BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

BEST SELLER OF '49!

if WOR were a book, its record would rock the

publishing world — these ways......

day in and day out, throughout the year, WOR rings up records in reaching people that would leave the average publisher banjoeeyed. And yet, we in radio and advertising have a slight tendency to take this phenomenal thing for granted — or almost so.

1. For instance, WOR is a best-seller in its consistent daily popularity with the majority of 36,000,000 people in 430 counties in 18 states. For WOR continues to reach more families, during the day and during the night, than any other station in the United States!

2. WOR is a best-seller for its sponsors, because it reaches this massive selection of families at the second lowest cost per thousand homes reached of any station of equal power in the United States!

3. WOR's programs and personalities and activities are "reviewed" daily in 170 newspapers with a total circulation of 11,416,782 people!

The list of WOR's achievements as a best-seller — both of itself and of its sponsors' products and services — could be ten times the three we've listed. For WOR is not only a station whose base rate has not been increased since 1939, it is a peculiarly elastic force whose regional dominance of the Atlantic Seaboard has made it one of the most uniquely economical buys in modern radio broadcasting. What this means in program popularity and dollars and cents profit to advertisers from coast to coast can be told briefly in ten times the three points that open this advertisement. Our address is

WOR — that power-full station at 1440 Broadway, in New York
“He says he knows what station operators like to read in *Broadcasting*”

“The boys will always read something that appeals to their pride and profits... for example, better shows that are easier to sell.

“Take Lang-Worth, for instance. There's a service that includes 'network calibre programs' comparable to the best musical shows on the air. Radio stations are proud to offer these shows to sponsors. And...

“As for profits—why some stations make enough money selling just one of these special productions to pay for the entire Lang-Worth service. Advertisers certainly profit, because they can hitch their commercials to big-time entertainment vehicles—at local station cost.

“No wonder more and more advertisers are swinging to Lang-Worth... because Lang-Worth gives them more and more.”

**LANG-WORTH feature programs, inc.**

STEINWAY HALL, 113 WEST 57TH ST., NEW YORK, N. Y.

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**THE CAVALCADE OF MUSIC**

Featuring D'Artega, his 40-piece pop-concert orchestra, 16-voice chorus and famous guest stars. 
*30 mins., once weekly*

**EMILE COTE GLEE CLUB**

16 male voices and soloists with a repertory of over 200 best-loved popular and memory songs. 
*15 mins., 5 times weekly*

**MIKE MYSTERIES**

A musical show incorporating capsule mysteries written specially for Lang-Worth by Hollywood's John Evans. 
*15 mins., 5 times weekly*

**THROUGH THE LISTENING GLASS**

A wonderland of music conducted by Jack Shaindlin and featuring the "Silver Strings Orchestra," The Choristers and guest stars. 
*30 mins., once weekly*
WHERE ARE THEY?

In Washington WRC’s Listener Diary Study for 1949 is just what you need. So drop that complicated gear... when you want more facts, answers to many questions, just check that little report!

Sales representatives of WRC can now help you eliminate much of the guesswork from radio timebuying in the Nation’s Capital with this recently completed survey. Representing an advance of real significance in radio research, it covers for the FIRST time ALL radio listening both inside and outside the home, of all members of the Washington population from birth to old age. The study covers 'round-the-clock, 24-hour listening. Recognizing radio listening as the *individual* habit it has now become, measurements have been based on individuals themselves.

Program audiences are given in *actual numbers of persons listening*—the way an advertiser always wants them. In addition, audience characteristics by income level, age, sex, race and numerous other breakdowns are available, as is complete audience flow data.

May we invite all advertisers with an interest in the Washington market to hear this story? WRC and NBC Spot Sales have all the facts... and they’re dated March 1949!

NATIONAL BROADCASTING COMPANY
WHILE FCC is maintaining rigid silence at this writing, it's burning internally over the latest demands of Chairman Ed C. Johnson, Senate Interstate and Foreign Commerce Committee (see page 25). In some FCC quarters demands are regarded as approaching invasion of FCC's privacy and may result in slowing its internal operations down to walk. All of its confidential work sheets and memoranda conceivably could become public documents, it's confounded.

IF ROCKEFELLER Foundation has made substantial grant to New York U. for analysis of news commentators and what makes them tick; it isn't saying anything about it. More than casual interest aroused by report, since head of NYU's communications department is Chas. H. Siepmann, ex-BBC talks director who had his finger in FCC's Blue Book pie three years ago.

AFTER 10-month lag, NAB members will get chance within week to vote on Breen by-laws amendment to wipe out board's code-writing powers. Board approved statement and ballot to go out as soon as auditing firm handling operations gets over March 15 income tax hunt.

PROCTOR & GAMBLE set to launch advertising campaign for new soap product, Joy, in St. Louis and two other markets on test basis. Radio to be used, it's understood. Procter & Gamble, New York, is agency.

BOTSFORD, Constantine & Gardner, Seattle agency, will soon announce 30-station spot campaign starting April 4 for brewery account.

GENERAL MILLS about to name film producer to handle TV film version of Lone Ranger.

LOOK for an appraisal of TV's acceptance in rural areas, in forthcoming issue of Colliers if final details are worked out between weekly and WRGB (TV) Schenectady, N. Y., which recently conducted joint survey in station's area. Study found that 14% of 15,000 receiver sets were on farms. Conclusions reached by the survey: Farmers are enjoying television very much "and most important of all, (it) is coming more and more into its own in the rural communities of the northeast."

ONLY issue between TV networks and AFM is rate on single engagements. AFM seeking increase in minimum standing pat. Negotiations moving with utmost cordiality. Any contract will be short-term deal, but length is no longer regarded as issue.

FRENCH listeners will soon be hearing a version of Queen for a Day, known as Reine d'un Jour, following negotiations between Raymond R. Morgan agency, packagers of American

(Continued on page 82)

**Upcoming**

March 14-16: CBS O&O and Radio Sales represented station managers meeting, Ritz-Carlton Hotel, New York.

March 15-17: RMA spring conference, Stevens Hotel, Chicago.

March 17: NAB Board structure Committee, NAB Hqrs., Washington.

March 17-18: Fifth Advertising and Sales Promotion Conference and Second Television Seminar, Ohio State U., Columbus.

(Other Upcoming on page 62)

**Bulletins**

ILLINOIS legislation giving radio and television newsman same status as newspaperman in protecting sources of information signed by Gov. Henry Schricker.

LIGGETT & MYERS (Chesterfield) officially announced Friday it will sponsor Bing Crosby next fall, Wednesday nights, on CBS. Specific starting date and time set for next fall, Wednesday nights.

BURNS & ALLEN will switch to CBS this fall, network announced late Friday. Program currently heard on NBC.

**NAB CONVENTION APPROVES NAB DEPARTMENTAL STATUS**

MEMBERS of Assn. of Women Broadcasters voted Friday afternoon to accept reorganization plan by which NAB attains departmental status within NAB. Plan adopted at convention business session held at Hotel Drake, Chicago (see earlier story, page 30).

AWB Executive Board and NAB board had previously approved plan. Pat Griffith becomes executive secretary of AWB, handling administrative work and reporting direct to NAB management.

AWB Executive Committee to consist of seven active, four nonactive members. Each of 17 districts to elect district chairman. NAB President Justin Miller to name chairman of Executive Committee, which will meet twice yearly. District meetings to be organized in cooperation with NAB district director.

Speaking at Friday luncheon AWB Executive Vice President A. D. Willard Jr. called for program to re-educate people as to value of advertising, the "sparkplug of America's economic system."

**FIVE STATIONS JOIN BMB**

FOUR new AM and one new FM subscribers join BMB, bringing total list to 833, Bureau announced. New stations include WEEU-FM Reading, Pa., AM subscribers: WAMS Wilmington, Del., WLTR Bloomsburg, Pa., WEEU Reading, and K Rio McAllen, Tex.

**Business Briefly**

CROSLEY ON TV • Crosley Division of Avco April 9 starts Who Said That with Bob Tannenbaum, New York, on NBC-TV, Sat., 9:30-10 p.m. Radio version of show is sustained. Agency, Benton & Bowles, N. Y.

SHOWS SWITCH TIME • Lamba Gambol and Author Meets the Critics to switch time slots on NBC-TV Sunday nights. Both sponsored by General Foods, New York. Lamba Gambol scheduled 8-9:30 p.m., Author Meets the Critics, 9:30-10 p.m. Agency, Benton & Bowles, New York.

TONI TO DECIDE • Toni Co., Chicago, to decide on TV show to be used on CBS video network, Thurs., 9-9:30 p.m., when Don Paul Nathanson, radio head, returns from New York meeting with Fostes, Cone & Blessing officials. Proposed shows—Blank Date, Cossack, Quick as Flash.

**FILM FIRM ASKS FCC FOR ANTI-TRUST RULING**

SHORT DECISION on radio qualifications of motion picture producers found guilty of anti-trust violations [Broadcasting, Jan. 31] requested by 20th Century-Fox Film Corp. in petition to FCC Friday. Until FCC settles anti-trust question, petition said, "the motion pictures industry, radio-wise, is and must stay in low gear," thus also slowing radio growth.

Film firm, applicant for TV in Boston, San Francisco, Seattle, Kansas City and St. Louis, also claimed pending of question has movie concerns in state of uncertainty; that FCC can't decide competitive cases involving film companies without first deciding whether these applicants are qualified, and, further, that FCC must approve movie concerns' qualifications before deciding whether to allocate channels for new companies.

**GE SETS VOLUME RECORD**

RECORD business volume of $1,632,700,000 chalked up by General Electric Co. and consolidated affiliates in 1948 was 23% more than $1,330,800,000 billed in 1947, and 13% over previous peak wartime year of 1944. GE President Charles E. Wilson announced. Net 1948 profit was $123,655,000, compared with previous record earnings of $95,239,000 in 1947, equivalent to $4.29 and $3.30, respectively, on each share of common stock.

**BBC COSTS PUBLIC MORE**

BRITISH treasury estimates for cost of BBC operation for next fiscal year, ending March 31, 1950, call for $14,150,000 ($56,600,000), according to AP dispatch from London. This is increase of 450,000 ($1,800,000) over current year. No reason given for increased BBC burden on British taxpayers.
NATIONAL SAFETY COUNCIL
HONORS WHO
FOR THIRD CONSECUTIVE YEAR

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

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

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

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
Mr. Jamison is never up a tree...

Our Mr. Jamison is a man of infinite resource.

Like all Weed and Company representatives, he welcomes the problems of his stations... and (like all Weed and Company representatives) he finds excellent solutions for most of them.

Mr. Jamison helps his stations plan their advertising and promotion (and occasionally he writes it for them). He helps them keep their availabilities and program information up to date. He helps them analyze their own markets. He keeps them informed on what the competition is doing. He advises them on network affiliation. And sometimes he even makes recommendations on their rate structures.

It's not just the special services they perform... nor all the time they sell — it's both that make Weed and Company men, like Mr. Jamison, so valuable to their radio and television clients.
Start out from Nashville in any direction. Stop at stores of all kinds anywhere along the line, for hundreds of miles along the radius. Check the inventories against the list of WSM sponsors, and the over-the-counter movement of WSM-advertised goods. That will tell you the story of this station that helps sell to, and then helps sell for merchants who serve millions of Central Southerners.

The merchants know why, too.

Implicit confidence, based on 23 years of experience, in every word that is uttered over our 50,000 watt, clear-channel signal.

HARRY STONE, GEN. MGR. • IRVING WAUGH, COMMERCIAL MGR. • EDWARD PETRY & CO., NAT'L REPRESENTATIVES
of millions

WSM
NASHVILLE

3,000 WATTS • CLEAR-CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
I FMOTI

FITZMORRIS & MILLER Agency opens offices in Chicago at 6 N. Michigan Ave. Partners in new firm are CHARLES C. FITZMORRIS Jr. and CHES-TER MILLER, former account executive and copywriter, respectively, on Quaker Oats account at Sherman-Marquette, also Chicago. Mr. Fitzmorris formerly was account executive with General Mills. Mr. Miller wrote copy and did promotional work on General Mills and Procter & Gamble accounts.

CLARK M. AGNEW, art consultant for Lennen & Mitchell, New York, appointed art director of L&M television department.

ABNER J. RUBEN, formerly with Roche, Williams & Cleary, and prior to that with Stack-Goble, joins Dorland Inc., New York, as vice president and member of plans board.

GUY MEICHER joins Fuller & Smith & Ross, Chicago, as account executive after working at Buchen Co., Chicago.

RUDYARD C. MCKEE, formerly with Needham, Louis & Brokby, Chicago, joins McCann-Erickson, New York, as account executive in Nabisco group.

LES WAAS, in television sales and production for 2% years, joins J. Branch Briggs, new agency at 18 W. Chelton Ave., Philadelphia.

THOMAS ERWIN, former vice president of Lennen & Mitchell, New York, joins Chicago office of Abbot Kimball as vice president, director and general manager.


MAY COLLINS, formerly in radio department of Ted Bates Inc., New York, joins Los Angeles office of agency as office manager. She replaces MRS. JACK CALHOON, resigned.


MURRAY TURNER, manager of Winnipeg office of Cockfield Brown & Co., and PETER DOWNES of Vancouver office, promoted to vice presidents.

THOMAS D. LUCKENBILL, vice president and radio director of William Esty & Co., arrived in Hollywood last Tuesday for ten days.

DELMAR DAVOL joined Gebhardt & Brockson, Chicago, as account executive after working as sales promotion manager of Woodstock Typewriter Co.

ELIAS E. SUGARMAN joins Furman, Feiner & Co., New York, as assistant to NORMAN B. FURMAN, president. In addition to general duties he will

(Continued on page 12)

You get two, not one powerful selling medium when you buy WMC in the Memphis market. The station "most people listen to most" in this two-billion-dollar market simultaneously duplicates its AM schedule on WMCF, a 50 kilowatt station with 260,000 watts of effective radiated power. What a buy!

WMC NBC • 5000 Watts • 790

50 KW Simultaneously Duplicating AM Schedule First TV Station in Memphis and the Mid-South

National Representatives • The Branham Company Owned and Operated by The Commercial Appeal

SMILES conclude signing of Miller Brewing Co. contract with ABC for sponsorship of Lawrence Welk and his orchestra on selected stations starting in June. Foursome (l to r) includes Robert Lang, account executive at Klau-Van Piersonson-Dunlap Assoc., Milwaukee; Bill Wilson, ABC account executive; Roy J. Bernier, Miller advertising manager, and Mr. Welk.

Page 10 • March 14, 1949
Make big ones out of little ones...

Station Managers. Success Story: Small advertiser gets sound station advice...

uses Capitol Transcription Library to build distinctive show... saves talent costs,

therefore can buy more time, reach more listeners. Result is expanding business

for client, increased billing for Station. Mail in the coupon, get the whole story

with complete descriptive booklet and FREE audition discs.

- Capitol Transcriptions
  Sunset and Vine, Dept. B314
  Hollywood 28, California

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

- Name
- Company: Position
- Street
- City: State
Agencies
(Continued on page 10)

supervise television activities of agency. Mr. Sugarman formerly was editor of 
Billboard and general manager of its eastern division.

JUDD GRAHAM, former production manager at Arthur W. Stowe Adv., Los Angeles, and more recently copy editor for Southwest Builder, joins Ross Sawyer Adv., same city, as production manager.

HAROLD H. MARQUIS, vice president of West-Marquis Inc., moves from 
agency's Los Angeles office to San Francisco office.

SID WESTON, formerly with Kelso Norman Adv., San Francisco, joins Merchnading Factors, same city, as production manager.

RUTLAND, GILCHRIST & CLEM Ltd. and W. H. EMMETT Ltd., both of To-
tonto and Montreal, enfranchised by CAR, bringing total to 62 agencies.

MELTON Adv., Dallas, purchases HENRY M. HANEY Adv., also Dallas. Con-
solidated company moves to new quarters in Liberty Bank Bldg., continuing 
under name of Melton Adv.

HOWARD A. HARKAVY, former sales promotion and advertising manager 
of Langevin Mfg. Corp., joins copy and contract staff of G. M. Basford Co., 
New York and Cleveland agency.

HERMAN S. THEONEB, vice president; ROBERT C. CHAPIN and HARRY 
P. ANDERSON Jr., elected to operating committee of John Falkner Arndt & 
Co., Philadelphia.

CECIL UNDERWOOD, manager of Hollywood office of Warwick & Legler and 
producer of NBC Eddie Cantor Show, and FLORETTA McDONALD, radio 
auditor, are to be married March 18.

ROBERT A. McINNES joins H. C. Morris & Co., Los Angeles, as copy chief 
Mr. McInnes was formerly on copy staff of Ruthruft & Ryan, Los Angeles.

DADE ELLISON appointed art director at Kaufman & Assoc., Chicago. He 
was formerly with Triangle Adv., same city.

LOTT Adv., Hollywood, opens branch office at 1273 Westwood Blvd., West-
wood Village, Calif. Phone is Arizona 7-1137. DAVIS LOTTE heads office,

GOING THROUGH musical pieces as a warm-up for the debut of Preview over 
CBS television network March 7 were four members of the "Billion Dollar 
Glee Club" and Jinx Falkenburg. L to r: George Skouras, Skouras Theatres 
president; Sigurd Larmor, Young & Rubicam president; Miss Falkenburg; 
C. E. Hooper, head of C. E. Hooper Inc., and Hubbell Robinson Jr., CBS 
vice president and director of programs. Miss Falkenburg and Tex McCrary 
are co-editors of Preview, the Living Television magazine. Glee club got its 
"billion dollar" name because its members include top executives in radio and 
allied fields.

other principals: C. O. BOSWELL, associate, and WILLIAM GILL, head of 
sales.

WALTER CRAIG, radio and television director, Benton & Bowles, New York, 
arrived in Hollywood last Thursday for few days' conferences.

AGENCIES moving offices to new locations include: Los Angeles—Brumell Inc. 
to Roosevelt Bldg., 727 W., 7th St., telephone, Trinity 2816; Seidel Adv. to 6636 
S. Western Ave., telephone, Drexel 8168; David S. Hillman Inc. to 9130 Sunset 
Bivd., telephone, Brabshaw 2-6367; Irwin-McHugh Adv. to 2955 Beverly Dr., 
Beverly Hills; Howard Booher Adv. to 4102 Muirfield Rd.; El Paso, Tex.—Dan 
White & Assoc. to 500 El Paso National Bank Bldg.; Dallas—Rogers & Smith 
to Reserve Loan Life Bldg.; Toronto—Garry J. Carter of Canada Ltd. to 59 
Avenue Rd., retaining production department at 394 Bay St.

Our King
Cole is a busy ol' soul...

Being king of radio personalities in the Carolinas is a full-time job, 20 hours a day. No time for fiddlin' around, as you can see by this log of a typical day* in the life of Grady Cole, WBT farm director. Makes it easy to understand why Cole is king in the Carolinas...all the time. On the air 4½ hours each weekday, his average share of the Charlotte audience in all Hoopered periods is a royal 59%—44% better than all competition combined.† And outside, in 94 other counties, Grady Cole has virtually no Charlotte competition. If you'd like an audience with his majesty—and his majesty's tremendous audiences—Radio Sales will be glad to present you.

Network Accounts • ••

FORD MOTOR Co. for Lincoln and Mercury automobiles, will begin sponsorship of Toast of the Town Sundays 9:10 p.m. on CBS-TV network March 27, through Kenyon & Eckhardt, New York. EMERSON RADIO CORP., through Blaine-Thompson Adv., New York, current sponsor, dropped show March 13.

GLOBE MILLS Division of Pillsbury Mills, Los Angeles, March 28 starting 52 week sponsorship of five quarters hours weekly of half-hour Surprise Package on 13 ABC Pacific Network stations, Mon.-Fri., 2:15-2:30 p.m. (PST). Agency: Leo Burnett Co., Los Angeles.

GENERAL FOODS Corp., New York, through Young & Rubicam, New York, renews The Second Mrs. Burton on CBS Mon.-Fri., 2-2:15 p.m.

WHITEHALL PHARMACAL Co., Walkerville, Ont. (Anacin), today (Monday) starts for 13 weeks French version of What's Your Beef, now on Dominion Network, 5 CBC French network stations, Mon.-Fri., 2:30-2:45 p.m. Agency: Young & Rubicam, Toronto.

TONI Co., Chicago, renews Crime Photographer on CBS Thurs., 9:30-10 p.m. Agency: Foote, Cone & Belding, Chicago.

Adpeople • • •

JOSEPH V. GETLIN, cereal advertising manager ofRalston Purina Co., St. Louis, appointed sales and promotion manager for cereal division. He has been with firm six years and has handled advertising on Tom Mix show over MBS.

EDWARD R. BAILEY, former account executive on Philco account at Hutchins Adv., Philadelphia, named assistant advertising manager of Philco. He formerly was with F. Wallis Armstrong Co. (now Ward Wheelock Co.) and Benjamin Eshleman Co., Philadelphia.

JOHN B. WALT named assistant advertising manager of Admiral Corp., Chicago. He is former sales promotion manager of Webster-Chicago Co.

PROCTOR & GAMBLE Co. corrects its previous announcement relative to new post for GAIL SMITH (Broadcasting, March 7). Mr. Smith has been appointed director in charge of nighttime programs for Procter & Gamble Productions Inc.

Feature of the Week

ONCE you've learned that Milton Geiger is a practicing pharmacist as well as one of radio's most active writers, you might properly ask which came first the pestle or the pen?

Historically the pestle came first and the pen was almost accidental. Having been an avid listener to a certain dramatic radio series in 1937, Dr. Geiger was most disappointed when he detected that a new writer had taken over. And he turned to his wife one evening after hearing this program and commented, "If that guy can write for radio, I'm sure I can."

Many of us have felt this same inclination, but he did something about it upon the urging of his wife. And his first radio effort titled 'Case History' was promptly purchased by Max Wylie for use on the Columbia Workshop. Actually it was the fifth program in the then young series and was directed by Irving Beis. This very same maiden effort has also since been published in Max Wylie's book, Amazed is Homer Canfield (1), NBC western program manager, that Milton Geiger knows his way around a drug prescription. Now 12 years and more than 600 writing credits later, Dr. Geiger lives in the San Fernando Valley where he divides his time between writing for such radio programs as the NBC Screen Directors Guild, aired Sundays, and working in his brother's Burbank (Calif.) drug store. Dr. Geiger says first it's fun. (Continued on page 63)

On All Accounts

DON McClure, television production head of N. W. Ayer & Son, New York, began his theatrical career as fat-boy in the movies. Casting about for a youngster of stout heart and waist to match for the film 'The Collegians,' Universal Pictures settled finally on the 200 pound, 5 foot 6 inch McClure as its definitive answer to Sidney Greenstreet.

Starting his regular employment in the movies, Don McClure for the first time began to lose weight steadily. Frantically, as the film progressed, the studio padded him with progressively fluffer pillows, worrying him meanwhile with the 'drop-in-weight' clause entitling them to fire him if he lost more than 45 pounds. He did and they did.

Mr. McClure never made the same mistake again. Recovering his poise and his weight he applied for and received a production post at RKO as a prop man. Within two years he was directing short subjects for the firm, including a series starring the late Edgar Kennedy. And as assistant director on an Amos 'n' Andy film Mr. McClure was instrumental in hiring for $25 a day, an unknown young singer with the unlikely name, Bing Crosby.

When the depression arrived, Don McClure departed, travelling back to his hometown, Dayton, Ohio, to become manager-director of the Civic Theatre there.

Two years later he moved to New York where he played in summer stock and in an occasional Broadway production. His first radio assignment came when he joined the Bob Ripley Believe It or Not staff as director of the show's remote pickups. He stayed with the program for three and a half years. During that time he toured the world with Mr. Ripley and took, wrote and edited many of the 'Believe It or Not' films. During the war years Mr. McClure joined the U.S. Navy as a civilian engineer at the Consolidated Ship Yards testing radar on the boats. Later he was named radio and public relations director of the Newark Community Chest fund.

In October 1944 he joined N. W. Ayer & Son as director of television and about a year ago was named director of television production. In that capacity he supervises the following features: Lucky Strike's (Continued on page 78)
The Georgia Trio

WAGA
Atlanta
5000W • 590Kc

WMAT
Macon
10,000W • 940Kc

WTDC
Savannah
5000W • 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance
Listener loyalty built by local programming • Dealer loyalties

IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.
New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
This RCA Switching System consists of a line monitor, oscilloscope, and mixing amplifier—mounted in the desk section. The entire switching system unit is designed to match RCA’s unit-built video console.
split-second selection
of all television program material

... plus fades, lap-dissolves, and super-positions —
with this convenient studio-type camera-switching unit.

HERE, in one compact unit, is a control center for your television programs. Into it can be brought as many as six video inputs—from studio cameras, film cameras, relays, and network. One operator can handle the lot!

Twelve different types of switching are your assurance of a smooth, dramatic presentation, whatever the program. Look at the possibilities:

Your operator can instantly switch:
(1) between two local camera signals; (2) between two remote signals; (3) from local to remote; (4) from remote to local; (5) from local to black screen (no signal); (6) from remote to black (screen); (7) from black to remote. With the special manual fader control he can, at any desired speed: (9) fade out local to black; (10) fade in local from black; (11) lap-dissolve between any two locals; (12) superimpose two locals and adjust the level of each. All sorts of trick effects are possible by moving the two levers that make up the fader control.

Tally lights provide an instant check on which input is being used and whether a remote signal is being received. If remote sync fails for any reason, local sync automatically takes over.

The monitor in the top of the console section allows the operator to either view the on-the-air signal or preview one of the two remote signals.

An unusually flexible intercom switching system (not shown) is included to permit private, special-group, or conference communication between practically all personnel. All have access to program sound through one earpiece of their headsets.

Here, we believe, is a switching system that represents the most advanced engineering in television station techniques. It will help you simplify television station routine—bring new possibilities to television programming. Be sure to get the complete story. Write Dept. 16-B, Radio Corporation of America, Engineering Products Department, Camden, N. J.

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

In Canada: RCA VICTOR Company Limited, Montreal
CAUGHT during a backstage discussion of The Lambs Gambol (NBC-TV, 8:30-9 p.m., Sunday) are Walter Cape (l), Benton & Bowles v.p. and director of radio and TV, and Jim Dulefield, Maxwell House advertising manager.

MEMBERS of the Georgia Assn. of Broadcasters participating with Gov. Herman Talmadge (seated) in the signing of a state law protecting stations against libel are (l to r) Dean Covington, vice president; Tom Carr, secretary-treasurer; John Fulton, president, and Eb Duncan, WLBB Carrollton and State Representative from Carroll County. The law [BROADCASTING, Feb. 7] exempts station owners and agents from liability for defamatory statements made on behalf of a candidate for political office.

LINING up Standard Oil sponsorship of International Golden Gloves bouts on WGN, Chicago Tribune station, are (l to r) Arch Ward, Tribune sports editor; Wesley I. Nunn, Standard Oil ad mgr., and Frank Schreiber, WGN Inc. manager.

CELEBRATING start of Guy Lombardo Show, Frederic Ziv package under sponsorship of Trommer's beer on WNBC New York, are (l to r) Francis Barton, vice president and radio director of Federal Advertising Agency; Guy Lombardo; Henry Gordon, Frederic Ziv Co. representative, and Thomas B. McDadden, manager of WNBC. The program will be heard 7:30-8 p.m. Wednesday.

FORMAT for Needle Shop, to start March 17 on WABD (TV) New York under sponsorship of Rival Manufacturing Co. (Steam-O-Matic Iron), is discussed by (l to r) Alice Burrows, Needle Shop proprietress; Bernard Sears, Rival sales manager; Al Coleman, account executive at R. J. Potts-Colkins & Holden, agency for Rival, and Tom Gallery, sales manager for DuMont Television Network, WABD owner.

GATHERED in Hollywood for a recording session at Capitol Transcriptions are (l to r) Frank DeVol, music director of Capitol; Ken Nelson (seated), firm's program director; Lee Gillette, former program chief and currently head of folk repertoire for phonograph division, and Walt Davidson, manager of Capitol Transcriptions.

HONOR guests at "Gold Rush Gaieties," 33d annual dinner-dance of Philadelphia Club of Advertising Women, are (l to r) Helen Corathers, president of hostess club; Grace Johnson, president, Advertising Women of New York; Helen Holby, director, club contact department, AFA; Rita Eastman, president, Women's Advertising Club of Baltimore, and Jean Ambrose, president, Women's Advertising Club of Washington.
FOOD ADVERTISERS! A 10-WEEK "PACKAGE"!

WRVA COOKING SCHOOL
ON THE AIR FROM WRVA THEATRE, RICHMOND

Over 10,000 Women in Person!

$3,500.00 in Special Prizes!

Your Displays on Stage; in Lobby!

Your Samples to Live Audience!

Mary Grosvenor Ellsworth, Conductor!

Every Saturday morning for 10 weeks, the Cooking School will feature an audience-participation-quiz-on-foods on the air! Your product will be demonstrated—you can set up displays and sample the audience. Backed by WRVA’s usual dramatic promotion . . . car cards, newspaper ads, direct mail, etc. Each product exclusive in its line.

The cost? Your merchandise samples; the one-minute Class C announcement rate plus $20.00 net talent fee; and two additional Class C one-minute announcements weekly (or the equivalent). Making a total of three-per-week, or $95.60 per week. A minimum total cost of $956 for a complete 10-week Spring merchandising and advertising package! First come—first served!

WRVA
Richmond and Norfolk, Va.
The Edgeworth Broadcasting Service

Miss Ellsworth
author of "Much Depends on Dinner", "ABC of Herb Cooking"; Food Editor of "House Beautiful"; contributor to many leading magazines; gourmet; and world traveller.

BROADCASTING • Telecasting

March 14, 1949 • Page 19
The Veteran and Radio

EDITOR, BROADCASTING:

During the last three years I've thought a lot about "The Veterans Place in Radio." They have a place in a Janus-faced situation that will eventually stick a knife in its own back.

Let us look one face squarely in the eye. Thousands of veterans were led to believe that all they had to do to become great personalities in the radio field was to enroll in this or that radio school. Some of these schools are good, but most of them are nothing more than mushroom affairs designed by grafters and staffed by broken-down microphone hacks. Veterans would do well to spend their GI time going to a good college or university. They may have to wait a little longer for their break in radio, but they can be assured that when the break does come they will be equipped with a well-rounded education that will help them to serve their community conscientiously.

There is a place for veterans in radio! . . .

Some stations expect too much for the $40 per week they so magnanimously offer. . . .

Unfortunately, there exist within the radio field several radio stations run by unscrupulous owners. . . .

Turning the face around we see the other side: the veteran himself. He has to learn that radio is a hard, cold business. He shouldn't class himself with the "hot rods" who attempt to fool station managers. . . . The applicant should tell the truth about himself. Maybe he won't get the first job he tries for, but he'll have the satisfaction of knowing that he told an honest story.

To me such stations as WHO Des Moines, WKY Oklahoma City, WFAA Dallas, and many little stations, many little veterans, represent the ultimate in community service. Men like Ernest Chappell, Sy Harris, Arthur Godfrey are examples of honest-to-God announcers and entertainers: men like Col. B. J. Palmer, and Howard Chernoff, have done more to lift the radio profession out of the huckster stage than any other men in the game.

If we, as veterans, can live up to the examples set by these men we'll have no trouble with our future in radio. . . .

William H. Stalnaker
714 Buckingham Place
Chicago 12, Illinois

[EDITOR'S NOTE: Because the problems raised by Mr. Stalnaker are of unusual interest we are deviating from policy and publishing his views at some length. We recommend that the Veteran Administration investigate the charges made.]

* * *

'Trends' Commended

EDITOR, BROADCASTING:

. . . I picked up my current copy . . . and found that you are continuing the trends studies. I am glad that you are . . . Comparisons from year to year, such as the one you just made on radio legislation, are by far the most interesting phases of your search — and truly point out trends. . . .

Robert H. Salk
The Katz Agency
Chicago

[EDITOR'S NOTE: Mr. Salk was formerly head of the research firm, Audience Surveys Inc., which first conducted the Broadcasting Trends surveys.]

* * *

ON ADVERTISING

Bridge Releases Book


WIDE coverage of the advertising field is given by Harry Bridge in his latest book, Practical Advertising. Mr. Bridge is president and owner of his own agency, Harry P. Bridge Co., Philadelphia. He has been sales promotion manager of Abtwater Kent Mfg. Co.; editor and general manager of Keystone Pub. Co.; copywriter at Doremus & Co.; advertising consultant for RCA and Rundle Mfg. Co., and a freelance writer on advertising and other business subjects.

Practical Advertising carries the subject from its history through the actual planning of a job and then into copy, art, production and placement. Several chapters are devoted to the specific problems of radio and television. To complete his full discussion, Mr. Bridge also covers mail order advertising, catalog preparation, trademarks and brand names, packaging, market research, testing, and the setting up of an agency.
REMEMBER THIS LAST YEAR?

Well, this year it is still the same story.

EVERYTHING YOU PUT ON YOUR MASTER IS FAITHFULLY REPRODUCED ON YOUR ALLIED PRESSING.

NOTHING IS LOST WITH ALLIED PROCESSING.

Allied for full fidelity reproduction
Silver nitrate processing of superior quality...
Genuine "Vinylite" brand plastic pressings...
Non-flexible phonograph records handled specially for speedy delivery
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

AND NORTH CAROLINA'S NO. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
AFTER 'BMB'?  

By J. FRANK BEATTY  

INDUSTRY project to supply advertisers and agencies with a complete audience and coverage service, showing what can be bought for the radio dollar, entered the planning stage last week as BMB was beating off the sheriff from the front door.

The first definite step to develop an industry-operated project to take up where BMB leaves off came with NAB President Justin Miller's appointment of a board committee to study the whole role of NAB in future audience measurement.

This committee is under board mandate to come up by mid-April with specific plans for a measurement service. [BROADCASTING, Feb. 21.] It is headed by John Elmer, WCBS Baltimore. Other members are J. Harold Ryan, Fort Industry stations; G. Richard Shafto, WIS Columbia, S. C.; Clyde W. Rembert, KRLD Dallas, and Charles C. Caley, WMBB Peoria.

Naming of the committee came during a week of furious behind-scenes activity at BMB headquarters in New York. The activity developed as BMB faced a make-or-break financial crisis. This crisis was passed after an ultimatum had been sent to BMB subscribers.

Method Criticized

The ultimatum, under which stations gave their consent to a dip into a $100,000 tax reserve fund, brought with it rumbles from some subscribers about the method employed by the board.

BMB beamed as it received what was described as “overwhelming response” to the plea for pledges of additional support. But although a desperate crisis that threatened to halt the mailing of ballots for study No. 2 was averted, the state of BMB's finances is still considered shaky.

The exact state of BMB's books, a toughy problem that has annoyed many subscribers as well as the NAB board, should be revealed in a few days if a board mandate is obeyed. The board voted at its February meeting in New Orleans to demand a complete report of BMB's finances and went so far as to withhold all financial support until it gets the fiscal lowdown.

While the board is leaving the drafting of plans for a future industry-operated research project up to the special committee named last week, it indicated emphatically that it never again will let the association get into an opera tion where stations assume practically all the liability but have only a minority voice in the operation. NAB has only 7 of 21 votes on the BMB board, ANA and AAAA each having one.

The committee will face such problems as the type of organization to be set up and how it should be controlled. Strong feeling exists among the Congressional Reorganization Act, a stock company in which no attempt would be made to operate as a nonprofit institution similar to BMB.

Some directors feel that if a new coverage project is set up, ANA and AAAA should buy stock if they want any voice in the operation. Then there is sentiment in favor of a company in which the industry owns all the stock, with ANA and AAAA serving in an advisory capacity.

These and other ideas will come before Mr. Elmer's committee, which will report to the NAB board at Chicago during convention week. Meanwhile parallel ANA and AAAA committees will conduct similar studies and submit their ideas on audience measurement.

NAB itself is unable as an association to go into the audience measurement field without assuming a taxable status, according to legal opinion.

The sudden crisis in BMB's finances last week led to a quick call for an emergency meeting Monday of BMB's executive committee. At this meeting need for immediate funds to proceed with the half-completed ballot mailing for No. 2 study was discussed by the members comprising NAB, AAA, and ANA.

BMB President Hugh Felita presented the problem and asked for authorization to release a fund of about $100,000 set aside two years ago to meet a possible decision by the Internal Revenue Bureau denying BMB's claim that it is a nontaxable enterprise.

Occasion of the latest emergency was demand by Statistical Tabulating Co., handling the mailing of ballots and tabulation of returns, for payment of $100,000 for work already done or under way. The Chicago firm set up a New York office and has a payroll of some $12,000 weekly. BMB had failed to approve and pay recent bills from the firm, which then demanded immediate payment if the work was to continue.

Delicate and pertinent questions about the liability of NAB, ANA and AAAA, should BMB wind up with a lot of unpaid bills, were discussed by representatives of these associations, both formally and informally. The final result was approval of a telegram to station subscribers in which the problem was explained briefly.

Unofficially it was stated that the telegram was a “watered down” version that didn’t tell as (Continued on page 50)

Support Promised for Plan

MONOPOLY FEARS

By RUFUS CRATER

DETERMINATION to sift FCC's other communications activities with necessary — was seen last week in a new initiative by the Senate Interstate & Foreign Commerce Committee.

The questions, evidence concern with the problem of monopoly, included a call for inter-office and other memoranda on patents, and for memoranda and other material which might be used as a basis for color and additional black-and-white TV standards in both the VHF and UHF bands.

Rufus Crater, but not commenting, the Commission reportedly faced the prospect of sterner committee action if it should fail to furnish the information. Under the Congressional Reorganization Act the committee has the power of subpoena, and Chairman Ed C. Johnson (D-Colo.) was felt to be ready to use it if necessary.

At least certain committee members were not thought to be disposed to accept any plea that the requested memoranda are "confidential" if the Commission should take that tack. Capitol Hill spokes men could foresee no reasonably conceivable justification for such a plea, on the theory that military security could not be at stake.

Sen. Johnson, forwarding the questions in a letter to FCC Chairman Wayne Coy last Wednesday, called attention to the Congressional Reorganization Act. This, he noted, gives his committee the duty to "exercise continuous watchfulness of the execution by the administrative agencies concerned of any laws, the subject matter of which is within the jurisdiction" of the committee.

He told FCC that the committee wants to give "the earliest possible consideration" to a study of the need for legislation to encourage "the larger and more effective use of television in the public interest."

He indicated the committee will hold hearings on this problem.

Johnson Hints Subpoena

But he gave no inkling of when, or whether they would come in connection with specific legislation or as part of the special, continuing communications probe for which the committee is seeking Congressional authority [BROADCASTING, Feb. 14].

The questions, all relating to monopoly and work done by FCC on color or additional black-and-white television standards— including a request not only for agency memoranda but also the names of their authors—will follow up the lengthy question-and-answer exchange between the committee and the Commission late last month [BROADCASTING, Feb. 28].

