the strangest things!

but WOR, too, has some odd and wonderful stories

the bamboo tree

It takes at least thirty years for the bamboo tree to blossom. At that time it produces its full quota of seeds and then dies gradually. This peculiarity of nature was responsible for averting a famine in India in 1812, when 50,000 people lived on the bamboo seeds for several weeks.

Sales blossom every hour of every day on WOR for hundreds of sponsors. For instance, a WOR participating show recently lifted one man’s sales 25% above those for the previous year. Another sponsor reached thousands of homes for as little as 1/12th of 1-cent per impact.

some English names

Talbot is pronounced Tolbut. Norwich is pronounced Norridge. Holburn is pronounced Hobun. Wemyss is pronounced Weems. St. Leger is pronounced Sillinger. Cirencester is pronounced Sissister. Beauchamp is pronounced Beecham. Marylebone is pronounced Marrabun. Majoribanks is pronounced Marchbanks.

WOR is pronounced "heard by the most people where the most people are.” For WOR is listened to regularly by the majority of 36,000,000 people in 430 counties in 18 states ranging from the Dominion of Canada to Georgia.

how “O.K.” began

About 150 years ago, the world’s finest tobacco and choicest rum were the products of Aux Cayes (pronounced O K). In time, any product of outstanding quality was called O K. Unlike most temporary descriptives, this phrase has lasted down through the years and grows constantly in popularity.

The term O K is used repeatedly by agency men and advertisers throughout the United States when they refer to WOR. Two reasons for that are — 1. WOR reaches more families, during the day and during the night, than any other station in the United States. 2. WOR reaches these families at the second lowest cost per thousand of any station of equal power in the country.

WOR—heard by the most people where the most people are

COMING SOON!
WOR-TV...channel 9...
Key station in Mutual’s projected television network
WATCH FOR IT!
LIKE a bubbling biography of WLS is a chat with the Henry Bernards, who farm 87 good "corn-hog" acres in La Salle County, Illinois, near Ottawa. Mrs. Bernard dates her WLS-listening habit from her girlhood near Sheraton, Illinois, where she recalls her widowed mother always starting her day with a little inspiration and entertainment from "that new Chicago radio station."

Carrying her fondness for WLS programs right into her own home, Mrs. Bernard now has two young WLS fans in 12-year-old Robert, and Eileen, who is eight.

Mrs. Bernard likes to talk about Ford and Glenn—our all-night tornado-relief broadcasts in 1925—the wedding of Lulu Belle and Scotty—Grace Wilson ("still our favorite")—the corn-husking contests—Mac and Bob—Ackie's first appearance on the Barn Dance ("you're all one of our family"). When a hailstorm took half the corn crop from the Bernards and their neighbors, "the inspiration of Dr. Holland and the friendly voices of Art Page and all of them meant so much."

"We enjoy Bob Atcher, too," Mrs. Bernard says, as she and the youngsters mention some of the new personalities now reaching them over WLS. It's plain that three generations of this family find the kind of entertainment and service they want on WLS. They're the kind of everyday folk who make up so much of the huge WLS audience in country and city—and whose quarter-century-long confidence means so much to us—and to our advertisers who benefit directly from it.

A Clear Channel Station

890 KILOCYCLES - 50,000 WATTS - ABC AFFILIATE
REPRESENTED BY JOHN BLAIR AND CO.
To determine the depth of listening in the heart of its 29 county BMB area, KGLO commissioned Edw. G. Doody & Co., St. Louis, to conduct a COINCIDENTAL survey. This survey is the first of its kind, covering the core of this prosperous, balanced urban-farm market which has more wealth, per capita, than any other area of equal dimensions in the U. S. Adequate sampling gives an accurate picture of KGLO dominance in the important rural market of Northern Iowa and Southern Minnesota. Get your copy of this Doody COINCIDENTAL survey to verify your radio coverage in this important midwest market. Contact Walter J. Rothschild, Nat’l. Sales Mgr., Lee Stations, Quincy, Illinois, or call your WEEB & Co. representative.

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Closed Circuit

REPORT CURRENT that Leo Burnett Co. will take over Pillsbury accounts for Pillsbury's Best, Snoop Sheen Cake Flour and Pillsbury Pancake Mix. Burnett is handling several Pillsbury products including piecrust, cake mixes and hot roll mix. Move will be from McCann-Erickson. Account Executive John Willem, of Burnett, currently in Minneapolis.

HERE'S TRUE story on Mutual presidency: Edgar Kobak will leave not later than May 1. Committee comprising Don Lee president and Mutual chairman, Lewis Allen Weiss; WOR New York president and Mutual vice chairman, T. C. Streibert; WIP Philadelphia president, Ben Ginbel, and Yankee Network vice president, Tom O'Neill, will meet in Chicago April 7 to nominate successor and report to Mutual board April 8. Committee believed settled on shah successor.

NBC HAS OPTED ON "Wizard of Odds" program package by Leo Guild for possible placement opposite Jack Benny show. Audition record being cut this week with no large money prizes but reportedly fabulous gift giveaways.

TOP ECHELON Procter & Gamble executives and Richard Holbrook, president Compton Adv., looked over Hollywood film producers last week. Appointment to handle half-hour dramatic series for fall expected this week.

