We gratefully acknowledge the
ALFRED I. du PONT RADIO AWARD
- 1948 -

"for outstanding and meritorious SERVICE
in encouraging, fostering, promoting and developing American ideals of freedom,
and for loyal and devoted SERVICE
to the nation and to the community"

14 million Midwestern listeners served by
WLS
A Clear Channel Station
CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.
CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA VIA WMT

"Cowboy" Carson Carries Corn to Iowa — Via WMT

Iowa needs corn like Newcastle needs coal — but Carson sells his stuff anyway. A tribute to his showmanship — and WMT's programming — is the consistently high listener-rating the Jack Carson show commands.

WMT provides exclusive CBS programming to Eastern Iowa on Iowa's best frequency — 600 kc. With high-calibre network shows, a News Center that utilizes AP, UP, INS, local correspondents throughout the state, and special events programs of terrific regional interest, WMT covers this balanced farm-and-industrial market.

Ask the Katz man to show you how WMT sells in WMTland.
As Local as Home-town

Horseshoe Pitching

You can be one of the local crowd, be admitted to the fraternity, if you are a frequent visitor in town, making your approach through the friendly introduction of a local representative.

Choose a Yankee home-town station as your intermediary in any New England community. It has acceptance with local merchants, who use it regularly. It has a loyal audience for its Yankee and Mutual programs. It reaches more homes daily than any outside station.

Take advantage of this Yankee acceptance to overcome halfhearted dealer attitudes. There is no better way to warm dealer enthusiasm and stimulate aggressive selling than by using the dealer's own home-town station.

Let Yankee's 24 home-town stations spotlight your merchandise all over New England. You can do a more thorough selling job in this six-state area with Yankee, because you can get complete coverage with local impact everywhere.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasters Publications, Inc., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Closed Circuit

Business Briefly

KGKC APPOINTS • KGKC Miami, Okla., has appointed Adam J. Young Jr., New York, as national representative.

GRIESBIECK SPONSORS • Griesbiek Western Brewery Co., St. Louis, (Hyde Park beer) will sponsor 25 spots weekly on KOKF-FM St. Louis for 26 weeks starting April 4. Frank E. Pellegrin, national sales manager for Transist Radio, announced Friday, Agency, McCann-Erickson, Chicago.

FRED ALLEN SIGNS WITH NBC EXCLUSIVELY

FRED ALLEN signed NBC contract Friday giving network radio and TV services exclusively. Network claimed major victory in current program battle with CBS, which reportedly offered comedian $250,000 annually. NBC contract is for undivulged salary with Mr. Allen having wide latitude in his future plans.

Mr. Allen resumes program next year after summer vacation. Sponsorship not decided. NBC President Niles Trammell expressed pleasure Mr. Allen agreed "so thoroughly with basic concepts of our program policy, which will further strengthen the sound broadcasting industry, and provide at the same time for the orderly legal development of television."

CLEAR CHANNEL MEETING

A MEETING of the Clear Channel Broadcasting Service on April 11 in Chicago, to be held in conjunction with the NAB Convention, was called last week by Edwin W. Craig, chairman of WSM Nashville and chairman of CBBS. Discussion will center on the current status of clear channel allocations, now actively under consideration by the FCC.

AT&T PLANS RADIO RELAY FOR MIDWEST TV SERVICE

APPLICATIONS for 20 microwave radio relay links between Pittsburgh and Chicago were filed with FCC last week by American Telephone and Telegraph Co. to complete its New York-Chicago television relay system. Two TV channels will be provided in each direction. The system, which also will provide facilities for telephone and other services, is slated for completion by mid-1950. Cost of the installation is estimated at about $15,000,000.

AT&T already has received approval from the Commission for the New York to Pittsburgh facilities and these are under construction. The radio TV relay system will tie into the New York-Washington coaxial cable link, the New York-Boston relay and the various other extensions planned or underway.

The new applications request permits for a period of two years in lieu of the eight months presently issued under Commission policy. Western Electric equipment is to be used. The relays will operate on frequencies in the 3800 mc area.

BROADCASTING • Teletasking
Any way you measure it, the WBZ program schedule fits New England sales plans to a T. WBZ program-tailors know New England listening habits, shape their shows accordingly!

Example: Yankee listeners like their news-comment pungent, salty, homespun. WBZ program-builders persuaded a master of this medium to air his editorial page. The new program... John Gould, Editor... is heard, and heard widely, each Monday night at 7:30.

Editor of the Lisbon (Me.) Enterprise and author of “The Farmer Takes a Wife,” Mr. Gould wins an ever-growing New England audience with his shrewd reporting of local and world news. For shrewd advertisers, WBZ programs like this can win a host of friends... active friends, with money in their pockets. For availabilities call Herb Masse at WBZ, or Free & Peters.

WBZ
BOSTON'S
50,000 WATT
NBC AFFILIATE

(synchronized with WBZA, Springfield)
WHERE'S FLIPPER?

- Jimmy Morgan’s dog was gone when he came home from school. Jimmy whistled ... called ... finally shouted. Flipper didn’t answer. Jimmy’s mother helped him look—upstairs, downstairs, all through the house. That night Jimmy and his father drove all over searching, inquiring, hoping. Jimmy had to choke back the tears when he said his goodnight prayers.

Next day Jimmy’s dad appealed to WFBM. Would we consider giving a brief description of Flipper over the air? We would and did at five o’clock that afternoon. At 5:07 a lady called. Jimmy’s dog was found!

Jimmy thinks radio is a great thing. So do we!

BROADCASTING INDIANA ANY WAY YOU Judge!

WHERE'S FLIPPER?

- Jimmy Morgan’s dog was gone when he came home from school. Jimmy whistled ... called ... finally shouted. Flipper didn’t answer. Jimmy’s mother helped him look—upstairs, downstairs, all through the house. That night Jimmy and his father drove all over searching, inquiring, hoping. Jimmy had to choke back the tears when he said his goodnight prayers.

Next day Jimmy’s dad appealed to WFBM. Would we consider giving a brief description of Flipper over the air? We would and did at five o’clock that afternoon. At 5:07 a lady called. Jimmy’s dog was found!

Jimmy thinks radio is a great thing. So do we!
KFH IS TOPS
IN THE TOP KANSAS MARKET

Weigh these Yardsticks

TOP POWER

5,000 WATTS DAYTIME
5,000 WATTS NIGHTTIME
The most powerful full time station in Kansas.

TOP HOOPERATING

KFH has the TOP rating on listening audience.

TOP NETWORK—CBS

The only full time CBS station in Kansas. For 20 years KFH has broadcast CBS programs a large portion of every broadcast day.

KFH is TOPS in history too! Established in 1922, the first radio station in Kansas, KFH has consistently increased its power, its program quality and its audience to maintain leadership in its area through the years. KFH is backed by the Wichita Eagle, a leading Kansas newspaper, established in 1872.

KFH CBS

the voice of the Wichita Eagle

WICHITA, KANSAS

March 21, 1949 • Page 7
A SPECTACULAR INCREASE 
IN PER CAPITA INCOME

... in the Southwest—that's the reason given by a major automobile manufacturer for looking to the Southwest as a poten new market in 1949.

And it continues, for in Oklahoma City in February, one payroll alone was raised from $24 millions annually to $26 millions.

If you want sales from this increasingly important market, sell through KOMA, for KOMA alone, with its 50,000 watt primary coverage, offers you 60% of all the rich Oklahoma market.

For complete details, write to us at KOMA or contact your nearest Avery Knodel office.

J. J. Bernard
General Manager

Agencies

JOHN MALONE Jr., associated since April 1947 with Roy S. Durstine Inc., New York, elected a vice president of firm. With Mr. Durstine, Mr. Malone heads work on Seagram's V.O., Canadian Whiskey and Ancient Bottle Gin Accounts. Previously, he was with Geyer, Newell & Ganger, for almost three years, and J. Walter Thompson for 14 years.

S. A. TANVENBAUM elected executive vice president-secretary and member of board of Weightsman Inc., advertising, Philadelphia. Mr. Tannenbaum was formerly with the copy department of N. W. Ayer & Son.

SMITH, SMALLEY & TESTER, New York, announces election of following officers at agency's annual meeting of stockholders and directors: JEFFERSON TESTER, president; ROBERT SMALLEY, executive vice president; CHARLES B. WEST, treasurer, and DOLOHY REINERS, secretary.

CARL R. GIEGERICH, former vice president of Cecil & Presbrey, joins Newell-Emmitt Co., New York, as an executive on E. R. Squibb account. Mr. Giegerich was with Newell-Emmitt before the war as a service executive.

HARVEY H. SMITH elected president of Anderson, Davis & Platte, New York. Mr. Smith succeeds T. HART ANDERSON Jr., who was elected chairman of board. Others elected were: LEWIS G. VAN AKIN, vice president-secretary; HAROLD H. THURLBY, vice president-treasurer; and KARL KNIFE, vice president, was elected a director.

Mr. Giegerich

TED PITTINGER, Young & Rubicam, Hollywood, copywriter, and GERRY CARSON, assistant to NED TOLLINGER, Hollywood representative of MBS, have announced wedding plans for April 30.

BODINE & MEISSNER, Beverly Hills, Calif., changes name to Edward A. Bodine & Co., with resignation of D. H. MEISSNER from firm. Mr. Meissner left to join sales engineering department of U. S. Rubber Co., Los Angeles, with whom he was previously associated. Other changes within agency include appointment of JOSEPH K. CHARBONEAU as vice president in charge of food merchandising.

RAYMOND L. BERGMAN, formerly KSL Salt Lake City promotion manager, joins Francom Adv., that city, as radio director.

ROBERT S. KAMPMANN Jr. appointed to contact department of Gray & Rogers Adv., Philadelphia.

GEORGE P. MacGREGOR, formerly with Dancer-Fitzgerald-Sample and Compton-Adv., both New York, joins Kenyon & Eckhardt, also New York, as account executive.

ALICE WISECARVER appointed copy group head at Henri, Harst & McDonald, Chicago. She formerly was with Dancer-Fitzgerald-Sample, Chicago, and Compton Adv., New York.

RALPH WHITMORE, formerly account executive with Smith, Bull & McCrerry, Los Angeles, joins L. W. Ramsay Adv., that city, in same capacity.

A. ALAN OLSHINE, former advertising representative for radio and television publications, joins Advertising by Modern Age Inc., New York, as account executive.

R. V. DOWNEY, formerly account executive with Foote, Cone & Belding, is head of San Francisco offices of new West Coast merchandising consultants agency. The Downey Co. offices are at 2420 Leavenworth St.

MALCOM DEWEES, formerly with BBDO, San Francisco, opened his own agency March 14 with offices at 334 Sutter St.

VIVIANNE BARNES resigns as production manager of Roy S. Durstine Inc., San Francisco, to launch her own advertising agency April 4. No firm name has been selected yet but offices will be at 564 Market St.

HENRY PETERSON, formerly vice president and copy chief of Henry Cabot Agency, Boston, joins Harrington, Whitney & Hurst, San Francisco. CHARLOTTE STROUD, formerly with WQXR New York, joins agency's media department.

BARBARA BAKER, formerly with Conde-Nast Publications, New York, joins Young & Rubicam, San Francisco, as traffic manager.
Whether we're shoppin' for ourselves, our farms or our wives, us Red River Valley farmers in North Dakota ain't a bit stingy! We don't have to be!

Our average Effective Buying Income per family (Sales Management, 1948) is $5599—29.9% higher than the $4309 average for the U.S.A. as a whole!

WDAY's amazing popularity in these parts is even more impressive than our listeners' income. The latest Conlan Study shows that for the entire survey (morning, afternoon and evening), WDAY has more than 3½ times as many listeners as the next station!

Ask us or Free & Peters for all the facts!
Your advertising *should* blanket the area.

Does your advertising blanket your distribution areas? *It should.* Are your salesmen, your distributors, your dealers getting the advertising support they deserve? *They should.* One advertising medium can’t be over-
looked if these are your advertising objectives. That medium is SPOT RADIO.... For example, here are three maps displaying the intensity of coverage of the three principal advertising media in the Cleveland area.

**WTAM** is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a set of seven attractive 4-page folders showing similar analyses of the markets listed below, call your nearest NBC Spot Representative, or address a card or letter to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.

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

**LEGEND**

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

**SPOT SALES**

NEW YORK - CHICAGO - HOLLYWOOD - CLEVELAND - WASHINGTON - SAN FRANCISCO - DENVER
EVELYN VANDERPLOEG
Time Buyer, SCHWIMMER & SCOTT, INC.
Chicago

Director of all time buying at Schwimmer & Scott, Miss Vanderploeg is kept very busy handling about a dozen really large radio accounts, but in her spare time plays golf well enough to beat most men. She was welcomed to membership in the Patron today by the William G. Rambeau rep who also presented her with the deed to a tract of land in the heart of the Patron country.

*PATROON Aristocratic Landholder of the Hudson Valley

Outstanding regional advertisers know that WPTR is the best buy. Whether it's a super market chain, a bread baker, a coal dealer, an insurance company or a car dealer—the leaders use WPTR.

SOON
50,000 Watts
Night and Day
Represented by RAMBEAU

ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

New Business

ROMAN MEAL Co., Tacoma, Wash. (cereals), March 29 starts half-hour weekly audience-participation show "Have the Beef on 20 CBS western stations, Tuesdays (7:30-8:00 p.m. PST). Contract for 52 weeks. Agency: Milne-Heffernan Inc., Seattle.

GROVE LABORATORIES Inc., New York, through Harry B. Cohen Adv., also New York, purchasing time on approximately 70 southern stations for its Grove's Tasteless Chili Tonic.

CONSOLIDATED ROYAL CHEMICAL Co., Chicago, appoints Ruthrauff & Ryan, same city, to handle advertising for Krank's Shave Cream and Mar-O-Dil Shampoo. Radio will be used.

LYON VAN & STORAGE Co., Los Angeles, March 14 started three weekly transcribed spots on Art Baker Network on KGB San Diego; and April 1 on KFRE Fresno, Calif. Firm recently started same schedule on four other western stations—KECA Los Angeles, KHQ Spokane, KJR Seattle, KOIN Portland, Ore. All contracts for 18 weeks. Agency: Smalley, Levitt & Smith, Los Angeles.

LOS ANGELES Time appoints Smalley, Levitt & Smith, Los Angeles to handle all advertising. Budget appropriated in excess of $100,000. Radio and television will be used.

SHELLEY PRODUCTS, New York (record and picture wheel), is using television spots for the first time to introduce its new product. Test campaign started on WABD (TV) New York. If successful more video stations will be added. Agency: Dowlen Inc., New York.


GENERAL CHEMICAL Div., Allied Chemical & Dye Corp., appoints Newell Emmett Co. to handle advertising for its Airlex line of Aerosol products. Radio will be used.

A & P Pears Ltd., Middlesex, England, through Schieffelin & Co., New York, distributor, re-introducing its Pears Soap on WOR New York's Barbara Walters Program (Fridays, 4-5:30 p.m.). WOR is only advertising medium being used. Agency: Cowan & Degier, New York.

MISS SALYOR'S Chocolates Inc., Alameda, Calif., launches 3-month spot radio campaign to re-introduce the firm's chocolate mint bars, off the market since before the war. Campaign is handled by Albert Frank-Guenther Law, San Francisco.

SUNNYBANK Margarette, through McCann-Erickson, San Francisco, launched two-week special promotion campaign on Los Angeles TV stations carried simultaneously with a spot radio campaign throughout California.

SAFEWAY STORES launched its first Pacific Coast TV campaign with a series of spots on five Los Angeles TV stations: KNBH KTLA KTLK KFI-TV and KECA-TV. The campaign, scheduled for an initial eight-week run, is handled by J. Walter Thompson Co., San Francisco. The agency also initiated a new radio spot campaign for KRAFT CHEESE Co. on March 14. Campaign will run for 13 weeks and will use radio stations in Los Angeles, San Francisco, Portland and Seattle.

NALLEY'S Inc., Tacoma, Wash., appoints The Condon Co., Tacoma, to handle special-six-month promotion of its mayonnaise. Starting April 1, 16-20 spots weekly will be used on four stations in Seattle-Tacoma area, KVI KJR KMC KING.

SUPERIOR MACARONI Co., S. M. FOOD PRODUCTS Co. and CARDEE Co., all Los Angeles, sponsors of new Jack Bedell, Esquire telecast on KTTV (TV) Los Angeles that started March 15. All sponsorships arranged through Selches Advertising Service, Los Angeles.

BUDGET Finance Plan, Los Angeles, March 20 started sponsorship of JAMES ROOSEVELT, son of the late President, in quarter-hour weekly news analysis broadcasts on three ABC California stations, KECA Los Angeles, KGO San Francisco, KMPC Bakersfield. Program may soon be expanded to all ABC Pacific Coast stations. Contract is for 26 weeks. Agency: Irwin-McHugh Adv., Los Angeles.

(Continued on page 78)
THERE'S ONLY 1 No. 1 MARKET IN OKLAHOMA

34.8% of Land Area Has:
- 45.1% of State's Retail Sales
- 48.2% of Retail Food Sales
- 45.5% of Retail Drug Sales
- 46.7% of Oklahoma's Effective Buying Power

Above figures taken from Sales Management Survey of Buying Power

And KVOO ALONE BLANKETS THIS RICH MARKET

Yes, KVOO, alone, blankets Oklahoma's richest (No. 1) market! In addition, adjoining rich counties in Kansas, Missouri and Arkansas, constituting a part of the Tulsa Trade Territory, are within KVOO's 50-100% BMB daytime area.

KVOO is a must on any schedule which is planned to sell Oklahoma's richest market plus the bonus counties of that market!

See your nearest Edward Petry & Company office for availabilities.

Hooper reports the overall rating in Tulsa as 38.3 for KVOO; 23.0 for Station "B"; and 22.1 for Station "C"
TRANSIT RADIO...A NEW IDEA...
Reach Customers at Lowest Advertising

TRANSIT RADIO IS FM BROADCASTING TO PASSENGERS ON BUSES AND STREET CARS

Low-Cost Rate Structure Based on Passenger Counts

In the rapidly expanding list of cities, passengers on public transit vehicles now "listen-as-they-ride" to music, news, weather reports, time signals, sports scores and other special features...and to advertising commercials. The latter are available through the medium of Transit Radio as spot announcements, live or transcribed, or as commercials within sponsored special feature programs:

**Counted, Guaranteed Audience**

Transit Radio introduces several new dimensions giving it unique advantages as an advertising medium. The audience reached by the advertiser's message is a counted, guaranteed audience. No surveys are necessary--guesswork plays no part. The actual audit of paid passenger fares determines the rate paid by the advertiser.

**A Selected Audience**

Different age-groups, worker-types and income-classes ride the buses and street cars during the various time periods of the day. Since this audience composition is known, the advertiser can select his most receptive customers by selecting the hours when they are known to ride.

**The Lowest-Cost Medium**

Class "A" Time includes the rush hour periods in the morning and late afternoon. Rates in each of the Transit Radio cities are based on a formula of approximately 75c-per-thousand guaranteed passengers (at 260-time frequency). To determine the rates, passenger-count audits are averaged by half hour periods.

Class "B" and Class "C" Time include the daytime shopping hours and the later evening hours respectively. Similarly, passenger-counts are used as the basis for determining rates of $1.00 - or less - per-thousand guaranteed passengers (at 260-time frequency).

**An Audience in Transit**

Riders are close to points of sale, actually within minutes of outlets where your advertising can be translated into sales.

CATCH THEIR EAR

Just Before They Get Off

**At Drug Stores**

**At Department Stores**

**At Shopping Centers**

**WHO HAS ORGANIZED TRANSIT RADIO, INC.?**

The Transit Radio idea and organization have been fathered by men and companies whose successes in radio and advertising are nationally recognized.

These founders and stockholders of Transit Radio, Inc. are substantial, multi-million dollar companies. A solid organization has been formed, one with which you can deal in complete confidence:

WABC-NEW YORK, The Yankee Network
WWJ-Detroit, Six
WJZ-Newark, Ind.
WWVA-Washington, D. C.
WAVG-Youngstown, Ohio
WBBR-New York

FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keynote of Transit Radio programming—good music, melodic popular tunes by the nation's leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

**Special Feature Programs**

Commercials, live or transcribed, are limited to 30 words or 25 seconds. "Minute Programs," combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities previously identified with the sponsor's advertising.

- Perfect Sound Distribution Throughout Vehicle
- Every Passenger Is Within A Few Feet Of A Speaker Overhead
- "Voice Emphasis" On Commercials
- When the studio announcer reads a commercial the volume in the bus or streetcar is automatically raised about 8 decibels. This "Voice Emphasis" adds extra impact to the advertising message.

**PLEASANT PROGRAMMING TO RELAX PASSENGERS**

FM broadcasting to public transit vehicles is entirely separate and distinct from AM broadcasting. The problems are different, the programming approach is different.

Music is the keynote of Transit Radio programming—good music, melodic popular tunes by the nation's leading orchestras and vocalists.

News headline roundups lasting two to three minutes are broadcast every twenty to thirty minutes. Time signals, weather reports and sports scores add to the relaxing entertainment.

**Special Feature Programs**

Commercials, live or transcribed, are limited to 30 words or 25 seconds. "Minute Programs," combining entertainment with commercials are acceptable. Homemaker hints, oddities, sports facts and similar quickie transcribed programs come in this category. These programs can, of course, feature nationally known or local celebrities previously identified with the sponsor's advertising.

Page 14 • March 21, 1949
A NEW VOICE...A NEW MEDIUM!
Cost Who "Listen-As-They-Ride"!

Do Passengers Like Transit Radio?
"Yes"! Is The Overwhelming Answer

Public Transit Companies are understandably sensitive to public opinion. They approached the awarding of franchises for transit radio broadcasting conservatively.

First, commercial operations on a test basis were conducted for a period of time to allow thorough study. Then independent research organizations were employed to get the approval and disapproval votes of the passengers.

Each of the surveys was conducted while advertising was being broadcast. The over 95% approval by riders is one of the most enthusiastic endorsements ever accorded a new medium.

Seasonal Products Can Be Tied in With Local Weather Conditions

The sales curves of many products and services are inexorably linked with temperature fluctuations and weather conditions. Advertising timing is all-important. Some of these seasonal products include rainwear, anti-freeze, hot weather beverages, electric fans, insecticides, frozen foods and other familiar examples.

Transit Radio stations will cooperate fully so that advertisers in this category can capitalize fully on the flexibility of this medium.

FM AUDIENCE AT HOME IS "BONUS"

Programs broadcast to Transit Radio vehicles via FM simultaneously reach homes in the area with FM receiving sets.

The size of this bonus audience varies from city to city, apparently in ratio to the aggressiveness with which FM sets have been promoted rather than to population. This fact is reflected in the estimated number of FM sets in the following typical Transit Radio cities: St. Louis 50,000, Cincinnati 30,000, Washington 70,000, Houston 25,000, Baltimore 67,000, Worcester 7,500.

MR. & MRS. "EVERYBODY" AND FAMILY
RIDE THE BUSES AND STREET CARS

Select Your Audience!
Pick the time and you pick the audience you want! Accurate data can be supplied on audience-composition at various times in every Transit Radio city.

6:00-7:30 A.M.—
Factory workers
7:30-9:00 A.M.—
White collar group
8:30-9:00 A.M.—
School groups
9:00-4:00 P.M.—
The Housewife-Shopper
4:00-6:30 P.M.—
Homebound shoppers, students, workers
6:30-11:00 P.M.—
Entertainment seekers

TRANSPORT RADI0 MARKETS
Franchises are in Negotiation in Practically Every Major City from Coast to Coast


Because of the rapid addition of new Transit Radio markets, please consult your nearest Transit Radio office: listed below.

NEW YORK:
250 Park Avenue—Mnr. Hill 6-9254
William H. Ensign, Manager

CHICAGO:
35 East Wacker Dr.—Financial 6-4281
Frank E. Pellegrini, National Sales Mgr.

PHILADELPHIA:
Alden Park Monor—Victor 4-1021
Arnold Nygren, Manager

CINCINNATI:
Union Trust Building—Dunbar 7775
Richard C. Criler, Vice-President

BROADCASTING • Telecasting
March 21, 1949 • Page 15
Hats Off
EDITOR, Broadcasting:
I have just been TELE-WISED. And in appreciation—a pot full of posies to the Chicago Television Council on its First National Television Conference. The writer, for one, found the three-day (March 7-9) session delectably flavored with the meaty matter so seldom dished up at radio and advertising association conclave.

Most of the conference’s discussion leaders disclaimed the title “television expert.” And maybe it’s this common bond of inexperience in the medium that induces TV’s Babes in the Woods to so generously share their morsels with succulent morsels of information with their fellow explorers. If that be true, then based on the success of the CTC Conference let’s found a Society For the Prevention of Television’s Growing Up. Or, more appropriately, let’s give the Chicago Television Council credit for a job well done and commission it official agency in charge of staging an annual National TV Conference along the same practical lines as this year’s.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa
[EDITOR’S NOTE: Success of the First National Television Conference augurs well for the future of telecasting in the Midwest. Hats off to the energetic and aggressive Chicago Television Council.]

Public Interest
EDITOR, Broadcasting:
The local radio station (KVNI) has long been heralding itself as operating in the public interest and service. A pledge of this sort is one thing, but putting it into action is quite another. The recent flash storms (February 9 & 10) which shattered all records for the already snow-bound Pacific Northwest gave this station a challenging opport

Mellow Voiced
ANNOUNCING
WITH A SALES THROB!

ALLAN AVERY’S
“TODAY’S TEMPOS”
Sunday’s 12:05 p.m. to 12:30 p.m. CST segment

WHHM

<table>
<thead>
<tr>
<th></th>
<th>Sta. B.</th>
<th>Sta. C.</th>
<th>Sta. D.</th>
<th>Sta. E.</th>
<th>Sta. F.</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.9</td>
<td>3.7</td>
<td>3.0</td>
<td>2.2</td>
<td>1.9</td>
<td>0.7</td>
</tr>
</tbody>
</table>

Source: Hooper’s Continuing Measurement

* Ask any
FORJOE & CO.
representative

Memphis, Tennessee
Patt McDonald, manager

* MEMBER ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

Page 16 • March 21, 1949
HAS CHANGED LISTENING HABITS IN IOWA

KXEL

1540...

BY ACTUAL MEASUREMENT*

NORTHEAST IOWA’S MOST POPULAR FREQUENCY

Take Howard County, Iowa for example. This rich and prospering community has its borders 95 miles from KXEL’s transmitter, yet here in this rich market area KXEL holds up to 54.5% of the listeners. This is four times as many listeners as WHO and up to ten times as many listeners as WMT. Shown below are the distribution of listening homes among radio stations in Howard County from 7:00 A.M. to 12:00 Noon.

* Facts taken from Conlan’s newest Comprehensive Study of Listening Habits.

<table>
<thead>
<tr>
<th></th>
<th>7:00 to 8:00 AM</th>
<th>8:00 to 10:00 AM</th>
<th>10:00 to 12:00 AM</th>
<th>TOTAL MORNING</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXEL</td>
<td>38.5%</td>
<td>54.3%</td>
<td>50.0%</td>
<td>50.0%</td>
</tr>
<tr>
<td>WHO</td>
<td>30.8%</td>
<td>14.3%</td>
<td>17.5%</td>
<td>18.2%</td>
</tr>
<tr>
<td>WMT</td>
<td>7.7%</td>
<td>5.7%</td>
<td>5.0%</td>
<td>5.7%</td>
</tr>
</tbody>
</table>

The fact that KXEL holds the lion’s share of listeners in this rich Northeast Iowa market area during these hours is only half the story, for Howard County is only part of the great KXEL Northeast Iowa market audience. The most important half is the undisputed fact that KXEL does give more listeners per dollar. Look at these amazing cost figures.

During the 7:00 to 8:00 AM period, KXEL holds 38.5% of the listeners and costs only $110.00 for this hour of time. WHO holds only 30.8% of the listeners—yet costs $230.00 for this same amount of time. WMT holds 7.7% of the listeners and costs $120.00 for this hour. (Cost figures taken from Standard Rate & Data.)

Here is the unvarnished truth. You are not getting your money’s worth of listeners, if you are trying to cover Northeast Iowa, without KXEL.

Get the complete facts on Northeast Iowa’s listening habits. Call your Avery-Knodel man or write direct to KXEL.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.
ABC OUTLET FOR CEDAR RAPIDS AND WATERLOO, IOWA
Open Mike

(Continued from page 16)

1948 issue of Broadcasting regarding my open letter to you on the subject of The Giveaway Craze. There is an article in the March issue of Cosmopolitan which tells the story of the family of Milton Farber and Stop the Music... it is the anniversary story of one year after the Farbers won $20,000 on Stop the Music.

In reviewing her experience... Mrs. Farber writes: "If I had had heart trouble, I would have dropped dead right then."

My reason for writing to you again about this subject is... the fact that another great giveaway of $35,000 took place on Stop the Music and some unfortunate guy missed out because he said... "Army and Navy and Army and Navy"... when he should have said "Navy and Army and Army and Navy." In other words... the mere fact that he reversed the wording... cost him $35,000. I wonder what would have happened if he had had heart trouble?

David R. Milsten
Milsten, Mullen, Johnson & Morehead
Puline, Okla.

* * *

'Box' Helpful

EDITOR, Broadcasting:

Lately your magazine has been printing new call assignments in the "Box Score." I like this info very helpful as it comes to me much quicker than from other sources. I hope you will continue to render this "public service."

Guy C. Hutchison
Arlington, Tex.

* * *

Dollar 'Fight'

EDITOR, Broadcasting:

...In your Radiorama section you refer to WCCO's Fight for Dollars. While it was a fight to raise $175,000 for the March of Dimes, everyone connected with the activity enjoyed it thoroughly. So in the interests of accuracy let's call it Cedric Adams' Flight of Dollars. And thanks for using the photograph in your March 17 issue.

Tony Moe
WCCO Minneapolis

* * *

Good Coverage

EDITOR, Broadcasting:

...Since first becoming acquainted with your magazine while overseas with APN-Berlin... I have thoroughly enjoyed your excellent publication.

Personally, I have learned much about radio from Broadcasting, especially concerning the overall commercial picture, the 'business' side of radio, and the problems of management. You also deserve another word of praise for your wonderful coverage of television.

My one regret is that more space is not devoted to the production, programming, and talent picture.

Aneta Dixon
7557 Wilson Drive
Hollywood, Calif.

Books on Radio

MODERN RADIO ADVERTISING. By Charles Hull Wolfe. 138 pp. New York: Funk & Wagnalls Co. $5.95. A WEALTH of up to date information on all phases of radio advertising is contained in Charles Hull Wolfe's new book, Modern Radio Advertising. Whether the reader is a sponsor, advertising man or broadcaster he will find the book filled with information on how to get better results from radio. Network, spot and local techniques are covered.

Mr. Wolfe is director of the radio and television testing bureau of BBDO and is one of the few men in the industry distinguished for both creative and research activities. He has written commercials for such network shows as Inner Sanctum, Jack Benny Show and Adventures of Sam Spade and has created radio advertising for General Electric, United States Steel, Emerson Drug and others.

The book is broken down into sections, covering fundamentals of radio advertising, radio advertising techniques, network advertising, spot radio, commercial announcements, past, present and future of radio and the opportunities in radio. Modern Radio Advertising is a Printer's Ink Business Bookshelf Publication.

* * *

THE LAW OF FREE ENTERPRISE. By Lee Loewinger. 431 pp. New York: Funk & Wagnalls Co. $5.95. LATEST in the Modern Industry Magazine series of books, this volume, written by a Minneapolis attorney, describes the legal framework and economic development of the American free enterprise system. The author is a partner in the firm of Larson, Loewinger & Lindquist, Minneapolis. He formerly worked under Thurman Arnold in the Anti-Trust Division of the Dept. of Justice.

"The law of free enterprise," says the author, "is at once both a definition of the meaning of our basic economic concepts and an outline of the standards which business must observe if enterprise is to remain free." In the opening chapter Mr. Loewinger examines the roots of free enterprise and discusses the legal framework of business, our economic origins, the principle of competition and our national policy.

Subsequent chapters deal with the scope of national law, forms of economic cooperation, restraint of trade, discrimination between customers, kinds of competition, merger, teeth in the law (anti-trust, criminal prosecutions and penalties, government civil suits), balm for business injury and the future of free enterprise.
Fast delivery when it is needed, — better delivery than is asked on all orders, — that is what we aim for here at Gates, — and customers appreciate it. But appreciation is just the beginning of a very pleasant relationship with a Gates customer.

Through the years you find out that this same service is more than a “one time” proposition, — that the high quality you want is the high quality you get, — that the attention given your order, — whether it is for 10c or $10,000 is the same, — prompt, courteous and efficient.

Remember, — Gates is the major source of supply for hundreds of broadcast stations. They stay with Gates because they get a high quality product for the right price and also get the personalized attention that only Gates can give.

All your broadcast needs can be obtained at GATES.
This summer
Summer business is big business in the Northwest. And Summer listening is big listening. That’s why 48 top-level local and national spot advertisers (30% more than the year before) stayed on WCCO all year ‘round last year. Without a Summer hiatus. They found that sales ride high when you ride along with WCCO during the 13 Summer weeks.

...Because annual retail sales in WCCO’s 6-state Northwest territory soar just about as high during June, July and August as in any other season of the year. More than $699,000,000!

...And because during these months in the Twin Cities, WCCO delivers an average daytime Hooper of 6.0—58% better than any competing station. (Throughout the 6-state area surveyed by the WCCO-CBS Listener Diary in May 1948, WCCO averages 200% more audience throughout the entire week than any other Twin Cities station.)

To make your sales go up with the temperature—and build up your strength for the Wintertime—hitch a tow with WCCO this Summer. Join the blue-ribbon list of sponsors who have found it pays to advertise on WCCO Fall, Winter, Spring—and Summer. Make your reservations now with us or your nearest Radio Sales office...for a wonderful 13 weeks with pay.

All source material available on request.
Feature of the Week

INTEREST of Louisville citizens in their municipal government has been heightened by weekly sessions of the "gripe" court broadcast over WINN Louisville.