Sen. Johnson sought to make clear that his committee "is not presuming to interfere with the regulatory function or responsibility of the Commission." He said:

"To the contrary, we are concerned not with preempting responsibilities of the Commission but with making certain that in eventually adopting standards for (Continued on page 52)
Mr. Taylor (l), winner of the commentator award; Mr. Edwards (center) and Mr. Terry, who accepted station awards for WLS and KLZ, respectively.

CCNY

TOP AWARDS in the 1948 radio-television competition conducted by the School of Business and Civic Administration, City College of New York, will go to WMAQ Chicago, Kudner Agency Inc., New York, and WEEN Boston, for creation of the year's outstanding aural radio program, television program and radio promotion, respectively.

Dr. John Gray Peatman, associate dean, CCNY College of Liberal Arts & Sciences, and chairman of the awards committee, will present the plaques and announce the awards of merit and honorable mentions for the 1948 contest March 30 at the luncheon session of the fifth annual CCNY Radio-Television and Business Conference at New York's Roosevelt Hotel. Dr. Robert A. Love, director, evening and extension division of the School of Business, is director of the one-day conference.

WMAQ Award

Plaque award to WMAQ, "for the creation of the outstanding radio program of 1948," is made specifically for It's Your Life, series designed to educate listeners in the treatment and prevention of disease. Sponsored by Johnson & Johnson, New Brunswick, N. J., maker of medical supplies and baby powder, soap, cream and oil, It's Your Life will also bring to WMAQ the CCNY award of merit for "the creation of the most effective institutional sponsored radio program" during 1948 by a 50 kw station.

Kudner Agency will get its plaque for creating the video series, Texaco Star Theatre, which was adjudged the outstanding TV program of 1948. Program is a variety series starring Milton Berle as host, sponsored by Texas Co., its gasoline and oil products, and broadcast on NBC's TV network. An award of merit also goes to Kudner for this series as "the most effective sponsored television program of 1948."

WEEI Boston will receive its plaque for the year's "outstanding achievement in radio promotion." WEEI's all-over station promotion during 1948 was voted the "most effective" in its class, 5 to 10 kw stations, for which WEEI will receive an award of merit.

Other CCNY awards of merit will go to:

N. W. Ayer & Son, New York, "for the creation of the most effective spot television announcements for the year 1948"—the Lucky Strike dancing cigarette spots sponsored by American Tobacco Co., New York.

WHAS Louisville, "for the creation of the most effective direct-selling sponsored radio program by a 50 kw radio station for the year 1948"—Kaufman's Coffee Call, sponsored by Kaufman-Straus Co., Kansas City.

Radio One, "for the creation of the most effective sponsored spot radio announcements by a 5 to 10 kw radio station for the year 1948"—Cook Paint jingles, sponsored by Cook Paint & Varnish Co., Kansas City.

WLOK Lima, "for the creation of the radio program most effective in station promotion by a 100 to 250 kw station for the year 1948"—National Radio Week.

WOW Omaha, "for the creation of the radio program most effective in station promotion by a 5 to 10 kw station for the year 1948"—Farms Service Reporter.

Columbia Pacific Network, "for the creation of the radio program most effective in network promotion by a regional or intrastate network for the year 1948."—The Last Waterfall.

Kenyon & Eckhardt, New York, "for the most effective promotion of a national radio program by a..." (Continued on page 57)
Obsolescence' Ad Sparks FTC Study

FCC declined to comment on the advertisements, explaining that it had made known its position in its report to Sen. Johnson, and that it had no jurisdiction in the matter.

Earlier, feeling of the majority of the Commission was that no rule could be arbitrarily drawn to require television set manufacturers to notify buyers of possible obsolescence. Comr. Frieda Hennock, who proposed legislation that "manufacturers plainly indicate" certain set components, functions, etc. as a "salutary" measure, had suggested FTC be given jurisdiction and work in cooperation with FCC. In any event, Wayne Coghlan, FCC chairman, emphasized that UHF bands would be closed to commercial TV indefinitely.

There was no indication as to what action, if any, the task force on Zenith ads, which was formed by the Commission in June, 1956, would take.

It was understood to have received a number of complaints filed originally with it, rather than FCC. Admiral Corp. was believed to have been one of the first to file. Commission action could result if the regulatory agency found that the Zenith ads were defamatory to a

(Continued on page 58)

Mr. BACKUS Mr. BRYANT Mr. LINDSEY Mr. HERMAN

Mr. COUGHLIN Mr. MACLATCHIE

PETRY CHANGES

Realignments Made Within Firm

Edward Petry & Co. will open an office in Dallas tomorrow (March 16), with Buell Herman as manager. Mr. Herman, a member of the Petry Chicago sales department since joining the representative organization in 1942, will be assisted by Carolyn Holmes, who is being transferred from the firm's New York office.

Noting that the constantly increasing volume of spot radio and the rapid development of spot television call for expanded operations, Edward Petry, president of the radio and television representative firm, said: "The southwest area has not only grown tremendously as a consumer market, it has also made great strides..." in a producing center.

The establishment of a Dallas office will enable us to work more closely with manufacturers and distributors in Texas, Oklahoma and Louisiana. . . ."

Mr. Petry also announced personnel additions to his New York and Chicago offices. George Lindsey, formerly with Lorenz & Thompson, and Bruce Bryant, for the past two years with ABC's Spot Sales department, have joined the Chicago sales staff. Both were station commercial managers before entering the spot sales field.

New York additions are: Edward Coughlin, for the past four and a half years with Weed & Co., and formerly with The New York Times; George Backus, whose spot sales background includes two and a half years with Valley & Co., in New York and three years with Weed & Co., Chicago, and Douglas MacLatchie who comes to Petry's New York TV sales staff after three years with WFIL and WPIL-TV in Philadelphia.

The Dallas branch office will be located in the M & W Tower.
IRE EXHIBIT

MORE THAN $7 million worth of equipment was displayed by 220 exhibitors in the Institute of Radio Engineers’ Radio Engineering Show March 7-10 at Grand Central Palace, New York.

From all over the country more than 10,000 persons came to view the exhibits of 220 companies showing products which in many cases came fresh from the laboratory or from a brand new production line.

Most products shown were of special interest to manufacturers and industrial users of electronic products but a number of important new developments were shown for broadcasters and telecasters.

RCA took the top show spot by renting the space immediately in front of the entrance. There it set up TV cameras to snap visitors as they came in. The visitors could see their own images on a telescreen.

Dynamic Demonstrators

RCA also showed its dynamic demonstrator, with John Meagher in charge of the RCA tube department, who invented it, on hand to show how it works. The demonstrator is in effect a blue-print of a television set, with the actual parts inserted in the blue print. It is possible to remove parts of the demonstrator and witness what happens to the image on the screen as a result.

By use of the demonstrator, RCA hopes to train service men in trouble shooting.

RCA also set up what it claimed to be one of the shortest working microwave relays—two parabolic reflections 25 feet apart and feeding signals back and forth.

Westinghouse showed its dry metallic selenium rectifier for the first time. The result of 10 years of development, it was said to be more economic than tube jobs and more efficient. Westinghouse also had a big drawing card at the show—but New York authorities clamped down on it. It was a one-armed bandit type slot machine which visitors were permitted to play with a single coin given by Westinghouse. Any visitor who could run the single coin up to ten got a chance at a television set. A law against slot machines per se was cited as ruling out this amusement after the first day.

An automatic antenna position- ing device, claimed to be the first such for television, was shown by Eclipse-Pioneer Division of Bendix Aviation Corp. By the new device, it was claimed, a program engineer need only push a button to beam the antenna to a new pick-up point, thus facilitating remote pick-ups.

Eitel-McCullough Exhibit

Also shown for the first time was the 14 tube UHF amplifer stage made by Eitel-McCullough, San Bruno, Calif. Donald H. Priest, company engineer who delivered a paper on the subject, said that there could be no high-band television without it. It is a means of economically joining small tubes together to produce high power, with each tube delivering its full power into the load. He said the power itself is limited only by the number of tubes used and that the number of tubes could be increased.

Another new development shown was a quarter-scale model of Gray Research & Development Co.’s telop. This is a television optical slide projector for use with TV film cameras. Using it, news photos, weather reports, clock faces or even small objects such as cigarette lighters can be flashed on screens. Gray also showed its arm for microgroove LP records.

Altec-Lansing Labs of Hollywood showed its small microphone which is about the size of four dollars and is placed on the shirt lapel and weighs less than a quarter of an ounce.

DuMont Television Labs showed its flying spot scanner, the three first tubes on which have been built. It also showed for the first time its 16mm film projector, which is built by Holmes Projector Co.

Transvision Inc., New Rochelle, N. Y., showed two home assembly television kits. A. L. Porter, company engineer, said 57,000 sets are in use. In addition to the center-high-frequency kit, the Astatic Corp., Conneaut, Ohio, showed multi-speed pickups for arms which can play at 33, 45, and 78 r.p.m. Also shown were miniature television heads.

Bell & Howell Co., Long Island City, showed home for radio or studio use available in combinations of any two desired speeds and retailing at $39.95.

IRE AWARDS

DIR. RALPH BOWN, director of research for Bell Telephone Labs, Murray Hill, N. J., was presented the medal of honor for 1949 by the Institute of Radio Engineers at its annual banquet Wednesday. A former president of the Institute (1927), Dr. Bown was given the award for “his extensive contributions and the field of radio engineering, and for his leadership in the Institute affairs.”

Dr. Claude E. Shannon, another Bell Telephone Labs engineer, was given the Morris Liebmann Memorial Prize for 1949 for his original and important contributions to the theory of the transmission of information in the presence of noise.

R. V. Pound, a junior fellow of the Society of Fellows at Harvard University, was given the Browder J. Thompson Memorial Award for 1949 for his work on “Frequency Stabilization of Microwave Oscillators.”

Given Fellow Awards for 1949 were:

AFPEL, H. A., Bell Telephone Labs, for his contributions to the communications art, and his guidance of important developments in carrier systems for multiplex telephone and television transmission.

BLACK, K. C., Aircraft Radio Corp., for his contributions to the design of microwave countermeasures and his major contributions to the design of coaxial cable systems.

BROWN, J. F., Zenith Radio Corp., for his contributions in the field of broadcast receiver design.

BROOKS, P. L., Stanford U., in recognition of his pioneering work on printed circuits.

Carbon, W. R., RCA, in recognition of his contributions over many years to the development of radio receivers and their components.

CARTER, P. S., RCA, for his many contributions in the fields of radio transmission and communication systems.

d’HUMY, F. E., Western Union Telegraph Co., in recognition of his long service in the communications field and for pioneering in the application of radio relays to telephone message services.

DYER, JOHN N., Airborne Instruments Lab., for his pioneering work in the military application of radio.

GERHARD, L. A., Naval Research Lab., for his contributions in the development of naval radio equipment.

GERHARD, L. A., Naval Research Lab., for his contributions in the development of naval radio equipment.

GROVER, F. W., Union College, for his long activities and contributions in the field of electrical units and measurements, and for his publications.

GUILLIN, E. A., Massachusetts Institute of Technology, for outstanding contributions in the field of electrical circuit analysis and synthesis, and for his inspired leadership as a teacher.


IRE EXHIBIT

$7 Million in Equipment

Dr. Bown Receives Medal of Honor

"Our featured speaker is leaving. She says that two of the delegates are wearing dresses just like her."
TV WON'T KILL AM

TELEVISION is almost certainly destined to become the greatest mass medium of our time but it will not kill off radio, Dr. Frank Stanton, president of CBS, said Wednesday evening at the 37th anniversary banquet at the Institute of Radio Engineers in the Commodore Hotel, New York.

He emphasized that television is not just a miniature of the radio industry "or anything else that has gone before."

"It is a lusty baby—giant of a different family," he said.

But its enormous influence and expansion will not cause it to swallow up other media, he emphasized.

To Each His Own

"It is a matter of record that no mass medium once developed, has ever disappeared," he argued. "Each has its own mass appeal, its own availability, its own use. And there are far too many millions of Americans, with too many different tastes and desires and moods at different times of the day, for any one medium to serve them all."

"When radio first flourished," he further explained, "many people felt it would do away with—or seriously hurt—newspapers and magazines, movies and phonograph records. Quite the contrary happened. All have grown since the advent of radio, as the wealth and population and leisure time of the nation have grown. And I see no good reason for thinking the advent of television will fundamentally change this!"

Mr. Stanton's speech was the climax of a four-day series of meetings in which more than 170 papers were read, mostly on a high engineering level, on the latest developments in communications and electronics. Television was in the spotlight during many of the meetings.

Not far from the convention headquarters in the Commodore, was the IRE's radio engineering show at Grand Central Palace where more than seven million dollars worth of equipment was on display (see story, page 26). There too, television was highlighted.

The CBS president stressed the importance of television on the American economy. He said it has

TOP photo—Television will be used in all-weather flying, Institute of Radio Engineers was told Tuesday in New York by Delos W. Rentzel (center), administrator of Civil Aeronautics. With him are H. R. Skiffer (l), president of Airborne Instruments Lab, Mineola, L. I., and Stuart Bailey (r) of Jansky & Bailey, Washington, new IRE president.

Middle photo—Details of GE 10 kw television transmitter installed at WOR-TV New York are explained to IRE visitors. From left: A. F. Wild, GE product manager for television equipment; Gene Rider, chief engineer of WQAM Miami, and Al Chimento, chief engineer of WTRY Troy, N. Y.

Bottom photo—Object of curiosity at IRE exhibits in Grand Central Palace, New York, is this mobile unit of WDTV (TV) Pittsburgh, used in remote from the Palace over DuMont stations. At top the unit is Herbert E. Taylor, manager of the DuMont Lab transmitter division. At lower left is Herbert E. Blumberg, manager of the DuMont central division, while at his right is Dr. Thomas T. Goldsmith Jr., DuMont chief of research.

come forward "at a time when we need it most to maintain and help expand our giant economy." He predicted it would have a significant effect on lowering the cost of distribution in the United States.

Video Unique

Developing this point, he declared video is unique among mass advertising media in its ability to demonstrate goods in the home. It is thus more than merely an advertising medium—it is a selling medium, making it easier for the customer to shop than ever before.

It therefore will create new wants, increased consumption and "have an important, positive influence on our economy," he said.

In explaining the requirements of a mass medium, Mr. Stanton laid down four basic characteristics: Broad appeal, speed, availability, and low unit cost.

Criticism of radio, which television is certain to suffer similarly, has grown from lack of understanding of the nature and audience of a mass medium and of what broad appeal means in America, he said.

Cause of Criticism

People of "high culture" often tune in programs designed not for them but for the millions and immediately become critical because such a program represents a sense of invasion of their homes, he said. He indicated that radio's effort to appeal to people of different tastes has thus created the favor in radio programming. This, too, will happen in television, he said.

In closing, he urged the engineers to turn their attention increasingly toward developments in television which have immediate social utility.

"Lower cost, higher quality, broader coverage—more television for more people (lower priced receivers and more channels)—are the immediate technical problems which, when solved, will advance (Continued on page 59)
Spots Push Merchants’ Drive

Salesuccess

(One of a Series)

its microphone on a wooden platform in the center of the mart’s huge parking lot. A public address system piped the words of Mr. Ber- mant and others to the throng.

That afternoon WEBR’s mobile unit cruised downtown streets, an- nouncing to listeners it was head- ing for “Della Park.” Enroute to the Centre, its motorized radio studio played recorded music while extolling the virtues of the mart. At the Centre, an announcer equipped with a walkie-talkie en- tered stores to interview shoppers.

The promotion campaign was so succesful that, during the first few weeks, crowds overflowed the Centre’s 450-car parking facilities. Designed originally to service only its own community, the shopping mart soon found itself drawing from every section of Buffalo and even surrounding towns. Merchants reported inquiries from up to a hundred miles distance.

The Centre’s merchants have been huddling with members of the Roizen agency with a view to pre- paring an advertising program which will continue throughout the year. Radio can be expected to play its usual effective part.

BASEBALL FEES

Wire Service Rate Fixed

FIXING the fee at $2 per addi- tional station per game, new schedules permitting subscribers to furnish Western Union’s direct- wire baseball play-by-play service to other stations were announced last week *[CLOSED CIRCUIT, March 7]*.

The tariffs, on file with the FCC, hereofore have prevented broad- cast of this material by any but subscribing stations. Although Western Union said it was informed that “certain” subscribers violated this provision during the 1948 season.

The new schedules will become effective April 18, start of the baseball season, unless set aside by the FCC. Payments may be filed with the Commission until April 8.

Complaints are expected in view of opposition which has developed among a number of broadcasters. FCC, announcing submission of the proposed changes last Wednes- day, said they were discussed in advance at FCC-Western Union conference which resulted after the Commission received several queries from broadcasters.

Western Union said it adopted the $2 rate after discussions with NAB officials also.

The $2 per station per game does not affect the base rate presently charged to original subscribers.

The changes also provide for a new service which will make available at the end of each game a summary which can be played in each in- nering. The basic charge for this service will be $7.50 per game, with a fee of $1 per game for each additional station using it.

HEADS THESARUS

Barnes Succeeding Mercer

WADE BARNES, Southwest rep- resentative of NBC’s radio-record- ing division for three years, has been named manager of Thesaurus and Syndicated Sales, Donald I. Mercer, division director, an- nounced last week.

Mr. Barnes succeeds Mr. Mer- cier, who was recently appointed to the director’s post. Mr. Barnes began his radio career as an- nouncer-musician at WHBC Can- ton, Ohio, in 1937, and has been, with WTAM Cleveland, WCAU Philadelphia and World Broadcast- ing System. He joined NBC in 1944.

T. D’A. BROPHY

Named K&E Board Chairman

THOMAS D’ARCY BROPHY, president of Kenyon & Eckhardt, New York, since 1937, was elected chairman of the board of the agency last week, and Dwight Mills, executive vice president of the firm since 1942 was elected president.

Mr. Brophy first joined the agency in 1931; as a vice president.

In 1937 he was named K&E presi- dent. Prior to that he was associated with the firm he was vice presi- dent of Revere Copper & Brass, and before that sales promotion director and vice president of the American Sales Co. Mr. Brophy is an active member of the Ad- vertising Council and is chairman of the board of directors of the AAA.

Mr. Mills went to K&E in 1954 and one year later was named vice president. In 1942 he was elected executive vice president. Before 1934 he was with McGraw Hill Publishing Co. as advertising manager and later business man- ager of Business Week.

IN THE files of the Roizen Adver- tising agency of Buffalo, N.Y., is a letter from Dave Berman, presi- dent of the Delaware Park Shopping Centre Inc.—the city’s largest community shopping mart.

Mr. Berman writes in part: “...And now that your final bill has been rendered and paid for, let me say that we think you did far more than what we expected for it.”

Shopping centers drawing on top-notch advertising budgets—say, $10,000—were as scarce as flying elephants when Mr. Berman, then landlord, hatched a cooper- ative program to 19 merchants, his tenants, and offered to subsidize opening promotional efforts up to 33%. The merchants voted unani- mously to accept the proposal and engaged the Roizen agency to out- line a program, coordinate mer- chandising efforts of stores on a community-wide basis, and schedule media.

That was the unusual beginning of one of radio’s newest success stories which materialized during the summer. Radio’s expendi- tures were hardly commensurate with its effectiveness.

For out of a total advertising budget of $10,000 set aside, only $600 was spent on radio advertis- ing, which included one-minute spots. In addition, two-minute TV commercials were used for two weeks. Prior to that a coopera- tive service would be furnished Western Union’s direct- wire and furnish Western Union’s direct- wire advertising program to other stations were announced last week *[CLOSED CIRCUIT, March 7]*.

The tariffs, on file with the FCC, heretofore have prevented broad- cast of this material by any but subscribing stations. Although Western Union said it was in- formed that “certain” subscribers violated this provision during the 1948 season.

The new schedules will become effective April 18, start of the baseball season, unless set aside by the FCC. Payments may be filed with the Commission until April 8.

Complaints are expected in view of opposition which has developed among a number of broadcasters. FCC, announcing submission of the proposed changes last Wednes- day, said they were discussed in advance at an FCC-Western Union conference which resulted after the Commission received several queries from broadcasters.

Western Union said it adopted the $2 rate after discussions with NAB officials also.

The $2 per station per game does not affect the base rate presently charged to original sub- scribers.

The changes also provide for a new service which will make available at the end of each game a summary which can be played in each in- nering. The basic charge for this service will be $7.50 per game, with a fee of $1 per game for each additional station using it.

HEADS THESARUS

Barnes Succeeding Mercer

WADE BARNES, Southwest rep- resentative of NBC’s radio-record- ing division for three years, has been named manager of Thesaurus and Syndicated Sales, Donald I. Mercer, division director, an- nounced last week.

Mr. Barnes succeeds Mr. Mer- cier, who was recently appointed to the director’s post. Mr. Barnes began his radio career as an- nouncer-musician at WHBC Can- ton, Ohio, in 1937, and has been, with WTAM Cleveland, WCAU Philadelphia and World Broadcast- ing System. He joined NBC in 1944.
REORGANIZED FCC

Efficiency Changes Sought by Hoover Group

FCC WOULD REMAIN an independent agency but would reorganize its functions for greater efficiency, under a plan prepared for submission to Congress by the Hoover commission last Saturday.

A report, covering the Government's nine independent regulatory commissions, did not deal with the FCC or the other agencies singly, but made its recommendations for the group as applicable to all.

These included, with respect to each agency:

- All administrative responsibility should be vested in the commission chairman, who should also have the services of an executive director.
- Applicable laws should be relaxed to permit commissions to delegate "routine, preliminary and less important work to members of their staffs under their supervision."
- Salaries of all commissioners should be "substantially" raised and those of staff members should be "increased" in order to attract persons of high calibre.
- Commissioners of the FCC, Securities & Exchange Commission, and Federal Power Commission should be removable from office only for cause and not at the pleasure of the President. (There were three dissent to this recommendation, which was designed to put all nine agencies on the same footing with respect to removals.)
- Upon expiration of his term a commissioner should continue in office until his successor has been appointed and qualified, subject to the general statutes on holdover appointments (two dissents).
- The Bureau Budget should draft plans to improve and thereby reduce the cost of disposing of business before administrative agencies.

The deficiencies noted and cures prescribed by the governmental reorganization group bore a close resemblance to those of its task force on FCC (BROADCASTING, March 7). Although it did not incorporate the detail of the task-force report, the Hoover group did ask Congress and the commissions concerned to "give thorough study and consideration" to task-force proposals.

**Deficiencies Found**

The task-force report on FCC had found serious weaknesses in performance and deficiencies in planning and policy-making. It charged FCC had repeatedly departed from stated policies and had failed to tap the resources of its staff. FCC, the task force said, should launch a short-range planning program to break its log-jam, and should decide for itself whether to institute a panel system.

In its own report, the Hoover commission found that unnecessary red tape has crept into the various commissions' procedures, causing "useless delay and expense," and that coordination between commissions and the general program of executive departments is often "loose and casual" and sometimes nonexistent. The bad performance of purely executive duties has sometimes resulted from imposition of these duties on the commissions rather than on a single administrative official, the group concluded, adding that these duties have interfered with strictly regulatory functions.

Commission functions and planning functions had been neglected as the result of the heavy regulatory work load at the top level.

"This commission," the report said, "believes that the independent regulatory commissions have a proper place in the machinery of our Government, a place very like that originally conceived, but that the role of these commissions as originally established has not been adequately filled."

Sub-standard appointments had resulted, the report said, due to "the inadequate salaries offered, or the failure of the Executive to appreciate the importance of the positions."

**Absence Pointed Out**

A lack of responsibility for planning and guiding the general program of commission activity has resulted from the chairman's absence while performing other duties, according to the report.

Appointment of an executive director, responsible to the commission (Continued on page 67)

**HERBERT HOOVER**

Addresses New York's REC

FORMER PRESIDENT Herbert Hoover, who as Secretary of Commerce was responsible for the basic radio law of the country, addressed the Radio Executives Club of New York last week.

Mr. Hoover, who is chairman of the Commission on Reorganization of the Executive Branch of the Government, told several anecdotes concerning the early days of radio regulation and spoke briefly about the work of his commission.

A "house" Appropriations Subcommittee last week called upon FCC commissioners and attorneys to give a financial accounting of all out-of-town trips they have made—whether for private or Governmental reasons—during all work-weeks since last July.

The Commissioners and lawyers were instructed to show, in each case, the names of the place and person or persons visited; object of the visit; whether it was a private trip or made on Commission business; and the source and amount of compensation other than that from the Government but including compensation for speeches or other services performed.

The request was made Monday during FCC's appearance before the House Appropriations Committee on Independent Offices for testimony in support of the $6,634,000 appropriation proposed for the Commission for 1949-50.

Although officials were silent on details of the closed hearing, FCC authorities reportedly were nonplussed by the committee's singling out the Commissioners and lawyers—who, they contend, are by no means the most traveled employees of the Commission. The request was circulated among the legal staff, nevertheless, with an eye to submission of the data within a few days.

The request covers all trips, both within and outside the U.S., which were made between Mondays and Fridays since the start of the current fiscal year last July 1.

"Firm" Reception

The Commission was understood to have been given a "firm" reception with penetrating but generally not overly critical questions from the committee members.

A considerable volume of additional information was requested, but for the most part FCC sources did not appear to regard these requests as unreasonable. To a great extent this additional information involves statistical compilations going back to about 1940, of the type the committee has been requesting of other agencies.

Much of the questioning, it was understood, related to FCC's workload and the length of time between filings of applications and Commission action on them.

In this connection the Appropriations Committee, one of its staff investigators examining the Commission's backlog and its processing procedures in hope that some means of expediting action may be found (Cosman Circuit, Feb. 21), it is uncertain, however, that he will be able to complete his study in time for the committee to formulate recommendations concurrently with its deliberations on the Commission budget.

Coy Takes Lead

FCC Chairman Wayne Coy took the lead in the Commission's presentation at the hearing, which committee found of interest. He was assisted by four of his colleagues (Comrs. Paul A. Walker and George E. Sterling were out of the country on FCC business) and of top staff executives. A number of other members of the staff also were available to provide detailed background as needed.

All five members of the Appropriations subcommittee were present.

(Continued on page 58)

**FCC TRAVEL**

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(Continued on page 58)
Charles M. Kaplan, 75, an account executive of WIP Philadelphia for the last ten years, died on March 8. He is survived by his wife, Helen, and two daughters, Mrs. Isaac D. Levy, wife of the retiring vice president general counsel of WCAU Philadelphia, and Mrs. Daniel Reichman of New York.

Chicago Sessions Open

First day's business session was opened by Ruth Crane, WMAL Washington, president, who introduced officers and district chairmen. Committee chairmen who gave reports were Meg Zahrt, WAKR Akron, broadcast advertising; Hazel Markel, WTOP Washington, education; Eleanor Hanson, WHK Cleveland, public relations; (Continued on page 61)
Stuffed Shirts

Don't these big penguins look like a couple of stuffed shirts? But their looks are deceiving. Actually, they are very simple birds, friendly and democratic by nature.

We don't like stuffed shirts at W·I·T·H. We're too down-to-earth for that sort of thing. We like to sell our station on the basis of the simple facts in the case.

And here's the most important fact for time buyers about Baltimore: the biggest bargain in town is W·I·T·H. Producing low-cost sales is the specialty of W·I·T·H. It delivers more listeners-per-dollar than any other station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

So if you want to hear all about the BIG independent with the BIG audience, call in your Headley-Reed man and get the W·I·T·H story today.

Tom Tinsley, President • Represented by Headley-Reed

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CHICAGO CONFERENCE

By BILL THOMPSON

HOLLYWOOD will continue to be the home of all visual entertainment—including television—Hal Roach, president of the Television Producers Assn., asserted Wednesday at the closing luncheon of a national TV conference at Chicago's Palmer House.

In his address, which climaxed the three-day meeting sponsored by the Chicago Television Council, Mr. Roach declared that Hollywood has a backlog of specialists who can produce TV films at a volume which cuts costs, making visual entertainment "better and cheaper."

Experienced actors will shy away from live TV because of low wages, long rehearsal hours, and lack of protection of their looks, he said.

Live action TV cannot now achieve a third dimension, in his opinion, because lighting values change with a switch in lenses and no cutting or resuming of action is possible.

Labor Costs

Mr. Roach believes TV labor costs will "undoubtedly go up," as standards have not been set, whereas movie technicians working on TV films are earning high wages which may come down when basic rates are determined.

Movie industry machinery is set up to deal with 63 locals and guilds, he said, all of which "will have to be in television ultimately."

This first national TV conference of the council attracted 300 persons representing all phases of the industry nationally. Fifty video authorities discussed all elements of the medium.

Among those featured were Humboldt Greig, assistant to the director, DuMont; Jack Van Volkenburg, CBS vice president in charge of TV; Paul Mowrey, ABC national video director; I. E. Showerman, NBC Central Division vice president; Frank Schreiber, general manager, WGN-TV Chicago; Walter Damm, general manager, WTMJ-TV Milwaukee; Jack Poppope, president, Television Broadcasters Assn.; E. Y. Flanigan, managing director, WSPD-TV Toledo; John Mitchell, manager, WBBM(TV) Chicago; Melvin L. Gold, president, National Television Film Council; Fred Kenkel, vice president and treasurer of C. E. Hooper Inc.; A. C. Nielsen, president of his own marketing research firm; Dr. Sidney Roslow, president, Pulse Inc.; Leo Burnett, president of the agency bearing his name; Carl Haverlin, president, Broadcast Music Inc.; Don McClure, TV director, N. W. Ayer & Son.

Speaking at the Tuesday luncheon, Hugh E. Davis, executive vice president of Foote, Cone & Belding, defined the impact of TV as revolutionary. Comparing the penetration of AM with "the money-sucking, Hydra-headed infant," Mr. Davis said telecasters will profit from local advertisers who have never used AM.

He suggested that agencies ask advertisers to pay a fee above commission because of extra production costs, that package shows be bought and that original agency ideas be carried out by packagers. The advertiser "will be the direct benefactor from TV," he added.

Mr. Popple, president of TBA, denied that receivers will become obsolete by a partial shift to higher bands. His conjecture: "The FCC might withdraw VHF channels from small communities with no stations on the air," turn these over to larger metropolitan areas, and give UHF bands to the small areas. Dual-band sets would then be produced.

He sees among other prospects: national-wide TV within five or six years; 1,000 TV stations operating by 1955, 400 by 1953; coverage among 85% of the population by 1956; interchange of programs with Mexico and Canada, and, within "a generation or two" possible international exchange.

"Real" Profits Expected

Mr. Showerman, introduced by Council President James L. Stirton at the opening-day luncheon Monday, pointed out that "television is here, the people like it, and no good advertising medium ever destroyed another one." After the break-even point, profits will be "real and earnest."

Video is a "slender shadow of what it will be tomorrow," in the opinion of Mr. Van Volkenburg, who said the "sell is in the home, where the buying impulse is born. "TV is the only business known to an American salesman where he can't lie fast enough to keep up with the truth."

Mr. Greig of DuMont refuted the concept that video is an advertising medium, asserting it is a sales medium. He also termed fallacious the theory that AM will remain supreme in the daytime.

"TV daytime shows will have the same pull as established AM network programs, at less cost because of minimized rehearsals."

The easiest way to begin making profits is to combine day and night operations, he added.

Mr. Mowrey predicted a heavier concentration on facilities at network origination points and more audience participation and dramatic shows. "Saturday night will become the big TV night, and this will bring motion picture picture to a head. Movie interests will move more heavily into TV," he said.

Four suggestions were made by Mr. Burnett to agencies trying to foster and maintain client video interest:

1. Expose and saturate key executives to the medium, putting sets in their homes;

2. See that executives in clients' firms have home receivers;

(Continued on page 52)

NIELSEN STUDY

Of Viewing Habits Out

FACTS on national viewing habits were released for the first time last week by A. C. Nielsen, president of the Chicago marketing research firm, at the national TV conference of the Chicago Television Council.

In a national viewing report for August through December, results of which had not been made public, Mr. Nielsen revealed that TV absorbed 56% of all day and night listening, with between 22 and 33% days and 77 and 82% nights. Average daily listening for December was 3.11 hours on AM, and 3.9 on TV. Average hours of viewing for each day of the week for the five months: Sunday, 3.78; Monday, 3.05; Tuesday, 2.86; Wednesday, 3.27; Thursday, 3.54; Friday, 3.25; Saturday, 3.29.

Nielsen Audimeters, which record viewing in the same manner as recording, are being installed in the New York area, Mr. Nielsen said.

FEATURED speaker at the Chicago Television Council's national TV conference in Chicago last Monday, J. L. Van Volkenburg (r), CBS vice president in charge of television, was a luncheon partner of James L. Stirton, council president and general manager of ABC's Central Division. Mr. Van Volkenburg spoke with other network officials at the opening luncheon of the three-day session at Chicago's Palmer House.

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Broadcasting • Telecasting
April 4 is Key-TV Day in Cincinnati

WKRC-TV

CBS Affiliate
Cincinnati's Key TV Station

Operating on Channel 11, WKRC-TV starts regular commercial program schedule Monday, April 4. This schedule includes a complete variety of news, sports, children’s shows and drama, in addition to CBS network shows which will be carried by Kinescope recording until completion of co-axial cable.

EXCLUSIVE TELECASTING RIGHTS TO $3,000,000 CINCINNATI GARDEN

WKRC-TV has exclusive telecasting rights to events held at the Cincinnati Garden, $3,000,000 sports arena recently completed. The largest financial television contract to be signed in this area gives exclusive sponsorship of these events to a Cincinnati firm.

REPRESENTED BY THE KATZ AGENCY
**HOOPER DEVICE**

Installation of an "electronic device" in New York by C. E. Hooper Inc., from it much of its TV information.

The Hooper firm is now proceeding equipment in up to 120 Manhattan "homes," it was announced. By it, Hooper intends to supply a continuous, competitive video-T-V use index to subscribers. By it, too, Hooper intends to cover non-television home as well as telephone homes, it was said.

The equipment includes a device of the Hooper firm's own design, which is inserted in each receiving set in each home in its sample.

**LABOR BATTLE**

Still IATSE vs. NABET

IATSE is trying to drive NABET members from the telecommunication and broadcasting fields, according to a new bulletin released Wednesday in New York by the national office of the National Association of Broadcast Engineers and Technicians.

The release was part of the continuing battle over the two unions over jurisdiction of technicians in the field.

In it, NABET took the initiative, asserting its members were from training and experience better able to perform the functions required in television and further asserted it is IATSE which is attempting to force its way into telecasting, "a field that has been NABET's for years without dispute."

IATSE said NABET wanted to put the 40% of its members who are unemployed into television.

The NABET blast was largely an answer to statements made at a conference of the National Alliance of Theatrical Stage Employees and Moving Picture Machine Operators [BROADCASTING, March 7].

In that conference, Mr. Walsh said that if the two unions did not settle their differences before April 30, when NABET's contracts with NBC and ABC terminate, IATSE would project itself into both those situations.

**BASEBALL**

Dayton Games on WLWD (TV)

WLWD (TV) Dayton has contracted to telecast all home games of the Dayton Indians baseball team this season, John T. Murphy, station's general manager, has announced.

Price paid for the exclusive video coverage was not disclosed but was described by Mr. Murphy as "substantial." Seventy day and night games will be televised, and the contract also covers any championship playoffs in which Dayton might participate at its home ball park, Hudson Field.

Mr. Murphy said WLWD engineers have virtually completed equipping a $100,000 mobile television unit which will be used to relay the games from the ball park. Pending completion of its station's tower, WLWD plans to carry many programs originating at WLWT (TV) Cincinnati.

Both stations are owned by Crosley Broadcasting.

WLWD may be able to start test programs by March 15, Mr. Murphy announced. Station will be on Channel 5 (78-82 Mc.)

**DALLAS TOWER**

Potter Permit Recommended

RECOMMENDATION for a special permit to Tom Potter, Dallas oil operator, to erect a television tower at a site on Harry Hines Blvd., to be located in Dallas has been made by the Dallas City Planning Commission to the City Council.

Mr. Potter indicated in his application that he plans to own and operate a station to serve a large city. The tower will be 377 feet high, including antenna.

Several months ago, following studies by public hearings, the City Council denied Mr. Potter a permit to place the tower at a site in the Lakewood suburban district, east of the city.

**CABLE SETUP**

Change Affects One Show

ELIMINATION by the American Telephone and Telegraph Co. May 1 of the eastbound daytime (until 6 p.m.) channel for transmission of television programs over the East-West coastal cable will affect only one TV show, There Are My Children. The program, launched Jan. 31 on WNBQ (TV) Chicago and Feb. 14 on the NBC video network, was dropped Feb. 25. Reason for the cancellation, I. E. Showerman, NBC vice president in charge of the Central Division, said, was that it "would be too costly on a local basis."

The eastbound daytime circuit is to be turned around to make possible another westbound full-time channel, as requested by broadcasters, AT&T said. Cable setup after May 1 will be two westbound channels on 24-hour-a-day basis, one westbound channel after 6 p.m., and one eastbound channel after 6 p.m. Monday through Friday. This eastbound channel will be available at any time Saturday and Sunday to make possible sports broadcasts to the East.

**TV SET MAKERS**

Urged to Form Association

A CALL to all television set manufacturers to form an association devoted exclusively to problems of video set manufacture was sent out Wednesday by Michael L. Kaplan, president of Sightmaster Corp.

He invited TV receiver manufacturers to an organization meeting to be held March 21 at 3 p.m. at the Advertising Club, New York City. Presidents of all video manufacturing firms received the invitation. Wayne Coy, FCC chairman, was invited.

**AUTO VIDEO**

State Prohibition Bills

LAWs to limit or restrict the installation of television sets in motor Vehicles are pending in 20 state legislatures. Maine is the only state to have passed such legislation. Its law prohibits the installation or operation of a video set which is located so as to distract the driver. A few of the states have several pieces of legislation pending which would impose different restrictions or penalties.

The states with anti-TV bills pending and the status of those bills are as follows:

- **Arizona**: no action; California, three bills pending, no action on any; Connecticut, two bills, no action; Delaware, House committee reported favorably, reconsidered in Senate; Illinois, no action; Indiana, passed both houses; Massachusetts, no action; Maryland, passed House and Senate; Michigan, no action; Minnesota, two bills, no action; Missouri, no action; Montana, passed House, killed in Senate; Nebraska, no action; New Jersey, two bills, no action; New York, passed Senate, House committee; Ohio, passed House; Pennsylvania, two bills, no action; Rhode Island, two bills, one action; South Dakota, no action; Utah, pending; Vermont, to Senate Judiciary Committee; Tennessee, second reading in House; Vermont, no action; Washington, no action; West Virginia, no action.

**TV MISBELE"IFES**

First Objective of TBA

DISPELLING the many misbeliefs about television was set as the first objective of the information research committee of Television Broadcasters, its organizational meeting Wednesday at TBA's New York headquarters.