PERSONS close to Robert H. Hinckley, ABC Washington vice president, who held high federal office for dozen years, believe he'll be content to remain in private industry, scouting report he might join incoming Secretary of Defense Lewis D. Johnson in top slot. Among Mr. Hinckley's federal assignments, which won him commendation of both Presidents Roosevelt and Truman, were: Assistant Administrator of WPA; Chairman, Civil Aeronautics Authority; Assistant Secretary of Commerce for Air, and Chairman of highly effective but little publicized Contract Settlement Administration, following war.

GENERAL MILLS' agency, Danner-Fitzgerald-Sample, reported insisting on three year set price contract with ABC for proposed Lone Ranger telesat series. ABC said to be willing to sign for two years, but compromise expected soon. Criticism of long-term rate transaction of ABC for Ranger telesat heard in New York advertising circles. One critic expected to bring complaint into open.

ALL earmarks of price war in home refrigeration field being talked up in trade circles. Frigidaire, General Electric and Philco are mentioned likely to break ice in new buyers' market.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, is ex-

(Continued on page 74)

Upcoming

April 1: FMA Clinic on FM Time Sales, Commodore Hotel, New York.
April 1: U. S. National Commission for UNESCO, second national conference, radio sessions, Cleveland Auditorium, Cleveland, Ohio.
April 1-2: Alabama Broadcasters Assn. spring meeting, Admiral Sommes Hotel, Mobile, Ala.
April 2-3: NARND board of directors meeting, Chicago.

MORE LETTERS?

ANOTHER EXCHANGE of correspondence between Senate Interstate & Foreign Commerce Committee and FCC may be in store, Committee Chairman Ed C. Johnson (D-Cali.) hinted Friday. Presumably it depends on whether FCC satisfies committee with its answer to last round of questions, which related primarily to television and monopoly [Broadcasting, March 14]. Sen. Johnson also made clear he thinks it would stimulate TV competition if VHF freeze were lifted and UHF opened up simultaneously, and that he thinks existing broadcasters are entitled to priority in television. On subject of TV set obsolescence, he said he had no way of knowing definitely, but that obsolescence always develops as science progresses—and that TV may progress "more rapidly than we think."

LEVER REPLACEMENT

Summer replacement for CBS' Amos 'n' Andy, Sun., 7:30-8 p.m. EST, to be Call the Police. Sponsor is Lever Bros., Cambridge (Rinso), through Ruthrauff & Ryan, New York.

Business Briefly


KLEENEX SIGNS • International Cellulotion Products Co., Chicago (Kleenex), to sponsor weekly half-hour program on full ABC-TV network, with WENR-TV Chicago to originate. Time, day and format undetermined. Agency, Foote, Cone & Belding, Chicago.

COLGATE SPONSORS • Colgate-Palmolive-Peet (toothpaste and soap products), Jersey City, N. J., buys two quarter-hours of Howdy Doody Show, 5:30-6 p.m. weekdays on NBC Television, effective April 4. Colgate will sponsor 5:45-6 periods Tuesday and Thursday. Agency, Ted Bates, New York.

STROMBERG-CARLSON NAMES TAIT TO SUCCEED MANSON

ROBERT C. TAIT, Pittsburgh banker and formerly of Rochester, named president of Stromberg-Carlson Co. succeeding Dr. Ray H. Manson, who becomes board chairman. Wesley M. Angle, retiring board chairman, was elected honorary chairman.

New officers were chosen by directors who convened following annual stockholders meeting. Dr. Manson told shareholders company had exceeded its sales budget in 1948 and improved working capital position despite extraordinary expenditures in construction of million-dollar Rochester Radio City, and in installation of completely new transmitting equipment for its 50 kw clear channel WHAM. WHTM (TV) Rochester will open June 11, he reported.

HEIDT NBC SHOW REACHING LARGE AUDIENCE—GORMAN

PHILIP MORRIS Co. has found Horace Heidt program on NBC Sunday evening spot opposite Jack Benny is being received better than national surveys indicate.

Patrick H. Gorman, advertising director of cigarette firm, told Broadcasting Friday during Assn. of National Advertisers Convention at Hot Springs, Va. (see story page 23), that company salesmen had found program reaching large audience not previously reached when program was heard on NBC Sundays at 10:30 A.M.

Huge crowds at daily Heidt performances around country, running up to 18,000 persons, indicate public knows about him and is interested in network programs, according to Mr. Gorman. He said company will move network program back to its 10:30 p.m. spot for summer, with autumn plans not yet determined.

Broadcasting • Telecasting
Mr. Mid-America Tells Your Story to the Farm Belt.

at a Low, LOW Cost per 1000 Coverage!

You have to know your way around a barnyard to talk convincingly to farmers! And that's just where our Mr. Mid-America Farmer, (KCMO's Director of Agriculture) Jack Jackson, excels. Jack is a farm lad from way back. His background includes 4-H, FFA, teacher of vocational agriculture, county agricultural agent and Radio Editor of Texas A & M College.

Because Jack Jackson knows the language farmers listen to, he's your best bet when you have a story you want farmers to hear. At his command are over 442,000 farm families inside KCMO's measured 1/2 mv. area. These families produce on their farms an amazing 9.3 per cent of the total farm income in America! They're a "buying crowd." To tell your story to Mid-America farmers at a low, LOW cost per 1000 coverage, tell it on KCMO, Kansas City's most powerful station!