Accepting the suggestion of a newspaperman, Louisville's Mayor Charles P. Farnsley instituted the "gripe" court April 5, 1948. At sessions held at 8 p.m. the first Monday of each month and at 10 a.m. on all other Mondays Louisville residents can—and do—take their complaints straight to the mayor.

Mayor Farnsley, commenting on the success of the project and announcing his intention to continue it, said: "Folks need to get things off their chest, but more than that, they need to feel that they have a voice in the running of the city. And, if they beef at me, I can beef right back at 'em. That gets things done faster."

If a citizen complains about the inadequacy of sewers, or the need for stop lights at certain intersections, or the unfairness of a proposed occupational tax, the mayor goes into a huddle with the "gripe" court complainant and the head of the city department involved. Whatever has to be said is put on the air by WINN.

The "gripe" court is held in Louisville's city hall aldermanic chambers, and the room is packed week after week, WINN reports. Civic improvement groups, parent-teacher associations and other organizations come to present petitions. Political science classes come to listen. And politicians come to learn!

On All Accounts

The ARMY taught many a young man to play follow-the-leader, but it gave lanky James O. Luce, J. Walter Thompson radio timebuyer, an urge to do just the opposite. Jim was brought up in a family dedicated to the law. His uncle was a judge, his brother a lawyer, and Jim, just naturally drifted into law school after graduation from the U. of Wisconsin.

But Blackstone et al. lost out in the half-way mark—the Army came in and gave Jim a new adventurous spirit. When discharged he decided not to finish law school, but to seek his fortune in New York. He comes from Plattville, Wis., a town "without even a radio station."

"Maybe," said Jim, "the fact that I corresponded with a female agency copy-writer in New York while I was in infantry supply service had something to do with it. This gal migrated from Plattville and gave me word pictures of the glamous life of the Manhattan intelligentsia which sounded great."

Anyhow, Jim got to the big city. He didn't know exactly what he wanted to do, but he thought it would be nice to be a copywriter. With no impressive bulk of samples to show, however, he quickly found this field unpromising. So he decided to try some other phase of advertising.

Eventually he got a job in the market research department of J. Walter Thompson Co. Ironically, Jim Luce, brought up in the law and carefully isolated from music, found himself working with figures all day—and liking it.

After several months in this department, Linnea Nelson, the agency's chief timebuyer, added him to her stalwart assistant on radio research.

Now Jim handles radio and television timebuying for the JWT New York office portion of Ford Dealers, Atlantis Sales Corp., Rochester, for which he buys spot time for French's Instant Potato, and for the J. B. Williams Co., Glastonbury, Conn., (shaving products). He works on other assignments as they develop.

Jim Luce is 29, unmarried and currently enjoying a new apartment in Manhattan. He is learning to cook and is intensely "product-loyal," claiming remarkable success with French's Instant Potato. He also uses J. B. Williams shaving products, but says the Ford is still in his future.

Stimulated by market and radio

(Continued on page 75)
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 28...regular rates. Wire reservation collect today!"
Fighting a fire in a steel skyscraper is different from handling one in a two-story home—and it's the same way with radio in different parts of the nation.

The Southern listener is a little different from people in other parts of the country. He does respond better to radio programming that caters to his special preferences and attitudes.

KWKH knows all this and has used the knowledge for twenty-three years. Hence we are years ahead in radio Know-How and listener-acceptance in this market.

Whether you sell tobacco, tractors or toasters, you'll find this KWKH Know-How a big "plus" in our four-state area. Write us today or ask The Branham Company.
HOW'S BUSINESS?

By ROBERT B. LUCE

HOW'S the broadcasting business? Has there been a "disinflation" in radio as in other scattered areas of the economy? Is business harder to get? Who are the toughest competitors? How can a station manager best boost his sales?

These were the questions asked broadcasters in the 18th nationwide BROADCASTING TRENDS survey, conducted by the Research Department of Broadcasting.

One year ago there was no question about the trend—it was up. Today it is tapering off. Broadcasters reported an almost 50-50 ratio as to whether business was always up or down in recent months.

In a regional analysis (see map) New England, the North Atlantic States and the whole North Central area reported slightly increasing sales—while in other areas, including the Pacific Coast and Mountain states, the South Atlantic and South Central, the trend is down slightly.

Wide Fluctuation

Individual stations, of course, showed a great range of difference. The bulk of stations reporting from all areas showed fluctuations of not more than 10% up or down. Some reported gains or declines of 20% or more, but they were few in number (See Table I, page 84).

General economic conditions were credited with causing the decline in station revenues, where declines appeared. Only 27.7% of those who reported a decline in business said it was due to competitive factors—the reminder said "disinflation" of the economy was responsible.

Aggressive selling — repeated over and over again — was emphasized by broadcasters as the key to success.

THE QUESTION of motion-picture and television stations—a multi-million-dollar question stemming from anti-trust suits—appears to be moving toward a showdown at FCC last week.

On the heels of a plea by 20th Century-Fox Film Corp. for a prompt decision [BROADCASTING, March 14], Paramount Pictures told FCC last Thursday that anti-trust proceedings outside of radio are not its concern, and that to disqualify anti-trust violators would mean a "sweeping reorganization" of the U. S. radio and TV structure.

TRENDS Finds Radio Rise Tapering Off

The current trend in the various regions of the U. S.

NOTE: BROADCASTING TRENDS results are based upon a nation-wide cross-section sampling of radio station managers and owners. The "Business Conditions" survey sample includes 15% of all AM station managers.

ANTI-TRUST

Not FCC Concern—Paramount

THE question of motion-picture and television stations—a multi-million-dollar question stemming from anti-trust suits—appears to be moving toward a showdown at FCC last week.

The business establishments in the U. S. which have been unsuccessful litigants in anti-trust proceedings constitute a blue-ribbon list of American industries and it would be contrary to "law, policy and common sense" to rule them out of radio, Paramount declared.

FCC Chairman Wayne Coy meanwhile cast unofficial light on another phase of the motion-picture question by telling Executive Director Gael Sullivan of the Theatre Owners of America, in response to questions, that he did not think movie exhibitors should be disqualified merely because they are exhibitors.

But he reminded Mr. Sullivan that FCC has a policy of favoring newspaper applicants over those with newspaper affiliations when it has to make a choice and if other factors are equal. If the FCC has a policy of favoring non-newspaper applicants over those with newspaper affiliations, the FCC should continue to do so.

Mr. Coy made plain that his observations represented his own views and not FCC's. Nor should they be considered an expression of opinion on the pending anti-trust question, he added.

Reflects Possible

Paul A. Porter, former FCC chairman and now a member of the Washington law firm of Arnold, Fortas & Porter, was retained by Paramount to assist its regular Washington counsel, Duke Patrick of Hogan & Hartson, in the fight to clear its qualifications on the

(Continued on page 89)
Health, Trusteeship Win FCC Delay

The Commission, by majority vote, set April 18 as deadline for any such application and said it would then decide whether the transfer should be consolidated for hearing with the news-policy question and would also set a new hearing date.

Affidavit of Mr. Richards' physicians asserting that the scheduled hearing might cost him his life were submitted in support of the 30-day postponement and transfer plan.

The Commission was told by Burton K. Wheeler, former Senator and now one of Mr. Richards' attorneys, that the station owner for some time had planned to retire on March 19—his 60th birthday.

"Prior to the latest relapse in his health which compelled his return to Palm Springs he had planned to attend a celebration in Detroit to be tendered him by his employees on that occasion, at which time he was to have announced his retirement," Mr. Wheeler wrote in the letter asking continuance of the hearing.

He said counsel had not been fully aware of the critical nature of Mr. Richards' heart condition until the Commission itself forwarded a copy of the letter it had received from one of his physicians. Their unsuccessful bid for a personal appearance for Mr. Richards a few weeks ago was made only because the hearing seemed inevitable and that appeared the least strenuous course, Mr. Wheeler said.

Dr. H.B. Steinbach, Detroit physician, told the Commission in an affidavit that Mr. Richards' life "is in great jeopardy and could well terminate at any moment" unless he "ceases at once all business and other activities which have a tendency to lead to undue exertion or to worry, strain or anxiety; unless he is immediately relieved of the mental and physical strain caused by the investigations and hearings... and unless he embarks upon a program of complete rest and relaxation."

He thought Mr. Richards "may look forward to continuing to live for some years to come" if he refrains from business activities and new ventures and "if some amicable and satisfactory way can be found to terminate the proceedings pending before the FCC so that [he] may be relieved of this threat to his health and life."

A similar view was expressed by Dr. Roy E. Thomas, Los Angeles heart specialist. He said "there is more than a strong possibility that Mr. Richards' taking the witness stand would result in his death."

Text of FCC's order postponing the hearing, which relates to charges that Mr. Richards ordered the KMFC staff members to slant news against certain minority groups:

ORDER

At a session of the Federal Communications Commission held at its offices in Washington, D. C., on the 17th day of March, 1949...

The Commission having under consideration a request for counsel for Mr. G. A. Richards, dated March 16, 1949, for continuance of the hearing and now scheduled in the above-entitled matter for March 23, 1949...

IT IS FURTHER ORDERED, That upon the filing of such application the Commission will then decide whether such application should be designated for hearing in order to determine whether a transfer would be in the public interest or whether such hearing...

(Continued on page 65)

MISSION TO PARIS

SKELETON OPERATION is in prospect for FCC during the first part and possibly most of the summer, on the basis of the tentative list of personnel slated to attend the International Telephone and Telegraph Conference which convenes in Paris in mid-May. Chairman Wayne Coy is scheduled to go as chairman of the U. S. delegation, accompanied by Vice Chairman Paul A. Walker, General Counsel Benedict P. Cotton, and some 10 staff executives and clerical assistants. Appointments are made by the President upon recommendation of the State Dept., but FCC's own recommendations generally are followed in such cases.

The conference opens about May 18 and officially is expected to continue four to six weeks. Some authorities, pointing to the experience of the still-continuing Mexico City International High-Frequency Transmission Conference, think the Paris sessions may continue for as much as two months.

Consideration also is being given to suggesting to the U. S. delegators move to London afterwards to discuss the so-called Bermuda Agreement on direct radio circuits between the U. S. and the United Kingdom. In that event the U. S. would be delayed at least to Aug. 1 and perhaps later.

Even if the delegators came home immediately after the Paris sessions, and if those lasted only a minimum four to six weeks, the group would be away from Washington from early May until July at the earliest, since they plan to go and return by boat.

Walker Vice Chairman

Comr. Walker will be in charge of telephone aspects at the conference and may be named a vice chairman. It is virtually certain that Francis Colt deWolf, chief of the State Dept.'s International Telecommunications Division, will be a vice chairman of the U. S. delegation.

Before the FCC group leaves for Paris, the Commission hopes to issue decisions on several high-policy questions—notably the clear-channel case, its proposed rules on giveaway shows, and perhaps television. Chairman Coy has indicated the clear-channel decision will be out by May 1, and the giveaway question is scheduled for consideration before the end of this month.

Unless it comes before they leave, action looking toward lifting of the TV freeze will have to be taken by the remaining Commissioners in the absence of the Chairman or the anticipated July "hawing" will be delayed. There has been some speculation that the Commission would lift the freeze until after July in any event.

Another question still facing the Commission is the chief engineer-ship, a post which has been filled only by acting Manager Ralph L. Clark, former FCC engineer and later a consultant, now director of the Programs Division in the Secretariat of the Research & Development Board, is considered the foremost candidate [BROADCASTING, Feb. 28]. But the subject of his appointment has not yet officially been brought before the full Commission. John A. Willoughby, senior assistant chief engineer, is acting chief engineer.

Under customary procedure, Comr. Rosel H. Hyde, as the senior remaining member, would serve as acting chairman of the Commission in the absence of the Chairman and Vice Chairman.

Personnel whom FCC proposes to recommend for attendance at the Paris conference, it was learned, include Comrs. Coy and Walker and General Counsel Cotton; Chief Accountant William J. Norfleet; Harold J. Cohen, assistant general counsel in charge of Common Carrier Division; Marion H. Woodward, assistant chief engineer, in charge of television; Jack Werner, assistant chief of the Law Bureau's Common Carrier Division; John R. Lambert, Accounting Bureau; John R. Engineering Bureau; Mrs. Farrell McGonigal, confidential assistant to the Chairman, and Mrs. Lillian Conley, also of the Chairman's office.

Skeleton FCC Ahead

"He just won't do. That voice won't penetrate low gear."

Page 26 • March 21, 1949

BROADCASTING • Teletasting
BUDGETS

By FLORENCE SMALL

DESPITE cancellation of some advertising, there is no widespread evidence that network advertisers are planning in the near future to curtail their use of radio in favor of television.

That was the conclusion reached by BROADCASTING after a series of interviews with representatives of a group of high-budget radio advertisers.

Procter & Gamble plans to continue its entire radio schedule next season with an annual expenditure exceeding $18 million and including 33 network shows.

As for video, William Craig, manager of television programming for P & G, told BROADCASTING that "Procter & Gamble is still feeling its way, gathering information and experiences watching developments very carefully. Right now we have a television program, I'd Like to See, on the NBC eastern television network, which will be replaced April 5 by a new series, Procter & Gamble's Fireside Theatre. Further than this, we are not prepared to announce any definite future plans."

Charles G. Mortimer Jr., vice president in charge of marketing for General Foods, expressed somewhat the same point of view when he said: "Tentative long range sales and advertising planning is a part of good marketing. Final decision on the selection of media, however, is made from quarter to quarter. We are naturally interested in both radio and television. Certainly both have a very real place in our promotional scheme. And our use of the two media is based on what they can deliver on mass selling opportunities, which is what we need for our type of products."

GF will continue with all its radio by the Burns & Allen show, the company has retained the NBC time for another show, Father Knows Best, which will amount to an approximate $6,600 weekly saving on talent. GF spent $6,774,503 on network time in 1948. It plans to retain the more than one dozen network shows for various products during the next season. In addition, the two half-hour television shows, Lamps Gambol and Author Meets the Critics, are scheduled to continue under the GF banner next season.

U. S. Steel Not Using TV

On the other hand U. S. Steel Corp., which spent $1,052,090 in 1948 on institutional advertising in network radio, does not plan to go into television as yet, an official of the organization revealed. "Television currently has a limited audience, and since our advertising is mostly that of public relations, the video audience is much too limited," the spokesman explained. "We want our public relations to reach an audience on a national scale. Television is still too much a matter of local coverage.

As for its 1949 fall plans, U. S. Steel will move its hour-long radio program The Theatre Guild on the Air from ABC to NBC, Sundays, 8:30-9:30 p.m., effective Sept. 11 for 29 weeks. In addition, on June 5, the company will sponsor a summer program for 13 weeks featuring the NBC Symphony Orchestra in the same time segment, 8:30-9:30 p.m., Sundays.

Another major radio advertiser, Lever Bros., which spent $5,317,086 in 1948, is not now using television, although it was one of the first advertisers to use the medium. Michael J. Roche, advertising manager of Lever Bros., explained that "while Lever Bros. is not an active participant in television at the present time, our interest in the medium is considerable, and we are continuing to study and explore the field."

"We have, however, no definite plans for immediate operation," he admitted.

Deviation somewhat from the prevalent "wait and see" theme, the Ford Motor Co. it was understood, has advertised in more than 6,500 dealers (who are currently sponsoring Fred Allen on NBC until this season's end) to divert television budgets allocated to radio this year. However, the parent company plans to maintain its hour-long Ford Theatre program on CBS. The firm also will sponsor its 60-minute Ford Television Theatre once a month, as well as a half hour program, The Crystal Ball, for the other three weeks in the month.

Thus, indications seem to be that while television is gaining, radio is not yet suffering any appreciable loss. It is probably to be found in two factors: (1) A number of radio advertisers are re-allocating their budgets to include television, but are doing so with "new" money and at no loss to radio; and (2) new advertisers who have not been using radio, or have been using spot radio at most, are entering strongly into television.

A random example of the first type of advertiser is the Ronson Art Metal Works, which spent $631,881 on network radio last year, and which intends to continue that appropriation while increasing its television budget.

Salient examples of the second group of clients include Admiral Corp., a non-radio user, with a half-hour NBC-TV show, The Admiral Broadway Revue; Bigelow-Sanford, with its Bigelow show on NBC-TV; Bonafide Mills, with Step by Step, or I Heard This One on NBC-TV; Pioneer Scientific Corp., with Pioneer Polaroid Magic Show on CBS-TV, and A. Stein & Co. with Identify on ABC-TV.

PREPARATORY to introducing Old Judge Coffee in new areas not yet served, the firm has placed its advertising with Gardner Advertising Co., St. Louis, effective April 1. Drawing up plans for the campaign, which is slated to use radio programs and spots plus video where available, are (1 to r) George A. Voix, Gardner account executive; Joe G. Wick, president of Old Judge Coffee Co., St. Louis, and L. C. MacGlashen, executive vice president of the agency.

EMPLOYMENT

By J. FRANK BEATTY

EMPLOYMENT in the broadcasting industry "will probably continue to rise for at least another year or two but at a slower rate than since the war," according to an occupational study by the U. S. Bureau of Labor Statistics. The study was conducted for the Veterans Administration.

The bureau figures, however, that work in television will increase for many years though it may never reach the employment level in sound broadcasting.

General results of this study will be published in detail within a few weeks by the VA.

The bureau was under fire last week for presenting what some broadcasters feel is a biased picture of talent employment in the broadcasting industry. It recently released a study based on a survey of AFRA members [BROADCASTING, March 14].

This BLS study gave the industry a dismal employment aspect showing extensive unemployment among singers and actors. Its figures failed to show the proportion of time AFRA members have worked in radio and did not differentiate factually between staff and free-lance talent.

Worst of all, in the opinion of some critics, the BLS-AFRA survey results appear to be based on the assumption that all AFRA members are qualified to work in radio, since prior experience is not required for union membership.

The talent study is part of the BLS-VA joint radio employment study. The employment outlook study, soon to appear in detailed form, covers all types of jobs from management to technicians.

In attempting to peer into the electronic future, the bureau's preliminary report on job chances to the VA states:

"The development of television has not yet come to the point where AM and FM broadcasting will be, but the likelihood of a long-run downward trend both in staff employment and in the amount of work for freelance artists at AM and FM stations.

"Taking all occupations together, the number of people employed in radio telecasting is extremely small to date. The number of workers needed will increase to a point on AM to reach the air. But not for many years, if ever, is this number likely to rise to the present employment level at sound broadcasting stations.

"Because the industry is small, it provides relatively few job opportunities."

(Continued on page 57)
THE BUSINESS side of broadcasting, from time selling to policy problems, provides the theme of the NAB Management Conference sessions meeting April 10 and running as against the regular $32.50 rate, closed Friday with an estimated 70 stations paying a $17.50 registration fee. Unaffiliated stations pay $5 registration for their April 10 meeting. Ladies registration is $7.50.

The Management Conference opens formally Monday, April 11, at 12 noon. NAB President Justin Miller will introduce the speaker, Chairman Coy. A separate ladies luncheon includes an ice show and style show.

The afternoon management meeting will be devoted to sales matters. A. D. (Jess) Willard Jr., NAB executive vice president, is expected to introduce stations manager Thomas WOIC(TV) Washington, who is slated to preside as chairman of NAB's Sales Managers Executive Committee. In May the NAB will be Simon Goldman, WJTN Jamestown, N. Y., chairman of the NAB Small Market Stations Executive Committee.

Time Sales Meeting

This meeting will go into the problem of selling time in a growingly competitive radio market and touch such specific matters as the All-Radio Presentation film which by that time will be well through the script-writing stage.

Speakers include Leo Cherne, of Leo Cherne Associates, with a forecast on business conditions; Mr. Thomas, bringing the radio sales picture up to date; Maurice B. Mitchell, director, NAB Dept. of Broadcast Advertising on management's responsibility in radio selling; Lee Hart, NAB retail specialist, on management's responsibility in the retail advertising field. Several surprise features are in the planning stage.

Monday night will be FM's portion of the Management Conference. Program plans are being drawn up by the FM Executive Committee, of which Leonard Asch, WBCA(FM) Schenectady, is chairman. This will be strictly a top-level work session with persons prominent in all phases of broadcast operation expected to participate. FM's role in NAB affairs is likely to be discussed. The board has approved the idea of substantially increased service for FM members but details await board action.

Time and other matters are expected to be discussed.

The whole reorganization question may come up at the Tuesday afternoon business meeting of the Management Conference. The subject was discussed by a special NAB board committee which met in Washington last Thursday. The committee will report to the full board at Chicago but the structural revamping of NAB may not be completed immediately.

The Tuesday morning meeting will be devoted to public relations matters at the management level. Chairman will be Frank King, WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee.

A wide range of topics will be discussed.

Pre-registration for the Management Conference, at the $30 rate

NAB headquarters felt that addition of Atty. Gen. Clark to the agenda gives the association one of its best convention programs. Mr. Clark has frequently shown an interest in NAB affairs and served as judge in the two Voice of Democracy essay contests. He also presented awards to the contest winners.

Pre-registration for the Management Conference, at the $30 rate

SPONSOR VIEWPOINT

RADIO from the viewpoint of the man who puts up the money will occupy focus on the program of the Assn. of National Advertisers, holding its spring meeting March 23-26 at the Homestead, Hot Springs, Va.

A thorough anlaysis of all media is planned, based on the idea that a transition from sellers to buyers market is underway and media must pull their own weight.

Main formal event in the radio field is a "solid session", on television to be held Thursday morning. Through many of the talks the subject of TV will be dis- cussed, including that of R. H. Bennett, sales and advertising manager of Maxwell House Division, General Foods Corp. His suggestions are based on the stage of TV's brand prestige will deal with radio in relation to other media.

The final convention discussion, a question-answer period, will give listeners a chance to get their views on the program. An attempt was made at the Stevens Hotel, it was indicated at ANA headquar- ters. Several questions are expected on BMB, and ANA members interested in the matter will be on hand to supply the answers.

A subcommittee of the ANA Radio & Television Committee will be named to conduct a study of the rate structure, in the effort to devise a rate schedule with the advertisers' viewpoint, parallel those of AAAA and NAB committees.

Potter Heads Session

Opening the three-day meeting will be a Wednesday morning program titled "The Financial Aspects of Advertising", in charge of W. J. Potter, director of advertising operations, Eastman Kodak Co. and ANA vice chairman. A sketch, "Let's Cut the Advertising", will be opened by Walter J. Vinn, advertising director, Standard Oil Co. (Indiana), and Robert B. Brown, vice president, Bristol-Myers Co. They will be followed by an epi- sode of the "39'ER" with the subject of "Wall Street's view of advertising, Ford Motor Co., will stress product advantages.

ANA Spring Session to Moll All Media

John Caples, vice president, BBDO, will speak on the topic, "Have You the Most Effective Copy?" Patrick H. Cerman, advertising manager, Philip Morris & Co., will tell of an integrated sales campaign, with the topic, "It Still Takes the Whole Ball of Wax to Pay Off."

Telecasting occupies half of the Thursday morning program. After a discussion on media investments presided over by Walter Lants, Lambert & Feasey vice president, the convention will hold "A Solid Session on Television." Opening speaker will be Walter Craig, vice president in charge of television and radio, Benton & Bowles. It is billed as "an up-to-the-minute dis- cussion of the problems that the newcomer into television must deal with," and will give some solutions.

Don L. Kearney, The Kast Agency, will discuss TV spot announce-ments with the help of a specially
GENERAL FOODS

BIGGER ADVERTISING expenditures are likely by General Foods Corp., as the buyers' market intensifies, according to Clarence Francis, chairman of the board.

He revealed this at a luncheon news conference in New York March 15 at which the GF annual report to stockholders was made public. The report showed GF reached a new net sales high of $463,336,031, 14% above the 1947 figure. It was the 15th consecutive year that sales increased over the previous 12 months. Net earnings, too, reached a new high of $24,555,752, compared with $16,303,594 the year before.

The news conference brought top officers into range of newspapermen who shot questions at them on business conditions, advertising, radio and television. Only top officer absent was President Austin S. Igleheart, who was ill.

Charles G. Mortimer Jr., vice president in charge of marketing, joined Mr. Francis in answering questions relating to advertising, radio and television.

Mr. Mortimer said he foresaw no changes in the proportion of advertising monies to be spent on radio and television. Since GF budgets are on a quarterly basis and depend on the needs of particular products, the proportions to be spent on radio and television could change quite rapidly, he indicated.

Both Mr. Mortimer and Mr. Francis emphasized the importance of television in GF advertising but told stockholders they still contemplate its efforts in the medium experimentally.

Annual Report

In the annual report, signed by both Mr. Francis and Mr. Igleheart, this was said: "In 1948, our second season of television, we sponsored experimentally a number and variety of television programs: Author Meets the Critics for Jell-O, Meet the Press for Maxwell House, and Small Fry program for Post Cereals. Our '48 television experience also included daytime Sanka weather announcements and spot commercials for Diamond Crystal Salt. "A number of our marketing groups gained experience in this new and difficult commercial medium. As the audience grew in 1948, the commercial value of our programs began to approach normal advertising returns. After last year, General Foods established itself in important television time periods which will be of increasing value as the medium develops in the next few years."

Mr. Mortimer expanded on this by saying that although GF still regarded its efforts in television as "a jockeying for position," actual results have been encouraging. The company has been pleased with the size of audience per set and found that televiwers listened more intently than radio audiences, he indicated.

Turning to business generally, he said he felt the country was experiencing a recession "which you can call a corrective." He considered the return to the buyers' market, which he said was occurring, as a return to the normal conditions under which the country operates and increases. He believed that if the recession were confined merely to price drops, and not to volume of activity, the effect on the economy would be minor.

Also noted was the fact that although dollar sales had trebled in the last ten years, earnings were less than double the 1949 earnings. Of each 1949 sales dollar, 3½ were profit. Back in 1939 earnings were 1½ on each sales dollar. Total assets in the ten years rose from $86,836,244 to $318,594,000.

Among other GF officers answering questions at the conference were: Edwin T. Gibson, executive vice president; John Prescott, vice president, general counsel and secretary; Wayne Marks, controller, Bert Warren, treasurer, and Howard Chase, public relations director.

ABC WESTERN

Samuels, Edwards, Reeg Change Posts

FRANK SAMUELS, acting manager of ABC Western Division, March 14 was named general manager. Robert E. Kintner, network's executive vice president, made the announcement.

Coincident with Mr. Samuels' appointment were promotions for John I. Edwards, named western program director and Leonard Reeg, raised to production manager.

Mr. Samuels has been with ABC since June 1943 when he was named sales manager of KGO San Francisco. In November 1944 he was shifted to Hollywood as Western Division sales manager. He has served as acting manager of western operations since November 1945, following the resignation of Don Searle, western vice president.

A native of Iowa, he was raised in Omaha, Neb. Entering radio from newspaper advertising in 1940, he joined the Central States Broadcasting Inc., Omaha, as regional sales manager.

Mr. Edwards has been in radio for 18 years in all phases of production. He has been with ABC since 1944. A native of Salt Lake City, he is a graduate engineer from the U. of Utah.

Mr. Reeg started as an attorney but radio writing for Rush Hughes and other writing successes led him into broadcasting permanently. He has been in radio since 1932 as writer-producer and has been with ABC since 1942.

ROBERT HALL

Uses 18 Stations

ROBERT HALL Clothes, New York, through its agency, Sawdon Advertising Co., also New York, is using 176 programs and 495 one-minute spots weekly on 18 local stations. Campaign marks the March 1 opening of its new stores. Markets open were Pittsburgh, Tulsa, Wilmington, Chattanooga and Davenport.

Contracts, on a 52-week basis, were signed with WWJS WVIT and WWJ-T Pittsburgh; WAPO WAGD WDOM Chattanoog; WTUX WAMS WILM WDEL Wilmington; WOCT KSTT Davenport; WQQA Moline, WBBF Rock Island, and KFMY KTUL and KOME Tulsa.

RMA MEET

ALTHOUGH a three-hour discussion of Zenith's controversial television ads in U. S. newspapers absorbed members of the board of the Radio Manufacturers Assn. in Chicago Thursday morning, action centered on a cooperative effort to educate the public to TV's facts of life—both present and future. The three-day quarterly conference of the group began Tuesday at the Drake Hotel.

A motion to establish a committee to study and put into effect "a constructive, objective educational program for the orderly and educational presentation of facts regarding present broadcasting and prospects of future change" was made by Paul V. Galvin, president of Motorola Inc. It was passed by the board. Committee members will be named early this week by President Max M. Balcom, Sylvania Electric Products Co. vice president.

Mr. Galvin, serving as temporary chairman of the sets division in the absence of George M. Gardner of Wells-Gardner, first proposed the measure at a meeting of the sets division Wednesday. At that time, all committee members were in agreement except H. C. Bonfig, vice president of Zenith Radio Corp., it was reported.

RMA Will Pay

Concerted drive to acquaint the public with "the actual facts, when they become available," will be paid for from RMA funds. Mr. Galvin proposed an original allocation of $50,000 at the closed board meeting. Ben Abrams, president of Emerson Radio Corp., said it would cost "more like $250,000." It is believed that newspapers will be used extensively. Complete details of the campaign will be formulated by the committee to be appointed by Mr. Balcom.

RMA hopes to alleviate confusion in the public mind regarding VHF, UHF and possible obsolescence of current sets, much of which was brought about by the Zenith ads [Broadcasting, March 14], one member said.

Mr. Bonfig, addressing the board Thursday morning, recalled that last December, in a letter to Mr. Balcom, he wrote that Zenith would not call public attention to possible obsolescence of sets on to the VHF-UHF technicalities via advertising media. "Since then, however, we found that the situation justified our action," he said.

Claiming that the shortage of TV channels can be "relieved only by UHF additions," Mr. Bonfig reiterated an FOC statement that a "nationwide, common TV channel system can be expected in the future," it was stated.

Fund Proposed for 'Facts' Drive

(Continued on page 61)

March 21, 1949 • Page 29
AFCA MEETING

Plan Two-Day D.C. Session

The Navy Department will play host to the Armed Forces Communication Assn. third annual meeting March 22-29.

Principal speaker at a banquet in the Shoreham Hotel March 26 will be Adm. Louis E. Denfeld, chief of naval operations, who will speak on the "The Navy—Today and Tomorrow."

The subject, "Civilian Communications and National Defense," will be discussed by Brig. Gen. David Sarnoff, chairman of the board of RCA and outgoing president of the association, at the banquet.

Featured speaker at an association luncheon at the Shoreham March 28 will be FCC Chairman W. W. Willard.

The six hundred members expected to attend will be invited to visit Naval installations in the Washington area.

The communications program in the Military Establishment will be discussed by the chief communications officers of the three services at a business meeting at the Shoreham March 28. Speakers will be: Maj. Gen. Spencer B. Akin, Chief Signal Officer of the Army; Maj. Gen. Francis L. Ankenbrandt, Director of Communications, U. S. Air Force; and Rear Adm. Earl E. Stone, Chief of Naval Communications.

Purpose of the association is to promote close cooperation between communications manufacturers and operators and the Armed Forces. The Army was host at a conference two years ago. The Air Force sponsored last year's meeting.

Other association officers are: William J. Halligan, president, Hallacrafters Co., first vice president; Darryl C. Zaneck, vice president, Centennial Film Corp., second vice president; Brig. Gen. Aimee W. Marriner (retired), international telephone and telegraph Co., third vice president; S. R. the former FCC commissioner and now vice president in charge of radio, Baltim-more Sunpapers, fourth vice president; Commodore Al George, vice president of Hazeltine Corp.; A. M. Johnson, vice president and Brian A. Hill, executive director.

NAB REFERENDUM

Two Issues at Stake

Mail referendum is under way among NAB member stations to decide whether the board's codewriter power should be removed and whether directors should be limited to two consecutive terms on the board.

Ballots were mailed members by weekend. The code amendments, based on a petition submitted to the NAB board at Los Angeles last May by Edward Breen, KVFD Fort Dodge, Iowa, are accompanied by a statement voicing the NAB board's opposition.

The Breen petition was not eligible for board action until its meeting last November. A special committee failed to draw up an explanatory statement, but the board itself approved a statement at its New Orleans meeting.

CONVERSING at luncheon during New York meeting of managers of CBS-owned stations and stations represented by CBS Radio Sales are four executives of network (1 to r): Howard S. Meighan, vice president and general executive; William S. Paley, board chairman; J. Kelly Smith, vice president and director of station administration, and Arthur Hull Hayes, vice president in charge of San Francisco office. Closed sessions were held last Monday through Friday at the Ritz-Carlton Hotel [Broadcasting, March 21].

ANOTHER trio includes (1 to r): G. Richard Swift, WCBS New York general manager; J. Kelly Smith, CBS vice president and director of station administration, and Merle Jones, WCCO Minneapolis general manager.

BMB BALLOTS

Baker Analyzing Returns

Approximately 100,000 ballots had been returned to Broadcast Measurement Bureau last week in the collection of material for the BMB second study.

Dr. Kenneth H. Baker, NAB research director on loan to direct the BMB second study, said he was making an analysis of the returns in an effort to prepare a recommendation regarding the choice between issuing a report on composition of the total weekly audience or one covering the average daily audience. His recommendations will probably be presented to the BMB board research committee this week.

Meanwhile, the last original executive of BMB resigned. George Baillie, production manager for the second study and a member of the staff since the formation of BMB, joined Hugh Felts, president; John Churchill, director of research, and Phil Frank, executive secretary, in leaving the organization.

The BMB board research committee, composed of D. E. Robinson of La Roche & Ellis Inc., Albert S. Demplewolff of Celanese Corp. of America, and Hugh M. Beville Jr., research director of NBC, was expected to meet late this week to consider Dr. Baker's recommendations.

At the end of last week, Dr. Baker said his analysis was incomplete and he had been unable to formulate recommendations.

The choice of issuing a report covering composition of the total weekly audience or one covering the average daily audience has not been finally made although the BMB technical committee has recommended the former [Broadcasting, Feb. 7 and 14].

IPOR AFFILIATION

Joe Belden & Assoc. Join

International Public Opinion Research Inc. New York, has announced the affiliation of Joe Belden & Assoc., Austin, Tex., for conducting market and opinion studies in Mexico.

IPOR will represent the Belden firm in New York for its Mexican business. JBA in Mexico is headed by U. S.-educated Florencio Acosta.