Noting the many current rumors that television is ruining the eyesight of set-owners, that it is putting the motion picture industry out of business by keeping people at home and away from the movies, Mr. E. F. Blum, former chairman, the reporters away from publications and the listeners from radio, etc., the committee decided that its first job should be that of finding out, its second the dissemination of the truth.

Paul Raiber, Paramount pictures vice president, is chairman of the "initial" committee whose meeting was also attended by: Robert Black, publicity director, WOR-TV New York; Don Gley, manager, press department, DuMont TV Network; Don Kearney, Katz Agency; Maurice McMurray, director of TV studio relations, C. E. Hooper Inc.; Frank Young, pub-Vice chairman, and manager, WHPIX (TV) New York.

**HOOPER DEVICE**

**To Test TV Set Listening**

A leased wire is used to connect it with a central tabulation point. Ultimately, an electronic program identification recorder is to be used to tag the program with the channel transmitting it, but manual scanning devices are to be used temporarily, pending perfection of the electronic recorder.

C. E. Hooper, president of the company, also disclosed using wireless in TV audience measurement instead of leased wires. He said that the radio or wireless method was initially more expensive but holds promise of attendant economy in operation.

Mr. Hooper also emphasized that initial audience evidence obtained by the new methods will supplement rather than replace the field data on television now being gathered for TV Hooperatings.

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WWJ-TV, first television station in Michigan, is firmly stamped on the minds of Detroiters.

More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability.

With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the television screens in the Detroit market.
New York City continues far ahead of other U.S. cities in shipments of television receivers by member companies of Radio Mfrs. Assn., according to a fourth-quarter summary which includes figures for all of 1948 [Broadcasting, March 7].

RMA's shipments are believed to comprise about 90% of the industry. From Jan. 1, 1947, to Jan. 1, 1948, 904,200 sets had been shipped to 42 states and the District of Columbia. Fourth quarter shipments by member companies totaled 354,814 compared to 188,210 in the third quarter.

Shipments run behind production reports, RMA explained, as members having produced 866,632 TV receivers during 1948 whereas shipments totaled only 802,025 for the period.

Tabulation of TV set shipments by areas for the fourth quarter, and 1948 follow:

**Television Set Shipments by Areas**

<table>
<thead>
<tr>
<th>Television Broadcast Service Area</th>
<th>Fourth Quarter Year</th>
<th>Entire Year</th>
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<tbody>
<tr>
<td><strong>Indiana</strong></td>
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</tr>
<tr>
<td>Gary</td>
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</tr>
<tr>
<td>Cities not stated</td>
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<td>57</td>
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<td>Other Cities</td>
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<tr>
<td><strong>Maryland</strong></td>
<td>12,115</td>
<td>24,219</td>
</tr>
<tr>
<td>Baltimore</td>
<td>258</td>
<td>318</td>
</tr>
<tr>
<td>Other Cities</td>
<td>258</td>
<td>318</td>
</tr>
<tr>
<td><strong>Massachusetts</strong></td>
<td>11,692</td>
<td>27,728</td>
</tr>
<tr>
<td>Boston</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Television Transmission**

Crosley Plans Interconnection Facilities

A complex system of relay equipment is being installed by Crosley Broadcasting Corp. which will enable WLWC (TV) Columbus and WLWD (TV) Dayton to receive and rebroadcast the programs of WLWT (TV) Cincinnati. DuMont and NBC network programs, in addition to WLWT shows and films, will be carried by the facilities.

Plans also call for WLWD sending programs to WLWC in the future. WLWT is to start this month. Additional equipment eventually will be installed for two-way transmission of programs at all sites.

In its present form the system operates as follows:

WLWT programs, telecast on Channel 4, are picked up by a special antenna on the tower and are carried by coaxial cable to a modified receiver in the WLWD transmitter building. From there they go to a micro-wave transmitter and out to an eight-foot micro-wave antenna set up near the tower. This antenna focuses the signal into a beam, much in the manner of a search-light beam.

The beam is focused on a perforated metal screen on the tower which "bounces" the signal out into the air and is rebroadcast by the "bouncing" technique used at WLWD. At Columbus the signal is received and amplified and rebroadcast on WLWC's Channel 3. The program may also be broadcast in Dayton as well as relaying it through.

**WAVE Television**

Louisville Area (Kentucky and Jefferson County, Ky.) — 5,673 as of March 1, reported by WAVE Inc., Louisville. Seattle, Wash.—4,000 as of March 1, estimated and reported by KHSC-TV Seattle.

Chicago, Ill.—100,447 as of Feb. 1, reported by city's Electric Assn.

![Artist's drawing of the relay system to be used.](image-url)
Famous Dayton, Ohio, "FIRSTS"

Two young men from Dayton, Ohio, Wilbur and Orville Wright, made the first successful heavier-than-air machine flights at Kittyhawk, N. C., on December 17, 1903. The plane was built in the Wright Brothers' bicycle shop in Dayton.

WHIO-TV is Dayton's FIRST TELEVISION STATION

**FIRST** Dayton television station to go on the air.

**FIRST** and only Dayton owned and operated TV station.

**FIRST** with Dayton's TV set owners. More than 3,500 requests for WHIO-TV program schedules are proof of viewers' interest.

**FIRST** and only TV station run by Daytonians. Our executives have 113 years combined experience serving the Dayton market.

**FIRST** to bring local sports events to Dayton TV viewers.

Now is the time to start reaching the profitable Dayton market via television while choice availabilities can be had on WHIO-TV.

**FIRST** come, first served. Contact your nearest Katz representative.

Represented Nationally by The Katz Agency, Inc.
**SPOT CHECK INC.**

Offices Open in New York

SPOT CHECK Inc., with offices at 270 Park Ave, New York, a new survey agency for checking video commercial spots and minute motion pictures in theatres, has started operations.

Working in cooperation with the Veterans Administration, which will supply a pool of manpower to be paid on a per-check basis, the new firm will sell its services to advertising agencies. Checkers, selected by the VA, will fill out questionnaires supplying information on how commercials are being projected throughout the nation.

Dr. Ira D. Scott, head of the VA Bureau of Vocational Rehabilitation and Education, is the Washington coordinator between the New York firm and the Washington VA office. President of the company is Hardie Frieberg; Louis Phillips is vice president; Bernard Samils is acting as liaison between VA in New York and the company; Les Sugarman is director of public relations.

**SKY ANTENNA**

**Features Balloon and Kite**

AIRBORNE television receiving antenna, consisting of a balloon and kite combination called "kytoon" and capable of effecting an antenna height of 100 to 200 ft., has been announced by Ralph Carr Powell, Gloucester, Mass.

Although also offered as an aid to home reception, the device was said to hold particularly wide possibilities for TV set dealers, installation and field technicians and others. The kiteature involves 6½ ft. long and 3½ ft. wide and features a coaxial flying-transmission line. Accessories offered include a small cylindrical hanger and two-wheel trailer for mobile use.

The kytoon requires 40 cubic feet of helium and will remain aloft about 30 hours when it must be lowered to make up for gas diffusion. Helium cost per inflation is given at $3.20. A $6 neoprene bladder must be replaced monthly.

**‘STAR THEATRE’**

Texaco TV Show Tops Again

FEBRUARY TV Hoopsterings for New York City show the Texaco Star Theatre once more leads the top ten listing, with a 7.66 rating. This lead was maintained during February despite Milton Berle’s absence from the show, due to illness.

Top Ten TV Hoopsterings (Regular and network television programs) February 1949

Station Rating

1. Texaco Theatre WNBC 76.6
2.密码 Theatre WCBS 75.6
3. Broadway Revue WABC 50.5
4. Toast of the Town WNBC 48.0
5. Godfrey & Friends WCBS-TV 46.6
6. Break the Bank WNYW 44.7
7. Your Show Time WNBC 32.5
8. We The People WABC 31.5
9. Arrow Show WNBC 31.2
10. College Theatre WABC 30.3

The Broadway Revue was telecast on WABC and WNBC. The rating is the combined figure for both channels.

**HIGH BAND TV**

Princeton Station Granted CONSENT

CONSENT was granted by FCC last week to application of RCA-NBC for construction permit to build television station at the RCA laboratory in Princeton, N. J. Assigned call KEXX, station would operate in vertical experimental high band.

Purpose of the station will be to obtain propagation data which compares vertical and horizontal polarization with respect to shadows and multipaths. The firm told the Commission in its request [Broadcasting, Feb. 21]. Project will be under the supervision of Dr. George H. Brown, RCA Labs. research engineer.

**WICU (TV) TESTS**

`Dispatch' Has TV Sections

PRELIMINARY to the start of test patterns on its television station WICU (TV) Erie, Pa., March 1, The Erie Dispatch carried two special video sections Feb. 27. Edward Lamb, president of The Erie Dispatch Inc., station owner, announced that regular program service is expected to start March 16. The station is assigned Channel 12 (204-210 mc) with 5.02 kw visual and 1.53 kw aural.

The two sections, 38 pages in all, covered not only the background of WICU but also that of video in general. The front page of one section carried a picture of the proposed WICU facilities and a story by FCC Chairman Wayne Coy, especially written for the paper. A letter of congratulation from James H. Duff, Governor of Pennsylvania, also was reproduced. A good portion of the two sections was devoted to advertising, mostly for video sets.

**SABINE ASKS**

TV Grant for Port Arthur

NEW TELEVISION application for Beaumont-Port Arthur, Tex., was filed with FCC last week by Sabine Television Corp. Station would be affiliate of Texas Teleten System, proposed state TV network [Broadcasting, Sept. 8, 1948, Feb. 21].

Headed by Dallas advertising executive Miles F. Leche, Sabine Television requests Channel 3 (60-66 mc) with effective radiated power of 15.2 kw visual, 6.6 kw audio and antenna height of 100 average terrain of 543 ft. Estimated cost of construction is $152,698 with first year’s operating cost cited as $38,000 and expected revenue $36,000. Principals are:

Mr. Leche, owner of Leche & Leche, Dallas advertising agency president and 20% owner. Other officers, each with 20% interest, include Paul E. Taft, secretary-treasurer; D. Malcolm Cummings, Samuel H. Peak and G. B. Boone Jr., all vice presidents. The latter four are associated with Duncan Coffee Co., Houston.

**WAMS, WDEL-TV**

It's a Battle of Petitions

THE STRUGGLE between WAMS and WDEL-TV, both Wilmington, Del., over the latter’s television permit for the sole facility there, Channel 7 (174-180 mc), has settled down to a battle of petitions.

In a rejoinder filed with FCC last week to WAMS charges it has misrepresented the progress of TV construction, WDEL-TV repeated its denial of the accusations and requested immediate grant of its application for extension of completion date. WAMS initially charged that WDEL-TV in its January request for more time had told FCC it was building but an on-the-spot inspection by WAMS three weeks later showed contrary [Broadcasting, Feb. 21].

WDEL immediately denied the charges and WAMS filed a renewed allegation, now answered by the rejoinder.

**FILM PRODUCERS**

Form Groups for Meeting

TELEVISION Film Producers Assn., of Los Angeles, is forming three committees which will confer sometime this month with representative groups of Screen Directors, Screen Actors Guild and IATSE (International Alliance of Theatrical Stage Employees). Purpose of the meeting is to work out mutual problems.

The group who will meet with IATSE includes Glenn Miller, Jerry Fairbanks Productions; Hal Roach Jr., Hal Eugene Roach Jr. Productions; Guy Thayer, Roland-Reed Productions, and Al Herman, Herman Productions. Confering with SDG will be William Cameron Menzies, Menzies-Kinney Productions, and Al Keays Productions, and Harlan Thompson, IMPRO Inc. Personnel to meet with SAG had not been named.

**TAP CHANGES**

TV Firm Is Reorganized

REORGANIZATION of Television Advertising Productions, Chicago, has begun with an appointment of William A. Zimmerman as managing director and announcement of firm’s plans to occupy new production quarters.

Mr. Zimmermann, former TAP sales director, succeeds Ardis Rodner, who worked as president of the firm which he helped found. Mr. Rodner resigned to join WPXV (TV) New York as liaison between the sales and programming departments. Del Gay, motion picture technical director on the staff, will continue to supervise film operations.

While new studio space is being constructed, the company will remain at 560 N. Michigan Ave.

**Film Package Rights**

CBS-TV is offering its 31 affiliates first-run rights to any or all of four film packages, totaling 82 features and shows. According to Grant Theis, manager of the film syndication department, package includes 62 major British productions, 18 American Philharmonic concerts, eight Strange As It Seems shorts and nine Musical Moods fillers, on 16mm prints. They are available for immediate delivery at a pricing system based on a percentage of each station’s current rate card.

**WCAU-TV Schedule**

WCAU-TV Philadelphia has stepped up its schedule to 66 hours and 10 minutes of actual program content each week, nine months after going on the air. A survey of the schedule, Feb. 21-27, shows the station has 62 separate clients, 49 local and 13 via the CBS network.
Memo to Editors

Electric Utilities are now coal's largest single customer

Since Thomas A. Edison invented the incandescent lamp 70 years ago, coal has been the basic fuel for generating electricity. Coal has kept pace with the ever-increasing demands for electric light and power. More and more coal . . . channeled to electric generating plants . . . burned there with progressively greater efficiency.

In 1920 the electric utilities consumed about 6% of the total output of bituminous coal. In 1948 it was about 18%.

As the electric power and light industry urgently expands its capacity, it looks like 105 million tons will be required this year. And the coal industry now foresees the time when the utilities may require 150 million tons per year!

Electric utilities are today the bituminous coal industry's largest single customer, passing the railroads, which last year consumed 90 million tons of bituminous coal.

The efficiency with which electricity can be produced from coal has more than doubled in the last quarter century. Today one pound of coal will do the work which formerly required two pounds or three pounds, depending on how far back we go for comparison.

The accompanying charts depict national averages. In the latest coal-burning electric power plants now being built, the increased efficiency is even more sensational. It is well below 1,000 pounds per 1,000 kwh.

Hydroelectric power accounts for less than one-third of the total electric output. And, despite the many hydroelectric power plants that have been built in recent years by government agencies, the fact is that hydro power is providing a steadily diminishing per cent of the total.

In contrast with such projects, coal-burning steam generating plants can be erected quickly—directly at the points where electricity is most needed. Initial generating units can be put into quick action and others added as demand requires.

Coal also offers the advantage of unlimited supply. It is immediately usable as shipped direct from modern mine preparation plants, is readily storable, and can be stockpiled in quantity—without costly storage facilities.
TV IMPACT

Discussed at S. F. Ad Club

THE effect of television on the advertising revenue of AM radio was discussed by a three-man symposium at a meeting of the radio department of the San Francisco Ad Club March 13.

The discussion, entitled “Don’t Sell AM Short,” was chairmained by Vincent A. Francis, sales manager of KGO, Grubbs, general manager of KGO and KGO-TV, Phil Lasky, vice president and general manager of KSFO and KPIX-TV; and Linda Spight, Pacific Coast manager of WRB, Borden Co.

It was brought out that television today is an effective advertising medium in only three areas: New York, Philadelphia and Los Angeles. In no other area, including Chicago, is there sufficient TV circulation for advertisers to consider the new medium on a par with radio.

The speakers also agreed there is no basis for the idea that TV advertising revenue must come from budgets now allotted to AM radio; rather it will come from increases in established budgets and from entirely new sources.

POCKET PIECE

TV Ratings to Be Included

TV HOOPER'STAINTS Pock- et Pieces for New York, published by C. E. Hooper Inc., New York, will shortly include first releases of television network audience ratings, based on random sampling of evening broadcasts of sponsored video programs, the survey company announced last week. Reports will cover television cities transmitting the network shows.

The TV network ratings will appear twice monthly, one taken during the third week of the month and one during the first week of the publication month. Cities covered will be those in which continuous Hooper inter- viewing is in progress, currently totaling 27 out of 31 video cities.

ABC-TV NETWORK
Three More Stations Join

ABC-TV last week announced the affiliation of three more television stations to its network. They are KSCR-TV Seattle, KLEE-TV Houston, and WBFM-TV Indianapolis.

KSCR-TV operates on Channel 5, and is owned by Radio Sales Corp., Seattle, and KLEE-TV operating on Channel 2, is owned by W. Albert Lee. Both are metropolitan class stations. WBFM-TV, which will begin operations on Channel 6 around June 1, is owned by WBFM Inc., Indianapolis. The two stations now transmitting bring to 21 the number of stations in the operating ABC-TV network.

WHILE IN NEW YORK to study possibilities of radio and television, Jim Hood (l), president of Ansul Chemical Co., visited the Borden Co.'s County Fair show. Here he posed with Colleen comedians, Wil- Eliot, m. c. on County Fair, and Ralph Moore, Ansul district manager.

SMPE MEET

The SOCIETY of Motion Picture Engineers will hold its 45th semiannual convention April 4 to 8 inclusive at New York's Hotel Statler.

Lately developments in television and high-speed photography will be outlined by reports and demonstrations at special sessions and a...and radio listening will be discussed Tuesday afternoon by William F. Kruse of William F. Kruse Assoc.


Among demonstrations to be given will be one Monday evening, April 4 of the latest experimental real-time television projection equipment developed by RCA. It will highlight a progress report on television in turn on Barton Kreu- ter, manager of RCA film recording and television equipment activities.

TRI REPORT

TELEVISION's "huge outlay" may make it necessary for this new medium not only to "chop sharply into the other media" of advertising but also to completely absorb all public entertainment. That alarming possibility is fore- seen by Television Research Insti- tute.

Analyzing the place of television in the present scheme of things in its special report, entitled "Ad- vertising—A Study in Optimism," TRI noted that television's total earnings in 1948 were some $7,500,000, "less than 1/1,000th of all avail- able expenditures" in all media. Furthermore, according to TRI, "the medium is so tremendously costly that it cannot depend on picking the bones of Father Radio...[but] to succeed it must find enough additional sources of revenue to make its huge outlays." "It is true," the report continues, "that as its networks spread, the outlays will be continuously less.

AD MONITORING

For TV Set Up in New York

THE DRUG division of New York City turn under the direction of assistant Health Commission- er Jerome Trichter, has started a monitoring service on television programs to report false or mis- leading advertising.

Only one case of misleading video advertising has been brought to the attention of the Bureau of Food and Drugs, of which the divi- sion is a part. It concerned thera- peutic claims made by a dentifrice sponsor, who, upon being warned to moderate his announcer's boasts, complied with the Health Depart- ment.

Radio and video stations, Mr. Trichter pointed out, have been "ex- ceptionally cooperative," and often voluntarily submit scripts to the division in advance of a show. Sometimes, however, a script may be approved, but take on new mean- ing from the manner in which it is read by the announcer.

Three classes of sponsors fall easily into the misrepresentation class, and have to be watched carefully, fully, said Mr. Trichter. These are manufacturers of weight-reducers, cure-alls for arthritis and rheuma- tism and dentifrices.

Videoex Expanded

EXPANSION into the New York area with a panel of 600 viewing homes has been started by the Jay & Graham Research Organiza- tion, Chicago, which issued its first Videoex last August. Monthly re- ports are to be made in New York for programs watched by the panel from March 1. The firm expects to extend its video research operations into the 11 other major TV markets this year.

Video's Position Analyzed

But even the most conservative esti- mates figure nation-wide video- net-time at a minimum of $25,000 per half hour, as compared with radio's 10–12,000.

"Accordingly, television must chop sharply into the other media. To do this it must provide as varied a range of entertainment as do movies, nite-spots, magazines and the like. It must generate a revo- lution in the public attitude.

Complete Absorption

"One possibility lies in its uti- lity, complete absorption of public entertainment by a panel of a circle of popular expenditures for entertain- ment into the purchase of consumer goods. The additional consumer goods profits would then be turned to advertise the self-perpetu- ating cycle set up.

"But this must await the time when video-manufacturers are able to market 7 million receiving units a year. And that is still a long way off."
Reaching Out in Ohio
WCLT at Newark

- For a full 78 hours every week, WCLT energizes central Ohio air with 8500 watts of effective radiated power—transmitted through a 4-bay General Electric FM antenna mounted atop a 290-foot Truscon Self-Supporting Steel Radio Tower. Total antenna height reaches 332 feet above ground level.

Truscon Radio Towers are on horizons everywhere, serving the needs of AM, FM and TV broadcasters. Strong and stable, these slender steel structures are engineered for top operating efficiency under specific local conditions.

Truscon engineers are ready now to put their vast experience to work for you. Truscon can furnish exactly the tower you need—guied or self-supporting, uniform or tapered in cross-section, of any height. A call or letter to our home office in Youngstown, Ohio, or to any convenient Truscon District office—rates immediate attention, and action—with no obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
ARE YOU MISSING YOUR CUE ON THE PACIFIC COAST?

Don't let your Pacific Coast radio campaign fall flat by missing your cue for maximum sales! Buy the Don Lee Network of 45 stations and get maximum sales out of the market where more than 13½ million people spend over 14½ billion dollars a year in retail sales.

The Pacific Coast is big! It covers 323,866 square miles, contains 133 counties, extends 1,352 miles from Mexico to Canada. Only Don Lee, with 45 local network stations, has enough stations to cover this vast area thoroughly—nearly as many as the other 3 Coast networks combined!

Pacific Coast radio is different! Mountains up to 15,000 feet high surround nearly every market and make long-range broadcasting unreliable. People listen to their own local network station, within...
their own buying market, rather than to out-of-town or distant stations. When you buy Don Lee, your message is released within 45 of the Pacific Coast's leading buying markets. Don't miss your cue for maximum Pacific Coast sales by radio. Sell the whole big, wealthy Pacific Coast with Don Lee!

--- DON LEE STATIONS ON PARADE ---

KFRC—SAN FRANCISCO, CALIFORNIA—A Don Lee key station since 1926. Serves the Coast's second largest market with 3000 watts at 610 KC. Non-directional tower in the heart of San Francisco gets your message to your prospects where they live. One of 45 reasons why nearly half of the Coast's regional network business is on Don Lee!

The Nation's Greatest Regional Network

Mutual DON LEE BROADCASTING SYSTEM
Editorial

Radio’s Ladies, Bless ‘Em

LAST week more than 400 of radio’s ladies met in Chicago for a three-day workshop con- vention of the Assn. of Women Broadcasters. The attendance was as large as that of the NAB last January.

Women have made a very important place for themselves in radio. Originally filling posts that required the “feminine touch,” they have proved that they are capable of handling almost any job just as well and in some cases better than men. Look at Linnese Nelson, Bernice Judis, Ida McNeil to name a few. There are dozens of staff owners and managers, as well as agency and advertiser buyers who need give no ground to their masculine opposite numbers.

Our eyes popped when we scanned the AWB figures, (statistics, that is). That organization, now properly a department of the NAB, boasts an active membership of 1,500 staff members and performers on NAB member stations. They constitute a phalanx of 1,500 (an Armageddon) warriors for the cause of a free American radio.

The success of the AWB meeting must have created a new problem—that of “radio widows!” We can picture Daddy sending Junior off to school with assurances that “Mother will be back tomorrow.” She’s in Chicago attending the women broadcasters meeting.

HOOVER CLEANER

UNLESS CONGRESS kicks over the regulatory traces, the FCC will remain an independent agency, and will not be knitted into a departmental structure under a Cabinet officer.

That, in any event, is the recommendation to Congress made by the Commission on Organization of the Executive Branch of the Government, generally known as the Hoover Commission.

That does not mean that all is sweetness and light in communications regulation in the judgment either of the Hoover Commission or of Congress. The task force report on the FCC (Radio Broadcasting, March 7) found many deficiencies in the FCC modus operandi. The Hoover Commission makes certain recommendations applicable to all independent regulatory commissions, but, surprisingly, didn’t single out the FCC for special mention at all.

The FCC and Congress is a continued story of controversy and intrigue and wheels within wheels, the first chapter of which began when radio regulation started in 1927. Certainly there are not signs of abatement at this session of Congress.

The Hoover Commission says appointments to membership on the independent commissions are sometimes below desirable standards because of inadequate salaries. It adds that unnecessary red tape has crept into procedures causing useless delay and expense. While the Commission didn’t specifically mention the FCC, it certainly must have had it in mind.

The Hoover group recommends an executive officer for each agency to handle administrative work. That again hits the FCC on the button. It would relieve commissioners of detail, which has all but smothered them.

“The salaries of commissioners are too low,” says the Hoover body. That’s a masterpiece of understatement. The Commissioners are paid $10,000 a year—exactlv what they drew in 1927. Legislation is now languishing on the Hill for an increase to $17,500. That’s paltry enough.

The Hoover group concludes that the real savings will not be found in reduction of administrative budgets, but rather in elimination of the “delay and inefficiency in regulation which involves large costs to the regulated industries themselves which must be passed on to the public by one method or another.” Expenditure, it adds, “will mean vast savings as well as better justice.”

If, in its overall findings, the Hoover Commission didn’t have the FCC per se in mind, it certainly can be credited with having dealt with a reasonable facsimile thereof.

TV: Tumultuous Video

NEED for better housekeeping in radio and TV has been a continuing one. The resultant coordination between AM and TV, and between manufacturers and broadcasters, is pro- (Continued on page 48)
Distribution of listeners among San Antonio stations, based upon the C. E. Hooper Fall, 1948, Study of Listening Habits of 320,940 Radio Families living in 65 South Texas counties*:

**WOAI**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Station E</th>
<th>Station F</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING (6:00 A.M. to 12:00 Noon)</strong></td>
<td>13%</td>
<td>2%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>AFTERNOON (12:00 Noon to 6:00 P.M.)</strong></td>
<td>14%</td>
<td>Less than 1%</td>
<td>3%</td>
<td>3%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td><strong>EVENING (6:00 P.M. to 12:00 Midnight)</strong></td>
<td>11%</td>
<td>Less than 1%</td>
<td>Daytime only</td>
<td>2%</td>
<td>2%</td>
<td>12%</td>
</tr>
</tbody>
</table>

NOW, MORE THAN EVER, WOAI STANDS OUT AS "THE MOST POWERFUL ADVERTISING INFLUENCE IN THE SOUTHWEST."

WOAI

San Antonio

NBC - 50,000 WATTS - CLEAR CHANNEL - TQN

Represented by EDWARD PETRY & CO., INC.——-New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

March 14, 1949 • Page 43
Mr. Wallace in 1947 was head of the radio division of Foster & Davies, Cleveland agency.

WALTER BAZIUK, acting manager of KERN Bakersfield, Calif., has been named station manager.

NILES TRAMMELL, NBC president, has been appointed a member of the information committee of Committee for Economic Development.

DR. HERMAN S. HETTINGER, radio economist and consultant of NAB, has accepted assignment with Overseas Consultants Inc. for Iranian government. He leaves this month for Tehran, to return about June 1. PAUL A. DESMARS, consulting engineer associated with RAYMOND P. WILMETTE, is in Tehran on same assignment, involving survey and ultimate installation of modern communications system, including radio research.

Dr. and Mrs. Hettinger March 2 became the parents of a boy, Thomas A. G. Hettenger.

JOHN W. KENNEDY Jr., sales manager of WHAM, WHFM (FM) and WHTM (TV) Rochester, N. Y., has been promoted to newly created post of administrative assistant to WILLIAM FAY, Stromberg-Carlson vice president in charge of broadcasting. He will continue as sales manager.

FRANCIS H. BRINKLEY, former vice president and general manager of WILM Wilmington, Del., has been appointed to newly created post of managing director of WWOV, Endicott, WDOS (AM-FM), Oneonta, N. Y., and WPOY Stroudsburg, Pa., all connected in ownership. He will make his headquarters in Endicott.

PAUL HANCOCK, former stations relations representative for MBS, has been appointed administrative assistant to MBS's director of stations department, EASTON C. WOOLLEY.

Mr. Hancock previously was vice president and general manager of WMD AtlantiCity.

LARRY SHEEHY, former commercial manager of KYKN Monahans, Texas, has been named general manager of KWTX Bastow, Calif. He succeeds B. C. BOATHRIGHT, resigned.

MICHAEL BARKWAY, representative of British Broadcasting Corp. for past five years at Toronto, has resigned his post to join Tavare's Financial Post as editorial writer. No successor has been named as yet.

ROBERT M. RICHMOND, former director of publicity for The May Co., Baltimore, today joins WCAO Baltimore as assistant manager in charge of national sales and promotion.

GEORGE J. SCHAEFER, former manager of WOR, Charleston, S. C., has been appointed to announce at WLW Cincinnati, has announced opening of law office in Union Central Life Bldg., Cincinnati.

FORTUNE POPP, executive vice president and general manager of WHOM New York, has been appointed to radio-radio division of Cardinal's Committee of the Lady in Catholic Charities annual appeal. Mr. Pope will have charge of solicitation among foreign language stations in New York area.

WALTER H. ANNENBERG, editor and publisher of Philadelphia Inquirer (WPIL-AM-FM-TV), will receive Gold Medal Award of Philadelphia Club of Printing House Craftsmen on March 26 for his achievements as publisher and his active work in advancement of radio and television.

ROBERT E. WHITE, KYW Philadelphia general manager, has been named executive radio chairman of annual Salvation Army fund raising campaign for second consecutive year.

Mr. Kennedy to round-trip train ticket to Washington, Baltimore, New York and back to Cincinnati and set out to find a job.

Mr. Godwin, who is not only gifted but also lucky, decided to go to work (now) at WTOP Washington for his first solicitation, and it happened that the station was in urgent need of an announcer that very morning to describe a parade. He was hired without an audition and was at work within moments after he had entered the premises. He remained at WJSV for a year. At the end of that time he decided to try New York radio, and, again acting without prospects, embarked for the distant North.

The radio studio nearest New York for Mr. Godwin was WOR, and he found to his surprise that Mr. Godwin knew about WOR, and for no other reason he elected to rap on its door. By miraculous fortune an announcer had quit that morning, and Mr. Godwin was hired in his place.

A year later he was named manager of WOR's Newark studios, which were an active origination point in those days, and for many years he was the station's shows. Within the next two years he became successively assistant production manager of WOR, production manager, manager of the WOR FM station, WZNY, and night manager of WOR.

In 1943 he joined Mutual as a field representative in the station relations department. In April 1944 he became assistant to Carl Haverlin the director of the department, and a year later, when Mr. Haverlin was elevated to a vice presidency, Mr. Godwin succeeded to the director's job.

At such times as the two of them were not engaged in skirmishes with Mutual executives and affiliates, they refought privately the major campaigns of the Union and Confederacy. Mr. Haverlin is a long-time student of the Civil War as seen from the Union's side. Mr. Godwin, in contrast, is not subject from the other viewpoint.

Mr. Godwin's interest in the war was first aroused when he visited the site of the Battle of Manassas on a short trip made during his service with WJSV, "I ought to read up on the war," he says. "So I bought a book on Lee." He also submitted to an early whim of impartiality which he quickly outgrew when he bought a book on Grant too," he explains.

He now owns a library of more than 1,000 volumes on the War Between the States. He has visited one of the very important battles, many of them several times.

In Mr. Haverlin he found a willing companion to tramp the battlefields. The two of them often found it possible, with only slight rearrangement of Mutual's executive procedures, to make field trips to stations which coincidentally were situated near the sites of Civil War campaigns. Mesers Haverlin and Godwin more than once have arrayed themselves in the positions of the Union and Confederate armies to receive dispatches which Mr. Godwin at least feel were never adequately settled.

Mr. Godwin's immersion in an 85-year-old war was at first a source of domestic conflict, as he confesses. His wife, the former Lorrie Northcuff, whom he met in a college theatrical presentation in Oklahoma City and married in the same year, once came between his her husband's remembrance in the ancient struggle. The Godwins have a 9-year-old daughter, Gay.

Mr. Godwin has no time for hobbies other than his study of the ancient struggle.
GRIEVE, Bisset & Holland, Waterbury, Conn., department store, renewed for third year on WWCO Waterbury, L to R: Mort Silverman, WWCO commercial manager (standing); G. Walker Bisset, of G&B, and Milton H. Meyers, WWCO general manager. Firm sponsors variety-disc show, The Sunshine Special, 8:15-9 p.m. (EST), Mon-Sat., on WWCO.

CORWIN TO UN
Joins Radio Division
NORMAN CORWIN, radio writer and producer, has joined the radio division of the United Nations Dept. of Public Information. Mr. Corwin will create and direct special projects for world-wide transmission. He will be responsible for planning and executing programs based on major themes of international concern, such as the universal declaration of human rights. Other programs will deal particularly in the social and economic fields.

CORWIN has been the first recipient of the Wendell Willie One World Award, following which he made an historic 5,000-mile flight through 17 countries documenting a series for CBS.

MANSFIELD SIGNS
New 7-Year CBS Contract
IRVING MANSFIELD, CBS producer who developed Arthur Godfrey's Talent Scouts, has signed a new, seven-year contract with expanded responsibilities to create and produce package programs, it has been announced by Hubbell Robinson Jr., vice president and director of programs for CBS.

Mr. Mansfield produced the Fred Allen program for four years prior to joining CBS on Jan. 1, 1946 as a comedy show producer.

NBC PROMOTION
Campaign Plans Started
A SPECIAL subcommittee which will fashion a vigorous promotion campaign was formed last week by NBC's Stations Planning & Advisory Committee. The campaign was called for at the affiliates meeting a fortnight ago in Chicago [BROADCASTING, March 7].

At the Chicago meeting, NBC affiliates adopted a resolution committing the network to "accomplish the most aggressive promotion campaign in the history of the industry so that NBC shall further strengthen its position as the nation's No. 1 network."

The subcommittee formed last week includes: Harry Hannister, general manager, WWJ Detroit; J. B. Conley, general manager, Westinghouse Radio Stations; John J. Gillen Jr., president, WOW Omaha; George Thomas, general manager, KVOL, Lafayette, La.; P. G. Sugg, manager, WKY Oklahoma City; and E. C. Kelly, manager, KGBA, Sacramento, Calif. Representing the network at subcommittee meetings will be: Charles P. Hammond, NBC vice president and assistant to the president; Sydney H. Ejes, NBC vice president in charge of programs; and James Nelson, director of advertising and promotion for NBC.

NARFD
Names Regional Chairmen
NATIONAL Assn. of Radio Farm Directors has named a group of regional chairmen to guide activities through 1949, as well as heads of various NARFD committees. Simultaneously Sam Schneider, KVOO Tulsa, Okla., was named editor of the association's newsletter, and Herb Flanniberg, WHO Des Moines, Ia., historian.

Regional chairmen: Homer Marts, KDKA Pittsburgh (for the East); Roy Battle, WLB Cincinnati (East North Central); Chris Mack, WNAX Yankton, S. D. (West North Central); Murray Cox, WFAA Dallas (Southwest); Arnold Ebert, KOAC Corvallis, Ore. (Pacific Northwest), and Henry Schacht, KNBC San Francisco (Pacific Southw.

Top committee assignments went to Hal Totten, WGN Chicago (convention facilities); Mr. Mack (awards); Paul Visser, NBC Chicago (convention program); Malcolm Hansen, WOW Omaha (membership); Charles Worcester, WMT Cedar Rapids, Ia., and Mr. Schneider (professional guidance); Larry Haeg, WCCO Minneapolis-St. Paul (resolutions); Al Bond, KIRO Seattle (yearbook publication), and Edd Lemons, Oklahoma Extension, Stillwater (extension relations).

Kleve Kirby
KLEVE KIRBY, 33, NBC Chicago announcer, was killed instantly March 5 in an automobile accident at Wauconda, Ill. George Stone, also announcer at NBC's Central Division, was seriously injured. He is being treated at St. Theresa's Hospital, Waukegan. Mr. Kirby is survived by his wife, Else Rose, and two children, Pamela 6, and Kleve Jr. 5.

FRANK REED
Media Director, HILL, BLACKETT & CO., Chicago
Frank is recognized as one of the most experienced time buyers in the industry, having been with Stock-Gobel Advertising Agency for 19 years; WIND's sales department; Wil. G. Rombeau; and finally with Hill Blackett for over 5 years. The William G. Rombeau rep today presented Frank with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of the Patron country.

Advertisers have confidence in WPT because WPT does not cut rates, double spot or make back door deals. WPT has one rate card for all and all receive the same careful attention.

SOON
50,000 Watts Night and Day
Represented by RAMBEAU
PATRON BROADCASTING CO., ALBANY, N.Y.

March 14, 1949 • Page 47
RADIO and newspapers complement one another rather than oppose each other in many fields of their endeavor, Frank Clarvoe, editor of the San Francisco News, told the Second Annual Western Radio Conference in San Francisco.

There are many fields in which radio stations and newspapers can cooperate to the advantage of both and, in a greater sense, to the advantage of the community they serve, he said.

Mr. Clarvoe was principal speaker on the second day of the two-day conference [BROADCASTING, Feb. 28].

In other fields where radio and press do face each other on a competitive basis, Mr. Clarvoe said, he believes such competition is healthy for both.

As an example of a community service program of cooperation between radio and press, he cited World Affairs Are Your Affairs, a project of KNBC San Francisco, in cooperation with the San Francisco News and the World Affairs Council of Northern California.

Not only does this program represent successful cooperation between a newspaper, a radio station and a community organization, but it is one of the best of the “discussion” type programs, he said.

He said that information programs that merely present information are not achieving what they should achieve. Others that merely strive for controversy are also failing short of their job, he added.

Impression on Listener

In his opinion it is vital that such programs should be presented in such a way as to make the listener feel he is a participant in the program, not just someone on the outside looking in.

He said he believed that World Affairs Are Your Affairs achieves this purpose.

Speaking briefly on the lack of radio news in daily newspapers, Mr. Clarvoe said he was absolutely against taking up news space with a daily radio column.

When a station changes the time of a certain program from 6 to 7 o'clock, he said, the listeners will hear about it on the air, and it does not rate newspaper space.

On the other hand, when something of significance takes place on radio or in the radio industry, it should be handled as a legitimate news story in the regular news columns, he believes.

Preceding Mr. Clarvoe on the conference agenda, a panel of educators and radio listeners discussed children's programming.

The panel included Mrs. Clara V. Logan, radio chairman of the 10th district California PTA (an outspoken foe of current children's programs); Howard Pease, author of children's books, and Dr. Mary Layman, child psychiatrist at Stanford U. Hospital.

Paul Speegle, program director of KNBC San Francisco, was chairman of the panel.

Mrs. Logan charged, and was politely corrected on her facts, that a year ago the networks carried an average of 10 sustaining educational programs each. Today, she said, NBC, for example, carries but one.

Mr. Speegle pointed out, for the record, that NBC still carries an average of 10 such programs.

Dr. Layman made the pointed observation that perhaps critics of children's programs are approaching the problem from the wrong end since "most children seem to listen to adult programs and most adults seem to be the greatest listeners of children's programs."

Mr. Pease said that he does not believe there is anything basically wrong with the "plot line" of "cliff-hanger thrillers" for children currently being aired.

But, he said, he believes radio writers should change their emphasis in most such programs.