ONE Does It In Mid-America
ONE station
ONE rate card
ONE spot on the dial
ONE set of call letters

50,000 WATTS DAYTIME—Non-Directional
10,000 WATTS NIGHT—810 kc.

KCMO and KCFM...94.9 Megacycles

KANSAS CITY, MISSOURI
Basic ABC for Mid-America
It's an Ill Wind that Sombody Blows Good

Repairing ill pipe organs or making new ones, sounding B flat or the knell of a "gibble-gobble phony," this newsman is talented, fluent... and critical. His inventive versatility enabled him to construct a pipe organ for his church, just as a hobby. His vigorous nightly scanning of "the top of the news as it looks from here" has made him one of Washington's most influential commentators.

Critical of any interference with free enterprise or economical government, Fulton Lewis, Jr., rarely inspires indifference among his listeners. They describe him either as a great patriot... or a shocking reactionary. However described, he's heard—by 14,000,000 weekly, according to a recent estimate in Harper's Magazine.

The Fulton Lewis, Jr., program is currently sponsored on more than 300 stations. It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

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

Saturday & Sunday Daytime
4 Highest 1/4 Hour Ratings

**THE SHADOW** — 13.3
**HOUSE of MYSTERY** — 11.5
**DETECTIVE MYSTERIES** — 10.8
**QUICK as a FLASH** — 10.8

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<th></th>
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<th>Net St. D</th>
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<tr>
<td><strong>C. E. HOOPER — January - February</strong></td>
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<tr>
<td>Weekday Morning Mon. thru Fri. 8:00 A.M. - 12:00 Noon</td>
<td>26.9</td>
<td>19.4</td>
<td>24.0</td>
<td>14.6</td>
<td>12.8</td>
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<td>Sunday Afternoon 12:00 Noon - 6:00 P.M.</td>
<td>29.4</td>
<td>23.0</td>
<td>13.8</td>
<td>12.6</td>
<td>15.0</td>
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<td>Saturday Daytime 8:00 A.M. - 6:00 P.M.</td>
<td>24.9</td>
<td>17.8</td>
<td>18.2</td>
<td>12.4</td>
<td>16.4</td>
<td>6.8</td>
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A Scripps-Howard Radio Station Affiliated with the Cincinnati Post...
Transcription Broadcasting System, Inc.
11 East 52nd Street
New York 22, N. Y. Eldorado 5-5511

Please reserve TBS membership in this market for us.

NAME ____________________________________________ (Title)

STATION ____________________________________________
You have heard about the only transcription network service of its kind in the world.

WORKS FOR YOU

It actually helps member stations sell shows through enormous national radio advertising, unprecedented national publicity on each show. Distributed gratis complete local press, promotion material on each show.

WORKS FOR YOU

Hollywood's Open House Robbin's Nest
Anytime for laughs, it's a great show
Open end-transcribed shows immediately
It delivers a balanced 5-1/2 hour unit of 5 top network service

Use this coupon to reserve membership in your market.

Your national rate per week (540 minimum)

low cost of the station's class "A" one-time is
one station in each market for the unbelievable
works for you... it delivers this complete network service to only

them at practically no added cost.

It furnishes gratis complete press, advertising and promotional material on each show.

WORKS FOR YOU

It actually helps member stations sell shows.

WORKS FOR YOU

TRANSCRIPTION BROADCASTING SYSTEM, INC.

11 East 52nd Street, New York 22, N.Y.

ELdorado 5-5511
ON THE WASHINGTON SCREEN

WMAL-TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

FRONTIER THEATER — stories in the best traditions of the old West! Full-length Western feature films start out WMAL-TV’s evening programming with a bang! Televiased every night, Monday through Friday, from six to seven, Frontier Theater packs ’em in! And what’s more—there are one-minute commercial announcements available between the Acts!

Action-packed, full of suspense — thrilling for everyone—the children, the grown-ups, the neighbors—everyone is crazy about the movie serials being shown on WMAL-TV, Monday through Friday, from 7:00 to 7:15 (immediately following the Western). There are one-minute announcements available within the Serial, too.

JIM GIBBONS welcomes Head Coach George Sour of the Naval Academy to his “Sports Cartoon-A-Quiz” show. In addition to this popular 30-minute once-a-week sponsored program, Jim conducts a Tuesday through Friday nightly television sportscast, featuring personalities, scores, and sports news.

There are one-minute announcements available within the JIM GIBBONS SPORTS REEL, Tuesday through Friday, 7:15-7:30 p.m., on WMAL-TV. As Washington’s best known sportscaster (and most popular television sportscaster—Teleguide poll), Jim has the personality and the background to pull the audience his way. It’s Tops in Television from 6:00 to 7:30 on WMAL-TV!

WMAL—TV

THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Wallace Sheppard Jordan named head of radio and television activities at William Morris Agency, New York, succeeding the late William B. Murray. Mr. Jordan has been with agency ten years.

J. M. Randolph appointed head of newly-created television and motion picture department of White Ad Agency, Tulsa, Okla. He was formerly with KVVO Tulsa for almost 10 years.

Yvonne Hayden joins Lindeke Adv. Glendale Calif., as space buyer.

Robert L. Smock, formerly with Ward Wheelock Co. and Young & Rubicam, both New York, appointed radio and television director for Hewitt, Ogilvy, Benson & Mather, New York and London.


