3 weeks in January.

SOUTHERN FARMER MAGAZINE, received 16,462 subscriptions for $1.00 in January.

DO YOU have a rural or farm account?

Call collect
Tom Welstead
Eldorado 5-1127
New York City or
C. H. "Top" Topmiller
Cherry 6565 in Cincinnati

FIFTY THOUSAND WATTS OF SELLING POWER
Old McD. Has a Chisel

FROM the beginning of radio, one of its most rugged individualists has been E. F. McDonald, president and founder of Zenith Radio Corp. He was the first president of the NAB and was instrumental in its formation in 1925. He owned one of Chicago's early AM stations, but dropped it. Since then, he has been embroiled in numerous controversies, both manufacturing and broadcasting.

Somewhere in Commdr. McDonald's antecedents must be the P.T. Barnum strain. He's a wily one at publicity. He doesn't seem to care how Zenith is mentioned just so it is. His chief lieutenants are artful in exploitation. Tod Lietzelt, his publicity chief, has few peers. In writing these lines we feel we're playing into Zenith's hands. Circumstances warrant the risk.

Commdr. McDonald, who, like all other radio manufacturers, thrives upon that which broadcasters transmit, is selling commercial radio short. He operates WEFM, an FM station in Chicago. He sells no advertising. But he advertises Zenith all day long. He hoists, in full-page ads in the Chicago newspapers, that WEFM has 40 seconds of silence between selections "instead of commercials." WEFM, in effect, is a precursor.

Commdr. McDonald uses newspaper and magazine space too—paid space. It has been some years since he has paid for a national radio campaign. But Commdr. McDonald gives to the Chicago radio public, Zenith's taste contests conducted by other national sponsors. He practically invented the free ride, giveaway precursor.

In answer to the criticism of Frank V. Webb, general manager of KPH, Wichita, who characterized the WEFM advertising as "a direct attack on all broadcasters everywhere," Commdr. McDonald argues that there is "only one WEFM" and that its advertising is "confined to Chicago." This contention is woven into the personification of Zenith's hands. Circumstances warrant the risk.

That's rather anemic for the tub-thumping Commdr. McDonald. If he's against commercial radio in Chicago, he must feel the same way about it in Kokomo or Walla Walla. Certainly his proposal for "Phonevision," his version of a quarter-in-the-slot TV, sans advertising sponsorship, isn't confined to Chicago. He plans tests in Lincoln, Neb.

Rather than mooch exploitation via publicity gimmicks and giveaways, we suggest Zenith would best defend his broadcast (and remember HST was the overwhelming choice of the people last November), "what will be the FCC's ultimate ruling in the Baltimore proceeding?" Just asking, that's all.

Out-Avoing Avco

IN PROPOSING to drop the inequitable auction sale aspects of its AVOC procedure, the FCC appears to have become entangled in its own bureaucratic red tape. Instead of reducing the FCC work-load, the suggested requirements, at first blush, would probably mean a tremendous upsurge in adversary proceedings, crack-pot complaints and Congressional oratory, because all new station grants, all renewals and all license modifications would have to be advertised on a variation of the "speak now, or forever hold you peace" vow. There are good features too, such as the cut-off date on filing of competitive applications, which should eliminate dilatory tactics. In the aggregate, however, the proposed rules would make every day a field day for the radio lawyer who would become as important to the station as its transmitter. And the public, slick, would be called upon to kick in more dough to sustain the FCC.
Take The Guess Out of Buying

with WOV's 5 Audited Audiences

WE MIGHT HAVE SAID "PEDIGREED" AUDIENCES instead of "Audited" Audiences. Basically, they mean the same—knowledge of who listeners are. That's exactly what WOV knows about each of 5 Audited Audiences...where listeners live and shop; what they earn, spend and buy; what they like and dislike—vital data on specific listening groups...the result of penetrating, accurate and continuing listener surveys. Audited Audiences, WOV's new and more intelligent approach to the sale of radio time are available to you upon request. Ask us for the facts that will help you to TAKE THE GUESS OUT OF BUYING.

WOV's Pantry Survey...new—accurate—informative, showing the sales acceptance of 365 items in 37 different classifications is now available to any advertiser or agency upon request.

☆ WAKE UP NEW YORK with Max Cole
☆ 1200 CLUB with Fred Robbins
☆ BAND PARADE with Bill Williams
☆ PRAIRIE STARS with Rosalie Allen
☆ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. Larger than Pittsburgh.
There's Pay Dirt in the NEW 1949 GATES SA-40 Console

The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed pay dirt for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials... all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this... plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.
connection with the forthcoming Fourth Inter-American Radio Conference, scheduled to start April 1 in Washington. This involves regional allocations between 10 and 4000 kc. Authorities said the 540 kc question would be considered from the standpoint of assuring protection to and from the sub-audience frequencies but that the job of spelling out details should be left to the various countries involved.

Harvey B. Otterman, associate chief of the Telecommunications Division, State Dept. Office of Transportation and a Communications, is chief of planning for the April 1 conference. Sessions are expected to start May 10 and are to be preceded by a meeting of aeronautical radio experts March 16. Gerald C. Gross, International Telecommunications Union, is to be secretary-general of the conference.

Following is the list of government installations — presumably military — which FCC proposed to protect by permitting, in general, no 540 kc broadcast station within 25 miles:

Location by State and City
ALABAMA—Anniston, Birmingham, Mobile (Brookley), Montgomery, (Guntersville), Montgomery (Maxwell), Selma (Citgo), Tuscaloosa.
CALIFORNIA—Alameda, Arroyo, El Centro, San Diego, Fairfield (Fairfield Station), San Francisco, Long Beach, Los Alamos, Mercer, Castle, Miramar, Moffett, Mountain, Mirror, Mount, Oakland, Paint Map, Point Field, Riverside, Monterey (San Francisco), Monterey (MCCallion), San Jose, Santa Clara, San Bernardino, San Clemente Island, San Diego, San Diego, San Diego, San Francisco, San Rafael (Hamilton), Victorville, Colorado—Colorado Springs (Peterson), Denver (Levy), Denver.
CONNECTICUT—None.
DELAWARE—None.
FLORIDA—Avon Park, Cecil Field, Jacksonville Key West, Mayport, Miami, Miami (Gulf Stream), Panama City, Pensacola, St. Petersburg, Savannah Field, Tampa (MadRiver), Whiting Field, Miami.
GEORGIA—Allentown, Atlanta, Columbus, Lowndes (Lowndes), Glynn, Macon (Robins), Macon, Valdosta (Meade), Valdosta (Vidal's), Vidalia.
IDAHO—Mackay, Nampa, Pocatello, Idaho—Boise.
ILLINOIS—Belleville (Scott), Galesburg, Rens- neau (Champaign). INDIANA—Columbus (Atterbury), Fort Wayne (Baird), Indianapolis (Stout).
IOWA—Sioux City.
KANSAS—Fort Leavenworth (Sherman), Fort Riley (Marshall), Kansas City (Fairfax), Salina (Sky City), Topeka, Olathe.
KENTUCKY—Lexington (Edmondson), Louisville New Orleans, Shreveport (Barksdale).
MAINE—Orion (Daw), Presque Isle.
MARYLAND—Aberdeen (Phillips), Annapolis, Camp Springs (Andrews), Patuxent River.
MICHIGAN—Grosse Ile, Kalamazoo, Mt. Clemens (Dearborn), Owosso, Traverse City.
MINNESOTA—Minneapolis (West-Champlain), Minneapolis.
MISSISSIPPI—Aberdeen (River Bank), Blount (East), Calhoun, Jackson (Newkirk), Millville (St. Louis).
MONTANA—Great Falls.
OKLA. U. MEET

Additional Speakers Named

ADDITIONAL speakers and program details for the U. of Oklahoma’s annual Radio Conference on Station Problems (BROADCASTING, Feb. 7) are: last week. Conference is to be held at Oklahoma City and Norman March 8-9.

Jerome Sill, WMLO Milwaukee, author of The Radio Station, will address the dinner session Thursday evening in Memorial Union Bldg. on the university campus at Norman on “New Problems for Management.”

The news clinic headed by Sid Pietzsch, WFAA Dallas, will follow the dinner. Speakers will include Erle Smith, KMBC Kansas City, “News, a Station Asset”; Bruce Palmer, WKY Oklahoma City, “News and the State,” and Michael Griffin, WTAG Green Bay, Wis., “Today’s News.”

Friday sessions devoted to station survival problems will be divided into two sections, one dealing with general problems and the other with the business aspects of survival. One of the highlights will be an address by Maurice Mitchell, NAB director of broadcast advertising, on “Economic Aspects of Radio Advertising.”

Other Speakers


Delegates will return to Oklahoma City Friday evening for dinner at the Biltmore Hotel. Program will be sponsored by WKY, and a feature will be the announcement of continuity awards in six classifications by Tom Conroy of Tom Conroy Co., San Antonio. Entries are accepted from any station or agency employee. Classifications include: spot commercials for retail stores, spot commercials for local services, program tie-in copy for newscasts, program tie-in copy for music shows, disc m. c. commercial copy, and miscellaneous.


Returns to B & D

CRAIG DAVIDSON has returned to Ballard & Davidson as executive vice president in charge of the agency’s new branch office in Los Angeles. (Wilshire-LaBrea Bldg.). Mr. Davidson and the late John Q. Ball founded the agency seven years ago. Announcement of his appointment was made last week by Mr. Davidson’s partner, Carl A. Saintrain, president, and Mark Schaefer, vice president of B & D, whose main office is in Denver. Mr. Davidson formerly was vice president of Commerical Advertising, New York, where he launched the “Dus Does Everything” campaign for Procter & Gamble. From New York he went to Hollywood as general manager of S. R. Morgan Co., advertising agency.

Available for Sales-Minded Sponsors

TV... THE NAME YOU WILL REMEMBER

AM... THE WILLIAM LANG SHOW
With a terrific Network Record.

PEOPLE, PLACES AND THINGS
For Kids 6 to 16. Both 15 minutes, Five-a-week, Featuring Lang’s Narrations

CLAUDE BARRERE
70 E. 47th St., New York 17

Nielsen Radio Index Top Programs (COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

JAN. 16-22

| TOTAL AUDIENCE | EVENING, ONCE-A-WEEK, 5:30-6:00-M | | | | AVERAGE AUDIENCE | EVENING, ONCE-A-WEEK, 5:30-6:00-M | | | | Rank | Program | Rank | Program |
|---|---|---|---|---|---|---|---|
| | | | | | | | |
| 1 | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 1 | Lucille Ball | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 2 | McGee & Mally | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 3 | Jack Benny | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 4 | Godfrey’s Scouts | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 5 | Laugh-In | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 6 | My Friend Irma | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 7 | Bob Hope | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 8 | Mystery Theater | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 9 | Duffy’s Tavern | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 10 | Inner Sanctum | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 11 | The F Lotus Girl | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 12 | Mr. and Mrs. North | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 13 | Star Club | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 14 | People Are Funny | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |
| 15 | Suspense | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 | 29.4 |

AD SESSION

Ohio State Meet Planned

THE FIFTH Advertising and Sales Promotion Conference and the Second Television Seminar operated by Ohio State U. will be held March 17-18 at Columbus. “Advertising in a Buyer’s Market” is to be the theme of the seminar, according to Dr. Kenneth Damerson, general conference chairman.

The conference is to open Thursday (March 17) with a discussion of national advertising in a buyer’s market. A luncheon session will deal with responsibilities of management and an early afternoon session is to deal with local advertising in a buyer’s market.

The television seminar is to be held later Thursday afternoon. Participants in this seminar have been secured from networks, stations and Ohio advertisers.

Friday morning session will be in the nature of a clinic—being devoted to a review and discussion of the subjects covered Thursday. Session closes with a joint luncheon meeting Friday with the Columbus Advertising Club.

Co-sponsored by the two-day meeting are the Ohio Assn. of Broadcasters, Ohio Newspaper Assn., and all leading advertising clubs of Ohio.

WNOR MANAGER

Earl Harper Is Appointed

EARL HARPER, veteran of more than 20 years in radio circles, has been manager of WNOR Norfolk, Va., which begins operations about April 1, according to Louis H. Peterson, vice president and managing director of WNOR. Mr. Harper will succeed Mr. Harvis, who retired last week, and full time independence is expected from WNOR. Mr. Harper will be heard on 1230 ke with 250 w. Permittee is Norfolk Broadcasting Corp.

Mr. Harper started in radio as a sports announcer at WDSU New Orleans in 1925. In 1929 he moved to Cleveland, continuing his sports work and serving as program and publicity director of WJAY WHK WGAN. Moving to New York in 1932, he handled Newark baseball broadcasts for 11 years and was later heard on MBS and regional networks, and various New York stations.

In 1944 Mr. Harper returned to Cleveland as sports and special events director of WJW. He was appointed commercial manager of WJW in 1947, resigning last year to open the Wark Co.’s Atlanta branch.

GENERAL ELECTRIC Co., Syracuse, N. Y., has announced distribution of its new television-radio-phonograph console (Model 820). New model will retail for $600.
Hands Off!
(Continued from page 85)

power to influence public opinion is best distributed rather than concentrated in a few hands.”

Another said: “The present pattern of radio broadcasting... has grown up with 50 kw maximum power; increasing of a substantial nature for clear channel stations could completely disrupt this pattern.”

Only last month Sen. Edgar C. Johnson (D-Colo.) said that this clear channel issue “must be determined by the lawmaking body” [Broadcasting, Jan. 31]. In general, broadcasters agree with this sentiment. However, it can be seen that half of those polled disagree with the report by Sens. Charles N. Tobey (R-N. H.) and Ernest W. McFarland (D-Ariz.) which urged the breakdown of clear channels. Sen. Johnson endorsed this report.

Opinions on FCC

Several broadcasters expressed the general hope that a new radio law would be more explicit in defining the exact functions of the FCC. As indicated by the response to the questionnaire, there was sentiment that the FCC should be limited to a “technical allocation” function, and that other matters should be left to the discretion of the individual broadcaster.

“Self regulation has made tremendous strides in ever phase of the broadcasting industry in the past few years,” a New York broadcaster said. “Much credit goes to Justin Miller and his NAB for these obvious improvements. What has been achieved along these lines obviously is not appreciated in some political circles. Radio has come of age...”

Other broadcasters made comments which indicated that “on the whole FCC was not doing a bad job,” but each qualified his approval with a request for a more tightly written act with no loopholes of interpretation.

FCC’s Place in Government

In view of the Hoover Commission’s reorganization plans for the executive branch of the government, broadcasters were asked whether or not FCC’s position should be altered in any such shake-up. Eighty-four per cent felt that FCC should be continued as an independent agency; 8% felt that it should be placed in a department with cabinet status, such as the Dept. of Commerce, and another 8% felt that it should be combined with other business regulatory agencies such as the Federal Trade Commission or Interstate Commerce Commission. (Table IV)

On the operating policy of FCC, there was strong feeling for the separation of the work into panels, 72% approving the idea of having a broadcast division, a common carrier panel and a panel for special and safety services. About half felt that the chairmanship of the FCC should be rotated among the members of the commission. (Table I)

Greater speed in handing down decisions was urged upon the Commission. About three-fourths of the managers felt that there should be a specified limit in time from the day an action is filed, within which a decision must be returned.

In the financial area, station managers were 86% opposed to the fixing of a price at which stations were to be sold. It was the question which received the most unanimous “no” of all the possible regulatory suggestions contained in the survey. In the same connection, managers were split on the matter of reporting financial condition to the FCC. Nearly half (43%) were opposed, and 44% felt that such information should be reported.

There is a change in sentiment on this point from 1947’s ballot; at that time a clear 62% majority were opposed to the idea.

The 69% response to a mail ballot used in this survey indicates the high level of broadcaster interest in these legislative matters. And the low percentage of “don’t know” or “no answer” responses to questions indicates that broadcasters as a whole are well informed on legislative matters, and have thought through the issues involved.

The sample used represents an accurate cross section of stations by geographic location; class of station; city-size; and by network affiliation.

WIMA Set Aside

LICENSE of WIMA Lima, Ohio, was set aside by the FCC last week without prejudice to the station’s continuing operations on program test basis. The Commission act on the license, granted Jan. 31 for 1 kw on 1150 kc, in view of petition for reconsideration filed Feb. 9 by Sky Way Broadcasting Corp., losing competitor for the frequency at Columbus, Ohio [Broadcasting, Oct. 27, 1948].

ABC Names Moore

BRYAN S. (DINTY) Moore has been named to handle legal affairs for ABC Western Division for Lillick, Geary & McHose, Los Angeles, according to Frank Samuels, manager of ABC West Coast operations. He replaces Don Tatum, resigned to become general counsel and assistant secretary of Don Lee Network [Broadcasting, Feb. 7].

Ad Women’s Dance

THE ANNUAL spring dinner and dance of Advertising Women of New York is to be held Friday, April 8, in the Grand Ballroom of New York’s Hotel Astor. Mrs. Mary K. Heeren, chairman of the event, announced last week.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY.

Don’t miss this MARKET. It’s yours via WSIX.

WSIX’s 60 BMB counties more than cover Nashville’s 51-county trade area. In this rich, farm-city-industrial market, 1,321,400 people* spent $654,888,000 in retail outlets last year.

Don’t miss this important market. Sponsors report results year after year from WSIX.

*Projected from Sales Management, May, 1948

ABC AFFILIATE  5000 W  980 KC
and WSIX-FM  71,000 W  97.5 MC

National Representative: THE KATZ AGENCY, INC.

BETTER BUY WSIX
Avco Confusion
(Continued from page 85)

An application is not necessarily an exclusive applicant might enter the case within the 90-day period, provided his application were mutually exclusive with both present and proposed operations of the existing station.

Thereupon the licensees of the existing station would be required to make a choice: Either submit a renewal application within 60 days for comparative hearing with the mutually exclusive request, or dismiss his application for changes. If he be dismissed, he could refile during the four months preceeding expiration of his current license.

Therefore, the case of applications set for hearing, it would no longer be possible for an applicant to secure dismissal "without prejudice" during the 30 days preceding the scheduled hearing date. Until then, applicants could withdraw merely by notifying the Commission and the other parties to the hearing (at present, formal petition to dismiss is required in hearing cases).

After the 30th day before the scheduled hearing date, under the proposed rule, all dismissals—for whatever reason—would carry a proviso forbidding re-filing within 12 months.

A 90-day period would be counted from the first hearing date set by the Commission, in cases where hearings are set and later proposed.

No petition to amend would be accepted after issuance of a proposed decision in the case, except an "amendment involving removal of a named person involved in death, if such person holds a minority interest in the applicant."

Protection for Applicant

The proposed rules undertake to protect an original application with a proposed chart of mutually exclusive requests.

To illustrate, FCC took the case of Applications A, B, and C. Application A was filed first. Application B, mutually exclusive, was filed during the prescribed 90-day period. Application C could then be filed during the 90 days after that application, provided it were mutually exclusive with B but not with A. Thus FCC might be able to grant both A and C, but not both B and C.

TV and Class B FM applications, FCC said, would be considered mutually exclusive if they requested the same channel or if the number of applications for that channel was the number of channels available. The Commission has followed a similar policy in the past.

If there were more than one applicant was seeking a given FM or TV channel but where other channels were available the Commission could, under the proposed regulations, make mutually exclusive as signing an applicant to a channel different from the one he requested.

Applications inconsistent with FCC's rules would be dismissed, subject to the right of the applicant to request, within 20 days, a hearing or oral argument on the question of inconsistency.

Time Limit

Petitions for rules changes which would adversely affect a pending application would have to be filed within the 90-day period following the first advertisement of the application involved.

If the Commission had held a rule-making proceeding and amended or refused to amend a rule, no further request to change that rule could be made within a year. Or, if the exception reflected the circumstance where "a showing is made that due to changed conditions since the Commission last acted, a waiver of the one-year provision should be granted."

The section on rules changes, however, would not alter FCC's present policy of requiring rule-making proceedings whenever changes in the TV or FM allocations tables are requested.
LOW-POWER FM

Asked for Church Groups

AUTHORITY for recognized religious groups to operate low-powered non-commercial FM stations on the same basis now provided for educational institutions was requested last week by the Radio Commission of the Southern Baptist Convention and the Executive Board of the Baptist General Convention of Texas.

They asked FCC to amend its rules to permit such operation in the 88-92 mc educational FM band or elsewhere in the FM spectrum, declaring that 10-w stations operated by churches could be invaluable to community and religious life. [Closed Circuit, Feb. 14.]

The Baptist General Convention of Texas, according to the petition, has been informed by some 180 associated churches that they are “definitely interested” in setting up low-power FM broadcasting units. These can be established at relatively low costs and would reach substantially all of the area represented by the respective church’s memberships, FCC was told.

The petition, filed by Leonard H. Marks and Bernard Koteen of the Washington law firm of Cohn & Marks, contended that “there is now no effective demand for use of the FM spectrum set aside for non-commercial educational operation which would in any way justify reserving that band rather than permitting its use for the purpose, at least equally important as education, of religious broadcasting.” About 82 educational stations are operating or authorized in the 88-92 mc band.

A day on that channel [Broadcasting, Feb. 21]. All three of the requests are linked with the Daytime Petitioners Assn. which seeks a hearing on Sec. 3.25 of FCC’s rules prohibiting such proposed use of 730 kc and five other Mexican Class I-A channels.

Both WLIN and WTIK seek 250 w night power. WLIN is licensed to Alvin E. O’Konski and WTIK to Durham Broadcasting Co.

SPAC

(Continued from page 23)

raids began capturing some of NBC’s biggest stars.

He is not expected to minimize the mention of the recent shift of International Harvester’s Harvest of Stars to NBC from CBS or of the firm hope of NBC that it will entice U. S. Steel’s Theatre Guild of the Air from ABC.

Mr. Denny reportedly will point out that NBC’s program department, which has been busier than it has been for years, has examined hundreds of programs and has come up with a list of 50 or so—“possibly acceptable” programs.