Wrong Emphasis

Most current programs, he said, seem to feel the program contains more suspense and appeal when the activities of the bad men are emphasized. He said the story would be just as strong if the good men were emphasized in the dramas.

The Western Radio Conference, an organization of educators, broadcasters and listener groups, hopes to incorporate as a non-profit organization in the near future. Two paid officers were elected at the conference. They were:

John C. Crabbe, of KCVN Stockton and the College of the Pacific, elected chairman of the board of directors; and Inez G. Richardson, of the Hoover Institute and Library at Stanford U., elected secretary-treasurer.

Radio listeners must be made to feel part of radio discussions and forums if such programs are to succeed either as popular or public service programs, it was argued.

At the first of two days of meetings, representatives of radio stations' educational and listening groups from seven western states, three main speakers discussed the following subjects:

Robert S Talk

Lukc L. Roberts director of education of KOIN Portland, on "Let's Talk About Talk."

William Ladd, associate director of radio programs, U. of Washington, on "The Art of Plain Talk."

Gerald Maulsby, assistant director of public affairs for CBS, on "The Case for Listener Participation."

The speakers said that first and foremost, persons participating in discussion programs must present their view in clear, simple and lucid language.

Mr. Ladd, borrowing from the book by Rudolph Flesch, said the "art of plain talk" is the art of understandable talk.

"Just as good writing does not mean colorful or fancy writing," he said, "so 'good talking' does not mean colorful or erudite talking."

"Splitting an infinitive may bring life to a dead sentence; ending a sentence in a preposition may save a sentence from a fate worse than jarsgon," he said.

Still using Flesch as a reference, he told the meeting that where grammarians and the man on the street disagree on usage, the grammarians are wrong.

The job of radio, he said, is to present programs easily understood by the listener. The listener's enjoyment of a program increases or decreases in ratio of his ability to understand and follow the dialogue in the program.

Mr. Maulsby, picking up the argument, pointed out that among the most successful of CBS "discussion" programs are the You and I series and Cross Section USA.

Both of these programs, he said, are conducted through informal, almost casual, conversation in terms of the community they serve.

"The radio listener," he said, "is at best merely an eavesdropper on most programs where ideas are exchanged.

"Acknowledging that fact, and assuming that listening—real listening—is a kind of participation, examine the various types of debate or argument broadcasts," he said.

His own evaluation:

In most debates utilizing a "panel-of-partisans" the participants are selected for the scrap they'll put up. The result is a free-for-all slugfest providing perhaps diversion for the listener (something Bob Hope or Amos 'n Andy could do) but providing nothing of educational value.

In roundtable discussions, the participants "too often communicate with each other in professional jargon that leaves the layman (i.e. listener) out in the cold."

Take Listeners' Position

In the average panel discussion (as opposed to debate) few moderates recognize that they are the listener's representative on the program and should direct the discussion along lines the listener can best comprehend.

Documentary programs were discussed at the meeting by a panel headed by Mrs. Richardson.

Panel members included Stuart Novins, director of public affairs, CBS Western Division; Richard Bertrandias, program department, KNBC San Francisco; Edgar E. Willis, San Jose State College, and Stanley T. Donner, department of speech.

The group agreed that documentaries provide a low budget show that can be both a highly popular and effective public service. Particularly the smaller non-network stations can utilize the documentary to advantage in their programming.

Tax Exemption Sought

REPRESENTATIVE Frank A. Costa (R-Philadelphia) introduced a bill in the House of the State Legislature at Harrisburg, Pa., to exempt television receivers in public places from the amusement tax now required of licensees by the State Liquor Control Board. Philadelphia licenses using television sets now must pay a $300 annual tax in addition to their regular $600 license fee.

CREATION of county censorship with power to forbid broadcasting programs and material is proposed in legislature by Rep. John N. Wilson of KFAB Omaha.

The bill was referred to the Judiciary Committee. Rep. Wilson says there is a demand for suppression of mystery broadcasts along with offensive and lurid comic books.

Rep. Wilson would set up county boards to examine material and determine if it violates provisions of his proposed law. If a finding of violation is found, the county boards would publish findings with "anyone aggrieved" having the right to appeal to the court within 10 days after publication. Otherwise orders become final.

Text of the bill disregards the time element in broadcasting and publishing, requiring advanced submission of material for its approval.

Section 3 of the bill provides:

It shall be unlawful for any broadcasting company to broadcast, whether as part of a national or regional hookup or otherwise, material which offensively or luridly depicts crime, sex relations, warfare or other material which is unsuitable for children under the age of 18 years and detrimental to their morals, health and welfare.

Washington State's Initiative 171, permitting liquor-by-the-drink, went into effect March 1 but the State Liquor Board will not attempt to regulate radio broadcasting or advertising. It will expect the industry to police itself, was said by H. J. Quilliam, president of KTBI Tacoma and president of the Washington State Assn. of Broadcasters, following a meeting of the association's directors with the Liquor Board in Olympia.

Meeting with the Liquor Board was only one of several important activities undertaken by the WSAB directors in Olympia. The group met also with Gov. Arthur B. Langlie, who discussed with the broadcasters the state's revenue problems.

The Governor has proposed a 2% income tax, and if this is not passed or is declared unconstitutional, Mr. Quilliam said there is a good chance that the Gallagher Bill (H.B. 215), taxing radio stations and newspapers on their sales, would be actively considered.

Another bill introduced into the State Legislature, and discussed by WSAB officials with members of the House Judiciary Committee, would bring Washington's libel provisions in line with the requirements of the FCC Port Huron decision. Under present state law, broadcasters are liable concerning the content of speeches by political candidates.

Last year's confusion under Daylight Saving Time in the State of Washington [BROADCASTING, May 31, 1948] would be minimized under a bill developed by WSAB. The measure neither requires nor prohibits Daylight Saving Time, but specifies that if any city, county or other section of the state adopts the "fast" time, the schedule must conform to the national pattern as set by New York City. This would ameliorate the problem created in Seattle, whose citizens in the last election voted DST for their community, but specified different dates from those governing the eastern area.

WSAB directors' action on pending measures was reported to association members in a letter from Carl Downing, manager of the Washington State Radio News Bureau, who forwarded the suggestion that the broadcasters make their attitudes known to members of the legislative committees.
After BMB

(Continued from page 28)

much of the actual story as earlier drafts (see text of telegram below).

Mr. Feltis told the BMB executive committee that BMB's counsel, along with other tax lawyers, figured chances were good for a favorable revenue ruling. The alternative of halting the ballot mailing was probably the only way it would die, with station subscribers getting nothing for the money they have been paying since July 1, 1947.

Answer to Critics

When the telegram was received by broadcasters, they responded with approval of the money transfer. BMB promptly construed this as a dramatic answer to attacks of critics charging that the study was not really needed or wanted.

On the other hand some subscribers complained that the penalty of this action was another three months of payments next year, should the Revenue Bureau's decision be adverse. Others didn't like the way BMB threw the problem at them.

The needed pledges from stations were received well in advance of the 48-hour wire to radio presidents deadline, BMB said, calling the response "immediate" and "overwhelmingly favorable." It cited such wires as these: "You feel survey should continue, count us in!"; "Okay us in!"; "We happily cooperate."

Talking the other side, one broadcaster tore into the whole business with a bristling telegram that other opponents declared was a good representation of many broadcaster views. This telegram, sent to Mr. Feltis by W. P. Flinn, general manager of KJRF Miles City, Mont., read as follows:

I don't like your telegram. I don't like the statements therein that payments now made will be forfeited. They may be lost through poor judgment on the part of someone but you are not one else has any right to say they will be forfeited. I didn't join BMB on that basis. I don't think you have any right to support your present position of BMB to this 48-hour bun rush on those who have here-to-fore contributed to the building of BMB. Before I add more to the contributions already made I want to see a detailed breakdown of what has been done or not done else has any right to say they will be forfeited. We asked you some questions about these financial matters through BROADCASTING magazine not so long ago and asking us to support if on some business basis, but first of all we of BMB have no desire to have to all the financial carded laid on the other. It's understood hereunder $100,000 on 48 hours rush notice.

On the other hand BMB received public encouragement from advertiser and agency sources. It viewed these offers of support as an "effective answer" to BMB criticism charging that advertisers and agencies would take the reports only as long as the broadcasters foot all of the expenses but did not consider them of enough value to merit any payment on their own part.

The three network subscribers—ABC, CBS and NBC—agreed to the BMB plan. AAAA announced they would share one-third of any tax liability BMB might be otherwise unable to meet, provided its share did not exceed $15,000.

Lowry H. Crites, General Mills vice president, learning of BMB's plight, sent this telegram:

Completion of the BMB study and principle of continuation sufficiently important to General Mills we are willing to underrate possible tax liability up to $2,000 if you are having trouble getting sufficient station guarantees. Suggest you contact other radio national advertisers since my discussions with many of them lead me to believe they also would be willing and anxious to guarantee BMB second study completion.

Against these endorsements came a complaint from stations that BMB had deliberately held up the bad financial news until possibly 100,000 ballots had actually gone into the mails. This was construed as a clubswinging gesture designed to make it more difficult for station subscribers to reject the transfer of tax funds.

Financial Charge

The charge that has been made for some time about BMB's finances is that they have been carelessly handled because of bad management and that the regular audited financial reports merely reflect a cash position without regard to approaching commitments during the heavy expense period from now until late summer. The mailing and couting of ballots will consume large sums.

Planning of the present BMB operation is in charge of Dr. Kenneth H. Baker, NAB research director on loan to BMB to supervise the second nation-wide study, and Cortlandt Langley, assistant to the BMB president who will be jointly responsible when Mr. Feltis leaves April 15. At that time this resignation as BMB president will be effective. [BROADCASTING, March 7].

Dr. Baker told the NAB board in February that BMB is loosely organized, is running behind schedule and faces a critical period but that it would survive unless wholesale cancellations develop. He said that BMB, at that time, had a balance of $195,000, with $36,000 set aside for taxes, $70,000 due March 1 for tabulation, and $30,000 remaining. He described a proposal to sell a portion of $60,000 on personal contracts, postage and premiums, effected by slashing of all operating techniques and adoption of more efficient methods.

The telegram sent by Mr. Feltis last week to all BMB subscribers read:

For over two years we have held $100,000 in cash reserve in event federal income tax case decided against BMB. Case will be decided later this year, legal counsel advises, although we stand good chance winning this case contingency must nevertheless be covered.

Unless we can use this reserve money for getting out and returning $60,000 in premiums now you will agree underwrite your pro rata share in case of a favorable settlement. We have to call for it later we can now use this reserve money in case of a favorable settlement. Each subscriber's share will be equivalent three monthly payments.

We believe unlikely we will need to call for this money. However, unless you agree underwrite this amount within 48 hours STUDY WILL STOP. This $100,000 is to be returned as forfeited. Executive committee feels that final decision at this time should be made by subscribers themselves. It is your money that is involved. Please wire consent immediately. Let me re-emphasize that there is only a 48-hour agreement only and will not be called unless we lose tax case.

NARND STUDY on Wire Services' Reports

A SPECIAL committee of the National Assn. of Radio News Directors is making a detailed study of radio news reports of the nation's press associations. NARND President Sig Mickelson, of WCCO Minneapolis, says the committee will survey all copy filed between March 6 and 12 by the nation's four major wire services. The study is under the direction of Richard Oberlin, WHAS Louisville, Ky., and Sheldon Peterson, KLZ Denver, Colo., co-chairmen of the continuing study committee. NARND launched its survey to determine whether the press associations are serving radio stations adequately.

NARND members participating in the study and their wire assignments are Beverly Blevin, WSHM Cleveland (AP); Wayne Kearl, KSL Salt Lake City (AP); Ben Holmes, KOMA Oklahoma City (UP); Dave Ciesielski, WHAM Rochester, N. Y. (UP); John Murphy, WCKY Cincinnati (INS); Gene Martin, WLBW Cincinnati (INS); Tom Easton, WHTC Hartford, Conn. (Transradio), and Robert Lyle, WLS Chicago (Transradio).
LAGUNA BEACH
Danson Gives KTED Plans

FINAL construction on KTED Laguna Beach, Calif., authorized by FCC to operate on 1520 kc with 1 kw day 250 night [BROADCASTING, Feb. 28] has been undertaken, according to Thomas E. Danson. The station, due to go on the air in early April, is licensed to Universal Radio Features Syndicate, with offices in New York, Chicago, San Francisco as well as Hollywood.

KTED will be billed as the "Voice of the Southland's Riviera," according to Mr. Danson, and will stress music, sports, news and public service programs. Remote broadcasts are also contemplated, including featured dramatic transcriptions of famous plays presented by the Laguna Beach Community Players and those engaged in summer stock there.

The station will utilize a three-tower directional antenna, one of which will beam future FM presentations. Collins Radio is furnishing equipment.

WMOR (FM)
March 20 Opening Date

TWO-HOUR opener and an all-day open house is planned by WMOR Chicago officials when the city's newest FM station formally takes the air March 20. The fanfare, slated to begin at 4 p.m. CST, will introduce all members of the station's announcing, production and writing staffs during the first hour.

The second portion of the show will include segments of symphony, jazz, news, sports and British Broadcasting Co.'s music and dramatic transcriptions, which WMOR will broadcast exclusively in the area. Continuity for the opening is being written by Jules Pewowar, program director.

WMOR will broadcast from 7 a.m. until midnight daily and from noon until midnight Sunday. Ralph J. Wood Jr. is president and general manager of the station, owned and operated by armed services veterans only. Dave Pivan is chief engineer and Paul Damaus is musical director.

Edwin H. Colpitts

DR. EDWIN HENRY COLPITTS, 77, telephone engineer, whose pioneering led to the development of practical systems of long-distance wire and radio communications and to trans-Atlantic telephone service, died at his Orange, N. J., home on Sunday, March 6. He retired as vice president of Bell Telephone Labs, New York, in 1937, and emerged from retirement shortly before the war to serve with the Anti-Submarine Warfare Division of the National Defense Research Committee. He is survived by his wife Sarah Grace Penney, a son Donald B., and a granddaughter.

FIRST 15 PACIFIC HOOPERATINGS—Feb.-Eve.

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Cities</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper Rating</th>
<th>Year Ago Hoop.</th>
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<tr>
<td>Jack Benny</td>
<td>American Tobacco (BDG)</td>
<td>40.8</td>
<td>43.1</td>
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<td>Walter Winchell</td>
<td>Keiger-Freder (KFN)</td>
<td>36.4</td>
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<td>McGuire &amp; Mally</td>
<td>S. C. Johnson &amp; Son (NLB)</td>
<td>28.3</td>
<td>29.4</td>
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<td>3</td>
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<tr>
<td>Horace Houdret</td>
<td>Philip Morris (Skow)</td>
<td>25.5</td>
<td>22.5</td>
<td>-3.0</td>
<td>4</td>
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<tr>
<td>people are funny</td>
<td>8 &amp; W. Takasco (Seeds)</td>
<td>23.5</td>
<td>17.5</td>
<td>-6.0</td>
<td>5</td>
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<td>Dennis Day</td>
<td>Colgate- Palmolive (Presto)</td>
<td>20.6</td>
<td>17.8</td>
<td>-2.8</td>
<td>6</td>
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<td>Sab Hope</td>
<td>Lever Bros. (T&amp;J)</td>
<td>20.6</td>
<td>21.6</td>
<td>1.0</td>
<td>7</td>
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<tr>
<td>Bing Crosby</td>
<td>Phisio (Hutchins)</td>
<td>20.6</td>
<td>15.1</td>
<td>-5.5</td>
<td>8</td>
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<tr>
<td>Groove Mark Show</td>
<td>Signs-American Div.</td>
<td>19.3</td>
<td>12.8</td>
<td>-6.5</td>
<td>9</td>
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<td>Phil Morris-Alice Faye</td>
<td>Rexall Drug (BDG)</td>
<td>19.2</td>
<td>26.1</td>
<td>7.9</td>
<td>10</td>
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<tr>
<td>Lurella Parsons (2 mos)</td>
<td>Andrew Jackson Co. (Ort)</td>
<td>18.3</td>
<td>10.0</td>
<td>-8.3</td>
<td>11</td>
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<tr>
<td>Advo. of San Spoto</td>
<td>Wildmoot Co. (BDG)</td>
<td>18.2</td>
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<td>-1.4</td>
<td>12</td>
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<tr>
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<td>Lever Bros. (JWT)</td>
<td>18.2</td>
<td>21.1</td>
<td>2.9</td>
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<td>My Friend Irma</td>
<td>Pepsodent Div.</td>
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<td>-1.2</td>
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<td>The Whizzer</td>
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<td>18.0</td>
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<td>-6.8</td>
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+ Includes first and second broadcasts

Avco Information

PROPOSED rules changes announced by FCC to expand the Avco advertising theory to most broadcast applications [BROADCASTING, Feb. 28] have been charted in outline form by C. B. Collins of Broadcast Service Bureau Inc., 1025 Vermont Ave., N.W., Washington 5, D. C.

KMLB
MONROE, LOUISIANA

IT ISN'T how you catch a fish as long as you CATCH HIM!
That's the "fishin' formula" of hook-and-line fans in these parts... they're agreed that catchin' the fish is the thing! They make sense, too, about their radio listening... they want the "fish" not the "flash"... that's why the KMLB listening habit is catchin'. In KMLB's one mile west contour, is a 223 million dollar market extending over 17 parishes in northeastern La., and 3 counties in Ark.

Catch your share, sir!

WFLN (FM)

Goes on Air Today

WFLN, Philadelphia's first all-FM station, starts operations today (March 14). Lawrence M. C. Smith, president of Franklin Broadcasting Co., said the station will be on the air at 96.7 me seven days a week, 6 p.m. to midnight, broadcasting "good music and good information" somewhat in the manner of the New York Times' station, WQXR.

Raymond Green, former production manager of WINS New York, is WFLN manager.

Frank Carter, formerly with WNAR Norristown, Pa., is chief announcer. John Thomas, broadcast engineer of WFIL Philadelphia, is chief engineer.
Chicago Conference (Continued from page 32)

(3) Issue up-to-date reports to clients;
(4) Learn TV by doing.

M. F. Allison, sales manager of WNTW Cincinnati, declared the advent of TV as "one of the most important stories in the history of small local agencies." Local stations should develop effective, integrated and inexpensive commercials, he said.

National Television Film Council President Gold agreed with Mr. Ronch in denying that TV will "put out of business or even hurt the movies." Each has a function, and television is "meant to subserve the moods that keep people at home in the first place."

The standard first exhibition contract, which attempts to standardize film distribution practices for telecasters, was approved by the Film Council to the industry for approval before the end of March, Mr. Gold said. All elements of availability, price, lengths and copyright are outlined. "Film going is taking an increasingly stronger part in TV programming."

John B. Moser, Chicago broadcasting attorney, discussed legal aspects of handling an "intelligent legislative program," and, possibly, subsidized research to simplify and clarify the many problems involved. He reminded his audience that the difficulty arisen in "attempts of those who are uninformed ... to interpret and apply established concepts to this new field."

At the closing session, Mr. Stirt, general manager of ABC's central division, announced that the council contemplates a second annual TV conference next year.

Registration list for the conference follows:

Stirry F. Albright, Crosby; E. E. Alden, WIRE Indianapolis; Dorothy Amy, WIP-TV Chicago; Elsie M. Andrews, WGN-TV Chicago; James F. Anderson, Budge-Levin; Jan Ashman, Ferris-Ashman; E. E. Alden, WIRE; M. B. Adams, WSB-TV Atlanta; Betty Babcock, Elizabeth Bain, WFTS-TV; Mickey Balkin, KLEE-TV Houston, Frank Balvin, Red Ray Films; Kenneth C. Bane, Wade Advertising; Wells Barnett Jr., John Blair-TV; ...
**WIBS, WPAB**

**Hearings Conducted**

**HEARINGS** by FCC on revocation of WIBS Santurce, P.R., and on license renewal of WPAB Ponce, P.R., involving program issues, have been completed in Puerto Rico, it was reported last week.

Before Comr. Paul A. Walker, the WIBS proceeding was heard March 4-5 and the WPAB case March 1-3. The FCC also was represented by Walter B. Emery, Broadcast Division attorney, and Robert D. J. Leahy, Bureau of Accounting.

WIBS, charged with misrepresentation of ownership, was granted in early 1947 to Jose E. del Valle [Broadcasting, Nov. 8, 1948]. Mr. del Valle never had control of station funds, FCC said, which were advanced to 15 individuals. WIBS told the Commission the funds were only loans and that there was no delegation of ownership responsibility involved. Mr. del Valle testified there was never any intent of misrepresentation and that he acted in good faith.

Several character witnesses presented in behalf of Mr. del Valle included Jose Ramon Quinones, licensee of WAPA San Juan; Tomas Munix, manager of WIAC San Juan and president of the Puerto Rico Assn. of Broadcasters; Martin Travieso, chief justice of the Puerto Rico Supreme Court, retired; and Samuel R. Quinones, president of the Puerto Rico Senate. WIBS counsel in the case is Abe L. Stein, Washington radio attorney.

**Program Promises**

The WPAB proceeding involved whether or not promises of program service made by the station in application to FCC have been carried out [Broadcasting, Dec. 20, 1948]. Certain commercial policies also were considered. WPAB, licensed to Portorican American Broadcasting Co. Inc., was represented by E. D. Johnston, Washington radio attorney.

**FCC REPLIES**

To WKRC Appeal

BRIEF supporting FCC’s November 1947 decision on favoring WJIM Lansing, Mich., over WKRC Cincinnati in a contest for 550 kc has been filed by the Commission with the U. S. Court of Appeals for the District of Columbia.

The brief answers allegations made by WKRC in an appeal filed with the court from the FCC ruling [Broadcasting, Aug. 25, 1948]. The Cincinnati station charged that FCC in its decision had in effect improperly modified the WKRC license. The appeal further contended that an FCC memorandum opinion and order “purporting to finally deny” the WKRC application and petition for rehearing “is invalid because a legally constituted quorum of the Commission ... was not present.”

WJIM was granted switch from

---

**CUBAN CHANGES**

Under NARBA Provisions

CHANGES of station assignments in Cuba under the provisions of the North American Regional Broadcasting Agreement were reported last week by FCC. The changes are as follows:

CMBG Vedado proposed switch from 250 w. limited time on 1380 kc to Havana with 15 kw on 580 kc, directional, has been cancelled.

CMGR Camaguey in July is to begin operations on 1600 kc with 1 kw full-time.

CMHW Santa Clara in August is to switch from 250 w. on 600 kc to 1 kw day, 300 w. night on 810 kc.

CMAW Pinar del Rio in August is to switch from 250 w. on 810 kc to 250 w. on 600 kc.

CMCB Havana in August is to switch from 1320 kc to 1 kw on 1330 kc.

250 w on 1240 kc to 1 kw on 550 kc while WKRC was denied switch from 1 kw night, 5 kw day on 550 kc to 5 kw fulltime on that channel.

---

**WCAR DENIED**

Starting Time Request

NINETY SECONDS are ninety seconds, FCC ruled last week in denying a request of WCAR Pontiac, Mich., for a change in the monthly sunrise-sunset tables to permit the daytime outlet to start operating, during November, at 7:15 instead of 7:30.

WCAR had pointed out that if sunrise in Pontiac were 17 minutes earlier during November, the official starting time for that month would be 7:15, under the Commission’s method of calculations and also as shown on the station’s license.

WCAR objected to the practice of fixing monthly calculations to the nearest 15 minutes, but FCC maintained that the public, stations, and the Commission are all accustomed to 15-minute segments of radio time and that therefore this practice is “completely proper.” Further, FCC said, the 15-minute delay in starting time is offset by an equal delay in sign-off.

In other actions relating to the sunrise-sunset table, the Commission (1) proposed to change its listings to show identical sunrise-sunset times at Paducah and Mayfield, Ky., except during January, when Paducah sunrise would be shown as occurring 15 minutes later than Mayfield’s; and (2) to change the listings for MeKeesport, Pa., to show sunrise in January at 7:45 instead of 8 a.m. The Paducah-Mayfield proposal followed a petition by WKYB Paducah claiming the table should be the same for both cities.

Opposition to the proposed changes will be accepted until April 18.

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1,321,400 people* in Nashville’s 51-county trade area spent $654,888,000* in retail stores last year ... With its 60 BMB counties WSIX covers this rich market ... And WSIX’s programming and service, designed over the years to win a loyal audience, can help make your sales effort pay off!

*Projected from Sales Management May 1948

---

**WSIX**

The Voice of Tennessee’s Capital City

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

National Representative: The Katz Agency, Inc.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
LORILLARD TROPHY
Offered Winner of Iroquois Steeplechase

THE NAME Lorillard re-entered turf news when the P. Lorillard Trophy was made available for the winner of the Iroquois Memorial Steeplechase. The horse Iroquis was owned by Pierre Lorillard IV, colorful sportman of the late 1800's, a descendant of Pierre Lorillard, founder of P. Lorillard Co. (Old Gold cigarettes). Iroquis, greatest of all American steeplechase champions, is buried on the picturesque grounds in Nashville where the race will be run May 14.

The P. Lorillard Trophy was presented by Herbert A. Kent, president of P. Lorillard Co., to Mason Houghland of Nashville, president of the Volunteer State Horsemen's Assoc. Ray Vir Den, president of Lennen & Mitchell, P. Lorillard agency, took part in the presentation held in New York. The trophy is a gold cup, made in 1815, plus an added $2,500 purse given by Mr. Kent.

Participating in the presentation of the P. Lorillard Trophy are (1 to r) Messrs. Kent, Vir Den and Houghland.

vantage by virtue of its patent position, and that FCC is currently making a patent investigation of its own.

The committee greeted these statements with "interest and approbation." In the light of these, FCC was also asked to furnish the committee the following:
a. All memoranda, including interoffice memoranda, prepared by Commission employees for the use of the Commission dealing with data, analyses or interpretations of any particular piece of evidence, such as particular television patents, licenses, practices or activities of one party belonging to others, the practices of patent holders, licensees and/or licensees, or the right to license others thereunder described by the present Standards on General Engineering Practice of the Commission.

If work is partially completed on some memoranda, data, analyses and interpretations, include all partially completed material and supplement the same when completed. If information in the memorandum is specific as to individuals, persons, companies, or recommendations of any kind bearing in general on such patent matters.
b. All memoranda, including interoffice memoranda, data, analyses or interpretations of any particular piece of evidence, such as particular television patents, licenses, practices or activities of one party belonging to others, the practices of patent holders, licensees and/or licensees, or the right to license others thereunder described by the present Standards on General Engineering Practice of the Commission.

If work is partially completed on some memoranda, data, analyses and interpretations, include all partially completed material and supplement the same when completed. If information in the memorandum is specific as to individuals, persons, companies, or recommendations of any kind bearing in general on such patent matters.

With reference to the possibility that industry witnesses' testimony may be colored by their own interests, Sen. Johnson suggested that "industry evidence be before the Commission, as distinguished from your quasi-judicial function, is not unlike a legislative hearing on a bill seeking to correct evils in industry. The industry witnessesses testifying regarding such practices." He continued:

In such circumstances, the Congress would seek affirmative testimony by witnesses from government agencies having a factual knowledge of the alleged evils sought to be corrected. Carrying out this analogy, the Commission certainly must have techni-
ZENITH SQUEAL

Continued from page 82

competitor and, by implication, in-
accurate in stating that other sets
will soon become obsolete, it was
pointed out.

Dealers, manufacturers and some
broadcasters were quick to register
their protest. In Chicago, J. F. Poppele,
president of Television Broadcast-
era Assn., told the Chicago Tele-
vision Council that "when the time
comes for assigning allocations in the
UHP bands, the television
industry will draw the lines
carefully to avoid the slightest
possibility of obsolescence."

Clark McDonald's "wild"
terminology, Dr. Henry J. Fullilove,
president of Television Broadcast-
era Assn., said the dramatic declara-
tion of obsolescence would, in fact,
increase the obsolescence of TV sets.

New-Style TV Sets May Become Obsolete

In Chicago, Walter Huffton, sales
manager for Zenith, claimed the
latest competitor to the radio firm's
"negative approach to the American
system of broadcasting" as a means to
promote the sale of (FM) receivers.

In a friendly two-page letter to Ted
Leitzell, Zenith public relations di-
rector, he took exception to the
company's FM advertisements.

Commenting on dealer-decider-
ator proposals, proposed by Mr.
Leitzell and Zenith President E. F.
McDonald, Mr. Huffton stated:
"Mr. McDonald and any other busi-
nessman, who has been in radio for
an extended length of time, should know
that any promotional approach,
such as . . . used by WEFM, can
easily become a trend and develop
to a situation which can strike at
the very roots of our democratic
system of free enterprise. . . ."

"When any radio station critic-
izes the very medium it represents
by reflecting upon 'paid commer-
cials,' derides advertising ... the
disappearance of paid spots, and
takes a derogatory point of view
concerning 'singing commercials'—
surely that station is cutting its
own throat, and contributing an
anti-radio attitude on the part of
the general public. . . ."

Mr. Huffton urged the firm to
"sit down and analyze your future
radio promotions before going fur-
ther with this nonsense." He added:
"We feel that it is time for Zenith—and other radio manu-
facturers for that matter—to de-
cide the answer to this question:
'Where are we going?'

Concluded Mr. Huffton: "We are
willing to meet your people half-way in any worthwhile project.
However, we feel it is up to Zenith to devise a national prom-
plan in cooperation with the radio
industry which will highlight the
use of commercial radio—not ex-
clusively to other media—but at
least the way we have been doing
it. If that is done, in my opinion, you need have no fears as to the cooperation of
every FM broadcaster in the
country."

WTPR SOLD

To New AM Grantee Group

SALE of WTPR Paris, Tenn., by
Earl W. Smith, Roy W. McKinney
and Parkman B. Feezor, for
$47,000 to new group identified with
Paris Broadcasting Co., new AM
grantee there, was reported in
transfer papers filed last week with
FCC.

New Applications

Transactions of interests in WCMB
Waltham, Mass., and WAPF
McComb, Miss., also were reported
in new applications seeking Commis-
sion consent.

WTPR, 250 w day on 710 kc, was
purchased by the new group of 45
individuals because they believe
Paris can not support more than
one station, FCC was told. Paris
Broadcasting would drop its permit
for 1 kw daytime on 1270 kc if the
transfer is approved.

Details of transactions follow:

WTPR Paris, Tenn.—Transfer of con-
trol from Earl Weeks Smith, Roy W.
McKinney and Parkman B. Feezor
of group of 45 individuals, majority
of whom presently are stockholders
in Paris Broadcasting Co., to new
AM station there, 1 kw w on 1270 kc, which will be dropped.
Consideration is $47,000 less certain liabili-
ties at date of settlement. Principals
in new group include: Ellrow and Mary
Scioggia, 18.4%; each; Mrs. Lois Elliott,
18.4%; L. D. and Lucyle Chesmore,
14.6%; each; Frank Blake, 10.6%;
WTPR is assigned 250 w day on 710 kc.
WTPR is assigned 1 kw w on 1270 kc
as FCC they believed Paris would not support more than
one station.

WCMB Waltham, Mass.—Assignment
of license from L. P. Liles, Richard C.
Dean and Denis Hendrix 0.6% as
Charles River Beck Co., to new corpo-
rations of same name and composed
of three equal owners. However,
application indicated Mr. Liles plans
to retire from firm because of health.
and would sell one-half his 33 1/3% in
for $6,500 in stock, and the balance,
for $5,000 to Theodore Jones, WCMB
salesman. WCMB is assigned 500 w day
on 1230 kc.

WAPF McComb, Miss.—Assignment
of license from The Southwestern
Broadcasting Co. of Mississippi to new
partnership of same name and com-
pised of same partners but one. Louis
McPhee, local attorney, acquires 50% holding of Kenneth Hilton
Quinn through assumption of obligations totaling some $5,600.
Interest of 55% retained each by Alphonso Mack Smith,
Phillip Dean Brady and J. P. Nevin.
WAPF is assigned 250 w day on 1019 kc.

RONSON APPOINTS

Grey to Handle Account

RONSON Art Metal Works, maker of
Ronson lighters and Ronson
Redskin lighter necessities, has ap-
pointed Grey Adv., New York, to
handle its advertising effective
June 1. The account is said to have
a two-million dollar yearly adver-
tising budget. It has been handled
by Cecil & Presbrey, New York.

Ronson has been sponsoring
20 Questions on MBS for the past
three years. In addition the lighter
firm is also sponsoring the Johnny
Desmond show, five minutes on
Sundays on MBS and has a TV spot
campaign.

RELAXED CREDIT

Stimulates Set Sales

RELAXATION of installment cred-
its controls (Regulation W) by the
Federal Reserve Board is proving
a stimulus to sales of television set,
judging by first reports last week
from jobbers and distributors.

TV sets are affected more than
broadcast receivers because of their
higher average unit cost, according
to Radio Mfrs. Assn. Purchas-
ers now making payments un-
der the former rules can apply to
creditors for the benefits of the
relaxed arrangement, RMA pointed
out.

EQUITABLE RENEWS

EQUITABLE Life Assurance
Society of the United States, New
York, has renewed, for the fifth
consecutive year, the ABC broad-
casts of THIS IS YOUR FBI. The
new contract signed through War-
wick & Legler, New York, is effec-
tive April 1. The programs are aired
Fridays 8:30-9 p.m., over 200 ABC
stations.

‘AXIS SALLY’

Found Guilty of Treason

A FEDERAL jury last Thursday
found Mildred E. (Axis Sally)
Gillars guilty of treason to the
United States for her wartime
propaganda broadcasts over the
Nazi radio.

Miss Gillars, 48, faces a possible
maximum penalty of death or a
minimum sentence of five years in
prison and a $10,000 fine. The
trial was the only hanging
FBI. The FBI had given up on her
in 1943.

CHICAGO

Mr. Liles plans to retire from firm because of health.
PULSE REPORTS

JACK BENNY and Amos 'n' Andy nosed Fred Allen and the Phil Harris-Alice Faye shows out of the top ten listings in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the January-February radio audience reports published by The Pulse Inc., New York.

Periodical covers first report since the back-to-back programming of Mr. Benny and Amos 'n' Andy on the new CBS Sunday night line-up. Walter Winchell moved from fourth to third place. Lux Theatre continued to lead the evening listings.

Let's Pretend

Vendy

Redings.

the PULSE

TEN TOP EVENING & DAYTIME

First Top Ten Evening & Daytime Shows

<table>
<thead>
<tr>
<th>Program</th>
<th>Hour Rating</th>
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<tbody>
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<td>Helen</td>
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<td>Perkins (11:5)</td>
<td>19.0</td>
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<tr>
<td>Godfrey Scans</td>
<td>18.0</td>
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<tr>
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<td>Theatre Guild</td>
<td>17.0</td>
</tr>
<tr>
<td>Museum Revie</td>
<td>16.7</td>
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</tbody>
</table>

Daytime—5 a Week—Highest ¼ Hour Rating

Arthur Godfrey
Grand Slam
Rosebury
Our Great Sunday
Wendy Warren
Helen Trent
Aunt Jenny
Big Sister
Museum Revie
Sam's Family

Saturday & Sunday Daytime—Highest ¼ Hour Rating

The Shadow
Make Believe Ballroom
Metroplipan Orp
Cardinal Spelman
Quick & a Flash
J. T. Philharmonic
Make Believe Ballroom
Sam's Family

Meathead McLean & Ann
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Meathead McLean & Ann

Metropolitan Philadelphia

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METROPOLITAN NEW ORLEANS

February 1949

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Meathead McLean & Ann

Farnsworth Sale

A COMMITTEE of stockholders of Farnsworth Television & Radio Corp. was formed in New York last week to investigate the facts of the proposed sale of the company's assets to International Telephone and Telegraph Corp. A stockholder's suit challenging the transfer is also pending. A meeting of Farnsworth stockholders, upon which on the sale has been called for April 14. The IT&T board already has approved the plan.

CELEBRATING the 1,000th ride of "Red Ryder" across the Don Lee network during the week of the Brown Derby, Hollywood, are Brooke Temple (L), "Red Ryder", and Henry Gemmert, Don Lee assistant sales manager. Longfellow Bakers sponsors program on the Pacific Coast.

FCC Travel

(Continued from page 29)

ent for most of the hearing, although the attendance of some was interrupted for other commitments. The subcommittee is headed by Rep. Albert Thomas (D-Tex.). Other members: Reps. Albert Gore (D-Tenn.), George W. Andrews (D-Ala.), John Phillips (R-Calif.), and Francis C. Case (R-Ib.).

The $6,634,000 proposed budget compares with $5,551,000 originally allocated to FCC this year, to which $376,000 was subsequently added to meet salary increases voted by Congress. It would provide for a maximum of 1,382 permanent employees as against the 1,407 maximum permitted under the current budget.

FCC's delegation for the hearing included:


Acting Executive Officer W. K. Koll and Budget Officer Robert Cox.


Acting Chief Engineer John A. Wil- loughby; Assistant Chief Engineers George S. Turner and Marion H. Wood-ward, and the following division chiefs of the Engineering Bureau: Albert L. Mclnsinie, Frequency Allocation & Treaty; Glen E. Nielsen, Public Safety & Special Services; E. W. Chane, Lab- oratories.

Leo Resnick, an examiner in the Hearing Division.
CCNY (Continued from page 24)
sponsor, advertising agency or program producer for the year 1948—promotion of County Fair, sponsored by Borden Co., New York.

Frederie W. Ziv Inc, Cincinnati, "for the most effective promotion of a regional or intrastate radio program by a sponsor, advertising agency or program producer for the year 1948"—promotion of Favorite Story, syndicated transcription series, various sponsors.

KZL Denver, "for the most effective promotion of a local radio program for the year 1948"—promotion of Knave of Hearts, public service series on heart disease.

WGAR Promotion

WGAR Cleveland, "for the most effective promotion of a local radio program by a 50 kw station for the year 1948"—promotion of Fairland Theater, juvenile series sponsored by Clark Restaurant Co., Cleveland.

KTUC Tucson, "for the most effective all-over station promotion by a 100 to 250 w station for the year 1948.

WCCO Minneapolis, "for the most effective all-over station promotion by a 80 kw station for the year 1948."

Honorable mentions for TV achievement during 1948 will go to Foote, Cone & Belding, Chicago, "for Uncle Mistletoe," sponsored by Marshall Field & Co., Chicago, on WENT-TV Chicago, and to Cecil & Proviney, New York, for video announcements sponsored by Roson Art Metal Works, Newark.

Honorable mentions for creating "unusually effective direct-selling programs" will be awarded to Sibley, Lindsay & Curr Co., Rochester, N. Y., for Dawn Patrol on WARC Rochester, and to KXLY Spokane for Farming for Profit, sponsored by Sears, Roebuck & Co. in that city. Rural Radio Network, Ithaca, N. Y., also gets an honorable mention for Weather Roundup, institutional program sponsored by Grange Insurance Companies, Keene, N. H.