David M. Botsford, president of Botsford, Constantine & Gardner, San Francisco, re-elected for 17th consecutive year as West Coast representative on board of directors of National Outdoor Adv. Bureau.


David Yellin, former assistant to the producer of the Broadway hit "Inside U. S. A.,” appointed radio and television director of Elliott Nonas, New York advertising firm.

R. L. Pieerson, formerly production manager of Davis & Co., Los Angeles, joins Ted H. Factor, that city, in similar capacity.

Milton Hertz, account executive at Henry Bach Assoc., New York, appointed director of television and radio in addition to his present duties.

J. W. Keam and Robert D. Hawkins promoted to account executives at Henry, Huret & McDonald, Chicago. Mr. Keam has been in service department, and Mr. Hawkins was on copy staff.

Phil Van Slyck, formerly advertising manager of Standard Optical Co., Salt Lake City, has opened his own agency in San Francisco with offices in DeYoung Bldg. Staff includes Monroe Winston, production manager, and Margaret Gridley, copywriter.


John Head Burr, formerly account executive with McCann-Erickson, New York, joins Federal Adv. Agency, the New York, in same capacity, handling grocery products.

Bernard R. Jennings of Buenos Aires McCann-Erickson staff assumed management of company’s Havana office, succeeding James L. Fox, who is returning to New York about April 1. Bruce Swigert will assist Mr. Jennings in his new post. Prior to war, Mr. Jennings spent five years with BBDO, New York. Previous to managing Havana office of McCann-Erickson, Mr. Fox headed the firm’s San Juan office.

Frank P. Bibas, former vice president in charge of sales of Camsav-Alikes Pictures Inc. and Sixteen MM Pictures Inc., joined McCann-Erickson, New York, as film director.

Charles T. Coiner, art director for the past 25 years of N. W. Ayer & Son, Philadelphia, received National Society of Art Directors annual award, a miniature brass and ebony T Square, "for distinction in the practice of his profession."

I'aul Terry, formerly with R. B. Atchison Adv., Los Angeles, as copy and television director, joins H. C. Morris & Co., same city, as copy director.


(Continued on page 68)

BROADCASTING • Telecasting
We call 'em "folk singers" in Baltimore

All Baltimore folks aren't opera fans. There's a heap of 'em who think the singing and skylarking of Slim Stuart and "THE PLAINSMEN" about the best kind of musical show there is. You know the format—Happy Birthdays—Dedication Numbers—Instrumental Solos—and a lot of good-natured fun. They enjoy it, the audience enjoys it and we think you'll enjoy the lift they can give your sales. A few availabilities are open Monday through Friday between 5 and 5:30 P.M.

Baltimore likes these local shows, too!

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

HAL VICTOR SHOW
5:30-5:45 P.M.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
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<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB NBC</td>
<td>NBC</td>
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<tr>
<td>Beaumont</td>
<td>KFDM ABC</td>
<td>ABC</td>
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<tr>
<td>Boise</td>
<td>KDSH CBS</td>
<td>CBS</td>
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<tr>
<td>Boston-Springfield</td>
<td>WBZ-WBZA NBC</td>
<td>NBC</td>
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<tr>
<td>Buffalo</td>
<td>WGR CBS</td>
<td>CBS</td>
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<tr>
<td>Charleston, S. C.</td>
<td>WSCC NBC</td>
<td>NBC</td>
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<tr>
<td>Columbia, S. C.</td>
<td>WIS NBC</td>
<td>NBC</td>
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<tr>
<td>Corpus Christi</td>
<td>KRIS NBC</td>
<td>NBC</td>
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<td>Davenport</td>
<td>WOC NBC</td>
<td>NBC</td>
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<td>Des Moines</td>
<td>WHO ABC</td>
<td>ABC</td>
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<tr>
<td>Denver</td>
<td>KVOD ABC</td>
<td>ABC</td>
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<td>Duluth</td>
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<td>KMBC-KFRM CBS</td>
<td>CBS</td>
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<td>Minneapolis-St. Paul</td>
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<td>New York</td>
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<td>Norfolk</td>
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<td>Terre Haute</td>
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**Television**

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<th>City</th>
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<tr>
<td>Baltimore</td>
<td>WAAM</td>
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<tr>
<td>Fort Worth-Dallas</td>
<td>WBAP-TV</td>
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<tr>
<td>Louisville</td>
<td>WAVE-TV</td>
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<tr>
<td>Minneapolis-St. Paul</td>
<td>WTCN-TV</td>
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<tr>
<td>New York</td>
<td>WPIX</td>
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<tr>
<td>St. Louis</td>
<td>KSD-TV</td>
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<tr>
<td>San Francisco</td>
<td>KRON-TV</td>
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</table>
Do you have some markets that are surprisingly good and others that are falling way below expectations? Of course you do—and we know, generally at least, what you'd like to do about them.

But have you thought of how much national spot radio could help you? National spot (Bull's-Eye) radio is the most businesslike radio in the world. In good areas, it works only as hard and costs only as much as your sales picture demands.... In bad areas, you can step it up to any degree you wish—can make it work nights, Sundays and holidays, if need be, to get the job done fast and at the cost you wish.

We of Free & Peters have specialized in businesslike spot radio since 1932. In that time we've built up some pretty spectacular case histories of what can be done with this medium. If you're interested in any of the markets listed at the left, we'd certainly like to talk with you—soon!