Mr. Belden headquarters in Austin. The two organizations will continue as independent concerns.

Charles S. Silver

Charles S. Silver, 44, treasurer and partner in Arthur Rosenberg Co. Inc., New York advertising agency, died last Tuesday. Born in New York City, he was graduated from New York U. in 1926. Soon afterward he joined the agency and served it continuously. Mr. Silver was president and executive of the Loughnes-Wittauer Watch Co. and Maiden Form Brassiere Co. In New York, he was his wife, Mrs. Frances Silver; a daughter, Ellen; his mother, and a brother.

KLAC SIND

Atlass Contracts To Buy
Station for $405,000

RALPH ATLAS has contracted to buy for $405,000 KLAC Los Angeles after that AM station has diverted itself of its television assets.

The agreement, subject to the usual FCC approval, was signed last Thursday, according to Stanley Friedman, Warner Bros. attorney. The $405,000 is to be paid to Warner Bros. in a deal which is hedged around with complications.

The sale is conditioned also upon FCC approval of the purchase by Warner Bros. of the stock of KMTR Radio Corp., owner of KLAC-TV, from Mrs. Dorothy Thackrey. Thus, if the whole deal is finally approved by FCC, Warner Bros. will become the owner of both AM and TV assets and will then immediately transfer the AM station to Mr. Atlass.

End result from Warner Bros. standpoint is that it will thereby become the owner of both television station and an AM station in Los Angeles where it already owns KFWB. Because it could not continue in ownership of both KFWB and KLAC without violating the FCC ruling against duplicity, the present involved transaction was worked out.

Mr. Atlass made the purchase through KLAC Inc., a new Illinois corporation, in which he is one of the owners.

NRI Augments

Figures on a national audience for each sponsored network program will be released in the March Nielsen Radio Index reports for the first time, A. C. Nielsen Co. reported in Chicago last week. Ratings, projectable to all U. S. radio homes, will be available for four weeks each month, rather than two. Full national coverage was begun by the firm March 1.

WKYT TRANSFER

‘La Crosse Tribune’ Is Buyer

SALE of WKTY La Crosse, Wis., to the La Crosse Tribune was concluded last week, Ralph L. Atlass, major stockholder, reported in Chicago Friday. The 1 kw MBS affiliate is operated by the La Crosse Broadcasting Co.

Transfer is expected to be filed with FCC this week.

Mr. Atlass, president and general manager of WIND Chicago and consultant and board member at MCA New York, last week signed for purchase of KLAC Los Angeles [see story above].
Not a worry in the world

A little milk. A sunny day. Pleasant company. That's all it takes to make these little puppies happy.

And when it comes to the rich Baltimore market, it's just as easy to make—and keep—your clients happy. You just let them tell their story on W·I·T·H, the BIG independent with the BIG audience.

You can do so much with so little on W·I·T·H! It's the big bargain buy. W·I·T·H produces low-cost results by delivering more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area. Get the full story from your Headley-Reed man today.
Zenith Continues to Draw Industry Fire

By JOHN OSBON

CONTEST over the question of obsolescence of present TV sets, inspired in part by Zenith Radio Corp.'s current advertising campaign, raged on last week as Radio Manufacturers Assn., comprising about 90% of the manufacturers, undertook an "educational" campaign on the subject (see RMA board story, page 29).

Meanwhile, the Chicago manufacturing firm continued its ad program in the same vein, quoting a letter from Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Johnson had introduced legislation which would permit television to develop and expand, many television sets now being marketed will suffer early obsolescence.

Zenith's advertisements claimed that it has the "only television receiver on the market today... with provision for receiving the proposed UHF channels on the present converters..." The ad said Zenith sets were "insurance against obsolescence" and no converter was needed. Complaints are currently being studied by Federal Trade Commission for "misleading" or "inaccurate" advertising (BROADCASTING, March 14).

Washington Frowns

Washington television dealers meanwhile frowned on the Zenith campaign. A spokesman for Georges Radio Store, one of the Capital's leading dealers, described the ad campaign as "no good—it has definitely hurt the television industry." He said sales had fallen in all but the lower-income groups, and that the public was asking questions about the possible obsolescence.

Sun Radio said it regarded the campaign as "not fair play," but added that proposed frequency changes were "from 12 months to two years off yet." The spokesman said that, if the problem did eventually arise, it would be solved by converters priced from $50 to $75.

Other dealers voiced belief that the whole UHF-obsolescence issue is still too far removed to justify public anxiety. Many indicated they felt that natural obsolescence will inevitably occur, just as it did in radio and other fields, but gradually, as a matter of course. For the most part, these dealers declined to be quoted by name, having Zenith franchises.

One dealer characterized Zenith's campaign as a "monkey-wrench in the works." His reasoning: "Suppose this had happened in the radio industry in its early years? How would we stand today? I can't understand this thing at all... it pulls out the rug from under the whole industry which was picking up momentum. We have been selling all the TV sets that manufacturers could turn out.

A survey of New York television dealers revealed a general "don't worry" attitude with belief that obsolescence will not overtake present sets. Typical unofficial reactions:

No set on the market could be used without interference changes, which would probably be expensive if and when necessary. Some sets could be changed or adapted to UHF—Sun.

All sets on the market will be good for many years—Grand Central Radio. Zenith ad was unfair if it caused people to believe other sets would be made obsolete. All sets would be similarly affected since all manufacturers belong to the Broadcast Manufacturing Assn. and manufacture pretty much alike. Some converters were adaptive. UHF will have no great effect on obsolescence. Manufacturers have issued reassuring statements.—G. Schirmer.

All sets would be adaptable for higher frequencies "whether Zenith converter was required or not."—B. Altman & Co.

Zenith was "crazy" to run ad. "Besides, some of the papers wouldn't run the ad. It was so bombastic.—Genesis.

Nothing to worry about. No set on the market would be any worse or better than the others for adaptation to UHF.—Gerry Kane Inc.

The ad did not mean that only Zenith could be adapted to wave-band changes. It meant only that Zenith sets could be adapted in the same vein. If wave-band change is made, all sets will be susceptible to adaptation by mass-produced converters.—Liberty Mfg.

Chicago dealer reactions tended to the conviction that manufacturers have too much at stake to permit obsolescence and will stand behind their products; that adopters or converters could solve the problem, if and when UHF opened up; that Chicago would not be affected by any changes.

Reactions on Zenith's campaign took these slants: "misleading," "shocking," "another stunt," "theory!"

"May happen five years from now, and the converter could be used on any present set. Won't ever affect Chicago. Ad ran because competition is getting terrific among manufacturers.

Zenith just came out with a lot of advertising, nothing that is new or different. Same kind of promotion as for the great circle screen. None of sets will be outdated. It's all theory..."

Admiral and Philco can be used after the change to UHF by use of converters. Won't affect Chicago any way. Just another stunt to increase sales—Ad.

Ad is not true and is very misleading. All manufacturers have too much to lose to let their sets become obsolete. Adapters could be used. All sets are made the same way and should the frequency change be made manufacturers will be set down with it. All manufacturers are big enough to stand behind their products.

Ad's were shocking to us in the industry, it doesn't seem possible the government would allow manufacturers to make sets the change went in the same vein, if it's made it will take years, and then only when present stations are out of range. If red and would support such a project. Actually a measure to keep Zenith plus business. Industry hasn't even reached the red and set yet. General public is concerned about this but industry is not from a practical point of view. Sold six TV sets Monday night, not one a Zenith, yet all six customers mentioned the ads. Witch-hunt procedure by the firm. Brings confusion, yes, but may allow bringing a lot of people into TV for the first time.

Zenith made error on the question. Industry believes change won't come for a long time, if within our lifetime. We don't see any changes whichever, but if there is a change we could convert converters. Your sets can get the new bands without a similar conversion. Forget about the old bands, as any set would have to be converted.

From a technical angle, the Zenith will be able to open up to RCA and Philco. Others can be converted, but it would cost between $50 and $75, a lot more money than now pay extra for a Zenith. May never use in Chicago. Zenith is only set capable of all bands tuning. No set will ever be "crazy" because all could be converted at same cost... Firms didn't consult with dealers and servicemen before the ad was run..."

Meanwhile, Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio, announced that its distributor orders for television receivers from March 7-18 were the highest for any week in the company's history.

Week's volume represented a 5% increase over the same period last year. In February and backlog of orders "is as large as ever," Crosley said.

Craig Statement

J. W. Craig, vice president of Avco and general manager of Crosley, stated that "at such times as these additional channels may come into use, the industry will be ready with efficient, low-cost adapters designed for use with present day receivers and engineered to fit the requirements as they may then exist."

Dealers and distributors said that in opening of high frequency channels "will by no means obsolete present receivers.

The Milwaukee Journal, commenting editorially March 6, reported that "no important change in television sending or receiving in this area is in sight; the present four wave channels assigned to Milwaukee for use in the foreseeable future and present sets do not face obsolescence.

Pointing out that FCC Chairman Wayne Coy and WTMJ-TV Milwaukee executives "agree on those points," the Journal quoted Walter Damm, general manager of Journal AM-FM-TV operations, as saying that "in Milwaukee there should be no concern in the minds of present or prospective TV set owners." Mr. Damm said there is "only a remote chance that any additional frequencies would be assigned to the over-the-air high band in use for television in addition to the present very high frequency band."

At a New York luncheon last Tuesday, Dr. Allen B. DuMont, president of Allen B. DuMont Labs., questioned Sen. Edwin Johnson's statement on obsolescence as one tending to implant confusion in the public mind. He predicted that "no change will be made in the present frequency allocations (Continued on page 58)
DuMONT
Changes and Promotions

SEVERAL promotions and additions to the staff of the DuMont Television Network were announced in New York last Thursday by James Caddigan, director of programming.

Lawrence Menkin, now assistant program director of WMCA New York, has been appointed program planning manager for the network effective March 21. Mr. Menkin will be responsible for putting several new shows, not yet introduced by DuMont, into final shape for telecasting within the coming weeks.

Jack Rayel, who has been day-time program manager, has been appointed assistant to Mr. Caddigan. He also has been assigned important production duties. Les TomaLin, a network staff director, has been named director-supervisor and Miss Duncan MacDonald, with DuMont since last September, becomes administrative supervisor of studio D.

Andrew P. Jaeger has been appointed manager of the program department's film division. He was formerly with 50th Century-Fox and International American Film Co. Frank Bunetta, with DuMont for five years, and recently technical director, is now production supervisor. In this post he will be responsible for training of camera operators, mike boom men and production assistants.

WABD (TV) Ups Rate

WABD (TV) New York on March 15 raised its base rates to $1,500 a nighttime hour. This is the second raise for the station in two weeks, as on Feb. 28 it announced an increase from $1,000 to $1,250. New rate brings WABD into line with WCBS-TV New York, which has announced a boost in its base evening hour rate also from $1,000 to $1,500, effective April 1. Both stations gave present advertisers six months protection against the increases.

WNBQ (TV) Adds Time

NBC's owned and operated Chicago video outlet, WNBQ, began operations on a seven-a-week basis Saturday after a Sunday through Friday schedule since its January opening. WNBQ is now on the air approximately 36 hours weekly.

HILLS SIGNS TV
To Sponsor ABC Daytimer

HILLS Broa. Co., New York, through the Biow Co., also New York, has signed the first contract with WJZ-TV New York for participation in ABC's two hour daytime video women's program, Market Melodies.

Announcement of the initial 13-week contract was made last Monday by Murray Grabhorn, ABC vice president in charge of owned and operated stations, at a news preview. The show is aimed to women viewers at large supermarkets. New York's Grand Union supermarkets have installed four receivers in 15 stores.

Contract, on behalf of Hill's "Dromedary" food products, was signed at the station's present rate, with six months' protection clause, at $850 per week for five one-minute daily spots. Deal was completed more than two weeks before the program's scheduled air start, is set tentatively for early April, or, according to Mr. Grabhorn, "as soon as from 12 to 16 sponsors have been signed." Early purchasers of time will be offered exclusivity of product for entire two hours, or within-hour exclusivity.

MOORE NAMED
 Gets NBC-TV Promotion

PAUL J. MOORE, NBC Chicago engineer, has been named TV operations supervisor at the Central Division. He replaces Charles L. Townsend, new TV technical film director at NBC New York. Appointments went into effect Wednesday.

Mr. Moore joined NBC Chicago as a studio engineer in 1936 after working at WKY Oklahoma City. In 1942, when he was transmission engineer, he joined the Army Signal Corps and served as commanding officer of a radio teletype unit in Germany. Four years later Mr. Moore was discharged as a lieutenant-colonel. Returning to NBC Chicago, he was named video maintenance supervisor in September 1948. His successor has not been named.

FOOD CHAIN GOES FOR TV

Donahoe's, Pittsburgh, Finds It's Potent

CAN television do a top job as an advertising medium for food retailers? Donahoe's Food Stores, Pittsburgh, believes it can.

The firm's president, Jerome Donahoe, decided to test television with a five-minute local news show, Pitt Parade, on WDTV (TV) Pittsburgh. First time the program was presented under Donahoe's sponsorship the commercial showed the manager of the firm's cheese department cutting a slice of Donahoe's Sharp Cheddar cheese and inviting viewers to buy it at 89¢ a pound.

A pound of Donahoe's My-Te-Good macaroni was promised to anyone who asked for the TV cheese special. Offer was good for 24 hours. Next day 80 persons responded, and the food store chain noted a surge in cheese buying generally.

Donahoe's tried another item the following week. This time it was a pound of Fifth Avenue candies for 95¢, plus a half-pound box of bon-bons free, with a 24-hour time limit. Television was the only medium used, and the ad brought 153 persons to Donahoe stores asking for the TV special.

Third week found the food chain offering six bottles of My-Te-Good catsup for $1. With the catsup came a can of tomatoes. Two hundred and thirteen customers responded.

Fourth week TV special was My-Te-Good coffee. Donahoe's reported that it resulted in sale of more than 600 pounds of the coffee and a buying surge in the department featuring the item.

With TV set ownership figures in Pittsburgh mounting, WDTV's manager, Donald A. Stewart, believes other food retailers can profit by Donahoe's experience.

WDTV, on the air since Jan. 11, has 60 hours of programming a week. It is the DuMont outlet in Pittsburgh, but also presents programs of ABC, CBS and NBC.

S-C INCOME

WHAM Earnings Included

STROMBERG-CARLSON Co. announced last week that its income from its radio operations, $977,602 for 1948, compared to $1,084,149 for 1947. Earnings for its broadcasting operations at WHAM Rochester were given as $129,498 as compared to $190,873 the year before.

The company's over-all income amounted to $2,74 per share as compared with $3.60 per share the year before.

March 21, 1949 • Page 33
WDEL-TV CLEARED

WDEL-TV Wilmington, Del., was cleared by FCC last week of charges of misrepresenting construction progress brought against the station by WAMS Wilmington, applicant for an ADP-TV. The petition of WAMS seeking a hearing on the extension bid was denied. Comr. Robert F. Jones dissented from the majority and favored grant of the WAMS petition.

However, FCC advised WDEL-TV that this extension "was granted upon your representation that construction... would be complete and the station would be in operation prior to the expiration of the completion date as extended."

WDEL-TV holds construction permit for Channel 7 (174-180 mc), the only video facility allocated to Wilmington. The CP was granted in December 1947.

AMUSEMENT TAX

Considering Video Levy

The FINANCE COMMITTEE of Philadelphia City Council now is considering the ordinance which would exempt tap rooms and other places showing television from paying the city's 10% amusement tax on gross receipts.

Meanwhile, Deputy Atty. Gen. Horace A. Segelbaum, representing the Pennsylvania State Liquor Control Board, has agreed that no further appeal exists to allow Philadelphia to collect the $120 annual tax on places showing television pending the outcome of a suit at the State Supreme Court, Harrisburg. The Philadelphia Retail Liquor Dealers Asn. filed the equity suit charging that the annual levy is excessive. Abraham J. Levinson, counsel for the association, said that arguments in the case will start the end of this month.

WOR-TV Course

READYING themselves for inauguration of WOR-TV New York, to start sometime this summer on Channel 9, the engineers are attending a series of weekly two-hour lectures on the technical phases of television. The course started March 14 and extends through June 18. J. R. Poppele, vice president in charge of WOR engineering, is in charge of the lectures, being given by the video engineering staff under chief television engineer, Frank J. Bingley, and assistant, Newland Smith.

Page 34 • March 21, 1949

DR. DuMONT

Hits Obsolete Charges: ADC Awards Made

WOR-TV CLEARED

Given CP Extension

WDEL-TV Wilmington, Del., was cleared by FCC last week of charges of misrepresenting construction progress brought against the station by WAMS Wilmington, applicant for an ADP-TV. The petition of WAMS seeking a hearing on the extension bid was denied. Comr. Robert F. Jones dissented from the majority and favored grant of the WAMS petition.

However, FCC advised WDEL-TV that this extension "was granted upon your representation that construction... would be complete and the station would be in operation prior to the expiration of the completion date as extended."

WDEL-TV holds construction permit for Channel 7 (174-180 mc), the only video facility allocated to Wilmington. The CP was granted in December 1947.

AMUSEMENT TAX

Considering Video Levy

The FINANCE COMMITTEE of Philadelphia City Council now is considering the ordinance which would exempt tap rooms and other places showing television from paying the city's 10% amusement tax on gross receipts.

Meanwhile, Deputy Atty. Gen. Horace A. Segelbaum, representing the Pennsylvania State Liquor Control Board, has agreed that no further appeal exists to allow Philadelphia to collect the $120 annual tax on places showing television pending the outcome of a suit at the State Supreme Court, Harrisburg. The Philadelphia Retail Liquor Dealers Asn. filed the equity suit charging that the annual levy is excessive. Abraham J. Levinson, counsel for the association, said that arguments in the case will start the end of this month.

WOR-TV Course

READYING themselves for inauguration of WOR-TV New York, to start sometime this summer on Channel 9, the engineers are attending a series of weekly two-hour lectures on the technical phases of television. The course started March 14 and extends through June 18. J. R. Poppele, vice president in charge of WOR engineering, is in charge of the lectures, being given by the video engineering staff under chief television engineer, Frank J. Bingley, and assistant, Newland Smith.

Page 34 • March 21, 1949

NEWLY ELECTED president of Academy of Television Arts and Sciences, Harry R. Lubcke (l), technical director of Doorkist Los Angeles, accepts gavel from retiring president, Charles Brown (r), general manager of Video Broadcasting Co., Los Angeles. Mr. Brown has application on file for station in San Diego.
Top Left: Personalities in "Texas News" . . . WBAP-TV cameraman catches sports figures Dutch Meyer, Bobby Feller, and Matty Bell, left to right, for televiewers. Center: WBAP-TV scores another TV news beat by recording globe-circling B-50's landing at Carswell Air Force Base March 2. Viewers saw it on their screens at 7 p.m., same day. Lower Right: Three of these news crews cover the Fort Worth-Dallas area daily for "Texas News."

FOR almost six months now WBAP-TV viewers have been enjoying news as it happened a few hours earlier in the Fort Worth-Dallas and state areas on "Texas News", 6:45 p.m., five days a week.

In addition to top coverage of spot news and feature stories, "Texas News" is also jam-packed with visiting personalities . . . Viewers have seen President Truman, Bobby Feller, Danny Kaye, Art Linkletter and Bob Hope (to name a few) all in local settings.

Three fast moving news crews, all Texas trained, cover distances up to 300 miles to make these station-produced newsreels possible the same day. Films are processed in WBAP-TV's complete and modern film laboratory.

Visiting television authorities have termed WBAP-TV's newsreels "outstanding in the television news field."

"Texas News" can do a top selling job for you in the Southwest's Number One Television Market. Contact Free & Peters or the station for complete details.
lighting engineers into the scope of NABET bargaining.

NABET, however, regards the issue involved as transcending the lighting engineers. It feels that it must fight IATSE or ultimately surrender its identity.

First four days of the hearing, however, were largely background material. For the most part, F. A. Wankel, assistant television operations supervisor of NBC was the witness, testifying for the company as to the history and development of its television operations. NBC’s participation in the case is strictly as a neutral.

FARNSWORTH

SEC Announces Withdrawal

SECURITIES and Exchange Commission has acknowledged receipt of an application from Farnsworth Television & Radio Corp. requesting withdrawal of its registration statement originally filed Jan. 13. Statement had proposed a public offering of 720,000 shares of common stock at $1 par value.

Meanwhile, a committee of stockholders in the company has been formed in New York to investigate facts of the proposed sale of Farnsworth’s assets to International Telephone & Telegraph Corp. (BROADCASTING, March 14).

The company filed withdrawal papers with SEC March 9 asserting that the IT&T arrangement precluded need for offering of securities.

DR. DU MONT SPEAKS

Addresses TCTI Graduates

Dr. Allen B. DuMont, television pioneer and head of Allen B. DuMont Labs, is scheduled to address the graduating class of Twin City Television Lab in Minneapolis’ Lycceum Theatre Saturday (March 10).

The graduating class is the first group of studio-trained television cameramen, writers and announcers to finish TCTI. Classes started almost a year ago.

NABET-IATSE

More Fuel Kindles Fire

IATSE has offered a West Coast television station free cameramen for a trial period of one month in its war with NABET, according to Clarence Westover, national executive secretary of the National Assn. of Broadcast Engineers and Technicians.

Mr. Westover said the offer was made to KFI-TV Los Angeles and that the station, which has a contract with NABET, turned down the IATSE offer. Mr. Westover said information about the offer was sent him at NABET’s national office from its Los Angeles office.

In Los Angeles, a spokesman at KFI-TV said no such offer had been made. Richard F. Walsh, president of International Alliance of Theatrical Stage Employees, could not be reached for comment.

Meanwhile, the NLRB hearing in the immediate matter which touched off the NABET-IATSE dispute, resumed Tuesday in New York. This involves a jurisdictional wrangle over lighting engineers at NBC.

In that case, NABET petitioned for a correction of the original NLRB certification to bring the

KSL-TV TO START

Plans Opening in June

KSL-TV Salt Lake City is to begin operations in early June, Ivor Sharp, executive vice president, head of KSL-TV Service Corp. of Utah, KSL licensee, received a television construction permit last July.

Video equipment, including a 5 kw transmitter, is scheduled for delivery this month, according to C. Richard Evans, KSL general manager. KSL-TV is assigned Channel 5 and has signed an affiliation agreement with CBS. Other network programs will be carried also. The station is also doing experimental, closed circuit televising since last October.

KSL Salt Lake City executives examine television equipment to be used in KSL-TV programming, slated to begin in June. L to r: Lennox Murdoch, TV sales and programming; C. Richard Evans, general manager, and Ivor Sharp, executive vice president. KSL-TV will be on Channel 5 (76-82 mc).

Page 36 * March 21, 1949
On WCAU you're in Philadelphia

WCAU-TV program popularity makes your salesman-demonstrator a member of the family in the 135,000 homes of TV set owners found in this second largest television market. CBS affiliate.

THE PHILADELPHIA BULLETIN STATIONS

TV
AM
FM
VIDEO hit a stride in February, which, if continued, will put it in the forefront of all media much sooner than its most ardent boosters have claimed.

Sponsored hours of time increased more than 50%.

The number of advertisers increased 25%.

Gross time expenditures increased 38% over January, to reach a total of $423,364 during the week of Feb. 6-12.

The one certainty in the broadcast picture is that TV time sales are going up, up and up in 1949. (See Chart.)

It is the local advertiser who has taken to video with the biggest enthusiasm. In one market, a single station can boast 31 local advertisers. The increase in local-retail advertisers from January to February was 32.5%, or 149 accounts.

These figures were compiled by BROADCASTING from the Rorabaugh Report on Television Advertising, published monthly by the N. C. Rorabaugh Co., New York. The report covers 54 stations in 30 cities, for a sample week in each month. The February report covers the week of the 6th-12th.

Estimated gross time expenditures of 912 television advertisers during the week of Feb. 6-12 totaled $423,364, compared to $307,185 for Jan. 2-8, according to the Rorabaugh report:

Gross Time Expenditures

Advertisers Feb. 6-12 Jan. 2-8
38 Network $137,496 99%
265 Spot 107,689 17
609 Local-Retail 118,029 33
912 Total $423,364 38%

During this week 912 advertisers used TV: 38 network; 265 spot; and 609 local-retail advertisers. (See Table I.) The February report shows the greatest percentage jump in TV advertising since last October, when there were 31% more advertisers than in September.

Actual sponsored broadcast hours increased from 657 hours in the sample week in January to 710 hours in February. Of this total, 43%, or about 31 hours, was bought in the form of weather, time or straight commercial announcements, and the remainder in program blocks or through a participating program arrangement.

Leading Markets

New York held its place as the leading TV market. With six operating outlets the total number of accounts was 184, and this city was tops in two categories with 45 network insertions, and 62 spot advertisers. Los Angeles is first in the local-retail field with 74 accounts. (Table III.)

The other four of the "five top" TV markets are Philadelphia, 136; Baltimore, 121; Los Angeles, 118; and Washington, 107. Washington has four outlets, Philadelphia and Baltimore three, and Los Angeles six.

Every market but one, New Orleans, showed a net gain in accounts from January to February, and in New Orleans the drop was only one account. The greatest gain in the month was registered by Los Angeles, with 60 more accounts in February than in January. A large part of this rise was due to two networks included in the current report.

In the single station markets Milwaukee, with 76 accounts, is the top city. Buffalo is next ranking with 69, and Toledo with 54 is third. In each case, the bulk of the accounts are local.

Everywhere television has operated in a market, advertisers have been ready to buy time—not yet in numbers that would make television an immediate financial success, but in enough quantity to indicate that the day will come soon when TV will be a universally accepted advertising medium, by all classes of advertisers—from the local dry-goods store to the large auto manufacturers.

TV’s Big Accounts

The most frequent users of network television are the radio and television networks. (Continued on page 59)
In Maryland it's
WMAR-TV
for results!

TV Success Story

MEYER & THALHEIMER
10 N. Howard

We can definitely say that our WMAR-TV spots have done a very good job of helping to make known our relatively new second floor toy department, of which many of our customers had previously been unaware. The proof of this is the large number of customers who actually mention WMAR-TV to us when they come in to make a purchase. We could hardly hope for better or more definite results.

K. S. THALHEIMER.

Advertising Placed by Dundon & Rosenbush
100 N. Eutaw St.

TV Success Story

VIRGINIA DRISKILL
40 York Rd., Towson

It is with pleasure that I tell you about the results we are getting from WMAR-TV. We were more than pleased on one particular show when we really sold evening dinner and wedding gowns as a direct result of our television presentation on your station. Also, quite a few of our most expensive suits and coats were sold this season to people who came in and asked for that particular suit or coat which they had seen on WMAR-TV.

MRS. VIRGINIA DRISKILL

Fashion Films Produced by The Virginia Driskill Fashion Center

TV Success Story

HAUSWALD'S BREAD
KING SYRUP
WILL'S DAIRY

As co-sponsors of the weekly WMAR-TV show, "REMEMBER," we are most pleased with the selling job this television advertising is doing for us. The many favorable comments from our retail sales outlets plus the tangible returns from the Memory Quiz feature of the show, prove that WMAR-TV reaches a large and receptive consumer audience for us.

JOHN HAUSWALD
EDWARD SALE
C. H. WINEHOLT

Advertising Placed by H. W. Buddemeier Co.
516 N. Charles St.

Represented by
THE KATZ AGENCY, INC.
NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

March 21, 1949  Page 39

WINNERS of Metropolitan Auditions of the Air, Denis Harbour, Canada, and Lois Hunt, Philadelphia (seated), are honored by (standing, 1 to r): William McAllister of Farnsworth TV & Radio Corp., sponsor of show (ABC, Sun., 4:30-5 p.m.); Edward Johnson, Metropolitan Opera Co. gen. mgr.; Mark Woods, ABC pres.; Tevis Huhn, radio dir., Warwick & Legler; Wilfred Pelletier, orchestra conductor; Milton Cross, program's announcer.

EMPTY wallet greets Mrs. Richard B. Biddle on "routine call" to her husband, manager of WLAY Shuf- field, Ala. Cash has gone into scenic background which is WLAY's newly completed studio and transmitting building.

CONGRATULATIONS on response to Shell News Digest, carried Mon.-Fri. on WISN Milwaukee by Shell Oil Co., is extended by George Ingraham (r), WISN sales manager, to Jack Sheridan, Shell Milwaukee district manager.

DISCUSSING Lincoln-Mercury Dealers' sponsorship of Ed Sullivan's Toast of the Town on CBS-TV starting March 27 are (1 to r): Marlo Lewis, co-prod.; Charles M. Underhill, CBS-TV prog. dir.; Joe Davis, Kenyon & Eckhardt; Mr. Sullivan; Garth Montgomery, K&B; Tom Carpenter, K&B; Kingsley Horton, CBS-TV acct. exec.

MAIN building of RCA's new tube plant in Marion, Ind., is pictured in archi- tect's drawing. Plant is for mass-production of new 16-inch metal television picture tubes.
Head and Shoulders

ABOVE THE CROWD

By applying the cost of a station break* to the primary BMB (50% to 100%) coverage, the cost to reach 100,000 Chicagoland homes during the day looks like this:

Station

WGN $1.79

A 1.83

B 3.25

C 3.50

*Cost is based on 5 announcements per week on a 26 week contract

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 1978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

March 21, 1949 • Page 41
BOXING MEET

TELEVISION's effect on boxing was high on the agenda of National Boxing Assn.'s executive committee meeting held at the Mayflower Hotel, Washington, April 2 and 3. At that time, a survey conducted on television's influence on boxing had been completed, according to Abe J. Greene, national commissioner of NBA. This survey, consisting of reports from governmental commissions as well as boxers, indicated that television's influence on boxing is high.

It is expected that the NBA board will make a decision to derive income from television. NBA realizes that boxing, through television, is a big advertising medium and NBA is concerned with how to reap the biggest commercial advantage for the sport without changing its character.

The whole question of the advisability of telecasting fights is expected to be thrashed out. It is known that many NBA members are fearful that video may cause the demise of many small boxing clubs if boxing is taken home to see telecasts of bigger bouts.

Mr. Greene talks on this problem as among the biggest television must find a solution for in the next few years. He is known to believe, however, that television may have a unifying effect on boxing. He is believes that it will standardize boxing practices and cause commissions to solve greater problems.

It is also known to believe that it makes untenable the stand of New York State, which is not a member of NBA.

WICU (TV) OPENS

Is NBC-TV's 34th Affiliate

FOUR-HOUR dedication program launched WICU-TV (TV) in Erie, Pa. on Thursday afternoon, March 9. The Erie Dispatch television station, last Tuesday (March 15). Highlight of opening night was a 15-minute salute to the station by the NBC TV network, with which WICU is affiliated.

Programming began at 6:15 p.m. from the station's new Television Center at 35th and State Sts. Featured on the Tuesday night schedule were the Telenew Daily Newsreel, Philco Television Playhouse, a feature film—"A Scandal in Paris"—NBC-TV, Kukla, Fran and Ollie, and a Studio Victory show.

The addition of WICU to the list of NBC-TV affiliates, brings that network's total station to 34 stations, Eastern G. Woulbery, NBC vice-president of stations department announced last Monday.

WICU will operate on a non-interconnected basis until June 1, after which time it will be available on an interconnected basis. It will operate on a six-week day schedule.

Video to Be Discussed

In Washington

CBS VIDEO FILM

Documentary Shown in N. Y.

CBS last week completed a 35-minute film, "Television Today," which will be used not only to promote CBS television but also as a documentary showing the development of the medium as well as its predictable future growth.

The film was shown for the first time at New York's Museum of Modern Art last Thursday to members of the press. It was produced by Victor M. Ratner, CBS vice president in charge of advertising and sales promotion.

The 35-minute film contains sequences showing most aspects of television. Two shorter versions of the picture will be made available: One for non-theatrical distribution to the public and another for whatever use the television industry wishes to make of it.

The picture was produced, under CBS supervision, by International Movie Production Service, New York. George Moscovics, manager of CBS-TV sales development, is narrator.

WOW TV PLANS

Work Starts on Building

CONSTRUCTION on studios, offices and transmitter building for the television activities of WOW Omaha was started this month and is to be completed in five to six months, John J. Gillen, president and general manager of WOW Inc., has announced. The structure will be located at 9500 Farnam St. and will contain 20,000 square feet of floor space.

All operation equipment has been purchased and is in storage. It will be installed as each room is ready, according to Joe Henderson, chief of WOW's television operations. The television antenna also is completed. Station will operate on Channel 6.

WFL TV

New Construction Started

ROGER W. CLIFF, general manager of the Philadelphia Inquirer stations, turned the first spadeful of earth for construction of the new transmitter and antenna facilities for WFL TV last Saturday.

The new facilities combine the latest developments in TV broadcasting. A guyed steel tower will be erected to carry a five-section, single-chassis TV-FM antenna and it will rise 900 feet above mean sea level.

This combination console arrangement has been installed by WKY-TV Oklahoma City, which will begin commercial operations by mid-May or early June, according to P. A. Sugg, station manager. Console enables an engineer to control the television, FM, AM and auxiliary broadcast signals. Horace Meniman, transmitter supervisor, is testing the television monitor and controls in the center of the board. At left are the auxiliary transmitter controls. FM operations are at the right of the panel. Ninety percent of the TV transmitter installation is now complete.

TALENT TANGLE

Plan for Permanent TV Union Drafted

SETTLEMENT of the talent jurisdiction tangle in television appeared to be making considerable progress last week as a plan was being drafted to form a new permanent union called the "Four A's Television Authority." The task of reducing the plan to writing was turned over to George Price, himself active in television and recently a substitute for Milton Berle on Texaco Star Theater. He began the task Wednesday.

Mr. Price, a comedian, is also senior partner in a stock brokerage firm and is a member of three 4-A branches, Actors Equity, AFTRA and AGVA. He was a founder of the organization which is now AGVA.

Should the plan he is now drafting be successful, it would end more than six months of failure on the part of actors to reach a video agreement, first by a merger of unions, then by a partnership among them.

Decision to form a new union, to be a member of the 4-A's—Associates Actors & Artists of America (AFL)—was made by a working actors committee which was handed the television union problem after the merger and partnership proposals failed.