Whether Mr. Denny will have at hand the identities of the programs with which NBC will fill its Sunday evening schedule was not known.

So far no replacements have been announced for International Silver’s Ozzie & Harriet, now heard 6:30-7 p.m. on NBC, which moves to CBS next fall; for Ford Motor Co.’s Fred Allen, at 8-8:30 p.m., when Mr. Allen quits radio temporarily, at the end of his present season; or for Sterling Drug’s Manhattan Merry-Go-Round, now heard 5-5:30 p.m., which is being dropped.

Three Hours to Fill

Since Philip Morris Co. is thought likely to move its Horace Heids Show, now heard 7-7:30 p.m. opposite Jack Benny, in the near future, NBC will have to fill a 9-9:30 p.m. time (except for the Phil Harris-Alice Faye program sponsored by Rexall) to fill.

Mr. Denny is expected to say that if negotiations with U. S. Steel reach fruition, the Theatre Guild will move into the 8:30-9 p.m. Sunday time, in which a sustainer is now heard. Or, that failing, the network may place Henry Morgan, with whom it recently signed a radio-televisiorn contract, in that period.

Mr. Denny will also remind affiliates that NBC has another comedy property it believes promising in the team of Dean Martin and Jerry Lewis. At least one sponsor is said to be seriously considering the team, and the principal difficulty delaying the Martin-Lewis debut is finding a suitable time for them.

Messrs. Trammell and Denny will address the Monday morning session of the affiliates. After lunch, a closed meeting of the stations will be held with network executives excluded. The Tuesday day schedule will be devoted to television.

Top television executives of the network will discuss the network’s video plans in the Tuesday morning session. A luncheon at which Wayne Coy, FCC chairman, will be chief speaker, will follow. The afternoon session again will be a stations meeting followed by a meeting to which NBC executives are hidden in case stations have questions to ask.
Storm Service
(Continued from page 28)
land, Kan., was virtually the only contact that area had with the outside world during the height of the blizzard. When the storm became critical, KWGB contacted the FCC in Washington, via a local ham operator, and gained permission to continue broadcasting after the customary 4:30 p.m. sign-off.

The station carried transcribed and recorded music until 11 p.m., interspersed with frequent storm warnings and distress messages. After that time, a standby engineer was on duty at the transmitter throughout the night to take additional messages. KWGB's entire staff worked long hours over-time taking down messages from stranded travelers and air-ing distress pleas.

Staff members at KOTA Rapid City, S. D., went on a 24-hour working schedule during the first three-day blizzard that swept that section of the state. Announcers Harpo Horton, Harley Hanson, Ralph Gliquist and Dick Andrews kept up a constant broadcast of distress calls as they were phoned to the station.

When airplanes were finally able to take off on the third day, Harry S. Petersen, director of special events and sports, boarded one of the planes as a spotter and did much toward relief of stranded ranchers and farmers.

Ground distress signs for air-planes were broadcast at 16-minute intervals by KOTA, aiding greatly in the rescue effort.

Indiana listeners were given a first-hand account of conditions in the blizzard area by Gordon Graham, news chief, WIBC Indianapolis, who flew with an emergency team of the 10th Air Force on its "Operation Haylift." On his five-day flight, Mr. Graham covered 3,600 miles over Nebraska, South Dakota, Wyoming and Colorado.

Sunny California also was given direct coverage of the disaster which had struck neighboring states. Sam Braly, newscaster at KSUE Susaville, Calif., went out on an "Operation Haylift" flight the second day of the event to describe the dropping of hay to livestock in eastern Nevada. Gerry Oliver, commercial manager, also covered part of the operation, flying from Susaville to Fallon, Nev., where he recorded an interview with the commanding officer of the operation.

After the recorded interviews were aired on KSUE, they were mailed to KWJ Ashland, Ore.; KOOS Coos Bay, Ore., and KEVR Everett, Wash.

Don Peach, farm director at KOA Denver, cooperated with the Colorado flying farmers to tell farm families what to do in emergencies. Advice from college and stock specialists in care of stock in the storm area was aired, as well as other information. Bill Day, newscaster chief, reported eyewitness accounts during the worst part of the blizzard.

A series of seven special broadcast-ers was aired by Mal Hansen, farm director at WOW Omaha, on his Farm Service Reporter. These included two from a haylift plane and one each from an Army opera-tions office, a plane which dropped medical supplies and food, Red Cross offices in Norfolk which served 22 northwestern counties, a field near West Point where Dr. John Graham, medical specialist in the volunteer group, reported on the hospital for snow patients and a ski-plane which had been on 150 rescue missions.

Floods in New England
While the West and Midwest dug out from under a snow blanket, New England was struck by floods. North Adams, Mass., one of the hardest hit spots, received almost constant service from WMNB and its FM affiliate, WMFM. All regular programs on the stations were cancelled during the emergency, giving way to details of floods and a constant stream of official disaster relief announcements and emergency appeals. Staff members worked under terrific handicaps, wading through hip-deep water to open the station 2½ hours before regular sign-on time.

During most of the time, a foot of water covered the floors of the offices and studios. In the control room the water level was kept as low as possible by a bucket brigade of staff members, until electric pumps were obtained by air appeal. When the water in the control room flooded the audio circuits the station was forced off the air until a remote amplifier could be installed. Staff remained on the air constantly, however.

WCNX Middletown, Conn., on the air less than a month, had the first test of its flood protection, during the New England floods. The station was built with the idea of providing reliable service under flood conditions, according to Kenneth A. Bishop, chief engineer.

When the site for the trans-mitter was selected it was found that the maximum flood level recorded in that location was about 32 feet. As the ground elevation at the base of WCNX's tower is only five feet, the station was faced with a construction problem.

It was solved by installing a shunt fed antenna and mounting the transmission tubing equipment on a platform built on four telephone poles 35 feet above the ground. To locate the transmitter house amount expected flood level it had to be built 600 feet from the tower. Tower lighting cables and coaxial feed line are suspended from a pole line which the engineers constructed.

Canadian Independents

ACTION to be taken by Canadian independently-owned broadcasting stations before the forthcoming Royal Commission on radio, television and cultural agencies in Canada, is to be discussed at the March meeting of the directors of the Canadian Assn. of Broadcasters. Meeting will be held at the Chateau Frontenac, Quebec.

AIR TOLERANCE

White Lauds Broadcasters

BROADCASTING has done more to depict the Negro as a human being and an integral part of American life than motion pictures or the stage, according to Walter White, executive secretary of the National Association for the Advancement of Colored People.

Speaking at last Thursday's Radio Executive Club luncheon meeting at New York's Roosevelt Hotel, Mr. White said, "America has been represented in the movies and on television as a symbol for the Negro's way of life. An example of the fine efforts broadcast-ers have made in the education of the public for tolerance. The series won a Peabody award.

Radio should set the pattern in the practice of non-discrimination, rather than follow such patterns. Mr. White said. Steps in the right direction have already been taken by the industry, he mentioned. In the hiring of Negroes as actors, singers, newscasters or announcers, however, he pointed out, in the hiring of commentators, new analysts, engineers and technicians in the field.

He mentioned WAAT Washington, WTV-T and WATV Newark for their progress in that direction.

The Newark stations boast three Negro staff members, including a night engineer, an assistant television cameraman, and Bill Cook, staff announcer, who disc jockey's two hours daily, and pulls the highest Hopper ratings in the 12-1 and 1-2 p.m. time periods for northern New Jersey, according to Bill Greene, WAAT program manager.

Fast Time Bill

A BILL to authorize establish-ment of daylight saving time in the Washington, D. C. area, passed Feb. 10 by the Senate was referred Feb. 14 to the House Committee on the District of Columbia. The measure (S.138), authored by Sen. J. Howard McGrath (D-D. Md.), would authorize the District's Commis-sioners to establish the fast time annually.

In Altoona, Pa., It's...
ROY F. THOMPSON and
WRTA

A Prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEKKER ASSOCIATES
Co-op Advertising
(Continued from page 32)

garner a larger portion of the co-
operative advertising dollar.

The study has revealed conclu-
sively that the local radio station
wants to be that medium. Eighty-
seven per cent of the commercial
managers surveyed felt that co-
operative advertising offered an ex-
cellent opportunity to achieve a
stronger position in the retail ad-
vertising picture, and warranted
the additional work entailed in
keeping accounts straight and in
furnishing duplicate bills and tran-
scriptions for manufacturers.

Type of Job

The study also indicated to some
extent the type of job that time
salesmen have cut out for them-
selves if they expect to make a
strong bid for the cooperative ad-
vertising allowances available.

Nearly half the radio station com-
mercial managers felt that the
average retailer was eager to par-
ticipate in cooperative advertising
arrangements and 54% felt that he
had to be sold on it, either by the
manufacturer or the medium sales-
man.

The study also revealed the types
of manufactured goods advertised
most commonly on the reporting
stations through cooperative manu-
facturer - retailer arrangements.
(See chart, page 32).

Electrical appliances and auto-
mobiles lead the list by far but
there is a sufficient number of ac-
counts in the furniture, hardware,
men's and women's apparel, and
cosmetics fields to warrant investi-
gation by the local station into re-
tailers' awareness of manufacturer
advertising allowances.

Retail stores that are the most
logical prospects are: Home appli-
cance stores, automobile agencies,
men's and women's clothing shops,
particularly those catering to the
large trade, department stores, and
drug stores.

Newspaper Competition

Finally, the study indicated that
when the local station moves into
the thick of the fight for the co-
operative advertising allowance, it
assumes a position even more in
direct competition with the local
newspaper, the traditional coopera-
tive advertising medium, than it
has been in the past.

The average small retailer is
prone to feel that the cost of radio
advertising is prohibitive. The
manufacturer's advertising allow-
ance may well be the strongest
weapon that the small local radio
station has in assuming greater im-
portance in retail advertising.

As the time salesmen can point
out, the retailer only pays for a per-
centage of a proposed announce-
ment or program time, the manu-
facturer paying for the remaining
portion. This makes the medium
of radio available to a far greater
number of retailers. If the time
salesmen can convince the retailer
of the advantages of radio as a me-
dium for his cooperative advertis-
ing dollar, not only will he have
brought new business to the sta-
tion, but he will have also estab-
llished business contacts with the
advertising-minded retailers of his
coverage area who are the logical
prospects for time purchases of
their own without manufacturer
aid.

Cooperative manufacturer - re-
tailer advertising seems to be an
excellent means of achieving more
retail accounts for the local sta-
ion. Indeed, local radio seems to
be a "natural" for cooperative ad-
vertising.

KMAC Denied

KMAC San Antonio's petition for
reconsideration of FCC's taxicab
radio grant to Yellow Cab & Bag-
gage Co. [BROADCASTING, Aug. 16]
has been dismissed by the Com-
mision. The station claimed the
taxicab radio antenna, to be located
near KMAC's, would affect the
KMAC directional pattern. FCC
noted that KMAC failed to submit
evidence and that the taxicab com-
pany had cited precautions taken
to avoid interference and had sub-
mitted supporting measurements.

AT&T REPORT

WE 13.5% Above 1947

AT&T total assets reached $10,-
000,882,026 in 1948 and net income
for the year was $222,415,886, a
rise of $61,227,246 over the $161,-
188,293 reported for 1947.

Earnings on the common stock
amounted to $9.86 a share, com-
pared to $7.66 in 1947.

The figures were given out last
week in the Bell System's annual
report published in advance of the
AT&T's 64th annual meeting April
20. President Le Roy A. Wilson
said the system is "in financial
good health" and stressed that it is
to the advantage of the public that
the company's earnings remain
high to continue its services. The
report reviewed AT&T advances in
television in the past year and
promised that more such develop-
ments are on their way.

Also made public was the West-
ern Electric Co.'s annual report,
which by virtue of its manufac-
turing for AT&T, had record sales
of $1,132,972,000 in 1948, a 13.5% in-
crease over 1947. Earnings
amounted to $50,848,000 or 4.5c per
dollar of sales. After paying divi-
dends of $36,000,000, or 4% per
share, there remained $14,846,000
of the year's earnings invested in
the business. Assets of the com-
pany were $663,019,116, compared
with $654,387,297 in 1947.

HELLMAN NAMED

To Represent NAEB

EDWIN HELLMAN, director of
WOBE-FM Cleveland, has been
appointed official representative of
the National Assn. of Educa-
tional Broadcasters to the second
national conference of the U. S.
National Commission for UNESCO.
Announcement of Mr. Hellman's
appointment was made by Richard
A. Hull, director of WOI Ames,
Iowa, and president of the NAEB.

Mr. Hellman will attend the
three-day UNESCO conference
in Cleveland, March 31, April 1 and 2.

WSBT

—and only WSBT

—commands the

South Bend audience!

Sure, people can hear other stations in South
Bend—but they listen to WSBT. This station
has won its audience through more than 27
years of personalized service to this market.
It gives listeners what they want when they
want it. This is why the ever-growing WSBT
audience remains loyal year after year. Hooper
after Hooper. No other station even comes
close in Share of Audience.
AGENDA—THIRD ANNUAL NAB BROADCAST ENGINEERING CONFERENCE
April 6-9, Hotel Stevens, Chicago

WEDNESDAY, APRIL 6
10 a.m. Meeting: Meeting, NAB Engineering Executive Committee.
11:30 a.m. Cocktails.
6 p.m. Cocktail Reception.

THURSDAY, APRIL 7
5 a.m. Breakfast Meeting for High-Frequency Television.
9 a.m. Meeting: NAB Engineering Executive Committee.
9:15 a.m. “A New and Low-Cost Television Receiver,” D. W. Schuldorf, engineer in charge of receivers, and Lawrence Reis, designer, both of Andrew Corp., Chicago.
12:30 a.m. “A 2,000 mc Television Receiver,” Martin Silver, project engineer, Federal Telecommunication Labs, Niles, Ill.

LUNCHEON, 12:30 p.m.

East End Grand Ballroom.
Hotel Stevens.

2:15 p.m. Meeting: John H. DeWitt Jr., president, NAB engineering executive committee, president, WSM Radio-Television, Nashville, Tenn.
“AM, FM and TV Audio Measurements,” Frank H. McIntosh, consultant, Washington.

2:45 p.m. “The NAB Recording & Reproducing Standards for Disc and Magnetic Tape Recording,” Robert M. Morris, radio facilities engineer, ABC.

3:30 p.m. “Magnetic Tape Recording in Reproducing,” Dr. J. J. Begun, vice president, Brush Development Co., Cleveland.


FRIDAY, APRIL 8
9 a.m. Meeting: William P. Liske, network adviser, NAB engineering executive committee, chairman, in charge of general engineering, CBS.

Saturday, April 9
MORNING SESSION—9 a.m.
East End Grand Ballroom.
Hotel Stevens.

4:30 p.m. Meeting: Oscar C. Hirsch, member, NAB engineering executive committee, former vice president, RCA Victor, Camden, N. J.


10 a.m. “A Progress Report on Ultra High Frequency Television,” Dr. Thomas T. Goldsmith Jr., director of research, Allen B. DuMont Labs, Passaic, N. J.

10:45 a.m. FCC—Industry Roundtable. Royal V. Howard, NAB, moderator.
For the cable: John A. Wil- loughby, acting chief engineer; Edward A. de Bell, president, R.C.A. communication division; James E. Barr, chief, standard broadcast division; Carl M. Braun, chief, FM broadcast division; Edward W. Chapin, chief, laboratory division; Curtis B. Plummer, chief, TV broadcast division. For Industry: J. A. Ebel, WMWD Pronta, chairman, NAB engineering executive committee; E. K. Jeff, WMAB Baltimore, E. W. Price, KFPRO Wichita; O. W. Towner, WHAS Louisville; K. N. Johnson, MBS; Frank Marx, ABC.

p.m. Tour of ABC and NBC Chicago Television Stations.

3 p.m. Opening Meeting, NAB Recording & Reproducing Standards Committee.

KAPPELL NAMED
To AT&T Vice Presidency

AT&T last Wednesday announced the election of Frederick R. Kappell to the vice presidency in charge of its Long Lines Dept. Mr. Kappell, who has been assistant vice president of the company since Jan. 1, succeeds Bartlett T. Miller, who retired last month, in the executive committee positions with the federal government departments, and relations with other communication firms including connecting telephone companies.

Mr. Kappell came to AT&T from the Northwestern Bell Telephone Co., where he had been vice president in charge of operations since 1942.

James A. Mahoney

JAMES A. MAHONEY, 55, one-third owner of WCGB Bristol, Va., was found dead in a room in a New Orleans hotel last Tuesday.
His neck was broken and he had been badly beaten. The motive was apparently robbery, police said, although they believed the killer got less than $100. The wealthy Virginia bachelor, who owned much of the commercial radio in Bristol, had been scheduled to board an airliner Tuesday morning for Yucatan, as part of a vacation of several months in Central America.

Ready for Chicago

(Continued from page 27)

hosts will include President William Link, along with Ray W. Durst, executive vice president; Nelson P. Case, engineering vice president; R. W. Maher, sales engineer, and Mr. Nesbitt.

Tour of ABC and NBC television plants in Chicago is included Saturday at 3 p.m. At the same time an open meeting will be held by the NAB recording and reproducing standards committee, which started its stabilization project eight years ago.

Overall convention arrangements were made by a board subcommittee of which Howard Lane, WJJD Chicago, is chairman.


5:00 p.m. “A New and Low-Cost Television Receiver,” D. W. Schuldorf, engineer in charge of receivers, and Lawrence Reis, designer, both of Andrew Corp., Chicago.

6:00 p.m. “The Practical Solutions of TV Installation Problems,” Robin D. Conover, technical manager, WABC (AM & TV), Washington.

6:00 p.m. “The Design, Development and Operation of a TV Mobile Unit,” William McCard, manager, TV Specialties Dept., Allen B. DuMont Labs, Passaic, N. J.

6:00 p.m. “Operation of the Image Orthicon Camera,” John H. Roe, supervisor, TV systems engineering group, RCA Victor, Camden, N. J.

7:00 p.m. “A 2,000 mc Television Receiver,” Martin Silver, project engineer, Federal Telecommunication Labs, Niles, Ill.

LUNCHEON, 12:30 p.m.
Presiding: Neal McNab, assistant director, NAB Dept. of Engineering.
“NAB’s Broadcast Engineering Conference, Remarks by A. B. Willard Jr., executive vice president, NAB.”

8:30 a.m. “A New and Low-Cost Television Receiver,” D. W. Schuldorf, engineer in charge of receivers, and Lawrence Reis, designer, both of Andrew Corp., Chicago.


9:00 a.m. “Operation of the Image Orthicon Camera,” John H. Roe, supervisor, TV systems engineering group, RCA Victor, Camden, N. J.

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3:30 p.m. “Magnetic Tape Recording in Reproducing,” Dr. J. J. Begun, vice president, Brush Development Co., Cleveland.


FRIDAY, APRIL 8
9 a.m. Meeting: William P. Liske, network adviser, NAB engineering executive committee, chairman, in charge of general engineering, CBS.
APPLICATIONS were tendered at FCC last week for approval of transfers of WKAX Birmingham, Ala., and KTAT Frederick, Okla. Station Broadcasting Service Inc., a new firm headed by Ralph M. Tanner, WKAX sales manager, buys WKAX for $50,000 from Courier Broadcasting Service Inc., which wishes to devote interest to WKAX-FM, now under construction. Courier president is Glenn V. Tingelholl. In KTAT deal, Jack Oswalt, station's business manager, buys 25% interest for $4,000. Details of transfers follow:

WKAX, Frederick, Okla.—Assignment of CP from Frederick Broadcasting Co. to new partnership of same name and including three present partners plus newcomer, Jack W. Oswalt. Mr. Oswalt, business manager of KTAT, acquires approximately 25% plus certain services. Others included: J. D. Jones Jr., 20%, Ronald W. Wheeler Jr., 30%, and Wisconsin Aluminum, 15%. WKAX is assigned 259 kHz for 1,570 kw at 900 kHz.

WKAX, Birmingham, Ala.—Assignment of interest in WKAX Broadcasting Service Inc. to Standard Broadcasting Co. for stock in that company. WKAX wishes to divest itself of AM outlet so that it can expand its operations. Principals involved: respondent, Frederick M. Holm; Ralph M. Tanner, WKAX sales manager; president, Frederick H. J. Koch; reaffirming, L. C. Alexander, vice president; Miss. Louise Thaxton; George Frisby, with Jefferson Corp., outdoor advertising. WKAX is assigned 1 kHz for 1,570 kHz at 900 kHz.

Charles C. Carlson was granted extension of temporary license to April 1 by the FCC last week for continued operation of his WJBW New Orleans. The Commission granted in part his petition for extension of the 90-day pending application in the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The Court of Appeals decision had upheld an earlier FCC ruling to deny renewal of license for WJBW on grounds Mr. Carlson had "demonstrated his unfitness" as a licensee through repeated violation of Commission standards and rules [Broadcasting, Feb. 21].

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

They want the best! Ask JOS. WEED & CO., 350 Madison Ave., New York About the Maritimes Busiest Station 5000 WATTS — NOW!

"I BA MEETING
Hold Springfield Session

THE ILLINOIS Broadcasters Assn. held its annual meeting at the Hotel Abraham Lincoln, Springfield, Feb. 18. New officers were elected and the group heard Prof. Fred Siebert, head of the School of Journalism, U. of Illinois, on the privilege law for newspaper and radio men.

Merrill Lindsay, WSOY Decatur, was re-elected president. Other officers are Harold Safford, WLS Chicago, vice president; Hale Bon- durant, WJBC Bloomington, secretary-treasurer; Charles R. Cook, WJPB Harris, director (for three years); Fred C. Mueller, WEEK Peoria, director (for one year). There are two hold-over directors, Arthur E. R. and WJJD Chicago (until 1951), and Leslie C. John- son, WHBF Rock Island (until 1950).