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932

Atlanta  Detroit  Ft. Worth  Hollywood  San Francisco
NATE PUMPIAN
Media Director, HENRI, HURST & MCDONALD, Inc. Chicago

Nate, a pioneer in the radio industry—responsible for the first Paul Whiteman network broadcast—is welcomed into the Honorary Order of Patroons. The William G. Rambeau rep today presented Nate with the certificate of Patroon membership and with the deed to a tract of land in the heart of Patroon country.

PATROON Aristocratic Landholder of the Hudson Valley

The Fact of the week
WPTR’S famed Sportsmen asked their listening audience to choose a regional all-star football team and 11,501 votes were cast in a three week period.

SOON
50,000 Watts Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

NEW BUSINESS
SINCLAIR REFINING Co., New York, through its agency, Hixson-O’Donnell Adv., also New York, launched quarter-million dollar campaign to introduce a new Sinclair product, said to be world’s finest anti-rust gasoline. Approximately 1,500 spot announcements are being used on 16 stations in Chicago, Detroit, Cleveland and Indianapolis, during the four-month period campaign is to run. Three daily newscasts on WEMP Milwaukee will also be used.

GENERAL FOODS Co., New York (Sure-Jell powdered pectin), May 17 starts two weekly, 10 minute sponsorship of Surprise Package on ABC Pacific Coast stations; Tuesday, Thursday (2-2:10 p.m. PST). Contract is for 20 weeks. Agency: Benton & Bowles, New York. GLOBE MILLS, Los Angeles, through Leo Burnett Co., same city, today (March 28), starts Mon.-Fri. sponsorship of program on 15 ABC Pacific Coast stations (BROADCASTING, March 14).

REGAL AMBER BREWING Co., one of most extensive radio users in Northern California, appoints Abbot Kimball Co., San Francisco, to handle advertising effective May 1. ALFRED DUCATO, vice president of Abbot Kimball, will be account executive. DAVID R. FENWICK, vice president of the agency’s Los Angeles office, will handle account in Southern California.

ADAM HATS, New York, through Madison Adv., New York, has started spot announcement campaign to promote new Adam Hats for Easter. In two states schedule calls for two week period which started March 21. Rest of the country, coast to coast, will carry spots for three weeks beginning today (March 28). Approximately 175 stations will be used in cities where Adam Hats have their own stores or arrangements with dealers and agents.


GENERAL MILLS Inc., Minneapolis, through Knox-Reeves Adv., same city, June 1 starting sponsorship of Sam Hayes’ Newscasts, Tues., Thurs., Sat., Sun. (10-10:15 p.m. PST), on nine NBC Pacific Coast stations. Contract is for 52 weeks.

NATIONAL DIE CASTING Co., Chicago, for Juice King (whole orange juice), planning to broaden its present television schedule in Midwest to include eastern markets. Series of one minute spots are being prepared for WCAU-TV Philadelphia, and company plans similar schedule for New York area. Agency: O’Grady-Anderson, Chicago.


S & C MOTORS, San Francisco (Ford dealer), appoints Garfield & Guild, San Francisco, to handle advertising. Radio will be used.

CALIFORNIA COTTON MILLS appoints Brisacher, Wheeler & Staff, San Francisco, to handle advertising. Agency will launch two-month campaign starting in April and utilizing 24 stations throughout three West Coast states.


SPIRIT INC., Malden, Mass., appoints John C. Dowd Inc., Boston, to handle advertising. Radio may be used.

Network Accounts • • •

PROCER & GAMBLE, Cincinnati, replacing I’d Like to See with The Fireside Theatre on NBC-TV, effective April 5 at 9 p.m.

PETER PAN FOUNDATIONS Inc., through Ben Sackheim, Inc. New York, launching extensive advertising campaign for its Low ‘N’ Behold bra. Twice weekly participations on MBS Queen for a Day will be included.

UNION OIL Co., Los Angeles, will telemcast its second annual report with a special half-hour film on CBS eastern network and KTTV (TV) Los Angeles, April 12 and 13. Program will be telemcast on KTTV April 12, and on network stations April 13. Agency: Foote, Cone & Belding, Los Angeles.

Page 14 • March 28, 1949
It's impossible

*You can't cover California's Bonanza Beeline without on-the-spot radio*

Your sales story will never take root in the Bonanza Beeline if you plant it on outside radio stations. Because the Beeline—California's rich central valleys plus western Nevada—is an inland, independent market, remote from coastal influence. And Beeline people naturally pay little heed to outside radio.

So the way to radio-sell this inland market—where gross buying power is a billion above San Francisco's... and total annual retail sales virtually match Detroit's†—is to use the five BEELINE stations.

Together, these on-the-spot stations cover the whole Beeline. Individually, each is a long-time local favorite. KWG, for instance, has been selling the rich Stockton area since 1921. Check Raymer for more facts on the BEELINE.

† Sales Management's 1948 Copyrighted Survey

McClatchy Broadcasting Company

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

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
HOW AN ATLANTA STATION COPPED "COPPERS" FOR BENNY—
AND ENDED UP WITH JACK BENNY'S CHUCK WAGON, TOO

Competing with 175 other CBS stations, Fort Industry's WAGA—Atlanta's Promotion-Minded Station—emerged as the recent co-winner (with WMT, Cedar Rapids, Iowa) in the race to see which CBS station could raise the most money in the "Pennies For Benny" March of Dimes promotion.