The actors committee was made up of the presidents and at least two members of each of these branches of the 4-A's: Actors Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists. Excluded from the committee were paid officials of the branches, who it was felt, had impeded earlier efforts to reach a television agreement.

Originally, the actors committee undertook to set up a stop-gap television authority, leaving a permanent organization for later deliberation. It was felt that some solution had to be found immediately to end what actors considered chaos in fees and other matters concerning TV talent. In the course of deliberations, the actors committee decided to make the organization a permanent instead of a temporary one.

Under the plan, it was learned, all television bargaining would be done by the authority. All members of the various 4-A branches would be entitled to hold a card in the new union while retaining all their rights in their old branch.

Members of the branches who have made one paid appearance on television would be entitled to vote in affairs of the authority.

Proportional Representation

Representation in the governing of the new body would be divided proportionately among the 4-A branches. The proportions would be determined not by actual membership of the 4-A's but by number of members for whom a per capita tax is paid to the AFL. Financial support for the new organization would also come from the branches, with proportional payments based again on strength determined by the AFL per capita tax payments.

Thus actors would continue to pay dues to their old branches and not to the new authority. However, an actor not a member of any of the old branches will probably pay dues directly to the authority on a basis yet to be set up.

The agreement which Mr. Price will reduce to writing will be submitted to the actors committee. It will then have to go before the governing boards of the branches in most cases will have to be ratified by members.
Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way . . . effective way . . . to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.
That smart programming builds listener loyalty, and listener loyalty builds fans was proved once again by radio station WWVA in Wheeling, West Virginia, on Saturday evening, February 5th. To celebrate its sixteenth birthday, the WWVA JAMBOREE—a regular Saturday night home-spun feature since 1933—was moved from its home in the 1,300-seat Virginia theater to the 3,000-seat Capitol theater.

One show—and one show only—was advertised, to begin at eight o'clock. By seven o'clock the theater was jammed to the proverbial rafters, the doors were closed, and thousands more still clamored for admission. They had come for miles to see the show—their show—the WWVA JAMBOREE and they insisted on seeing it. Result: A second show was arranged to begin at 11 o'clock that Saturday night and it, too, played to a capacity audience.

Since the origin of the show in 1933, the WWVA JAMBOREE has played to 1,300,958 paid admissions. This is a plus audience to the millions who have made it a Saturday night listening habit from eight o'clock until two o'clock the following morning. The WWVA JAMBOREE pulls mail regularly from 30 Eastern states, with concentrated coverage in West Virginia, Ohio, Pennsylvania, Maryland and Virginia. It makes sales, too, for the advertisers who sponsor the WWVA JAMBOREE in quarter-hour and half-hour segments.

To Get the Listeners . . . Pull the Mail . . . Make the Sales . . . Use

WWVA

50,000 WATTS—CBS—WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City
Pulpit Politics

IMAGINE the consternation of a station audience reverently attuned to a Sunday sermon suddenly colliding with the Third Party voice of Henry Wallace denouncing the Truman philosophy, military training and our attitude toward Russia.

Such an event provoked a tempest for WNLK Norwalk, Conn., and is having reverberations reminiscent of the atheistic incident.

This Sunday in November, Dr. Ben Ginsberg, president and manager of WNLK, had allotted time to the ministerial association for Sunday sermons, consistent with its mission of community public service. The Methodist clergyman, without prior announcement, slipped the controversial Mr. Wallace into the broadcast and from the pulpit.

Afterward, printed copies of the Wallace "sermon" were handed the congregation.

Dr. Ginsberg apologetically described the proceeding as "Trojan horse tactics" and accused the minister of "smuggling in" a political speech.

It certainly was all of that. It could have been something more.

Dr. Ginsberg (doctor of philosophy) is a newcomer to radio. For a year-old broadcaster, he is a typical syndication buyer. More experienced broadcasters, who collide with crises of a similar nature frequently, have an almost automatic way of coping with unscheduled, and unwanted, microphone appearance. They plug the firm firmly between thumb and forefinger and jerk. This is another example of how a broadcaster, trying to perform a public service for his community, can sometimes court trouble. If complaints were filed with the FCC the station's license could be set down for hearing, a temporary renewal issued, the station's business suspended, with an unnecessary loss of time and money and prestige. This shouldn't and won't happen in the case of WNLK.

Something akin to it happened in the atheistic case, when the FCC ruled that nonbelievers have right to access to the microphone on equal footing with theists.

Is It a Joke, Son?

SINCE the lusty new born baby, Radio, uttered its first sputter, cartoonists have used it as a prime target for every type of gag. Radio's very popularity makes it a good vehicle for humorous illustration.

Some are very funny. We've laughed at them for years. And with the advent of television the new visual angle has offered newspaper and magazine funnymen an unlimited new train of ideas.

But within the past few months a new note seems to be entering many of the syndicated strips. Humor is a secondary consideration. The "must" in many newspaper radio cartoons is a literal medium. The punch line may be only slightly humorous as long as it has a jolt for radio or a comparison with printed media in which radio always comes out second best.

Last week New York daily carried two such national syndicated strips in a single paper. One in any issue of a metropolitan daily is becoming commonplace.

It's easy to see the thinking behind this premeditated campaign. With sound and visual radio taking an increasingly healthy slice of the advertising dollar the printed media boys are going to work. The India ink artists, being human, know what their bosses like. It is the most insidious kind of propaganda—until the public gets on to it.

(Continued on page 48)

Our Respects To—

JACK SPURGEON YOUNTS

AS ONE of the smallest markets in the U. S., Southern Pines, N. C. (population 3,000), owes much of its fame to three factors: (1) it supports two radio stations; (2) as a winter resort town, it is situated a stone's throw from Pinehurst, famous golf capital, and (3) many World War II veterans from nearby Fort Bragg and maneuver areas recall, with nostalgic wistfulness, the long-leaf pines and rich shrubbery which remain green the year around.

Radio did not come to Southern Pines until 1947. But when it bloomed the stations drew unqualified support—moral and economic—from citizenry and officialdom alike.

The man behind the town's WEEB (1 kw, MBS affiliate), is Jack Spurgeon Younts, who, together with his wife Elizabeth, owns two-thirds of the stock in Sandhill Community Broadcasters Inc., licensee. Under his active wing—Mr. Younts is president and general manager, Mrs. Younts, program and promotion manager—the station has proved a profitable venture. Together they shot WEEB out of the red in a matter of 11 months.

A member of the North Carolina Assn. of Broadcasters, Mr. Younts was named secretary-treasurer at its annual meeting in Southern Pines last October [BROADCASTING, Nov. 1, 1948].

Born Nov. 21, 1917, in Greensboro, N. C., Jack Younts was educated in Greensboro public schools. He attended Riverside Military Academy at Gainesville, Ga., and joined its band. At Duke U. he served as drum major of the band and publicity manager of Duke's Instrumental Music Assn.

Mr. Younts turned to engineering in 1937, leaving Duke to enter North Carolina State College. He did not forsake his musical associations, however, and became business manager of the college's concert band and drum colonel of the drum and bugle corps. He also conducted a column in the college newspaper.

In early 1939 Mr. Younts set out in the business world, working for the Jefferson Standard Life Insurance Co. in Greensboro, and later in Raleigh and Atlanta.

Mr. Younts was among the first 500 U. S. college men accepted for training in the Navy Reserve Midshipman School. Pasing the Navy's minimum weight requirements, the Carolinian attended Second Naval school aboard the U. S. S. Illinois in New York during the winter 1940-41. After school he re-

Page 46 • March 21, 1949

Carving Tombstones

If the current warfare in the set field over whose receivers tune what best continues, the result can only be a staggering loss of public confidence in all makes and types of sets. And, as in past manufacturers' wars, many good brand names may disappear. Who remembers Majestic, Atwater-Kent, Kolster?

The battle has been pitched by Zenith in the TV field with its extravagant claims that "expected characterizations of TV sets are nullified in its sets. Sen. Ed Johnson's plethora of interrogatories at the FCC on TV allocations have aroused further suspicion.

Meanwhile, newspaper and dealers are slashing prices on aural receivers. The turntable battle has affected combination set sales.

Many prospective purchasers of sets are certain to hold off. That will be particularly true of TV. The automobile industry learned long ago that word could be spread quickly about new models and radical changes with the result that huge inventories would stock up. In radio, at this season, the public is being agitated by full-page ads. It too is the same old story, incidentally, should be going to radio and TV to build programs, and give the circulation that will propagate more circulation and increase set sales.) For there's a Frolicco. It presents an opportunity to the Radio Mfrs. Assn., the NAB and the FCC to get together on a topic upon which all must agree—the welfare of the buying public. They should collaborate on a simple, forthright statement which would allay the public fear of prompt or even forseeable obsolescence of AM, FM or TV receivers or combinations under existing allocations. And the trade associations should see that such a notice gets widest possible distribution.

No Boom, No Bust

To those stations barely eking out a living or the survey of business in radio reported in this issue will give encouragement.

But keen competition is here. But it shows also that business is good. In some areas it is up ever so slightly. In others it is fractionally off. Overall the picture is a stable one. None would want it.

Lusty radio has had a steady climb in total billings since 1932. But the very growth of the medium to its present totals of 1,941 AM, 716 FM and 60 TV stations has increased its intramural competition for the advertisers' dollars. Too often this competition between broadcasters was keenest and it was with the competitive printed media.

That underlines an interesting survey result. No. 1 competitor is the newspaper by a good majority. In spite of the increased number of aural stations, they come second.

Yet more surprising is the fact that TV in television markets was marked as first competitor to aural radio by only one station of the many surveyed. This bears out the oft-heard contention that telecasting is creating new advertisers rather than chiseling them away from radio budgets. It appeals to many of the big newspaper space buyers who previously contributed only a small part of their budgets to aural radio.

Wisest heads among broadcasters are drawing the obvious conclusion. Aggregate business is not off but an era of hard selling is with us again. The station that puts the most into its sales campaigning will profit most. 

Editorial

Page 46 • March 21, 1949
GRAND COULEE DAM ... largest there is, supplies power for Northwest industry to the humming tune of nearly 8 billion kilowatt hours of electrical energy. That's power for (among many others) the great aluminum plants which produce half the nation's primary aluminum!

BUYING TIME ON KJR ... you reach 1,178,303 listeners in a market that's industrially alive—unlimited — growing!

"And the beauty of it is," KJR's 5000 watts at 950 kc. penetrate this market with 90% coverage of the important area reached by any 50,000 watts—at far more economical rates! Comparison proves * KJR's plusvalue to any advertiser in the Puget Sound country!

For more "beautiful" facts, talk with AVERY-KNODEL, Inc.

*Check your B. M. B.
JACK HEINTZ, general manager of KUSN and KSDO (FM) San Diego, has been elected vice president of San Diego Broadcasting Co., operator of those stations.

JAMES R. BLAIR, president of WDEC Americus, Ga., has assumed post of general manager. CHARLES C. SMITH has been appointed station manager.

ALLEN MILLER, former executive head of the Rocky Mountain Radio Council in Denver, has taken over new duties as director of radio activities at State College of Washington, including management of KWSF Pullman.

BERT BANK, general manager and part of WTBQ Tuscaloosa, Ala., has been elected president of Junior Chamber of Commerce, and his partner, LaMAR BRANSCOMB, was elected president of Senior Chamber of Tuscaloosa.

NUMA FABRE Jr. has been appointed manager of WWVQ Fairmont, W. Va. Mr. Fabre was formerly manager of WNAV Norristown, Pa., and WABR Morgantown, W. Va.

ROY MORRIS, assistant manager and program director of WJJO Tullahoma, Tenn., has been appointed manager of station. Mr. Morris succeeds R. G. TANNER who resigns effective today (March 21) to assume duties of commercial manager at WINZ Miami Beach, Fla.

RICHARD G. FITCHTHORN, commercial manager of WHUM Reading, Pa., was elected assistant to vice president and general manager, ROBERT G. MAGEE, at annual board meeting of Eastern Radio Corp., WHUM licensee.

GRANT POLLOCK, formerly manager of W. S. Grant & Co., Los Angeles (radio representative), has joined KVON Nagoya, Calif., as manager.

GEORGE CHANDLER, former Wm. Van couver, has been reelected president of the British Columbia Assn. of Broadcasters. J. W. B. BROWNE, Ckvo Kelowna, was elected vice president, and J ACK PILLING, Ckwr Chilliwack, as director.

DOROTHY LEWIS, coordinator, women's broadcasts for United Nations, since last spring, has been appointed coordinator, U. S. station relations, under the direction of GERALD KEAN, as supervisor of radio, English language service of the UN. Prior to her association with UN, Mrs. Lewis was director of women's activities of the NAB.

STERLING W. FISHER, NBC manager of public affairs and education, will participate in the Second National Conference of the United States National Commission for UNESCO, of which he is an advisor, from March 31 through April 2 in Cleveland.

Mr. Fabre

Respects (Continued from page 46)

turned to North Carolina and marking time, served as clerk of his local draft board.

Succumbing to natural embarrassment—he had to induct several of his college fraternity brothers—Mr. Younts went to work for General Motors Corps in his home state. In July 1942 GMC placed him with the Air Service of the Navy as a "factual inspector." That December he married the former Elizabeth Mendenhall.

Midshipman Younts returned to the Navy in April 1943 and was assigned to the North Atlantic Seaplane squadron at Marine Base, LaGuardia Field. Four months later he found himself in South America where, for a year, he had charge of his own Transport Service (seaplane operation), between Fortaleza and Rio. Returning to the states, he was reassigned to American Export Airlines at LaGuardia Field, and served as liaison between the airlines and Navy Priorities Control.

After discharge from the Navy, Mr. Younts continued with American Export as marine information coordinator and chief of ground operations. Later he served with American Overseas Airlines.

Meanwhile his better half, using the professional name Betty Hall, had transferred her broadcasting abilities from NBC to the offaping Blue Network.

Quest for Right Place

Mr. and Mrs. Younts became firmly convinced that a small radio station somewhere in North Carolina would be just the place to live. With that objective in mind, Mr. Younts spent every available minute learning radio from his friends with the RCA works in the RCA building, or with agencies and station representatives. The next question that posed itself: What was the "perfect spot" in North Carolina for a radio station?

In the summer of 1946, Jack and Betty Younts set forth to canvas the state methodically, and came up with Southern Pines. Mr. Younts returned to New York, burned some midnight oil over the market, and finally concluded that a properly planned station with a small initial investment was financially feasible.

Mr. Younts then left for Southern Pines to lay the ground work, including public relations. He returned to New York with a fleet of endorsements from civic groups. The town board of Southern Pines also voted to provide free land for construction of the station.

While in the process of forming a corporation and filing an application, another applicant stepped in and beat Mr. Younts to the punch. The Carolinian returned to his job, nevertheless, and then was given an opportunity to withdraw (which they didn't) and went to Washington to file for a 250 w station.

Then, with the advent of clear channel hearings, he re-filed for 1 kw. It was granted in July 1947.

Rodney Chipp, then chief engineer at ABC (now chief engineer of DuMont TV operations), spearheaded the advisory staff that Mr. Younts did the "spade work," buying equipment and planning installation of WEEB.

Meanwhile, Sterling, Grace & Co., a Wall Street firm, had evidenced a desire to invest in a radio station and in a "young man to steer the operation." At the time Mr. Younts was looking for a sale. When later his original partner was unable to take active part, David R. and Oliver R. Grace moved in, along with a third stockholder, John Mare, financial manager of the Cortining interests.

The Graces and Mr. Mare each purchased 11 1/2% stock, with the remaining 66 2/3% retained by Jack and Betty Younts as co-owners.

Mr. Younts was elected president; his wife secretary-treasurer, and Mr. Mare vice president of the corporation, Sandhill Community Broadcasters Inc.

The initial investment of WEEB, including equipment and organization costs, approximated between $15,000 and $20,000. Operation on a limited basis, with a minimum of personnel before.

WEEB does not use a transcription service and has stated that, on the basis of Mutual's sustaining and co-op offerings, it anticipates none in the future.

The station supplements records with Hammond organ programs given Jack Younts.

Enterprising in his social and civic contacts, Jack Younts is radio officer for the Dept. of North Carolina, Veterans of Foreign Wars; district public relations chairman for American Legion, and active in the Kiwanis, Elks, Moore County Cancer Society executive committee and the Sandpipers Golf Club.

One of his local achievements was founding of the Ministerial Assn., a smooth-functioning group of ministers, for regulation of their radio activities in counties served by WEEB. He contributed the 11 a.m.-12 noon Sunday period to church services, repeatedly spurring potential advertisers.

Outstanding climax of WEEB's first year of operation (1948) was former Secretary of State Marshall's national address fed to ABC through WEEB's Mutual facilities. After the network talk, Gen. Marshall continued with a personal address to the station's listeners in Moore County.

KEAN HEADS FIRM

Offers Engineer Services

WALTER F. KEAN, former manager of Andrew Corp.'s broadcast consulting division, has announced formation of a consulting engineering firm under his name. Headquarters are at 14 Northgate Rd., Riverside, Ill., a Chicago suburb.

New firm offers broadcasts design and allocation services and complete field engineering service, including field intensity measurements for FM and TV.

Mr. Kean, member of the Institute of Radio Engineers and the American Institute of Electrical Engineers, spent the war years as project engineer on radio and radar at the Hawthorne works of Western Electric Co., Chicago. He joined Andrew Corp., Chicago, in 1944. He organized firm's consulting engineering division and managed it for five years.

FORD station wagon won by KTUC Tucson, Ariz., for its promotion of Ford Theatre [Broadcasting, March 14] is presented to Leo Little (second from r.), KTUC manager. L. L. Roberts, branch manager of Ford Motor Co., Long Beach, Calif., made presentation; Monte Mansfield, Tucson Ford dealers; Mr. Little, and W. A. Chauncey, account executive on Ford account for Kenyon & Eckhardt, New York, Ford agency.
YOU MIGHT GET A
175-POUND WOLF*

BUT...
YOU NEED WKZO-WJEF
TO GET BUSINESS
IN WESTERN MICHIGAN!

If you want to sell via radio in Western Michigan, radio stations within the area are a definite “must”!

The reason is simple... Western Michigan has a “fading” condition almost without equal in the country. In our area, distant stations just don’t come through consistently—they have weak signals, they fade badly, and they usually have a background of heavy static. The result is that Western Michigan folks behind this “wall of fading” listen to their own stations—seldom even try for “outside” stations!

For advertisers interested in the rich Western Michigan market, WKZO-WJEF are the effective and easy answer: Broadcasting from Kalamazoo and Grand Rapids, these two stations give remarkable coverage of Western Michigan. Projecting our ratings to the number of radio homes in these two cities, you will find that WKZO-WJEF give you nearly 23% more city listeners than the next best two-station combination. And analyzing BMB figures, you find even more evidence of superiority in rural areas. Yet both stations are available at an especially attractive combination rate which saves you about 30%!

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

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.
An imposing array of first-rate sports attractions—Notre Dame football, Chicago Cardinal football, and Blackhawk hockey—are WCFL highlights. Unexcelled programming of fine music is also a special feature of this station. Top entertainment and WCFL's economical rates combine to give the best all-round radio time buy in the rich Chicago market!

A plus factor in audience loyalty...There's a Union member in two of every three families in the great Chicago area—a foundation upon which The Voice of Labor is building one of the most responsive, product-buying markets in radio today.

**FCC PROPOSALS**

Three to Be Granted

PROPOSED decisions were announced by FCC last week to:

- Grant WLOE Leakesville, N. C., power boost on 1480 kc from 100 w to 250 w.
- Grant application of Orange Empire Broadcasting Co., for new station at Redlands, Calif., on 990 kc, 1 kw, daytime.
- Grant application of Agnes Jane Reeves Greer for new station at Dover, Ohio, on 1460 kc, 280 w, fulltime.

All three of the proceedings involve questions of interference to existing stations but the Commission ruled this factor out in each case because of other considerations.

WLOE, owned by Douglas L. Craddock, operating with increased power would cause slight interference to WBIG Greensboro and WSSB Durham, N. C., the Commission found, but this was not considered excessive. It was found the more efficient use of the facility would serve more people with a primary service.

The new Redlands station would be the first local service there, the FCC said. Slight mutual interference with KFWB Los Angeles and from XCEL Mesa, Mexico, was ruled as not warranting denial.

Likewise, the new Dover outlet would be the first local station in that city. Mutual interference would exist between the proposed station and WJPA Washington, Pa., and WLEC Sandusky, Ohio, the Commission found, and slight interference would be suffered from WPAR Parkersburg, W. Va. The areas affected, however, receive other services, the decision indicated.

Mrs. Greer is majority owner of WAJR-AM-FM Morgantown, W. Va., and permittee of a new FM station at Pittsburgh.

Orange Empire Broadcasting is headed by E. J. Roberts, president and 76% owner of wholesale floor covering firm in Redlands bearing his name. He is president and 43% owner of the applicant. Others include: Dr. W. R. Quinn, vice president 12%; E. A. Nutter, orange grower, secretary 12%; L. P. Sherer, contractor, treasurer 15%; H. R. Marsh, orange grower, director 12%; estate of E. I. Hoffman, now deceased and former president and general manager of WMIN St. Paul, director 8.5%; and J. B. Stone, postmaster, director 0.022%.

**ABC SALES DEVICE**

To Use "Sneak" Previews

AUDITIONING of programs for the public is latest device by which ABC hopes to sell its newly created shows to agencies and prospective sponsors.

According to Charles C. Barry, network's vice president in charge of television, a series of video shows has been selected in recent weeks, and presented in good viewing periods for public reaction. Video recordings for showing at any time to prospective clients have been made from these "sneak" previews, he reports.

PHILCO Corp. announced March promotion program that will permit dealers to reduce the price on some radios and radio-phonographs six to 10%. Price reductions range from $2.46 to $80.

**GE SALES POST**

Well to Supervise Stations

ANNOUNCEMENT was made last week that Eugens P. Weil has accepted the position of supervisor of sales for WG Y WGF M (FM) WRGB (TV), General Electric stations in Schenectady, N. Y.

The announcement was made by G. Emerson Markham, manager of the stations.

Mr. Weil was formerly sales and promotion manager of WABY Albany, N. Y., and prior to that had been general manager of WJRD Tuscaloosa, Ala.; general manager of WGWC Selma, Ala., and held the same post with WLAG Rome, Ga.

**RWG CONTRACT**

Completed, Being Checked

DRAFTING of the contract for freelance scripters between Radio Writers Guild and agencies, package producers and sponsors has been completed and now is being checked by attorneys for both sides, it was learned Thursday. The agreement, reduced to writing by Austin M. Fisher, management representative, was received by the union at a joint union-management meeting in New York March 11. It was said that the union rules as not satisfactory, and that both sides now will check to see whether all elements orally agreed to are incorporated in the document.

A further joint meeting is to be held whereupon, if no hitch develops, the agreement will be sent to members of both sides for ratification. Main provisions cover retention of script rights and fee minimums.

**SUNDAY NOON TO 3:00 P.M.**

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCFL</td>
<td>31.6</td>
</tr>
<tr>
<td>Station A</td>
<td>14.2</td>
</tr>
<tr>
<td>Station B</td>
<td>12.2</td>
</tr>
<tr>
<td>Station C</td>
<td>11.9</td>
</tr>
<tr>
<td>Station D</td>
<td>11.9</td>
</tr>
<tr>
<td>Station E</td>
<td>7.7</td>
</tr>
<tr>
<td>FIA and TV</td>
<td>10.5</td>
</tr>
</tbody>
</table>

*From Hooper Station Listening Index.*

**Alabama Meeting**

ALABAMA Broadcasters Assn. will hold its spring meeting at the Admo Semmes Hotel in Mobile on April 1 and 2. Henry P. Johnston, WSGN Birmingham managing director and association president, announced the dates last week. A meeting of special committees and the association's board of directors will be held March 31, Mr. Johnston said.
The BILL ELLIOTT SHOW

A NEW PACKAGE
RADIO SHOW
BEING SOLD
DIRECTLY
TO BAKERS

This is an outstanding promotional package—not just a transcribed radio program. For that reason, it is being sold directly to bakers for their sponsorship over local stations. It includes: outdoor posters, newspaper ads, point-of-purchase-material, bread wrappers and end stickers, as well as a 15 minute—5 times a week transcribed radio show.

PRODUCED BY A BAKER FOR BAKERS EXCLUSIVELY

This promotional package was conceived by Al M. Cadwell, former president of Tri State Bakers Association and 15 years General Manager and Vice President of Cotton’s Holsum Bakery, Baton Rouge. His own knowledge of what bakers need in the way of package radio shows give this program the completeness that others may lack. Because it is a complete promotional package it is being sold direct to bakers. This merchandising plan means quick time sales, satisfied sponsors, and trouble free supporting promotion. If you know of a baker in your territory who is looking for an outstanding Radio Show and promotional package, please use the coupon below.

BILL ELLIOTT ENTERPRISES, INC.
9165 SUNSET BLVD., HOLLYWOOD 46, CALIF.

Bill Elliott Enterprises
Box 567 Hollywood, Calif.
The following bakery may be interested in your program.

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Station</td>
<td>City</td>
<td>State</td>
<td></td>
</tr>
<tr>
<td>By</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Telestatus**

(Continued from page 38)

TV manufacturers, big tobacco companies, and apparel and auto manufacturers. In spot advertising food and beer advertisers are the most frequent customers.

Locally, radio and TV dealers are the best TV customers, with auto dealers, apparel shops and food stores next in that order. Appliance dealers and gasoline retail operators are often local advertisers on TV. (See Table IV).

Combining all three categories, dio and TV was the heaviest buying product for TV time, food was next, auto, banks and insurance companies a close third. Drugs and remedies, toiletries and household soaps, cleaners and polishes, which in AM are the biggest buyers of time, are far down the list in TV.

On the other hand, TV has inspired many non-AM users to try the new broadcast medium—witness the relatively high proportion of auto, banks and insurance companies, and real estate companies that have used TV in its earliest stages of commercial development.

**Video Programming**

Sports, variety and dramatic programming occupy a major share of the video sponsorship in this writing. Together, these three account for about 60% of the total sponsored time during any week. Most of the variety and dramatic shows are live, network-originated, while nearly all sports broadcasts are local in origin—wrestling, boxing and basketball in the current season. (See Tables V, VI).

Next in the program lineup are activity participation programs, news and children’s shows. The present programming satisfies the public of a majority of viewers—the 85% of the women who like entertainment and the 87% of the men who want sports programming on the television screen (BROADCASTING, March 7, Newkell-Emmet Survey).

Breakdowns of programming by type, and by method of presentation, are given in Table VI. The full 710 hours and 34 minutes of sponsored time during the week of February 6-12 is categorized in this table.

**News Split**

It can be seen that most of the news programming is split 50-50 between live and film presentation. Film is the major vehicle for commercial announcements, accounting for 17 of 24 hours of announcements.

Live programming accounted for 58.5% of all sponsored time, and approximately 48% of that by film, including announcements, was shown 9% of the time, and the remainder of the sponsored hours consisted of a combination of film and side, live and slide, or live and film presentation. (See Table VII).

Nearly all network shows were live presentations—about 36 hours of the 410 were remote broadcasts. Locally, the story was different: 54 hours of live programming, 58 hours of film, and the bulk in sports remotes—about 160 hours.

Despite the low percentage of live programming done locally, there was more last Thursday than ever before. The mainstay for the local operator is still dramatic sports programming which brings the most exciting action into the seventeen-room classroom.

On the networks it is a different story. Big name-talent—dancing, music, drama, comedy—in brief, the big business in all its many facets, is to be seen on the video screen.

**Transfers**

**FCC Approval Given In Seven Cases**

CONSENT was granted by FCC last week to acquisition of WLTC Gastonia, N. C., by James B. Petty and family for $60,000 and to sale of WEGO Concord, N. C., by Wayne M. Nelson for $100,000 to the Concord Tribune.

Five other station transfers, not previously reported, also have been approved by the FCC. These include WJAC Johnstown, Pa.; WLG Lufkin, Tex.; WFY Alba, Mich.; KIWW San Antonio, and WTVL Waterville.

Details of the transactions follow:

WLTC Gastonia, N. C. — Granted transfer of control of Gastonia Broadcasting Service Inc., licensees, through sale by Phil F. Jackson and Allen H. Smith each of 47.5% interest in combination of WATE Asheville-Smyrna, WYAI Asheville, and WYAH Greenville. The combination of sale by 14.8% owner, and Mrs. Jesse M. F. Snyder and William C. Petty. Company will be owned as follows: H. W. Snyder 14.8%, William Petty 9.2%, Carl Howard 12.5%, Mrs. H. W. Snyder by 14.8%, and Mrs. M. L. Woody Jr. 3.7%. Latter three retain original interests. WLTC is assigned 1 kw on 1329 kc.

WEGO Concord, N. C. — Granted assignment of license from Wayne M. Nelson, sole owner, to The Concord Tribune, Inc. The combination of WEGO Concord, N. C., WEGO Concord, Va.; WEGO Winter Springs, Orlando; WEGO Concord, Va., is 100% owned by WASY Rockefeller Hill, W. Va., and includes the vhf station WEGO Concord, N. C., N. C. WEGO buyer is publisher of daily Tribune there. A. W. Huckle is president and 66.71% owner. WEGO is assigned 2 kw on 1660 kc.

The following transfers, not previously reported, also have been approved by the Commission:

WJOC Nashville, Tenn. — Granted relinquishment of negative control of Forest Broadcasting Co., Inc., by E. K. Kurth Sr. through recapitalization of station and issuance of common stock to a number of new stockholders. Mr. Kurth’s 50% interest is thus reduced to 15.5% but that and holdings of two other original stockholders—a company of Mr. Kurth and Mr. Kurth Jr—retain control.

WRCR was assigned 1 kw on 1420 kc.

Wyrk Rochester, N. Y. — Granted assignment of license from Wayman E. Nelson, sole owner, to Wartime Broadcasting Co., to which company his wife is already 50% owner.

WALC Rockford, Ill., is assigned 1 kw on 1490 kc. By the transfer, Mr. Blalock, owner, will have an interest in both Rockford and WTCW. WTCW, the station which Mr. Blalock. Consideration is $13,000 plus 1/3 share in Brooklyn, N. Y., and Los Angeles, Md., owned by Mr. Layman. WTCW’s total for the year is $35,000, of which $25,000 is in cash and $10,000 is in notes. WTCW $1,075 is the third in WASC. Action does not involve transfer of control of the stock. WJOC is assigned 1 kw on 980 kc.

**WCVa Begins**

Daytime on 1490 kc, 250 w NEW daytime outlet, WCVa Culpeper, Va., began operations late last month on 1490 kc with 250 w. Owned by the Culpeper Broadcasting Co., station programs 17 hours a day, sponsored by George Flowers, managing director.

WCVa is affiliated with the Keystone Broadcasting System and uses Standard Radio and Langsrub North America, and United Press News. Gates equipment is used throughout.

Staff members, in addition to Mr. Flowers, who was formerly with WHCC Wayneville, WJRI Lenoir, WHKY Hickory, N. C., are: Program director, Ted Adams; formerNewsman, Mr. Wigner; full-time Gener- Salem: chief announcer, Bob Smith; Wencer; former WCMR, WMO; commercial manager, R. U. "Sporty" Blankenbaker; chief engi- neer, Jim Byrd, formerly with WINC Asheville, and former W<theadwriter; C. S. : director of women's ac- tivities and receptionist, Joyce Har- low.

**TV Set Report**

TV SET figures reported to BROADCASTING during past week. St. Louis—22,600 as of March 1, reported by Union Electric Co. of Missouri.

Cincinnati—17,079 as of March 1, reported by Crosley Broadcasting Co. (WLWT).

Cleveland—30,402 as of March 1, survey by Western Reserve U. Bu-reau of Business Research, reported by BEWS (TV).

Milwaukee—19,015 as of March 1, reported by WTMJ-TV Mil-waukee.

Boston—53,848 as of March 1, reported by WNAC-TV and WBEZ- TV, both Boston.

Buffalo, N. Y.—15,469 as of Feb. 28, compiled by Buffalo Niagara Electric Co., reported by WBN- TV, Buffalo.

Los Angeles—101,952 as of Feb. 28, reported by Southern California Radio & Electrical Appliance Assn.
For the finest sound, just pick from this line...

NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for superlative reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the power you need.

All types are available for immediate delivery. Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Western Electric
QUALITY COUNTS

AWB REORGANIZATION

By JANE PINKERTON

BUSINESS brunch concluded the sixth annual convention of the Assn. of Women Broadcasters at Chicago’s Drake Hotel Sunday morning, March 12, when members of the executive board recapped the three-day proceedings.

Highlight of the AWB sessions was the March 11 vote to reorganize the women’s association into an NAB department with Pat Griffith becoming executive secretary of the AWB, handling administrative work and reporting directly to the NAB [BROADCASTING, March 14]. Approved by the AWB board in January and the NAB board last month, the proposal specifies national officers will be eliminated, and the AWB will be represented in the NAB by seven active and four network non-members in a standing executive committee, to be chosen from 17 district chairs.

Miss Griffith presided at a panel discussion on “Television, the Eyes of Tomorrow” March 12. Fran Harris, TV director at Rathrauff & Ryan, Chicago, was moderator. Guests included Ruth Crane, AWB president, WNOX-TV Nashville; Norma Richards, treasurer, WSPD-TV Toledo; Martha Gaston, District 16 chairman, KFOX Long Beach, Calif.; WLWT (TV) Cincinnati, and Edythe Fern Melrose, WXYZ-TV Detroit.

Gaston Conclusions

Terming video “the marriage of business and show business,” Miss Gaston outlined personal conclusions: repetitious advertising is not acceptable, stations should have special showings of film commercials for clients, live shows with film inserts offer “more complete drama,” and film shows and commercials have a uniformity difficult for a studio show to equal.

Importance of realistic and adequate stage sets was stressed by Miss Hackett, who talked of “television—Let’s Throw Away the Book.” She explained why—on her show—“gimmicks are used in the same way as sound effects on AM” and why music has proved to be a good background for talking sequences.