Prof. Siebert, who is one of the nation's experts on law as it affects radio and the press, gave a complete exposition of the pros and cons of the privilege law. After the discussion the membership elected the IBA representatives to meet with the Illinois press groups' presidents to investigate any mutual interest in sponsorship of an Illinois law for the protection of news sources.

Two representatives of the Indiana Broadcasters Assn., Dan Park, WIRE Indianapolis, secretary-treasurer, and George Carlin, Wish Indianapolis, were present at the meeting. Oliver J. Keller, WTAX Springfield, and Harold L. Dewing, WCVS Springfield, were the hosts in charge of arrangements.

"Acceptance
Air Comedy Hits New High

MOST comedy shows have "hit a new high in all-around family acceptability and decent broadcasting," college students agreed in the Oct. 17-Dec. 18 Radio Acceptance Poll conducted by the National Federation of Catholic College Students.

Most acceptable show, from a "good taste" standpoint, was The Life of Riley, which stars William Bendix. Jack Benny ran a close second. Conducted by the federation radio commission which headquarters at St. Joseph's College, Collegeville, Ind., the survey totaled a tabulation of 14,615 votes from 2,912 students in more than 100 colleges throughout the country.

"No one show audited in this two-month period was voted anything less than acceptable," according to John W. Lynch, chairman of the radio commission. Ranking ten shows, after the top two, were Fred Allen, Burns and Allen, Eddie Cantor, Red Skelton, Phil Harris, Charlie McCarthy, Bob Hope and Duffy's Tavern.

OREGON ASSN.
ELECTS JACOBS PRESIDENT

OREGON State Broadcasters Assn. elected Lee W. Jacobs, president of Inland Radio Inc. (KKBR Baker), president at its annual meeting Feb. 14 at Oregon State College. He succeeds Frank H. Loggan, president and general manager of KBND Bend.

Mr. Loggan, Frank H. Coffin, KGW Portland public relations di- rector, and Mel Baldwin, KTTL Tul- lamook general manager, were named directors.

The association elected Bud Chandler, general manager of KFLW Klamath Falls, vice president, and Ted Cocks, program di- rector of KOIN Portland, secretary-treasurer.

Hal Shade, KOOS Coos Bay station manager, led the roundtable discussions. A seminar on radio work for college students was directed by H. Quenton Cox, KGW Portland general manager; V. B. McCambridge, president of Western Radio Co. (KODL), The Dalles, and S. W. McCready, KUGN Eugene general manager.

State Sen. Robert Holmes, KAST Astoria, discussed state legislation pertinent to radio. The banquet speaker was Robert Pribe, KRSC TV Seattle.

This is
WSYR-CACE
570 kw - 5000 watts
NBC Affiliate in Central New York

21 rich Central New York Counties
205,000 BMR Station Audience Families

Headley-Boed, National Representatives

February 28, 1940 • Page 49
D. C. SURVEY
Details Data on Viewers

CHARACTERISTICS of Washington view- ers are detailed in a joint television survey conducted by three of TV's four TV stations—WBNW WMAL-TV WTTG —during the week Feb. 8-15 and released last Thursday. The Wash- ington telephone directory was used as the basis for sampling and locating a random selection of TV homes, with 5,500 calls put through. There are 35,850 sets in the area (indicated by projecting the per- centage of families located to the total number of telephone homes in the Washington area plus 4.6% for non-telephone homes). About 1,200 are in public places.

Other results of the study were these:

Number of persons per family averages 3.7 in TV homes, of which 2.8 are adults, 47% have children under 13, an average of 1.8 children in TV homes (80% of family average). The average size of a TV set has a seating capacity of 42.5 persons. Average length of ownership of TV sets in months: 7.8 in public places; 8.3 among families, whose head is retired; 8.4 among white collar families, and 3.4 families, whose head is a craftsman or laborer.

TV set occupation: Manag- ers, officials and professionals, 58%; clerical, sales and craftsmen, 8%; and retired or unemployed, 7%.

According to the survey, about 63% of the 35,850 sets installed as of Feb. 16 have 10" tubes; 20% 12", 10% 17", 3% smaller, and the rest other screen sizes. 42% of the sets are located in northwest D. C.

UHF-VHF

FCC was assured last week that a plan can be worked out to provide major markets and leave one-third of the television region open for future development. This assurance came from the Joint Committee on Television of the Institute of Radio Engi- neers and the Radio Manufacturers Assn., which had been asked to study the TV problems. The JCTAC report also offered "four representative allocations plans" which, based on pre- sent VHF standards, would respectively provide for a minimum of two, three, four, and five stations in each network affiliation group.

Simultaneously JCTAC recom- mended that FCC "reserve adequate space for a future color television system in a band above 900 mc and below 6000 mc." This recommenda- tion was based on belief that it "may be found necessary to place the ultimate color television system higher in the frequency spectrum than 890 mc," currently the limit of the UHF area as- signed for video.

The report of the committee, submitted to FCC Chairman Wayne Coy by JCTAC Chairman Philip F. Lasky of the RCA Frequency Bureau, expressed belief that "it is not practical to assign VHF chan- nels only to primary cities and UHF channels only to secondary cities."

The report maintained that "as more channels are made available for television, the demand for additional channels in the large met- ropolitan centers must be accom- modated, but in the areas where both VHF and UHF channels will have to be employed in these cities."

The "representative allocations plans" submitted by Raymond Simonds of the RCA Frequency Bureau. Two studies were offered for each of the four cases, one assuming the use of frequency synchronization on VHF channels alone and the other assuming synchronization on both VHF and UHF channels.

The following tabulations show the number of 6-mc UHF chan- nels which would be required, and the number which would be left free for experimentation, if syn- chronization were employed on VHF only:

For minimum of two stations in each major market, 23 chan- nels needed, 46 channels left; for a minimum of three, 15; four, 4; 34 left; for at least four, 54 and 16; for at least five, 65 and 4.

If synchronization were employed on UHF and VHF the above location could be as follows, ac- cording to the JCTAC report:

For at least two stations in each major market, 18 channels needed and 51 channels left; for at least three, 27 needed and 42 left; for at least four, 40 and 29; for at least five, 52 and 17.

It was pointed out that in both cases 15.75 kw aerial. Antenna height would be 1,478 ft. above average terrain. Estimated cost of the station is $141,500, first year operating cost $35,000, expected rev- enue of $100,000.

Mr. Lewis indicated the station would serve an area of 12,- 729 sq. mi. and population of 782,- 000 of whom are "rural residents" who under existing allocations "may very well be forever secluded from receiv- ing television service."

Mr. Lewis symbolically dedicated his Winchester radio interests, Mr. Lewis also is 60% owner of WVFV Freder- icksburg.

More Space Seen
In Spectrum

 Duchatelet of the Institute of Radio Engi- neers and the Radio Manufacturers Assn., which had been asked to study the TV problems.

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the busy network

NBC Television is attracting more network advertisers than all the other networks combined...

sponsors who use an average of 14 NBC stations compared to the average 8 on the second network... making NBC the far-and-away leader in sponsored hours—3 times more than any competitor. Things are really humming on America's No. 1 Network.

NBC Television
In Philadelphia Television, it's WPTZ

Over 2nd Station by 91%

Over 3rd Station by 222%

On January 8th, all three Philadelphia television stations made individual pickups of the Mummers' Parade. None of the stations is normally programmed at the time of the parade; preference for any one had to be predicated on technical superiority, program know-how or tuning habit.

During the period from 11:00 AM to 3:00 PM, when all three stations were on the air, a coincidental telephone survey made by an independent research organization* showed WPTZ to have almost twice as large an audience as the 2nd station and more than three times as large an audience as the 3rd station!

Moreover, sponsor identification on the WPTZ telecast was 73.8% compared to 65.3% on the 2nd station and 57.2% on the 3rd station.

It strikes us that this survey helps to put a price tag on the value of such intangibles as experience, facilities and that elusive factor called "tuning habit." And it certainly demonstrates that if you want to reach the Philadelphia television audience—second largest in the world—you'll do it at materially less cost per receiver over WPTZ.

If you'd like a copy of this survey or current availabilities on WPTZ, drop us a line or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building Philadelphia 3, Penna.

*Patterson, Korchin & Company
HOLLYWOOD EYES TVS

By DAVE GLICKMAN

WHAT are the Hollywood film studios doing about television?

Although the major film studios have "long range plans" for production of movies for television, small and large Hollywood independent producers have for some time been active in the new medium.

Few have actual contracts for their products. Most of them are filming on speculation and it is estimated that some 150 production units in the area are "dabbling" in television.

Others have but recently set up shop with plans to do a dual job. Some are radio packages who are adding TV film departments. There are others so new that a firm name and address are only evidence of their efforts.

On Assignment

There are a few who are filming on assignment from either networks, stations, advertising agencies or sponsors themselves. Some are building library services in preparation for the day when such films will have wide distribution. But most of the going concerns are doing work on "spec" with hopes of snagging a customer or two.

Consensus is that many of these companies which have struggled into existence during the past year will close shop for lack of sales of their low budget and poor quality product. Bigger and better financed outfits, assured of a guarantee of distribution, are the ones that will head the parade in the judgment of most advertising executives.

Among those actually in TV film production with product sold or leased to advertisers, stations or networks are Jerry Fairbanks Inc., Telefilm, Gene Lester Productions, Hayes-Parnell, IMPRO, John Sutherland Productions, Marshall Grant-Realm Productions, Wilding Pictures Productions of Calif., Five Star Productions, Raphael G. Wolff

TECHNICAL CREW of Marshall Grant-Realm Productions is ready to roll an "outdoor" scene from Why Thomas Was Discharged at Hal Roach Studios. The 30-minute production is 19th in American Tobacco Co. (Lucky Strike) Your Show Time series on NBC-TV.

Film Studios Building Services

Results from absence of clear-cut salary scales by the several unions. With formation of his Hal Roach Television Corp., Mr. Roach has switched 100% to TV film production. His schedule calls for 18 series of pictures for TV with a minimum of 13 films each. They will run 26 minutes each. He has already completed one each on the first series of six.

His studio setup represents a $6 million investment. At present the lot is a rental studio, with a number of TV as well as screen producers occupying space, but with the upsurge in activity, Hal Roach Television Corp. expects to take over the entire facilities.

Following in the footsteps of his father, Hal Roach Jr. with Palmer T. Beaudette organized R & B Corp. to produce TV films and is reeling Life With the Erwins. It's a half-hour family show starring Stuart and June Erwin, and is first of three separate series that R & B will make.

IMPRO made the 27-minute, 15-unit Cases of Eddie Drake for CBS. Production unit announced it will spend $1,500,000 in 1949 to make more TV pictures. Included is a musical for CBS.

Five Star Productions is making live, cartoon and combination commercials for various sponsors. The firm also developed three "animated" TV shows for ABC which are available to advertisers through the network. They include Guess Again, 30-minute weekly cartoon quiz; Artist In Crime, 30-minute weekly comic strip mystery; and Pot Luck, home economic cartoon to be screened as part of a live program.

Marshall Grant-Realm Productions is shooting 26 stories from the classics for American Tobacco Co. (Lucky Strike cigarettes). Titled Your Show Time, each is a 30 minutes in length. Production unit has also made some Philip Morris commercial shorts and with completion of the Lucky Strike TV series, will start work on a new series for an unnamed sponsor.

Telefilm has its 8½-minute Roving Cameras sponsored and unsponsored on stations throughout the country. Series is being sold for from $25 to $120 per show, depending upon TV sets in use in various markets.

The Erskine Johnson in Hollywood series, of which three audition samples are available, is being offered by Telefilm on a once weekly, 10- or 15-minute basis and

(Continued on page 14 of Insert)
NABET last week fired what it considered to be the opening shot in a battle with IATSE.

President John R. McDonnell of the National Assn. of Broadcast Engineers and Reporters released a statement in which he blamed IATSE for making labor peace impossible in the television industry.

Mr. McDonnell said that IATSE, whose full name is the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, AFL, made demands on NABET which prevented solution of the jurisdictional problems outstanding between the two unions. Said Mr. McDonnell:

"It is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."

NABET Province

The demands, according to Mr. McDonnell, were in fields which NABET normally regards as in its province.

No counter comment was immediately available from IATSE officers, who had not yet received official notice of the NABET blast when contacted.

It was learned that among the demands aired by IATSE last week were extensions over all projectionists, film cameramen and workers, audio mixing men when a program is filmed and workers who dolly cameras.

History of the battle between the two unions traces immediately to a NLRB case which is pending, and which now has the jurisdictional hot potato. More remotely, the dispute begins with two incidents of last summer, the "Mr. Roberts" case and the "Palace Theatre" case.

In the "Mr. Roberts" case, which involved the CBS telecasting of the Broadway stage play, SABET was about to have a jurisdictional tangle with International Brotherhood of Electrical Workers, AFL. That matter, however, was decided peacefully by IATSE and IBWE splitting 50-50 for the workers involved.

In August, there followed the "Palace Theatre" case, in which IATSE again sought a 50% jurisdiction over video cameras at the opening of WJZ-TV. In this case, NABET had not been involved. ABC had a contract with NABET, giving it jurisdiction over all technical equipment, including all the television cameras. ABC early sought temporary injunction in federal district court in New York, restraining IATSE from interfering with WJZ-TV. This case is still pending.

It became apparent after these two cases that IATSE would seek at least a 50% jurisdiction in television matters wherever it could.

Later it was reported that IATSE and IBWE reached a jurisdictional settlement with major types of maintenance and repair work belonging to IBWE and minor maintenance, and operation of equipment to IATSE [CLOSED CIRCUIT, Jan. 24]. This agreement has never been made public and on Wednesday when President Dick Walsh of IATSE was asked about it he refused comment.

Meanwhile, it became known that NABET was making efforts to reach an agreement with IBWE, whereby the two unions would participate in contract negotiations with the networks. This effort finally ended in the refusal of IBWE [BROADCASTING, Feb. 14]. NABET, however, said it was still willing to work for the common good of technicians in the radio field.

With all this in the background, the immediate dispute which led up to the NABET declaration of the past week was in the making. This involved television lighting workers on both ABC and NBC.

Locally in New York a temporary solution of the differences between the two unions was reached in December by which NABET had jurisdiction over all television technicians and IBWE had jurisdiction over the men who actually place and rig lights.

But in the network cases, the dispute went to the NLRB, which in the last week of January postponed the NBC matter until March 26 so that NABET and IATSE could work out an agreement "out of court." The ABC case, it was expected, would have been controlled by the NBC decision.

NABET's executive board was then summoned to a week-long series of sessions in New York, with President McDonnell and Richard T. Parks coming from San Francisco; Edward Lynch from Rochester, N.Y., and John H. Horgan from WPMC, Philadelphia. But in January Clarence Westover, national executive secretary, and Harry Hiller, national representative, also met with the board.

The NABET officers then sat down with IATSE officials and found, according to Mr. McDonnell, that IATSE's demands were in other fields than television lighting and in fields NABET considered its province. The IATSE position is that although television has great similarity to radio, what has been NABET's province, television also is "a show which is seen," and technicians staging such shows are in IATSE's province.

The statement authorized for release by Mr. McDonnell follows:

"The International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, in its capacity as a solution between the two unions, has conferred with IATSE and NABET. This effort to reach agreement ended in the refusal of IATSE. The International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators of the United States and Canada, AFL, has jurisdiction over all television technicians."

"The executive board of NABET has been in session this past week to deliberate current problems of television lighting as a result of a representation case before the NLRB, in which the IATSE is an intervenor. NABET has been fighting to maintain the radiomen's position in the industry that he has developed.

"The case, involving television lighting in network stations, was postponed Jan. 28 to permit discussion of NABET and IATSE to meet and seek a solution that would be acceptable to the industry and provide harmony between the unions concerned.

"NABET officers met with the IATSE and discovered that in addition to the question of lighting the television network, NABET now demands additional work that normally is not in NABET's field of technical operation in television. President McDonnell said it is impossible to accede to such demands and NABET will defend with vigor its right and the rights of radio and television men everywhere."

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KFI-TV HOURS

On Noon to 6 p.m. Daily

STARING March 1, KFI-TV Los Angeles will become a all-daytime operation (noon to 6 p.m. daily), according to William B. Ryan, general manager.

Until now, the station has been programming about three hours nightly Wednesday through Sunday. Under the new setup, it will be on the air 42 hours weekly, in the daytime.

KFI-TV is to issue a new rate card listing $150 as its hourly base rate. Other one time rates are: One-minute announcement — $20; five minutes — $30; one hour — $60; half hour—$90. Frequency discounts will break down as follows; 5% on 26 times; 10% on 52 times, and 25% on 468 times.

Programming Monday through Friday will be mostly on strip basis, Mr. Ryan explained, with emphasis upon news, audience participation, homemaking, public service and simple musical formats. More than 20 programs will be presented daily with emphasis on shows that require little or no camera rehearsal. Most programs will be available on a participating basis.

KGO-TV TEST

Programming Starts in May

KGO-TV, ABC outlet in San Francisco, second television station to begin operation on in northern California (of five scheduled to go on the air), began tests today under a 1,000-watt sched-uled daily test patterns last week.

Regular programing is not expected to begin until May, Gayle V. Grubb, general manager of KGO and KGO-TV, announced.

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WHITMAN'S SAMPLER presented an opportunity usage for "Sampler" cartoon animation, Five Star Productions said. Whitman's order was a "rush," and Five Star reported that it delivered script-to-screen in nine days on first film. Budget: Under $1,250.


**FILM COMMERCIALS**

By HARRY WAYNE McMAHAN

"JUVENILE DELINQUENT" is a proper description of many a television commercial going out in the world to seek its fortune today. Juvenile in construction and delinquent in sales power, such a TV spot is criminally neglectful of its duties to its advertising parentage and to the society it must serve.

Often conceived in dreamy-eyed unreality, these errant urchins are born into a very hard-hearted world, a world quick to laugh at their deformities and ridicule any lack of good breeding. So, before we toss these juvenile delinquents into jail let us consider what correctional measures might be judiciously applied.

The "don'ts" come first, always, unless you want an obtrusive "problem child."

**Budget First**

1. **DON'T WRITE YOUR SCRIPT FIRST.** Do set your budget first. Like buying a home for the expected child, you first must determine how much you can spend—then tell the architect your needs and specifications. Create the house to fit the budget. You may find you have to give up an extra room or two, but don't stint on the essentials—bedroom and nursery. That means consumer interest and practicality.

2. **DON'T RISK UNTRIED DIRECTORS.** Do demand sample screenings. See a few sample children before you adopt one or start your own propagation. Specifically, ask to see sample screenings or successful films in the budget range you have selected.

3. **DON'T PRODUCE JUST ONE FILM.** Do produce a series of 7 or 13. Large families have many advantages. So, a series avoids monotony on the screen, lowers production costs and properly develops a campaign for full cumulative sales value. Obviously, it costs a producer almost as much to gear up for one film as for a series, since talent and craftsmen are hired by minimum day or week.

4. **DON'T "HOP ABOUT" FOR SUBJECTS.** Do have definite format and theme. While we must avoid monotony, we still want all the children to look alike and bear a family resemblance. Smart repetition of a selling theme has an invaluable cumulative effect. This is the reasoning behind our "Safety Sign" series for Ford, "Sampler" cartoons for Whitman's "Let Visit America" for Coca-Cola and "Hollywood Mini-Tours" for Dr. Pepper.

5. **DON'T TRY TO ADAPT RADIO COMMERCIALS.** Do plan first the visual. Yes, little children should be seen and not heard. The impact of TV over AM is computed at 10-to-1. Why? The visual, supplemented by the aural. Note that word "supplemented." One picture is still worth reams of chatter.

**Let Salesmen Sell**

6. **DON'T USE "LIP-SYNCH" DIALOGUE.** Do use "off-screen" announcer. Actors are rarely adequate as salesmen; lip-sync slows action (and adds costs). Let your actors demonstrate—have a qualified commercial salesman to sell! Exception: In the "testimonial" type of commercial, use a forceful single line of dialogue from the star.

7. **DON'T MAKE 'EM TOO LONG.** Do stay within one minute. There is rarely any excuse for ½ minute and 2-minute TV spots.

8. **DON'T HAVE TOO MANY ACTORS.** Do concentrate on 1 or 2. Too many actors in one film confuse. Where there is a single "key" model, the audience can then become ingratiated to a personality and a more personal sales job can be accomplished.

9. **DON'T FIRE YOUR GUN TOO FAST.** Do win audience interest. A good formula: allow the first one-fourth of your time to winning attention and interest—then start selling.

10. **DON'T GIVE OVERBOARD ON NOVELTY.** Do remember your objective. While it is important to "entertain" that initial interest, don't try to continue being so "cute" you forget to do your sales job. Cartoons are naturals for TV spots, but remember they are best for trademarks, trade characters and exaggerated demonstration. Beware of string puppets. Use caution with live comedy, the most difficult mood to present effectively in commercials.

11. **DON'T FIGHT HAISY DEADLINES.** Do allow ample production time. Rushing the normal gestation period is dangerous. Waste makes, in addition to waste, headaches and unnecessary overtime expense. Good films have been delivered in 2 weeks; 30 days is (Continued on page 18 of insert)

**Typical of live action ad films is the** Dr. Pepper Hollywood Mini-Tour in which Columbia starlet Terry Moore is shown. The Five-Star series is available in both color and black-and-white. Each playlet starts on a short subject, develops commercial theme in first 20 seconds. Budget is under $800.

TELECASTING

February 28, 1949  
Page 5

Mr. McMahan
Buying television time involves dozens of time-consuming details. To make the time buyer's task a less harried one, NBC Spot Sales has assembled a wealth of data. The information listed at the right on all NBC Spot represented stations is yours for a phone call.

Providing you with each of these 36 items is a basic service of the best-informed television representative in the industry, your NBC SPOT salesman.