The prize for the co-winners? Jack Benny's Chuck Wagon—which WAGA and WMT promptly decided could most fittingly be used as a permanent display at the Little White House, in Warm Springs, Georgia.

We're proud, of course, but not surprised, at the job WAGA did on the "Pennies For Benny" promotion. Not surprised? No—because WAGA has had, for years, the reputation of being one of the hardest driving stations in the Southeast when it comes to pushing promotions, to making them successful. Staging a promotion for your product? Let WAGA lend you a hand—and then watch results in Atlanta.

You'll find your advertising dollars do a bigger job on any and all Fort Industry Stations, because each Fort Industry Station, like WAGA, is a part of a winning team.
The "Little White House" designed and built by the late President Roosevelt in 1933, now a national shrine, is a symbol of the fight against infantile paralysis. Hundreds of thousands of people visit it yearly.

The Benny Wagon as it appeared on a tour of the nation's principal cities.

WAGA's Bill McCain presenting the Benny Wagon to Charles Smith, Atlanta Jaycee.

Lee Trimble, and Ivan Allen, with the wagon which will be on permanent display.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O.  WAGA, Atlanta, Ga.
WWVA, Wheeling, W. Va.  WGBS, Miami, Fla.
WLOK, Lima, O.  WJBK, Detroit, Mich.
Feature of the Week

Recording a Capital Memo show are Gannett reporters (l to r): Mr. Croop, Miss Johnson, Messrs. Martin (standing), Kusaila and Torrey.

* * *

NOW AVAILABLE on WWDC in Washington

FOR Profitable Selling

Investigate

WDEL WILMINGTON DELAWARE
WEST EASTON PENNSYLVANIA
WKBO HARRISBURG PENNSYLVANIA

WORK YORK PENNSYLVANIA
WRAW READING PENNSYLVANIA
WGAL LANCASTER PENNSYLVANIA

WHEN Fred Waken wrote about his high-powered "Hucksters," he had apparently never met one mild-mannered representative of the group—Billy Scott Hunter.Twenty-eight years old, owner and operator of a successful Los Angeles agency, Hunter Adv., the modest and retiring Bill has earned himself a fine reputation in the advertising field.

Bill entered the struggle July 16, 1920, in Richmond, Calif., as the sixth member of a family that had one more member to go. When he was six months old the Hunters moved to Huntington Park (Calif.). Later attending Huntington Park High School, Bill became a bit of a hero as quarterback on the football squad.

Graduating from high school in 1938, Bill, anxious to get out in the world and earn the dollars that were hard to come by in those days, got himself a job at the Los Angeles Examiner selling classified ads. After two years he joined the staff of Burbank (Calif.) News, selling display advertising, a job he held for the next 12 months.

In November, 1941 Bill and a partner burst into the publication business with a society magazine called the Ventura Boulevardier. In December war came and the advertisers went, and with them the promising-looking Boulevardier.

His next six months were spent in the planning office of Northrop Aircraft, Inglewood (Calif.). Deciding that the war would be a more interesting place to spend his time, Bill enlisted in the Coast Guard. He spent most of the next three years in the South Pacific with the Quarter master Corps.

In 1945 Bill turned in his uniform and joined Allied Adv., Los Angeles, as account executive. He handled such local accounts as Gilmore Stadium, Hollywood Ball Park and Olympic Auditorium. Bill recalls that the acquiring of his first account was so easy he thought the work of an account executive was a snap. (After four years in the business, however, he confesses having changed his mind somewhat.)

After 18 months with Allied, the desire of every young man to have his own business got the better of Bill. In 1947 he and J. W. Milliron, vice president of Milliron's Department Stores, Los Angeles, (Continued on page 63)

On All Accounts

Here's a new kind of disc show, featuring the world's greatest music plus the sparkling comments of America's most distinguished music critic, Deems Taylor. Great guest stars are heard on each of the 30-minute programs, five times a week. It's a wonderful buy for participations or complete sponsorship. Ask your Forjo man for full details.

7:30 to 8 P. M.
Monday through Friday

WWDC AM-FM—The D. C. Independent

Represented Nationally by FORJOE & COMPANY

Page 18 • March 28, 1949
R&R Satisfied

EDITOR, BROADCASTING:
...You may be sure that I number myself among your weekly readers. You have always done a consistently fine job in reporting the ever-changing radio scene. The accuracy of your reports is not the least of the attributes of your publication...

William M. Tuttle
Radio and TV director
Ruthrauff & Ryan
New York

PI Reply

EDITOR, BROADCASTING:

Knowing how vitally interested you have always been in putting a stop to the ever growing parade of schemers, dreamers and phonies that invade radio, I'm attaching a copy of a letter just dictated and mailed.

Perhaps the fact that radio time sales are now no longer acquired without a little exertion on the part of the local (or network) sales staff accounts for the generous flood of "P 1" offers we have received the past several weeks. Frankly, to us, these "generous offers" smell and frankly, in many, many instances are not only in bad taste but destroy Mr. and Mrs. Average Citizen's opinion of radio in general. . .

Thomas S. Carr
Manager
WANN Annapolis, Md.