Show ideas were sketched for women broadcasters by Miss Crane. She reminded them “we are not entertainers, just middlemen, and interest should be centered on the subject-matter.” Predicting that “fashion in television won’t come into its own until color is added,” Miss Crane dissected the format of her show, The Modern Woman, explaining that she uses no interviews and a lot of demonstrations.

Sales will happen “in a way that’s bigger and better than ever before if (1) your program is entertaining so the audience is there, (2) you can convince the audience that you speak from experience and (3) you can back your program with a sound merchandising plan calling for specific returns,” in the opinion of Miss Melrose, conductor of House O’ Charm and Charm Time from her own home and the WXYZ TV kitchen.

Miss Melrose explained that she convinced her audience could cook by broadcasting and telecast from a kitchen. She concluded by asserting that manufacturers should “never forget they cannot put high Hoopers into their bank accounts—it takes sales. . .”

Saturday Sessions

The Saturday morning business sessions featured discussion groups talking on “The Woman Broadcaster and Her Station Manager” and “New Ideas for Women’s Programs.” In the former, Harold Saford, program manager at WLS Chicago, specified qualities which make women valuable to the industry.

Anne Hayes, AWB District 10 chairman from WMT Cedar Rapids, Iowa, moderated the panel, which included William B. Quar- ton, manager, WMT; Marie Clif- ford, WHFC Cicero, Ill.; and a representative of the U. S. Dept. of Agriculture.

Beulah Karney, Illinois state chairman from WENR-ABC Chi- cago, conducted the women’s programs panel, which introduced Mary Louise Marshall, WOC Dav- enport, Iowa; Julie Benet, WFAA Dallas and Priscilla Fortescue, WEEI Boston. Miss Marshall listed topics about which listeners wish to hear more: books, magazine articles, home sewing, simple home decoration and remodeling of homes, local schools, maternity clothing, lay- ettes, development of hobbies and gardening.

Miss Griffith conducted, and Robert K. Richards, NAB director of public relations and publications moderated, a group discussing “Co-ordinating AWB-NAB.” Participants were Harold Fair, director of NAB program department; Lee Hart, assistant director of broad- cast advertising, NAB, and Maurice B. Mitchell, director of broad- cast advertising, NAB.

NARSR

Charges Could Justify Boomerang Ruling, Replies NBC

NBC TOLD FCC last week that some of the arguments against network activities in the field of station representation would, if correct, justify a rule against such representation by members of the National Association of Radio Slittry Representatives, too.

The claim was made in a memo- randum replying to the charges of NARSR as summarized in briefs filed earlier this month [BROAD- CASTING, March 7]. CBS and ABC as well as NBC filed replies. None had been received from NARSR and the Edward Petry Co., which is representing in the case both as a NARSR representative and in its capacity.

The independent representatives claim the networks, in representing affiliates, in the sale of network spot advertising, violate the spirit if not the letter of FCC’s network rules and that such representation should be prohibited. In their replies, the networks contended the independent representatives failed to support their charges with facts.

NBC said the Petry & Co. brief asked FCC to exclude networks from station representation because—that FCC might do wrong. Such a theory “lacks the saving grace of common sense,” the network asserted, adding that “on that theory the NARSR mem- bers themselves might be ex- cluded from representing stations.”

“If the Commission is to under- take to regulate against all possibil- ities,” NBC said, “its regula- tions will be limited only by the fertility of the human mind.”

The network charged that “the protection and increase of complaints’ profits is the only purpose of their requested regulation.”

CBS said the independent represen- tatives’ position “utterly ig- nores the hundreds of pages of testimo- ny which establish the facts of station representation” by net- works, but is merely a restatement of “many of their arguments and theories advanced in the guise of testimony at the hearing.”

ABC claimed that NARSR “frankly bases its case on fears for the future rather than upon present or past happenings or conditions.” The network said that in the 17 years since spot representa- tion of affiliates by networks be- gan, the record does not show any instances in which, by virtue of such representation, the interests of the affiliates or of the public were impaired.” Rather, ABC said, stations and public “have benefited.”

Ball Appointment

DON BALL, manager of the editing division at WCBS New York, has been ap- pointed program director of the key CBS outlet, G. Richard Swift, general manager, announced. He will also continue his duties in the editing division. Mr. Ball, who en- tered radio in 1928, has been with CBS for almost 20 years, dur- ing which time he has served as announcer, producer-director, as- sistant director of production and network operations as well as in the editing department, and finally department manager.

Mr. Ball

WLWT (TV) Cincinnati, and Fran Harris, Rathrauff & Ryan, Chicago, who was moderator of television panel.

Right photo—Pat Griffith, NAB director of women’s activities; Ruth Crane, WMAL Washington, AWB president; Mayor Martin H. Kennedy of Chicago, who extended city’s welcome to the women broadcasters, and Elizabeth E. Marshall, convention chairman. Miss Marshall is with WBEZ, Chicago Board of Education station.
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

Important to this installation is the 450 ft. Blaw-Knox type N-28 heavy-duty tower supporting the 8-section Pylon FM antenna. Sturdy, safe and backed by the many years of Blaw-Knox design and engineering in the radio field, it will enable this great new FM Voice of the South to utilize the full capacity of its modern facilities.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.
ORDER was adopted by FCC last week to delete WOND Oneonta, N. Y. (250 w day on 1110 kc) and in lieu thereof to grant a new station permit for 250 w on 900 kc at Saratoga Springs, N. Y. Three existing stations received renewal of their facilities.

WLOW Norfolk, Va., was granted switch in frequency from 1590 kc to 1410 kc, using 1 kw day.

WDIX Jackson, Tenn., was authorized to change from 1 kw day to 1 kw fulltime, directional night, on assigned 1310 kc.

WWOL Lackawanna, N. Y., received authority to move from that city to Buffalo, N. Y. Comr. Paul A. Walker noted for hearing. WWOL is assigned 1 kw day on 1120 kc.

WONO was granted conditionally in December 1946, 260 w day on 1110 kc. The present action denied WONO's petition for further extension of time to complete the station on grounds that the applicants, Oneonta Broadcasting Co., has not indicated it does not plan to build the station there anyway.

The Commission said that in June 1948 the applicant requested modification of its permit to change its name to Saratoga Broadcasting Co., a new firm of the same owners, and move to Saratoga Springs with different facilities, 250 w day on 900 kc. FCC said the applicant in a subsequent request for additional time to build indicated it would not commence construction until the switch were approved.

Principals in WONO and the new Saratoga Springs outlet are John Nazak, chief engineer of WEAV Plattsburg, N. Y., and Jeanne May Levek.

**Legislation**

**Group to Consider Agenda**

A SUBCOMMITTEE of the House Interstate and Foreign Commerce Committee March 23 will consider an agenda of legislative proposals relating, among other subjects, to FCC.

In congressional circles a subcommittee study of communications was considered a possibility in view of probe authority vested in the House Commerce Committee by action of thursday. The executive session of the subcommittee, which will study matters pertaining to the Securities and Exchange Commission, the Federal Communications Commission and the Federal Trade Commission, is the first in a series which will be held to determine the priority of studies for various bills [Broadcasting, March 14].

Several highly controversial communications measures are among those which would logically be assigned to the SEC-FTC-FCC subcommittee for study.

**Facility Changes**

Granted Four by FCC

**FCC Renews Programs After Wallace Row**

WLNR Norwalk, Conn., last week successfully defended its position that political talks must not be made on its Sunday evening hour after a controversy which started when Henry A. Wallace appeared on a church broadcast without notice.

The station drew national attention last Monday when it suspended the schedule of programs of the Norwalk Ministerial Assn., a member church, which was responsible for the Wallace broadcast on March 13, 11 a.m.-noon.

These events followed:

1. The ministerial association held a meeting on Tuesday in which it defended the right of Mr. Wallace to be heard but said the station was "unjustly criticized" for the broadcast in question. The association assumed full responsibility for the broadcast.

2. The station on Wednesday assured the station of its desire to continue the broadcasts on a non-commercial basis. It agreed that any "outside persons" would not be introduced without consultation with the association's radio committee. The association expressed regret for any embarrassment caused the station.

3. Station President Dr. Benjamin Ginberg revoked the suspension of broadcasts and restored the old schedule.

The incident occurred when the Rev. Charles W. Lee, pastor of the South Norwalk Methodist Church, introduced Mr. Wallace to deliver the annual Laymen's Sunday sermon. He had assumed full responsibility for the broadcast.

Dr. Ginberg, a Doctor of Philosophy, said the subjects which Mr. Wallace touched on were controversial and outside the bounds of the religious position. He stated that opposing points of view would thus be entitled to similar time to answer Mr. Wallace. He revoked the revocation, the next two of which were also scheduled for the Rev. Mr. Lee's church. In suspending them, however, he announced that he would reinstate them if no guarantee could be made that no more controversial speakers would be introduced on the programs unannounced.

His position was substantially upheld by the Norwalk Hour, a daily which has been wary of mentioning the station's call letters and has, in fact, on occasions carried a story about the controversy the opening day. But on following days the daily carried factual stories on the controversy and said editorially on Wednesday: "It seems only fair that the Rev. Mr. Lee should have given advance notice of the special speaker, particularly when so controversial a figure." The Rev. Mr. Lee said he did not give advance notice either to the association or the station because he wished to avoid controversy.

**Construction**

**FCC Tightens Deadline Policy**

MORE and more stanch is being put into FCC's administrative brickyard. A new completion deadline extensions are concerned—and this will mean TV construction as well as FM.

That's the nutshell observation of one Commission representative last week upon the FCC ruling which denied further extension of completion date to WMF, Memphis, Tenn., Class B FM outlet granted conditionally in June 1947 to Fanny E. Wilson.

The Commission already has advised one television grantee that it would not tolerate any undue delays in TV construction and about a year ago hinted it proposed a stern policy in handling FM cases where permits were not diligent in erecting their facilities [Broadcasting, May 3, 1948].

WSAZ Huntington, W. Va., last fall requested the FCC's view on what conditions would be if TV permittee's delayed construction until the television freeze were lifted and the future cleared [Broadcasting Nov. 15, 1948]. WSAZ has been told the Commission will not approve delays for these reasons.

WMFI early this year filed application for FCC's consent to transfer control from Miss Wilson to WMFI Broadcasting Co., new firm in which she and members of her family will be owners of the major portion of voting stock. Substantial amount of non-voting preferred stock and some voting stock is being offered for public sale [Broadcasting, Jan. 24].

President and treasurer of WMFI Broadcasting is York L. Wilson, Miss Wilson's brother and Washington business consultant. Mr. Wilson has FM interests in several cities, none of which are yet the air, but for public participation in ownership are involved also.

**AD WOMEN**

Chicago Club Names Judges

JUDGES were named last week by Chicago Women's Advertising Club for its annual Arthur Wilson of the Year contest. Named were Ralph Starr Butler, retired advertising manager of General Foods, and Richard W. Patoun, editor of Toledo Blade, and Sarah Ebling, president of Vassar College.

Nominations, submitted by companies, individuals and agencies, closed April 10. According to Consuello Miller, chairman of the club's award committee, 

"... a particularly when so controversial a figure." The Rev. Mr. Lee said he did not give advance notice either to the association or the station because he wished to avoid controversy.
Employment
(Continued from page 27)
and competition for positions is very keen. The degree of competition varies considerably by size of community, type of station, occupation, and other factors. Positions with networks generally pay more than those of the same kind in independent stations.

Technicians are in the best position, says the BLS-VA study, and those with experience will be needed by new stations. The TV-trained will be increasingly in demand, and those with full-time licenses but no broadcast experience may have trouble finding jobs, especially in large cities.

Broadcasting has 40,000 to 45,000 full-time employees, of whom a third are in program departments, according to the survey. Announcers comprise the largest group of program employees, followed by writers, musicians and news personnel.

Discussing the talent problem in this phase of the study, the report states: "Only about 200 to 300 singers and actors have full-time jobs with stations and networks, but several thousand of them work on a freelance basis, mainly in New York and Los Angeles."

Technical staff ranks next to program in size, mostly transmitter and studio engineers, it is stated. Clerical workers are third. "Other fairly large and important occupational groups are station managers and 'time' salesmen."

Best chance for newcomers will be at new stations, according to the BLS-VA study. These will need technicians, announcers who handle other duties, clerical workers and time salesmen, with few changes for actors, singers, sound effects and production men. Slightly better chance exists for writers, musicians, news personnel and studio engineers.

The study notes that vacancies also will appear at established stations due to turnover or occasional staff expansion, with turnover expected to provide most of the openings.

At many TV stations, says the study, much of the work will be handled by the same persons now doing similar work at sound stations since a majority of present telecasters and applicants also run AM-FM or combination stations. It is predicted present staffs will be enlarged for this purpose, with technical personnel the chief beneficiaries, since they comprise half the staff at TV outlets compared to less than a fourth of full-time employees at sound stations.

In charge of the job opportunity study along with the special talent employees, Helen Wood, labor economist of the Bureau of Labor Statistics.

Number of unemployed days is relatively small for staff personnel but BLS averages are said to reflect necessarily the higher rate of unemployment among freelancers. According to Miss Wood, the number of staff singers and actors shown by the survey is negligible. The survey results are based on 3,742 questionnaire replies. AFRA’s total membership is claimed by the union to be 26,000.

Total number of persons in programming (non-supervisory) throughout the industry as of Oct. 11, 1947, at seven networks and 1,260 stations was 12,663, according to FCC official records. Thus AFRA membership exceeds total industry employment though many stations are not organized. Of the 12,663 employees, 10,900 were full-time and 1,763 parttime, according to the FCC.

Miss Wood told Broadcasting the bureau had not attempted to analyze economic factors though it explained that actors and singers cluster in the main talent centers looking for all types of work.

Second Report
The second report on radio employment, soon to be issued, will analyze marginal employment and distinguish between people who get all or most of their earnings from broadcasting and those not primarily dependent on it, according to Miss Wood.

She said the first report "excluded those who haven’t worked in radio recently,” but at the same time “carefully explained that the actor-singer employment situation is not to be blamed on the broadcasting industry.”

BLS, in discussing its talent data, makes no effort to relate the work available in broadcasting to the increasingly high rate scales. In some markets, according to those who have reviewed the BLS figures, the rising rates have served to curtail employment as programming costs become prohibitive.

The bureau is criticized by those who have analyzed its findings for what they feel is either a deliberate or unrealistic ignoring of the basic elements of employment in broadcasting. Radio employment is divided into two classes—staff and freelance—but these are not separated in the BLS findings.

Free-lance work involves such factors as individual talent of each artist, along with reputation and the current popularity of special types of performances, broadcasters point out.

Since artists who want to get work in radio need AFRA cards in organized cities, the union’s ranks include students, persons lacking in professional skills, those who hope to pick up a few extra dollars here and there, and others who work the night club, vaudeville, dance hall and other circuits but hold an AFRA card in case any radio jobs turn up from time to time.

These facts, according to critics of the BLS survey, are not properly brought out by the bureau.

Another criticism is based on the way the bureau shows relatively high unemployment for artists in such cities as New York, Los Angeles and Chicago, centers of free- lance talent and natural focal points toward which the largest number of artists converge in the hope of getting work in radio, theatres, night clubs, movies and similar fields.

These artists include those with professional skills, those with established reputations and hundreds of young people who have limited ability and training but dream of the day when they will attain fame and fortune in radio. Though holding AFRA cards, many do not depend on radio as a prime source of employment. Thus for any given week a relatively high unemployment rate will be shown in such cities as Los Angeles, New York and Chicago, it is observed.

The analysis should have emphasized that half of the artists covered in the survey earned over $3,400 in 1947, it was felt, and that 25% earned over $10,000. This compares with $53 per week or $2,750 per year as the average income of all American workers in the field of manufacturing.
"Obsolete' Ads
(Continued from page 58)
or standards. . . " (see separate story).

Meanwhile, Sen. Johnson warned a White Plains, N. Y., radio manufacturer that the use of VHF channels for television in metropolitan areas and UHF in rural sections is "purely hypothetical" and no prospective set purchaser has a right to bank on such a contingency.

The Senator elaborated on his previous views in reply to a letter from Robert G. Kramer, president of Remington Radio Corp., protesting indications that the Senator's committee might propose a law requiring manufacturers to warn purchasers of possible obsolescence of television sets [Broadcasting, March 7, 14].

Sen. Johnson told Mr. Kramer he was speaking of "a present conceived plan" to use the so-called low channels in large metropolitan areas and to supplement this coverage with the high channels for rural areas. "While I have heard rumors of this so-called plan, I am constrained to observe that they are not any more than rumors. . . . Therefore, your comment on this point is of no relevance, and no one planning to invest several hundred dollars in a television set has any right to make plans on such a contingency." Sen. Johnson added that it was known that UHF channels "eventually must be opened up" in order to afford national service.

"Neither you nor I know today whether such additional allocations in the UHF band will be made in cities which already have been assigned stations in the VHF band," Sen. Johnson wrote "However, it is logical to assume that those cities which today are limited in the number of allocations for television stations because of the limited number of channels available will have assigned to them additional television stations in the UHF band. When that takes place television set owners in those cities obviously are not going to be able to receive the transmissions of the new stations."

**Goldman Disapproves**

Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y., added his voice to the crescendo of disapproval of Zenith's campaign. In an exchange of correspondence with Ted Leitzell, public relations director and manager of WEFM (FM) Chicago (Zenith station), he pointed out that "you spend plenty of time and money asking the radio stations to plug your FM stations, so you must recognize its advertising value. . . . The most successful radio retailers in Jamestown are heavy users of radio advertising because it pays off. . . ."

Mr. Leitzell, in turn, took exception to Mr. Goldman's contention that "radio is the most effective and economical mass advertising medium yet devised . . ." and that "radio set manufacturers exist only because stations broadcast." He declared: "Broadcasters are indebted to radio manufacturers for providing them, for free, with the audience they sell to those advertisers who find radio a profitable medium. No matter how bitter the truth may be, the fact is that radio advertising is seldom a salesman for radio receivers as are other media."

Replying that he didn't want to start a "whirling dervish" of complaints, Mr. Goldman nevertheless defined Mr. Leitzell "to sell a radio set in an area—if there is such an area—that has no broadcasting station. . . I'll think the 'bitter truth' should be faced by you and your organization and that is that you haven't been able to make successful use of radio. . . Perhaps you're so close to the forest that you can't see the trees. . . ."

**FM 'BRASS TACKS'**

To Key FMA N. Y. Clinic

"BRASS TACKS" meeting at which the basic problems of FM will be considered will be held by FMA Assn. at its Sales Clinic to be held April 1 at the Commodore Hotel, New York.

First nationwide FM sales clinic, the session will include talks by Edgar Kobak, MBS president, and Linnea Nelson, chief buyer of J. Walter Thompson Co. Mr. Kobak's topic will be "FM—Why Not?" Miss Nelson will speak on "FM From the Agency Point of View."

FMA President William E. Ware, KFXM Council Bluffs, Iowa, said the brass-tacks meetings is designed "for the primary purpose of bringing people in the agency and advertising fields abreast of current status and development in FM."

Agency officials have shown marked interest in the meeting, according to Edward L. Sellers, FMA executive director, tracing this interest to increased production of FM plans, decline of AM-only set production and "current confusion expressed by BMB's difficulties."

Other speakers at the clinic will include Millard C. (Tex) Faught, public relations counsel; Herbert Georges, WPMI Portsmouth, N. H.; Robert F. Wolfe, WFRQ Fremont, Ohio, and Everett L. Dillard, WASH Washington, FMA board member and ex-president.

**STORADIO ELECTS**

Harold Anderson President

HAROLD E. ANDERSON has been elected president of Storadio Advertising Co., Des Moines. The firm recently was formed to operate as national sales representative for firms engaged in store broadcasting. Mr. Anderson is auditor of Polk County (Des Moines) and has been in the food business for 22 years.

Storadio named Cy Newman executive vice president and general manager and Melvin E. Seymour secretary-treasurer. Mr. Newman is radio director of a Des Moines agency, Meneough, Martin & Seymour, and general manager of Super Market Advertising Co., Des Moines, which operates store broadcasting in 21 Thriftway Super Markets in Iowa via K5O-FM Des Moines. Mr. Seymour's secretary-treasurer of Meneough, Martin & Seymour.

Storadio has opened offices in New York at 52 Vanderbilt Ave. with Ernest P. Baldwin as resident manager, in Chicago at 228 N. LaSalle St., with Milton S. Wolken as resident manager, and in Des Moines at 801 Garver Bldg.

**FLEET EXERCISES**

Covered by WJNC Manager

Mr. Gould stands beside WJNC banner at Atlantic Fleet Marine Force headquarters on the island of Vieques in the Caribbean during training exercises.

**LESTER L. GOULD,** manager of WJNC Jacksonville, N. C., produced three half-hour transmitted programs while in the Caribbean as an observer during the Navy's recent training exercises.

One of the shows presents briefing aboard the USS Mount Olympus and features the commanding general of the Second Marine Division, Maj. Gen. Franklin A. Hart, and his staff. Second program, *Then and Now,* is a story built around some of the men aboard the Mount Olympus, including Commdr. John D. Buckley of PT boat fame.

The third program, *The Marines Attack,* presents the actual simulated invasion. Interviewed, among others, is the commandant of the Marine Corps, Gen. Clifton B. Cates.

WJNC carried broadcasts of the first two programs on the evening of March 10 and aired the attack program the following night. The third program, the Dixie FM Network planned to present at least two of the programs last week, according to Mr. Gould.
Tom Clark

Continued from page 28

session will pick up some of NAB's liveliest problems. Judge Miller will preside, BMI, Bromley, and the press are, of course, the Puerto Rican issue and adoption of resolutions are on the agenda.

Annual industry banquet will be held Tuesday evening with music supplied by BMI. As customary there will be no banquet speeches.

George E. Rorer, president of the Fort Industry, is to preside at the Wednesday morning meeting. TV discussion, side panel discussion, will be held at the Stevens Hotel.

The one-day meeting of independent stations, scheduled all day Sunday, has the general title, "Unaffiliated Stations Bull Session." Mr. Willard will open the meetings, with Ted Cott, WNEW New York, chairman of the NAB Unaffiliated Stations Executive Committee, presiding.

Morning agenda includes panel discussion of transcription library services; outline of United Nations plans to provide programs for independents; Advertising Council proposal to disseminate its public interest program material to independents; and research study titled "The Independent Is Here to Stay," by Dr. Sydney L. Roslow, president of the Pulse Line.

Luncheon Meeting

Judge Miller will address the luncheon meeting. Afternoon program includes study of successful local station promotions by independents; panel discussion on "How to Stun the Audience," touching sports, foreign language programs, classical and popular music; Unaffiliated Stations Committee work to be described by Melvin Drake, WDGY Minneapolis; panel discussion led by Maurice B. Mitchell, director, NAB Broadcast Advertising Dept., on subject, "Bread and Butter—NAB Tools for Selling."

Independents may attend the Sunday meeting, even if they are not NAB members.

The third annual Engineering Conference [Broadcasting, Feb. 28] opens Wednesday, April 6, with registration and a meeting of the NAB Engineering Executive Committee. Reception will be held afterward. A tour of the Hallcrafters Co. plant is scheduled in the afternoon. Royal V. Howard, director, NAB Engineering Dept., was in Chicago last week completing plans for the conference and the plant.

General sessions will be held by the engineering group all day Thursday and Friday, followed by a Saturday morning meeting. The full NAB Recording & Reproducing Standards Committee will meet Saturday afternoon to consider the final standards adopted last week by its executive committee. The NAB Engineering Executive Committee will review the standards at its April 6 meeting.

Should the standards be finally approved, the action will mark the culmination of a hundred meetings involving 76 engineers and 70 organizations. The vast program covers recording standards developed in the last 18 months and revision of the standards adopted before the war.

Arthur N. Stringer, in charge of the annual equipment exhibition, left over the weekend for Chicago to complete arrangements for the project. The heavy equipment display will cover some 30,000 square feet and the entire eighth floor of the Stevens Hotel will be used by other exhibitors.

SHERMAN CHANGES

Morey WBBM Program Head

VAL SHERMAN, program director at WBBM Chicago, has resigned. He will devote all his time to production of the new series, "Patrick O’Riley’s Show," H. Leslie Atlass, general manager and vice president in charge of CBS Central Division, announced last week. Mr. Sherman will be succeeded by Al Morey, member of the staff for six years.

Mr. Morey, WBBM director of program development and former program manager, entered radio in 1933 when producing a variety show for WHO Des Moines. A former musician and dance band leader, he worked also as an m.c. and producer for a theatre chain. He also wrote scripts for Fred Allen, Edgar Bergen and Kraft Music Hall. In 1938 Mr. Morey returned to Chicago as radio director of Jones Frankel Agency. He joined Russel M. Seeds agency to write and direct "Unsolved Mysteries of the Body House." At WBBM in 1943 he produced The Blue Jacket Choir with Danny O’Neill.

Mr. Sherman begins his 19th year at WBBM in September.

INVESTIGATIONS

House IFCC Gets Authority

A RESOLUTION was adopted by the House March 16 authorizing the House Interstate and Foreign Commerce Committee to make investigations into any matters within its jurisdiction, including communications.

The resolution (HRes 107), previously reported by the House Rules Committee, permits the committee, or any of its subcommittees, to make investigations within or outside the United States, whether the House is in session or not. Summons powers also are granted in the bill, authored by Rep. Robert Crosser (D-Ohio), chairman of the full committee.
anti-trust issue.

WBKB (TV) Chicago and KTLA (TV) Los Angeles, both owned by Paramount, have been put on temporary license along with stations of several other companies pending the outcome of FCC's study. The probe originated when the Supreme Court handed down its anti-trust ruling against the major motion-picture producers, which has since brought consent decrees by Paramount and Radio-Keith-Orpheum. FCC's investigation now extends beyond movie applicants and licensees, covering other anti-trust cases.

Paramount made clear that "the issues in U. S. vs. Paramount have been settled and disposed of to the satisfaction of the government and the courts," and that the consent decree contains "no findings of fact and no final adjudication or admissions of anti-trust violations."

When the case started in 1938 the Justice Dept. announced that the major companies had "voluntarily cooperated" with the government in an effort to remove causes for complaint, Paramount noted. And when it ended last February the Attorney General described it as a remedial, not punitive, proceeding. FCC, the film company claimed, "misconceives the nature of anti-trust." The idea that an anti-trust decree is a "blemish or taint" on character is contrary to "the entire history and theory of anti-trust," Paramount maintained.

"The Commission may not legally refuse or revoke a license on the grounds of anti-trust violations in a field outside of radio communications, and may not even take into account such violations unless and except to the extent that they bear a proximate and proved relationship to the qualifications of the applicant or licensee for station management and control," the memorandum insisted.

Paramount held that the anti-trust sections of the Communications Act clearly do not apply to this case and assumed the Commission is approaching the question from the standpoint of the "character of the companies. But this is a "delusive standard which must be applied sparingly and with great care," the company said, adding: "We do not believe that Congress in listing the general standards of "character" to be considered in determining whether the granting of a license would serve the public interest, intended to give the problem the characteristic, a unique, one that relates to character, demonstrated or demonstrably to be forecast, as a station licensee."

The film firm insisted its record as a licant over many years is a "direct, reliable guide" to its radio qualifications. If FCC assumes "free-wheeling, roving authority" on the anti-trust issue, the company asserted, then "it may equally be under the burden of inquiring into the business practices of all applicants—whether or not they are similarly engaged in anti-trust proceedings, determining whether they are in fact violators of the law, and imposing the penalty of denial where the Commission deems appropriate."

Terms Backing a 'Beginning'

The licenses and applications which FCC has thus far held up pending the outcome of its study represent a "sufficiently ambitious" undertaking, but are a "mere beginning," Paramount said.

To bar those who have contravened the anti-trust laws, the company said, would jeopardize the operations of the following licensees "and others similarly engaged in anti-trust proceedings, determining whether they are in fact violators of the law, and imposing the penalty of denial where the Commission deems appropriate."

FCC's preference for non-newspaper applicants in competitive markets is "helpful" for one seeking to determine what FCC's approach will be when faced with a choice between movie and non-movie applicants.

The purpose there, he explained, is to promote greater diversity in the ownership of media of mass communication. A clear that FCC hasn't yet had occasion to consider whether a similar policy would be appropriate in the case of motion-picture applicants.
MEMBERS of Twenty-Ten Club for WBAL Baltimore employees who have been with station 10 to 20 years or more gather around dinner table. Seated are officers of the club and Harold C. Burke (second from r), WBAL's general manager. The officers: R. E. Brunner (l), vice president; Miss Eleanor Gambrill, secretary, and Walter Linthicum, president. Standing, 1 to r: Freeman Cardall, E. W. Christie, Leslie Peard, assistant to the manager, W. C. Bareham, Program Manager John J. Dickman, William E. B. Grant, Louis Wagner Jr., Marvin Blank and William Newberry.

RMA Meet
(Continued from page 29)

item cannot be built on the present 12 channels." Quoting a recent speech of Chairman Wayne Coy, in which he said that 50 to 70 channels "may be required," Mr. Bonfig explained that between 28 and 38 UHF bands would therefore be needed, along with the present 12 in VHF.

Although no official FCC statement indicated that old frequencies will remain in large cities and new ones will be assigned to small, Mr. Bonfig added that "because it is not possible for most cities to have four TV stations on the VHF band both VHF and UHF stations will be assigned in the same city in many instances."

"In the public interest, every manufacturer should move rapidly to provide sets which will operate on both bands . . . since changes and additions in frequencies have to be made, it is better for the public, the dealers and the industry that they be made now."

"Sword of Uncertainty"

In concluding, Mr. Bonfig termed the FCC indecision "a sword of uncertainty hanging over the heads of the entire industry."

Bond Geddes, executive vice president of RMA, pointed out that Mr. Galvin's proposal to establish a public relations program preceded the Zenith advertisements. Mr. Galvin's suggestion was presented in a letter dated Feb. 22 to Mr. Baley. That same month RMA recommended to the FCC that it (1) lift the freeze as soon as possible, (2) use VHF as far and in as many areas as possible and (3) provide for a minimum of overlap of the future UHF.

Several set manufacturers arrived at the conference late about "the unfair competition" allegedly practiced by Zenith, but none complained vigorously at open meetings, it was said. Tone of debate was "rational and cooperative," without the expected animosity and reprimands.

Plans were outlined for RMA's 25th anniversary and its annual convention May 16-19 at the same time as the annual radio parts show. Both are scheduled for the Stevens Hotel. An estimated 5,000 persons will attend the business meetings and the industry banquet the evening of May 19. President Harry Truman has been asked to address the group via TV from Washington. Telecasts of the floor show may be aired by networks.

Leslie F. Muter, RMA treasurer and president of the Muter Co., is banquet chairman.

Members of the advertising committee Tuesday morning voted to continue the "radio-in-every-home" campaign. James Secret, director of publications, will supervise this activity after the contract with the Fred Eldean Agency, New York, expires Dec. 31. He also will head committees on National Radio Week and the Voice of Democracy content. The former will take place in November. W. B. McGill, advertising manager of Westinghouse Radio Stations, was named National Radio Week chairman.

The parts division, of which A. D. Plamondon Jr. of Indiana Steel Products Co. is chairman, decided to continue "town meetings" for radio technicians. They are scheduled for next year at Atlanta, Feb. 1 and 2; Los Angeles, March 1 and 2, and Chicago, April 11 and 13.

Va. Broadcasters Meet

MEETING of the Virginia Assn. of Broadcasters has been tentatively scheduled May 26-27 at historic Williamsburg, Va., by John W. New, sales manager of WJAR Norfolk. The program will include a talk by A. D. Willard Jr., NAB executive vice president, along with representatives of NAB's broadcast advertising and employee-employer departments.
Over 300 Midwest advertising agency executives, copy writers, advertising managers, and radio sales executives gathered March 17-18 in Columbus for the seventh Ohio State U. advertising conference. Theme of the 1949 conference was "Advertising in a Buyers' Market."

Maurice B. Mitchell, director of the department of broadcast advertising of the NAB, spoke on local sales in a buyers' market. Others on the agenda included Norwood Weaver, vice president of the A. C. Nielsen Co., Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, and Alan Wells, advertising director of Kaufmann's department store, Pittsburgh.

Speaking on the "Effectiveness of Local Radio Advertising in a Buyers' Market," Mr. Mitchell told the advertisers that radio's biggest customer in the past two years has been the local retailers. "As a buyers' market is more and more evident, more retail advertising money is going into radio," he said, adding that the reasons for the landslide of retail advertising money into local radio broadcast advertising include developments in the radio industry itself, changes that have taken place in retailing, and changes in the way of American living.

"The fact that there are now over 2,600 radio stations in the nation, with 77,000,000 radios in use in 94.2% of the homes, makes radio advertising the one medium that can reach most retail customers," Mr. Mitchell said. Since there are more radios in possession of families than any other single item of home furnishing except cooking stoves, retailers are finding it the profitable way to build sales in a buyers' market.

Mr. Mitchell told how latest surveys show average daily time of listening per person is now 3 hours. Now with more and more business coming from the suburban and semi-rural areas, radio is the one medium to reach this diversified audience through the beamned program technique.

Mr. Mitchell commented that the influx of younger men into the advertising control of retail concerns tends to influence the change of retail advertising dollars to radio.

The past generation of advertising men has been educated in a newspaper world which had handicapped the chances of retail radio," Mr. Mitchell continued. "Younger advertising men are more eager to give radio a chance, and when they do the results are forthcoming."

In discussing the advantages of radio advertising on the retail level, Mr. Mitchell said that in a radio program an advertiser can create the proper mood for his commercial, the proper program to reach the people he wants to reach, and can take advantage of the warmth and infiltration of the human voice to be his "salesman in the home."

Mr. Mitchell concluded with a report of a newspaper survey of reading ability among Chicago residents. It found that 40% of Chicago residents have only a sixth grade reading ability. For reasons like these, plus the radio generation in which we are living, the prestige that comes to radio advertisers, and the proven worth of radio advertising to retailers, Mr. Mitchell concluded, radio will continue to be dominant medium in the much discussed and much apprehended buyers' market.

SCBA Protest

Hits Sports Broadcast Law Opposition has been voiced by members of South Carolina Broadcasters Assn. to legislation passed by the state House of Representatives permitting state supported schools and colleges to sell exclusive broadcast rights to athletic events.