For creating programs "usually effective in station promotion" honorable mentions will be awarded to KWG Stockton, Calif., for KWG War There, and to WNEW New York for little Songs about UN, Mathews Bros. Appliances, Wichita Falls, Texas, gets an honorable mention for "unusually effective promotion of a national radio program," Mr. President, ABC program sponsored by Mathews on KFDX Wichita Falls.

Honorable mentions for "unusually effective promotion of a local radio program" go to KLX Oakland, for promotion of its baseball broadcasts last summer; to WING Dayton, for promotion of the Kittyhawk broadcaster, sponsored by National Cash Register Co., Dayton; to WMCT Cedar Rapids, for promotion of Sports by Tait Cummins, with multiple sponsors; and to WNEW New York for promotion of You Can Lose Your Shirt, sponsored by Bendix Home Appliances, South Bend, Ind.

CCNY will give honorable mention for "unusually effective all-over station promotion" to WEEK Peoria, WREK Cincinnati, WKY Oklahoma City and WLW Cincinnati.

Duffy at CCNY

To Address March 30 Meet

BEN DUFFY, president of BBDO, will make the main address at the luncheon session of the fifth annual radio-television and business conference of the School of Business of City College of New York, to be held March 30 at the Hotel Roosevelt, New York.

The one-day conference will open at 10 a.m. with four simultaneous panels discussing the present problems and future outlook for sales, programming, research and publicity-promotion. Luncheon session, in addition to Mr. Duffy’s address, will include the presentation of plaques for the outstanding accomplishments of 1948 in radio and video programming and in promotion (see story page 24). Afternoon session, convening at 2:30, will deal with “New Frontiers in Radio and Television.”

WBAL Appeals

Contempt Case Continues

WBAL Baltimore, found guilty last Monday of contempt of court for broadcasts concerning a confessed murderer, will appeal the decision of Judge John B. Gray Jr., sitting in Baltimore Criminal Court.

Judge Gray fined WBAL $200 for violating Rule 904 of the Baltimore Supreme Bench. Last January 28 the court had fined WITH $500 and James P. Connolly, at that time news editor, $100; WCMB and WFBT $350 each [Broadcasting, Jan. 31]. WBAL’s fine was less because it broadcast that the criminal had a previous criminal record but not that he had confessed to a killing, the court explained.

Karl F. Steinmann, attorney for WBAL, said the case will be carried to the Court of Appeals of Maryland along with appeals of the other stations. WBAL demanded a separate hearing, the other stations having been tried at a joint proceeding.

Reorganized FCC

(Continued from page 9)

sion through the chairman, was recommended.

In assuming all administrative responsibility, the chairman, according to the Hoover commission report, would “deploy the work force most effectively in order to carry out the program developed by the commission as a whole,” and see that “business is dispatched in an orderly manner.”

Commission chairmen, under the proposals, would also be the agency’s spokesman before Congress and the President.

Chief criticism of the regulatory commissions was that “they bring too many cases in case-by-case proceedings and thus fail to plan their roles and to promote the enterprises entrusted to their care.” This fault was attributed to a “lack of planning.” Savings which would be anticipated, the commission said, from effecting its recommendations could not be measured in the normal manner.

“Actually,” the report said, the budget of these independent regulatory commissions is small in comparison to the expenditures of the executive departments, amounting in the fiscal year ending in 1949 to only $57,333,000 (excluding Federal Reserve System), exclusive of operating programs. Some reduction in this figure can be made.

Real savings could be found elsewhere, the commission maintained. “Niggardly and inefficient in regulation involves large costs to the regulated industries themselves which must be passed on to the public by one method or another,” it reported.

“Expeditious will mean vast savings as well as better justice. Second, the failure to program appropriately is costly.”
WHAS HEARING

FCC's HEARING on the proposed $1,925,000 purchase of the WHAS Louisville properties by Crosley Broadcasting Corp. broke off suddenly last Tuesday to give Crosley an opportunity to make new measurements of its WLW Cincinnati.

The adjournment, to April 4, was taken at the request of Crosley counsel after Hearing Examiner Leo Resnick indicated the proffered measurements of WLW's tower, not acceptable for use in determining the hearing's primary question.

WJMJ CASE

SEEKING to preserve its new 1540 kc assignment, WJMJ Philadelphia asked FCC last week to invoke a procedure first enunciated in the court decision which cost it its original assignment on 1530 kc.

The request was made by WJMJ owner Patrick Joseph Stanton in a petition replying to WQXR New York's claim that WJMJ kc interferes with WQXR New York on 1560 kc and that therefore the Philadelphia grant should be reconsidered (BROADCASTING, March 7).

Mr. Stanton claimed that WJMJ, operating under FCC's rules and standards, causes no interference to WQXR's present 10 kw operation and would not interfere with its proposed operation with 50 kw.

His petition, by John H. Midlen of the Washington law office of George O. Sutton, therefore asked that the WQXR request be set down for oral argument on the question of its legal sufficiency.

This procedural step was noted, was suggested by the U. S. Court of Appeals for the District of Columbia in the so-called WCKY Cincinnati Case—in which FCC's original grant for WJMJ on 1530 kc was reversed—and later was amplified in the WJR Detroit case (now being appealed by FCC to the Supreme Court).

After oral argument, WJMJ claimed, FCC should deny or dismiss WQXR's petition. WJMJ operates with 1 kw, daytime only.

--degree of overlap between WHAS and the Cincinnati station.

In protesting admission of the offered measurements, Commission Counsel Walter R. Powell Jr. emphasized that most of the older ones had been made with 381-foot antenna whereas WLW's new 708 feet. He also claimed they were not made in conformity with FCC's Standards and that they lacked supporting data.

Crosley Opinion

Duke M. Patrick, Crosley attorney, argued that the measurements were accepted by the Commission in the clear-channel proceeding and therefore should be acceptable for the transfer case.

Mr. Resnick undertook to find some method by which to test the measurements without requiring new ones, but observed at one point that he might be "leaning over backwards" to do so.

"It may be," he said, "that we should allow applicants to present their cases as they see fit and act upon them as we see fit," rather than have the examiner himself ask questions which would form the basis for admissibility of exhibits.

At another point he expressed a wish that as much attention had been given to development of evidence on the overlap question as had been devoted to other phases where "it was difficult to perceive the relevance."

Measurements of WHAS were regarded as acceptable, after cross-examination of Orrin Towner, WHAS technical director, under whose supervision they were made.

In efforts to support the WLW technical data William S. Alberts, Crosley chief propagation engineer, presented measurements which he made over the weekend and which he said tended to confirm those proffered. But Mr. Powell insisted that they were incomplete and gave insufficient basis for comparison.

On direct examination, before the exhibits were challenged, Mr. Alberts submitted maps showing that, using his measurements, the overlap ranges from virtually none (on basis of population affected) where the 10-millivolt contours are concerned, to approximately 34% of the population within the two stations' combined 0.5-millivolt contours (BROADCASTING, March 7).

In terms of persons affected, his tables showed 1,275 within the 10-millivolt contour overlap, 6,47,42 within the overlapping 2-millivolt contours, and 2,177,819 within the 0.6 contours.

FM Overlap

Crosley exhibits on FM and TV service areas of WLW and WHAS—showing some overlap in FM but none in TV—were accepted.

Crosley's proposed purchase of the WHAS properties is from the Louisville Courier Journal & Times Co., owned by the Barry Bingham family, and includes the 50-kw clear-channel AM station (840 kc), plus FM and TV.

Linked with the case, but actually a separate proceeding, is the WHAS request for more time to complete WHAS-TV. This hearing was completed last week and could be decided in advance of the transfer decision.

But it was uncertain whether Examiner Resnick would choose to prepare his recommendation on one ahead of the other, or to devote the 30-day hiatus to other cases to which he is assigned.

WQUA Reorganization

OWNERSHIP of WQUA Moline, Ill. (1230 kc, 250 w), licensed to Moline Broadcasting Corp., has been reorganized but with Bruff W. Olin Jr., president and general manager, still retaining a controlling interest. Mr. Olin said the reorganization is the first step in a program which contemplates expansion to include television.

The station's service to the Quad-City area has attracted financial support of prominent local investors, he said, declaring that the reorganization assures continuation and expansion of that service. FCC approval of the transactions is not required since control is not involved.
TV Won’t Kill AM
(Continued from page 97)

Listening immeasurably. They will also go a long way in protecting television’s freedom.

In technical sessions, the IRE members developed numerous topics of interest to broadcast engineers. Pulse modulation and ultra high frequencies especially were the subjects of important papers.

Use of city-wide television networks to carry spot news and special current events through the use of a single transmitter to moving picture theatres and other receiving points was foreseen as a development of Pulse systems.

Emil Labin, engineer-director of the Philadelphia Telecommunications Laboratory, Nutley, N. J., said such systems have passed from the theoretical to practical stages. He said connecting of theatre chains was not far off and that not only is inter-city communication thus possible but even national and international communication.

Pulse modulation is accomplished by “sampling” a program at the rate of millions of times a second and then transmitting the samples to a receiver to unravel. A single pulse station can carry as many as a dozen programs at a time over a single radio spectrum assignment.

Dr. W. M. Goodall of Bell Telephone Labs said by pulsescope modulation television programs are transmitted at the rate of 50 million samples per second.

On the effect of UHF on present telecasting, it was agreed by both Philco and DuMont engineers that present sets would not be made obsolete. They disagreed on how soon UHF will be a practical commercial possibility.

Long Wait for UHF

David B. Smith, vice president in charge of research and engineering at Philco, said Philco tests show that commercial UHF television is unlikely for several years. Prime disadvantage of UHF, Philco tests showed, was that power requirements appear to be much greater—four to five times as much power being required as in present TV stations.

Philco considered it probable that it will take at least three years to develop commercial UHF television transmitters with the power output shown to be necessary.

Advantages found in UHF by Philco were said to be that man-made noise, such as from automobile ignition systems, and multipath transmission, cause of “ghosts,” have less effect on picture quality than at present lower television frequencies.

Disagree on UHF

Dr. Thomas T. Goldsmith of Allen B. DuMont Labs said he could not agree that it would take several years to make UHF a possibility.

Both he and Mr. Smith agreed, however, that present sets would not be made obsolete if television were to be given a place upstairs in UHF. Dr. Goldsmith said some set manufacturers could make ready for the change in a matter of weeks and have sets in production in six months. Adapters would be made available for existing sets.

Dr. Goldsmith conceded, however, that it could be years before the wave band transmitters might take place.

Among other subjects covered in papers:

Television relays—The Philco-Western Union television relay between Philadelphia and New York was described by William Forster, project engineer of Philco Corp., who said that although the system is passable now, and its operation proves that its principles are useful for inter-city service, “there is room for much improvement.” He said signal-to-noise ratio can be improved by a now available high power klystron mixer and a lower noise figure receiver mixer. Lower distortion terminal equipment has also been built to improve picture quality.

Marketing—IRE broke a precedent by holding the first symposium on marketing in its 37-year history. Those contributing: E. H. Vogel, manager of marketing, electronic department, General Electric Co.; O. H. L. Jensen, manager of industrial design, Philco; Peter G. McCanne, vice president and general manager, Stromberg-Carlson Co.; W. E. Macke, advertising manager, Zenith Radio Corp.; M. F. Mahony, vice president, Mutual Inc.

The latter dealt with major national advertising media, including radio and television.

Sound in TV—A TV station might well build up its own library of direct recordings for commercial music in addition to relying on transcription libraries, according to Robert H. Tanner, Northern Electric Co., Belleville, Ontario. On microphone techniques he suggested that since in TV the microphone is further away from the artist, that uni-directional microphones be used to reduce cross pick-up—pick-up of the orchestra for example, on the soloist’s microphone and vice versa.

Power Discussion

Power—New method of combining transmitting tubes in groups or clusters, which materially increases the power of television stations operating on UHF (300 to 3000 mc) was reported by J. H. Brown, W. C. Morrison, W. L. Behrend and J. G. Reddick of RCA Labs. Two transmitter tubes, or two complete transmitters, are teamed through a duplexer, which permits the combined outputs of the tubes to be fed into the same antenna, thereby doubling the effective power output without narrowing the width of the frequency band transmitted.

Antennas—New television antenna which will receive signals from only one direction at a time and will greatly improve reception of set owners in fringe areas where lie between stations on the same channel was reported by O. M. Woodward Jr., research engineer of RCA Labs, Princeton, N. J. The antenna consisted of an array of four-foot dipoles in the form of a square. Direction from which the antenna receives can be changed by flipping a switch near the receiver, said Mr. Woodward.

Flying—Television and radar will in 15 years control all-weather flying, Delos W. Rentzel, administrator of Civil Aeronautics, predicted. In the cockpit, the pilot will see a pictorial presentation of everything around him, showing his own aircraft in relation to others in the vicinity, indicating obstructions and even the location of storms and turbulent air.

Youth—Radio is still a profession for the young man, J. S. Coggeshall, traffic manager of Western Union, said. Youthfulness of its personnel has made for its adaptability to war, to peace, to television. Most of radio’s basic discoveries were made by men younger than thirty, he said.

MEMO to HELEN WILBUR, Doherty, Clifford & Shenfield: The WCKY Dinner Winner show, with a rating of 9.0, was the only local program to make the top ten Saturday and Sunday programs, in the January-February Pulse Survey.

ON THE AIR EVERYWHERE 24 HOURS A DAY I. S. Wilson WCKY CINCINNATI 50,000 WATTS OF SELLING POWER

BROADCASTING • TELECASTING

March 14, 1949 • Page 59
The Legend of Happy Valley

Feathers was just an ordinary fellow who had been in the Tomahawk business until he had come by South Hill. He obtained the lease on South Hill by going before the Happy Valley Council and explaining his plan—that he intended to regulate the villagers daily with fine entertainment, news bulletins and other enticing fare.

He explained that he would build his signal fire transmitter from wampum he had obtained through sale of his Tomahawk business. He stated to the Council that he would support his venture by smoking out short announcements for Happy Valley merchants, who in turn would pay him, Feathers, in wampum for such service. He might, he said, even sell longer periods, or smokegrams, as he called them.

The Council chairman, Big Chief Waynecouting, looked upon this proposal with some misgiving, but it was decided finally to give Feathers a three-year go to try his plan. He could use South Hill for that length of time—but before he smoked up the landscape following expiration of that period, he would have to come back to the Council and prove that he had lived up to his promises.

"Your license is granted with reservations," the Big Chief said—which didn't mean much to Feathers, since Indians didn't know about reservations back in those days.

THAT's how Feathers went into business. He started with just a little fire, and not much smoke, and his smokegrams were pretty deplorable in the beginning. But he soon got the hang of the business, and it wasn't long before 25 of the villagers spent a great deal of their time watching Feathers, smoking out at all Hill. Of course the merchants poured a lot of wampum into this venture, because they could see easily how it had captivated 25 of the 26 villagers.

Occasionally the merchants, who thought they owned Feathers' business because they advertised, would go up on South Hill and drop old shoes, tarps, birch bark and even stink bombs in Feathers' fire, and he would lose audience for a time. But Feathers, ever resourceful and always patient, would dream up some new smokegrams and recapture his audience of 25.

Now you're probably wondering about that 26th Happy Valleyer who never looked at Feathers' smokegram. Well, he was our friend, Three Feathers, or Bottle for short. He didn't have time to look at Feathers' smokegrams because he was busy lecturing the villagers. What he was telling them was that they shouldn't look at Feathers' smokegrams because they were not good for villagers, which was a very interesting development inasmuch as Bottle didn't look at them at all. The villagers were puzzled that he should, under these circumstances, know so much about them.

Obviously Bottle didn't get very far with his campaign, for two reasons:

1. Nobody understood quite what he was talking about.
2. Bottle didn't suggest any idea that was better.

Well, you know what happened. Bottle got a three-year lease on North Hill, and announced he was going to start smokegramming which would be exclusively cultural in nature—poetry, excerpts from the classics, and things like that. But most startling announcement of all, Bottle announced that he would take no advertising.

Can you guess what happened? Out of curiosity, the 25 villagers turned their backs on Feathers' smokegrams for about two days and watched this new station operated by Bottle.

IN 1614 in the village of Happy Valley, which was located in the land of the Sky Blue Waters, there lived two Indian business men. One was named Two Feathers, but the 26 villagers called him Feathers for short. The other was called Three Feathers, but he was known more fondly as Bottle.

Feathers had a lease on South Hill, below Happy Valley. Bottle had a like lease on the North Hill. Now these two Indians, commanding as they did the highest prominence near the village, went into business. They maintained some signal fires, both transmitting on clear channels from sunup to sundown. They competed with each other for the attention of the 26 villagers, and they did this in diverse and diverting ways.

DURING those two days, Feathers—down on South Hill—didn't have much to do, since he didn't have any audience, so he started casing the landscape and lo and behold in the distance, miles from Happy Valley, he saw smoke gently wafting in the air.

He studied this phenomenon for a time, and they started signalling. In no time at all, he had made connection with this other smokegram manager who in turn was, it developed, in smoke Contact with other smokegrammers to the East.

In just two days, then, the 25 villagers, pretty well filled with culture, turned back to Feathers' station on South Hill—and what did they see but a news report, delivered in staccato puffs, by Six Feather Wincharger—direct from Manhattan. The Great Smoky Network had come to the land of the Sky Blue Waters!

This should be the end of the story. It should be a beautiful, memorable ending, in the true tradition. But, alas—it is not the
end. Indeed, it is hardly the beginning.

Needless to say, Bottle off on North Hill didn't even last out his three-year license term. He had no revenue to buy kindling, thus no fire, consequently no smoke. He became, did Bottle, nothing but a vestige, and his enterprise—cold ashes.

So Feathers, that advertising smokecaster, grew and prospered, and at least 25 villagers paid his endeavor great heed. But one day, oh the insolvency of office, one day the village of Happy Valley passed an ordinance—an anti-smoke ordinance.

* * *

Well, friends, that was the end of smokecasting in the land of the Sky Blue Waters. Two beds of cold ashes, that's all.

The last broadcast over WOB—those were the call letters of Feathers' station—and they meant "Waters, Sky of Blue"—the last broadcast was from Six Feather Wincharger, directly from Manhattan. All he said was:

"The Paley-faces have landed." That was enough.

AWB

(Continued from page 50)

Wynn Hubler Speaks, WNAX Yankton, S. D., rural; Marie Houlahan, WEEI Boston, publicity, and Dorothy Lewis, United Nations, public interest.

The delegates attended a fashion tea Thursday afternoon followed by a cocktail party and buffet supper as guests of J. Walter Thompson agency.

At a closed afternoon meeting Friday, A. D. Willard Jr., vice president of the NAB, presented a proposed plan for reorganization of the AWB as a department of NAB. Plan has been approved by both the NAB and AWB boards, and calls for AWB election of 17 chairmen, each from an NAB district. From these, the NAB president would select seven to serve as chairmen of women's departmental activities.

PM ADS SCORED

(BROADCASTING)

Smoking Lure Claimed

AN ATTACK on the Philip Morris sponsorship of Horace Heidt, alleging that the program is a device to lure youth into cigarette smoking, will be published in the April issue of the Christian Herald, a non-denominational and non-official publication of the Protestant Church.

The program, now in its second year, is Original Youth Opportunity Show, and presently occupies the Sunday NBC time vacated by Jack Benny. 7:30 p.m. Its purpose is to "discover" young talent.

Attorneys for Mr. Heidt told Broadcasting they would ignore the article, labeling it "a tempest in a teapot." NBC had no comment.

BBDO

Mr. Pope Mr. Dillon

FOUR MEN were elected vice presidents by the board of directors of BBDO New York, at the agency's annual meeting. They are: Paul Markman and Bayard Pope Jr., both account group heads in the New York office. Mr. Markman has been with the agency since 1945 and Mr. Pope since 1939. Also elected were Harry P. Vieth, account group head in the Pittsburgh office, who has been with BBDO since 1935, and Thomas A. Dillon, account executive in the agency's Los Angeles office, who joined in 1935.

Ohio Meetings

Speakers Announced

Many top-ranking authorities on radio, retail advertising, ad copy, television, advertising research and management will be among the speakers at the Ohio State U. fifth Advertising and Sales Promotion Conference and second Television Seminar. The sessions will be held March 17 and 18 in Columbus at the Fort Hayes and Chittenden hotels.

Conference theme will be "Advertising in a Buyers Market." The event is sponsored by Ohio State U. in cooperation with the state's advertising organizations.

Included among the speakers are:

Norwood Weaver, vice president, A. C. Nielsen Co., whose topic will be "Research;" Gerald A. Gettelman, vice president and copy director, WSB-TV Toledo and president of Ohio Assm. of Broadcasters; on television, and Marion Harper Jr., president, McCann-Erickson, on management.

Rec Nominates

Burkland for Presidency

CARL BURKLAND, general manager of CBS Radio Sales, was nominated last week for the 1949-50 presidency of the New York Radio Executives Club. A vote of the membership, to be held May 5, is considered a formality as all candidates will run unopposed.

Nominated for vice president of the club was Gordon Mills, business manager of the radio and television department of Kudner Advertising Agency. Lewis H. Avery, president of Avery-Knodel, station representative firm, and incumbent treasurer of the club, was nominated to succeed himself, and Claude Barrere, head of his own talent firm and radio consultant to City College of New York, was nominated to continue his long-held post as club secretary.

Markman, Pope, Vieth Dillon Made VP

Mr. Markman Mr. Pope

NEWS PROTECTION

Ark. Enacts, N. Y. Defeats Law

LAW to protect radio newsmen who refuse to disclose sources of information, just as lawyers and doctors are protected, was enacted in Arkansas last week but defeated in New York State.

Arkansas became the first state to extend the privilege to radio and television newsmen just as newspapermen are protected in the state. Ten other states still have laws protecting newspapermen but not broadcasting them. The Arkansas legislation was called the Garner Bill after Sen. Pat Garner, general manager and now director of KFPI Fort Smith, Ark., who introduced the bill.

The New York bill, introduced by Sen. Thomas C. Desmond, has been prepared by the Legislature by the Law Revision Commission which felt the immunity could be safely given in view of the bill's safeguards. Democratic legislators joined with a number of Republicans in defeating the bill in the Senate by a 36-18 vote.

Sen. Desmond obtained reconsideration and the bill was laid on the table but feeling in Albany was that it probably would not come up again at this session.
TRAVEL SPOTS

TRAVEL, transportation and travel services are using radio spot announcements to an unprecedented extent this spring.

For the third successive year the Ask Mr. Foster Travel Service Inc. through Willard G. Myers Adv., Philadelphia, has placed a 26-week spot campaign on 14 stations. The schedule begins on March 23, once weekly, on WQXR New York WHDH Boston, WHK Cleveland, WKBW Buffalo, WGBI Albany, WJJD Chicago, KMPC Los Angeles, WDBY Minneapolis, WJAS Pittsburgh, KGO San Francisco, KING Seattle, W M A L Washington, WOR New York.

Also, New York, New Haven and Hartford Railroad has turned to radio to promote the new Merchants Limited train between New York and Boston and its generally speeded-up service by buying weather reports on WQXR New York, WICC Bridgeport, WELI New Haven and WNLC New London. The four-week contract, effective March 1, was placed by St. Georges and Keys, New York.

Sicily, through its recently appointed agency, Gotham Adv., in New York, is also using spots to promote travel to the island, slanted toward springtime vacationing. The campaign will run for four weeks on WQXR and WOR New York. Spots will also be used in Buenos Aires and Sao Paulo, Brazil.

BUDGETS HITTING NEW HIGH

The annual spring meeting of the National Association of Manufacturers in New York was the scene of numerous budget announcements by manufacturers. The announcements were made in the form of radio spot announcements placed by manufacturers on WQXR New York, WOR New York and WBAI New York.

One of the first announcements was placed by the Shakespeare Company, which announced a budget of $10,000 for the promotion of its new play, "The Starry Messenger." The budget was to be spent on radio spot announcements on WQXR New York.

Another announcement was placed by the National Association of Manufacturers, which announced a budget of $5,000 for the promotion of its annual convention. The budget was to be spent on radio spot announcements on WOR New York.

A third announcement was placed by the American Federation of Labor, which announced a budget of $2,000 for the promotion of its annual convention. The budget was to be spent on radio spot announcements on WBAI New York.

STATIONS QUIT

KABR, 3 FM Outlets Fold

KABR Aberdeen, S. D., regional outlet and MBS affiliate established in 1955, announces that it will be sold to the owner of KGAB Aberdeen, it was announced today. The station will continue to operate under its present call letters.

JULIUS DUNDES

JULIUS DUNDES

APPOINTMENT of Julies Dunides as director of sales and sales promotion manager of WCBS New York is announced today by Arthur Hull Hayes, CBS vice president in charge of San Francisco operations. Mr. Dunides will assume his duties on April 15 or as soon as a successor to his present post as advertising and sales promotion manager of WCBS New York is named. Myron Elgers will continue in his present capacity as sales manager of Kwq, Mr. Hayes announced.

Mr. Dunides joined the CBS promotion department in January 1936. In 1940 he was named to his present post, advertising and sales promotion manager for WCBS, then WABC. He previously had been a member of the staff of the New York Post.

HICKOK SUPPORT

HICKOK SUPPORT

Sends Local Promotion Kit

TO BUILD local radio advertising support, the Hickok Mfg. Co., Rochester, N. Y., is distributing to nearly 13,000 retail stores a "complete package - promotion advertising service." It includes mats for newspaper advertisements ready-to-use in a counter display and suggested radio commercial copy. It was prepared in portfolio form by Kas- tor, Fierce, Rubel, and Gifford, New York, and represents the first large-scale effort by Hickok to advertise its products in daily and over local stations. Forty-four spot announcements are included for local broadcasts.

Wynkoop Elected

REAR ADmiral T. P. Wynkoop, who retired from the U. S. Navy March 1, was elected president of Radio Marine Corp. of America, it was announced today. In the Navy 34 years, he was graduated from Annapolis in 1918 and in 1922 obtained a master's degree from Massachusetts Institute of Technology. During World War II he was production officer at Naval Shipyard, Norfolk, where he supervised construction of the aircraft carriers Franklin and Lake Champlain.

BROADCASTING • Telecasting

March 26-27: Mississippi Broadcasters Assn. meeting, Gilmor Hotel, Colum- bus, Miss.
March 27: WAND, hearing before FTC continues, Cleveland, Ohio.
March 30: CCNY awards luncheon, Roosevelt Hotel, New York.
March 31: Radio Pioneers annual ban- quet, Hotel Statler, New York.
April 1: FMA Clinic on FM Time Sales, New York.
April 1: U. S. National Commission for UNESCO, second national confer- ence, Cleveland Auditorium, Cleveland, Ohio.
April 2-3: INDIAN conference, directors meeting, Chicago.
April 4: WHAS Louisville transfer hear- ing resumés, FCC Hqtrs., Washing- ton.
April 4-8: Society of Motion Picture Engineers annual convention, Hotel Statler, New York.
April 6-13: NAB Convention, Stevens Hotel, Chicago (April 6-9, Engineer- ing sessions; April 10-13, unassisted stations conference; 11-13 Manage- ment sessions).

BOARD OF control of the Washing- ton State High School Athletic Assn. has reversed an earlier deci- sion and will not charge stations $15 each for right to broadcast state high school basketball tournament games. Tournament opens March 16 at the U. of Washington.

Wynkoop's election is the first of the state broadcasters' group. KMO Tacoma will serve as clearing house and handle traffic and billing. Schedule calls for broadcasting a few games in four days.

PLAY-by-play on all tournament games will be fed to interested stations, according to H. J. Quilliam, KFBR Tacoma, president of the state broadcasters' group. KMO Tacoma will serve as clearing house and handle traffic and billing. Schedule calls for broadcasting some 30 games in four days.
March 14, 1949

A Continuing Study of Major Radio Markets

Study No. 11

St. Louis

See This Exhibit of "SELEVISION"

It is characteristic of Ruthrauff & Ryan that among its personnel, television is referred to as "SELEVISION." For the "sell" always comes first at R&R. And this great new medium has unique two-dimensional possibilities for selling merchandise and ideas.

Ruthrauff & Ryan has pioneered in television, just as it did in the early days of radio.

In 1939, Ruthrauff & Ryan was producing sustaining television shows with Major Bowes.

The first commercial television program in Chicago was an R&R production.

Ruthrauff & Ryan's client, Griesedieck Brothers, has been first in the commercial televising of sports in the St. Louis area.

Ruthrauff & Ryan won the American Television Award for excellence of commercials in 1946 and 1947.

More than 25 Ruthrauff & Ryan clients are now using television on a commercial basis.

We have recently prepared a cross-section presentation of television produced by the agency. It shows excerpts of many types of shows from the elaborate chain production to the economical one-minute spot. It shows a variety of successful commercial techniques. It demonstrates the merchandising possibilities of television. It indicates results that have been secured from various commercial treatments.

You may see this exhibit without obligation. You will find it interesting, valuable. We believe it is the most informative presentation that has been compiled for those interested in exploring the selling possibilities of this revolutionary selling vehicle. It can be examined in your office at your convenience. Simply write us your request.

Ruthrauff & Ryan, Inc.

812 Olive St., St. Louis 1

NEW YORK...CHICAGO...BALTIMORE...DETROIT...HOLLYWOOD...SAN FRANCISCO...SEATTLE...CINCINNATI...HOUSTON...MEXICO CITY...TORONTO

Eleventh of a Series
Advertisers bought 4,837 hours of time on KXOK in 1948. This is a lot of TIME — 302½ days of 16 hours each in one year. Excellent testimonial to the effectiveness of KXOK as a selling force! Alert advertisers are aware of KXOK’s consistent share-of-audience gains reported by Hooper month after month . . . they value KXOK's BMB "plus" coverage in 115 counties daytime, 98 counties night time . . . they are gratified by KXOK’s low-in-St. Louis rates which means more coverage . . . more Hooper . . . per dollar of advertising money! KXOK’s list of renewals and the growing number of new advertisers attest this fact! KXOK saturates the greater St. Louis market . . . economically!

**KXOK IS ALERT TO ITS COMMUNITY RESPONSIBILITY**

Since opening day KXOK has demonstrated its alertness to community and area service . . . a requirement of a successful radio station. Many air hours are devoted to programs with educational, religious, agricultural and social import. We have learned through experience how to balance program types in the interest of the listener. Billboard’s award for News Commentary and Variety’s award for "Responsibility to the Community" are evidences of KXOK’s progressive ideas on programming!

In cooperation with the St. Louis Public Service Company, KXOK-FM is installing receiving equipment on 1200 busses and 300 streamliner street cars. Over 40,000,000 rides a month is the guaranteed passenger count. Here is a new medium with unexcelled sales potential. Riders hear the advertising message while in transit to points of purchase. For further information on rates and schedules on KXOK-FM consult our Transit Radio Sales offices in New York, Chicago, or Cincinnati . . . or KXOK-FM direct.

**KXOK-FM is Affiliated with Transit Radio**

St. Louis’ ABC Affiliate
Owned and operated by the St. Louis Star-Times
Represented by John Blair & Co.
By BILL THOMPSON

ST. LOUIS is a blend of southern charm, northern vigor and western opportunity—but over and above these fine intangibles it has the goods.

It leads the world in the volume of diversified production. Not only the home of American Car & Foundry, Anheuser-Busch, International Shoe, Liggett & Myers, andRalston-Purina, its food processing establishments number 701; printing, publishing, and graphic arts 450; chemicals and drugs 210; machinery 198; iron and steel 131.

Hundreds of other manufacturers turn out lumber products; automobile equipment, leather goods, petroleum and coal products, textiles, and non-ferrous metals, to name a few groups.

A total of 2,750 plants, producing goods estimated at $2 billion annually, make 307 classes of products. This is 76% of a possible 469 classes as defined by the U. S. Budget Bureau. No one class employs more than 8% of the total employed, a fact which emphasizes the wide diversity and stability of the city's manufacturing.

The Stations That Serve The St. Louis Area

And St. Louis has the tools to sell its goods. For decades, three daily newspapers did most of the job—and did it well. But today ten commercial radio stations are helping to do it better. Three of these are black-and-white offspring: KSD Post-Dispatch, KXOK Star-Times, and KGWD (FM) Globe-Democrat. The Post-Dispatch also owns KSD-TV, the city's only television station, and the Star-Times has a plus in KXOK-FM, associated with Transist Radio.

In addition to KXOK and KSD, four other AM stations have FM: KWK (Mutual), WED at St. Louis U., KXWL in suburban St. Louis County, and WIL, the area's most powerful independent. Completing the roster of commercial stations are the 50 kw KMOX, owned and operated by CBS; KTVI East St. Louis, Ill.; and KSTL, 10-month-old daytimer.

The metropolitan district also has one of the nation's outstanding religious stations—KFUO at Concordia Theological Seminary. This station and its FM affiliate are owned by the Evangelical Lutheran Synod of Missouri.

The nation's eighth city rode to industrial might on the motto—"Ship From the Center—Not From the Rim."

Central Location Enhances Transportation Importance

Occupying a strategic position about midway between the nation's center of population and its geographic center, it is the hub of the world's greatest inland waterway system, terminus of 19 trunk line railroads, and the interchange point for traffic from all parts of the nation. Transfers are made here between railroads and the barge lines operating on the Mississippi River south to the Gulf of Mexico and north to the Twin Cities.

Because of its central location, local firms are in an unusually favorable position to distribute advantageously by parcel post, express, freight, truck or plane, or via waterways. And they can transact business economically by telephone or telegraph. Its surrounding territory forms a complete circle, unbroken by lakes, oceans or other natural barriers. Such uninhabited areas reduce the trading range of most of the other large American cities, St. Louisians claim. The metropolitan area has a population of 1,678,500 and a land area of 956 square miles. On the Missouri side of the Mississippi are the City of St. Louis (population 902,000), the adjacent St. Louis County, and St. Charles Township. In Illinois are parts of Madison, Monroe, and St. Clair Counties.

The district includes 82 incorporated cities and towns of which East St. Louis, Ill. (population 100,000) is the second largest.

Other Important Aspects of Market

Central location with respect to agricultural and mineral production, the area is best known for its facilities for assembling domestic raw materials and products and for distributing them cheaply and speedily.

However, St. Louis advances these other claims to fame:

It handles 85% of the world's supply of seal skin, having procured the Alaska seal skin catch under exclusive contract with the U. S. government since 1917.

It is strategic in Latin American trade because of its proximity by river, railroad, air, and highway to the Port of New Orleans.

It has the highest ratio of native-born white persons of native-born parents among all major metropolitan areas in the U. S.

It rates high in culture and science with five Nobel prize winners, the second oldest symphony orchestra in the nation, a world-famous Municipal Outdoor Opera, the first hospital and first state university west of the Mississippi, one of the nation's four leading museums, and one of the first radio stations to be established in the U. S.

It has two major league baseball teams (Cardinals and Browns), a nationally famous college basketball team (St. Louis U. Billikens), an American Hockey League team (Flyers), and a professional basketball team (Bombers).

Conservative Outlook Is Characteristic

It prides itself on being America's most conservative, hard-to-sell town. (It was here that a veteran vaudeville performer made the crack—"The three toughest weeks in show business are Christmas week, Easter week and a week in St. Louis.")

Retail sales in metropolitan St. Louis were estimated at $1,545,856,000 in 1947, as compared with $509,601,000 in 1939, when the last Census of American Business was taken. Department stores (there are 13,161 retail firms) showed a gain of 140% from 1939 to 1946. Maintenance of this high level of business as postwar reconstruction progressed was indicated by the fact that for the first seven months of 1946, when the last area-wide check was made, department stores showed a further gain of 29% as compared with the like period in 1945. Anticipation of retail sales at high levels is encouraged by conservative estimates that normal postwar employment is settling at 60% above the 1939 level.

St. Louis ranks as one of the largest wholesale centers in the nation, with 2,668 establishments. It is chief distributor to the southwestern and southeastern states. Wholesale trade currently is running at $1,764,000,000 annually.

743,000 Employed In Area

Total number gainfully employed in the area is 743,000, of which about 30% are women. Of the total, 24% are clerical and sales people; 21% operatives; 14; crafts; (Continued on St. Louis I.)

March 14, 1949 • St. Louis Page 3
St. Louis
(Continued from St. Louis 4)

1922, the Dept. of Commerce assumed control of broadcasting and officially licensed the station as WEF, call letters which Brother Rueppel interpreted as "We Enlighten the World." WEF is one of the few educational outlets in the country to be successful commercially.

The Early Days of KSD
This was not the first license granted by the Dept. of Commerce to a St. Louis station, however. KSD, the Post-Dispatch's station and NBC affiliate, received its certificate nine days earlier. Its pioneering was for the development of many broadcasting practices that since have become standard. Some St. Louis broadcasters recall that the Post-Dispatch, acknowledged as one of the world's greatest newspapers, "looked down her lorgnette" at radio during KSD's formative years.

Its veteran manager, George M. Burbach, divided his talents between the station and the newspaper's advertising department until 1941. He has been a potent voice in the broadcasting industry. He put KSD-TV on the air in February 1947 claiming the first completely postwar equipped television station in the U. S., and last September unveiled KSD-FM.

Another station that could challenge KSD's right to the first license is WIL, whose founder, Lester A. Benson broadcast the Harding election returns from a transmitter in the basement of his home. Mr. Benson's original call letters, WEB, were changed to WIL when he got his license April 5, 1922. He was the first St. Louisian to sell time on the air.

Non-Commercial KFÜO
Founded in 1924
KFÜO, home of The Lutheran Hour, was the fourth station to sign on. A non-commercial operation, it was founded Dec. 14, 1924 by "progressive and far-seeing Lutherans who realized the great possibilities which radio held in store for the work of the Church."

On Christmas Eve of the following year, KMOX, destined to become "the station to beat" in St. Louis, broadcast its inaugural program. A clear-channel outlet, it claims to serve 70 counties, commanding a BMB audience of 815,600 in the daytime and 967,800 at night. Included in its secondary listening area are many counties in Louisiana. Thomas Patrick Convey, who was to broadcast play-by-play from St. Louis' Sportsman's Park, called 17 local businessmen together to form KMOX.

Mr. Convey made his greatest impression on the broadcasting world, however, as founder of KWK on St. Patrick's Day, 1927. This Mutual station, located in the Chase Hotel, in the swank West End section of St. Louis, has been one of the most economical network operations in the country. It was one of the first stations in the city to capitalize on disc jockeys. Before his death, in 1934 at the age of 48, Mr. Convey had experimented with the television service. His son, Robert T., who now heads KWK, has applied for TV and plans to integrate it in a new location with his AM and FM activities, and a wired music subsidiary.