Part of Mr. Carr's letter to:
Glen Advertising Co.
Ambassadors Building
St. Louis 1, Mo.:

We have your letter of March 3, 1949, outlining Stark Brothers Nurseries fruit tree offer on a per page basis. We commend your opinion "that in creating immediate sales, this trial"...as set forth in your letter..."is likely to convert Stark Brothers into a regular user of radio advertising."

In this connection it is interesting to note that all of our advertisers were "converted" to radio by the usual manner. That is, they bought our time at our regular rates. It goes without saying, that we are in no shape of mind to barrier the only "merchandise" we have to sell, our radio time; that is Stark Brothers Nurseries. The reason for that is that in the hope that people will ultimately buy their nursery items.

Since you state that you "have faith in this radio effort" and since radio has countless case histories of success in increasing the sale of many, many products on national, regional and local levels, we invite your opinion on that of your client to our enclosed rate card. . .

SNAFU

EDITOR, BROADCASTING:

Let's open the mike and have a good objective gripe session . . .

Let me tell you . . . of an ex-sailor, who entered radio back in 1949 . . . The war made it easy . . . he took a flyer at a radio school, and found it to be just what William Stalnaker [Broadcasting, March 14] stated . . .

This ex-Navy man . . . was hired in the Midwest at $25 per week and . . . found that he was being paid $6 per week more than the other staff members. This fellow had something to offer radio and still has, however he learned that the average radio station is owned and operated by men who have let their gray matter go stale by hiring brains instead of using their own, and too most of them have never been radio men . . . Radio ads can be the best or the worst advertising a man can buy depending upon how he uses it . . . It is very easy to turn deaf ear to a commercial which has no element of entertainment in it . . .

N. J. King

Radio's Bane?

EDITOR, BROADCASTING:

The bane of radio is unequivocally newspaper ownership of many broadcasting stations. The newspaper for many years ruled supreme and unchallenged in the advertising field. With the advent of radio, newspaper interests recognized the birth of a formidable adversary. Albeit, when only one frequency was thought to be available in most localities, newspaper interests obtained broadcasting li-
censes and installed radio stations in a move to preclude this competition. This condition still obtains in many instances. However, in many places new radio stations have sprung up to compete with the newspaper and its foster child. In an astounding amount of cases, where this condition prevails, radio broadcasting is being sold down the river . . .

Show me a newspaper owned station where, in the final analysis, policy is dictated by station man-
agement and not by the newspaper publisher.

Let's do something to divorce radio from newspaper interests.

Malcolm Greep
General Manager
WVJS, WVJS-FM
Owensboro, Ky.

[Editor's Note: There are many differing views on the question of newspaper ownership. We welcome further expression of opinion by those whose reasoning differs from that of Mr. Greep.]

WSIX GIVES YOU THE NASHVILLE MARKET AREA!

And WSIX doesn't give you too little or too much. For Nashville's retail trade area includes 51 counties. WSIX's daytime audience map includes 60 BMB counties with 25 per cent or more in 48 of these. Mail pull and field strength maps add even more convincing proof that WSIX gives you the Nashville market. Cash in on the $655,888,000* spent yearly here in retail stores alone via WSIX!

"Projected from Sales Management May '48

BROADCASTING • Telecasting

March 28, 1949 • Page 19
RCA Transmitter Control Console, type BTC-IA—as versatile and handsome a control console as ever graced a transmitter room. With this BTC-IA you add control turrets and desk sections as your station grows. The left turret is the transmitter control section. The right turret is the audio control section. No equipment obsolescence here when you add on units.

BTC-IA Control Console—with transmitter-control turret, audio control turret, and blank turret for additional facilities such as special meters, jack fields, ringdowns, etc. Front panels are bottom-hinged. Rear covers are removable.

Typical console set-up for two transmitters, such as: two AM transmitters, two FM transmitters, or one AM and one FM transmitter. The turrets bolt to the desks. Desk sections bolt to each other. Knockouts for the wiring are provided in all desk and turret sections. All meters are recessed behind turret panels.
UNIT Transmitter Control Console

Fits every plant—AM, FM, TV, or any combination

This is the most flexible and versatile control console ever engineered for broadcast service. With it you can handle audio mixing and transmitter switching operations in stations using RCA 3-, 5-, 10-, or 50-kw FM transmitters—or RCA 5-, 10-, or 50-kw AM transmitters. And by simply adding units to this basic console, you can also handle audio, video and transmitter switching for any combination of transmitter setups—starting with a single AM, FM, or TV transmitter and going to two or more AM and/or FM transmitters and a television transmitter.

The BTC-1A starts with the basic unit shown in the picture at the left. It includes one r-f transmitter control turret and one audio control turret—mounted on a two-section desk having removable end-sections.

The r-f control turret contains all power control switches and pilot lights for normal operation of the transmitter; transmitter start; transmitter plate voltage; overload reset; time delay by-pass; manual-automatic control; day-night power switching; tower lights; and a spare switch and pilot lamp. And there is mounting space for three remote indicating meters.

The audio control turret includes: a standard VU meter and range switch; an 8-position selector switch that permits monitoring all important circuits, a monitor gain control; and individual bridging pads that enable you to equalize the level of the signal sources. Control of six inputs . . . one microphone, a remote circuit or oscillator, two lines, two turntables . . . is handled by three high quality mixers and associated transfer keys.