As the law now stands these institutions are required to invite at least three broadcasters to participate, according to B. T. Whitmire, WFBC Greenville, SCBA president. Mr. Whitmire pointed out that stations outside the state could buy up these rights and leave the South Carolina outlets without access to games. He said it is to the interest, financial and otherwise, of the schools to obtain the publicity that accrues from play-by-play.

WIL is fulltime

Moves to 1430 kc, 5,000 w.

WIL, St. Louis, local outlet since 1922, became a fulltime regional March 16. The station is owned by Missouri Broadcasting Corp., of which L. A. Benson is president and general manager.

An independent station, WIL shifted from 1230 kc to 5,000 w 1430 kc assigned at noon. Listeners were asked to remain tuned to the old frequency until the switch was made to the new channel and more powerful signal.

New transmitter site is located at North Duqu, Ill., with studios in the Melbourne Hotel, St. Louis. The transmitter is latest type Gates installation, with four Winchburgh towers set in a directionalized array over St. Louis. WIL is represented nationally by William G. Rambeau Co.

Transcription Directory

REVISED edition of the NAB Open-End Transcription Directory was issued last week by the NAB Program Dept. headed by Harold Fair. The directory brings up to date a compilation extensively used by station sales officials. Revised list of public interest programs is being prepared by the department. It includes programs provided by the Red Cross, U. S. agencies, military and other public service organizations.

NARND Board

To Discuss Fall Conclave

Mid-year board meeting of the National Assn. of Radio News Directors will be held at Chicago's Palmer House April 2-3, according to NARND President Sig Mickelson.

Chief business will be selection of a site and date for NARND's fourth annual convention next fall. Reports from the chairmen of seven standing and three special committees will be made and groundwork will be laid for membership campaign aimed at bringing in some 300 new members.

The NARND board includes:

Jack Shelley, WHO Des Moines; David Kessler, WIAM Rochester, N. Y.; John Hogan, WCHS Portland, Me.; Roger Munkholt, WOW Omaha; Robert Reden, WOC Davenport, Iowa; Fred Hirt, WHUR Muncie, Ind.; Ben Chatfield, WMAZ Macon, Ga.; Sid Fietzsch, WPAA Des Moines; James Ram- mann, WMT Cedar Rapids, Iowa; Edgar Wicklund, WHO Des Moines; H. C. Bruce Barrington, KXOK St. Louis, and Mr. Mickelson.

Covers Central Ohio
Sponsor Viewpoint
(Continued from page 28)
prepared movie showing examples.
Dr. Alfred N. Goldsmith, TV con-
sultant and past president of Insti-
tute of Radio Engineers, will speak
on "How Much Market Coverage
Can You Expect From Television
Now and in the Future?" A ques-
tion-answer period will follow.

The media discussion preceding
the TV session will have the theme,
"Is Our Media Investment Pulling
Its Full Weight?" Speakers will
be Dr. D. B. Lucas, technical di-
rector, Advertising Research Foun-
dation, and BBDO consultant,
whose topic will be "Let's Change
Media From A Seller's to a Buyer's
Market," and Dr. L. O. Brown, vice
president and charge of media and
research, Dancer-Fitzgerald-Sam-
ple, with the subject, "How You
Can Help Your Agency Fit Your
Media List to Your Own Market."

Thursday afternoon is open for
informal meetings, recreation and
showing of special films. In the
evening delegates will see a film
of General Dwight D. Eisenhower's
ANA talk last autumn and the tele-
vision films, Crusade in Europe,
edited and executed March of Time
and presented by ABC network.

Friday Agenda

Friday morning's agenda deals
with consumer goods and industrial
goods sessions, to be held concur-
rently. Topic of the consumer goods
program is "Speeding Sales at the
Retail Level," John W. Halbro,
vice president of Simmons Co., will
preside. Speakers and topics in-
clude: James Rotto, sales promo-
tion director, The Hecht Co., point-
of-sale helper; Thomas F. Joyce,
vice president, Raymond Rosen &
Co., retail bottlenecks; Frank
Fagan, vice president, Young &
Robicam, merchandising methods
that click with retailers. Clinic
based on case histories will follow,
ending with a question period.

The industrial portfolio has the
theme, "Speeding Sales of Indus-
trial Products," with L. Whitney
Walter, director of public relations,
Flintkote Co. and ANA Industrial
Advertising Committee chairman,
presiding. Speakers and topics:
Laughlin A. Campbell, manager of
advertising and sales promotion,
Mergenthaler Linotype Co., sales
power in industrial advertising;
S. T. Gillikin, partner, Marshalk
& Pratt, business paper opportuni-
ties; and others.

Question-answer session Friday
afternoon will be "speakersless" with
W. N. Connolly, ANA chair-
man and advertising manager, S. C.
Johnson & Son, in the chair. An
ANA panel will answer written
questions about advertising, mer-
chandising and related topics.

NBC will stage an entertainment
program at the Get-Together Din-
er Friday evening. Entertain-
ment chairman is Russell Ziegler,
manager market research and pub-
lic relations, Chett, Peabody & Co.
An ANA golf tournament will be
held Saturday along with other-
sports events.

Richards
(Continued from page 28)
ong should be consolidated with the
above-entitled proceeding. At that
time the Commission will also de-
termine the further hearing date to
the above-entitled proceeding and also
in consolidated matters if the
transfer application is consolidated
for hearing with the above-entitled
matter.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowis, Secretary.

* Commissioner Sterling not partici-
pating; Commissioner Jones favors
a continuance of the hearing for 30 days
and concurs in the first five paragraphs
of the order.

The postponement came at a
time when a dozen witnesses re-
portedly were prepared to take the
stand against Mr. Richards and an
equal number were ready to testify
in his behalf. Commissioner E. M.
Welbeta, designated to conduct the
hearing, had been slated to leave
Washington today (Monday) for Los
Angeles. General Counsel Benedict P.
Cottone and two attorneys from the
agency's Law Bureau in Washington
had been there almost two weeks
looking for consolidated witnesses against
Mr. Richards in the opening sessions,
according to preliminary plans,
were to have been Clete Roberts,
KFWB Hollywood newscaster and
commentator who formerly was
public affairs director of KMPC,
and George Lewin, former KMPC
newsroom manager.

Robert O. Reynolds, vice presi-
dent of KMPC and for several
years general manager, and Leo
Tyson, former KMPC agent-
ager and now head of a personal
management service, were among
those scheduled to testify for Mr.
Richards.

The news-slaning charges were
filed with FCC by the Radio News
Club of Hollywood in February
1948. Mr. Richards a few weeks
ago petitioned FCC for a personal
hearing, conceding that portions of
the charges were true but expres-
sing "sincere regret" and asking
for an opportunity to offer per-
sonally his assurance that past
shortcomings "will not recur"
[BROADCASTING, March 7]. FCC
denied this request, however.

Mr. Wheeler, former Senator
from Montana and now in the
Washington law firm of Wheeler &
Wheeler, and Clair L. Stout of
Dow, Lohnes & Albertson, also of
Washington, were slated to head
the legal battery for Mr. Richards.

On hand to assist Mr. Cottone
for the FCC were Joe Brenner of
the Commission's San Francisco
office and Thomas Donahue and
John Edgerton of Washington head-
quarters.

---

ONE EQUALIZER
FOR ALL PICKUPS

VERTICAL, LATERAL, MICROGROOVE! The Fairchild 6-position
Preampl-Equalizer, Unit 622, can be used with any and all modern pick-
ups. It mounts on your transcription table in place of your present equalizer.
The Fairchild 622 makes it possible for you to use various pickup cartridges...and
be sure you are getting the best possible performance from each. Both lateral and
vertical transcription arms can be connected, and selected without switching—
by simply using the proper setting of the 6-position control knob.

EXTRA ADVANTAGES...Will not become obsolete. Frees one preamplifier.
Provides for cueing and monitoring. Eliminates level hum problems. Is econo-
my. Write for complete details.

Synchronous

FAIRCHILD TRANSCRIPTION TABLE

- HIGHEST SIGNAL-TO-NOISE
- LOWEST RUMBLE AND FLUTTER
- INSTANT SPEED CHANGE

WHILE IN OPERATION

Together with the 542 Transcription Arm and the 622 Preampl-Equalizer,
you get these benefits:

- Perfectly balanced channel from pickup to high level input.
- Signal from turntable at line level.
- Equalization for any pickup.
- Use of two or more pickups with single equalizer.
- No low level hum problems.
- Synchronous direct drive operation.
- Ease of cueing.
- Provision for monitoring.
- New rugged trouble-free pickup reproducer.
- High compliance—true linear.
- Economy—the elimination of one preamplifier and extra equalizers...the prevention of equalizer obsolescence.

Full details are available on request.

UNIT 524
Transcription Table
$485 less Pickup Equipment

WE'RE AT THE N.A.B. SHOW

154 TH STREET AND 7TH AVENUE, WHITESTONE, NEW YORK

March 21, 1949 * Page 63
ACQUISITION of KLZ and KLZ-FM Springs by Aladdin Radio & Television Inc. at a gross price of about $1 million was announced last, Nov. 1, 1948. The approval was announced by the FCC.

The KLZ properties are being sold by E. K. Gaylord, president of the Oklahoma Publishing Co. interests; Kellogg T. Bell, former secretary-treasurer of the publishing firm and now general manager of KTSA San Antonio, and members of their families. Meas., Gaylord and Bell and the publishing company own KVOR in approximately equal shares.

Aladdin, new owner of the stations, is headed by Henry E. Hupper, Denver businessman and district manager of Fox Denver Theatres, who with his wife, Christine, holds 23% interest. Frank H. Ricketson, Jr., president of Fox Inter-Mountain Theatres, also owns 29% and is treasurer. J. Elroy McCall, president and half owner of KELA Centralia, Wash., half owner of KPOA Honolulu and one-third owner of KYAK Yakima, Wash., has 25% interest. Theodore R. Gambile, West Coast theatre operator and wartime head of the Savings Bond campaigns, and his wife hold 22% while Bud Terry, KLZ manager and secretary-treasurer, and Albert J. Gould, Denver attorney, have 2% each. Mr. Terry is executive vice president of Aladdin.

Subsequent realignments in the stock ownership are contemplated to permit certain employees to acquire interests. The exact extent of Mr. Terry’s holdings also had not been definitely decided.

Under the contracts, Aladdin acquires 74% of KLZ for $407,000 plus 74% of the fair market value of net quick assets. The remaining 26% is acquired by Mr. Ricketson from Mr. Gaylord for $146,000 plus 26% of the net quick assets. Two-thirds of the stock of KVOR are sold for $66,875 plus two-thirds of net quick assets, while the remaining interest is sold by Mr. Gaylord to Mr. Ricketson for $33,125 and one-third of net quick assets. For the two companies, market value of net quick assets was estimated at approximately $350,000.

In addition, the new owners have subscribed a $225,000 debenture in proportion to their respective stock holdings.

FCC authorities made clear that the transfers do not involve any factors which would justify rejection of the Commission’s current policy of withholding action pending a decision on the radio qualification of firms having holdings in both record and radio industries (see story page 55). Though Aladdin seemingly has a motion-picture connection, FCC spokesmen pointed out it is “extremely remote” and involves no common ownership.

Aladdin is an applicant for a Denver television station on Channel 9, but will give up either this application or KLZ’s pending request for Channel 7.

KLZ is on 560 kc with 5 kw. KVOR is on 1300 kc with 1 kw.

KLZ KLZ-FM

Sale for $1 Million Gets FCC Nod

NEW MBS CO-OP

Stars Chevalier from Paris

A NEW weekly half-hour series starring Maurice Chevalier, recorded at the famed Cafe de la Paix in Paris and flown to New York, will begin as a Mutual co-op March 31.

The series, THIS IS PARIS, will feature other French artists as well as Mr. Chevalier, and will present various fashion designers in discussions of latest styles. Because of this feature, Mutual stations are expected to aim their sales talks at department stores.

Stations and sponsors of the program will receive advance information on the styles to be discussed on forthcoming programs so that they may tie in commercial announcements. Bert J. Hauzer, director of cooperative programs, said that these local tie-ins were regarded as unique. Further, Mr. Chevalier will record opening and closing announcements using individual station names for broadcast on individual programs. The program will be heard Thursdays 10:10-10:30 p.m.

U. S. Proposal Passed: Russia Scores

FIRM stand by the U. S. delegation to the International High-Frequency Broadcasting Conference (ITU) at Mexico City has raised hopes that this country will not let Russia or any other country hog the upper portions of the broadcast spectrum.

The showing of backbone by the delegation appeared in a post-conference press release to the U.S. proposal by FCC Commissioner George E. Sterling, alternate chairman of the U. S. group.

Mr. Sterling

Mr. Sterling told the plenary meeting of the committee’s work included a considerable portion of its time to draft frequency assignment plans, and it had attained familiarity with the problems involved. He refused charges that the procedure would amount to a “fait accompli” in the form of a finished plan and showed that the U. S. proposal would provide full participation in the plan-making process by the conference delegations.

Soviet delegates charged that the American delegates are monopolists and that the plan was “arbitrary” and not based on “general principles.”

IHF TIFF

Attacking the Soviet monopoly charges, Mr. Sterling reminded that the Soviet delegation had said it would not accept a plan which gave that country fewer than 800 channel hours, compared to the 197 hours voluntarily assigned itself by the United States.

"Who is the monopolist?" Chairman Sterling asked. He suggested that the Soviets may be trying to obscure the fact that they do not want any plan but one arrived at on their own terms.

FLAMM SUIT

Retrial Against Noble Set

RETRIAL of the suit by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, ABC board chairman, will open March 22 in New York Supreme Court.

Mr. Flamm won a $400,000 award in the first trial, alleging conspiracy and coercion were used in getting him to sell the station to Mr. Noble. The appellate division of the Supreme Court reversed the decision and ordered retrial [Broadcasting, Feb. 7].
ROBERT S. KELLER Inc., New York, has been appointed national sales promotion representative for WISE Asheville, N. C., and WEAM Arlington, Va.

HARRY AVERILL, former sales manager of WSNY Schenectady, N. Y., has joined sales staff of CKLW Detroit.

KEN HUTCHESON has been promoted to commercial manager of CJAV Port Alberni, B. C. DICK SMITH, formerly with CKCK Regina, replaces Mr. Hutcheson on sales and production staff.

GEORGE E. HOOVER has joined sales and promotion department of WBUD Morrisville, Penn.

ROY SPRINGER, formerly with WBDB Burlington, N. C., has joined sales staff of WDVA Danville, Va.

FRANK STILWELL, formerly on sales staff of KICD Spencer, Iowa, has joined sales staff of WLOW Norfolk, Va.

ROBERT I. FOREMAN has joined WLDY Ladysmith, Wis., as salesman.

HAL DAVIS, formerly with WFBC Greenville, S. C., and WBT Charlotte, N. C., has joined WSOC Charlotte as salesman.

LOU SIMON has been appointed commercial manager of KPIX (TV) San Francisco. He was formerly with sales department of KSFO, KPIX's AM affiliate.

ROBERT S. HIX has been appointed national sales manager of KFFH and KFFH-FM Wichita, Kan. Prior to his promotion, Mr. Hix served on KFH sales staff.

KENNETH L. CARTER, active in Baltimore radio and television sales activities, has accepted special assignment for three months in commercial department of WMAR-TV Baltimore.

LEE ATWOOD has joined sales staff of WBKB (TV) Chicago, after working as advertising and sales promotion manager for RCA Victor for past three years.

HARRY PATTERTSON, commercial manager of KFVD Los Angeles, and Carol Denise have announced their marriage.

ARTHUR WEILL, comptroller of WMGM New York, and Mrs. Weill, have adopted a girl.

PHIL WOOD, formerly national sales manager of WMJ Youngstown, Ohio, has joined WKOW Madison, Wis., as sales manager.

ERNIE WILKINS, KFWB Los Angeles commercial manager, is the father of a girl, Wendy Karen.

DON BALSAMO, former publishers' representative, has begun work as a member of WIND Chicago's sales staff.

DONALD COOKE Inc., station representative, will open a Detroit office April 1 with CHARLES J. SHEPARD as manager. Detroit headquarters will be at 2472 Penobscot Bldg.

SAMUEL P. THROVER, formerly manager of a national shoe concern, has joined staff of WATO Oak Ridge, Tenn., as sales representative in Knoxville market.

THOMAS J. O'CONNOR has joined sales department of KDKA Pittsburgh.

BILL CREIGHTON has joined KIOA Des Moines as account executive.

WRFG in New Home

WRFG, 1 kw independent on 940 kc at Athens, Ga., moved into new offices and studios at 279 N. Lumpkin St., Athens, on March 18. L. H. Christian, station's general manager, announced the new quarters form a crescent around a semi-circular reception hall.

PAT FITZGERALD, disc jockey for WILM Wilmington, Del., acted as host at four playlets in Woodstown, N. J., put on by the Evans' "Children of Ballet" from Salem, N. J., for the benefit of the United Nations Council in the Philadelphia region.
Production

SANFORD SPELLMEN, former announcer-writer with KSDK San Francisco, has been appointed operations supervisor of the station’s TV affiliate, KPIX. Mr. Spellmen will serve as a TV producer and assistant to KTHE KERY, KESO KPKX program director.

LORNA GIBBONS has joined WSOC Charlotte, N. C., as woman’s editor. ARMOND BODIE, formerly with WHI Rock Hill, S. C., and WIST Charlotte, has joined station’s announcing staff. PAT NABORS, formerly with WUTM Wilson, N. C., has also joined WSOC’s announcing staff.

JOSEPH DARLING has been named program manager of WLDY Lady’smith, Wisc.

J. R. DUNCAN, formerly director of engineering operations for WLWT (TV) Cincinnati, Ohio, has joined WOAI-SF San Antonio, Tex., as director of programs.

LOREN (Bad) WATSON Jr. has joined staff of WLIB AM-FM TV Fort Worth, Tex.

WAYLAND FULLINGTON formerly president of Nelms & Fullington advertising firm of Springfield, Mo., and previous to that station manager and director of KWTO and KGBX Springfield, Mo., has been appointed program director of WIRE Indianapolis.

FREDERICK P. LAPPEY, chief announcer at WLAW Lawrence, Mass., is the father of a girl, Julie.

EUGENE MICHALS, CHARLES NOWAK, MARIAN BIELANSKI, ADAM NOWAK and CAROLINE ZABORSKA have joined announcing staff of Polish Program Service, Panama, N. J.

BOB DREPPERD, chief announcer at WLOW Norfolk, Va., has been appointed WSMN-Memphis; Ga. NORMAN WAIN has joined WLOW’s announcing staff.

AL JOHANSEN has rejoined writing staff of NBC Dally’s Tavern.

WCONN, in radio since 1939, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on. 

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.

WOV’S CHECK

Aids Boys Town for Italy

ARNOLD Hartley, WOV program director, presents check to Judge Marchisio as Magr. Carroll-Abbing (center) looks on.

LANNY PIKE, in radio since 1935, has joined WJBK-TV Detroit, as supervising producer of all television operations. Mr. Pike will also create and produce programs to emanate from the station’s studios.

FRANK PANICO, staff musician at WBBM Chicago, and Claire Pallais are to be married April 23.

TERRY CARPENTER, formerly with Ski Co. Inc., San Francisco, has joined KYA, same city, as continuity writer.

BILL LEYDEN, KFWB Los Angeles disc jockey, and Lynne Snow have announced their marriage.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Other Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>St., N. W.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td></td>
<td>Offices and Executive Offices</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1239 Wisconsin Ave., N. W.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ADams 2414</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>INTERNATIONAL BLDG., DI, 1319</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PORTER BLDG., KANSAS CITY, MO.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS ASSOCIATE</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>1469 CHURCH ST., N. W. DE. 1234</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, S. D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg.</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C. Republic 3984</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>363 E. 75th St., Triangle 4600</td>
<td></td>
<td>CHICAGO 19, ILLINOIS</td>
</tr>
<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue</td>
<td></td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td></td>
<td>MICHIGAN 2261</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JOHN CREUTZ</td>
<td>319 BOND BLDG., REPUBLIC 2151</td>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
<td></td>
<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1011 New Hampshire Ave., RE. 6444</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUNSEY BLDG., REPUBLIC 2247</td>
<td></td>
<td>WASHINGTON, 4. D. C.</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K ST., N. W.</td>
<td></td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td></td>
<td>National 0196</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7922</td>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td></td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>3738 Kanawha St., N. W.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ORdway 8071</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Algoma Blvd., Ph. Blackhawk's 22</td>
<td></td>
<td>Oshkosh, Wis.</td>
</tr>
<tr>
<td>LYNN C. SMEBY</td>
<td>“Registered Professional Engineer”</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>820 12th St., N. W. EX. 8072</td>
<td></td>
<td>Washington, 5, D. C.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUNSEY BLDG., REPUBLIC 2247</td>
<td></td>
<td>WASHINGTON, 4. D. C.</td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
<td></td>
<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>SILLMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1011 New Hampshire Ave., RE. 6444</td>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>CONSULTING ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W. STERLING 7922</td>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>William E. Benns, Jr.</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>20 Algoma Blvd., Ph. Blackhawk's 22</td>
<td></td>
<td>Oshkosh, Wis.</td>
</tr>
<tr>
<td>LYNN C. SMEBY</td>
<td>“Registered Professional Engineer”</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>820 12th St., N. W. EX. 8072</td>
<td></td>
<td>Washington, 5, D. C.</td>
</tr>
<tr>
<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>A. R. Bitter</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>1703 K ST., N. W. STERLING 7922</td>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
<td></td>
<td>ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sphinx &amp; Winston</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Dallas, TX.</td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Longview</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Dallas, TX.</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Longview</td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Dallas, TX.</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Longview</td>
</tr>
<tr>
<td>SAXTON &amp; WINSTON</td>
<td>2222 N. Fitzhugh Trl 7-2756</td>
<td></td>
<td>Dallas, TX.</td>
</tr>
</tbody>
</table>

*Member AFCCE*
QUIN RYAN, first manager of WLS Chicago and former manager of WGN Chicago, has joined Chicago Herald-American as radio-television columnist. Mr. Ryan is former member of board of the NAB and MBS.

GORDON GOW, formerly with KPR KIchita, has been appointed news director of KANS W. Knoxville, a member of Washington Radio Correspondents Assn. and National Assn. of Radio News Directors.

WNEAK, NBC newscaster, is the father of a girl, Diane.

ABC FORUM TRIP
"Town Meeting" to Tour World

ABC's radio and television forum program, America's Town Meeting of the Air, (Tuesdays, 8:30-9:30 p.m.) will make a round-the-world trip by air to 14 national capitals during July, August and September.

Announcement of the tour was made last Tuesday's broadcast by George V. Denny Jr., president of Town Hall and originator of the program. He asked the American people for "Dollars for Democ- racy" contributions to finance the trip. Purpose of the project, he said, is "to demonstrate free speech and action."

Programs, under current co-operative sponsorship, will continue on ABC via transcriptions.

WAAB Stays on Air

WAAB was the only Worcester, Mass., station to remain on the air when a fire in one of the Worces- ter County Electric Co.'s sub-stations caused a temporary power shutdown at 7:24 a.m., March 10 according to Richard A. Cobb, WAAB and WTCN's manager was outside the shutdown area. The station, affiliated with MBS and Yankee, used a network show when power at its studios failed.

WGPA Bethlehem, Pa., again has been given broadcast rights as a member of a local multi-station baseball network to carry all games this season of Phila- delphia Athletics and the Phillies.

AM GRANTS

Final Decisions Given To Four Stations

FOUR COMMUNITIES which have no local radio stations—two of which receive no primary service day or night—were awarded fulltime local outlets in final decisions handed down by FCC last Monday and Tuesday. The Commission also made final its proposal to grant the application of KOSE Odessa, Tex., to move from 1450 to 1230 kc, operating with its present 250 w power, the station to serve Point. [BROADCASTING, Jan. 24]

The new-station grants, all effectuating proposed decisions issued earlier this year, went to:

Alexandria Broadcasting Corp. for 1450 kc w with 250 w at Alexandria, Minn. [BROADCASTING, Jan. 24]. The competing application of Alexandria Radio Corp. was denied.

Richland Broadcasting Corp. for 1450 kc w with 250 w at Richland Center, Wis. [BROADCASTING, Jan. 24].

Blue Valley Broadcasting Corp. for 1450 kc with 250 w at Beatrice, Neb. [BROADCASTING, Jan. 24], when KVAK Atchison, Kan., moves from 1450 to 1470 kc. The rival application of Beatrice Broadcasting Corp. was denied.

Herald Broadcasting Co. for 1320 kc with 250 w at Leveland, Tex. [BROADCASTING, Jan. 24.]. In this case that KOSE won its grant for 1230 kc. Other 1230 kc applicants, mutually exclusive with the Leveland and KOSE applications, were: YPPN and WTVI.

Mr. Gow

NOTE

Because...

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

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

NEWARK delivers the goods... but fast! 24-Hour mail-order service... faster on phone or telegraph orders.

NEWARK offers the most complete essen- tial reference book...448 illustrated pages full of data on over 20,000 standard brand items, including:

Standard and L-P pickups and changers...

Wire, tape and disc recorders...

Hi-Fi sound and P.A. equipment...

Speakers... Mikes... Accessories etc.

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

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at 115 W. 45th St.
Downtown at 212 Fulton St. in NEW YORK
223 W. Madison St. in the heart of CHICAGO

MAIL NOW! Dept. C

NEWARK ELECTRIC CO., 242 W. 55th St., N. Y. C.
Please send FREE "Fly Newark Catalog" to:

Name:
Address:
City, State:

Page 68 • March 21, 1949

IT'S A HABIT!

For 24 years, farmers in Kansas and nearby states have turned to WBW for dependable service and preferred entertainment.
A FIRST for WCPS Tarboro, N. C.—its first giveaway show—has proved a stunning success—a 1,500 mail count the first week. The platter-chatter show requests listeners to send in a post card with their name and address, and during the last few minutes of each day's broadcast one card is drawn from the pile, the winner receiving the jackpot of prizes. It that simple a win on Draw a Card. Please—no questions to answer, no sentences to finish—just draw a card.

Fleet Maneuvers Coverage
WAPA San Juan, P. R., provided technical facilities and program material for ABC's coverage of Atlantic Fleet maneuvers in the Caribbean. Station Manager Harold Ball Jr., ABC correspondent, made five remote pickups for network's Headline Edition and News of Tomorrow. WAPA also provided facilities for H. R. Bakhauge, ABC commentator, who was in Puerto Rico for the maneuvers. Mr. Bakhauge transmitted three programs from the WAPA studios. Station also originated several 15-minute programs from Roosevelt Roads and other Caribbean installations during maneuvers.

Election Time
TO ASSIST Los Angeles voters in determining whom to choose for their next mayor at April 5 primary election, KNX Los Angeles March 13 started series of half-hour programs, 'Your Next Mayor.' Series runs for four weeks during mayorality campaign. Each week three candidates appear and present their platforms. Stuart Novins, KNX-Columbia Pacific Network director of public affairs, produces programs.

Flying High
WHEN Capt. Bill Odom crossed Iowa on his record-breaking flight from Hawaii to New Jersey, staffers of KGLO Mason City and WTAQ Quincy, III., were on hand with special authorization from FAA and using CAA equipment, the two stations recorded Odom's voice as he described weather conditions, his personal sensations while in flight and other interesting notes and comments. KGLO and WTAQ played the recordings on newscasts while Capt. Odom was still completing his flight.

DEX Time
AS A courtesy of DEXers all over the country, WWSW Pittsburgh is interrupting its standard 24-hour schedule by observing a 15-minute period of silence in order that a special DX program from CKEN Kentville, Nova Scotia, may get through.

Broadcasting

**Programs**

 Railroad Review

BEHIND the scenes in modern railroading is format of "Boston & Maine Railroad," known from The Boston & Maine Railroad Show, program gives the televiwer an on-the-scene motion picture tour of railroading. Each week a different angle of the industry is featured, including a ride in the Diesal, on a freight train, in the dinning cars and a look into the repair shops and from the signal towers. Carl duCasse enunciates the series, and railroad officials act as guest speakers, narrating the programs which illustrate their departments.

Presenting 'Hamlet'

TOMORROW (March 22) KFJZ Fort Worth, Tex., will broadcast an hour-long condensation of "Hamlet." KFJZ, which states that this is the first such effort in the Southwest, will feed from the Texas State Network. Radio adaptation of the play is by John Sullivan, continuity head of KFJZ. The cast includes students and instructors at Texas Christian U. plus radio and stage talent.

Baseball's Pre-Game Roundup

SEVERAL stations throughout the country are airing programs direct from the spring training camps of the various ball clubs. WOL Washington is featuring Bill Brandi in nightly tape-recorded telephone conversations with players and coaches from Orlando, Fla. WJR Detroit is using a weekly series emceed by Harry Heilman in which he also includes his observations and predictions. And WDRG Hartford, Conn., is also airing telephone broadcasts. Bill Lee of the Hartford Courant is featured from the Florida training camps.

Safety Patrol

TRAFFIC safety for school children is theme of WJR-TV Detroit's newest studio program, "Green Peace Patrol." inaugurated in cooperation with the Detroit Times, telecasts that paper's weekly award to one of Metropolitan Detroit's 10,000 patrol boys. Special entertainment acts and cartoons beam towards traffic safety for children are included in each week's telecast.

Doctors Viewpoint

IN COOPERATION with the Dept. of Public Health, the Philadelphia Hospital Medical Society and the medical office of the Fourth Naval District, WIP Philadelphia is airing a series of programs each Thursday at 15:30 p.m. in a drive against venereal disease. The Doctor Looks at V. D. presents stars of screen and radio in discussion of the problem, documentaries and tape-recorded interviews with actual patients in hospitals. Each program is planned to use radio as a medium for case-finding. All material is aimed directly at the person who has reason to suspect infection, and urges immediate medical or clinical examination.

The Cradle Club

PROGRAM for pre-school children and their mothers, The Cradle Club, has been revived by KRLD Dallas after several years. The new show is heard Mon.-Fri., 9:45 a.m. and every broadcast includes a birthday party for three youngsters, who cut their cake, blow out candles and tell something of themselves.

'Dealers'

INSTITUTE of Contemporary Arts, Washington, is scheduling a series of programs on WTTG (TV) Washing- ton each Tuesday at 8 p.m. Series is designed to present the arts in an enlightening as well as interesting fashion. The program, Angles on Art, includes discussions and demonstrations on acting techniques, modern dance, pottery, sculpture, design and painting.

'Hy-Lights'

WICU (TV) Erie, Pa., which took the air March 15, is programming a weekly series entitled Hy-Lights and devoted to matters of interest to women. Hy Yable, society editor of the Erie Dispatch, is emcee. Special feature of the telecasts will include the paper's guest "Beauty of the Week."

The Mayor Speaks

MAYOR Joseph E. Smith of Oakland, Calif., is featured in KROW Oakland's only weekly public service program. Joe Smith Talks It Over. Mayor Smith uses a chatty, informal style in his report on municipal affairs.

NAB Delegation

Two Named for UNESCO

TWO more National Assn. of Educa- tional Broadcasters members have been named by Richard B. Hull, director of WOI Ames, Iowa, to represent NAB at the second national conference of the U. S. National Commission for UNESCO in Cleveland, Ohio, March 24 through April 2.

Completing the group's delegation to the conference are Morris S. Novik, NAB executive secretary and New York radio consultant, and Harold Engel, director of WTH Madison, U. of Wisconsin station.

New Pep for Your Platter Shows

special "DJ" couplings from RCA Victor

RAC McKINLEY-

The Missouri Walking Preacher-

S M I L I A U-

DJ-665-

TOMMY DORSEY-

She's A Home Girl Enjoy Yourself-

DJ-665-

CLAUDE THORNHILL-

If I Forget You Snowfall-

DJ-666-

CHET ATKINS-

Money, Marbles and Chalk Galloping on the Guitar-

WCDJ-

C E C I L-

TENNESSEE RAMBLERS-

Tennessee Border Barndance Breakdown-

WCDJ-

ERNIE LEE-

The Gods Were Angry With Me I Never See Maggie Alone-

WCDJ-

**"DJ" disks are special pressings — for radio station use only!**

RCA VICTOR

RECORDS

March 21, 1949 • Page 69
Help Wanted

Salesman—Established NBC affiliate in large southern city for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience who enjoys working for aggressive man with successful radio sales experience. Box 5135a, BROADCASTING.

Concert manager—WANTED. Combination engineer—announcer. Send recent picture. Box 509a, BROADCASTING.

WANTED: Combination announcer-engineer. No students. Send data on experience. Box 492a, BROADCASTING.

Manager. Send full information on recent picture. Box 508a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 15 year network affiliate record. Must be capable of handling large staff, experienced sales. Box 592, BROADCASTING.

Manager—recent college graduate, sales and management ability. Will construct and operate your station for efficient and profitable operation. Takes immediate charge of your station. Send complete information and salary expectations to WDE, Peoria, Ill.

Continuity writer wanted by 1000 watt station near Chicago. Box 45a, BROADCASTING.

Situations Wanted

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

 setCurrentPicture(1);}

WANTED: Combination announcer-engineer. No students. Send data on experience. Box 492a, BROADCASTING.

Manager—recent college graduate, sales and management ability. Will construct and operate your station for efficient and profitable operation. Takes immediate charge of your station. Send complete information and salary expectations to WDE, Peoria, Ill.

Continuity writer wanted by 1000 watt station near Chicago. Box 45a, BROADCASTING.

Situations Wanted

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.

Manager—Campus engineer, college graduate, young, 6 years experience. Desires permanence. Box 48a, BROADCASTING.

Interested in position of responsibility in broadcasting and management. Strong in sales. Has local and regional experience of 150,000 dollar operation.CAPABLE in sales and profitable operation. Will manage your station in the interest of the community. Box 467a, BROADCASTING.

Combination announcer-engineer. Has experience with heavy commercial schedule wants announcer and sales position with some news or sports. Good future for a hard worker. Write for job and send resume. Box 458a, BROADCASTING.
Situations Wanted (Cont'd)

Transmitter technician, no studio or remote work wanted. First phone. Two years AM, FM experience, Sam. Go anywhere. Wisc. Col. Not screwdriver type. Warrant permanent position. 100 watts output. Box 475a, BROADCASTING.