Backed by the experience and know-how of the nation's first television network, utilizing the
superior facilities of NBC Programming and Production, Research and Engineering,—NBC SPOT SALES is your best source for all spot television information.

_the nation's major television stations in the nation's major markets are represented by_

电视购买更容易

Television Buyer's Check List

**Market Information**
- television set circulation
- population in coverage area
- radio families in television area
- retail sales
- food and drug sales
- general merchandise sales
- effective buying income
- counties within coverage area
- estimated total television audience
- forecast of set installation

**Station Information**
- program schedules
- availability lists
- rates
- ratings
- audience characteristics
- coverage maps
- competition's program schedules
- competition's rates
- studio equipment available
  (live and film studio equipment, cameras, etc.)

**Program Information**
- description of program format
- photographs of talent and set
- biographies of talent
- adjacencies
- competition
- type of audience
- ratings and surveys
- audience response stories
- success stories
- promotion and merchandising
- rates and contract terms

**General Television Information**
- audience surveys
- all U. S. television stations
- advertisers using television
- agencies handling television
- technical data
- film

SPOT SALES

NEW YORK - CHICAGO - CLEVELAND - HOLLYWOOD - SAN FRANCISCO - WASHINGTON - DENVER

* WPTZ—Philadelphia  WBB-TV—Boston  WNBK—Cleveland  WNBW—Washington  WRGB—Schenectady  WTVR—Richmond
By MARK GOODSON

PEOPLE who have seen the quiz show in AM radio pay off are now readying their own $64 question: "What will happen to the prize package?" When people want to watch a quiz as they now are willing to listen to one? How drastically will present formats have to be reshuffled to fit the cameras? And—will the rescheduling so raise the costs of the quiz show that it will lose one of its most attractive traits, namely, its ability to sell goods at the lowest competitive rate?

The first temptation to an advertiser will be to solve the problem the easy way—by putting his going radio show right before the cameras.

He may not get much network opposition on this—since many executives involved in television operations have been trained in radio, and think of making TV as radio with pictures.

On the other side of the coin, he will find other key men in the TV set up (usually down the line a little in programming or engineering), trained in movies or stage, who will look over his quiz show poorly and laugh in dismay. "Impossible," will be their reply—"too much to tear out everything and build from scratch."

The answer, of course, lies in a compromise based on the curiously obvious fact that while television is not radio, it is also not movies or theatre, either.

Through dint of some luck and considerable sweat we have, I think, found that compromise with Winner Take All (formerly carried by CBS-TV in television—a show which has pulled down top ten Hooper ratings for what may well be the lowest per point cost in television. We have continued to run Winner Take All in AM radio without trying to tie it to the TV show.

Formula for Show

What we have maintained and carried over— is the basic formula for the game.

Briefly, that game formula is this: Two contestants play opposite each other at the same time, competing for the same question. Each contestant is equipped with a bell or a buzzer. These signals he presses the instant he knows the answer—interrupting a question in the middle if he so desires.

If he is first and right, he wins a point. Three points captures him the round—and the right to what ever awaits him in the Treasure Chest. Once he has won, he remains on as champion and takes on new challengers—until defeated—coming back after show until the crown is knocked from his head.

This is the radio show—AND the TV show.

DIGEST OF TV PROGRAMS

Issued by Curtis Publishing Co.

A 49-PAGE DIGEST of television’s progress, with information and statistics culled from leading periodicals, has been published in mimeographed form by the research department of Curtis Publishing Co., Philadelphia. Titled “Television: The Industry,” the study was prepared by Fred Bremier, market analyst in the department.

Theme of the study is that television will be a great industry. "It seems unlikely," says Mr. Bremier, "anything will occur to stop or slow it down except the industry’s capacity to produce more rapid growth is curtailed by inadequate production of station transmitting equipment and by slow development of network facilities."

The study notes that already the price trend on television receivers is down and that “so far the price of ... receivers has been no deterrent in their purchase.” It notes also that future improvements are unlikely to make present sets obsolete.


Included in a supplement following the main portion of the study are tables listing TV stations on the air and giving statistical data about them as of Dec. 31, 1946, Dec. 31, 1947, and Nov. 29, 1948; status of TV stations at the close of 1948; production of video receiving sets in 1947 and 1948 by months; types of receivers produced (table models, consoles, etc.); number of advertisers sponsoring TV programs and spot announcements in 1947 and 1948 by months; national advertisers who were early users of television; manufacturers of receiving sets sponsoring TV programs, and estimated number of receivers in transmission areas at the beginning of each month in 1948.
Sure, Television's amazing

-and it's practical, too!
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<td>23:00</td>
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</tbody>
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**Note:** Programs are subject to change. **CBS** presentations may alternate with basketball games on a week-to-week basis. CBS specials will be broadcast via kinescopic recording.
IS TV COMING OF AGE?

TelePulse surveys for the week of January 3-9 (pre East-West cable) show that daytime programming is here to stay, and that there is a daytime TV audience.

Comparatively, the three TelePulse cities stack up as below:

<table>
<thead>
<tr>
<th>City</th>
<th>Weekdays</th>
<th>Weekends</th>
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</thead>
<tbody>
<tr>
<td>New York</td>
<td>16.1</td>
<td>22.7</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>19.0</td>
<td>46.0</td>
</tr>
<tr>
<td>Chicago</td>
<td>15.0</td>
<td>39.0</td>
</tr>
</tbody>
</table>

HIGHEST 1/4 HOUR TV SETS-IN-USE (12 Noon — 5 P.M.)

You cannot afford to ignore this ever-growing slice of the TV pie!

For Other Telefacts, Ask The Pulse —
The 100% Yardstick of TV Measurement

THE PULSE, INCORPORATED
110 FULTON STREET
NEW YORK 7, N. Y.
Arthur Godfrey—star yarn-spinner and salesman for four different products—got a 97% correct sponsor-identification for Chesterfields on his first CBS-TV broadcast, highest ever recorded on any TV program. Once television plants a product or an idea in the mind it's not only there to stay but already hard at work for its sponsor.
THE ADDITION of sight to sound broadcasting alone will not compensate for lack of "hard, solid thinking" on news and feature values. TV discussions, he maintains, are"...video will enjoy little more success than radio's 20 year effort to make 'good oyster soup without oysters,' according to the Agriculture Dept.'s radio service.

In its weekly newsletter to radio farm directors, the Office of Information and Reynolds tells RFDs, contemplating video programming for the first time, some simple ways of "boring in on TV without getting bored.

Mr. Reynolds, radio and TV operations director, points out that discussion type formats can sometimes be adapted from AM and applied to agricultural interviews on television by the press conference method. He suggests that, "short of digging and leg work, one way to get fresh informational value into TV discussion is to time it to coincide with the issuance of important news releases and reports on research and economics."

Certain agricultural books offer a take-off point for an Author Meets Critic type of show, Mr. Reynolds adds.

As for visual props, a movie (silent or with sound included) is a good bet, either as a short sequence on the nucleus of an entire show.

"With the movie as a prop (very literally speaking), one can take as a basis of an entire show and work with his guests as he wants to... and then come up behind the movie with commentary," Mr. Reynolds reasons. Such a show helps RFD break the ice TV-wise with minimum work, and also get acquainted with TV movie requirements and operations, he believes.

Radio farm directors can also serve as liaison with women's program personnel by casting their attention to pertinent USDA and land grant college information on canning, household equipment, recipes, food-buying and clothes-making.

Mr. Reynolds tells RFDs that "whether you merely watch the women folks execute your ideas, or act as邓a Reynolds on the farm end of a consumer story, you get valuable TV experience."

Everything considered, proper attention to discussion shows adapted for TV may augur to give them some of the same appeal of a comparable piece in Reader's Digest, Time or Saturday Evening Post, according to Mr. Reynolds.

**TV POLICY** To Be Discussed by CAB

POLICY on television is to be discussed at the March meeting of the board of directors, Canadian Assn. of Broadcasters, at Quebec City, March 7-9. Proposals of the Canadian Broadcasting Corp. for co-operative operation of TV stations at Montreal and Toronto are to be studied, and a possible alternative proposal is to be considered.

Under present CBC proposal private interests would put up the financing for the TV stations and CBC would do the programming with financial help from private stations.

Also to be discussed at the meeting will be finalisation of plans for the annual CAB meeting in June, problems of rate structure, policy for the private stations for this year's NARBA meeting, and rate structure policies.

**PROTESTANTS** Radio, TV Shows Planned

NEW RADIO and television programs to serve the interests of the Protestant churches will be inaugurated by the Protestant Radio Commission, it was announced last week by Dr. Paul C. Payne, vice president of the commission and general secretary of the Board of Christian Education, Presbyterian Church in the United States.

Two new program series will be introduced. One will feature half-hour concerts of church music by the College Chorale directed by Robert Shaw, and a second, mental health and pastoral counseling, provided in cooperation with the Commission on Mental Health of the Federal Council of Churches of Christ in America. The transcribed All Aboard for Adventure, which has been popular with children and was formerly produced by the Joint Religious Radio Committee, will be continued by the Commission.

**STERNAL VIDEO** Productions Firm Expands

EXPANSION of Sterling Television Productions, Chicago, into teletranscription and development of video production aids has been announced by Sterling C. Quinlan, promotion director of WBKB Chicago, Balaban & Katz TV station. Sterling Television is a wholly-owned subsidiary of B & K, organized a fortnight ago to develop and sell the multiscope [BROADCASTING, Feb. 14].

Teletranscription series will stress sports, beginning with the Chicago Racing Assn.'s midget auto races from Soldiers Field June 8. WBKB hopes to film and sell 18 such video stations and agencies as open-end packages. The one-hour sight and sound films are expected to cost a station $200 or less, depending on the number of subscribers, Mr. Quinlan said.

**THEATRE WING** To Offer Radio, TV Classes

THE SPRING session of the American Theatre Wing's professional training program gets under way March 7 with five courses offered in the television and radio division. Courses will include television seminar, television laboratory, television station operation and management, radio acting, radio dramatic coaching.

Opportunity to write, direct and produce will be offered in the television laboratory, with practical work with cameras and equipment on two shows a week over closed-channel facilities of WZXT, experimental TV station in Jamaica, L. I. Radio acting classes expect to use facilities of WINS and WOR New York.
Hollywood Eyes $ TV $  
(Continued from page 3 of Insert)

at $2,000 and $2,500 per reel respectively. Telefilm also has a new five
minute sports program in audition form. Rental is for from
$15 to $75 per shot, depending too
on market sets.

Besides several series for NBC,
Jerry Fairbanks Inc. has produced
TV commercials for such adver-
sers as Eastern Air Lines and
Camel cigarettes. Firm is also
making 130 five-minute open-end
animated shorts, Crusader Rabbit,
and a 20-minute series, Musical
Journeys, which will be distributed
through its own organization. The
NBC series includes Public Proce-
ducer, Jackson & Jill, Quizology,
Television Closeups and Going
Places With Uncle George.

Hayes-Parnell is publisher
of the ten-minute Family Quiz on KPIX
San Francisco and KFI-TV Los
Angeles (Bank of America). It's
available for syndication in other
markets outside of California.

New Shows

Packagers also have a 130-unit,
10-minute TV film, TV Kemiza,
directed to children and available
for one national sponsor. For
syndication are also a series of one-
minute time signal announcements
Happy Hour Glass, and Looking
at Football Through the Sports Glass,
a completed five-minute feature.

Hollywood sees television as a
major consumer of films. Producers
maintain that there is only one
proven method by which a show
can be planned, rehearsed, staged,
edited, previewed and telecast with
professional perfection. And that's
via film. As the unchallenged film
capital, producers feel that they
know how to use facilities and personnel trained
to turn out a salable product. They
further believe that eventually a
minimum of 65% of programming
will be on film.

As a result, many a film can has
come off the shelf with contents
being offered to TV. Being passed
around on paper also are hundreds
of ideas "which might make a tele-
vision film series." In the em-

bryonic stage too are scores of
other productions. They are avail-
able in story board form with
scripts, as well as in pilot or sam-
ple film.

Following briefly are activities of
a few other production units in
the area.

Apex Film Corp. made 24 Gillette
Safety Razor Co. World Series TV
commercials last summer and has
just completed a new series for
that same advertiser. Firm is also
producing commercials for a couple of other unnamed
sponsors.

Bud Abbott has set up a deal
with Harrison Productions, tele-
vision film makers, to produce a
series of comedy shorts, both
straight and musical. They will
be banned Abbott Productions and
will be shot on both 16mm and
35mm. Mr. Abbott will not ap-
pear in the films because of his
Universal-International contract.
Other well known comedians
are being lined up.

Dewey Abrahams and Seymour
Roth have completed a 12½-minute
film in Western serial chapter
format. Titled Rainbow Radley,
the film stars Jimmy Lloyd,
Peggy Stewart and Lee White.
Attwood Productions filmed Spin-
whizzer, a 13-time series which
is released to about 15 TV stations.
Packaged also is a 13-time, 9½-
minute short subject, What's in
a Name?, licensed to stations at
$13.50 a reel per showing.

Bell Activities

Bell International Pictures does
TV program production and com-
mercials by contract. Among prop-
erties available for television in
sample are Dark Venture and
Retribution, two psychological dra-
matic series, originally broadcast
over AM stations of ABC a couple
of years ago. Each completed show
runs 30 minutes. First will be
done in 60 stories. Latter will
include 183 stories. In story board
form are Hollywood Harmony
House, a 15-minute light comedy
romance, and Sing With the Stars,
a community sing type show with
“living room” audience as partici-
pants.

Cascade Pictures of California
has a score of completed storyboard
samples for advertising agency and sponsor consideration and
pretests all products locally.

Jeter made Promotions produces
both live and film programs with
TV shorts including the Los
Angeles Open on golf, Tennis by Con-
tract, Top Slide Tennis and Miss
Troubles.

Dudley Pictures Corp. made the
26-time, 10-minute This Land
Of Ours series now on NBC-TV, and
is also producing another titled
The World of Ours for the network.
Both are educational features.

Eclipse Productions, headed by
Michael Colan, made a pilot film
of a proposed TV whodunit series
titled Fireside Detective, which
would be available in 26 stories, at
27 minutes each. Sample was made
on 16mm with use of 35mm sound
equipment. Firm has a situation
comedy, Derby's Ringside Cafe,
in the making. It will also be 27
minutes in length and include 26 ep-
isodes.

Award Finalist

Emerson Films reeled the 17-
minute Christopher Columbus
picture selected as one of the six final-
lists for the “best film made in
Hollywood” award of the Academy
of Television Arts & Sciences.

Hollywood Television Produc-
tions, newly organized by Raymond
Gross, is packaging Tales From the
Arabian Nights for TV showing.
Series will be tailored for 30-min-
ute time slots, with John Oberg
doing the scripts.

Gene Lester Productions, besides
having the same conference with
Standard Oil Co. of Calif.,
Union Oil Co., and Famous Artists,
has in production Movietown Ne-
wsreel, a 13-minute open-end series
shorts in sound.

Major Television Productions, re-
cently organized by Leonard A.
Harrison and Mickey Phillips, will
make 20-minute TV films for be-
 tween $7,000 and $7,500 per pic-
ture. Schedule calls for a TV series
of musical and documentary mys-
teries, to be rolled on 35mm and
reduced to 16mm.

Martin Murray Productions, in
association with Harry Revel,
songwriter, has turned out 19 2½-
minute TV musical shorts titled
Murray's Movie Melodies and has
started producing a similar series
in five- and ten-minute segments.

Pictorial Productions is making a
series of one- and two-minute TV
commercials for B-B Pen Co. Films
will feature sports and entertain-
ment personalities and other
“names in the news.” Pen com-
pany will spend $7,000 on TV
commercials this year.

Norman L. Spor Productions has
The Barber of Sportsville in pro-
duction. The 12½-minute film will
be in 52 stories.

Sentinel Productions has com-
pleted showcase samples of four
10- and 15-minute TV series of 13
stories each. They include fashions,
puppets, factual subjects and a
philosophical feature. Firm also
makes open-end and to-order com-
mercials.

Telemount Pictures, headed by
Henry Donovan and Harry Re-
blemont, has wound a complete
series on speculation. Titled Magic
Lady, the 13-unit series, reportedly
cost Telomount $65,000 and was rolled
on 16mm with 12 days of shooting.

Telepak, besides doing TV film
production, is also acting as re-
leasing organization for various
other producers and has 16 pack-
aged shows available. Included are
five completed films. Remainder
are on story board with accom-
panying script.

Tele Reels' Work

Tele Reels Production, recently
set up by Jack Berne and Erle
Waltman, has started production
on a series of 13½-minute TV
shorts, Hollywood Hobbies. Audi-
tion film is built around Richard
Cromwell, motion picture actor,
whose hobby is ceramics.

Tele-Tours Films is making a
series of 10- and 27-minute travelog

Cleveland Indians' pitching ace, Gene Bearden, is featured in series
of television spot announcements, filmed in Hollywood for Camel cigarettes
by Jerry Fairbanks Inc. camera crew. Producer Fairbanks (second from l) is
supervising.

A DIRECTOR goes over scenes with John Howard and Anne Gwynne as studio
technicians of Jerry Fairbanks Inc. prepare to film a scene for Public Prosecu-
tor, firm's first motion picture series to be shot especially for television.

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TELECASTING
shorts titled Portrait of America. Seven are completed, with pilot film titled Gettysburg having been recently telecast by KNBH (TV) Hollywood as a test.

Vallee Video Inc. has wound its first in a series of 15-minute TV cartoon films and is offering the five-week series to sponsors for $4,500 per week. Titled Tele-Comics, films consist of a quartet of three-minute cartoons, with another three minutes left open for commercials. First is reeling a series of 12-minute musical shorts starring Steve Gibson and his Red Caps. Available too is the 15-minute human interest animated series It Could Happen to You, narrated by Rudy Vallee, and selling regionally at $1,750 per show.

Travel Talks Leased
James A. Fitzpatrick is leasing his "Traveltalks" for television, renting 52 pictures made six to eight years ago which have reverted back to him after exhausting MGM release dates. The two-reelers which represent a $500,000 production investment, are being re-recorded and reedited for telecasting.

Television Pictures Distributing Corp., headed by Toby Anguish, has closed a deal involving TV rights to 543 motion pictures, some released as recently as 1943. Deal also entails production of 1,000 or more shorts for television within a year. Included is a series of one-reel Westerns.

Louis Weiss & Co. has acquired rights to 24 Westerms and is renting them out to TV stations. Also available for telecasting are several old-time, silent two-reel shorts to which musical background and sound effects will eventually be added. Weiss in addition is planning to make serials specifically for TV. First will be a mystery-detective format series with each episode running 12½ minutes.

Although saying little or nothing about what they will do with the profit, major film studios are keeping a close eye on television. Behind the scenes there is great activity and they all aim to be ready when the market develops further.

There is comprehensive planning on part of Warner Bros., Paramount, Universal - International, Columbia, 20th Century-Fox, and others. Nasour Bros., King Bros., David O. Selznick, and RKO Pictures have all announced intentions to produce motion pictures for the new medium.

U-I Documentaries
Universal-International, through its subsidiary, United World Films, New York, filed suits to sponsors for documentary subjects for industrial accounts and has a deal under way with another major unnamed advertiser. UWF, handling U. S. distribution of RKO Rank products, has also leased 11 packages to TV stations. U-I has made some experimental pictures on its Universal City lot, and it is expected that before many months go by there will be much shifting of the

WAAM PUBLIC SERVICE
Station Adapts UN Jingles to Television

SPECIAL UN jingles, originally prepared for radio by Ted Cott, vice president in charge of programming, WNEW New York, have been adapted to television by WAAM (TV) Baltimore. Station is telecasting one-minute spots daily, using a series of cartoon slides, as a public service feature.

The idea came to orthicon light when Joel Chaseman, WAAM news editor, noticed travel reports that Mr. Cott had prepared a radio series. Mr. Chaseman wrote to WNEW and requested the record. He then worked out the details with Joe Copeland, WAAM staff artist, who developed the idea for the slides. The WAAM news editor was planning to arrange a similar setup for Brotherhood Week, just concluded (Feb. 20-27).

Spot opens with the WNEW special "Charter Song" disc and first slide showing UN world and a number of flags. Other illustrations include a soldier shown leaving home, a baby over whose head a dove of peace hovers, a family approaching "a freedom home," and two hands clasped in friendship, with scale, flags and books in the background. Series opens and closes with UN and soldier cartoons.

Audio portion consists of pledges:
"We are determined to make the United Nations an instrument to put an end to war...
We are determined succeeding generations will live to see the peace we're working for...
We reaffirm our faith in fundamental human rights, in equal rights for men everywhere...
...We are determined to live to see the peace we're working for..."

SALES POTENTIAL
'American' Surveys TV

A POTENTIAL television sales volume of $170 million in 1949 among readers of The American Magazine is predicted in a survey just released. Of those planning to buy a TV set this year, 47.5% expect to pay cash and the median price anticipated is $503.

The information was compiled from questionnaires sent to 1,500 of The American Magazine's 2,500,000 subscribers. Names were taken at random to insure a cross-section of age, social, and regional distribution and age, social, and regional distribution and social and cultural and city size pattern of the magazine's circulation. Of the questionnaires sent, 70.9% were used in compiling the information.

TV set ownership in homes surveyed was 32.2% compared to the TBA estimated average of 21.9%. Of the non-set owners, 24.8% see complete video programs with 55.4% viewing in a friend's or relative's home. Viewing twice a week or more is done by 14% of these non-owners and 20.2% view once a week.

Intention to buy a set was indicated by 22.5%—54.4% indicated, however, they were still undecided. Of those planning to buy, 10% showed a brand preference and 64% have a definite idea as to what type set they desire. A 10-inch screen was preferred by 27.1% but 46.3% did not know as yet what screen size they would buy.

Of the 232 respondents who indicated they would not buy a television set this year, 52.6% said they could not afford a set and 47.7% felt it wise to wait for improvements which might be forthcoming.