Cox Puts WTMV
Into Operation
By 1935, the growth of the metropolitan area on the Illinois side of the Mississippi made an East St. Louis station feasible. Lester Cox, who had been an owner of stations in Springfield, Mo., Pittsburg, Kan., and Kansas City, put WTMV on the air May 19. Leaning towards sports and known for a policy of presenting brief news reports "every hour on the hour," 250 w WTMV has been famous in the area for originating the St. Louis Cardinals baseball broadcasts. Last year, a network of 54 stations took the Cards games, but in 1949 they will originate from WIL, which has added its power to 5 kw. These two full-time independents are the only ones available for baseball broadcasts. The four network stations cannot reserve sufficient time, and all other outlets are daytime only. It is presumed WTMV will broad-
FIRST IN THE NATION

KSD-TV

America's First Completely Post-War Equipped Television Station

Affiliate of the

NBC TELEVISION NETWORK

Working Agreements with the

CBS, DUMONT and ABC TELEVISION NETWORKS

National Advertising Representative

FREE & PETERS, INC.

Owned and Operated by

THE ST. LOUIS POST-DISPATCH

Owner and Operator of

KSD • KSD-FM • KSD-TV
St. Louis

(Continued from St. Louis 4)

cast the St. Louis Browns games this season, although a contract has not been signed.

From 1922 to 1938, the Post-Dispatch was the only St. Louis newspaper to have “adopted” broadcasting. On Sept. 19 of the latter year, however, the St. Times entered the field with KXOX.

The station became a basic affiliate of NBC’s Blue Network in 1941 and its successor, ABC in 1948. Unlike KSD in its early years, KXOK insists it always has been independent of its newspaper parent—in fact, a competitor. It appears to be the most prominent combination station in St. Louis. Its FM affiliate, which took the air in March 1947, is expected to show early profits as the result of its recent Transcasting tie-up.

The Star-Times is one of the eight stockholders of Transcast Radio Inc.

Only suburban commercial station in the St. Louis area is KWLW, founded Jan. 1, 1947. Located in Clayton, Mo., it is very much a part of the metropolitan picture because it is surrounded by homes of the wealthiest residents of the area. Guy Runnion, youthful former news editor at KXOK, sold the idea of a suburban community station to 87 preferred and 12 common stockholders.

Last June, Frank E. Pellegrin, former director of broadcast advertising for NAB, put KSTL on the air from the American Hotel downtown St. Louis. Three local industrialists, two Washington, D. C. attorneys, and Mr. Pellegrin are stockholders. The station started entering figures in the profit column after four months, and all but two editions are maintaining schedules. In strict compliance with NAB’s Standards of Practice, KSTL employs a mood sequence technique with middle-of-the-road musical selections, ranging from old familiar to popular and semi-classical.

Newest Outlet Is KWGD

Newest and one of the most modern stations in St. Louis is the Globe-Democrat’s K W G D (FM), housed in a “Radio City” costing $1,500,000. Since the station took the air in December, after two years of preparation, its salesmen have been extolling the merits of “interference-free” radio and have signed a handful of advertisers. But everyone in St. Louis believes the costly layout is chiefly for television, for which the Globe-Democrat has applied to the FCC. Everyone also believes an alliance between the newspaper and KMOX is not far off. They recall that the CBS station has never applied for TV, and in recent years withdrew its application for FM. They also recall that the Globe-Democrat’s owners were among the 17 founders of KMOX in 1926, having sold their 35 percent interest to CBS in 1932. The newspaper and station have cooperated closely since that time. It all adds up.

Over 23,000 Video Sets In the Area

KSD-TV, trailblazing video station, with a primary range of 50 miles, has been solely responsible for the purchase of 23,000 TV receivers in the metropolitan area. It presently will move into new million-dollar studios in the Post-Dispatch Bldg. Local newscasts, picture newscasts, cartoons, feature films, home economies, strations, and other programs have originated in small, cramped studios there since the station took the air two years ago. Since last fall, NBC kinescope recordings have been used, and since the Midwest and Eastern coaxial cables were joined in January, NBC-TV network fare has been featured. In addition, special programs from other networks have been carried. Many local remotes, such as football, baseball, basketball, hockey, harness races, and Golden Gloves boxing bouts, have been telecast. Even before it officially went on the air, KSD-TV telecast the traditional Velled Prophe's parade and ball in 1946 and carried these famous events in 1947 and last year as well.

Figures on KSD-TV Operation in 1948

While operations at KSD-TV are believed to be less costly than at most comparable stations because of efficient overlapping of some personnel with that of KSD, nevertheless a loss of $109,355 was reported last year. The station furnished Broadcasting this complete report:

KSD-TV

ST. LOUIS, Mo.

Television Operation for the Year 1948

Capital Expenditures:

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<th>Item</th>
<th>Amount</th>
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<tr>
<td>Transmission equipment and installation</td>
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<td>Studio equipment</td>
<td>94,816</td>
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<td>Mobile pick-up equipment</td>
<td>500</td>
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<tr>
<td>Tower</td>
<td>77,831</td>
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<tr>
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<td>Studio</td>
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<td>Construction</td>
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Total capital expenditures | $542,093

Cost of Operation: (10 months actual & 2 months estimated)

<table>
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<tr>
<th>Item</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Program staff (salaries and wages)</td>
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<tr>
<td>Talent payroll</td>
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<td>Films (rentals)</td>
<td>32,186.17</td>
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<td>Scenery/Lineman charges &amp; other service</td>
<td>20,961.59</td>
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<td>Total program expense</td>
<td>$117,398.88</td>
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<tr>
<td>Technical expense</td>
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<tr>
<td>Total technical expense</td>
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<tr>
<td>All TV promotion</td>
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<td>Combined total expenses</td>
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<tr>
<td>Program expense</td>
<td>117,398.98</td>
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<tr>
<td>Technical expense</td>
<td>4,355.61</td>
</tr>
<tr>
<td>Total net expense</td>
<td>$121,754.59</td>
</tr>
</tbody>
</table>

Total operation | $121,754.59

Operating loss | $109,355.54

Program staff of 7 (full time)

Promotion staff of two key men and KSD announcing staff

Announcements paid on overtime basis.

14 technicians

8215.26

2 stage hands

$43,532.43

KSD-TV programming 30 hours per week since 1/1/48—7 day operation.

Up to June 1948 KSD-TV operated Thursday through Monday or 5 days per week.

Rates range from $300 an hour to $50 for a one-minute spot on Class A time (1 to 11 p.m., Saturdays and Sundays; 6 to 11 p.m., Mondays through Fridays). Recently, however, station officials tried charging $100 for one-minute spots after the 7, 8 and 9 p.m. telecasts and sold out all of the 1949 periods so quickly that they entertain hope of drastically reducing last year’s deficit.

The three large department stores that dominate the Associated Retailers of St. Louis (Famous-Barr, Scruggs-Vandervevent-Ba- rney, and Stix, Baer and Fuller) pour thousands of dollars into the newspaper coffers yearly. The non-newspaper group gets some comfort, however, from the realization that dozens of smaller retailers are attracted to radio only because it is the one medium their big competitors have not invaded.

55 Agencies Operate In St. Louis Market

St. Louis has 55 advertising agencies. Among those doing an aggressive job for radio is the Galtown Advertising Co., with such accounts as Ralston-Purina, Pet Milk, and the U. S. Army and Air Force, and total billings in excess

(Continued on St. Louis 10)

Page 6 St. Louis • March 14, 1949

Broadcasting • Telecasting
CAN YOU PULL MAIL?

AMERICA'S LEADING
50,000 WATTERS
(and SCORES of SMALLER STATIONS, YES—250 WATTERS, TOO)
are DISCOVERING THAT THEY CAN PROVE AUDIENCE RESPONSIVENESS in
THIS BRASS-TACKS WAY THAT DEFIES ARGUMENT — SSELLS PLENTY OF OPEN
TIME and KEEPS YOUR PET ACCOUNTS CONVINCED

Does your Station have a profitable, responsive audience at midnight? At 6 o'clock in the morning? At 2:30 in the afternoon? There is one dead-certain, incontestable way you can prove your point—by carrying good, clean mail-order accounts such as we place.

If you can show hard-to-convince time buyers that you can sell goods by mail when most folks are supposed to be asleep or at other odd hours, then there is no question about the size or responsiveness of your audience.

We'd like to help you test your audience. We're mail-order specialists. We've been at it over 36 years. We have never missed a discount or payment. Our clients are reputable. They sell desirable merchandise, much of it unusual and often at real bargain prices. They fill orders promptly. They'll be a credit to your station.

For example, we are now concluding one of the most outstanding mail-order successes in radio history. It featured a Plastic offer by our client, L & M Company. Many 50 KW Stations like KDKA (whose full page ad in February 7th BROADCASTING we reproduce above), as well as smaller stations participated in the campaign. A few of the stations carrying this offer: WOR, WBZ, WGY, WWVA, WJR, WMAQ, KNBC, KFWB, KTRH, KPI, WSM, WKNX, WDAY, WOAI, WIBW, KOA, WNBC.

PHONE, WRITE OR WIRE US TODAY FOR DETAILS

SHAFFER BRENNA\N MARGULIS ADVERTISING CO.

4 North Eighth Street Phone MAin 2579 or MAin 2587

St. Louis, Missouri
It will do you a world
To send your sales zooming "out of this world" in mid-America, use KMOX. It'll do you a world of good!

Because the vast mid-America market dominated by 50,000-watt KMOX is a world in itself... diversified, self-sufficient... bulging 'round with riches.

Last year retail sales here were "out of this world," totaling $2,352,663,000. Thanks in part to 2,841 factories with an annual payroll of $606,000,000, and 492,123 worldly-wise farmers with a net cash income of $365,347,000.

Big as it is, there's one easy way to "tell the world" about your product. For KMOX is the 6-to-1 favorite of listeners throughout these 70 counties, day and night, all week long.

Ask us or Radio Sales for details.

The "Voice of St. Louis" KMOX
50,000 watts • Columbia Owned
St. Louis

(Continued from St. Louis 6)
of $15 million, much of it for radio. D’Arcy Advertising Co. has the giant Coca Cola account, whose radio programs are handled in New York. Charles E. Claggett, vice president and former radio director of Gardner, is one of the advertising profession’s best-known radio men by virtue of the part he has played in the development of “kid” programs. He has handled Ralphston’s Tom Mix for Gardner 15 years. Tom Mix started in New York in 1933 and consisted of a complete 15-minute episode every Monday, Wednesday and Friday. It was broadcast over the then NBC Red network. In 1934, the show was moved to Chicago because it was more advantageous to repeat from there than it was from New York.

“We started on the Blue in Chicago and went on a five-a-week basis with a continued story type of show with a basic plot that stretched over 26 weeks,” Mr. Claggett reminisced. “Percy Hemus, who started with the program in New York, was dragged out to Chicago to continue playing the part of the Old Wrangler. In addition to Hemus, we employed the Ranch Boys—Curley Bradley, Jack Carson, and Jack Ross—to sing our theme song. Because we had a tight budget, when bit parts came along the Ranch Boys handled the speaking lines. Jack Holden played the part of Tom Mix and also doubled as script writer. Bob Wamboldt was our producer. Hal Perry, now the Great Glidersteers, performed miracles doubling from four to six parts in every episode. Jane Webb, then a small thing in pigtails, played a running part standing on a soap box. She literally grew up on the program and only left it when she moved to the Coast about two years ago to play the lead in Those Websters. Forrest Lewis, Sid Ellumstrom, Lee Curley, Jane Seymour, Mercedes McCambridge, Betty Winkler, Hugh Stubbecker, Billy Idelson—who was then playing Rush in The Whirling Saucers—and virtually every famous radio actor and actress in Chicago worked on the Tom Mix show. About 1936, Russell Thomas was brought out from New York to play Tom Mix and was later replaced with Curley Bradley about 1941.”

Oscar A. Zahner, vice president in charge of St. Louis operations for Ruthrauff & Ryan Inc., joined the agency in 1925. R&R opened the St. Louis office at 812 Olive St.

“Over the years Ruthrauff & Ryan has been top buyer of radio time in the St. Louis area, by consensus of opinion of station officials,” Mr. Zahner stated. Currently, such advertisers as Griesedieck Brothers Brewery, Krey Packing Co., Pevely Dairy, St. Louis Dodge Dealers Assn., three Arthur Murray studios in the city, and Tums are R&R accounts sponsoring a wide variety of broadcasts. Old Judge coffee and Hyde Park Breweries were earlier companies figuring in R&R radio in the St. Louis area.

Mr. Zahner points to the “Baseball Network” of stations, now organized for Griesedieck Brothers, to bring St. Louis baseball games to area listeners as well as audiences in Illinois and throughout Missouri. When the network was first begun for Hyde Park in 1938, it consisted of six stations. In 1948, for Griesedieck, there were 54 stations in the network.

From the inception of television in St. Louis (KSD-TV in 1947), the agency has been active in video. The agency chulked up a series of “firsts” in television for the St. Louis area in its series of studio sports shows, Sports Close-ups, for Griesedieck.

Ray C. Stricker, who joined the agency 12 years ago, also played a major role in building R&R radio in St. Louis.

Shaffer-Breneman-Margulis Advertising Co. is one of the largest mail order agencies in the Midwest, with one-third of its volume agricultural accounts such as nurseries, hatcheries, and farm implement concerns. Founded by the late E. M. Brennan and T. D. Shaffer, who retired in January 1948, S-B-M now is a partnership operated by Sam B. Margulis, who is radio director, and S. I. Rosenfeld. Mr. Margulis started with Messrs. Brennan & Shaffer in 1924 as an “office boy-file clerk-copy writer.” He became a partner four years later and has sparked the agency’s activity in radio ever since. Company was founded in 1912.

Vernon L. Morelock, vice president of Winius-Drescher-Brandt in charge of radio and television, was active in spot radio in earlier years “when St. Louis was as much a center for transcribed spots as Chicago was for soap operas.” He mourns the passing of the days when big St. Louis shoe concerns had spots produced there “sometimes at the rate of 16 a week.”

One of the city’s most talented agency executives is James M. Daugherty, president of Jimm Daugherty Inc., who has been widely honored for his community service in producing the local radio series The Land We Live In, which he originated but is now produced by the Gardner Co.

Ollin Advertising Co., which last year moved its headquarters to Chicago, but maintains a large staff in St. Louis, has one of the city’s best radio success stories in General Coffee Co. Sales of its Manhattan Coffee have increased 10 fold since it entered radio two years ago. Westheimer and Co., Oukleigh R. French and Assoc., Jerroll & Assoc., Gordon-Marshall Adv., Huffman Adv. Co., Marjorie Wiltz, and Glee P. Stocker and Assoc. are others doing a good selling job for radio.

Page 10 St. Louis • March 14, 1949
One of The Nation's Great Independents

WIL
ST. LOUIS

Now DELIVERING

5,000 WATTS
FULL TIME

— to One of The Midwest's Most IMPORTANT Markets
SERVICE TO THE GREATER ST. LOUIS AREA FOR OVER QUARTER OF A CENTURY

POWER!

— Where it counts Most!

WIL
5,000 WATTS
FULLTIME
1430 Kilocycles

REPRESENTED BY
WM. G. RAMBEAU CO.
NEW YORK—CHICAGO—LOS ANGELES—SAN FRANCISCO

WIL-FM
87.3 MEGS.
CHANNEL 247
FIRST IN ST. LOUIS
IN FEBRUARY, 1923, Richard Kretschmar, chairman of the board of the Lutheran Seminary at Concordia, submitted to the board a proposal for a Lutheran radio station. The Lutheran Laymen’s League, the Walther League, and students at Concordia raised funds for the 500 w station which took the air in December of the following year from an improvised studio in the attic of Concordia Seminary in St. Louis. When the school moved to a new campus at Clayton, a western suburb, in 1926, a 1 kw station was erected. At the time, the station shared time on 550 kw with KSD. In 1940, the FCC assigned 850 kw to KFUO and its call letters were changed to KSD. In 1948, $100,000 “Greater Gospel Voice Radio Fund” had been raised and a modern plant was constructed on the Concordia campus. Now a half million-dollar expansion program is under way, including removal of its transmitter and antenna from the campus to another site, replacement of the present tower, additions to its studios and installation of new equipment... KFUO is the originating station of The Lutheran Hour, conceived in its sustaining committee, in 1946. In 1946, the station was recommended for the Peabody Award for outstanding public service, considered a special honor for a religious station... KFUO is establishing a shortwave amateur station for contacting Lutheran missionaries in all parts of the world. The Rev. H. Hostetter, operations director of KFUO since October 1925, states: “In spite of our half-million-dollar expansion program and our heavy operating expenses, we have never owed anyone a dime since the founding of the station over 24 years ago.”

KMOX

601 S. 12th St. Tel: Central 2832
1120 kw

This KEY CBS station took the air with 5 kw from two studios in a Hotel Mayfair suite in December, 1926. It received a clear channel in 1929 and a year later christened a follow-up transmitter. In December 1931 the station had outgrown its hotel studios and had taken over 24,000 square feet in the St. Louis Mercantile Building, now the St. Louis Medical Center. In March 1932, 17 local business men who founded KMOX sold it to CBS. Owners of the Globe-Democrat, who were among the 17, are said to regret that they disposed of their share. They need an AM affiliate for KWOD (FM)... First manager of KMOX was W. F. Hefner who, in 1927, was J. L. Van Volkenburg, now vice president of the network in charge of television. He was succeeded two years later by James D. Shouse, who restricted the station to become general manager of WLW Cincinnati and was followed by Merle S. Jones. Late in the war, Mr. Jones went to WJW Washington, D.C., before becoming manager of WCCO Minneapolis, and Col. Frank F. Balkoff returned from the service as head of KMOX. While Col. Balkoff went to WBBM Chicago in November 1945 as right-hand man to H. Leslie Atlas, CBS vice president in charge of the Central Division, Wendell B. Campbell, his assistant general manager, moved up. Mr. Campbell today is in charge of a commodious station layout totaling 40,000 square feet of connected studio and office space... KMOX is one of two CBS stations feeding the network their own orchestra, the other being WBBM Chicago. Its Barnyard Follies is on the network for a half hour six days a week... The 24-hour daily department, which lists five string correspondents, are held available in surrounding towns for on-the-spot two-way telephone interviews.

KSD, KSD-TV, KSD-FM

1111 Olive St. Tel: Main 1111
550 kw 5 kw FM

First Newspaper-owned station in St. Louis, KSD was founded by the Pulitizer Publishing Co. (Post-Dispatch). A month before it received the first Dept. of Commerce broadcasting license, in March 1922, it presented one of the first remote in radio history from the stage of the American Theatre. The play was two “Little Girls in Blue.” Among many “firsts” claimed are: A test broadcast to moving passenger train; talks by the late Gen. John J. Pershing and British Prime Minister David Lloyd-Gerard; a Catholic mass; conversations with dirigible, with flight; address by U.S. President (Warren G. Harding, June 21, 1923); and the first station in St. Louis to broadcast a network program, and the first station to present Calvin Coolidge from Washington... KSD was the only St. Louis station to send a member of its news staff to Rome for the elevation of Archbishop John J. Glennon to the rank of Cardinal... In 1936 it operated experimental ultra-super high frequency transmitter, WXP. Later it operated an experimental facsimile station, WXY. In 1938, it inaugurated the first regular foundation of a specialized half-hour facsimile edition of a newspaper... In 1948, KSD had billings totaling approximately one million dollars, a substantial increase over 1947. Its staff in 1948, was 70, and was followed in 1949 by a staff of 80,000 accounts... 1949 may show an increase over last year... General Manager Bur- bach was advertising manager of CBS and Post-Dispatch, and headed the Pulitizer company when KSD took the air. He was placed in charge of the station’s program and business departments in addition as general manager... In 1939, it was named general manager. Through his efforts KSD became the first newspaper-owned station to apply for and receive 24-hour All-news service... It has been a constant advocate of better taste and more restraint in the use of commercials. He was one of the first to put into practice the policy of no advertising interruption of newscasts for “middle commer- cials.” One of a small group which organized the St. Louis Better Business Bureau in 1947, he served as a member of its board of directors for many years. He became a charter member of radio’s “Twenty Year Club” in April 1942. On Mr. Burbach’s death in 1950, KSD television affiliate KSD-TV became one of the first members of TBA, of which he is a director. He is active in numerous civic and cultural enterprises.

KXLM

St. Louis County
Music & News

Page 12 St. Louis * March 14, 1949

Background of St. Louis Outlets

KSD-FM

1215 Col St., St. Louis, clubhouse 1231
231, 98.1 mc 218 kw, b

Applied for FM in 1941, but did not get the air only last December 19, from a new building, topped by a 625-foot tower, at 1215 Cole St., one block from headquarters of its owner, the Globe-Democrat. Wells R. Chapin, station director and chief engineer, spent months observing broadcast techniques and construction in other cities to make sure that station would have the “ultimate” in equipment... Idea for KSD-FM and TV station originated with the late radio-minded E. Lansing Ray, Jr., son of the Globe-Democrat publisher. Charles W. Nadas, executive assistant to Mr. Ray Sr., and an employee of the newspaper since 1915, is general manager... Officials say immediate aim of station is to promote FM, not to make money; several 100,000 FM receivers are in use in the St. Louis metropolitan area. However, station layout suggests an early entry into television. Provision also has been made for facsimile... Outstanding feature of the building is a group of four
"suspended" studios with central master control room in full view of each. During the war, Mr. Chapin, a radio engineer for 21 years, was a field supervisor for Raytheon Mfg. Co. in charge of West Coast and Gulf Coast territories. He previously was transmitter supervisor at KWK St. Louis, and in earlier years was a well known amateur radio operator.

KXLW, KXLW-FM
8135 Forsythe Blvd., Clayton, Mo.
Tel. Deltam 1329
1329 kc 1,148 D
LOCATED in the heart of the country club district, this station was founded New Year's Day 1947, as a community project. Runnion, newsman who got his experience on WKY Oklahoma City, WDAF Kansas City, WIBW Topeka, and as news editor of KMOX, convinced nearly 100 residents of the city's western suburbs that a station in their midst would pay big dividends because timebuyers would be attracted by the wealth in the area. KXLW not only blanketed Clayton University City, Richmond Heights, Kirkwood, Maplewood Glendale Rock Hill, Ladue, and a dozen other exclusive communities, but nearly 29 Missouri counties. Plagued by recent labor disputes with IBEW, Local 1217, whose members picked the studios from Dec. 6 until late last month, KXLW had "bad losses" in December, according to Mr. Runnion. Since January, however, it has been getting new business "at the normal rate." Mr. Runnion claims he has lost advertisers at the insistence of the union. The station also is seeking a permanent injunction to halt picketing at the station and at a students of construction project in nearby Brentwood. Programming runs to disc jockeys, but of a different type from those on most stations. "Spider" Bennett, director of the station's music, is a Be-bop enthusiast, even to wearing a Be-bop cap. Janet Dailey presents the Musical Story Book, in which hundreds of school teachers in the metropolitan area have shown an interest. The station has FM and currently is programming until 9 p.m.

KXOK, KXOK-FM
12th & Delmar Blvd.
Teletoncast 710a
630 kc 5 kw
THE START-TIMES applied for a CP in November, 1935 but waited two years and 10 months to put its station on the air—then fulltime on 1250 kc with 1 kw. On October 28, 1940, station was assigned 630 kc with increase to 5 kw. Of original 38 staff members, eight are still employed. Station has won four major awards in recognition of broad public interest policy. Its mobile radio telephone, installed in a station van, aided its coverage of such major news events as the 1947 Centralla, Ill., mine disaster, a million-dollar fire near East St. Louis the same year, a tornado northeast of the city in 1948, and the U.S. National Open and PGA Golf tournaments in 1947 and 1948. KXOK was the first station in the city to use recorded phone conversations for broadcast. KXOK-FM is now feeding 100 local buses through Transit Radio, and eventually 100 street cars and a total of 1,148 buses will receive transists. In January 1948 the station arranged for installation of facsimile laboratory equipment at Missouri U. to further develop new techniques in the art. Transmitter is in modern building on 50-acre plot near Granite City, Ill. Business and executive offices, three studios, news department, engineering and transistors workshops are in the Star-Times building at Twelfth and Delmar Blvd. Best known programs are Junior Town Meeting of the Air, half-hour discussion program taped in metropolitan area high school auditoriums; So It Can't Happen To You, safety, educational program conducted by the local police department; and Wake Up, St. Louis, 45-minute discussion program of vital current local issues featuring members of the Junior Chamber of Commerce and the St. Louis Bar Association. C. L. "Chet" Thomas general manager, is a veteran of 21 years in broadcasting, with experience on WLY and WSAI Cincinnati, WINS New York, WCAE Pittsburgh, and KFRO Columbia, Mo., as well as eight years on KXOK. Mr. Thomas joined the station in 1941 and has been general manager since March 1943. He is a member of the board of governors and first vice president of the St. Louis Advertising Club, vice president and a director of Transit Radio, member of several St. Louis civic organizations, 1922. Station claims to have been first St. Louis commercial out.

KXLW
St. Louis County
Covers the County
As Nothing Else Can

THE MISSISSIPPI WATERWAYS SYSTEM
THE WORLDS GREATEST INLAND WATERWAY

W E W

St. Louis
1,000 WATTS (d)
770 Kc

FOR 28 YEARS, WEW has been serving Greater St. Louis with diversified programs attuned to regional listening habits.

"THE OLDEST STATION west of the Mississippi," WEW is the home of the world-wide "Sacred Heart Program," heard daily by millions over 800 stations coast to coast. This successfully produced WEW program enters its 10th year May 1.

WEW IS CONSIDERED one of the outstanding public service stations in the country. Its documentary programs are widely known throughout radio. A series of educational In-School Listening programs is another WEW feature. A well-rounded Sports News and Music lineup has wide acceptance.

JOHN PEARSON CO. can give you the full story.

WIL, WIL-FM
Melbourne Hotel.
Tel. Jefferson 1403
1430 kc 3 kw
STATION was founded by Lester A. Benson, radio enthusiast since he was 14. At 17, "L.A." was a wireless operator on a Lake Michigan passenger steamer. He joined the Army during World War I as a radio instructor at Camp Pike, Ark., leaving with the rank of first lieutenant to open a radio parts store in St. Louis. Holding a commercial radio operator's license at 19 with call letters WBB, he broadcast the 1920 Presidential election returns and introduced police broadcasting from an automobile in motion. He was assigned WIL in 1922. Station claims to have been first St. Louis commercial out.

Continued on St. Louis 14)
WEW, WEW-FM
3642 Lindell Blvd.
Tel: Franklin 5665
C.W. Benson is vice president and general manager.

RECOGNIZED as one of the pioneer stations in the U.S., this St. Louis outlet has an unbroken record of broadcasting dating back to 1912. WIL now scheduled regular broadcasting. An official decision made by the Secretary of Agriculture attests the distinction that the University’s KBV for farming was, for the first time, the first "Agricultural School of the Air." Unlike KFUO, the Lutheran station, WIL and WEW-FM are commercial. WIL, with a operating budget of nearly $200,000 expected this year. Its popular general manager, Nicholas Pagliara, believes that if WIL were given permission to operate daytime "we would have every station in St. Louis a step for its money." The J. B. Carson Furniture Co. spends 80% of its advertising budget on WIL, reserving three half-hour spots daily on the air. The station, WEW-FM, on the air since 1947, sells more FM stations than any outlet in St. Louis—about three hours daily, mostly sports.

WEW has a large farm audience because it is the only outlet in the area with daily remotes from the National Stockyards in East St. Louis, the Mississippi Stockyards, and the Merchants Exchange. These are aired three times daily. One of its educational programs, The Eastern Liturgies, won a first prize at Ohio State U.'s 1948 Institute for Education by Radio. WEW also has home of the Sacred Heart Program, which enters its 10th year May 1. In cooperation with the St. Louis Board of Education, WEW and WEW-FM also present six programs weekly designed for school listening...

WEW is the third St. Louis station to apply for TV and at one time had a CP for experimental color television. It has conducted experiments looking toward facsimile. Station applied for FCC for 50 kw four years ago. It still uses a flat-top antenna for AM, but has an FM tower 542 feet high whose signal, the station says, covers an area of 14,500 square miles.

WTMV Broadview Hotel, East St. Louis, Ill.
Tel: Bridge 2024
1400 kw 2500
LESTER COX, part owner of KWTI Springfield, Mo.; KOAM Pittsburg, Kan.; and KCNO Kansas City, put this station on the air from the Broadview Hotel as a 100 watt on May 19, 1935. Power was increased to 250 kw in 1936. Station was sold in 1936 to William West, who managed the station for Mr. Cox, and Carlin S. French, then advertising director of the Chicago Herald-Examiner. Mr. French, until recently radio director of Lorenzen & Thompson agency, Chicago, and now associated with the national sales office of Transit Radio, bought out Mr. West some months later and retained ownership until 1945.

After he sold out to a partnership consisting of Myles H. Penrose H., Williams P. Jr., and William P. Johns, Myles H. Johns currently is well known to the industry as vice president of KBV Des Moines and executive director of WOSH Oskosh, Wis. Since May 1947 WTMV has been owned by Alvin O. Eades, Henry B. Walker, and Clarence Leich of Evansville, Ind., who also operate WOBF and WLML (FM) Evansville and WBOW Terre Haute.

The group also heads Electronics Inc., which has manufactured equipment for Transit Radio. Because of this tie-up, WTMV is expected to get the transcontinental franchise for East St. Louis and its environs.

Application has been made for FM. Since February 1947, Frank J. Prendergast has been general manager. A veteran of 15 years with the advertising department of the Star-Times, Mr. Prendergast had been commercial manager of WTMV since October 1944. Application for 1 kw has been made to the FCC and proceedings have reached the argument stage.

KWK, KWK-FM
Hotel Chase, Tel.: Rosedale 3210
320 kw 5 kw
THOMAS PATRICK CONVEY, one of St. Louis' most fabulous radio pioneers, organized this station in 1927 after he had promoted KMOV two years before. He began by purchasing KPVE, then operated by WIL's Lester A. Benson, and his brother C. W. Benson, in suburban University City. He moved the studios to Hotel Chase and changed the call letters, under FCC authorization, to KWK. In its early days, the station was required to change power and frequency several times and had to share time with two other local stations, KFQA and WMAY, both of which later discontinued broadcasting. Mr. Convey, and personable son of the general manager.

KWK's programming asset is disc jockey Gil Newsome, whose first five shows, featuring the best selling records daily has won a "10" Hooper for six years. Nationally known radio artists who got their start on KWK are Garry Moore, Harry Babbitt, the Tom, Dick, and Harry trio, CBS Announcer John Harrington, Hollywood's Marvin Mueller, Announcer Alan C. Anthony, and Johnny Neblett. KWK's merchandising-promotion department, under the supervision of Russell C. Kaiser, has been doing a bang-up job of promoting the maximum sale of KWK-adversted products. Since October, when the department was created, 2,500 personal calls have been made at stores on behalf of 29 sponsors.
YOUR BEST SLICE
OF THE ST. LOUIS MARKET

Yes, alert sponsors have found KWK excellent radio fare.
The Hooper report, November-January 1948-1949, again demonstrates that KWK is St. Louis' best daytime radio buy. During a typical week, January 23rd through January 29th, the four network stations produced a total of 370 local quarter hour programs between 8:00 A.M. and 7:00 P.M., Monday through Friday. Of this total KWK produced 165 quarter hours with an average rating of 4.3. An examination of the rate card will quickly show why KWK gives you the best slice of the St. Louis market.

Paul H. Raymer
REPRESENTATIVE

HOTEL CHASE • SAINT LOUIS

STATION A — 75 quarter hours with an average rating of 3.1.
STATION B — 80 quarter hours with an average rating of 3.0.
STATION C — 50 quarter hours with an average rating of 4.9.
interested in MONEY?

Then better prepare a special place of honor on your desk for BROADCASTING's NAB Convention issue. It's one you'll want to have around for a long time.*

In this issue (April 11) radio buyers and sellers will get...for the first time...complete, up-to-the-minute billings of the nation's leading radio advertisers, by product groups.

The listings will cover both network and spot...and include 27 major categories (drugs and cosmetics, food and beverages, cigarettes and tobacco, etc.)...itemized by how much the advertiser spends, where he spends it and what his money buys.

In addition to this copyrighted analysis—which will highlight the issue—there will be many other important business features...and, of course, the usual expert BROADCASTING coverage of all regular and Convention news.

Guaranteed circulation for the Convention issue is 18,000...2,500 more than our weekly subscription list. It's the most valuable circulation in broadcasting...including, among others, every national and regional advertiser and agency in the country.

*It's one you'll probably want to have an ad in, too. Advertising deadline: March 21...regular rates.
March 4 Decisions

ACTION ON MOTIONS

(By Commissioner Jones)

WEMB San Juan, P. R.—Granted petition to amend application to change in name of applicant from "Ramos d/b/a El Mundo Bestg. Co."

KGSU Provo, Utah—Granted request to substitute WTOP Inc. as incorporators in consolidated proceeding of Columbia Bestg. System Inc.

WOSU Columbus, Ohio—Granted petition to dismiss without prejudice application

WSCR Scranton, Pa.—Granted petition to rescind license to show minor stock changes.

Knis, Oklahoma—Granted petition to reopen record in consolidated proceeding to accept stipulation relative to interference situation between KJLC-FM and Commission's monitoring station at South Okla. to

KLKR Escondido, Calif.—Granted petition to accept late appearance in re-application

Brushwood Radio Corp., Hamtramck, Mich.—Granted petition for leave to take depositions in re-application

Both Radio Stations Inc., Saginaw, Mich.—Granted petition to extend time to file reply to petition of Lake Huron Bestg. Co. requesting reopening of record and time was extended to March 17.

Hope Productions Inc.—Granted petition to dismiss without prejudice application for consent to transfer of control of WHAS-AM. The 570-AM concern is continuing indefinitely, pending action on supplemental petition for reconsideration of the grant.

KWHU Hoiston, and Carr P. Collins Jr. and Christopher C. Cooper—Granted petition for continuance of hearing presently scheduled for March 7 to March 14 at 1:00 p.m. at Houston, Texas

WLQ Rome, Ga.—Commission on own motion continued hearing on application presently scheduled March 7 to March 14 at 1:00 p.m. at Rome, Georgia

Frequency Bestg. System Inc., Shippensburg, Pa.—Denied petition for continuance of hearing presently scheduled for March 7 to March 14 at 1:00 p.m. at Shippensburg, Pennsylvania

WJPS Chicago, Ill.—Granted petition to dismiss present petition for continuance of hearing presently scheduled for March 7 to April 12 at 1:00 p.m. at Chicago, Illinois

KDKT Cortland, N. Y.—Commission on own motion continued hearing on application presently scheduled March 3 to March 14 at 1:00 p.m. at Cortland, New York

March 4 Applications

ACCEPTED FOR FILING

AM—1590 kc

WIRE Ashtabula, Ohio—Petition to change from 1250 kc to 1250 kc w-unl to 890 kc 10 kw-D 1 kw-N unl DM, change trans., site.

AM—510 kc

WHJ Tallahassee, Florida—Petition to change from 740 kc to 740 kc w-D to 710 kc w-D 100 w unl.

License Renewal

License renewal applications were filed by following AM stations: WJFS-FM Calhoun, Fla.; WDFP Panama City, Fla.; KALB Alexandria, La.; WJMS Ironwood, Mich.; KFPM Kansas City, Mo.; KOH Reno, Nev.; WMUR Manchester, N. H.; WGR Buffalo in T.; WJAC San Juan, P. R.; WETS Johnson City, Tenn.; WPAA Dallas, Texas (970 kc); WKLY Blackstone, Va.; WEAU Eau Claire, Wis.

Modification of CP

KRTN—FM Des Moines, Mod. CP new FM station to change ERP to 275 kw. at height above average terrain to 578 ft. change trans., site and specify studio and transmitter

The station name was changed from "KRTN-FM" to "KRTN.

KWBQ-FM Canby, Ore.—Same

KYN—FM Oklahoma City, Okla.—Same

WLW-FM Clarksville, Wv.—Same

KFWM-FM Cleveland—Same

WHKC-FM Columbus, Ohio—Same

WQAM-FM Scranton—Grant. to file

WPFA-FM Washington, Pa.—Same

WYOM-FM Chattanooga, Tenn.—Same

KTSA-FM San Antonio—Same

License for

WICA-FM Ashland, Ohio—License to cover CP new FM station

WCAC Columbus, Ohio—Same

WMWM-FM Meriden, Conn.—Same

WFLA-Albany, N. Y.—Same

WSOU South Orange, N. J.—License to cover CP new noncommercial educational FM station

CP to Reistate

WARD-FM Johnstown, Pa.—CP to reistate CP new FM station

ant-antenna

cond-conditional

D-day

N-night

LS-local sunset

mod-modification

trans-transmitter

via-visual

unlim-unlimited hours

GSS-special service authorization

CG-conditional grant

TENDERED FOR FILING

SAA—1000 kc

WPAG Ann Arbor, Mich.—SAA 1000 kc 1 kw-D 100 w-N unl for 8 mos.

Transfer of Control

WTPR Paris, Tenn.—Transfer of control of Kentucky Lake Bestg. System Inc., licensee, from Earl Weeks Smith, Roy W. McKinney and Parkman R. Sepper to group of 46 stockholders including Raymond Ball, Gordon Bennett and others.

March 7 Applications

ACCEPTED FOR FILING

AM—1490 kc

Balboa Radio Corp., San Diego, Calif.—CP new AM station 1450 kc 250 w unl. AMENDED to change station and trans. site from San Diego to Escondido, Calif.

Modification of CP

WBBB Nashville, Tenn.—CP new CP increase power etc. change from 590 kw D 560 kw 1 kw unl. DA

KTOK Oklahoma City—CP change frequency, increase power etc. for extension of completion date

KWVM Arcibo, P.R.—Same

March 8 Applications

ACCEPTED FOR FILING

AM—1490 kc

WIRE Ashtabula, Ohio—Petition to change from 1250 kc to 1250 kc w-unl to 890 kc 10 kw-D 1 kw-N unl DM, change trans., site.

License Renewal

License renewal applications were filed by following AM stations: WGWDFM Gadarees, Ala.; KTOY Phoenix; ITABK Phoenix; KNGS Harford, Calif.; KXSF

(Continued on page 70)

NOW ARRIVED!

MORE BINDERS

... TO KEEP YOUR WEEKLY ISSUES OF BROADCASTING HANDY; INSTANTLY AVAILABLE FOR REFERENCE AND RESEARCH.

HOLDS 6 MONTH'S ISSUES

Pictured here, this 9½"x13" binder is of sturdy blue leathercloth, kivar lining, canvas joints, constructed to last for years.

Send coupon today. Orders filled promptly.

35 ea.

ORDER YOUR BINDER TODAY

NAME ____________________________

FIRM ____________________________

ADDRESS ____________________________

CITY ____________________________

STATE ____________________________

BROADCASTING • Telecasting

March 14, 1949 • Page 63
Programs

A GREATER VOICE
AND A GREATER BUY!
in the Detroit Area

50,000 watts at 800 kc.
JUNE 1949

CKLW

Guardian Bldg., Detroit 26 • J. E. Cmeo, President


MUTUAL BROADCASTING SYSTEM

Page 64 • March 14, 1949
Urges Radio Promotion

**TENN. MEET**

DEVELOPMENT of a promotion campaign by which radio would use itself as the principal medium was urged by the Tennessee Broadcasters Association at a meeting held March 2 in Nashville. The campaign would include discs by top-flight talent for presentation on smaller stations.