Engineer, first class, two years experience, 1000 watts output. AM, FM, transmitter and radio local engineering, associate HSE available immediately. Box 47a, BROADCASTING.

Engineer, first class. Experience in all phases of studio, remote work. Prefer Florida-Arizona or California. Housing necessary. Box 48a, BROADCASTING.

Help Wanted

Announcer

WANTED: Announcer with mail pulling experience. Must have actual station experience in direct selling. Ability to do straight annoucements also desired. Permanent position must be one that would fit this kind of major small station position. Aged 21-25. Good voice, experience and references with photos if available. Write Box 49a, BROADCASTING.

Production-Programming

Scrip Writer

Network affiliation to middle west city needs an experienced, all-round script writer for AM and TV shows of all types. Permanent job for person who wants to live in the middle west. Advertisements and commercials. Experience, salary, requirements, references, etc. considered.

Box 291a, BROADCASTING.

Situations Wanted (Cont'd)

Morning man, program director broad- casting, 24 hour station. Box 501a, BROADCASTING.

Program director-Six years experience program direction, 24 hour network program. College graduate desires permanent position. References. Box 504a, BROADCASTING.

Program director-announcer. College graduate desires permanent position. Box 506a, BROADCASTING.

Program director-announcer. College graduate desires permanent position. Box 506a, BROADCASTING.

Situation Wanted: Good writer. Must be able to write and act. WTD 24-hour operation. Ability to do straight announcements also desired. Box 47a, BROADCASTING.

Situations Wanted

For sale-RCA 100-F Kluge Co. modi- fied to 250 watt transmitter. 1916. Replaced by new equipment. Box 495a, BROADCASTING.

For sale: 2A West Electric pick-up, 310 watts output. Sells at $200. Will go to the best offer. Box 496a, BROADCASTING.

For sale-RCA 250 D transmitter, serial No. RC53. Complete with 2 crystals. 1250 kc. 1st modulation type. RCA type 5R 1C, modulator type 5R1C frequency monitor complete with tubes, All in fine condition. Write Box 498a, BROADCASTING.

For sale-Cates 200C, 250 watt transmitter. Perfect condition. Used less than two years. Excellent for an auxiliary or replacement. Reasonable price will be accepted. Immediate shipment. KEIO, Pocatello, Idaho.

For sale-Four Presto 6N2 portable recorders. 5KX model. One complete. All in fine condition. Write Box 499a, BROADCASTING.

For sale-3 RCA heads 136869. 2 11YB RCA turn- tables: General Radio type 751A modulation monitor; WE 2L4 studio amplifier; WE 353 E-I 1000 watt transmitter; 2 250 watt type CK 56 support- ing towers. 12F feet. This equipment now in use. One is for sale. Box 501a, BROADCASTING.

RCA-250C watt transmitter. Modified from 250W to an 850. No switches used with photo if available. Excellent condition. Box 502a, BROADCASTING.

For sale-3 RCA-250 watt transmitters. Box 503a, BROADCASTING.

Situations Wanted

For sale-RCA 8 kW AM trans- mission, with 1500 amp generator and mon- tage, in excellent condition. For any 250 watt station expecting to increase to 8 kW. WIRO, Dayton, Ohio.

For sale: Two RK-45 Brush tape re- corders. Have been used one year. Can be had for $300 apiece. Radio Station WMAM, Marquette, Wisc.

For sale-Anderson phase monitor, type 1168, used 3000 hours, immaculate condition. WPDP, Jacksonville, Fl.

130 feet unused RG 20 U, 50 ohm trans- mission line, used several years ago. Box 507a, BROADCASTING.

Program director-8 years experience program direction, AM, FM, transmitter and local engineering. Excellent references. Box 508a, BROADCASTING.

Program director—Announcer. Good writer. Must be able to write and act. WTD 24-hour operation. Ability to do straight announcements also desired. Box 47a, BROADCASTING.

Production-Programming

For Sale

For Sale Station

For sale: Thriving wired music busi- ness, heavily populated Florida city. Address Box 49a, BROADCASTING.

For sale-Stations

New station with the finest equipment. Small southwest town. Wonderful potential. Box 452a, BROADCASTING

For Sale Stations

FOR SALE

Regional Independent Station

FOR SALE

Single Station Market in

Middle Atlantic State

This business has consistently increased and expanded with a substantial profit margin during the past three years. Located in prosperous area with no out- side competition.

Box 474a, BROADCASTING

FOR SALE

250-W TEXAS MUTUAL ALLIATE

Fulltime monopoly in excellent growing 30,000 population market with stable agriculture and oil production, presently grossing $50,000 annually, reasonably terms.

Newspaper & Publishing Properties Co.

Harold B. Phillips, Pres.

Searcy Bldg.

Kansas City, Mo.

Phone: Victor 688

(Continued on next page)
SELLING FM

FM BROADCASTERS who have pondered the uncertain future of their ailing infant should be considerably heartened by a “success” story of how one FM station has solved its sponsor problem.

The station is WNAM-FM, which operates with a radiated power of 3,100 w in conjunction with its sister station WNAM Neenah-Menasha, Wis.

Last month, according to Don C. Wirth, vice president and general manager of the Neenah-Menasha Broadcasting Corp., WNAM-FM negotiated a contract with one client who purchased all on-the-hour and on-the-half-hour station breaks and commercial announcements in return for a daily (8 a.m.-5:30 p.m.) operation providing continuous music for 10 super-marts in WNAM-FM’s territory.

The contract was negotiated by Fred W. Sample, WNAM sales manager, with Krambo Food Stores Inc. which operates super-marts in Green Bay, Appleton, Neenah-Menasha, Oshkosh, Fond du Lac, Manitowoc, Sheboygan and other cities in Wisconsin.

Additional Service

The unique arrangement will provide Krambo Foods outlets with a storecasting musical service in addition to securing WNAM-FM from WNAM which has duplicated its programs on its FM station.

An interesting side-light on the storecasting service which WNAM will provide is the manner in which the music will be presented.

Until now, Krambo was able to provide music in only its three Green Bay stores by means of an automatic record player which provides for 14 hours of continuous music.

WNAM’s engineers merely transferred the record player to WNAM’s transmitter, re-wired it into their own amplifiers and the music is being broadcast without requiring additional personnel.

PROFITABLE DAYTIME STATION
IN MAJOR EASTERN MARKET

1000 WATTS AM $125,000
and FM

A LEADER (CONLAN SURVEY) IN AMERICA’S 10th MARKET

This property has earnings which justify the sales price, but it also has one of the best potentials in eastern radio. And it is in a relatively recession-proof market.

SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, President Albert Zugschwerdt, Executive Vice President
317 South Sixteenth Street Phone Kingsley 6-1132
Philadelphia 2, Pa.

SET SALES
Rise Reported by Census

RADIO and household appliance store sales were $2,782,000,000 in 1948, up 11% from 1947, and a new record high, according to the Dept. of Commerce. In a report on the electrical goods trade, the Bureau of the Census shows that sales for the quarter 1948, in spite of the 1947 annual total, were slightly under the corresponding period of 1947.

Sales in December 1947 and 1948 were $300 million. No breakdown was shown between radio and TV sales, and other household appliances.

In a review of the 1948 economic situation, the Dept. of Commerce said that personal consumption expenditures had risen 8% above 1947 and the national income rose from $202,500,000 to $224,400,000. Personal savings increased from $8,800,000 to $14,400,000.

Corporate profits, adjusted for inventory valuation, were 20% above 1947. In spite of the record income year, the Dept. of Commerce predicts that “supply and demand were moving toward a balance, and the end of a sellers’ market for most types of consumption goods was becoming evident.”

Ohio News Show


BROADCAST MANAGEMENT CONSULTANTS

“not a luxury for the few
but an aid for the many”

Our methods are tested by time and proven by success. Many small and independently owned stations can benefit by the “HYPO” our methods give. Results that you can see and feel on your P&L statement make this a must if you can see room for improvement in your operations.

(Consult our executive offices for details.)

BROADCAST MANAGEMENT CONSULTANTS

SUITE 442 • 20 N. Wacker Dr. • CHICAGO 4, ILLINOIS
COUPLED with demands last week that the House Un-American Activities Committee reopen inquiries into a Communist atomic spy ring was a strong indication that the committee's ban on radio, television, newspaper and photographic coverage of committee sessions get into full swing.

Chairman John S. Wood (D-Ga.) told Broadcasting it was his opinion the majority of the committee members are not now sympathetic to a redefinition or modification of the ban imposed Jan. 31 [Broadcasting, Feb. 7, 14, 21]. “However,” he added, “when hearings start I think the members will realize the decision was too sweeping.”

Circumstances which develop later, during hearings, will make it clear to members that their action was “too severe” and “look in entirely too much,” Chairman Wood said. At the time the action was considered, Rep. Wood said, he personally held that the ruling was too stiff. Rep. Wood expressed the view that certain media are “valuable tools of communications” which permit the committee to advise the public of its activities.

The southern legislator declined to specify what media might benefit by relaxation of the ruling. He had earlier been felt that remedial action might be taken to permit, at least, broadcast and wire recording, coverage of hearings [Broadcasting, Feb. 14].

Representatives of NAB, Television Broadcasters Assn., National Assn. of Radio News Directors and MBS Commentator Albert L. Warner, chairman of the Radio Correspondents Assn., had opposed the measures. An audience with the committee was requested by NAB, TBA, and Mr. Warner. ABC and NBC made no individual protests, but indicated their views were expressed by Mr. Warner.

The protests, Rep. Wood said, were read to the committee and made a part of the committee records.

Rep. Wood replied in the negative when asked if any public hearings had been scheduled to hear complaints of Mr. Warner and the trade associations. It had not come to his attention that anyone de-
COMM. GEORGE O'BRIEN USNR, has been appointed commanding officer of Volunteer Naval Reserve Unit 11-1 attached to Armed Forces Radio Service in Hollywood. He succeeds COMM. ROBERT MONTGOMERY, USNR, who asked to be relieved because of contemplated prolonged trip to Europe.

Equipment

VINCENT dePAUL GOUBEAU, director of materials for RCA Victor Div., has been elected vice president in charge of material departments.

ARTHUR N. GROSSBERG has been promoted to assistant sales promotion manager, and GERALD LIGHT to assistant to vice president in charge of sales at Emerson Radio & Phonograph Corp., New York.

ASTATIC Corp., Conneaut, Ohio, has announced production of new crystal cartridge which uses two separate, independent needles, one with one millip radius for long-playing recordings, and another with three millip radius for standard recordings.

ANDREW Corp., Chicago, has issued price list and illustrated folder for its Type 737 coaxial cable.

VERIBEST TELEVISION PRODUCTS Inc. has announced opening of its new plant and offices at 233 Spring St., New York. Telephone: Algonquin 5-4960-1-2.

Television

OTIS P. WILLIAMS has joined Video Varieties Corp., New York, producer of television program film clips, as general sales manager. Prior to joining Video Varieties he was with WOR-MBS New York as a sales executive: WNJR Newark, N.J., as general manager, and has also served on "March of Time" staff.

WILLIAM J. THOMAS, who retired from Young & Rubicam five years ago, and RICHARD BANA, of UN radio and television department, have associated with HENDRIK BOORAEM in Holland Productions, New York, newly formed organization for packaging television and radio programs. Firm's first production, Experience Speaks, is heard Fridays on MBS.

DAVID GILMORE, San Francisco freelance radio writer-producer, has joined Telelalent Agency, same city, to produce package TV shows. Telelalent is new agency designed to develop and produce TV talent, scripts, ideas and shows.

RIBLET CHANGES

Takes Johns Hopkins Post

HENRY B. RIBLET has withdrawn as a partner in Glenn D. Gillett & Assoc., Washington, D.C., consulting radio engineers, to accept a position with The Johns Hopkins U. applied physics laboratory at Silver Spring, Md.

Mr. Riblet left KLZ Denver to join Mr. Gillett's staff in 1940. From 1942-1945, when the firm's offices were in New York because of the war, he worked with the airborne instruments laboratories of the Columbia U. Division of War Research, Minesola, N. Y.

Operator Licenses

PROPOSED rules changes have been announced by FCC to provide for a one-year period of grace during which applications for the renewal of expired commercial radio operator, amateur operator or amateur station licenses may be filed. FCC has invited comments by April 25.

WASV Aids Listener

RESPONDING to a postal card appeal from one of its listeners, Pauline Harris, Bristol, Ga., WSV Savannah arranged to send a new battery to replace one which had gone dead in the listener's radio set. Calling WSV "one of the best stations on the radio," the listener told of her plight. Her radio, she said, had "just quit playing last week and do I miss it very much! We will not be able to get one [a battery] in a long time." But WSV took care of that.

WASV Aids Listener

RESPONDING to a postal card appeal from one of its listeners, Pauline Harris, Bristol, Ga., WSV Savannah arranged to send a new battery to replace one which had gone dead in the listener's radio set. Calling WSV "one of the best stations on the radio," the listener told of her plight. Her radio, she said, had "just quit playing last week and do I miss it very much! We will not be able to get one [a battery] in a long time." But WSV took care of that.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Engineering Houses, the RCA Institute offers its specialized trained Radio and Television Engineers for the Technical field.

We solicit your inquiry for engineering services.

RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

WASV Aids Listener

RESPONDING to a postal card appeal from one of its listeners, Pauline Harris, Bristol, Ga., WSV Savannah arranged to send a new battery to replace one which had gone dead in the listener's radio set. Calling WSV "one of the best stations on the radio," the listener told of her plight. Her radio, she said, had "just quit playing last week and do I miss it very much! We will not be able to get one [a battery] in a long time." But WSV took care of that.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Engineering Houses, the RCA Institute offers its specialized trained Radio and Television Engineers for the Technical field.

We solicit your inquiry for engineering services.

RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.
MINIATURE MIKE
Altec Introduces Innovation

INTRODUCTION of a new and miniature microphone, of dimensions based on the size of the human ear drum, has been made by Altec Lansing Corp., New York York and Hollywood, at a luncheon at New York's Essex House.

The Altec miniature (21 B) microphone, in a nutshell (into which it fits with room to spare), weighs less than a quarter of an ounce, and can be adapted to all types of stand mountings, overhead suspensions or worn as a breastplate or lapel mike. Its only moving element is a tiny diaphragm the size of the ear drum. The tiny microphone is "omni-directional," its makers said.

Blatproof, a revolver fired 12 feet from the microphone has no effect on its efficiency.

FORT WORTH
WBAP-FM Starts Service
WBAP-FM Fort Worth went on the air March 9 as the city's first FM station. Owned by the Fort Worth Star-Telegram, WBAP reversed familiar procedure by launching its television service before FM. WBAP-TV was inaugurated last September.

As Harold Hough, radio director, points out, WBAP-FM will "pull together" the programs broadcast alternately by WBAP-570 and WBAP-550, frequencies shared with WFBA Dallas as outlets for ABC and NBC, respectively. WBAP-FM broadcasts on Channel 263 (100.5 mc).

D. C. Sales Tax

A LEGISLATIVE proposal to create a District of Columbia sales tax, which would include sales of advertising space and radio and television time, was defeated in the House March 14. The bill (HR 3347), by Rep. Howard W. Smith (D-Va.), had been approved by the House District of Columbia Committee March 10.

SALESMANSHIP
Enterprise Needed—Shreve

ENTERPRISE in salesmanship will set the business pace in the growing buyers' market and emerging era of sharp competition, Earl O. Shreve, president of the U. S. Chamber of Commerce, told the National Marketing Conference in Columbus, Ohio, March 8.

Mr. Shreve was one of several speakers who addressed the two-day sessions sponsored by domestic distribution department, U. S. Chamber of Commerce. Cooperating organizations included Columbus and Ohio state chambers, retail trade organizations and Ohio State U. (Broadcasting, Feb. 14).

Speaking at a dinner meeting on the subject, "The Distributor's Role in Our Economy," Mr. Shreve called for ingenuity, initiative and vigor to meet sales opportunities in the present market. He cited as an example of sales enterprise a radio store which did a thriving business in sets, phonographs and records after the war, but whose business began to slacken. "Did this seller wall about the slack ... and yell for government to stabilize the boom in radios?" Mr. Shreve asked. "On the contrary, this merchant moved with the times. He took larger quarters ... put TV sets on display ... and blazoned on his sign 'Television.' ... The customers became conscious of the new and the exciting in business appeal. ... I commend this kind of enterprise now."

SUMMER LISTENING

Canadian Survey Urged
A SURVEY of summer listening, in a number of test areas in Canada, is being recommended to the Canadian Assn. of Broadcasters, by the Radio Executives Club of Toronto, following its February meeting. A number of broadcasters at the meeting, including Frank Ryan, CFRA Ottawa, Cliff Wingrove, CKTB St. Catharines, and Andy McDermott, H. N. Stovin & Co., pointed out the need of more data on radio listening habits, especially in rural areas and during the summer months.

At the monthly meeting, Pat Freeman, formerly of CPAC Calgary, newly appointed director of sales promotion for CAB, was introduced to members.

On All Accounts
(Continued from page 22)
research, Jim, since joining JWT, has taken some courses at Columbia and N.Y.U. in statistics and radio. Outside the office he enjoys the theatre, beach weekends during the summer, the 57th street galleries, etc. He devotes considerable time to his work as chairman of the young people's group at the West End Collegiate Church.

March 21, 1949 • Page 75
FCC TO APPEAL
Seeks CSC Approval of Smith

AN APPEAL to the Civil Service Commission for reconsideration of its failure to include FCC Hearing Examiner Elizabeth Smith on the eligible list of examiners was being prepared by FCC last week [CLOSED CIRCUIT, March 14]. Miss Smith was the only one of the Commission's nine examiners not needed. She has been serving as an examiner since 1947, along with the eight others. It was felt CSC applied its qualification standards too strictly in failing to pass her eligibility.

In addition to the eight examiners pronounced eligible — which gave FCC one of the best records of all the government agencies involved — four out of six members of the law bureau who took the examinations were found eligible.

The examiners: Jack P. Blume, J. D. Bond, Basil P. Cooper, James D. Cunningham, Hugh B. Hutchison, J. Fred Johnson Jr., Fanny Neyman Litvin and Leo Reanick. All but Messrs. Blume and Bond are so-called "status employees," which means they are eligible for permanent appointments to the post they have been holding since June 1947 subject to CSC approval. As non-status employees, Messrs. Blume and Bond must compete with others in that category but will retain their positions if their grades are sufficiently high.

Members of the FCC law bureau (not examiners) who took the examinations and were found eligible were listed as follows: Joseph N. Nelson; Walter R. Powell, chief of the Transfer Branch of the Broadcast Division; Hilda D. Shea, chief of the FM Branch, Broadcast Division, and Marshall Orr, chief of the Aviation & General Mobile Branch, Safety & Special Services Division. Their names will be entered on the CSC register of examiners.

WFCI DECISION
Grant To Move Proposed

PROPOSED decision was adopted by FCC last week to grant request of WFCI Pawtucket, R. I., to move its main studio to the Sheraton-Biltmore Hotel in Providence. No change of transmitter site or assignment (5 kw fulltime on 1420 kc, directional) is involved.

FCC majority favored the move despite recommendation of denial entered by Hearing Examiner Fanny N. Litvin. Comr. Paul A. Walker concurred with the examiner, who found that Pawtucket would be left without any nighttime local facility while Providence would gain a sixth station. The Commission majority pointed out that the two cities are contiguous and both are within the Providence metropolitan area.

WFCI is an ABC affiliate and is licensed to Pawtucket Broadcasting Co. with Howard W. Thornley, president.

ANNIVERSARY breakfast given in Chicago by ABC to mark beginning of Swift and Co.'s eighth year of Breakfast Club sponsorship was attended by 50 Swift and ABC executives, including Vernon Beatty (l), Swift's advertising manager, and John H. Norton Jr. (center), ABC Central Division vice president. Don McNell, star of program, is at right.

New Business

(Continued from page 18)

DURO FURNITURE Mfg. Co., Los Angeles, planning quarter-hourly weekly schedule on four Los Angeles area stations in addition to present schedule. Today (March 21) firm starts quarter-hour sponsorship of Joe Adams Mayor of Melody on KOWL Santa Monica; March 29 on KFOX Long Beach Duro Contest Hour; March 30 on KGIL San Fernando Sweet Swing; April 1 on KWKB Pana- densa Western Hour; April 3 on KFWB Los Angeles Peter Potter Platter Parade. Firm currently sponsoring quarter-hourly on KLC Los Angeles. All contracts for 13 weeks. Agency: Raymond Keane Adv., Los Angeles.

DOLCIN Corp., New York (pharmaceuticals), starting sponsorship of three programs on Don Lee network (46 stations) for 26 weeks. March 29 firm starts two weekly newscasts, Tuesdays and Thursdays (4:45-5:45 p.m. PST) and three weekly sponsorship of Ries and Shines Tuesdays, Thursdays, Saturdays (7:15- 7:30 a.m. PST); April 3 it starts weekly recorded Sunday Favorites Sundays, (11:30-11:45 a.m. PST). Agency: Victor Van der Linden Inc., New York.

Network Accounts • • •

A. S. BECK Shoes, New York, effective March 31 [BROADCASTING, March 7] will start sponsorship of video variety show presenting talent starring Beger Dann, French vocalist, with Ben Ludlow and his orchestra and guest comics. Show will be heard Thursday 10-10:20 p.m. on NBC-TV. Howard Barnes, television and radio director of Derland Inc., New York, agency for Beck, will produce program, which is as yet untitled.

GENERAL MOTORS, for Buick cars, has purchased Wednesday, 5-9 p.m. period on CBS-TV. Hour-long show has not been signed yet. Agency: Kudner Adv., New York.

ADIMRAL Corp. extends its present option on television show Admiral Broad- way Reue for 39 weeks through Jan. 20, 1956, with provision for 13 week summer hiatus to begin following June 10 show. Reue is aired 8-9 p.m. Fridays, on combined east-west networks of DuMont and NBC. Agency: Kudner Agency, New York.

LEVER Bros., Cambridge, Mass., through Yeung & Rubicam, New York, has renewed Arthur Godfrey's Talent Scouts on CBS television and radio. Renewal on the CBS network is for 82 weeks, effective April 4. Program is aired and telecast Mondays, 8:30-9 p.m. (EST).

for a better-than-ever BUY
IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION
5,000 w AM 50,000 w FM
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Page 76 • March 21, 1949
NIELSEN RADIO INDEX TOP PROGRAMS
(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)

FEB. 6-12, 1949

**SUIT SETTLEMENT**

**WBQQ Gives WGAC $11,500**

WGAC Augusta, Ga., has obtained a settlement totalling $11,600 from another Augusta station, WBQQ, in a suit brought following purchase of the Augusta Tigers baseball club [BROADCASTING, March 7] from Troy Agnew by Savannah Broadcasting Corp., WBQQ's licensee.

Previously, according to testimony brought out in hearings held in Superior Court at Augusta, Mr. Agnew had sold broadcast rights to the Tigers' out-of-town games to WGAC. When WBQQ called upon the new Tigers owners to meet terms of the broadcast contract they failed to do so, it was charged.

WGAC then entered suit for $56,500 and asked an interlocutory injunction to prevent WBQQ from broadcasting the games. The settlement, reached March 10, represented $3,000 in checks WGAC had paid Mr. Agnew for the broadcast rights, and which he had turned over to WBQQ, and $8,600 in damages.

Under terms of the settlement WBQQ will have rights to air all out-of-town games of the Tigers and the defendants and plaintiffs will divide the court costs.

**ARTS CONTEST**

Radio Scripts Included

Radio script will be among five categories of literary works to be judged in a contest sponsored by National Five Arts Award Inc., non-profit corporation in New York. Cash awards, fellowships and professional publication or production are given annually to winners, with first prize of $2,000.

Added benefits include standard royalties for radio and television when so adapted; publication in a book devoted to radio scripts if quality of work warrants; other standard royalties, and sales of motion picture rights. Judges of radio scripts are Norman Corwin, famous writer-producer-director; Arch Oboler, script writer and producer-director, and Erick Barnouw, president, Radio Writers Guild and Columbia U. instructor. Other

**TELEPULSE**

N. Y. Sports Time Drops

FOR first time in Telepulse history, according to New York tele-trends for February, by The Pulse Inc., New York, video sports programs failed to lead all other program types in percentage of total TV time. Sports trailed behind newscasts and music programs, and tied with kiddie shows as favorite films. Variety programs continue to receive the highest average rating for program types.

NEW YORK TELEVISION PROGRAMS BY TYPES

<table>
<thead>
<tr>
<th>Program Type</th>
<th>Day, Time</th>
<th>Feb. 6-12</th>
<th>Feb. 19, 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>6 AM - 7 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 AM - 12 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>5 PM - 6 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>10 PM - 11 PM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
<tr>
<td>News</td>
<td>11 PM - 12 AM</td>
<td>1,345</td>
<td>1,345</td>
</tr>
</tbody>
</table>
The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTL each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4-4:30 EST.

The Texas Rangers transcriptions, used on scores of stations from coast to coast, have achieved Hooverings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH
Productions
KANSAS CITY 6, MISSOURI

Promotion

WITH the startling announcement that "CBS Hasn't Got Him Anymore" on the outside of a folder which opens up to "And Hooper Never Heard of Him," a KOW! Santa Monica, Calif., promotion piece extols the merits of its disc jockey Joe Adams and his Mayor of Melody. Fully-opened folder, showing a picture of Mr. Adams, contains reprints of various letters commending his program and telling results of recent contest on program that resulted in so many calls the phone company complained about them "swamping the circuits." Further details of nights for program, with current list of its sponsors, as well as station's complete rate card is also included.

What's Your Favorite Program?

A LETTER to each of its advertisers asking them to name their favorite WKTG Thomasville, Ga., programs and why they are favorites is part of WKTG's newest promotion stunt. The best letter received will be awarded to the contest winner in cash prizes. Object of contest is to prove program popularity, listener time preference, area coverage and listenership.

Vacation Contest

SPORTS director Earl Cummins, WMT Cedar Rapids, Iowa, is conducting his annual "Vacation Contest." Winner receives all-expense paid week at Lake Bemidji Camp in Minnesota and Shell Oil Co. (Cummins' sponsor) provides transportation. Gimmick is to identify the four finalists in state high school basketball tournament—in correct order—plus total number of points scored in the final night of action.

Feature Presentation

ANY resident whose picture appears in one of the local newspapers as a result of some worthy accomplishment receives a complimentary notice from WJPS Evansville, Ind. The station pastes that picture of a person inside an envelope-size card congratulating the outstanding citizen and wishing him continued success.

KOOS Column

INSTEAD of the usual radio station ad plugging a program or programs, KOOS Coos Bay, Ore., is using a three-weekly newspaper column. Titled "Radio at Random," the ad carries notes and comments about what's coming and going in the radio world. KOOS reports that this form of advertising has been so successful that it is used exclusively with the exception of unusual promotions when the column is augmented with larger ads.

Keep Up With the "Queen"

TO KEEP the trade up-to-date on activities of MBS Queen For a Day, Hollywood staff of the show has started distributing a four-page tabloid chronicling show's current events and past history, Queen for a Day. Gives real space to both its sponsors, with "Alkalize with Alka-Seltzer" on one inside page and "Call for Philip Morris" on the other, the newspaper gives pictures and details of activities of current queens and show's personalities, general information and advance promotion on the show and various press reprints. Approximately 1,600 people receive the paper, including sponsors, agencies representing them (Wade Adv., for Alka-Seltzer; Cecil & Presbrey for Philip Morris), Mutual and associated networks.

Open House

PRIOR to taking the air on March 15, WICU (TV), Erie (Pa.), Dispatch's new television station, held a two-day open house session for local citizens. A bevy of lovely hostesses served as guides and station prepared descriptive signs to identify and explain the complex equipment. The booth staffs were dressed in Gay Nineties costumes for easy identification. On March 15 WICU held a special open house for local school children.

Rooster Crow

NEWEST contest on WLAM Lewis- ton—Auburn, Me., is being conducted by John Gould, editor of the weekly Listen (Me.) Enterprise, on his Mon., Fri., 7:30-7:45 a.m. WLAM show. Mr. Gould's former side-kick on the program was a 12-year-old red rooster. "Sunrise Si," who had been featured on the program for over a year when he died. Now Mr. Gould has acquired another rooster and is asking listeners to name him. The winner in the contest will receive such prizes as $100 one-day old chicks, a roll of chicken wire, a Philco radio, a copy of Mr. Gould's book, And One to Grow On, and many other awards.

Personnel

JUANITA WILCOX, former director of personnel, WCOL Columbus, Ohio, has been appointed manager of promotional activities for WLCV (TV) Columbus.

CORINNE KOPP has been appointed promotion director of WDLY Lady- smith, Wis.

RUTH A. ASHTON has joined KNX Columbia Pacific Network, Los An- geles, department of public relations assistant to STUART NOVINS. Miss Ashton was formerly with CBS and CBS TV New York.

KEN SMITH, assistant program director at WLW Cincinnati, has been ap- pointed promotion manager.

WRUN Utica, N. Y., for second season will broadcast all games of Utica Blue Sox, farm club of Philadelphia Phillies. Arrangements are completed by Thomas E. Martin (II), WRUN station manager; Nick Stem- mler (standing), sportscaster who will handle play-by-play, and Fred Sym- ouse, Blue Sox business manager.

NAB GOLFERS

'Broadcasting' To Give Trophy

FOURTEENTH annual NAB Golf Tournament for the Broadcasting trophy will be held Tuesday, April 10, during NAB convention week in Chicago. Site will be Acacia Country Club.

Silver trophy will be awarded the low gross winner with another prize going to the low net winner.

The course is located about 10 miles out of Chicago. Broadcasting will supply a bus leaving the Stevens Hotel at 9 a.m. Sunday. A 19th hole party will be given. Entries should be sent to Maury Long, at Washington headquarters, or Bill Thompson, at the Chicago bureaux.

In the 1948 tournament at Los Angeles Don Fedderson, KYA San Francisco, and Max Everett, J. P. McKinney & Son, were tied for low net with Pete Watts, KYOR San Francisco, having low gross.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
710 KC
NATIONALLY REPRESENTED BY FREE & PETERS, INC.

Page 78  *  March 21, 1949

WMPS
MEMPHIS
68
ON YOUR RADIO
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
BROADCASTING  *  Telecasting
March 11 Decisions...

BY COMMISSION EN BANC

Hearing Designated

WAPA San Juan, P. R.—Designated for hearing petition requesting reconsideration of action of Commission of Oct. 21, 1948, granting application of WPTP Raleigh, N. C., for CP make changes in NA DA, and to determine said application for hearing; made WPTP party to proceeding.

Lake Bstg. Co. Inc., Gary, Ind.—Designated for hearing application for CP new station at 1400 kw uni. to made WHRD Rock Island, Ill., and WNRD Aurora, Ill., parties to proceeding.

WSBA North of York, Pa.—Designated for hearing application to change from 800 kw 1 kw D to 910 kw 1 kw L, and to install new trans. and DA.

Modification of CP

WREI and WCIU, Champaign, Ill.—Granted mod. CP to specify increased field strengths in limited DA NO 1, to make CP values more nearly agree with values obtained in field measurements made on system; engineering cond.

AM-1540 kc

Terrell Broadcast Corp., Terrell, Tex.—Granted CP for new station, to operate at 1540 kc for purpose of obtaining data with reference to intensity data in connection with its application for new tower, to make changes on same frequency with 8 kw, D, now in hearing on location, and to make determination of interference to KHHR Hillboro, Tex. Authorization of test station is cond. to operation being completed and meeting all equipment tests by KKCY Mt. Worth, and further, the operation take place D only with unmodulated signal, except for voice identification each half hour.

Hearing Designated

Alaska Bstg. Co. and Baranof Enterprises Inc., Sitka, Alaska.—Designated for consolidated hearing applications each requesting new stations 1400 kw geo 250 kw uni.

WBNZ Hollywood, Fla.—Denied request that its application for power from 1 kw to 59 kw on clear channel be removed from pending file and processed.

Motion Denied

WJZ New York.—Accepted memorandum of understanding, and under memorandum of WJZ requesting dismissal of application for permission to operate FTN (KFEL), Denver, Colo., and KJKA Inc., KKQA, Seattle, Wash., for CPs 716 kHz 50 kw uni.

Hearing Designated

Lamar County Bstg., Co., Paris, Tex.—Designated for hearing application for new station 1520 kc 1 kw D made KNYT Sulphur Springs, Tex., party to proceeding.

Modification of CP

KAGH Pasadena, Calif.—Granted mod. CP to change hours from D to uni., with 1 kw D and install DA-N.

KDEC and KWLC Decorah, Iowa.—Granted mod. licenses change from specific start to time share.

Hearing Designated

Ana Ladiges, Pontiac, Mich., and Bowling Green State U., Bowling Green, Ohio.—Designated for consolidated hearing applications of Ladiges for new station 75 kc 1 kw D DA and Bowling Green for new station 750 kc 250 kw D, made WPIT Pittsburgh, party to proceeding.

Modification of CP

WKRT Costland, Ky.—Upon petition, removal from hearing docket and application for mod. CP to change hours from D to uni., change power from 1 kw to 3 kw 900 kw uni. install DA-N.

Petition Denied

WSDP Toledo, Ohio.—Denied petition requesting Commission to set aside action granting application of Sarkens Taranin (WWSO), Bloomington, Ind., to make changes in DA and change trans., located in same city that grant be made cond. upon permitting making measurements of its key signal strength in WSPD area so that operation of WWSO be limited to extent that interference be caused to primary service area of station.

Hearing Designated

WMBB-TV Jacksonville, Fla.—Designated for hearing application for additional time to complete construction of CP station.

Petition Denied

WWV Indianapolis.—Aided memorandum of understanding, and under denying petition requesting review by quorum of Commission of action taken by Motion Commissioners Feb. 18 denying application for renewal of license for station scheduled March 21 in re application for additional time in which to complete construction of TV station.

Hearing Designated

WJNC Jacksonville, N. C.—Granted assignment of license of from Jacksonville Bstg. Inc., to Lester L. Gould. Assignor corporation will remain in existence and will lease property to Gould, for period of 5 years, renewable for like period at option of lessee, for annual rental of $8,000.