February 28, 1949  *  Page 15
By Dr. FRANK G. BACK

EVERY so often one of my television friends—generally a layman whose main interest in television is what he sees on his receiver—will ask me questions that go something like this: "Why do my pictures sometimes seem fuzzy and out-of-focus? Why are they sometimes washed out and weak?" "Why is it that the silk lapels on a man's tuxedo jacket often look gray?" "Why is it that many times when they shift from one camera to another the crispness of the picture fades?"

These are typical of the questions that more and more television viewers are asking. And the questions show that, as the first novelty of owning a television set begins to wear off, Mr. Average Television-viewer is inclined to get more and more critical of what he sees on his picture tube. He and his family begin to compare their television pictures with their old familiar entertainment friend—the movie.

Unfortunately, the comparison can be brutally harsh. However, it need not be quite as harsh as it often is. Good television pictures are the result of the careful handling of a host of "tremendous trifles." In failing to take care of the many "small" things the television technician fails and the quality of the received images suffer.

The Lesser Problems

In a way, a good many of us in television are still a little awed by the miracle of video ourselves. We have solved many of the major problems, but have paid little or no attention to the "minor" ones. The quotation marks are intentional, for many of the problems considered as minor are vitally important. They are TV's "tremendous trifles."

A good television image is born right in the studio. No receiver can add quality that isn't there. The basic ingredient of television—and of any picture-recording system, for that matter—is light. Yet, in many studios little attention has been given to illumination. In terms of the ultimate picture that is painted electronically on the end of the picture tube, light is more than just illumination as measured in foot-candles.

Qualities of Light

Light has definite qualities. It can be "hot" or it can be "cold." It can have color. And for best image results the light must be blended and balanced to match the light and color characteristics of the optical and electronic systems of the TV camera. A studio set that appears brightly and correctly lighted to the human eye, or to a light meter, may not necessarily appear adequate to the camera's eye.

Basically, the television camera consists of a lens system and an image orthicon, or TV pickup tube. Both have definite limitations where light is concerned. Lenses used on television cameras are not designed nor corrected for visible light plus infra-red light response. Some image orthicons have little or no response to infra-red; others do have infra-red response.

Infra-red illumination, such as that given off by incandescent lights not provided with heat filters, adds little to the total effective illumination in terms of actual pickup by cameras fitted with orthicons not sensitive to infra-red.

Still worse, if infra-red responsive orthicons are used, it adds confusion. Since the lenses are not infra-red corrected, the "hot" or infra-red light creates a sharp focus in one plane, the "cold" visible light a sharp focus in another. The best focus that can be had is at best a compromise between the two. In television, the oil-and-water rule applies to the use of both "hot" and "cold" lights. They cannot be mixed.

Some of the "hot" or infra-red lights are built into, and "soaked" on, the "cold" visible lights in order to give the illusion of additional light. These are effective, but must be used with heat filters. High-pressure mercury lamps and sodium lamps also can be used for highlighting if desired.

There has been an unfortunate tendency among studio technicians and engineers to reduce illumination almost to the minimum and shoot with their camera lenses wide open. This may be desirable from the point of view of the actors, but it certainly is most undesirable from the point of view of image clarity and crispness. This is particularly true when shooting close-ups. With a F/1.9 lens wide open it is perfectly possible to have an actor's eyes in crisp focus while the tip of his nose and his ears will be fuzzy and blurred.

For general all-around camera work, lenses should be used stopped down to at least F/8. This will give adequate depth of focus to allow for movement and depth in the scene itself. The important thing is to increase the overall illumination to the point where lenses can be stopped down. About 100 foot-candles of illumination should be used, the general minimum for normal studio work, with greater intensities being used for the highlights.

Recently, there has been considerable talk and speculation regarding the possibility of relying on infra-red illumination in the picking up of actual stage shows. Here again, the "no-mixing" rule with regard to infra-red and visible illumination under normal operating conditions still holds. It is perfectly possible to pick up and transmit a good image of a stage show illuminated by both infra-red and visible light, but all the visible light must be filtered out, lenses must be used that are infra-red corrected, and all cameras must be fitted with image orthicons responsive to infra-red light.

Even then the ultimate result will not be good. Stage settings, costumes and makeup will have to be "cold" visible illumination. Colors and materials have a habit of changing their appearances under infra-red lighting—the main reason for the odd color cast in many television pictures. However the lapels that adorn the m.c.'s tuxedo on most TV stage shows.

No, infra-red pickup is not the solution to the problem of telecasting stage shows, church services and similar remote programs where the light cannot be controlled.

The answer lies in using image orthicons that have no infra-red response and high-quality, high-speed lenses that can be used wide open. In stage pickup that is not sensitive to infra-red will give good results under the poorest lighting conditions for long-range pickups.

In the studio, however, where (Continued on page 18 of Insert)

TELECASTING
**Better programming still sells more goods**

January production as WSB-TV included 152 live shows, 25 of them by remote. An ambitious schedule for a station off the coaxial — but not unusual for WSB, which brought to its TV operation 27 years of radio experience and program know-how.

This knowledge of what a Georgia audience wants ... *plus* the ability to deliver it ... *plus* the prestige of being first with video in the deep South has solidified an audience enthusiasm and loyalty which timebuyers know how to evaluate.

We have some excellent program packages attractively priced. Ask any Petry man for details — he will be glad to tell you more about them.

**WSB-TV**

On Peachtree Street

WSB, AM and FM, and WSB-TV are affiliates of the Atlanta Journal, Atlanta, Georgia

Telecasting

February 28, 1949 * Page 17
Telestatus
(Continued from page 16 of Insert)

the light can be controlled, one of the most important details in the production of a good TV image is the use of blended light in matching the light sensitivity characteristics of the image orthicons being used; another is to use image orthicons whose response characteristics roughly match when televisioning a multi-camera show. Unfortunately, image orthicons vary in their response to any given light source.

What can stations do about the illumination problem? The obvious solution is for each station to calibrate the camera tubes in stock and then always use those whose characteristics roughly match when televisioning any one multi-camera show.

It is not difficult to calibrate an image orthicon. It can be accomplished easily with nothing more than a pocket ruler, some strips of colored paper and standard studio and monitoring equipment.

The most important pickup tube calibration test is its relative sensitivity to light—but let's not forget that light is "color" and "heat" as well as intensity.

Since fluorescent lights probably provide the overall or key illumination in most TV studios, the tubes should be checked for their response to fluorescent illumination. To do this simply set up an assortment of fluorescent tubes (identically, ranging them through the various colors to day light. Turn the lights on and focus your camera containing the tube to be tested on them. The oscilloscope on the monitor will tell the story. The relative light sensitivity of that particular image orthicon can be read directly from the "ups" or "downs" of the oscilloscope's pattern. There will be as many peaks or "ups" as there are light sources, and they will correspond from left to right.

The pocket rule gives the relative sensitivity of that particular tube to each of the fluorescent light sources. Each tube will vary, but this information, filed away with each tube, will provide the first important key to the problem of successfully matching tubes.

The same test performed in a slightly different way can be used to check a pickup tube's sensitivity to the illumination from incandescent lights. Since the source of light in an incandescent lamp is relatively small—optical experts call it a "point source"—we cannot set the lights up in a row as we did with the fluorescent lamps. Instead we must set up a target in the form of a white stick, or a "black" composed of a black background, and illuminate this target, in turn, with each of the types of incandescent lights we are using.

We can then focus our camera on the target, and by measuring the single peak formed on the monitor's oscilloscope for each source of light it is turned on, determine that particular image orthicon's sensitivity to each type of incandescent light. This information, again filed away with each tube, provides the second matching key.

Color Sensitivity
To calibrate a pickup tube for color sensitivity—the tube's ability to translate actual colors into the gray scale of the black and white image—it is necessary only to make up two simple color charts. Make one chart about four feet square; the other about the size of the viewing screen on the camera's monitor. The charts need be nothing more than strips of colored paper pasted on stiff cardboard. If you like, the stripes can be placed in the general order of the spectrum—with the reds, going through the greens, yellows and blues, and ending up with deep purple. In any case, the colors on the two charts should be identical and arranged in the same order.

Set the larger of the two charts up vertically in front of your camera and illuminate it with a balanced combination of fluorescent and heat-filtered incandescent light matched to the tube under test. Focus your camera on the chart. By taking the smaller color chart and comparing it with the image on the monitor, you can make an adequate visual check of the color to black-and-white translating qualities of the tube being calibrated. This color-sensitivity information provides the third key to tube matching.

With these three easily obtained bits of information on hand, the television technician cannot only select image orthicons with comparable characteristics for use in his cameras for any one show, but he can control and balance the illumination to allow those tubes to operate at their best. With matched tubes and lighting blended to the average characteristics of the camera tubes, received images will approach a standard quality. There will be less change in image quality from continuity and the necessary changes from closeups to long shots required pickup switches between cameras.

The basic choice of the type of image orthicon tube is still important, and for studio work is also important. For most studio pickups, where the illumination can be controlled, the camera tubes should be of close-spaced type, the P5769, or the new experimental C73160. The new C73-160 has high sensitivity and a particularly low noise level. Lenses, too, play an important role in the overall all standardization of image quality.

All-around balance is vitally important to consistently good image quality. And that means balance all along the line—balance in illumination, balance in the choice of image orthicons, and balance in the lenses. Upset the balance in any one department and image quality immediately suffers.

Film Commercials
(Continued from page 5 of Insert)

more normal, 90 days is desirable. Many producers give added discounts for such added time.

12. DON'T WAIT TO GET INTO TELEVISION: And the "Do" for that is: be ready now!

And there is the check-list. There are exceptions to probably every point but, by and large, we have found that it is true. The business is now fully on more than 1,200 theatre and TV ad-films in the last 10 years. It goes a long way in preventing "juvenile delinquents" and it certainly makes happier parents. And anyone who watches television commercials in their current reckless propagation can appreciate the need for some such "birth control."

WICU (TV) ERIE
Starts Test Patterns Soon

WICU (TV) Erie, Pa., The Erie Dispatch television station, will be on the air soon with test patterns, Layman Cameron, general manager, announced last week. TV demonstrations in downtown Erie stores have been conducted by WICU since Feb. 19.

The station, which will operate on Channel 12 (201-210 mc), expects to have its modernistic building at 535th and State Sts., Erie, completed early in March, Mr. Cameron said.

The 300-ft. WICU tower is nearing completion, and DuMont engineers are installing latest television equipment. Station plans local programming as well as selected shows from four TV networks, NBC, ABC, CBS and DuMont, according to Mr. Cameron.

John W. Cook, resident of Erie since 1929, has been appointed WICU film editor and is now preparing the station’s film schedules.
TV RIGHTS

Enlargement of Radio Rights Says Baltimore Judge

CENTURY Athletic Club won its long drawn-out fight to telescast weekly boxing matches at Baltimore's Coliseum when a Circuit Court ruled Feb. 17 that it hadn't violated the license it had been granted by the Coliseum.

The suit was lodged by the Century Club, with Lucy Ann Garvey and Arrum Rifman as counsel.

After defining the issue—which was the right to broadcast by radio—Judge Mason gave several definitions of “broadcasting,” which he admitted were unnecessary. He pointed out, however, that since transmission and reception are conducted “in the same manner” and “in the same manner that radio bears a very close scientific relation to television.”

Judge Mason observed that television may supplant radio and has made “seen better days” is, therefore, in direct competition with radio.

Interpreting telescast rights as an “extension or enlargement” of the club's right to radio broadcasting, the judge suggested that telecast rights in the tenant's hands “does not involve any inconsistency with the other things it is permitted to do under the lease . . . The tenant produces the boxing bouts . . .”

Text of Judge Mason's ruling in part:

The right to telescast may be inferred to belong to the tenant because it is an extension or enlargement of its (the tenant's) right to radio broadcasting and in its hands does not involve any inconsistency with the other things it is permitted to do under the lease. The tenant produces the boxing bouts. The televising of such bouts will not destroy the premises under any greater servitude and is not inconsistent with the tenant's rights to broadcast by radio.

The landlords or their predecessors drew the contract. Under the rule that no one who prepares a contract has included all his reservations, it must be construed most strongly against the one who prepared it. (The issue is) whether the right to broadcast by radio includes the right to broadcast by television.

Since the transmission and the reception are conducted in the same manner, proportionately at a higher frequency by television, it would seem that radio needs a closer and more scientific relation to television.

The main difference between the two is the type of mechanism used to transform the sound into electrical impulses on the one hand, and the images into electrical impulses on the other, with the same variations on the receiving end to be the broadcast again.

Such a construction of the contract would not be possible if the party intended . . . it is a fact that television may supplant radio in the transmission and reception of sound serious incursions on the number of persons who several years ago numbered themselves as . . . regular radio listeners.” He declared.

In other words, if radio, the tenant, bears a very close scientific relation to television, then television bears a very close scientific relation to radio.

The right to broadcast by radio includes the right to broadcast by television.

Two Heads

HENRY MORGAN, comic delight of the cynics, will start his NBC video series on March 21, and attempt to prove that two Morgans are more devastating than one. In the Mon.-Fri. 7:30-7:45 NBC-TV period, the sarcastic humorist will utilize a dummy replica of his dead- self, to lampoon various phases of American life. The Morgan dummy will be gifted with seven or eight different voices.

Quizzical TV

(Continued from page 8 of Insert)

On Baltimore television are as yet low and profits for the packager nearly invisible.

Undoubtedly, as the television audience grows and TV starts operating on a real network basis, the video quiz will cost considerable more than its AM counterpart does. But anyway, as the next two Morgans are more devastating than one, I think this is the crux—not enough more in relationship to other television shows around it—to keep it from being a smart buy for the advertiser.

Audience-participation will have a place for itself in television as it has in AM—but agencies and producers will need to uncork the imagination and expend the waste to satisfy television's demanding terms.
DuMont penetrates 29 of the 30 markets where television is now operating. It will include the 30th market, San Francisco, in March, 1949.†

DuMont Programs Shown Live on these stations

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WABD</td>
<td>New York</td>
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<tr>
<td>WFIL-TV</td>
<td>Philadelphia</td>
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<tr>
<td>WAAM</td>
<td>Baltimore</td>
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<tr>
<td>WTTG</td>
<td>Washington</td>
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<td>WNAC-TV</td>
<td>Boston</td>
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<td>WNHC-TV</td>
<td>New Haven</td>
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<td>WGN-TV</td>
<td>Chicago</td>
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<td>WRGB</td>
<td>Schenectady</td>
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<td>WBEN-TV</td>
<td>Buffalo</td>
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<td>WJDK-TV</td>
<td>Detroit</td>
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<td>WEWS</td>
<td>Cleveland</td>
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<td>KSD-TV</td>
<td>St. Louis</td>
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<td>WTMJ-TV</td>
<td>Milwaukee</td>
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<td>WDTV</td>
<td>Pittsburgh</td>
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<td>WSPD-TV</td>
<td>Toledo</td>
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<td>WTVR</td>
<td>Richmond</td>
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Programs shown on these stations by DuMont Teletranscription

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<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tbody>
<tr>
<td>WLWT</td>
<td>Cincinnati</td>
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<tr>
<td>WDSU-TV</td>
<td>New Orleans</td>
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<tr>
<td>WAGA</td>
<td>Atlanta</td>
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<tr>
<td>KSTP-TV</td>
<td>Minneapolis-St. Paul</td>
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<td>WHEN</td>
<td>Syracuse</td>
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<tr>
<td>KLEE</td>
<td>Houston</td>
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<tr>
<td>WAVE-TV</td>
<td>Louisville</td>
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<td>KRSC-TV</td>
<td>Seattle</td>
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<tr>
<td>KDYL-TV</td>
<td>Salt Lake City</td>
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<td>WMCT</td>
<td>Memphis</td>
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<tr>
<td>KOB-TV</td>
<td>Albuquerque</td>
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<tr>
<td>WBAP-TV</td>
<td>Fort Worth</td>
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<tr>
<td>KTSL</td>
<td>Los Angeles</td>
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‡The DuMont Network will extend to four other markets in March and April

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>KFRC-TV</td>
<td>San Francisco</td>
<td>March 1, 1949</td>
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<tr>
<td>WICU</td>
<td>Erie</td>
<td>March 1, 1949</td>
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<tr>
<td>WLWD</td>
<td>Dayton</td>
<td>April 1, 1949</td>
</tr>
<tr>
<td>WLWC</td>
<td>Columbus</td>
<td>April 1, 1949</td>
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</tbody>
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*An estimated 9,670,000 viewers according to January 31, 1949, set installation figures.
George D. Galley, former program director of WKPIT Pittsburgh, has been named manager of WJPA Washington, Pa., succeeding C. B. White, who has joined WIMA Lima, Ohio, as director of sales.

Walter Callahan, assistant general sales manager of WLW Cincinnati, has been appointed assistant to Marshall N. Terry, vice president in charge of television of Crosley Broadcasting Corp., with special duties in the field of sales representation. Mr. Callahan started in radio with WCPO Cincinnati as salesman and later moved to stations WLW and WSAI Cincinnati. He was named manager of WLW Chicago sales office and became assistant to James D. House, president, and R. E. Dunville, vice president and general manager of Crosley. Mr. Callahan was general manager of WSAI when it was owned by Crosley and later by Dishin Radio Corp.

R. A. (Bob) Novak, program director at WAZF Yazoo City, Miss., has been appointed assistant manager formerly was with WTPS New Orleans.

Robert W. Frudeger, formerly station manager of KBUR Burlington, Iowa, and head of Wonder Suds Div. of Iowa Soap Co., has been named assistant manager of WOGI Galenaug, Ill., succeeding E. J. Hrubec, who has joined KTRI Sioux City.

Lew Roskin, formerly of CFRN Edmonton, Alta., has been appointed manager of CJDC Dawson Creek, B. C.

Arthur C. Stringer, director of special services for NAB, is a judge in National Safety Council's Public Interest Award for 1948 competition. Award is given for “exceptional service to safety by public information media and sponsors of public service advertising campaigns.”

Harry Maizlish, general manager of KFWB Los Angeles, is in New York on two-weeks business trip.

Joan Orr has been appointed manager of new 250-w. permits in Nainamo, B.C. She formerly was with CHUM Toronto, and CKLN Nelson, B.C.

Benedict Gimbel Jr., president and general manager of WIP and WIP-FM Philadelphia, has been named chairman of Broadcasters' annual Blind Week for the fourth consecutive year.

For a series of assignments and conferences during the conception and nourishment of the Good Neighbor policy.

As secretary, counselor and in other capacities, he gained added prestige at embassies in Bolivia, Mexico, Uruguay, Dominican Republic and Brazil.

Ambassador Norweb was a U. S. delegate to the Inter-American Radio Conference in Havana, Cuba, in 1937. It was at this session that NARBA originated.

An all-time production record was established at the second Inter-American Radio Communications Congress in Santiago, Chile, in 1940, when the work of the body was completed in ten days. Ambassador Norweb, serving as a U. S. delegate, played a major role in proceedings.

Departing from the field of radio for a short time in 1941, he served as chairman of the U. S. delegation to the Third General Assembly of the Pan-American Institute of Geography and History in Lima, Peru.

Portugal knew him as the U.S. Ambassador in 1945. In 1946, he was U.S. Ambassador to Cuba.

He was elevated to the class of career minister Nov. 14, 1946.

While serving as chairman of the U.S. delegation to the important World High Frequency Telecasting Conference in Mexico City, for the first time in his brilliant career radio threw him for a loss—but so far as is presently known not a diplomatic one.

Ambassador Norweb was obliged to follow a doctor's advice and take leave of the conference, due to back injuries he sustained while there.

He is pain-ed, not so greatly by the injury, as by the realization that through an ironic twist, the injury was caused by trying to move what he terms a “so-called 'portable' radio.”

The accident has failed to dampen Ambassador Norweb's enthusiasm for radio and he is currently enjoying his forces for an all-out fight for better programs, fair international distribution of frequencies and the advancement of experimental engineering.

Extensive travels and numerous conferences have given the radio and telecasting professions a brilliant perspective on communications as a whole and broadcasting, in particular.

Radio programs he prefers to survey from the commercial, political, and engineering angles and, whenever possible, to reduce the divergences between the three points of view.

Ambassador Norweb makes his home on Lake Shore Boulevard in Cleveland.

Tall, slender and with a sprinkling of gray in his abundant hair and his closely-cropped mustache, he is a frequent visitor to his friends and associates as the most likely candidate for “Man of Distinction” fame.

Ewdry May Holden, whose name is associated with ownership in the Cleveland Plain-Dealer, became his wife Oct. 18, 1947. They have two children, Henry Raymond, and Alice Homr. The couple, who are known under the given names of a son are transposed each generation in the Norweb family.

In view of their father's extensive radio background, it is readily understandable that both sons served as radar officers with the AAF during World War II and that the eldest is now with WHK Cleveland.

Ambassador Norweb's active and colorful career as a foreign service officer has come to an end, but the diplomat hints that his onetime hobby may "very possibly" develop into a fulltime occupation.

Once his back has strengthened, Ambassador Norweb hopes to devote considerable time to other interests such as baseball, swimming, boating, fishing, hunting—and, of course, radio.

Mr. Callahan...
MUSICAL salutes to Saturday night house parties taking place in South Jersey are given over WMID Atlantic City on its House Party Time, one of several new shows. Hour program is sponsored by local Clicquot Club distributor and Kramer Beverage Co. Listeners are invited to inform station of socials and Kramer arranges to have case of Clicquot Club delivered to parties. Recorded music is handled by Bob Brown. New series of Italian-American programs featuring classical music also has been added by WMID, as has a Sunday feature, In the Public Eye, presenting Paul Hawn with comments on New Jersey news.

Learn to Type
TOUCH TYPING will be taught via radio when new program, Learn to Type Night, starts on KOMO Seattle. Managed by a new program will be sponsored by Pantorium, Seattle launderer and cleaner. Emphasis of teaching will be on "Visualizing." Robert S. Nichols, developed series.