An all-day session focused on business and sales problems included addresses by members and a discussion of competitive selling by Maurice B. Mitchell, NAB director of broadcast advertising. Mr. Mitchell reviewed development of the All-Radio Presentation, outlined better ways of selling radio, and explained how to obtain recognition for cooperation in public campaigns.

Mr. Mitchell moderated the morning session as some 80 broadcasters convened. They represented 38 of the 50 stations in Tennessee. Four speakers took part in the morning panel. Perry Sheftall, owner of WJZM Clarksville, spoke of disc sales by top-flight talent for presentation on smaller stations.

Mr. Mitchell, discussing "Hidden Business," said he expected to take his pick of networks when he founded the station but instead had to operate without network service. He developed local business via dealer coop deals and signing small business men who had not advertised before.

A. D. Smith Jr., WCWT Winchester, spoke on public service programming on the local level, citing this form of program as critical to success of a station in a community. Every staff member must be known and liked in the area, he said, and discussed his particular tri-city problem.

John Hart, WBR Knoxville, told about major hurdles in selling, listing them as undercapitalization, increased competition from AM stations, competition from other media, competition from TV and FM, and failure to produce results due to bad handling and poor air voices.

Hoyt Wooten, WREC Memphis, former NAB director, and Henry W. Slavick, WMC Memphis, present District directors, addressed the meeting. Mr. Slavick, speaking on TV, said, "We don't think television is going to replace radio."

Gov. Gordon Browning, of Tennessee, addressed the dinner session. He criticized radio commercials in the middle of good music as well as programs having a "bad effect on children." Major portion of his address dealt with the Russian situation.

Mr. Sheftall took Mr. Mitchell to Clarksville for a dinner at which 125 local merchants were present though the affair was organized on short notice. Mr. Mitchell spoke on radio as a sales medium for retailers.

**PLOUGH'S SALES**

Hit New High; WMPS Aids

REACHING the highest point in 41 years, total 1948 sales of Plough Inc., Memphis, of which WMPS Memphis is a subsidiary, were more than $15 million. Preliminary figures for the year, released by Abe Plough, president of the corporation, also indicated net earnings of approximately $500,000, equal to $1.11 a share. The 1947 net earnings were $369,601 or 82c a share. Plough sales say WMPS was "in no small way responsible for the increased profits" in 1948. Largest previous sales record of the corporation, which uses a substantial amount of spot time, was $13,613,360 in 1947 and the highest previous net income, amounting to $1.08 a share, was in 1946. Final figures for 1948 will be included in the corporation's annual report to be mailed to stockholders March 31.

**AP RADIO UNITS**

**AP** broadcasters associations have been organized in two more states, California and Georgia. Jack Weldon, WWOD Lynchburg general manager, heads the Virginia group, and Lewis Allen Weiss, MBS board chairman and former general manager of Don Lee Broadcasting System, was elected chairman of the California group. Other officers of the Virginia association: Fred Hart, WLDF Suffolk manager, vice president, and Frank H. Fuller, AP bureau chief at Richmond, secretary. The group elected five directors: Campbell Arnoux, WTAR Norfolk president; Ray P. Jordan, WDBJ Roanoke manager; Carl Duckett, WBOB Galax manager; Edward E. Bishop, WGH Newport News manager, and Charles P. Blackley, WTON Staunton owner and manager. Directors and officers will constitute an executive committee.


**GENERAL MOTORS' ABC commentator, Henry J. Taylor (r), on recent visit to Flint, Mich., largest GM plant city, appeared on special broadcast over WFDF Flint with Ivan L. Wiles (l), recently appointed Buick Motor Division general manager and General Motors v.p. With them at special GM luncheon is Lester W. Lindow, WFDF general manager.**

**TENNESSEE BILL**

**W**ould Protect Reporters

BILL which would protect reporters against being compelled to reveal their news sources has been prepared for introduction in the Tennessee legislature.

Drafted at the instance of Matty Brescia, news director of WMPS Memphis and a member of the National Assn. of Radio News Directors, the bill is similar to one proposed to the law revision committee of the State of New York. Attorney Abe L. Roberts, of Memphis, drew up the bill with the cooperation of Mr. Brescia.

The measure applies not only to working radio, newspaper and newsmen but to any person who was formerly employed as a reporter. It stipulates that if a reporter or former reporter claims the immunity privilege a state, county or municipal body, officer, or person seeking information in the reporter's possession may apply to the Circuit or Criminal Court for an order divesting reporter of immunity.

Such an order, says the bill, "shall be granted only when the court, after hearing the parties, shall find that disclosure is essential to the protection of the public interest." Eleven states—Alabama, Arizona, Arkansas, California, Indiana, Kentucky, Maryland, Montana, New Jersey, Ohio and Pennsylvania—have adopted reporter immunity privilege laws and action is before them to include radio and similar services, according to Mr. Brescia.

**KFYR does come in loud and clear in a larger area than any other station in the nation! Not only that, but KFYR is the Number One station in the Number One agricultural state in the nation. Every man, woman and child in North Dakota (and our families are large) had a 1947 income of $1690.00 . . . largest of any agricultural state.**

**KFYR**

550KC 5000 WATTS
N B C A F F I L I A T E D
RE P. JOHN BLAIR
Bismarck, No. Dakot

March 14, 1949 • Page 65
Wylie Adams, ABC account executive in charge of commercial network expansion, has transferred to network’s television sales staff. Richard Hogue, former account executive with R-Best Features Inc., New York, has rejoined ABC to succeed Mr. Adams in his former post.

George Henderson, formerly with advertising sales staff of Columbus, Ohio, Citizen, has been appointed sales manager of W.I.W.C., Crosby television station to open soon in Columbus.

Morton Lowenstein, former sales manager at WBBM Morrisville, Pa., has been appointed commercial manager of W.C.A.M. Camden, N.J.

Henry A. Crutch of WSB and WSB-TV Atlanta sales staff, is father of a girl, Pamela Elizabeth.

KNX Los Angeles, CBS 50 kw outlet, has retained its base rates despite estimated monthly increases of 11.

328 persons in southern California population, according to its rate card No. 11, effective March 6. Class A rates are $650 per hour, Class B rates $433.33, Class C $325.

Ed J. Hennessy, former advertising and promotion manager of WBL Columbus, Ga., today joins the sales staff of WCON Atlanta.

J. J. Dash, former commercial manager of WKAP Allentown, Pa., has joined WIP Philadelphia sales staff.

Al Brooks, announcer at CHEX Peterborough, has been moved to sales staff.

Sarah Young, new to radio, has joined KYW Philadelphia payroll department, replacing Mary Bryan, resigned.

Eric Frost, former production manager of CKOV Kelowna, B.C., is now commercial representative of CKOV at Vernon, B.C., with office at 3801-31st St.

Robert Livingstone, WBBM Chicago sales representative in New York City, is father of a girl.

Tom Arnold, local sales manager at WHBF and WHBF-FM Rock Island, Ill., has been named to Chamber of Commerce board of directors.

AAA Exam

1,002 Take the Test

Third annual examination for advertising given by the American Ass’n of Advertising Agencies was taken by 1,002 persons from 30 states, according to John E. Wiley, AAA national examination committee chairman. The tests, held this year in 16 cities, were taken by 602 people from 25 states last year.

Aptitude tests are being analyzed by the Personnel Laboratory of New York, with knowledge today being judged by AAAA committees in cities where tests were given. Results will be forwarded to candidates, who may, if ratings warrant, authorize release of results to agencies or other advertising personnel employers.

‘Audition’ Winners

Denis Harbour, Canadian bass-baritone, and Lois Hart, lyric soprano from Philadelphia, have been awarded contracts with the Metropolitan Opera and cash awards of $1,000 as winners of this season’s Metropolitan Opera Auditions of the Air. Names of the winners were to have been announced yesterday (March 13) by E. A. Nicholas, president, Farnsworth Television & Radio Corp., on the final broadcast of the Sunday afternoon ABC series sponsored by his company.

U. S. Steel

NBC Gets ‘Theatre Guild’

NBC last week succeeded in enticing U. S. Steel Corp. to move its Theatre Guild on the Air from ABC next fall and at the same time sold the same sponsor a 13-week summer schedule of the NBC Symphony Orchestra.

The dramatic program, which has been on ABC for over three years, will begin on NBC Sept. 11 under a 35-week contract signed last week through U. S. Steel’s agency, BBDO, New York. Its concluding presentation on ABC will be June 5.

Effective June 12, U. S. Steel assumes sponsorship of the NBC Symphony which will be heard at 8:30-9:30 p.m. Sundays, the time in which the Theatre Guild will be scheduled in the fall.

Irving S. Olds, chairman of the board of U. S. Steel, explained his company’s change of networks as arising from its desire to present Theatre Guild at an earlier hour. It is now heard Sundays 9:30-10:30 p.m. on ABC.

GF Replaces

New Show to Start in Fall

General Foods Corp., New York (Maxwell House Coffee), will replace the George Burns-Gracie Allen series being dropped at close of season (Broadcasting, March 7), with a Scrappy Lambert package, Father Knows Best, starring Robert Young. The new show will start next fall in the same time, Thursdays, 8:30-9 p.m. on NBC.

It was understood that termination of the Burns and Allen show would mean a weekly saving of more than $6,000. Benton & Bowles, New York, is the agency for Maxwell House, which also sponsors a weekly show Lambs and Goblets on NBC-TV.

Manages Weus

Bowles Also Buys Interest

R. L. Bowles has acquired an interest (percentage not disclosed) in WEUS Eustis, Fla., Frank W. Stebbins, president of Lake County Broadcasters, WEUS licensee, announced March 3.

Mr. Bowles, a radio veteran, took over management of WEUS March 7. He had been co-owner and general manager of WJOL Joliet, Ill., but sold his interest in that station and moved to Eustis Feb. 1.

WEUS is a 1 kw fulltime outlet on 790 kc.

Commercial

WCHS

Charleston, W. Va.
CBS MEETING

FUTURE plans and present problems of CBS stations will be discussed at the annual three-day meeting of managers of Columbia owned stations, representing a total of 100 stations, beginning today (March 14).

Those attending:

William S. Paley, chairman of the board; Frank Stanton, president; Howard S. Metzger, vice president and general manager; J. Kelly Smith, vice president and director of station affairs; Glenn J. Burkland, general sales manager, Radio Sales; Hubbell Roberton, WAPT's vice president and director of programs; William C. Gittlinger, vice president in charge of network sales; Frank K. White, president of Columbia Records Inc.

CBS stations personnel attending the sessions includes:

Frank Falmor, assistant general manager, WBBM Chicago; Wendell Campbell, assistant general manager, KMOX St. Louis; Merle Jones, general manager, WCBS Minneapolis; Paul, Harold E. Felows, general manager, and William Edwards, assistant, WEEI Boston; G. Richard Swift, general manager, WCBS New York; Arthur Null Hayes, vice president in charge of San Francisco office; R. E. Joseyn, director of personnel, Los Angeles; J. M. Bryan, president, WBT Charlotte, N. C.; Charles Crutchfield, vice president and general manager, WFTM Washington.

ELMER DAVIS

Heads Correspondents Assn.

ABC COMMENTATOR Elmer Davis March 8 was elected president of the Radio Correspondent's Assn. The association is composed of members of the radio galleries of Congress.

Other officers named by the group were vice president, Bill McAndrew, NBC Washington; Francis W. Tully Jr., Yankee Network, secretary, and Bill Shadel, CBS, treasurer. Members-at-large are Howard Kany, AF radio; Rex Good, Trans-Media Networks; and George E. Reedy, Arrowhead Network. Mr. Davis succeeds MBS commentator Albert L. Warner.

SECURITY BILL

Newsmen Gag Is Deleted

A BILL to tighten security safeguards was approved March 7 by the Senate Armed Forces Committee and sent to the floor, but only after a section on classified information, which some feared would impose a gag on newsmen, had been deleted.

Action on the measure came after Undersecretary of the Navy W. John Kenney testified the bill was not intended for "gaging" or suppressing the free flow of information. Under the measure (S. 277) disclosures of secrets about the nation's communications code system would be punishable by a $10,000 fine, ten years in jail, or both.

SLOAN AWARDS

CBS Enters Bristol, Simons

TWO CBS candidates entered by the network in the nationwide competition for Sloan Fellowships for executive development are George Bristol, manager of the presentation division, CBS advertising and sales promotion department, and James Simons of network operations.

The two will compete with men named by other companies throughout the country, with ten in all to be chosen by the foundation to receive fellowships entailing them to a year's intensive training at Massachusetts Institute of Technology.
**Promotion**

**Contest Against Contest**

**BEST LETTER, of 50 words or less, on "I hate contests because .. " will win grand prize being offered by Alan Cummings on his Your Patkol all-night program over WWDC Washington. Fortunate listener who completes sentence best to satisfaction of Mr. Cummings will be awarded grand prize—one top box.

**Contestants Warm**

DURING 25 below zero weather, KILO Grand Forks, N. D., "warmed up" its Man on the Street program with unique promotion gimmick. Station ran electric line to corner where program originates and connected a range and several small electric heaters. Idea was promoted that even if contestants didn't get warm when it came to answering questions, at least they got warm physically. Announcer Jim Bulton worked with his collar open and no coat and Jeannine Peter- son of promotion department appeared in short sleeves to add summer atmosphere to scene.

**Usas TV as Sales Tool**

REALTOR of Palo Alto, Calif., took full-page ad in local newspaper recently to print large map of residential areas to show signal strengths of television stations KPIX and KGO-TV San Francisco. Ad stated foremost message in every prospective homeowner's mind: "Can I get good television reception?" Firm conducted survey and printed map to show that "95% of the residents in this area..." will get good television signals. Too Early to Dress

Since last listeners to early-morning shows are clad in pajamas at time, Howard Malcolm of WCPB Boston's Morning Watch feels same privilege should be extended show's m.c. WCOP sent Mr. Malcolm and his complete show to railroad terminal for three travel days. Attending, pouring from numerous commuting trains were somewhat surprised to see platform between terminals where Malcolm; see "Fun page of stations' main entrances, saluting with his usual chatter and recorded music. Two members of chapter submitted receipted money which will be held until to be distributed to winners.

**4-H Club Fund**

IN OBSERVANCE of Georgia's 4-H Club week, WSB Atlanta's Dixon Farm and Home Hour is running special contest to extend through March 31. Dudley McCaskill, m.c., has asked 4-H Club chapters throughout state to contribute to 4-H Club fund through money obtained by chapter activities. Two members of chapter submitting receipted money will be held until to be distributed to winners.

**Listers Competitors' Programs**

PROGRAM listings of all major stations in Boston, including WEEI WCOP WHDH WMEX WTAW, are given three times daily over WOVM Boston in promotion-programming idea. WVOM states program listing of competitive stations is made "without bias or editorialization."

**"Howdy" Elected Again**

YOUNGER SET of Milwaukee area has voted temporary emcee of Howdy Doody on WTJM-TV Milwaukee, station reports. Program was taken off air for several weeks when station made schedule adjustments. Viewers were asked to write in if they wanted show to return. During that time there were 272 cards and letters in mail from children and parents and 67 of them asked for return of program. As usual, Howdy Doody maintained 13 to 1 margin in voting for return and is now back on airwaves.

**Listener-Response Card**

INEXPENSIVE but attractive method of acknowledging letters, calls, suggestions and comments from listeners is being used by KVOO Tulsa, Okla. Station has developed and is circulating listener-response card. Front side of card pictures home of KVVO together with letter answering letter. Back side shows skyline view of Tulsa's business section with comment on resources of "oil capital of world." Idea is offered by KVVO to other stations that may care to adapt it. Copy of card may be obtained by writing William B. Way, KVVO general manager.

**'Catch Phrase' Contest**

STATION-BREAK phrases concerning station and community, which are being used on WHBM Milwaukee, have created so much interest among listeners that station has started contest for best suggestions. Each week different "catch phrase" is used, either as promotion for towns served by station, as station audience promotion, or as promotion for radio advertising in general. In contest for "best catch phrase of the week" submitted by listeners, weekly winners will be awarded prize and given opportunity to make winning break announcement on special program built around idea.

**Plugs Local Ange**

WHEN Democratic Unit produced Mind in the Shadow last month, KIRO Seattle locally scheduled solid hour and 35 minutes, including network newscast, and received wide broadcast from State Capital on status of mental health legislation and, finally, 15-minute roundtable discus- sion by state hospital officials. When CBS released repeat broadcast on docu- mentary, KIRO repeated out of local discussions. Programs were inten- sively promoted via direct-mail, incl- uding bulletin board posters, letters and postcards. Spot and chain-break plugs were also heavily used for days preceding each broadcast.

**CPFL Match Books**

MATCH BOOKS have been distributed by CPFL London, Ont., to all adver- tising agencies in Ontario to announce change in frequency from 1500 to 980 kc. The.

**Uses Editorials**

MAGAZINE and newspaper editorials on teenage participation in radio are being distributed with every issue. Idea show carried on Sundays over KLZ Denver. Nell Switzer, moderator of program, recorded 1,000-word editorial in Colorado Parent-Teachers magazine, telling of importance of airing young opinions on world. Affair, PTA publication reaches some 800 state PTA groups.

**Challenges Show**

CHALLENGES, 20-odd of them, were received by WB Laramie within one week after a Saturday morning Stumpus show. In a "Remember the Past" feature, Hal Culver and WLS Rangers challenge listeners to name a song they can't sing, play or whistle. Winners receive electric iron. Program is sponsored by Colorado Wheat and aired from 8:30 to 9 a.m. (CST).

**Cruise for Kids**

ELEVEN-DAY cruise in Caribbean is offered boys and girls in new Jack Armstrong letter-writing contest being conducted by General Mills. Children can get "Doby" the Sun for Wheaties box top and 15 cents. With watch is entry blank for major contest, open to youngsters 15 or under who write 500 words why they want to take cruise. Contest closes May 31. Winner and adult from his family aboard the cruise. Show is heard on alternate days with Sky King at 5:30 p.m. (CST) via ABC.

**Producer Goodson**

MARK GOODSON, author of "Quizball TV" in the Feb 28 broadcasts, is a radio and television producer, director and pack- age. He produces Winners Take All, Hit the Jackpot and Beat the Clock and also produces the syndicated show of Stop the Music. Mr. Goodson was incorrectly identified in connection with the Feb. 28 story.

**Member AFCCE**

**Service Directory**

**Custom-Built Equipment**

U. S. RECORDING CO.
1313 Vermont Ave., Wash. D. C.
Stirling 2625

**Reproducers Repair**

SPECIALISTS W. E. 9-A, 9-B & RCA
INSTALL NEW STYLUS & OVERHAUL
9-A $25.00 9-B $22.50

Broadcast Service Co.
334 Arcade Bldg. St. Louis 1, Mo.

**Electrical Tower Service Corp**
AM-FM-TV
504 Hillcrest Terrace, Greeves Coor, III.
Phone 3-9846—People III.

**Tower Sales & Erecting Co.**
Radio Towers
Erection, lighting, painting &
9-A Colden Blvd.
Seattle 11, Wash.

**CALL FORIEO** In Canada, Radio Reps

**Now 1000 Watts**

5TH YEAR

As Canada's Top

250 Watters

**Now 1000 Watts**

© 1949

**Broadcasting** Telecasting

Page 68 March 14, 1949
Applications Cont.:  

Modification of CP
WMOR Chicago—Mod. CP extension to obtain license from D.A. April 18, 1949.

Riv. & KNX on to甑 ace from D.A.

WMOR Chicago—Mod. CP new FM station for extension of completion date.

WDAF-Savannah, Ga.—Same.

WMMF Monroe, La.—Same.

WNOL-FM Buffalo, N.Y.—Same.

WKNY-FM Kingston, N.Y.—Same.

WBKA Schenectady, N.Y.—Same.

WTOK-FM Oklahoma City—Same.

WLW-Lancaster, Pa.—Same.

WFLN Philadelphia—Same.

WGKB-FM Tyler, Tex.—Same.

WKBH-FM La Crosse, Wis.—Same.

WOFM Ames, Iowa—Mod. CP new noncommercial educational FM station for extension of completion date.

TENDERED FOR FILING
Assignment of License

March 8 Decisions

WHOL by the Commission

WGIWponsored by the Commission

KMPF Los Angeles, War Detro and WGAN Cleveland—Commission on own motion postponed hearing scheduled March 16 to March 23 in Los Angeles.

By the Secretary

WHAT-FMOverhill, Mass.—Granted license new FM station; Chan. 23 (92.5), 15 km, 350 kw. WHAT-FM Washington, D.C.—Same—Chan. 206 (19.0), 50 km, 197 kw; WHAT-FM West Yarmouth, Mass.—Same—Chan. 178 (139.5), 15 kw, 105 kw.

WFTN-FM huntington, Va.—Same—Chan. 132 (83.0), 55 kw, 360 kw.

WAFJ-FM Cincinnati—Same—Chan. 274 (107.2), 147 kw, 550 kw.

WTAX-FM Springfield, Ill.—Same—Chan. 278 (107.3), 7,6 kw, 315 kw.

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WKLB Louisville, Ky.—Granted license for cancellation of CP to make changes in FM and AM antennas. WDFM, Fla.—Granted request for cancellation of CP to make changes in DA antenna and mount FM antenna on top of AM tower.

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Hazel Kenyon Markel, director of public service and education at WTOP, Washington, has been named station's director of program service, combining duties under one department. Mrs. Markel will continue to supervise all program scheduling, as well as community service, talent producers and announcers, sports and the music library.

Paul Martin, former program director at WBKB Buffalo and more recently television director with Bowman & Black, Buffalo, has been reappointed WBKB program director. He succeeds Jack Gessner, who remains in program department.

Vince Lauria, night manager of WMGM New York, has resigned to join operations department of WCBS-TV New York.

Howard Keegan, former manager of WCFL Chicago, and NBC New York producer, is freelancing television packages in Chicago.

Bob Bell, staff announcer at WROT South Bend, Ind., has been appointed program director.

Bernard Barth, producer at WLWT-TV Cincinnati, has been named program director. Chester Herren, who held that position while on loan to the video outlet, returns to his post of assistant program director of WLW Cincinnati.

Gordon Myers has been appointed program director of WGHP New York, succeeding James McDonough, who has resigned to assume similar post with WHUC Hudson, N. Y. Mr. Myers, who has been with WGHP for over a year, was formerly with WDAP Kansas City, and NBC New York.

Shelby Gordon joins WBMM Chicago production and script departments. He will write a New Look at Life, five-a-week feature, with Jim Conway and Fahey Flynn. Lon Saxon, Chicago reporter and violinist, has joined WBMM as instrumentalist. He was formerly at WGN Chicago.

Bob Henry, program director of WAFB (FM) New York, has resigned from station to enter field of television production.

Glenn Bernard has been appointed floorman at WACU-TV Philadelphia.

Al Mundt, writer-producer, has resigned from KOMO Seattle to establish own production service, including research and script operations and television commercials. He will make his headquarters in KOMO building, 100 Fourth Ave., North Seattle.

Mary Humpreys has joined WIP Philadelphia Kitchen Kopera staff.

Eddie Lee, formerly with WLW Cincinnati, WWJ Detroit and WKY Oklahoma City, has been appointed chief of production at WAMS and WTVI, Philadelphia.

Larry Solway and Cecil Linder have joined announcing staff of CKGB Timmins.

Sally Baker, former director of women's activities for WBFD Worthington, Ohio, has been appointed director of home economics department at KMBC-KFRC Kansas City.

Richard Noel has joined staff of WBNB (TV) Washington.

Evettt Mitchell, m.c. of NBC's National Farm and Home Hour, has received plaque from Iowa chapter of Sigma Delta Chi, professional journalistic fraternity, in recognition of his 25 years of broadcasting and service to agriculture. He was also initiated into group.

Jay Scott, formerly with television department of Western Press Agency, St. Louis, has joined WMCT (TV) Memphis as writer-producer.

J. Hampton Keightly, formerly with KPLC Lake Charles, La., KRLD Dallas and KPRC Houston, has joined announcing staff of KTRE Lufkin, Tex.

Mrs. Dorothy Parr, sister of Martha Dean of WOR New York, has joined WNYT Watertown, N. Y., to take charge of Hatte Merriick, the Ladies series. She succeeds Mrs. Gwenodlyn Buckingham Scanlin, who has retired to private life.

Hal Cranton, program director of WNNH Rochester, N. H., and former actor and director in New York, is developing dramatic workshop at U. of New Hampshire.

Lydia Perera, NBC's Story to Order lady, has returned to WBZ-WBZA Boston-Springfield, to handle Channel Corner program. She will continue to do show for NBC also.

Bill Ellison has joined announcing staff of WHBF Rock Island, Ill., after working at WMAT, Charleston, S. D.

Baxter Ward, announcer with WMAL Washington, is giving special courses in production at National Academy of Broadcasting, Washington.

Norman Felton, TV production director at ABC Chicago, will discuss "Your Future in Television" at U. of Iowa vocational guidance clinic March 28.

Frank Goss replaces Truman Bradley as announcer on CBS Prudential Family Hour.

Robert Lewis Shayan, CBS producer-director of network's You Are There series, is the father of a girl, Sheila Russell.

John Tyrrell, formerly of CKPC Brantford, has joined announcing staff of CHEX Peterborough, Ont.

Lee Whyte, formerly with WOL and WIXN Washington and WARK Rochester, has joined announcing staff of WYET Rochester, N. Y.

Jay Hanna, formerly with J. Walter Thompson Co. and N. W. Ayer & Son as director, has joined WOR New York as director-producer.

Gordon Shahe has been promoted from control room of CJKL Kirkland Lake, Ont., to announcing staff. Ken Crossley, chief announcer of CJKL, has been appointed chairman of Kirkland Lake Library Board.

Bill Bullington, production manager of KGSM St. Genevieve, Mo., is the father of a girl.

Edmund Dawes, producer of teenage programs at WFIL Philadelphia, has been named as a Philadelphia area judge for Advertising Federation of America's third annual essay contest.

Don Stevens, announcer at WSB Atlanta, and Edna May Powell have announced their marriage.

Tiny Hamrick, former program director for WJIL Niagara Falls, N. Y., has joined WBKB Buffalo as all-night disc jockey.

George Hall, former announcer at CKGB Timmins, has joined CFCH North Bay as announcer.

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Announcing

1949 Radio-TV Map

Designed for Planning — Selling

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

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

Your 1949 Radio-TV Picture — 25" x 35"

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

Per Map 50¢ each 10 or more

25"x35" 40¢ each 50 or more

Order Your Maps Today!

Broadcasting • Telecasting

National Press Building
Washington 4, D. C.

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

NAME

FIRM

ADDRESS

CITY

STATE

March 14, 1949 • Page 71
**FCC UPHELD**

The COURT of Appeals for the District of Columbia last week upheld FCC’s right to call off a competitive hearing and grant one or more of the competing applications when enough frequencies become available to permit grants ultimately to all.

The action came in a decision dismissing Mansfield (Ohio) Journal Co.’s appeal from the procedure followed by the Commission in the Mansfield FM case [BROADCASTING, Jan. 19, 1948]. In that case there originally were three applicants for two channels; a hearing was held, then FCC allocated a third channel to Mansfield and took the applications out of hearing, granting WMAN Mansfield’s and holding Mansfield Journal’s and the University of Ohio’s for separate consideration later.

The Journal Co. in its appeal claimed the three applications should not have been “severed” from the comparative proceeding, and, further, that granting WMAN’s application first gave its FM station a commercial advantage in getting on the air first.

The court’s decision, written by Justice Wilbur K. Miller, declared:

The applicant auditor, not for any specific channel, but for any channel which the Commission might assign to it, appears there was no appreciable difference in the value and usefulness of the three available channels, so the assignment of one to [WMAN] did not in the slightest diminish appellant’s chance of obtaining a construction permit. In that respect, therefore, the order assigning a channel to [WMAN] did not aggrieve the applicant adversely to affect its interests.

In support of its claim that

**FORD PROMOTION**

*K & E to Honor KTUC*

KTUC Tucson will shortly add a new station wagon—or, if it prefers, a convertible—to its equipment inventory.

The new Ford will be presented to Lottery Little, KTUC president and general manager, by William Chalmers, account executive on the Ford account for Kenyon & Eckhard, New York, Ford agency.

Reason for the gift is the 1948 fall promotion campaign conducted by KTUC for Ford Theatre, adjudged by a group of radio publicity editors the best of any entered in the contest run by the agency.

To promote the opening of the 1948-49 Ford Theatre broadcasts—now Friday evening on CBS after a year of Sunday afternoon broadcasts on NBC—KTUC utilized the “moving” theme. A theatre stage, complete with costumed actors, was loaded on a moving company truck and, after a tour of Tucson’s business district, the stage and actors were unloaded by a giant crane on the doorstep of the KTUC studios. This opening stunt, symbolizing the program’s “move” to KTUC, was followed up by consistent promotion of various types.

Special certificates will be awarded to KWM Joplin, Mo., and KOTA Rapid City, S. D., runners up.

**Appeals Court Rules On Competitives**

WMAN had been given a commercial advantage, the Journal Co. cited the so-called Sanders case decision. Of this Justice Miller declared:

As we read the Sanders case the Court held that economic loss to an existing station, without more, is not a valid reason for refusing a license to a new applicant, but that the existing station in such circumstances has the requisite standing to appeal. It is our view that to apply the Sanders case to the existing situation would unduly extend it; for this appellant is not the owner of an existing station and does not hold a construction permit. It is merely an applicant for such a permit, which it may never obtain.

In these circumstances to hold that the applicant may appeal from the [WMAN] grant would amount to a holding that whenever two or more applications, not mutually exclusive, for similar licenses in one locality are pending before the Commission, they must be acted on simultaneously so that no applicant may gain advantage by beginning operations before another. We are not prepared to announce such a ruling.

The Journal Co. is also appealing from a later FCC decision denying its FM and also AM applications on grounds that the owners had sought to suppress competition in the dissemination of news and to achieve an advertising monopoly [BROADCASTING, Nov. 15, 1948]. That appeal, not yet heard by the court, also involves the Lorain Journal Co., which is owned by the owners of the Mansfield firm and which lost a bid for a new station at Lorain.

The newspaper companies are owned by Idasore and S. A. Horvitz. Their respective AM applications were for 1140 kc at Lorain and 1510 kc at Mansfield.

**Pioneers Banquet**

RADIO Pioneers, organization whose qualification for membership is a minimum of 20 years’ active participation in some phase of radio, will hold its annual banquet March 31 at Toots Shors restaurant in New York. Edgar Kobak, MBS president, is also president of the Radio Pioneers.

**KING OF BABYLON**, one of the many rulers during Mardi Gras, greets his subjects over WWL New Orleans. The station carried 35 broadcasts during the festivities, including street parades and masked balls. All Mardi Gras Day broadcasts March 1 were sponsored.

**AAA BOARD**

No Calif. Chapter Elects

THE NORTHERN California Chapter of American Assn. of Advertising Agencies has elected new members to the board of governors for 1949.

The board, elected at a meeting in the Palace Hotel San Francisco on March 3, will appoint officers of the chapter at a meeting to be held in the near future.

Elected to the board were:

Ford Sibley, of Foot, Cone & Belding; Ross Ryder, of Ryder & Ingram; and Edward A. Merrill, of Young & Rubincam. Henry Krieger, of Honig-Cooper Co., and a vice chairman of the board, and Harrison McClung, of J. Walter Thompson Company, were re-elected to the board.

At the same meeting members of the chapter heard an address, “Agency-Media Relations,” by Richard Scheidker, vice president of AAAA.
COMMUNICATIONS

New Legislation Under Way

AN AGENDA of legislative proposals on communications is under preparation and is expected to receive early action from the newly-appointed subcommittee of the House Interstate and Foreign Commerce Committee, it was learned last week.

Executive sessions of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, will start "shortly," according to Acting Chairman George G. Sadowski (D-Mich.). The chairman of the subcommittee, Rep. Alfred L. Bulwinkle (D-N. C.), has been in poor health and is presently receiving medical attention [BROADCASTING, March 7].

Several highly controversial measures are included in those which may be considered by the SEC-FTC-FCC subcommittee.

Among those which will be screened is the explosive measure (HR 2410) authored by Rep. Harry R. Sheppard (D-Calif.). The re-introduced bill would prohibit station ownership by either network or manufacturers of radio or electronics equipment used in stations [BROADCASTING, Feb. 14].

In addition, the measure would restrict the use by stations of network programming to every other alternate hour of the broadcast day. Under the Sheppard bill it is estimated roughly $150 million in station and network properties would be forced onto the market for sale.

Another measure (HR 66), by Rep. William Lemke (R-N. D.), is certain to command close industry attention. The Lemke bill, a carry-over from the 80th Congress, demands allocation of a section of the 50 mc band to FM.

Another Lemke measure (HR 856), which also upholds an argument of the FM factions, would make FCC decisions containing technical or scientific errors appealable to the courts.

Still another perennial which harasses the industry is HR 2428 by Rep. Joseph R. Bryson (D-S. C.). This would prohibit the broadcasting or telecasting of any advertising of alcoholic beverages, which under the definition offered in the bill includes beers and wines.

The subcommittee may also undertake the annual study of how the nation's clocks should be set during the summer period. Rep. Joseph P. O'Hara (R-Minn.) has offered legislation (HR 105) to outlaw "fast time" and establish uniform standard time throughout the nation.

Other measures which have been referred to the full House Commerce Committee, and will probably be assigned to the subcommittee include: HRes. 107 by Rep. Frederick R. Coudert Jr. (R-N. Y.) to express the gratitude of Congress to amateur radio operators for their peace and wartime service; HR 1711 by Rep. Robert Crosser (D-Ohio), chairman of the full committee, to provide a clearing house in the Dept. of Commerce to furnish technical, scientific and engineering data to American business and industry; HR 3180 by Rep. Crosser, to provide $4,475,000 for a radio laboratory building and equipment for the National Bureau of Standards.

A measure (HRes. 107) by Rep. Crosser, authorizing the House Commerce Committee to undertake investigation of any matters coming within its jurisdiction, has been favorably reported by the House Rules Committee and will now be considered by the House.

DST Bill

DAYLIGHT saving time proponents in the District of Columbia were approaching their first victory last week. The House Committee on the District March 7 approved for House consideration a Senate-passed bill (S-135) which would permit D. C. commissioners to establish daylight saving time during the summer months.
WESTINGHOUSE'S SYMMETRON
New Amplifier Demonstrated in Baltimore

A NOVEL development in radio frequency circuits, useful in black-and-white and color television and FM broadcasting, as well as WFH and UHF, has been perfected by Westinghouse Electric Corp. The firm demonstrated its Symmetron amplifier in Baltimore, Md., March 3 (Broadcasting March 7). The technique was devised to alleviate the problem attending power amplification at high radio frequencies. The Symmetron design is utilized, in part, in the Westinghouse 50 kw FM amplifier and new FM-50 kw transmitter, and assures balanced operation on tube loading, according to D. S. Balthis, development engineer in Westinghouse's electronics division.

Westinghouse engineers said that, utilizing tube types now available, the Symmetron makes possible application on varied radio frequency power levels from one and a half to five times greater than those obtained with commercial equipment now manufactured for the 50 mc-1,000 mc region. Special tubes for the amplifier would further increase their range of utility, Westinghouse reported.

Power levels are achieved as these: For FM broadcasting, 75 kw in the 88 mc to 108 mc band; for black-and-white TV, 25 kw in the 54 mc to 78 mc band, and 10 kw in the 174 mc-216 mc; for black-and-white or color TV, 1 to 2 kw in the 500 mc-1,000 mc spectrum.

The design, with tubes operated in parallel, has been inserted into coaxial tanks around a common axis, lends itself to multiple application and requires only three adjustable tuning controls. In addition, from two to ten or more tubes may be operated in parallel without affecting the circuit symmetry, Mr. Balthis said. Eight tubes are used in the 50 kw FM power amplifier.

Westinghouse officials held a luncheon reception for the trade March 3 at the Hotel Sheraton-Belvedere, where Mr. Balthis outlined the principles and details of Symmetron applications. The group then visited the Landsdowne Works plant outside Baltimore to inspect the Westinghouse demonstration.

BARRON'S FIRM
Now Gaultney, Roy & Price

CONSULTING radio engineering firm of the late John H. Barron has been purchased from his heirs and renamed Gaultney, Ray & Price. Mr. Barron, formerly with FCC's engineering department, was sole owner of the firm for 13 years until his death on October 13 (Broadcasting, Dec. 13, 1948). Company will retain offices at 1052 Warner Bldg., Washington, D. C.

George E. Gaultney served with Mr. Barron four years. Homer A. Ray and John C. Price have been with the firm a year each. Clyde H. Bond, another associate, has retired and moved to the West Coast. The new principals plan to continue essentially the same service.

TUBE PLANT
RCA Building in Indiana

GROUND-BREAKING for RCA's new manufacturing plant in Marion, Ind., was held March 3, with Gov. Henry F. Schricker officiating at ceremonies. New center, erected by the company's tube department, will serve as a "feeder" plant for mass production and supply of 16-inch direct-view metal picture tubes and kinescopes for the television industry.

Building is expected to be completed by early fall and to start full-scale output of large metal tubes within a year. Meanwhile temporary machinery will be installed in existing plant buildings on the site. First 16-inch tubes will be produced by summer.

Sergio Firm

LISA SERGIO, news commentator, analyst and lecturer, announced last week the formation of World-Scene Productions, New York, for packaging of radio and video programs. Working with Miss Sergio in the new package firm, is Bernard Windt, formerly with DuMont Television Network, Armed Forces Radio Service, and NBC.

Turntable

FREDERICK W. ZIV Co., Cincinnati, has announced three-year renewal of its Guy Lombardo Show by Sears, Roebuck & Co., through William-Laughlin-Wilson & Assoc. Show is aired on KRLD Dallas. Also announced is sale of Easy Aces, Kern Robbins, Shownite from Hollywood, Barry Wood Show and One for the Book, five days a week, across-the-board, to RCA Glovis, N. M.

TAPETONE Mfg. Corp., Brooklyn, has announced its "Tapetone" magnetic tape sound recorders, previously available only in kit form, may now be obtained factory assembled, complete and ready to operate, and mounted in convenient leatherette carrying case.

GUILD NAMES DURR

CLIFFORD J. DURR, liberal former member of FCC, now practicing law in Washington, was elected president of the National Lawyers Guild at its ninth national convention held in Detroit last month. The Guild went on record as opposing President Truman's loyalty program, which had been a target of attack by Mr. Durr even before his Commissiononship expired last June 30. It also called for outright abolition of the House Committee on Un-American Activities.

technical

GEORGE W. BARTLETT, transmitter supervisor at WDNC and WDNC-FM Durham, N. C., has been appointed chief engineer. ROY KING succeeds him as transmitter supervisor.