Transfer of Control

WMST McMinnville, Tenn.—Granted voluntary acquisition of control from Oliver M. Albright, owner of W. H. Hashon by Sam J. Albright, for $12,000.

WGIN—FM Henderson, Ky.—Denied transfer of control from Pierce J. Lzekamy, Montena. J. Lackey, and Paducah Broadcasting Co. Inc. to H. S. Lankey for $6,000.


KBUP Lubbock, Tex.—Denied re- linquishment of negative control by L. K. Lewis.

Hearing Designated

WACA Camden, S. C.—Designated for hearing application for purpose to cover CP new station in consolidated proceeding with application for assignment of CP from Havigood S. Bowden to Camden Bstg. Corp.

Transfer of Control

WOL Allentown, Pa.—Denied transfer of control from Lewis Windmiller and Cullum & Co. to Allentown Bstg. Corp. for $15,000.

WBLG Laurens, S. C.—Granted transfer of control from J. C. Todd to his brother, J. W. Todd, for $1,450.

Assignment of License

WBAY Coral Gables, Fla.—Designated assignment of licenses from partnership composed of J. A. Brown and 10 others to Atlantic Stone Bstg. Inc. for $150,000.

Hearing Designated

KGJ San Fernando, Calif.—Designated for hearing in consolidated proceeding applied for renewal of license of KPLO, transferring control of KPLO from Helen Ruth Allen, ex-ecutive estate of said Helen Ruth Allen, to Fayette J. Smalley Jr., ex小吃utive of said estate, in proceeding, the other applying, and ordered that the above petition be granted and to dismiss proceeding.

Assignment of License

WPHG Bristol, Va.—Granted assignment of license from corporation to partnership composed of W. C. Nis-linger, Morris B. Burnette, H. I. Goode, C. Edward Light, and W. K. Poston, d/b/a as Bristol Bstg. Co. for $15,000 plus.

Transfer of Control

WFVC Alma, Mich.—Denied transfer of control from Cien Bstg. & Tel. Co. to Merle E. Rhoads.

WFBIC Indianapolis.—Granted transfer of control of Indiana Bstg. Corp. from Burmess & Co. to American Stations, N. Y., for $65,000.

WFCE Fairbanks and Richard M. Fairbanks, Inc.—Granted assignment of license from E. F. Causey, individually and as trustee.

Assignment of CP

KISS San Antonio.—Granted assignment of CP from partnership composed of Oliver, Swinn and Hillhouse, to new partnership, composed of same individuals, but with different interests therein.

Transfer of Control

WTOL Watervile, Ohio.—Granted acquisition of control of Kenebec Bstg. Co. by Carleton D. Brown.

Assignment of License

WXJN Jackson, Miss.—Upon petition Commission removed from hearing docket and granted application for assignment of license from Ewing Bstg. Co. to Andalusia Bstg. Co.

Hearing Designated

James L. Killian, Port Payne, Ala.—Designated for hearing application for renewal of license for station 1260 kc 550 kw uni.

Custer County Bstg. Co., Broken Bow, Neb.—Designated for hearing application for new station 1400 kc 5 kw D and made KCOB Bstg. Co., KOLN Lincoln, Neb., and KAYS Hoyt, Kan., parties to proceeding.

AM-1250 kc

Lake City Bstg. Corp., Marion, N. C.—Granted CP new station 1350 kc 1 kw D engineering cond. estimated cost $20,625.

(Continued on page 80)
FCC Actions

(Continued from page 79)

Decisions Cont.:  

AM—1299 kc  
The News-Telegraph Co., Wasekon, Ill.—Granted CP new station 1250 kc 1 kw D D; estimated cost $25,310—exclusive of antenna buildings.  

AM—1306 kc  

AM—1279 kc  
H. E. Moore—Gusterville Bstg., Co., Gusterville, Ala.—Granted CP new station 1270 kc D; engineering cond.; estimated cost $12,300.  

Hearing Designated  
WDIA Memphis, Tenn.—Designated for hearing application change from 150 to 1260 kc and increase time of operation from 0 to 23, using 25 w and make KWAK Stuttgart, Ark., WENK, Union City, Tenn., and WGRM, Greenwood, Miss. parties to the proceeding.  

Install Tower  
WRRY Waxahachie, Conn.—Granted CP install tower within vicinity of present two elements for purpose of mounting FM antenna and engineering cond.  

Extension Granted  
KFPM San Bernardino, Calif., and KBRB Utah—Designated for extension of KFPM to designate for hearing applications for modified AM station to specify new trans. site and granted application of KBRB 250 w to specify new trans. site, subject to cond. that application received prior to issuance of modified CP.  

March 11 Applications—  

APPLICATIONS DISMISSED  
AM—970 kc  
Dr. N. B. Burch, Hot Springs, Ark.—DISMISSED application for CP new AM station 970 kc 1 kw D.  

Visita Bstg., Co., Visita, Okla.—DISMISSED application for CP new AM station 970 kc 1 kw D.  

March 14 Decisions—  

DOCKET CASE ACTIONS  
AM—1490 kc  
Announced denial of granting application of Alona Bstg. Bstg. Corp. for new station Alexandria, Minn. 1490 kc 250 w cond.; and denial of application of Alexandria Radio Corp. for same facilities.  

AM—1459 kc  
Announced denial of granting application of Richland Bstg. Corp. for new station Richland Center, Wis., 1450 kc 250 w un.  

APPLICATIONS ON MOTIONS  

By Commissioner Jones  
WKAP Allentown, Pa.—Granted petition for leave to add supplemental engineering statement.  

The Orange Belt Station, Redlands, Calif.—Granted petition for leave to amend application to specify 1410 kc in lieu of 1400 kc, and of application as amended was removed from hearing.  

Frequency Bstg. System Inc., Shreveport, La.—Granted petition for leave to intervene in consolidated hearing on applications for new FM stations in Ascension and Orleans parishes.  

Carroll City Radio Corp., Mitchell, S. D.—Granted motion for extension of time within which to file exceptions in proceeding in re its application to add new station to the AM Station, 1230 kc.  

KIDO Boise, Idaho.—Granted petition for leave to amend its application to add supplemental engineering statement.  

March 21, 1949

LIBEL and SLANDER

Invasion of Privacy  
Plaintiff—Copyright—Privacy INSURANCE  
For the wise Broadcaster!  
OUR UNIQUE EXCESS POLICY to stop slandering Protection.  
Surprisingly inexpensive  
CARRIED NATIONWIDE  
For details, write:  
Employers Reinsurance Corporation  
Insurance Exchange Bldg.,  
Kansas City, Missouri  

Page 80 • March 21, 1949  

The Swing" is to WHB in Kansas City  

WCMJ "hits them where they live"  

WCMJ

ASHLAND, KENTUCKY  
HUNTINGTON, W. VA.  

Yes, WCMJ, the CBS affiliate for the Tri-State (Huntington, W. Va., Ashland, Ky., and Huntington, Ohio), and adjacent areas, really covers the populous areas of this compact market. An FM "bonus" too!  

Ask J. Arthur Representative  

or C. C. Warren, Manager, for the facts.  

WCMJ

Studios—  

HUNTINGTON, W. VA.
28,000 Petitioners

A PETITION advocating elimination or reduction of the 20% federal tax on such every-day essentials as baby oil has been presented to the national Senators and Representatives from Maryland.

Over 28,000 Marylanders signed petitions in support of the movement presented during a luncheon in Washington. Louise MacFarlane, woman's commen tator at WCBM Baltimore, during the luncheon, expressed her experiences she had gleaned from those who circulated the petition as well as from letters she had received from those who signed it. The legislators urged her to inform her listeners of their desire to fulfill the wishes of the petitioners.

March 15 Applications

ACCEPTED FOR FILING

KPSA Banning, Calif.—CP change from 1300 kw to 1330 kw in Inglewood, Calif. to 1460 kw in San Francisco.

AM—1330 kw

KREO Indio, Calif.—CP change from 1300 kw to 1330 kw in Indio, Calif. to 1360 kw in Palm Desert.

AM—1370 kw

WKBY Paducah, Ky.—CP change from 800 kw to 570 kw in Paducah.

License Renewal

License renewal applications were filed by following stations: KPOA Hollywood, Fla.; CRN AM Chicago; KXNO FM Hollywood, Calif.; WNAX Yankton, S. Dakota.

Assignment of License


WCBX Banning, Calif.—Assignment of license from Carl Phillips, Jr. and Philip Phillips to E. B. Smith.

Model FM

KZSK Salem, Ore.—Assigned lisence from Edith B. Craddock to increase power of 10 kw to 40 kw.

WIDE Biddeford, Me.—Assigned license from 1400 kw to 1380 kw in Biddeford.

KUSM Portland, Ore.—Licensed license from Louis Thurmond, Jr. to increase power from 100 kw to 700 kw.

KSBX Springfield, Ill.—Licensed license from 1200 kw to 1300 kw in Springfield.

KFWL Orlando, Fla.—Licensed license from 100 kw to 1200 kw in Orlando.

KFWL Orlando, Fla.—Licensed license from 100 kw to 1200 kw in Orlando.
station at Redlands, Calif., 900 kw, with kV D. killed, as most petition for immediate consideration.

AM—1450 kw

Announced proposal decision looking towards grant of application for new station at Dover, Ohio, 1450 kw, 250 kw un.

BY COMMISSION EN BANC

License Renewal

KERO Bakersfield, Calif.—Granted renewal of license for period ending Dec. 1, 1952.

WKB Dallas, Texas—Granted renewal of license for period ending Nov. 1, 1951.

WHAM-AM Madison, Wis.—Waived Sec. 1301 of rules and granted renewal of license or WFA-AM on 88.1 mc.

Extension Denied

Fanny H. Wilson, Memphis, Tenn.—Denied application for extension of completion date for construction of new Class B FM station at Memphis.

Assignment of License

WREG-AM Memphis, Tenn.—Granted assignment of license from Wayne M. Nelson, The Concert Trible Inc. for $50,000.

Transfer of Control

WLT-AM Toledo, Ohio—Granted transfer of control of Gastonia Bestg. Service Inc., originally stockholder to several members of Petty family for $65,000.

Petition Denied

WDNL-AM Wilmington, Del.—Denied petition by Wilmington Tri-State Bestg., Co., asking to modify their petition for extension of completion date for the station, as being hearing for non-diligence and misrepresentation: granted extension of WDEL-TV completion date to Aug. 23, but advised WDNL that this extension was granted upon your representation that construction of station would be complete and the station would be on the air by Dec. 1, 1949, the completion date as set by the Commission. As you have not complied with your application for extension of completion date, your compliance or failure to comply with this representation will be taken into account and to be given serious consideration by the Commission. (Comr. Jones did not participate).

Petition Granted

WTBN-TV and KTRV Minneapolis—In a memorandum opinion and order, granting petition of WICTN Minneapolis as it requests vacating Commission’s order of July 29, 1949, in failing to issue CP for new TV station at Minneapolis and in dismissing, condition that said station file a CP to the Commission and that the station file a CP to the Commission for the station to the Commission and that the station file a CP to the Commission for the station. Filed March 17.

AM Application


FM Application

Decatur, Ala.—Tennessee Valley Regional Authority, Inc. (115 kw, 250 kw Fm station, Channel 223 (22.5 mc), ERP 1.2 kw, estimated cost $50,000). Applicant is licensee WMLW there. Filed March 17.

Petition Dismissed


Modification of CP

WEAM Arlington, Va.—Granted application for mod. CP to make changes in DA.

Petition Denied

WRAS Decatur, Ga.—Denied petition requesting that new call letters be assigned to DeKalb Bestg. Co. (940 kw, 1400 kw for new station (WGLB) in same city on ground that call letters do not appear similar in name or type and that 40 kw dial separation is sufficient and that 40 kw dial separation is sufficient and that 940 kw dial separation is sufficient and that 40 kw dial separation is sufficient. Applicant is licensee WMSC there. Filed March 17.

March 17 Decisions...

BY COMMISSION EN BANC

AM—1410 kw

LWOW Norfolk, Va.—Granted CP change to from Channel 430 to 1410 kw using 1 kw D.

AM—1310 kw

WDBX Jackson, Tenn.—Granted mod. CP to change to from Channel 390 to 1 Kw un and install DA-N, 1310 kw.

AM—900 kw


Modification of CP

KMPC Los Angeles—Granted mod. CP for extension of completion date to April 3, 1949.

Change Studio

WWOJ Lackawanna, N. Y.—Granted application to change studio of station from Lackawanna to Buffalo, N. Y. (Comr. Walker for hearing).

Box Score

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Total Class</th>
<th>Number Licensed</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,054</td>
<td>1,913</td>
<td>235</td>
<td>278</td>
<td>11</td>
</tr>
</tbody>
</table>

Cond'ls Application in Grants Pending Hearing

| CPs | 460 |

BROADCASTING | Telecasting

Page 82 | March 21, 1949

Coy to Speak

FCC CHAIRMAN Wayne Coy is scheduled to address the Baltimore Advertising Club on television at a luncheon meeting March 22.
NAB Warned FCC last week that the use of 540 kc might limit the frequency as a broadcast channel during the forthcoming meeting of the commission. The use of 540 kc is subject for the Fourth Inter-American Radio Conference.

The NAB comments were filed in response to FCC requests for comments about the disposability of 540 kc for the use of the Third Inter-American Radio Conference.

The NAB comments were filed in response to FCC requests for comments about the disposability of 540 kc for the use of the Third Inter-American Radio Conference.

The NAB reiterates its plea that portable mobile frequencies be kept free from interference, "both domestically and internationally." There are 540 kc assignments to the radio broadcasting service, and these frequencies include 1608, 1622, 1654, 2058, 2074, 2090, 2102, 2150, 2190, 2758, 2790 and 2830 kc. Much interference is encountered on these frequencies by broadcast stations, a fact which has discouraged the broadcasters' usage of channels allocated to them for remote pickup services, NAB asserted.

The NAB comments were filed in response to FCC requests for comments about the disposability of 540 kc for the use of the Third Inter-American Radio Conference.

Members of the National Assn. of Radio Station Representatives were urged last week by the association to urge their selling in an effort to increase advertising.

Mr. Headley, who is also president of the NAB, told the quarterly meeting of the NAB last Thursday in New York:

"Expansion of total advertising and radio advertising are vital to successful selling in a competitive era," he said.

FCC Pay Raise

Subcommittee Approves

UNANIMOUS approval of legislation to give FCC and FTM commissioners a $5,000 annual pay raise was given last Monday by a House Post Office and Civil Service subcommittee.

Pay boosts from $10,000 to $16,000 for the commissioners are contained in a measure which also offers pay raises for many other top government officials. The legislation will now be considered by the full House Post Office and Civil Service Committee.
tisers are cutting, another half say ad budgets are unchanged or rising (Table III).

This is where the sales staff can serve its most useful function—to convince advertisers that cutting advertising is not always the best way to save money. To the inexperienced advertiser, it's often the advertising appropriation that gets cut down when economies are put into effect. Long-time advertisers are more sales-conscious than this, and are more inclined to up their expenditures. One station manager said, "the smart ones are increasing their purchase of radio time, and all other media as well."

Toughest Competition

It will come as no surprise to radio men that newspapers were listed in the front rank of competition for the individual station manager. Newspapers received 46.4% of the votes as "our toughest competition" (See Graph). Newspapers were tougher competition than other AM stations, although 35.6% of the broadcaster votes went in that direction. Television was mentioned as a competitor by all AM operators who are in the coverage areas of one or more TV stations. But in only one instance was it listed as the toughest competition.

Nine percent listed miscellaneous media as a competitive influence on their own sales, and 3.4% rated FM as competition. Average operating costs have increased 4.5% in the past six months on a nationwide average. In the year 1948 costs were estimated to have increased 6.2%. Fifty-six percent of the operators reported an increase—some ranging as high as 18%, while 29% reported a level cost for the past six months. About 15% reported a decline in costs—though in each case the drop was slight. Among those who reported an increase, the average increase was 7.6%; of those who reported a drop in costs, the decline was about 6.8% (Table IV).

No Break in Sight

Results of balloting indicate no need to fly storm signals for broadcasters at this time. Certainly competition is here again, and it will take real selling to show the gains of 1946-7 and 1948 in 1949. Certainly no amount of selling could combat a major decline in the business level of the nation's economy. But in a normal buyer's market radio can be relied upon to hold its own.

Though operating costs are up in the majority of stations, overall revenues are about even with preceding months. Tough newspaper and radio competition is felt all along the line—but it is not the factors most responsible for declines in revenues—old man "dis-inflation" gets the blame for that. One Ohio broadcaster said: "The main thing we need is a changed attitude from one of complacency and self-satisfaction to one of aggressive, constructive, selling—which means more contacts, more audiences, more study and careful planning before making an approach."

"Business is still good," said another manager. "Business is still available if you earn it—business is tremendous if you sell as hard on the air as you do in the client's office."

A five point program which has resulted in a 22% increase for one eastern station was outlined as follows:

- Do not pressure a prospect, avoid over selling him.
- Know your prospect's business and offer him a schedule of the type and proper times that you conscientiously believe will produce results for him.
- Don't ignore the small prospects. If your medium is effective you can help him increase his business and he becomes a larger customer of the station.
- Work with your advertisers and prospects in helping them solve advertising and promotion problems.
- Make your station a part of community life and an integral part of your advertisers' operations.

Remember—a half dozen satisfied advertisers cannot offset one thoroughly dissatisfied or disappointed former advertiser.

---

**COMPETITION**

<table>
<thead>
<tr>
<th>Local Newspapers</th>
<th>46.4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other AM Stations</td>
<td>35.6</td>
</tr>
<tr>
<td>Other Media</td>
<td>9.6</td>
</tr>
<tr>
<td>TV Stations</td>
<td>5.0</td>
</tr>
<tr>
<td>FM Stations</td>
<td>3.4</td>
</tr>
</tbody>
</table>

In every market with TV stations they were mentioned among the top three competitors.

---

**TABLE I**

<table>
<thead>
<tr>
<th>Has your business increased or decreased recently?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased</td>
<td>46.4%</td>
</tr>
<tr>
<td>By what percent?</td>
<td></td>
</tr>
<tr>
<td>0-5%</td>
<td>27</td>
</tr>
<tr>
<td>5-10%</td>
<td>25</td>
</tr>
<tr>
<td>More than 20%</td>
<td>3</td>
</tr>
<tr>
<td>Decreased</td>
<td>43.4%</td>
</tr>
<tr>
<td>By what percent?</td>
<td></td>
</tr>
<tr>
<td>0-5%</td>
<td>23</td>
</tr>
<tr>
<td>5-10%</td>
<td>26</td>
</tr>
<tr>
<td>More than 20%</td>
<td>5</td>
</tr>
<tr>
<td>Remained the same</td>
<td>10.2%</td>
</tr>
</tbody>
</table>

If your business has declined recently which do you consider most responsible?

- Dissatisfaction | 72.3% |
- Competition    | 27.7% |

---

**FREE EXAMINATION OFFER**

**EXPERIENCE HAS PROVEN** that only actual examination can determine the true value of our service. Hence this generous offer.

SEE FOR YOURSELF THE 1949 FACTORY—the only complete POCKET-SIZE reference book on Radio and Television kept up to date by periodic loose-leaf inserts. This offer also includes our News and Television Bulletins.

FOR AS LONG AS 3 MONTHS YOU MAY EXAMINE OUR SERVICE FREE

OFFER LIMITED MAIL COUPON TODAY

FREE EXAMINATION OFFER

**EXECUTIVES' RADIO SERVICE**

Research and Publication Office

1889 Palmer Ave., Larchmont, N. Y.

Please send me the 1949 edition of the FACTORY. I understand that my purchase of the FACTORY for $17.50 entitles me to the full augmented service in including the bi-weekly Bulletins and loose-leaf inserts.

If after a fair examination I do not find the FACTORY and service helpful, I will return the FACTORY within three months, and my money will be refunded.

☐ Check or M.O. enclosed ☐ Bill me later

---

**TABLE II**

<table>
<thead>
<tr>
<th>What methods are best for increasing time sales?</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Better sales staff</td>
<td>38.8%</td>
</tr>
<tr>
<td>Better programming</td>
<td>32.7%</td>
</tr>
<tr>
<td>Promotion</td>
<td>24.5%</td>
</tr>
</tbody>
</table>

What kind of promotion?

- Radio | 40.3%
- Newspaper | 29.9%
- Other | 16.1%
- Trade paper | 14.6%

Rate changes | 4.3%

---

**TABLE III**

How have changing business conditions affected the thinking of your advertisers?

- Inclined to cut advertising budgets to save costs | 52.3%
- Remain unchanged | 25.6%
- Inclined to increase budgets to boost sales | 22.1%

---

**TABLE IV**

How do your operating costs compare with those of six months ago?

- Higher | 56.5%
- About the same | 20.0%
- Lower | 14.5%

Average of all replies | 4.5% increase
BANKHEAD

TALLULAH BANKHEAD's nerves, which are not among the steadiest in the American theatre, last week were jangled by a jingle.

Miss Bankhead erupted in a passion fitting her place as a great dramatic actress. She sued CBS, NBC, Procter & Gamble and Benton & Bowles for a million dollars, charging she had been outraged by a singing commercial.

The commercial to which she found a million dollars worth of objection was one which has been broadcast over 1150 kc in Ohio, 1150 kc in San Francisco, and 1310 kc in New York. The slogan was "in a month's time, you'll still shine if it's gorgeous, for hair that gets a bid of me, Tallulah, the tube of Prell shampoo.

Miss Bankhead was "particularly aggravated" by the personification of "a tube as the plaintiff," her suit alleged. She was also distraught at the "suggestive invitations to the public to . . . take me home and squeeze me" and "get a hold of me."

In her complaint, the actress asserted that the name "Tallulah" in the public mind "identifies the plaintiff and the plaintiff alone." Hence, she alleged, the "Tallulah" used in the jingles "unmistakably identifies the plaintiff in the public mind as the individual whose name is being used in said commercial advertising."

That, said Miss Bankhead, is a rude blow. She has never owned any product. However, in the past several years, has been repeatedly offered "large sums of money to allow her name to be used," she said, and she had contended to opposing that kind "as a source of substantial revenue to be realized by her." The use of her name in the Prell jingle, she charged, deprived her of revenue which she could obtain from other advertisements. Because of Prell shampoo, she indicated, she was washed up as a prospect for endorsements.

At week's end all defendants save Procter & Gamble, whose headquarters are in Cincinnati, had been served with the suit, and Miss Bankhead's attorneys, Silver & Bernstein, New York, expected to serve the advertiser soon.

The offending commercials allegedly were broadcast and telecast over both networks.

Defendants have 20 days in which to file answers to the action, which seeks $500,000 general damages and another $500,000 for exemplary damages. None would comment on the suit.

BROADCASTING • Telecasting

Files Suit Against Four Over Prell Jingles

N. C. LIBEL BILL

LEGISLATION relieving broadcasters of much of their responsibility for libel and defamation of character has been passed by the North Carolina General Assembly (SB-91). Passage of the bill was advocated by the North Carolina Assn. of Broadcasters.

The bill was introduced by Senator Lee B. Weatheres, of Shelby, Robert M. Wallace, WHS Shelby, vice president of the state association and its legislative chairman, appeared before the Senate Judicary Committee along with Harold Essex, WBSJ Winston-Salem.

The association oppose a bill designed to outlaw advertising of beer and wine in the state. The bill got through committee but was withdrawn when heavy opposition developed on the floor of the House.

TRANSIT RADIO

Had 210 Advertisers in Feb.

A TOTAL of 210 national, regional and local sponsors were using Transit Radio time during February, Frank E. Pellegrin, national sales manager of TR, announced March 10 in Chicago. One of the most encouraging factors to salesmen of the new medium is that many sponsors are new to radio, Mr. Pellegrin said.

Most of these newcomers are now attracted because of the counted, guaranteed audience delivered by Transit Radio and also by its low cost per thousand impressions," he asserted. "These are tangible values that many advertisers recognize. Another significant feature is the number of leading department stores and other large retail firms on this early list, most of them with very substantial schedules."

Gillin to CAB Meeting

JOHN J. GILLIN, Jr., WOW Omaha, was named last week by NAB President Justin Miller to attend the June convention of the Canadian Assn. of Broadcasters as NAB representative.

Hubbell to Paris

RICHARD HUBBELL, head of the television consulting firm of that name, left March 17 for Paris to confer with a group of French financiers who have retained him as adviser on the American video market for French films.

March 21, 1949 • Page 85
NEW AM STATION GRANT FOR PITTSBURG, CALIF.

FINAL DECISIONS reported by FCC Friday to grant Pittsburgh Broadcasting Co. new AM station at Pittsburg, Calif., 1 kw fulltime on 990 kc, and to deny Crawfordsville, Ind., Journall Broadcasting Station. Bid for new station was $250 w fulltime on 1340 kc. Latter denial based chiefly on excessive interference which would be suffered from other stations (73.4% of population 0.5 mile day).

Principal in Pittsburgh Broadcasting include: John C. McFarland, musician, president 28.6%; Tomno Lazlo, hotel and real estate business, vice president 11.6%; Melvin D. Marshall, in radio management and now with Mr. McFarland in publishing weekly paper there, secretary-treasurer 26.8%.

DALLAS TV APPLICATION

TV CHANNEL 11 (198-204 mc) sought at Dallas, Tex., in bid filed Friday by W. W. Lechner tr/aa Lechner Television Co. Texas oil producer and rancher, Mr. Lechner earlier bid for TV in Houston (See FCC actions page 79). ERP 20.3 kw visual, 14.5 sural asked at Dallas with antennas 483 ft. above average terrain. Estimated cost $199,550, first year operating cost $125,000, revenue $90,000.

NEW KYOR SALE PLAN

SECOND application for sale of KYOR San Diego to KUSN there—this time for $75,000—filed with FCC Friday. Bid filed year ago for sale at $37,000 expired and was dropped in December after Commission had ordered hearing on allegations of hidden ownership against KYOR [BROADCASTING, Oct. 18, 1948]. Charges were denied by station and hearing date was never set.

San Diego Broadcasting Co. would drop KUSN (6 kw day, 1 kw night on 1510 kc) and construct 5 kw, 1130 kc facilities for which KYOR holds permit. Station now 250 w. Sellers: Albert E. Furlow, Frank G. Forward, Roy M. Ledford, Fred R. Rohr and Mary W. Hetsler.

HEARING STARTS MARCH 25 IN WSNY SCHENECTADY CASE

HEARING in case of WSNY Schenectady, N. Y., vs its former vice president-general manager, George R. Nelson, ordered by Appellate Division of New York State Supreme Court. Hearing begins March 25 in Schenectady County Supreme Court.

Mr. Nelson and group of WSNY stockholders sought to throw station into temporary receivership last fall. Now present Milton, present WSNY manager, and others gained control of station illegally.

Latest Appellate Division action follows order issued Feb. 24 by Division's presiding justice, Sydney Postle [BROADCASTING, March 7], staying an earlier order by State Supreme Court Justice Christopher J. Heffernan directing that receiver be appointed.

MCADAMS NAMED V. P.

JOHN V. McADAMS, associate copy director of Albert Frank-Guenter Law, New York, elected vice president of agency.

HEIDT SHOW RATING DOWN, RETURNS TO OLD SPOT

HORACE HEIDT's show, which moved into NBC 7 p.m. Sunday time vacated by Jack Benny's switch to CBS, will be moved back to old stand, 10:30-11 p.m. Sundays on April 24. Philip Morris Co. made decision after its rating studies (site Mr. Benny failed to reach expectations.

NBC said to have spent $100,000 in whirlwind advertising campaign announcing Mr. Heidt's switch in "No. 1 Spot." Despite promotion, Mr. Heidt's latest Hooplaing was 9.8 compared with Mr. Benny's 23.8.

No replacement in 7:30-8:30 p.m. time announced by NBC but it was learned network was searching for "suitable" fate sustaining program Who Said That?, now heard 10:30-11 p.m. on NBC when Mr. Heidt moves into that time, was undecided.

WONE DAYTON TAKES AIR AS 5-KW MBS OUTLET

WONE Dayton, Ohio, was slated to begin operation yesterday (March 20) on 980 kc with 5 kw fulltime. Skyland Broadcasting Corp., Ronald B. Woodyard, president, is licensee of WONE, MBS outlet, WONE is using NBC Thaurusus service.

New station's manager is C. J. Thornquest. Other executives: Frank E. Shaffer, program director; Fred Holt, news department head; Louis J. Frello, commercial manager; Glen Broughman, farm service director, and Mar- himan, sports director.

RICHARDS RETIREMENT PLAN DISCLOSED BY COUNSEL

COMMENTING on FCC action canceling scheduled March 23 hearing on G. A. Richards radio stations (early story page 26) counsel for Mr. Richards issued following statement late Friday:

For many years of it has been Mr. Richards' desire to retire from business activities on his 60th birthday which occurs tomorrow, March 29. Because of Mr. Richards' health, which has become increasingly poor since the heart attack 10 years ago, he is now applying to Commission to set up trustees in order to carry out his idea of retirement.

The Good Will stations, WJR Detroit, WQAR Cleveland, KNPC Los Angeles, which have been owned and operated by G. A. Richards for 33, 19, and 12 years, respectively, and whose famous slogan "Free Speech Mike" has become nationally famous, have established reputations for outstanding and pre-eminent public service in the three communities they serve.

As pioneer members of the broadcasting industry they have made major contributions to high industry standards; have observed not only the code adopted by the broadcasting industry, but also have initiated and maintained the highest local standard to assure the unbiased and impartial presentation of views and public discussion. The stations have always operated in the promotion of religious and national understanding and have given wholehearted support to all civic and philanthropic organizations—native and international.

Top industry awards and citations have been received from such organizations as the American Legion, VFW, American Veterans of Foreign Wars, and many others. Written letters of commendation, received from all religious and racial groups, educational institutions, charitable organizations and public officials, aug- ment the varied list of honors of the stations. Favored of radio listeners, all the to the highest esteem and fine reputation. Mr. Richards, the Good Will stations and their managers and personnel in their responsibilities.

Mr. Richards has always fought to preserve the American way of life and freedom of speech over the air. He has long been one of the leaders of the movement for free and unrestricted access to his stations, which has been generally accepted by the leaders of every important group in America.

FM ASSN. CHARGES TO FCC ARE DENIED BY AT&T

AT&T Friday denied FM Assn. charges that refusal to furnish intercity FM channels for nineteen stations to Mich. Broadcasting Co. in Dec. 10 violated Communications Act and anti-trust laws [BROADCASTING, Feb. 14].

In letter to FCC answering FMA allegations, company said refusal in line with AT&T policy against interconnection of its facilities with those of private companies where AT&T can furnish through their own. This policy—whose lawfulness is now in connection with television is conceded by FCC decision is legal and serves public interest, AT&T maintained. Company disclosed, however, that it is considering tariff clarifications expressly excluding this possible effect that the sound program carried by AT&T from originating point is rebroadcast beyond termination of AT&T facilities.

Company pointed out that request it refused was for facilities to link more distant stations on network which otherwise would be connected by direct pickup of broadcasts. Program was to originate from KFMX Council Bluffs, Iowa.

BAR GROUP SEeks DELAY

NINETY DAYS additional time to prepare and file its comments on FCC's proposed new advertising and cutoff procedure on broadcast applications [BROADCASTING, Feb. 28] will be sought by American Bar Association. FCC Executive Committee authorized filing of this request after lengthy exploratory discussion of proposed new rules at special meeting Friday. April 10 is now deadline for comments. Executive Committee also adopted resolution introduced by President Guilford Jameson favoring increased salaries for FCC Commissioners plus at least $2,500 differential for Chairman.

TOWNSEND PROMOTED

CHARLES L. TOWNSEND, NBC Chicago television-operations supervisor, promoted to television technical film director for network, with headquarters in New York. Paul J. Moore, member of staff 20 years, will fill Mr. Town- send's post.

Closed Circuit (Continued from page 4)

premised upon fundamental disagreement among stockholders on cooperative type of operation. It's known that MBS high command is determined to keep top-level executives to bolster sales and programming.

FILING of new Western Union fees for baseball play-by-play to bring formal NAB protest to FCC.

ANOTHER SERIES of transcribed half-hour musical programs with Hollywood guest stars and leading Canadian talent, in preparation for free use by U. S. stations to boost travel to Canada this summer. Rupert Lucas, producer, has handled for Canadian government, currently in Hollywood.

PROVINCIAL advertising executive's observa-

sion re BMB and future radio measurements: "If BMB or radio won't do this job, we'll have to do it ourselves."

LATEST wisecrack heard in Capitol corridors: Interested radio observers are watching chimneys of New Post Office Bldg., where FCC is located, for any signs of smoke which might be tip on burning of memos, "confidential" files and other data sought by Chairman Ed John- son's latest blast involving TV allocations and research [BROADCASTING, March 14].

BROADCASTING • Telecasting
Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal... and then, advertising.

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—not east nor middle west. It is made up of parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. 630 Fifth Avenue
Cincinnati 2, Ohio New York 20, N.Y.
Chicago 1, Ill. Hollywood 28, Calif.

THE NATION'S MOST MERCHANDISABLE STATION

Chesley Broadcasting Corporation
New RCA 16-inch direct-view television tube fills gap between popular 10-inch tubes and the projection-type receivers.

The screen on which you usually see television is actually the face of an electron tube—on which electrons “paint” pictures in motion.

And the size of the picture, unless projected, is determined by the size of the tube.

Working to give you bigger, brighter pictures, RCA engineers and scientists developed a new way to make large, direct-view television tubes. They found a method of “welding” large areas of glass and metal... while keeping a vacuum-tight seal.

Using this development—ideally suited to mass production—RCA can now build television tubes of light, tough metal... using polished glass for the face, or “screen.”

**An Achievement of Research**

Development of this new 16-inch, glass and metal television tube is a continuation of basic television research which began at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest advances in radio, television, and electronics—in action—may be seen at RCA Exhibition Hall, 36 West 49th Street, N.Y. Admission is free. Radio Corporation of America, Radio City, N.Y. 20.

**RADIO CORPORATION of AMERICA**

World Leader in Radio — First in Television