MEDAL WINNERS Featured
STORIES of men who have won the Congressional Medal of Honor are presented in new television show produced by A. S. Curtis Features Syndicate, Washington, D. C. Audience at interested stations, series offers weekly story of one CMH hero, approximately ten minutes long, using slides of art work and photographs, plus narration. Show requires no camera men, live actors, etc., according to producer.

Paper for Thoughts
INTERVIEWS on the street program over WJPS Evansville, Ind., are profitable for passers-by who have thoughts of interest to pass on to listeners. In keeping with program's title, A Penny for Your Thoughts, station awards a penny to each interviewee in addition to gift certificates for services or commodities. Program is sponsored on participating bases. WJPS also has started new program to acquaint residents with activities of Evansville Public Museum. Charles Begg, museum director, conducts show, telling listeners about current exhibitions at museum and future plans, plus interviewing frequent attractions.

Viewers Participate
VIEWERS of Crossword Quiz, telecast over WSB-TV Atlanta, get chance to be selected in contest with studio audience. At any time when studio contestants miss word selected by Bob Ralston, quickmastery is allowed, if viewers may call station with their answer. Correct answer wins $1.

Dual Station Show
LISTENERS to WGCI Columbus, and WWNI Wabash, Ind., FM stations owned by Syndicate Theatres Inc., heard both stations at once on recent dual broadcasting event. Graeme Zimmer, radio director of Syndicate Theatres and conductor of WGCI Saturday Night Bandstand, had as his guest on show Bob Williams, disc jockey at WWNI. The two conducted their programs together, with Mr. Williams in Wabash and Mr. Zimmer in Columbus. Each station took its turn at playing records.

Sports Coverage
BY END of basketball season, KDEC Decatur, Iowa, expects to have carried more than 70 games, including games in state tournaments in Iowa and Minnesota as far as teams in its listening area progress. KDEC has tried to cover every team in its area at least once with additional coverage to games of special interest. Most games were carried live. Station also relayed many of its network (MBS) shows to maintain its rigid sports schedule. In advertisement in Dubuque Telegraph-Herald, KDEC estimated its sports policy which it called "personalized service." Enthusiastic response from school officials and coaches is reported by station, in addition to increase in attendance at games.

Video Critic
REVIEWS of local and national television programs are featured on new program conducted by Ruth Clifton on WMJ Philadelphia. WMJ reports it does not consider series unethical inasmuch as it is not in competition with television, which it considers a different art form from broadcasting.

'19th Hole'
TEACHING golf to listeners instead of just "talking" the game is claim of KTVQ Tucson, Ariz., for its show, The 19th Hole. Professional golfers Leo Diegel, Jimmy Hines and Dell Urich are featured on show along with m.c. Gerry O'Brien. Diegel, Hines and Urich give actual golfing instructions to Announcer O'Brien while description of studio activities is aired for listeners.

TV Hunts Criminals
PHOTOGRAPHS and descriptions of country's most "wanted" criminals are telecast in new series over WMAL-TV Washington, in cooperation with J. Edgar Hoover and the FBI. Series started last Tuesday and will be aired Tuesday, 7:15-7:30 p.m. for four weeks. Bryan Hah, special events director of WMAL-TV, conducts show, working with Louis B. Nichols, assistant FBI director.

Amateur Poets
POETICALLY inclined listeners to KTOP Topeka, Kan., now have opportunity to have original poems aired on Friendly Philosopher show. Bill Griskey, m.c., requests listeners to submit verses which are read on organ background. Writer of poem receiving most mail votes during month receives award.

Political Feature
ALL NINE nominees for office of mayor of Mattoon, Ill., appeared on WLHB Mattoon in recent pre-election broadcast of The Roundtable. Each nominee was interviewed for one minute by Ray Livesay, station manager and program moderator, after which each was given ten minutes to state his platform and qualifications for office. Advance publicity announcements were carried three days prior to program.

Originate from Car
INSIDE of Kaiser-Frazer car was used as original Automotive Mobile Day program titled Made At Willow Run, aired by WCOB Boston last Tuesday. Ken Mayer of WCOB's special events staff handled show from Boston's Kaiser-Frazer showroom. Program featured interviews with company representatives, description of new car and music by Kaiser-Frazer Quartet. Part of broadcast was made as car moved around showroom.

Learning to Fly Via TV
FLYING LESSONS are being given on new series of telecasts, Flight Time with WITH (TV) Syracuse, via film and actual studio ground instruction. Writers of four best letters on "Why I Want to Learn to Fly" are receiving flight course free. To lend authenticity to the telecast and help students, single-engine training plane is used in studio lessons. Cooperating with WHEN and handling actual flight instruction is Ward Air Service of Syracuse.

To Air BBC Shows
BRITISH Broadcasting Corp. dramatic and musical programs will be aired exclusively in Chicago by WMOR, FM station scheduled to take air next month. Jules Peckowar, program director, in making announcement, said the station will program transmitted World Wide plays, ParaTale, one-half-hour excerpts from British films, and British Concert Hall, one-hour symphony with various musical groups. WMOR will operate at 102.7 me with 40 kw.

TV Amateur Talent
CHANCE for amateurs to test their ability to entertain by television is offered by WPX (TV) New York in a new series, Four Star Talent Search, Fri., 8-8:30 p.m. Talent chosen from preliminary auditions to appear on the program compete each week for cash prize, plus a week's engagement at Bradley's, New York supper club.
Top quality power tubes for more than 25 years

Broadcast engineers from coast to coast have learned through the years to depend on Western Electric tubes for long life and top quality performance.

Included in Western Electric's line are power tubes and rectifiers for stations of every power, AM and FM. Designed by Bell Telephone Laboratories, these tubes are now manufactured for Western Electric by Machlett Laboratories, Inc., another pioneer in the development of electron tubes.

For full information on Western Electric tubes to meet your station's needs, call your local Graybar Representative—or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric transmitting tubes will be on display at the I. R. E. Convention.

QUALITY COUNTS

Western Electric

Feature

(Continued from page 80)

Co. occupies its own 1 1/2-story brick building, 50 by 140 feet. It is a 19-year-old business. Studios of KECK—which is slightly over 2 years old—are above the store.

After making a sudden decision to launch a radio station in Odessa in 1945, Mr. Nedow increasingly concentrated his interest on broadcasting.

Some time ago, when he was in New York, Mr. Nedow decided to set NBC straight on some figures pertaining to Odessa. Before he was through, RCA chief Gen. Sarnoff himself had given him a half hour of his time.

It is considered that the 1930 population of Odessa was under 4,000 and the 1940 population about 9,000 and today's population is over 47,000, it is evident that the Odessa story commands interest. Oil is, of course, the answer. Thousands of producing wells, five natural gasoline plants, a vast carbon black plant, are in the city's trading area.

Until the postwar period, Odessa had no radio station of its own. It now has three (KECK, KOAA KRIG).

When Ben Nedow decided to go into the radio business, his only knowledge of broadcasting, other than as an ordinary listener, came from buying time for his furniture store on a west Texas station in another city. Mr. Nedow has a basic philosophy about radio. "I wanted a quality station," he says. "I wanted to give the people what they deserved. Give them a dollar's worth of advertising for every dollar spent."

Something he would not do, he decided, was "not to crowd too many commercials one after another."

KECK runs about 55% commercial, 45% sustaining. While it has a western band that satisfies the native yen for cowboy music, KECK also runs about two hours of classical music a day.

His own People's Furniture Co. uses a 1-hour Sunday show of classical, along with two 50-word daily spots and a 5-minute syndicated show a day. This is the only advertising his store does, having dropped newspaper entirely a year ago, according to Mr. Nedow. "We get results," he says, "and meet a store payroll of eight people."

KECK raised $937 for the March of Dimes in January in a contest among three shows. Listeners "bought" request numbers by making contributions. KECK donated 189 15-minute periods to the drive, and Mr. Nedow gave a $50 check to John Vacca, chief announcer, as high man with his Make Believe Ballroom, which Mr. Vacca then gave as his own contribution—raising the grand total to $987.

KECK won two first awards (news, and folk and western music) and a third (sports) in 1948 judgments of radio programming.

While Odessa is a long way from anywhere (327 miles west of Fort Worth, 287 miles east of El Paso), Mr. Nedow and his KECK studios are smack in the middle of things in Odessa. The station and its big call-letter sign is across from City Hall, a block from the Post Office, across the street from the Elliott Hotel, a half block from the new modernistic $350,000 Court House.

KECK's transmitter tower rises 408 feet into the sky 3 miles west of town amid 30 leased acres and operates with what Mr. Nedow prides himself as being one of the strongest ground systems in west Texas.

FINCH FACSIMILE

European Distribution Set

NEA Service Inc., New York, through its Acme Teletronix division, has become exclusive agent for distribution of Finch Telecommunications Inc. equipment for facsimile newspaper and radio broadcast use in Europe and Great Britain.

Announcement of the arrangement was made jointly by Fred S. Ferguson, NEA president, and Capt. W. G. H. Finch, president of Finch Telecommunications.

Distribution of Finch equipment in Europe for other facsimile uses, such as business and commercial transmissions, police broadcasts and government enterprises, will also be handled by Acme Teletronix, but on a non-exclusive license basis.

Acme plans to offer the Finch equipment as an extension of its present Telephoto network service, which connects newspapers in European countries. Dagena Nyheter, Stockholm newspaper, was the first to institute facsimile newspaper production in Europe.

O. V. Johnson

O. V. JOHNSON, 53, account executive of Dana Jones Co., Los Angeles, died suddenly of a heart attack in his office Feb. 8. He had been with the agency for past 20 years, most recently handling Bullock's (department store) accounts. Besides his widow, Marjorie, he leaves two children, Donald 20, and William 16. Funeral services were held Feb. 11 at Pierce Bros. Mortuary, Los Angeles.

WJAX Ups Power

WJAX Jacksonville, Fla., NBC affiliate, Feb. 18 began operation on increased nighttime power of 5 kw. Station previously operated at 5 kw daytime and 1 kw nighttime. Frequency remains 930 kc.
CARL CANNON, formerly in station relations and sales promotion departments of NBC, and before that, assistant manager of WSGN Birmingham, has joined radio department of the Branham Co., New York, national radio representative.

WILBUR J. (Johnny) PHILLIPS Jr., former sales representative for WHOK Akron, Ohio, has joined sales staff of WJMO Cleveland.

SHELDON VAN JOLEN, formerly with WMGM New York and ABC has joined New York sales staff of WJBQ & Co.

WILLIAM R. ALDRICH, general manager of WFTW and WFTW-FM Fort Wayne, Ind., is the father of a boy, Ryan.

MERRILL W. FUGIT, formerly of Richard Bradley Assoc., Chicago, has joined sales staff of WJJD Chicago.

DONALD COOKE Co., New York, has been named station representative for WNDR Syracuse.

MICHAEL (Mike) RENAUT, former salesman with WMGM New York and before that with Handley Reed Co., New York, has joined Donald Cooke Co., New York, as a salesman.

JACK DENNINGER, former Southern advertising manager of Sales Management magazine, has joined New York sales staff of Blair TV Inc., television station representative. Mr. Denninger was with Sales Management for three years.

LAWRENCE V. HAUXHURST has joined sales staff of WISN and WISN-FM Milwaukee. He formerly was with Automatic Products.

JESS KELLEY has joined sales department of WONS Hartford, Conn.

M. L. PEACE, former manager of WFXK Frankfort, Ky., has joined sales staff of WJPS Evansville, Ind.

H. PRESTON PETERS, president of Free & Peters, leaves this week for Honolulu with Mrs. Peters to contact KOMO-KHOU, which firm represent.

BILL PHREANOR has joined KCMS Palm Springs, Calif., as sales manager. Mr. Phreanor was formerly manager of KYQ San Diego and KBUC Corona, Calif.

MIKE McMICHAEL, former manager of Goodyear Store, Des Moines, has joined sales staff of KANT Des Moines.

VALERIA ELSE-NER SMITH has been named traffic director at KOOL Phoenix, Ariz., replacing JEANNE MILLER, who resigned to be married.

Mr. McMichael, who has transferred to local sales staff, replacing PEGGY McMICHAEL, who has resigned to be married.

DON SARACENO of ABC Chicago sales staff, is the father of a girl.

GEORGE R. RUPPEL, MBS assistant comptroller, has been elected president of the New York chapter, Tax Executive Institute Inc.

GEORGE MORRIS, NBC Chicago local salesman, is the father of a daughter.

ROGERS HORSBURY, National League batting champion for seven years, has been signed by WENR-TV (ABC) Chicago to handle commentary on Chicago home games from April 19 to Oct. 2 under sponsorship of Goethe Brewing Co., Detroit. Mr. Horsbrey has managed several U. S. pennant winning National League teams, including the Cubs.

J. LITTLEJOHN, NBC newsroom, has been appointed night editor of NBC news and special events department in New York.

LOREN (Bud) WATSON Jr., former radio sports editor for United Press, New York, has joined sports staff of WBAP Fort Worth.

HARVEY SACHS, formerly with KTLU Tulane, Ore., has joined news staff of KXBC San Francisco, replacing BILL MINETTE, who has been promoted to public affairs director.

JOE TUCKER, WWSW Pittsburgh sports director, has been appointed member-at-large of Metropolitan YMCA's Physical Education Council.

J. L. CARPENTER, director of special events at KOIN Portland, Ore., has been appointed chairman of Multnomah County Traffic Safety Council by Gov. Douglas McKay.

BYRON BAKER, formerly with KWKW Pasadena and KLLA (FM) Los Angeles, has been named news editor at KYKL San Angelo, Tex.

RALPH EDWARDS' NBC show This Is Your Life, is to originate from Minneapolis March 28 and from Chicago April 5.

The Patroon of the week

MARION REUTER
Time Buyer
YOUNG & RUBICAM, INC.
Chicago

With her heavy radio background including a period as traffic manager of WBBM, Miss Reuter is well equipped for her tough job of buying time for all Y&R Chicago accounts. Welcome to the fold, and may you enjoy your Patroonship as much as we enjoy welcoming you to membership.

News

The Fact of the week

WPTR is tops with listeners because WPTR is tops in talent.
Whether it's sports, news, dromo or fairy tales for the kiddies, WPTR has a regional favorite to handle the show.

SOON
50,000 Watts

Represented by RAMBEAU
FEBRUARY 18 Decisions...

**ACIONS ON MOTIONS**

**BY COMMISSIONER HAYDE**

- Georgia School of Technology, Atlanta—Granted petition for leave to amend TV application to change name of applicant from Board of Regents, University System of Georgia, for and on behalf of Georgia School of Technology, to Board of Regents, University System of Georgia, for and on behalf of the Georgia Institute of Technology.
- Suburban Becks, Jackson, Mich.—Granted petition to intervene in hearing on application of WLOK Lima, Ohio.
- WFEC Miami, Fla.—Granted petition for continuance of hearing scheduled February 24, to April 28, at Washington.
- Greenwich Bestg. Corp., Greenwich, Conn.—Granted petition for extension of time to file opposition to petition of Fairfield County Bestg. Co. for reinstatement of application, and time was extended to Feb. 22.
- Ray Way Bestg. Corp., Columbus, Ohio—Paged over petition to reconsider and set aside grant of application for license of Northwestern Ohio Bestg. Corp.
- NSV Mediak, Ill.—Compliance on own motion continued indefinitely hearing presently scheduled Feb. 23, pending action on petition for reconsideration and grant of application.
- KJTV Westlake, Tex.—Compliance on own motion continued indefinitely hearing presently scheduled March 1, pending action on petition for reconsideration and grant of application.
- WMCI Miami, Fla.—Compliance on own motion continued indefinitely hearing presently scheduled March 14, pending action on petition for reconsideration and grant of application.

**Elected**

1. Connecticut Bestg. Co. and WBSB Chicago—Commission on own motion continued indefinitely hearing presently scheduled March 17, pending action on petition for reconsideration and grant of applications.
2. West Allis Bestg. Co., West Allis, and Watertown Radio, Watertown, Wis.—Compliance on own motion continued indefinitely consolidated hearing presently scheduled March 17, pending action on petition for reconsideration and grant of applications.
3. Empire Bestg. Co., Pomona-Ontario, Calif.—Compliance on own motion continued indefinitely hearing presently scheduled March 18, in re application.
5. Abets-McKeever Exhibition Co. Inc., New York—Granted petition for reconsideration as it requests consideration of further consolidated hearing date in New York application and further hearing presently scheduled for March 1 was continued indefinitely, pending action on petition for grant without further hearing.
6. WTWV Indianopolis—Denied petition for continuance of hearing presently scheduled March 21 in re application.

**License for CP**

- KPLC Lake Charles, La.—License to cover CP change frequency, increase power.
- WHJB Greensburg, Pa.—License to cover CP change frequency, increase power.
- WHRE Bluefield, W. Va.—Same.
- WBII Boston—Same.
- WVEI Richmond, Va.—License to cover CP change frequency.

**Modifications of CP**

- WKBS Oyster Bay, N. Y.—Modification of CP new AM station for extension of completion date.
- License Renewal

- WGTW FM Wooster, Ohio—License renewal FM station.
- License for CP

- WMCF Memphis, Tenn.—License to cover new CP FM station for completion.
- WLOG-FM Logan, W. Va.—Same.
- WGNU-FM Charleston, W. Va.—Same.
- WMCH Chicago—Same.
- WMIX Evansville, Ind.—Same.
- WFLW-FM Lawrence, Ind.—Same.
- WGLD Detroit—Same.
- WKN Birmingham, Ala.—Same.
- KFMW Hollywood—California—Same.
- WRTL Baton Rouge, La.—License to cover CP changes in FM station.

**Modification of CP**

- KQW-FM San Francisco—Modification of CP new FM station for extension of completion date.
- WBAF-FM Atlantic City—Same.
- WJBS-FM Shelby, N. C.—Same.
- KLUF-FM Galveston, Texas—Same.
- WROR Norfolk, Va.—Same.
- WLMN Detroit—Mod. CP change station location to Oak Park, Mich.
- KREG-FM Farmington, Mo.—Mod. CP new FM station to change ERP from 170 to 238 w. ant. from 215 to 316.4 ft.
- WYPO Dayton, Ohio—Mod. CP new FM station to change ERP from 29 to 46 kw, ant. from 650 to 346 ft.
- WPAR-Parkersburg, W. Va.—Mod. CP new FM station to change ERP from 29 to 46 kw, ant. from 650 to 346 ft.
- WF-TF Pennsylvania—Same.

**Tendered for Filing**

- SSA—1070 kw
- WIBC Indianapolis—SSA 1970 kw 50 kw DA at new ant. site.

AM—1460 kw

**KPRO Riverside, Calif.—CP increase from 1 kw to 5 kw, install DA-N.

**AMERICAN TELEVISION & TELEPHONE CORPORATION**

**BROADCASTING**

**Amperex**

**ALL TYPES TRANSMITTING AND RECYCLING TUBES**

**RE-TUBE with...**

**AMPEREX**

**AMERICAN TELEVISION & TELEPHONE CORPORATION**

**Page 56 • February 28, 1949**

**FARNWORTH SUIT Stockholder Protests Sale**

A STOCKHOLDER of Farnsworth Television & Radio Corp. last week started a suit to stop the company from selling out to International Telephone & Telegraph Co.

The Supreme Court of New York directed the two companies to show cause why they should not be restrained from making the transfer. The suit was brought by Harry Hecht, owner of 400 shares of Farnsworth, who alleged that the sale of Farnsworth's assets at the price publicly announced would result in depression of the value of his shares.

**Blanford Resigns**

MISS ESTHER BLANFORD, clerk typographer in the office of FCC Commr. Robert F. Jones, has resigned to become associated with the Washington law firm of Hogan & Hartson, where she will be in charge of administrative details of the radio practice. She previously served with Ray C. Wakefield during his Commissionship. During the war she was a yeoman, first class, in the Coast Guard Women's Reserve (Spar).
THE FOLLOWING YEARBOOK changes and additions were received just after the 1949 YEARBOOK had gone to press. This will also serve to correct a number of errors made in compiling this vast volume. For convenient reference purposes, the information is arranged numerically by YEARBOOK page number. The major up-to-the-minute changes for all YEARBOOK directories and services should be made from the weekly issues of BROADCASTING-TELECASTING.

Page 44—Station represented by The Katz Agency in Flint, Mich., is WGM.}

Page 46—H. McCullough listing, WIGC, is dismissed, 80. C. In NBC Spot-lining, Chicago TV call letters are WIBY.

Page 48—William G. Ramboe is listing, Greenboro, Ky., station is WVTS.


Page 60—WPTP-TV New Orleans, L. Nicholson is owner. Re- manager is a list of WTVT, WMAR-TV is Baltimore outlet of this, A. Abell Co., WPEL-C. Detroit is at 500 Temple Ave, Phone: Temple 3-7020; Richard E. Jones is general manager; George M. Blatt, commercial manager.

Page 64—WNBT-7 Columbus is now WSL.

Page 69—Dorothy Alexander is program director, Knoxville, Tenn., station is KLTP.

Page 70—WMOX-Pineville, Ala., Robert E. James, Ralph M. Starnes, and Phillipine are partners, Dele R. H. Dowling and Owens Alexander.

Page 88—KNXG—San Diego is now KBCI.

Page 94—WNCC Norwich, Conn., John D. Croft is general manager; Jack Perrington, program director; Jack J. Taylor, sales manager.

Page 98—WQCO Waterbury, Conn., Eugene Fleisher is chief engineer.

Page 103—WSPB Sarasota, Fla., Ken Rapile is commercial manager.

Page 106—WBBM Chicago, Ga., delete KBS under network, WBBM August 4th, Ga., Charles H. Pointel is program director.

Page 108—WGBE Columbus, Ga., Walt Fulkes is general manager and program director, E. D. Wilson is chief engineer.