DUANE B. ALLISON, chief engineer at KHAS Hastings, Neb., is the father of a boy.

HARRY EHRHART, in charge of administration in WCAU Philadelphia's technical department, is at home after three weeks in the hospital following a heart attack.

First units of 16-element, sleeve dipole antenna system to be installed by WBVS-TV New York on Chrysler Bldg. have been delivered. Antenna, which has power gain of 4.2, was designed and built by ANDREW ALPHER's engineering company. Antenna will complete installation of station's new 5 kw transmitter.

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering tugs to 10 kw transmitters a.m. and f.m. Make Gates your one source for all broadcast equipment needs. Sit daily air freight lots serve your emergency needs wherever you may be.

In Quincy 522 In Washington 5225

BROADCASTING • Telecasting
**RADIO ACTORS**

Unemployment Rate High

UNEMPLOYMENT rate among radio actors in the spring of 1948 was very much higher than among the working population as a whole, a survey covering 15 metropolitan areas disclosed.

The survey, first of a series, was made by the Bureau of Labor Statistics in cooperation with the American Federation of Radio Artists. It included 3,742 artists in New York, Los Angeles, Chicago, San Francisco, Boston, Detroit, Seattle, Cincinnati, Pittsburgh, St. Louis, Portland, Ore., Washington, D. C., Cleveland, Minneapolis and Kansas City.

One out of every four radio actors was unemployed in a typical week in the spring of 1948, an unemployment rate eight or nine times as high as the rate for all working people in the country, the survey report states. Among radio singers the unemployment rate was found to be four or five times as high as among the entire working population. Most announcers and sound effects men, however, were found to be regularly employed.

**JOIN'S WORLD**

Friedheim To Head Sales

ROBERT FRIEDHEIM, director of NBC radio recording division for past 12 years, resigned March 1. He joins World Broadcasting System as sales manager. A. B. Sambrook continues as head of commercial department of World.

Mr. Friedheim will make his headquarters at 501 Madison Ave., New York, according to an announcement by John Sinn, president of World. Prior to joining NBC, Mr. Friedheim was with WMHJ Joplin, Mo., and the Joplin Globe & News Herald.

**GRAPHIC REPORTS**

Washington, new visual presentation firm formed by MICHAEL FOONE, has branched out into television news field. Firm already has supplied material for NBC-TV's Camera Neurans. Through special process originated by Mr. Fooner, graphic presentations of news items are developed in fraction of usual time making it possible to telescan any story in graphics few hours after it happens.

STORE BROADCASTING SERVICE, Chicago, which provides music and food product announcements to IGA supermarkets in that area, has changed management, with WEAF-WM Chicago assuming control. Staradio Adv. Co., New York, Chicago and Des Moines, has been appointed national sales representative. ERNEST F. BALDWIN is eastern manager.

GEORGE FISHER, former station manager, program director and co-owner of WRGB North Adams, Mass., is new instructor in announcing and continuity writing at National Academy of Broadcasting, Washington.

ALEXANDER FILM CO., Colorado Springs, Co., has announced firm will produce television advertising films.

TELEVISION Assoc. Inc., Chicago, has become sales representative for Zoomar lens and Video Balowstar lens. Zoomar sells for $7,500, Balowstar for $2,700.

SYLVANIA ELECTRIC Products Inc., radio division, has announced new line of specially-processed receiving tubes for replacement service in television sets.

CROSLEY Div., Arco Mfg. Corp., Cincinnati, has announced two new television-radio-phonograph consoles, Model 9-404M and Model 9-414B. Both models provide 22-square-inch video picture on 10-inch direct-view tube, AM and FM, and automatic phonograph which plays both 33 1/3 rpm and 78 rpm records. Suggested retail price is $499.95 for Model 9-404M and $529.95 for Model 9-414B.

MOTOROLA, Chicago, has announced appointment of W. WESELLY BAL- LARD as director of publicity and advertising for its communications division. He replaces JAMES CODY, who has resigned to join Professional Equipment Co., Chicago.

C. M. SHERWOOD, formerly with Elliott Lewis Corp., Philadelphia, has been appointed sales manager of Andea Sales Corp., sales agent for Andrea Radio Corp.

RCA TUBE Dept., Harrison, N. J., has announced following new appointments: D. L. ROTH- ENBERGER as assistant general sales manager to coordinator and direct all sales activities; WILLIAM H. PAINTER as manager of merchandise division; H. F. BERSCHE as manager of renewal sales section, and M. J. CARROLL as manager of equipment sales section.

WESTINGHOUSE Electric & Mfg. Co., Pittsburgh, has announced new TV antenna, Stratovision television antenna, featuring interchangeable components adaptable to all type of receiving arrays and designed for simplicity and ease of installation.

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products — your clients.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations — over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transmitted vertically in high fidelity — ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE

Texas Rangers

Kitty Kelleher, formerly with World Broadcasting Co., New York, has been named recording manager of Coastal Recording Co.
Help Wanted

Managerial

Northern California successful small town network type station has experienced men need not apply. Must be experienced, willing to work. Reply Box 234a, BROADCASTING.

Commercial manager wanted for Texas 1000 watt fulltime station. Must be experienced. Reply Box 233a, BROADCASTING.

Wanted—Manager for midwest kilowatt daytime, going fulltime now and in the future. Successful station manager interested in owning a fulltime station. Reply Box 319, BROADCASTING.

Salesmen

Regional network station in midwestern single station market has opening for experienced salesman with opportunity to advance to sales manager or account manager. Reply Box 235a, BROADCASTING.

Salesman capable of taking position of commercial manager for Florida network station who can produce business. Must have either 2 or more years of experience. Outline of experience, please. Reply Box 286a, BROADCASTING.

Help Wanted (Cont'd)

Southern network station will pay $70.00 per week for good combination engineer/announcer. Box 415a, BROADCASTING.

Technician

Wanted—Chief engineer for established station. Must have 200 watts unlimited AM. 12 kilowatts FM. Network affiliate. Complete news plant. Experience and trouble shooting ability essential. Must be able to manage and run entire station. Paid vacation. Four group insurance. Winner of many awards. Previous operation requires chief to pull some night shifts. Send particulars and all details. Box 290a, BROADCASTING.

Chief engineer—Experienced with good technical background. Formerly in 200 watt northern Alabama station. Living in Northern city. Very accomplished and has been with some experience. No news or management. Live one hour from KVER, Albuquerque, New Mexico. Reply Box 284a, BROADCASTING.

Announcers

Excellent southern station has permanent position for top announcer. Pay is liberal. Total salary $85.00 to $95.00 per week. Good future is available for right type of person. McGowan & Company, 113 a, Jackson, Tennessee. Reply Box 313a, BROADCASTING.

French Montreal station has opening for experienced TV announcer. Can speak and write French. Have initiative and possess all around qualifications. Wishing salary to be $2,000 but good. Provide all particulars and references. Write to Box 391a, BROADCASTING.

Production-Programming, others

Southern California station has permanent opening for program director. Must have thorough knowledge and background classical music. Deep voice and writing and speaking also required. Must be capable of S.O.S. writing and able to anchor two hour nightly symphony city program. Must have experience in anchoring and be able to produce program. A first class ticket will add to his earning power. Must be able to build background which will add to earnings. Must be interested in all phases of broadcasting. Submit transcript class record, professional references and full resume in one package. Don't waste everybody's time. Applicant must have permanent and your background complete. Box 273a, BROADCASTING.

Outstanding opportunity for young lady, experienced in all phases of broadcasting. Usually attractive salary and working conditions. WPDX, Clarksburg, W. Va.

Wanted

Manager—Thoroughly experienced all departments. Must have strong network affiliate record. University grad, with experience in sales promotion and stunting. Must have strong ability in management. Good sound production only. Box 298a, BROADCASTING.


Wanted, man, as assistant manager, working commercial manager or salesman. Proven record. Excellent opportunity. Reply by registered mail. Box 375a, BROADCASTING.

Manager available. Ten years in radio. Experience in all phases of TV departments. 5 years assistant to manager and held other positions. Please send details. All replies anonymous. Box 380a, BROADCASTING.

Managerial—Presently employed settled family man. Years experience successfully managing major market stations. Now looking for a change, looking for a chance with change. Experiences in radio. Has excel in broadcast- ing. Reply Box 374a, BROADCASTING.

Managerial—Wanted. Experience in radio. No prior experience essential. Answer to Mr. Schreiner, 113 a, Clarks- ville, Tennessee.

Manager available now. Thorough experience in all phases of TV departments. Announcing, programming, station management, etc. Will take over 250 watt station now going concern. Box 295a, BROADCASTING.

Regan: Is manager spelled backwards? Is it your ambition to lead your station forward? Twelve years in broadcasting, with 10 years as PD in TV departments. Box 427a, BROADCASTING.

Baseball announcer, can give play-by-play with the best. I have the experience plus top notch voice and delivery. Same time every day. Wishing all offers. Box 321a, BROADCASTING.


Experience expected in all phases of broadcasting. Reply Box 393a, BROADCASTING.

Wanted (Cont'd)

Help Wanted

Proline announcer—2 years experience. Good ratings. Versatile. Call for a canttive news- casting style. Single, 24, will take anything promising. Box 330a, BROADCASTING.

Announcer—Sportscaster. Experienced play-by-play all sports, including recre- ational. Inquire for type of work and salary. Presently employed. Box 333a, BROADCASTING.

Announcer, experienced all phases. Presently Columbia affiliate seek posi- tion with network or TV. Opportunities are good. Far west preferred but not absolutely necessary. Box 341a, BROADCASTING.

Program director, announcer-writer de- sires position as program director or news director. Experienced in all sales. Presently in U. S. Experienced. Box 311a, BROADCASTING.

A gentleman's agreement! You supply the live microphone and other neces- sities, and I will sell your products and skycraper your listings, as well as being both professional and make money. Selling delivery. Personalty jockey, authoritative newscaster. Thoroughly experienced. Can handle anything including excellent sales. Wire or write. All replies immediately answered. Box 386a, BROADCASTING.

Announcer, experienced, congenial, worthwhile addition to your staff. Top references. Box 384a, BROADCASTING.


Announcer, experienced. Presently employed 1600 watt NY station. All-Rural program type. Experienced in progressive station. Top commercial de- liveries. Respond to networks only. Box 394a, BROADCASTING.

Florida, career opportunity! Announcer 5 years top experience. Reply Box 395a, BROADCASTING.

Announcer, experienced, personable, well trained in all phases of broadcasting, news, news rewrite. Not network caliber. Work available immediately. Some production work service, continuity. Air check available. Reply. Box 381a, BROADCASTING.

NU man, single, offers 2 years experience in competitive markets for permanent, midwest. Details 1st letter. Box 40a, BROADCASTING.

Announcer—continuity writer, immedi- ately available for TV, news, news rewrite and commercial. Ten months experience on coast. Reply Box 384a, BROADCASTING. Presently employed 1 kw independent. John Bil- lingsley, 2514 West 6th Street, Bloomington, Ind.

Announcer—Experienced, college de- gree, competitive market, experience employed at independent 1000 watt day- time. Reply Box 396a, BROADCASTING.
Broadcasting

Announcer-

Sports announcer, 27, family, first class ticket, experience as staff announcer on station George White, Post Office Box 1742, Fort Worth, Texas.


Announcer, with college background in journalism. Has some announcing experience of all nature and will travel anywhere in the east. Disc jockeys requested. Box 405a, BROADCASTING.


REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly! All replies strictly confidential.

Box 905, BROADCASTING

SBA ELECTS

Glickman Is President

WMGM New York sportscaster Marty Glickman was elected president of the Sports Broadcasters’ Assn., and three other staffers captured SBA posts at last Monday’s luncheon meeting held in New York at Al Schacht’s restaurant.

Sam Taub and Ted Husing, both of WMGM, were elected vice presidents of the organization, while Harold Hois, station’s statistician, took the secretarial post.

Andy Lang of Press Assn. is the new treasurer; Jimmy Dolan of the NBC sports department continues as executive secretary.

In All Accounts

(Continued from page 11)

Your Showtime and spot announcements for the same firm; Kellogg’s Irene Wicker Singing Lady program; United Airline spot announcements; Atlantic Refining Co.’s sports activities which include baseball, football and basketball; and the Joan Supplee, and Sheffield television campaigns.

The McClures—she is the former Genevieve Whiteley—were married Oct. 4, 1942. They have three children, Bruce 5, Keith 3 and Donna, born on Feb. 4 this year. The family lives in an apartment in Greenwich Village.

Golf and swimming are Don’s hobbies. And his reputation in the industry was summed up by a colleague who observed “Don McClure packs a lot of weight in this business, and I’d still say that if he weighed only 120 pounds.”

Continental Feeds

WEATHER forecasting service covering the entire East Coast will be supplied member stations of Continental FM Network, starting March 14, keyed from WASH (FM) Washington. WASH started local reports March 7 with James C. Fidler, of the U. S. Weather Bureau, giving background material.

SMITH DAVIS CORPORATION

Waldorf-Astoria Towers, New York, N. Y.

Smith Davis, Pres.

Alvin Zeugsmith, Exec. Vice-Pres.

announces

Formation of A

SMALL PROPERTIES DIVISION

To Provide

A Confidential Service

For Buyers and Sellers of

Weekly, Small Daily Newspapers and Radio Stations

Address inquiries to:

Alvin Freemount, Director
Small Properties Division
The Smith Davis Corporation
317 South 16th Street
Philadelphia 2, Pa.

SBA ELECTS

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Price to KMLB

Formerly at WDSU, WBC

Charles Price, formerly commercial manager of WDSU and WDSU-FM New Orleans, has been appointed manager of KMLB Monroe, La., and its FM affiliate, KMFM (Broadcasting, Feb. 21). J. C. Liner, owner and president of KMLB KMFM, made the announcement.

Mr. Price has been in the sales field for more than 15 years. Recently he assisted in formulating the sales program for WDSU-TV New Orleans. Before going to WDSU he was with WIBC Indianapolis as commercial manager.

Broadcast Management Consultants

“not a luxury for the few... but an aid for the many”

The days of fast easy profits are gone. Competition is getting acute and your net will show it. Broadcast Management Consultants has the know how to show you the way to make more money on your current billings and to make greater savings for increased profits.

Broadcast Management Consultants

Suite 442, 20 N. Wacker
Chicago 6, Illinois
FCC INQUIRY
Firms Comply on Tube Ads

FEDERAL TRADE Commission March 3 gave industry-wide receiver set manufacturing firms a clean bill of health for "almost complete voluntary" compliance with a trade regulation rule requiring misrepresentation of tube counts of radio sets. FTC began an investigation early in 1947 to determine industry compliance with rule 3 (k).

Reporting on results of a survey covering 218 manufacturers, the Commission announced that virtually the entire industry, including major producers and not pledging but furnished proof of compliance. A formal complaint has been issued against only two firms since the investigation was launched. The vaster majority signed a compliance pledge, furnishing samples of advertising, while in four cases cease-and-desist agreements were accepted by the Commission.

Probe Facts

The investigation centered around representations of manufacturers on number of tubes in radio sets, with particular emphasis on distinction between tubes and other devices. Rule 3 (k), promulgated in 1939, cites as an unfair trade practice advertisements misrepresenting tubes "which perform no useful function" or which "do not perform ... the recognized and customary function of a radio receiving set tube in the detection, amplification and reception of radio signals."

In January 1947 FTC specifically provided that it is "improper" to include reliability claims, furnishing of its tube count. It then initiated industry-wide investigation to insure compliance. Prior to its survey, the Commission said, complaints charging such misrepresentation were issued against three manufacturers, with stipulation-agreements accepted from four others. In one case, appeal of a cease-and-desist order resulted in its affirmance by the U. S. Circuit Court of Appeals for the Seventh Circuit in Chicago.

Voluntary Cooperation

Of the 218 manufacturers, 163 agreed voluntarily to abide by the rule; 42 are not longer in business, 8 agreed to stop practices; 2 are covered by Commission cease-and-desist orders, and 3 are respondents in pending complaints, the Commission reported.

FTC closed its investigation with the announcement it had issued a complaint against Setzel Carlson Inc., St. Paul, Minn. The corporation is charged with misrepresenting the number of active, fully-functioning tubes in radio sets which it manufactures and sells.

XXLW SETTLEMENT
Operating From New Site

LABOR and other difficulties at XXLW Clayton, Mo., have been settled and the station is now operating with a temporary antenna in Brentwood [BROADCASTING, Feb. 28]. Members of IBEW Local 1217 reportedly returned to work after settling their troubles with Station Manager Guy Runnion on Feb. 24. The receivership suit filed by Edward Garnhold reportedly was dropped on Feb. 22.

Work on the station's new tower at Brentwood, held up pending settlement with Local 1217, is now in full swing and Mr. Runnion expects it to be in operation at an early date. The temporary antenna, with which the station is now operating, is located at the new site. The original transmitter location in Olivette had to be abandoned due to a local zoning regulation.

WHITE SOX

Walgreen, Lorillard Sponsor

CHICAGO White Sox baseball games will be aired exclusively in the area again this year by WJJD and WMPF, Marshall Field's independent AM and FM stations, and for the first time will be piped to 28 stations in the Midwest base-ball area.

By arrangement with WIND Chicago and Commercial Manager John Carey, WJJD has acquired rights to feed the network, or "Far West Network," to Chicago Cubs games three years ago. Bob Elson will again handle the commentary.

Sponsors are Walgreen Drug Stores and the P. Lorillard Tobacco Co. (Old Golds), while adjacent sports roundups will be backed by O'Connor and Goldberg (shoes), Klawon's Drug Stores, Shop, Erie Clothing Co., Canadian Ace Brewing Co., and Ambrose Brewing Co., all Chicago.

SLANDER LAW
Two States Take Action

A BILL exempting owners or operators of radio or television stations from liability for defamatory statements made by others than their agents has been passed by the Georgia Senate. The bill was introduced by Sens. Land and Howard T. Overby [BROADCASTING, Feb. 7].

The exemption specifically applies to radio for defamatory statements made in talks on behalf of candidates for public office.

The Georgia Senate also passed a measure taking from newspapers and other publications the legal benefit of any "false and malicious" statement, in case of unintentional defamatory statements. The latter bill was passed by a vote of 30-17 after a hot fight on the floor.

Nebraska has joined the ranks of states considering similar legislation to protect stations from defamation suits. A special committee of the Nebraska Broadcasters Assn. has induced the state's unicameral legislature to hear the bill which has two co-sponsors. The judiciary committee will hold a hearing on the bill Feb. 23.

Members of the NBA committee are: John J. Gillin Jr., president and general manager of WOW Omaha, chairman; Harry Peck, KZOB, Lincoln manager, and John Alexander, manager of KODY North Platte.

VANDAL ACTS

Damage WGAT's Equipment

ACTS of vandalism causing extensive damage to equipment but no loss of broadcast time were reported by WGAT Utica, N. Y., March 5. J. Eric Williams, WGAT owner and general manager, has posted a $200 reward.

Gaining entrance through a smashed door, the vandals broke windows, overturned turntables and splintered nearly 2,000 records. The station reported. Additional, speakers were ruined and a sign some distance from the transmitter was torn down and destroyed. Tracks of the vehicle used by the vandals indicated they were dangerously close to the guy wires supporting one of the four towers, WGAT said.

AAUN Contest

SCHOOLS representing every state in the country and Alaska and Hawaii have entered the annual high school contest of the American Assn. for the United Nations, co-sponsored this year by NBC. Written examinations, to be given April 1 in schools, will be based on NBC's The United States in World Affairs, started yesterday, and presented Sundays, 2-2:30, in cooperation with the State Dept. First prize is a trip to Europe or $500.

In ... AMARILLO

KFDA

is really reaching out in this fast buying market.

Yes, telling them and selling them on a low cost per listener basis.

5000 Watts (d)
1000 Watts (n)

• Ask a Pearson representative for the facts

KFDA

A NUNN STATION

Amarillo, Texas

Howard Roberson, Manager

ABC AFFILIATE

BROADCASTING • Telecasting

March 14, 1949 • Page 79

WLS

The Prairie Farmer Station

Chicago 7, Illinois

Represented nationally by John Blair

WHOLE CLASSROOMS

Respond to WLS School Programs

Over 200 huge scrapbooks, some a foot thick, are overfilling the office of WLS "School Time" Director Josephine Wetzler, as a result of the first-semiter awards offered by the station. Scrapbooks are judged on the basis of how well they illustrate the daily School Time programs. Each of these 200 books represents the combined effort of an entire classroom group, and teachers all over the Middle-west have expressed their pleasure at the work pupils do on their scrapbooks.

"In addition to the educational value of the programs themselves," one teacher points out, "the work of making a scrapbook calls into play penmanship, drawing, composition and almost every phase of grammar-school instruction."

"School Time" began on WLS in 1937 and follows the station's pattern of genuine service to listeners. Today it is considered outstanding among all in-school listening programs on the air.
KHTH Finds 'Dead' Man

ONE OF San Francisco's biggest mysteries of 1948 closed last week with a series of special broadcasts on KHTH-10. When Chris Christensen, former San Francisco city supervisor, disappeared in January 1948 after leaving his coat and a note on the Golden Gate Bridge, he was believed dead. A tip from San Francisco police led to a meeting with Mr. Christensen and beating local newspapers to the story. Mr. Gottlieb also helped reunite the "dead" man with his wife.

TENDERED FOR FILING
Assignment of License
WAPF McComb, Miss. — Assignment of license from American Broadcasting Company to Fred C. Ackerman to WNAD, both of Mobile, Ala., for five years, to be effective July 1, 1948.

AM-1328 kc
KPAS Banning, Calif.—Change from 1460 kc 250 w un. to 1320 kc 2 kw 500 w unlimited.

March 10 Decisions...
BY COMMISSION EN BANC
License Renewal
WOLS Detroit, Mich.—License for CP
KGGN Oregon City, Ore.—Same.

FM Authorizations
Authorizations were granted by FCC for one new Class A and two new Class B FM stations: CPs to replace expired CPs were granted three FM outlets; one station was granted from Class A to B facilities; two FM stations denied extensions of completion dates; nine stations received licenses to cover CPs (see story, page 51).

March 10 Applications...
ACCEPTED FOR FILING
License Renewal
WKIP Hendersonville, N. C.—License renewal new AM station.

Modification of CP
WHAY New Britain, Conn.—Mod. CP new AM station for extension of completion date.

Application of CP
WPKL New York—CP change ERP.

TENDERED FOR FILING
AM-1336 kc
KREO Indio, Calif.—Change from 1460 kc 250 w unlimited to 1300 kc 1 kw unlimited.

Assignment of CP

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>Total Stations</th>
<th>Licensed</th>
<th>CPs</th>
<th>Pending Hearing</th>
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<td>AM</td>
<td>1,541</td>
<td>1,916</td>
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<td>FM</td>
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<td>282</td>
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<td>TV</td>
<td>57</td>
<td>7</td>
<td>113</td>
<td>320</td>
</tr>
</tbody>
</table>

Box Score
SUMMARY TO March 10

AM-1298 kc
Charles William Craft, Newport, Ark.—CP new AM station 1290 kc to be moved 1240 kc.

AM-1498 kc
Atlantic Bcstg Co., Maimiramck, Mfn.—CP new AM station 1498 kc 1 kw D AMENDED to request 1440 kc 500 w D.

Modification of CP
WONE Dayton, Ohio—Mod. CP, new AM station for extension of completion date.

Transfer of Control
WTPR Paris, Tex.—Transfer of control of Kentucky Lake Bcstg. System Inc. from Earl Weak Smith, Roy W. McConney and Parkman R. Freer to Raymond Hall and Gordon Bennett et al.

License Renewal
License renewal applications were filed by following AM stations: KLAC Los Angeles; KOMUB Honolulu, KWTO Springfield, Mo.; WOW Omaha; RWY Allentown, N. Y.; WAGW Elizabeth City, N. C.; KROD El Paso, Tex.; WOR New York—Same.

Modification of CP
KARM-FM Frenton, Calif.—Mod. CP new FM station for extension of completion date.

WJFY-FM Herrin, Ill.—Same.

WMN-FM St. Paul, Minn.—Same.

WTDR Airway, Pa.—Same.

WLEE-FM Richmond, Va.—Same.

License for CP
WFEM Chicago—License to cover CP changes in FM station.

WEHR-FM Scraton, Pa.—License to cover new CP new FM station.

WTBS Miami, Fla.—License to cover CP noncommercial, educational FM station.

CP to Reestablish
WGNR New Rochelle, N. Y.—CP to reestablish new CP FM station.

KWV Ravena, Ohio—Same.

License Renewal
WJGH New York—License renewal FM station.

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SARNOFF

UNITY of the five western powers, based on the proximity of militant Communism and the common denominator of American aid, makes for a brighter outlook for Western Europe than that which existed a year ago, reported Brig. Gen. David Sarnoff, RCA board chairman, returning from the S. E. America Saturday, March 5, from a six-weeks business trip abroad.

“The five powers of Western Europe are today working on a central parliament, a single customs union and a single defense plan,” said Gen. Sarnoff. He strongly favors both the Marshall Plan aid program and the proposed North Atlantic Security Pact, which, while not solutions in themselves, “combined into a single American program for encouragement and hope for the peoples of Western Europe, [can] gain the necessary time in which further progress can be made.”

Miss Coe explained that Russia’s actions have established closer affinity in Western Europe than has ever been known before in peace times, the RCA chairman said he found much evidence of “war scare psychology” than in the U. S. and a calm resolve among people living under difficult conditions.

He warned that while he does not foresee any major economic recession in America, such a setback, if serious, would have grave repercussions abroad.

People in Europe show great interest in American domestic events and realize that the hope of all democracies rests on American prosperity, he said.

Speaking of France, Gen. Sar- noff noted that a good harvest there has resulted in increased agricultural production, and praised the French government’s domestic loan which “increased the value of the franc and the strength of the central group parties. He hazarded no predictions on that country’s political situation, however.

Choice Imminent

On Britain, the general pointed out that British Laborites would soon have to choose between the protection of human rights and expanding socialist theory.

Pointing out the danger of the introduction of Socialism on so vast a national scale can in practice adequately preserve the human rights, including the rights of labor for itself,” he said, though expressing doubt that the experiment was made to deprive Englishmen of such rights.

Gen. Sarnoff, who testified at the

British Arbitration Tribunal on the nationalization of Cables and Wireless Ltd., was accompanied abroad by his son Robert, assistant to NBC’s national director of television programs.

His son’s mission was to make a


U. OF OKLA.

Radio Conference Held

FOURTH annual U. of Oklahoma radio conference [BROADCASTING, March 7] covered the problem of radio’s survival in a changing world. The March 5-6 meeting was held in Norman and Oklahoma City under the direction of Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

Maurice Mitchell, NAB director of broadcast advertising, sounded the conference keynote in a speech on the economic aspects of radio advertising. He predicted that the next generation would be one of listeners and television viewers, not readers.

The problems of television were covered by video pioneer Capt. William C. Eddy; P. A. Sugr, manager of WKY AM-FM-TV Oklahoma City; Frank Marx, vice president in charge of engineering for ABC New York; Seymour Andrews, WBAP-TV Fort Worth manager, and Beulah Zachary, WBKB (TV) and J. Walter Thompson, Chicago.

Bruce Palmer, news director of WKY, and Lon Griffin, news director of WTAG Green Bay, Wis., discussed the importance of local news.

R. B. McAllister, KICA Clorvis, N. M., manager, took exception to the FCC ban on editorializing. He also said that felt management is the greatest factor in radio’s fight for survival.

M. H. Bonebrake, KOY-KCYY-PX Oklahoma City manager, expressed the view that regional networks will be the saving factor in survival of small independent stations.

Reports on Present-Day Europe

ALLIED RADIO QUIZGOERS of America, the trade association of professional attendees at giveaway shows, fortnight ago took a stand against radio vice presidents who bar "professional quizgoers" from programs.

Mark Querry, president, and Mary Coe, recording secretary, in a blast from the organization’s New York headquarters in behalf of some 400 members listed such veepies as "most obnoxious" in a compilation of quizgoers “Ten Most.”

So indignant at the veepies were the Quizgoers that they reversed their form and asked a question themselves:

"Can’t people make a living?" Miss Coe explained that making a living quizgoing means winning $6,000 a year—not too bad even for some veepies.

She said no less than 15% of the members—about 60 all told—are professionally veeping who have attained the six-G’s level.

The average member of Alliance Quizgoers has “quiz-savvy” and, says Miss Coe, knows how to inject entertainment into a program. Their people not only are apt to know answers but they can phrase them with wit. And they’re interesting people—maybe anything from a flagpole sitter to a snake charmer.

It can be inferred that keeping Allied people out of quiz halls will be a futile job. Miss Coe believes that quiz shows are here to stay and so are professional quizgoers.

In fact, Allied Quizgoers deputize members to round up tickets. It’s quite simple, too, because ticket-grabbers have lots of people who get paste-boards, don’t use them and will give them away.

Allied Quizgoers are doing what they can to prepare their members for victory on the quizfields of America. At meetings held weekly at Pythian Temple members throw out quiz trends. Members are assigned to do research on anticipated quiz subjects, like topics associated with seasons, holidays and special events. The 25c a week dues pays for mimeographing such information material, printing a little publication, and for a little Quizgoers giveaway program of their own—"doing something worthwhile for a good cause," in the words of Miss Coe.

John Hoefer of Hoefer, Dietrich & Brown, has been named a director of San Francisco Advertising Club. He succeeds their Smith of San Francisco Col-Bulletin, who was named vice president and program chairman.

BROADCASTING • Telecasting

Detailed study of television in England and France. The general stated that while progress is being made by British television, plans are under way to advance video in France, nothing was seen in British or French television as far advanced as are techniques and services in the U. S. However, Britain and France are the television leaders of Europe, he added.

"Quiz ’Pros’ Attack Ban

But Don’t Threaten to Boycott Giveaways"
TEN TRANSFER CASES GET FCC APPROVAL

TEN transfer applications involving monetary considerations were approved by FCC Friday:

WIBC Indianapolis—Acquisition of control of Indianapolis News Pub. Co., parent firm, by Associated News Pub. Co. whose local majority interest is in 14 stations by Robertine B. Daniel, 60.75 shares by M. H. Barlow, 5 shares by W. A. Bookham, 5 shares by F. L. Nelson, 5.5 shares by A. E. Manley, 2.5 shares by H. P. M. Fairbank's, 1.66 share. Adelaide Causey's holding increased from 17% to 20.8%.

WDAY Coral Gables, Fla.—Sale for $125,000 by James A. Brown and 10 others to W. E. Peirce Inc., headed by Richard Endicott, owner Endicott Hotel, Atlantic City, N. J. and four other New Jersey businessmen each hold $25,000.

WON-AM-FM Henderson, Ky.—Acquisition of control by Hecht S. Lackey, general manager, by relatives who held each by Pierce E. and Montanta L. Lackey for $3,440 each. Also 50% interest held by WPAD Paducah, Ky., acquired for $31,050.

WJG Jackson, N. C.—Assignment of license from Louis N. and Ellis H. Howard and Lester L. Goodwin to Jacksonville Broadcasting Co. Inc. to Mrs. Joan, station manager, who leases facilities for $2,600 each.

WNNM McMinnsville, Tenn.—Acquisition of control by Sam J. Allerton, 25% owner, through purchase of 14,000 100 shares from Oliver M. Allerton and Claude W. Harton.

WQAK Steubenville, Ohio.—Sale for $35,000 by G. H. Hendrix, Iris Leigh, Carl A. Whittow and R. H. Whitlow to I. B. think for $35,000.00; WMIC, auto dealer, and M. M. Palmer, lumber dealer.

WHOL Allentown, Pa.—Relinquishment of control by Lewis B. and Company Cool and 10 others (50% shares) through issuance of 150 new shares for $25,000; WHLS, Pt. Lauderdale, Fla.

WLBN Lawrence, S. C.—Assignment of license to W. C. Todt for $14,000 to his brother, J. W. Todt.


WJXN Jackson, Miss.—Assignment of license from Jackson Broadcasting Co. for $35,000 to Andalusia Broadcasting Co., Inc. and WJXT Andalusia, Ala. ఇంచు కంటే వాడుతున్న వేస్వామి గ్రీన్వార్డు మరియు WMS39 Natchez, Miss.

FOUR AM DAYTIME GRANTS; CHANGES IN FACILITIES

FOUR new daytime AM stations granted by FCC Friday. Four existing outlets granted changes in facilities, as follows:

WHERM—By FCC permission, WHERM authorized to change from daytime to fulltime operation on 1300 kc, 1 kw, thereafter.

WGRE—By FCC permission, WGRE granted an operating license on 1620 kc, 1 kw, day and night, 1500 w night.

KTSR—By FCC permission, KTSR granted change from 1500 kc to 1530 kc, 1 kw, first 1 kw, day and night, 1500 w night.

W-box—By FCC permission, W-box granted change from 650 kc to 690 kc, 1 kw, day and night.

New station grants:

Marion, N. C.—Lake City Broadcasting Corp., 1300 kc, 1 kw, daytime; estimated cost $20,000. Owners: W. E. Roberson, student; Bessie E. Hunt, and Jack P. Reynolds, owner The Record Shop.

Wandega, Ill.—The News-Sun Broadcasting Co., 1300 kc, 1 kw, daytime; estimated cost $20,000. Owned by Franklin Hunt and family, owners daily News-Sun.


Guinsville, Ala.—Guntersville Broadcasting Corp., 1270 kc, 1 kw, daytime; estimated cost $12,000. Owners: H. L. Moore, auto and oil dealer.

WHBQ NOW REGIONAL

WHBQ Memphis moved from local to regional facilities Friday, when it commenced operation on April 14, according to General Manager E. (Doc) Pournelle. Station, formerly on 1400 kw with 285 w, received 600 kc construction permit last Sept. 14, started work week later and had job completed April 13, and was licensed April 16. Frank A. Massey, Washington engineering consultant, and Weldon Roy, WHBQ chief engineer, handled installation.

JULIUS F. SEEBAECH JR. RESUMES WOR PROGRAM POST

JULIUS F. SEEBAECH Jr., who resigned from WOR New York in 1945 to become administrative secretary of Metropolitan Opera Assn., returns to former WOR post, vice president in charge of program operations, within two weeks. He resumes place on WOR board and will have charge of all television and radio program operations. Donald Hamilton, assistant program director, Norman Livingston, director of commercial program operations, and Robert Simon, program script administrator, have jointly supervised program operations and retain their posts.

Theodore C. Streibert, WOR president, said return of Mr. Seebach not connected with resignation fortnight ago of Phillips Carlin, MBS vice president in charge of programs.

770, 1030 KC CASES HELD

FCC Friday reiterated its intention of holding appeal proceeding for 1-A 770-kc and channel 1-B of 1030 kc in its pending files until clear-channel case is decided, rather than dismiss them outright. This 2½-year-old policy [BROADCASTING, Aug. 13, 1945]. was reviewed and reaffirmed in denying ABC motion for dismissal of KFEL Denver and KXXA Seattle applications for 770 kc, on which ABC's WJZ New York is dominant I-A station. FCC rejected ABC claims of irrelevance of 770-kc applications to imperil this nation's international priority on that channel. Policy of holding 770 and 1030 kc applications in pending files, FCC noted, originated in "peculiar situation" where-by KOB Albuquerque is assigned on latter but operates on former under special service authorization.

SAN JOAQUIN PLEA DENIED

FCC Friday denied San Joaquin Broadcasting Co.'s request for additional time to complete KSTN Stockton, Calif. (1420 kc, 1 kw, as. April 30, 1947); and called for hearing on April 27, 1947, on application of additional facilities (channel 4, assigned May 27, 1948).

STUDY VOLTAGE STANDARDS

AS PART of broad program to develop national standards for electrical quantities at all radio frequencies, National Bureau of Standards' Central Radio Propagation Laboratory is developing primary standards of voltage for radio frequencies up to several hundred megacycles. Work by M. C. Selby, under direction of W. D. George, is regarded as recognition of importance of high-frequency standard voltage in radio-electronics field.

CBC VIDEO PROPOSALS

PROPOSALS for Canadian video development in cooperation with Canadian Broadcasting Corp. outlined at this week's Queen City meeting of CBC board. Proposals include no license fee for TV receivers; freedom to obtain programs outside Canada; no CBC interference on programming; long license terms; freedom from subsidized competition; independent regulatory body and immediate implementation of 1947 Parliamentary recommendation for TV development by private operators.

NEW WHELAN PROGRAM

WHELAN Drug Stores Co., New York, March 10 started Revue of Stars, variety show, on DuMont TV network Thursdays, 8:30-8:30 p.m., replaying first hour portion broadcast March 27 broadcast. Smith agency is SCSB.

LORILLARD BUYS MORE MUSIC

P. LORILLARD Co., New York, for Old Gold cigarettes, to sponsor first segment (8-8:15 p.m.) of Step The Music (ABC, Sundays, 8-9 p.m.) effective April 3. Company to continue sponsorship of last quarter-hour. Agency is Lennen & Mitchell. Smith Bros., New York, releasing first quarter-hour portion broadcast March 27 broadcast. Smith agency is SCSB.

KIDS BUY 'LUCKY PUP'

FRIDAY broadcasts of CBS-TV Lucky Pup series (Mon.-Fri., 6:30-6:45 p.m., Sat., 6:30-7:30 p.m., 7-7:45 p.m.) will co-sponsor youth footrace division of United States Rubber Co. for Keda. Agency, Fletcher D. Richards Inc., New York.

SPONSOR FIGHTS ON TV

ODELL Co. (Trol hair tunic), Newmar, and Croton Watch, will co-sponsor youth footrace broadcasts from Westchester County Center, White Plains, N.Y., on WABD (TV) New York Wednesdays starting March 16, 9:30 p.m., through March and April. Agencies involved are Gubiner Adv., New York, for Odell; Franklin Bruck Adv., New York, for Croton.

ABC-TV SIGNS TWO

ABC-TV signed television affiliation agreements with WCPO-TV Cincinnati, to begin operations about May 1, and WBNZ-TV Columbus, to begin about Aug. 1.

Closed Circuit

(Continued from page 4)
Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal... and then, advertising.

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St.    630 Fifth Avenue
Cincinnati 2, Ohio   New York 20, N.Y.
Chicago 1, Ill.      Hollywood 28, Calif.
SOUNDS TRICKY, but it’s true. 16,000 new customers enter Colorado every day on an average during June, July, August and September. Over 2,000,000 tourists with a $125,000,000 pocketbook to supplement Colorado’s already diversified income from manufacturing, agriculture, mining and oil. They’re bringing radios, too. Car radios, portables, radios they’ll listen to in cabins, hotels and mountain resorts. KLZ’s summer market offers you a bonus of 16,000 extra customers every day.

Be sure your sales message reaches this summer—plus market.