Page 114—WOKA-Berwick, Ill., Al Johnson is chief engineer.

Page 120—WDIA Memphis, Tenn, Ralph Abercrombie is president, J. Donald Croft, program director.

Page 132—WFIM Indianapolis, established by G. A. Reddie and Robert A. P. Cornbill, program director, Allan Copeland is director and general manager.

Page 130—Show rates continued as Kansas in place of Iowa, KWBS 22, Bend, Ind., Helen T. Coggin is president.

Page 136—WBSM Murray, Ky., T. H. Walding is president, programming chief, and W. H. Keller, sales manager.


Page 146—WDUS New Orleans, licensing is to BWIF Inc., Robert D. Sweeney, vice president in place of Fred Webe and Louis Read Jr., commercial manager.

Page 150—WNBK Detroit is now at 500 Temple Ave, Phone: Temple 3-7626; Fred Wendell, general manager; E. Hal Hough is program director.

Page 156—WCRP Pontiac, Mich., D. J. Campell is general manager, F. H. Morrguin, program director; Wayne W. Cook, chief engineer; and W. T. Keen, promotion manager.

Page 156—WHAK Rogers City, Harvey A. Klann, president, general manager and chief engineer; A. G. T. Quinn, promotion manager; Paris, using Standard Radio, World, UP.


Page 164—KLWT Lebanon, Mo., add Robert Fields, president; O. R. Wright, general manager and commercial manager; Thomas as H. Miller, program director; E. L. Hendry, chief engineer Services: Lang. Worth, SESAC, UP.

Page 168—KICK Springfield, Mo., add Charles E. Seifert, vice president and general manager.

Page 172—WMOB Berlin, N. H., licensor is White Mountain's Best Co. Charles S. Holbrook is general manager; Mackenzie, program director; C. H. Winn, representative in Boston and Radio Representatives in New York.

Page 174—WCAM Camden, N. J., Hal Harwood is program director, Delete Mildred C. Mengendorf.

Page 175—KVFR Albuquerque, N. M., Robert Emile is president, program director.

Page 182—WMCA New York, add Norman Boggs, general manager.

Page 188—WBIX Utica, Elliott Stewart, executive vice president and station manager; N. W. Cook, national sales manager; Gladys P. Moore, vice president-secretary; Harold Villarreal, station manager; William J. Calvert and Helen H. Wood.

Page 194—WJNC Jacksonvile, N. C., C. O. Burr is station representative.

Page 196—WPMD Wilmington, N. C., delete Ed. McKee as program director.

Page 198—KNOX Grand Forks, N. D., add Jack French as assistant manager.

Page 206—WUNE Dayton, and C. J. Thorning, station manager; Frank E. Shaffer, program director; John D. Reiter, chief engineer, Network: MBS, Servic- relay- Reed, AP.

Page 219—WMVA Albemarle, Pa., Richard C. Hooks is general manager and commercial manager.


Page 234—Personnel and services for WSCR and WACB are transposed. All personnel and services listed alongside WACA should be listed for WSCR and services listed under WACB should be placed WSCR.

Page 236—WCAT Rapid City, S. D., add W. E. Williams, director; W. Feron Halvorsen, director and general manager.

Page 238—KCVN Pineville, N. C., add Jack Shipman, president.

Page 279—WMBJ San Juan, add David A. Brown, general and commercial manager; Robert J. Quackenbush, program director; Rafael, reporter, chief engineer.

Page 300—WJLL Abilene KSFG (FM) should read KSFF (FM).

Page 302—WSW Savannah, Har- den Daniel is president.

Page 303—WEAW (FM) Evanston, on 106.1 mc and 36,000 watts power.

Page 306—WJBR CM Detroit, 500 Temple Ave, Phone: Temple 3-7020, Program director, E. Hal Hough is program director.

Page 310—WFMX (FM) Greensboro, L. O. Hutchins is commercial manager.

Page 349—Add Harwood Martin, Adv., WING Columbus, Bloomington, Ill., Elwood C. and E. L. Davis, TV call is WNBQ.


Page 368—Under ABC execs in column C. marked Officers, list Charles B. Barry, vice president in charge of television; Ernest Lee Jahncke Jr., president of the stations department for radio and television; J. Donald Wilcox, vice president in charge of programs.


Page 484—Beck School for Radio, advertises in this issue.

Page 514—Under Consultant and Art, add Blackburn-Hamilton Co., 401 Madison Ave, Washington, D. C., Tel: National 765, James, add 100 Weatherly, Wills-Bennett, Minneapolis, Minn.

Page 522—Under Consultant and Art, add Breer of Wills-Bennett, Wills-Bennett, 550 Washington St., Tel: Expo 25-979, Ray V. Helm, Tower Building, Dallas, Tex.: Central 2-6652.

Page 523—WAMS Los Angeles, O., delete from newspaper list.

Page 533—WORK York, Pa., correct spelling of Clair H. McCollough.

Page 534—Personnel and services for WSCR and WACB are transposed. All personnel and services listed alongside WACA should be listed for WSCR and services listed under WACB should be placed WSCR.

On All Accounts

Autolite, Pepapion, Sunlight Soap, Rinco, and others.

The Tuttle’s—she is the former Alice Frost—were married June 27, 1941. Mrs. Tuttle is one of the best known radio actresses in the industry, portraying—among other parts—the role of Pamela North in the Mr. & Mrs. North program. The couple live on Sutton Place in New York City.

Bill’s hobbies include golf, tennis and swimming. He also develops his own film, taken with his 16mm camera.

E U R O P E A N T O U R

Mary Foster Heads Group

MARY FOSTER, women’s reporter heard daily on KOWH Omaha, is conducting a group of 30 midwest- ern women on a 30-day tour of Europe. The group left New York City by air Feb. 15 for Paris, the first stop.

Programs will be arranged for the women by authorities who will guide them in seeking out the best of cultural, educational, recreation, the cost of living and women’s problems in the countries visited. The Omaha World Herald, owner of KOWH, sent reporter J. Howard Cowan to cover the trip for the paper.
FCC Actions (Continued from page 56)

February 23 Decisions

BY THE COMMISSION

Avco Repeal Proposed
Announced proposal to repeal Avco rule requiring advertising for competitive bids for construction contracts.

First with the most in NEW ORLEANS

**NEW ORLEANS ABC AFFILATE**

WDSU

TV Channel 6—31,000 watts

WDSU received its license to cover for the first time in New Orleans, Louisiana.

**NEW ORLEANS NBC AFFILATE**

**TV Channel 8—31,000 watts**

WDSU's dominant Hoopering, pioneer in New Orleans.
TECHNICAL

JAMES MADISON BUIKKE, former television instructor at Commercial Radio Institute of Baltimore, has joined WAAM(TV) Baltimore as assistant chief engineer. He formerly was head of TV department of Capitol Radio Engineering Institute in Washington, D. C., with Westinghouse in Baltimore and Chicago; chief engineer at WQAM Miami; and engineer at WDOO Chattanooga, WAGA Atlanta and WRGA Rome, Ga.

JOHN H. BATTISON, ABC allocations engineer, has been elected to full membership in British Institute of Radio Engineers. Mr. Battison, IRE member in this country, has an article in March issue of Teletech on "International Television," and one in the April issue of Electronics Magazine on "Directional Antennae."

GEORGE BLACKETT, engineer of CKY Toronto, has been given leave of absence for government service, and has been replaced by FRED SUTHERLAND, formerly with BBC.

JIM FELIX of WIND Chicago engineering department, is the father of a girl.

ERNIE LIVINGSTON, former engineer at KLEE-TV Houston, has joined KREL Baytown, Tex., as chief engineer.

DAVE DOMER, engineer at WHBC Canton, Ohio, is the father of a boy, David Terrell.

LOUIS SCHIRMKAMP, former technical supervisor at KSWI (AM, FM) Council Bluffs, Iowa, has joined KTOP Topeka, Kan., as chief engineer.

AL CIEKIELWSKI, engineer at WSW Pittsburgh, is the father of a girl, born Feb. 16.

RAYTHEON MFG. Co., Newton, Mass., has announced new subminiature sharp cutoff pentode (type 1AD4), shielded for RF applications with a nominal mutual conductance rating of 2,000 micromhos and average plate current of three milliamperes, with 45 volts plate and screen supply.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces production of new stabiline voltage regulator with rated output of 0 to 250 volt-amperes. Its lead power factor range is 0.9 lagging to 0.9 leading. New regulator is type 1E2002.

Agriculture

Radio Studies in Progress

SEVERAL extension radio studies have been completed or are in progress, Agriculture Dept.'s office of information has disclosed. Summaries, which appear in the current Review of Extension Studies, include Maine and Pennsylvania. Reports are also being made in Louisiana, Kansas and New Jersey.

Of families interviewed within a 40-mile radius of Bangor, Me., 20% reported they had listened to extension service programs. Four-fifths of them chose the 7 to 8 p.m. period as the favorite listening time, with interviews more popular than straight subject matter talks. The review noted that only one-third of the families classified themselves as farmers though over four-fifths lived on census farms.

Fulltime farmers "with some high school education" were called the best listeners in Pennsylvania, according to another study, which found a preference for the noon hour. From 20% to 40% of women in counties surveyed are reached by radio in a one-month period, with more than half reached overall.

ABC Kay Kayser Show is now originating from Breneman's Restaurant on Vine St., Hollywood.
Robert Elverman, member of continuity department of WAVE-TV Louisville, has been appointed production director of WAVE Inc. He succeeds Eugene W. Leake, who has transferred to WAVE-TV as art director.

Michael Dann, NBC press department staff writer, has been appointed trade press editor, succeeding Joseph C. Dine, who was promoted to director of press department (Broadcasting, Feb. 21). Mr. Dann formerly was New York publicity director for New Haven Railroad and was a United Press correspondent.

Dave Moore, assistant director of public relations at WBBM Chicago, has been named radio chairman of current Red Cross campaign there.

Joe Dooley, writer at WFIL Philadelphia, temporarily has taken charge of WFIL and WFIL-TV publicity duties following resignation of Dick Koster, who has been named public relations director of Federation for Railway Progress in Washington.

Hank Bashein, formerly with CBS in New York as script writer of record librarian for State Dept. of Voice of America operation, has been named director of publicity and promotion for WVET Rochester, N.Y.

Bill Griskey, news editor and continuity chief at KTOP Topoka, Kan., has assumed additional duties of promotion director (Broadcasting, Feb. 21).

Randy Smith, advertising and promotion manager of KOA Denver, has been named to board of directors of Advertising Club of Denver for 1949-50.

Television Exposition

WEEK-LONG television exposition begins today (Feb. 28) in Hecit Bros., Baltimore department store, in conjunction with Bendix Television and Radio Co. and WAAM (TV) Baltimore. From 12 noon until store closing time, WAAM will have three cameras and complete telecasting equipment on hand and will telecast quiz show, Let's Pop the Question, twice daily. Station also will handle closed circuit telecasting of people throughout store. Bendix receivers are widely placed in store and in display windows. WAAM and Bendix engineers will be on hand to explain operation of television and WAAM has built studio control room in store with producers Anthony Farar and Ted Estabrook explaining programming of video. Bendix Co. is holding limiter contest with TV and radio receivers as prizes.

Features Harmonica

HARMONICA contest, held by WSRS Cleveland Heights, Ohio, in connection with latest public appearance in that area of Larry Adler, well known harmonica star. Auditions were held before Mr. Adler's appearance with 12 ambitious harmonica players picked from 30 applicants. Two half-hour programs were aired over WSRS with six contestants on each show. Best two players selected after semi-finals and finals, received Larry Adler harmonicas and appeared with Mr. Adler at his concert

Personalities on KDAL Duluth get wide promotion in the area via these colorful billboards handled by General Outdoor Ad. Photographs of stars, mounted on Masonite, are rotated through 11 boards in the area with changes effective every 30 days. Personalities are so matched on the boards that more popular ones support the newer air stars.

Listening Report

CARDS titled "Look! What's Happening in Philadelphia!" have been distributed in the trade by WPEN Philadelphia. Card gives "statistical report of what the five leading Philadelphia stations have done with the audiences they had at the beginning of 1948." Listening audience chart contrasting January 1948 with December 1947, based on Hoopertings, shows WPEN gained 26.1% and gives figures for stations "A, B, C, D," in the city.

Kissing Contest

GIRL with most kissable lips is offered prize in new contest being conducted by Myles Folan, disc jockey at WSIV Pekin, Ill. Winner is to be selected, not because of any beauty, as might be expected, but by lipstick impressions sent in by listeners.

Seeks Talent

TALENTED MUSICIANS in Connecticut are getting opportunity to display their capabilities in special weekly series of promotion programs starting over WDRC Hartford. Each week one person is selected for buildup on station and has his talents spread throughout broadcast schedule-in all cooperative programs, disc shows and others. Recordings are made for week-long promotion. Chief Announcer Russell Naughten and Bertha Porter, music librarian, are in charge of project.

All-Out Promotion

To Publicize new documentary series, Canton's Balance Sheet, being sponsored by WABC Canton, Ohio, by public relations committee of local Chamber of Commerce, station created variety of promotion ideas ranging from "stamp of approval" to "one for the books." Letters were mailed to 1500 clerks in 1500 clerks in 1000 bookstores were distributed in banks for use on counters, various firms were supplied with rubber stamps for use on outgoing mail and 1000 bookmarks were distributed to city's library system; display cards were placed at important focal points; newspaper ads are being placed for durance of series; WABC receptionist is making calls to appropriate groups reminding them to listen, and extensive scheduling of commercials is being carried on the air.

KOL Contest Success

TOTAL of 277 Hotpoint appliances were received as entries in contest conducted on Michael Shapna Show over KOL Seattle. Sponsor, Bennett's appliance retailer, used six weekly announcements over the Shapna Show to indicate the next Hotpoint and intending to display all entries in the store's show window. Prizes for the first contest's closest was a $100 range. H. McGrath & Assoc., agency handling account, wrote KOL that "too many entries arrived at Bennett's that the show window wouldn't hold them!" Entries came from as far north as Vancouver, B.C., and as far south as Bend, Ore.

Polk Trial

Set for March or April

INVESTIGATIONS of two principals in the murder of George Polk, CBS correspondent, have been completed and the trial will be held in late March or early April, the State Dept. announced last Monday. Legal procedure was begun Feb. 1 in Judge courts looking toward trial dates.

The disclosures were contained in a statement to the U. S. Consulate from the attorney general's office at Salonika. It was reported to the State Dept. by Raleigh A. Gibson, American cons general.

Two principals are Gregory Stathopolous, left-wing Greek newspaperman, and his mother, who were taken into custody by Athena police and held as accessories. Mr. Polk was slain last May 8 and his body was found in Salonika Bay May 16 "Broadcasting, May 24, 1948."

Dealing with a trial originally scheduled last January, is attributed to the necessity of granting the two Stathopolous' "all means for their defense, including appeals for a stay of findings," Mr. Gibson reported.

Member AFCCCE *
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*[February 28, 1949 • Page 61]*
JOSEPH A. JENKINS, former executive producer at WBEN-TV Buffalo, has been appointed program manager of WNBK (TV), NBC's sister station in Cleveland, Ohio. He formerly was with NBC in New York and was later transferred to RCA to direct traveling group organized to demonstrate television throughout the world.

LARRY GENTILE, one of Detroit's first disc jockeys, returned to WJBK Detroit last Monday after 19-year absence. His show, *Larry Gentile House Party*, is heard on WJBK Mon.-Sat., 11 p.m.-5 a.m. He first joined WJBK in 1934, moving to CKLW Windsor, Ont., in 1936.

HERBERT HEWETSON has been appointed program supervisor for CFCP-FM Montreal. Other staff appointments include: MORRIS AUSTIN, librarian, named CFCP traffic supervisor; FEEL STEVEN, chief announcer, promoted to production supervisor; and JACK BROOKS named chief announcer.

FRAZIER THOMAS, co-star of *Morning Matinee*, heard on WLW Cincinnati and WINS New York, will leave March 5 to establish his own radio and television production firm in New York. He joined WLW May 1, 1941.

FRED FREELAND, former director at WBZ-TV Boston, has been named assistant director at WBKB (TV) Chicago.

BOB BRADLEY, formerly an announcing staff of KTOP Topeka, Kan., has joined WIBW-FM Top of similar capacity.

BILL WARD, well known Seattle announcer and m.c., has launched new show on KING Seattle—Breakfast with 'B' Ward, five-a-week participating, 9-10 a.m.

MRS. HELEN MAYS FORREST, transcription librarian at KIRO Seattle, took her oath as an American citizen on Valentine's Day. Born in Northern Ireland, Mrs. Forrest was at one time employed by BBC, and later by WTAM Cleveland. Her husband, JOHNNY FORREST, is program director at KOL Seattle.

PAT BYRNE, announcer of CFWJ Brockville, has joined announcing staff of CFCF Montreal.

BARRY MCKINLEY, former television director at WOI Fort Wayne, Ind., joins WGN-TV Chicago in the same capacity. He is former NBC singer.

RICHARD F. VAN WICKLE, former program director at KUCE Blythe, Calif., has joined continuity department of KPHO Phoenix, Ariz.

HAROLD GOODWIN, former program director of WONS Hartford, Conn., and now press officer of American Embassy in Manila, is the father of a boy, Robert Christopher.

DON and DOROTHY HARRIS, husband-and-wife radio team, have joined WAZF Yazo City, Miss., to do continuity, sales and promotion. Mr. Harris formerly operated Harris Agency, and Mrs. Harris was with KFWM West Memphis and WLOX Biloxi, Miss.

MARK SHEEHER, disc jockey and announcer formerly with WNAF Providence, R. I., and Musicall Corp. New York, has been named program director and announcer of WPOE (FM), new station which began in Elizabeth, N. J., Feb. 13. Other staff members include SY DE WITT, announcer and engineer; MARION NEESON, office manager, and CAR- MELLA CANNACCI, continuity director.

PAUL BARON, program director since August 1947 at WHUC Hudson, N. Y., has resigned effective on or about March 1. His future plans have not been announced. Mr. Bar- on formerly was program director at KFMB San Diego and was on continuity staff at WMCA New York.

BRUCE UNDERWOOD, former writer-producer in charge of public interest and special events programs for McClatchy Broadcasting Co. in Sacramento, Calif., has joined WNBC-TV Boston as writer-producer. He did radio writing in New York before joining the Army where he was writer-director for AFIR in Los Angeles.

GLORIA LeMARK, former continuity writer and women's commentator at WEDO McKeesport, Pa., has joined WJL Washington, Pa., as continuity writer.

GARY LESTER, formerly with WRB Providence, R. I., and WNOX Norwich, Conn., has joined WBX Utica as announcer.

LESLIE ARRIES Jr. has been appointed operations manager of WDTV (TV) Philadelphia. He was formerly with WTTG (TV) Washington. Both stations are part of DuMont TV networks.

BARRY MANSFIELD, former scenic designer at Stevens Oceanside Theatre in Miami Beach, joined WAAM (TV) Baltimore last Monday as scenic de- signer. He previously designed scenery for Fairhaven Summer Theatre at Fairhaven, Mass. JOEL CHASEMAN, announcer at WAAM, has been pro- moted to production department. He will continue announcing Loyola basket- ball games for Arrow Beer.

LOU Aiken, announcer at WWINX Washington, is the father of a girl.

BERNARD RYAN Jr., former staff announcer and writer with WCCT New Brunswick, N. J., and WCR Buffalo, has joined WHAM Rochester, N. Y., as staff announcer. He previously did similar writing with Broad- way Civic Theatre Productions, and is author of novel scheduled for early publication, *BOSS WELDER*, who left WHAM in 1947 to join WBN Buf- falo, has returned to WHAM as m.c. of Cinderella Weekend.

PEG ROGERS, continuity writer at WJKK Akron, Ohio, has retired to private life and has been replaced by Dotty GUNTHER.

PEG VAN DYCK has joined WONS Hartford, Conn., as continuity writer and conductor of *The Rainbow children's program*.

ART BURNHAM, former continuity chief at WAYS Waynesboro, Va., has joined WONE Dayton, Ohio, as continuity editor.

JACK CLIFTON, disc jockey at WJMO Cleveland, Ohio, is the father of a boy, born Feb. 17.

**DuPont Prizes**

DON BARBER, announcer at WAGA Atlanta, was praised as a real trouper from fellow staffers for "keeping the show going" during recent handicaps. In wake of a severe ice storm, WAGA was struggling to keep on the air with auxiliary power unit. Shortage of air condition- ing unit had been filling studios with smoke all day, and by the time Mr. Barber went on with 3:25 p.m. news a definite fire was raging in unit. He read through five minutes of news while smoke made tears stream down his face, then stayed at mike to give listeners description of fire depart- ment's work at the scene. To top his show he interviewed Fire Chief C. C. Styron as he came through to inspect damage.
Copper Tax Bill

SUSPENSION of import taxes on copper is asked in a bill (HR 2313) favorably reported to the House Feb. 14 by the House Committee on Ways and Means. The measure, authored by Reps. William D. Mills (D-Ark.), passed the House and was sent to the Senate Feb. 16.
Help Wanted

Managerial

Northcentral successful small town net-
work station seeks Station Manager.
Great opportunity for experienced
and ambitious manager. Applicant
should have a minimum of two years
management experience and must have
the ability to think. Starting salary will
be competitive. Write Box 279a, BROADCASTING.

Help Wanted (Cont’d)

Salesmen

Traveling representatives. Nationally
known service organization expanding
field force. Position requires extensive
traveling experience and ability to
plan and carry out sales territories.
Candidates must have at least three
years of sales experience. Write Box 256a, BROADCASTING.

Assistant Salesmen

Salesman needed in Detroit area. Must
be able to drive and have a minimum
of one year sales experience. Send
brief resume and salary requirements
to Box 266a, BROADCASTING.

Help Wanted (Cont’d)

Assistant Sales Engineer

Excellent opportunity in our Mar-
ket. To be responsible for the sales
of our full service retail store and
radio station. Knowledge of radio
sales and advertising and a desire
for advancement desired. Send
salary and experience to Box 270a,
BROADCASTING.

Technical

Chief Engineer needed for growing
FM station in southern area. Must
have experience in FM operations
and be familiar with the operation
of a large radio station. Excellent
opportunities for advancement. Send
resume and references to Box 256a,
BROADCASTING.

Situations Wanted

Managerial

Experienced Vice President sought for
anywhere. Must have a minimum
of ten years experience. Designation
as Director or Vice President will
be given, with the proper qualifications.
Willing to travel. Box 260a, BROADCASTING.

An experienced advertising man-
ager seeks a position with a medium
size community station. Excellent
track record and strong background
in advertising. Immediate availability.
Box 264a, BROADCASTING.

An named radio station seeks a
sales executive with at least ten years
of sales experience. Salary and
commission will be negotiable. Box
259a, BROADCASTING.

Sports

Necessary to fill sports position in
nearby Mid-Atlantic Station. Must
be able to work well under pressure
and have a proven track record in
radio sports. Box 261a, BROADCASTING.

Clown wanted. Must be capable of
handling commercial copy and be
able to work nights and weekends.
Send resume to Box 263a, BROADCASTING.
HARDER JOB WANTED

AS MANAGER, ASSISTANT OR SALES MANAGER:

Thoroughly trained radio station executive, experienced in radio and television network and group ownership stations. At best in a tough competitive situation or buyers market. Know how to build an established property or build a new one. Strong on selling, sales and audience promotion. Present job too easy for present enjoyment or future prospects. Do you have a harder one where the compensation will be proportionate to the results obtained?

BOX 286a, BROADCASTING

AFM LOCAL 802

Beaten Unit Loses Appeal

DEFEATED faction in the recent elections in New York Local 802 of the American Federation of Musicians lost its appeal to have the election declared null and void. Their request to take the matter into the courts also was turned down.

The losers suffered the adverse ruling from the AFM's national executive board.

At the same time, Local 802's publication Allegro let loose a blast at the opposition, using almost half the text matter of the issue in its attack.

Calling the vote challengers a "rule-or-reution opinion," Charles R. Iucci, secretary of 802, described the victory of administration forces as "a smashing defeat for the pro-Communists in Local 802 and for those men who, for base opportunistic motives, willingly accepted that support."

The opposition, called the Unity-Coalition party, lost to the incumbent Blue Ticket by a narrow margin [Broadcasting, Jan. 19]. It protested the election on the ground that voting machines used did not work in accordance with AFM rules.

BOLLING CO.

Adds to N. Y., Chicago Staff

CELEBRATING its second birthday with an overall company expansion, the Bolling Co., national station representative, added two men to its staff, one in New York and the other in Chicago.

John Stebbins, former account executive with Universal Radio Sales, Chicago, joined that city's office in the same capacity. Prior to his Universal post, Mr. Stebbins was with George Hollingbery Co., Chicago office.

James Cunnison, former radio and television contact man for American Petroleum Institute Industries Committee, joined the television sales department of Bolling's New York office.

In addition, Bolling has announced the addition of WROW Albany to its list, while announcement of WILM Wilmington as a new client was made the previous week. Also, the company's Chicago office moved to new quarters at 300 North Michigan Ave.

BROADCAST MANAGEMENT CONSULTANTS

We are now available to a limited number of stations for a comprehensive analysis. Our personal supervision in instituting corrective procedures results in profitable station operations.

(Contact our executive offices for details.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. Wacker DR. • CHICAGO 6, ILLINOIS
Situation Wanted (Cont'd)

Central operator, 25, married. Two years experience in all phases announcing, advertising and radio. Specializes in public relations, publicity and advertising in radio. Successful in boosting station's public relations. Experience has sharpened my power of suggestion and ability to bring greatest results. Isn't a misraper. I would give it 100 per cent knowledge gained by actually doing the job. A sincere desire to remain in broadcasting and know my business thoroughly. Will maintain personal appearance and will not want it at any price. Please details. Box 208a, BROADCASTING.

Experienced chief engineer, sober, reliable, employed in daytime sports-play, play-by-play. Consider clean operation of station, equipment, staff. Desires management job. Box 210a, BROADCASTING.

Engineer—First phone, telegraph, 3 years telegraphy experience. Amateur, available immediately, prefers weekend work, but will travel anywhere. Walter M., 23, 1402 Sheridan, Hammond, Ind.

Operator, first license, four years broadcasting. Location not important. What are your conditions? Box 211a, Plainview, Texas.

Experienced operator engineering staff. Desires position with station in Ohio or western Penna. Active ham, desires full time work. Will move to the right. Box 212a, Walbrook, Baltimore, Maryland.

Play ball—Former announcer, now engineering student, desires position on broadcast team (under control of station). Also recording and board control experience. Box 213a, BROADCASTING.

Production—Programming, others

Program director. Presently with 10 kw station. Considerate. Experience is progressive to new station. Eight years experience. Box 214a, BROADCASTING.

Copywriter, good education, best references, modest requirements. Available immediately. Box 215a, BROADCASTING.

Program director—Presently employed as manager 50 kw small independent. Successful record as producer, program director, station manager. Will move to the right. Box 216a, Burlington, Iowa.

Understanding personnel. Interested in modern standards in modern market. Desires position as program director. Box 217a, BROADCASTING.

Young man thoroughly trained Wants job as continually writer and announcer. Can immediately assume any important position. Will return your request. Box 218a, BROADCASTING.

Keep billings high with planned program coordinating, with sales department. Select a program director who can do the job for you. Thorough knowledge. Excellent references. Experience includes starting operations for new station. Desires position. Box 219a, BROADCASTING.

Excited girl Friday—traffic, coordinating, writing, sales, personnel, announce, with wit! Box 220a, BROADCASTING.

Sports director of metropolitan New York city. Desires position with major sports. Also have disc show with professional background. Experienced in all other phases of radio. Married, college trained. Wishes to expand. Desires good employer recommendation. Minimum salary $2000. Box 221a, BROADCASTING.

Looking for a future. President position in a future city with every advantage all. Thirty, married, two children, experienced, dependable. Desires position as program director, station college, graduate. Combination of both has been from desk to radio. Work is there in your organization? Box 222a, BROADCASTING.

Production man, music librarian and traffic director desires position as aggressive station in competitive market. Will travel and work. Box 223a, BROADCASTING.
Hoffman Attack

PRESIDENT TRUMAN'S now-famed "S.O.B." comment touched off a blistering attack last Thursday on Commentator Drew Pearson by Rep. Clare Hoffman (R-Mich.), who told the House that the "license" of the American Broadcasting Co. should be revoked.

"Peanuts," he said, "should not be permitted to follow his avocation of vilifying individuals and public officials. He talks over the air. He has no right to use the air. The Congress has given the FCC authority to regulate the use of radio... The station over which Pearson operates is a license of a Federal agency..."

Under the U.S. Code, FCC is empowered and authorized to promulgate and enforce such rules as required for the public convenience, interest and necessity. Rep. Hoffman asserted.

"Perhaps," suggested Rep. Hoffman, "the President's description of Pearson may even induce the company which manufactures the Lee hat to increase his compensation. He will probably continue to announce over the radio each Sunday night, 'Don't take less than the best; don't take less than a Lee,' even though the manufacturer of the Lee hat is undoubtedly aware that President Roosevelt described Pearson as a chronic liar."

Mr. Pearson and other commentators and columnists, according to Rep. Hoffman, take credit for news collected by AP, UP, INS and others, after they have rehashed it.

"The American Broadcasting Co.," Rep. Hoffman charged, "is not a new offender. Over its system Walter Winchell for years, for hire, used his talent for mean and sordid purposes."

He then pointed out, too, that Pearson's sponsors might do well to "take a look at the law governing broadcasting, at some of the court decisions." Rep. Hoffman mentioned specifically the case of Sorenson vs. Wood, in which he said, the court held that the Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances.

Major Network Station Isolated Western Market

This station was built by radio men with years of radio experience, affiliated a major network, is recognized by the local, regional and national time buyers as being the number one buy. Located in an isolated market so far as outside signals are concerned but in a growing market where the average per family in a fat above average. Television problem will not have to be met for several years. Station is making good money.

Price $100,000,000.

Blackburn-Hamilton Company, exclusive representative, can assist in financing a qualified buyer.

Contact the Nearest Office of the Exclusive Representatives

Blackburn-Hamilton Company, Inc.

Washington, D.C.

James W. Blackburn

Washington, D.C.

Sterling 4241-2

Dallas

Philip D. Jackson

Central 1177

San Francisco

Ray V. Hamilton

Ecbrook 2-5783

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San Francisco

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Ecbrook 2-5783

RANKIN RANTS

Against Commentators, 'Post'

TWO COMMENTATORS were charged last Monday with spreading "misinformation" as Rep. John E. Rankin (D-Miss.) prepared for House action on his bill to provide pensions for World War I and II veterans.

"Of all the misinformation I ever heard spread," he said, "it is by those radio commentators, Hans Kaltenborn and Drew Pearson, about this bill."

Rep. Rankin, chairman of the House Veterans Committee, also took the occasion of a speech on the House floor to berate the owner of the Washington Post, which owns 55% of WTOP Washington.

He said:

The Washington Post, whose owner got rich out of the last war, and out of the depression which he helped bring on during Hoover administration, calls the veterans' pension bill now before the House, the Rankin plan. So I presume from now on you will hear a good deal about the Rankin plan versus the Bevin plan, which some of you call the Marshall plan.

NOBEL NOMINEES

2 ABC Commentators Named

THE ONLY two Americans nominated this year for the Nobel Peace Prize are two radio commentators from the same network—ABC. The Nobel committee announced last Wednesday in Oslo, Norway, that Mrs. Eleanor Roosevelt and Drew Pearson were among those being considered for the 1949 award for efforts on behalf of world peace.

Nomination of the two ABC commentators for the year's top award marks the first time since the inception of the annual Nobel Prize that two persons representing one network should be so honored.

Mrs. Roosevelt, with her daughter Anna, has been featured over ABC Monday, Wednesday and Friday, 10:45-11 a.m., and is inaugurating, beginning Monday, March 7, a new schedule of quarter-hour commentaries five times weekly at 4:45 p.m.

Drew Pearson, sponsored by the Frank H. Lee Co., Danbury, Conn., on behalf of Lee Hays, is heard in news analysis each Sunday at 6 p.m. through William H. Weintraub Co., New York.

Greer W. Cowley

Radar Expert Succumbs at 45

GREER W. COWLEY, 45, Bell Telephone Labs, New York, development engineer, died last week, following an illness of several months. A significant contributor to radar development during World War II, Mr. Cowley helped to design portable ground search equipment.

Mr. Cowley joined Bell Lab's technical staff in 1930, having worked for several years with a Nebraska telephone company.

Surviving are his wife, Mrs. Mildred A. Cowley; two sons, William 18, and Charles 11, and a daughter, May Louise 17.
Box Score

Summary to February 24

Class   Total On Air Licensed CPs Grand Pending Hearing

AM Stations  558  148  27  399  17  256
FM Stations  372  269  17  311  8  23
TV Stations  37  7  115  211  181

**TV Applications**

Fort Wayne, Ind.—Westinghouse Rad.

FEBRUARY 24

**AM Applications**

Akin on Hear Broadcasting Corp. 1100 kw, directional, estimated cost $300,000. First year operating cost $25,000, second year $15,000, renewal $10,000. The applicant is licensee of another Station in operation.

Winchester, Va.—Richard Field Lewis Jr., Channel 11, (204-208 m), ERP 31.5 kw, 17.5 kw, antenna 1,675 ft., estimated cost $10,000, 50 kw, antenna 1,675 ft., estimated cost $12,500, 500 of which is first year operating cost.

**FM Applications**

Thalbier, Ariz.—Gila Junior College of Graham County, Noncommercial, educational FM, Channel 101, 88.1 mc, power 50 w. filed Feb. 23.

**PHILCO**

Will Build for 33 1/3 and 78

JOHN M. OTTER, Philco vice president and sales manager, announced that both the 33 1/3 and 78 r.p.m. reproducing equipment will continue to be an integral part of Philco's radio-phonograph lines in the future. He said the long-playing phonographs his company introduced last August won't be marketed with tremendous public acceptance.

"On the basis of our experience to date, we are convinced that the new long-playing records which now take up to 60 minutes of music on both sides of the record offer a tremendous advance to the record-buying public, and one which can be obtained only from the new 33 1/3 r.p.m. long-playing unbreakable records," Mr. Otter pointed out.

**FCC Sells Towers**

FCC has announced it will accept sealed bids until 10 a.m. March 29 for purchase of two WCHS towers on government property about 2 miles southwest of Boston at Millis, Dover Road. Erected in 1931, the towers were formerly used by WBZ Boston and are declared in good condition. Towers are about 500 feet high. They may be inspected.
WORL CASE

THE COURT of Appeals for the District of Columbia has acted upon a petition for review of the FCC's denial of license renewal to WORL in a recent decision. The court's action is seen as having ramifications for the FCC's dealings with issues involving renewal of licenses for similar operations.

The court's decision centers on the FCC's handling of WORL's renewal petition. The station, owned by Arde Bulova, claims that they were denied renewal due to the FCC's failure to respond adequately to the station's claims.

The court notes that the FCC's decision to deny renewal was based on the FCC's interpretation of a particular section of the Communications Act. The court concludes, however, that the FCC's interpretation was not supported by the evidence presented, and that the FCC's decision was not in accordance with the law.

The court also notes that the FCC's failure to respond adequately to WORL's claims was a violation of the station's rights under the Act. The court orders the FCC to issue a proper decision on WORL's renewal petition.

In addition, the court finds that the FCC's decision to deny renewal was made without adequate consideration of the station's claim that the FCC had improperly withheld documents from the lower court. The court orders the FCC to consider this claim and to issue a proper decision.

The court's decision is seen as having significant implications for the FCC's handling of similar cases in the future. The court's findings suggest that the FCC may need to reconsider its practices in handling renewal petitions and in responding to claims made by stations.

This case is one of several recent decisions involving the FCC's handling of renewal petitions. The court's decision is likely to be influential in shaping the FCC's approach to these cases in the future.
SEN. KERR GETS PROPOSED AM GRANT FOR TULSA

ALL-OKLAHOMA Broadcasting Co., headed by Sen. Robert S. Kerr (D-Oklahoma), president of WECK Peoria, Ill., given proposed decision by FCC Friday for new Tulsa station on 740 kc with 50 kw day and 10 kw night, directionalized fulltime. John Brown U.'s KUOA Siloam Springs, Ark., competing for same frequency at 10 kw fulltime in lieu of present 5 kw, last April, "failed to make the required showing . . . as to financial qualifications," FCC concluded.

Commission also proposed to grant application of Midland National Life Insurance Co.'s KWAT Watertown, S. D., for 950 kc, with 1 kw, directionalized at night, and deny rival request of Corn Palace City Radio Corp. for 990 kc with 5 kw at Mitchell, S. D. FCC said grant to KWAT, not 950 kw with 50 kw "would provide a primary service at night to a substantial area and population" now without it.

WHDN (FM) NEW BRUNSWICK TO ASK FOR CHANNEL 8

WHDN (FM) New Brunswick, N. J., plans to apply for FCC today (Monday) for new television station on Channel 8, asking that frequency be allocated there for use with directional antenna. Station would operate with 5100 kw peak and 350 waural powers. Any existing authorizations and allocations on Channel 8 and adjacent frequencies in that area include WOR-TV New York on No. 9, WJZ-TW New York on 5, WOAI-AM Philadelphia on No. 10, WDEL-TV Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City, N.J. WHDN is owned by Harms and will use the 25 kw directional antenna, covering 150,000 homes.

WTUX RENEWAL HEARING

PROGRAM issues reported as basis for hearing called by FCC on license renewal application of WTUX Wilmington, Del. on No. 7, and Channel 8 allocations for Easton-Allentown, Pa.; Hartford, Conn.; Harrisburg, Pa., and Atlantic City, N.J. WHDN is owned by Harms and will use the 25 kw directional antenna, covering 150,000 homes. WTUX's license applying filed by Washington law firm of Welch, Mott & Morgan.

RKN MERGES WITH CORNELL OUTLETS, DROPS 20 EMPLOYEES


Michael R. Hanna, general manager of Cornell stations, reportedly becomes a top executive of BBR, board complete, present RKN general manager, continues in executive capacity. About 25% of RKN's 80 employees reported dismissed. WHCU WHCU-FM staff be used in FM network operations.

REV. SMITH TO SELL WIBK

RADIO EVANGELIST J. Harold Smith file application with FCC for sale of WIBK Knoxville, Tenn., long subject to investigation by Commission. Rev. Smith and wife sell 60% community interest to preferred stock at par to James T. Cox Jr., insurance broker, and C. L. Schenck, wholesale produce dealer. Musser, Cox and Schenck each buy 50 shares common (25%) at $100 par and latter also buy 1,500 shares preferred (100%) at $10 par. Marvin L. Thompson, general manager, retails 50% interest. Ruling is pending by FCC on initial decision of ex-Comr. Clifford J. Durk last June, in which Smith as "unfit" to be licensee [Broadcasting, July 5, 1948].

GAMBLE SEEKS AGENCY CHANGE

RETURN of buyers market and TV impact are affecting immediate future of agencies, said Frederic R. Gamble, president of AAAA, addressing final session of "New Directions" forums sponsored by Art Directors Club of New York. He said agencies may have to develop better staff teamwork, more integration of functions and wider use of each staff member's abilities. TV offers new challenge in exercise of good taste, he added.

All-Radio Incorporation

STEPS taken by All-Radio Presentation Committee to incorporate. Don Petry, attorney, appointed to handle incorporation of non-profit corporation directing industry promotion project. Executive committee approved setting up of auditing system to show exact status of finances. Auditor to be named.

Drive for subscriptions to be continued, reaching climax at NAB convention in Chicago April 11-13 when script is to be ready. Committee expects to review draft of script at meeting March 16.

ZENITH PHONEVISION QUERIES

ZENITH RADIO Corp. has sent second batch of questionnaires asking whether recipients would pay $1 each to see topflight movies in their homes. Questionnaire doesn't mention Zenith's Phonevision by name. Company described replies to first batch (sent to 1,000 persons each in Chicago, Syracuse, Los Angeles, Great Falls, Mont., and six New Jersey areas) as "startling." Second cans covers 20 cities.

INDEPENDENTS' DAY AGENDA PLANNED; BMB PROTESTS

USE of March as ballot month for second BMB study protested by NAB Nonaffiliated Stations Executive Committee at quashing day of Washington session (early story, page 27). Committee worked out agenda for "Independents' Day" agenda at Chicago April 10 during NAB convention. Independent March not typical month of year on ground sports are at low point and network audiences at peak. Chicago agenda to include morning session on "Where and Who Is Radio?" Afternoon session features sales and promotions and will be open to media. Mosaic will report on NAB committee's work. Maurice B. Mitchell, NAB, will lead discussion on how to get national and retail business. Dr. Sydney Roslow, Pulse Inc., to speak on independents' developments.

Committee asked NAB board to act toward recognition of radio in publication of public legal notices; asked study of government funds spent on newspaper ad; and Richard M. Pack, WNEW New York, publicity liaison for Chicago meeting. Convention subcommittee comprises Lawrence McDowell, KFOX Long Beach, Calif.; George Mahony, WSVS Crown, Va.; Patt McDonald, WWHM Memphis; Ben Strouse, WWDC Washington.

WARD CUTS LOCAL BUDGETS

MONTGOMERY WARD & CO. retail stores in all cities but St. Paul, Denver and Los Angeles will drop local advertising schedules tomorrow (March 1), J. A. Martin, firm's assistant retail sales manager, said Friday in Chicago. Move follows closing of company's radio department [Broadcasting, Feb. 21]. Mr. Martin said St. Paul, Denver, Los Angeles will handle own local radio campaigns.

Closed Circuit

(Continued from page 4)

BMB board, meeting Wednesday, faces this problem as well as others about non-subscriber data and state of finances.

SPECIAL meeting of Mutual board called in Chicago for today, presumably to consider high level personnel, including vacancy in second slot created by resignation of Robert D. Swenson. Vice president and general manager to become vice president of WDSU AM, TV, FM operations in New Orleans.

AMONG new programs being auditioned by NBC under new alignment is Washington origination themed on backstage officialdom.

FCC last week was pondering reply to communication from Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Committee asking point what station, where and when in re TV allocations. Language of proposed reply was fine-tooth-combed several times by FCC with prospects of simultaneous release of interrogatories and responses this week.

VACANCY on Federal Trade Commission created by retirement of Robert E. Freer may be filled shortly by Kingman Brewster, veteran Washington Republican attorney who originally hailed from Massachusetts. He has endorsement of Chairman Ed C. Johnson of Senate Interstate & Foreign Commerce Committee and of former Senator B. K. Wheeler. Indications are that Garland S. Ferguson, veteran member whose confirmation was not acted upon last session, will be confirmed by Senate.

Page 70 • February 28, 1949
Listeners In Kansas City’s Primary Trade Area

VOTE FOR

The KMBC-KFRM Team

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the largest coincidental survey of its kind ever conducted.

Factual data from this survey of more than 100,000 calls is published in three books – The KMBC and KFRM Area Studies (Kansas City Primary Trade Area). These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City’s (Missouri and Kansas) St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

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

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM’s half-millivolt contour! (KFRM is a daytime station.)

These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM’s half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC’s half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.
EXTRA PUNCH in delivery is the trademark of a champion.

With the coverage to reach, KTSA matches the strength to penetrate the nation's 28th largest market.

This combination means power-packed performance at the business end of your sales message.

KTSA's vital new CBS program strength means more listeners per dollar, more sales per listener.

Taylor-Boroff can get you a ringside seat in the champion's corner. Call them.