Call your RCA Broadcast Sales Engineer for all the details. Or write Dept. 19CD, RCA Engineering Products, Camden, N. J.

possible with the BTC-1A console

Typical console set-up for an RCA 5-kw television transmitter, and an AM or FM transmitter. From left to right: (1) TV transmitter control; (2) picture monitor; (3) TV audio monitor; (4) blank turret; (5) AM or FM transmitter control; (6) blank turret; and (7) AM or FM transmitter control.

De luxe set-up for combined centralized control . . . AM-FM and TV. Extreme left and right sections are the AM (or FM) transmitter controls. Each includes a transmitter-control, audio-control, and blank wing turret. Center turret controls (for RCA 5-kw TV transmitter) are, left to right: TV power, picture monitor, TV audio, preview monitor, TV program switching.
IT SELLS THROUGH THE AIR

... with the greatest of ease!

RADIO SELLS MACARONI...
To promote sales in all six New England states, V. La Rosa & Sons use 50,000-watt WBZ in Boston, as do so many other leaders in the food field. WBZ, with its synchronized companion-station WBZA, gives advertisers a single-medium coverage of New England that cannot be matched through any other means. WBZ programs are favorites throughout New England... in cities, towns, and countryside.

.. AND BUILDING BRICKS!
There's no limit to the list of products that radio sells successfully... at every hour of the day! For example: a building material supplier in Fort Wayne began to advertise "Masolite" bricks on the 7 AM news period over WOWO. Before the end of the first week, a contractor drove 40 miles from Van Wert, Ohio, to pick up enough bricks for an entire house.

RADIO REACHES 94% of all the families in these United States. That's the average figure on set-ownership, including farm and rural areas as well as city and suburban markets. Radio reaches all these people effectively and quickly. With radio, you can keep your sales-story up-to-the-minute... reflecting day-to-day changes in market conditions and selling strategy. You can broaden your advertising coverage instantly, as you expand your distribution.

WESTINGHOUSE STATIONS
reach areas in which one out of every eight American families lives. This figure is conservative, too, for new audience-areas have recently been added by a tenfold increase in power at KEX, Portland (now 50,000 watts)... by new and more effective transmitter towers at KYW, Philadelphia... and by a new and more powerful FM transmitter at KDKA, Pittsburgh. You always get an "extra" with your program on a Westinghouse station!

WESTINGHOUSE RADIO STATIONS
Inc
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
BUDGET DOLLAR

By J. FRANK BEATTY

ADVERTISERS who buy three-fourths of all national advertising want to know what they are getting for their radio dollars—and television too.

This insistence on a yardstick of radio and television values was stressed all through the spring meeting of the Assn. of National Advertisers held Wednesday through Friday at the Homestead, Hot Springs, Va. Within a few weeks ANA will start an investigation of the whole radio and television rate and audience picture.

Individual advertisers were almost unanimous in their desire for new, more complete and easier-to-use research material showing how many people listen to radio and look at television programs. Most of them spoke highly of the pioneering work of BMB. They showed faith in the second BMB study, though conceding it has weak spots. But they also agreed that something new and better must be produced by the electronic media for the benefit of those who buy time.

BMB Favorably Discussed

Radio-minded advertisers spoke favorably of the BMB coverage studies and the trail blazing efforts of BMB's officers. While conceding the existence of flaws in BMB, they figure that whatever comes next in radio research will have its share of soft spots.

Advertisers attending the meeting, and technical speakers who addressed them, accepted the premise that market and research studies leave much to be desired. They are trying to improve their use of these diversified and often unrelated data, and at the same time are demanding constant progress in the factual services and in their application to advertising.

The idea of a complete and coordinated radio research service operates and financed by broadcasters aroused interest among ANA members, who have been thinking about the matter for some time. ANA's new Radio and Television Committee is making preliminary plans to start a complete study of the medium as proposed last winter by the Association's board [Broadcasting, Feb. 21].

One advertiser, speaking of BMB's study No. 1, termed it "the only significant station and network measurement of audience coverage we have had. With the improvements which are contemplated for No. 2 study, the data will be more useful and more reliable than ever." Actually there are two approaches to the idea of a coordinated research service as discussed by ANA members. First is the plan advanced at several NAB district meetings last summer—an industry-financed and operated coverage and audience service in which advertisers and agencies probably would serve in an advisory capacity.

Second idea discussed by advertisers is to have the Advertising Research Foundation operate such a service. This foundation is jointly financed by ANA and the American Assn. of Advertising Agencies, with media putting up the money for specific studies.

Financing Responsibilities

ANA and AAAA pay general ARF costs and finance experimental studies, but when specific projects are undertaken the affected media put up the money. ARF's specific studies are conducted on a tripartite basis, ANA, AAAA and the medium in each case having one third control, just as in the BMB studies. Thus far ARF has not undertaken any broad studies affecting radio.

The ANA interest in television reached a peak at the Thursday morning session. For the only time during the three-day meeting practically every seat in the large auditorium was filled.

Billed as "A Solid Session on Television," the meeting was led by Walter Lantz, of Lambert Co., New York. First to tackle the job of explaining the TV problem to advertisers was Walter Craig, vice president in charge of radio and television, Benton & Bowles, New York.

"We're entering a brand new world, with new troubles," he warned. Reliable audience and coverage data are not yet available in TV, Mr. Craig said, nor can advertisers find adequate information on basic costs, rate practices and contracts, extra charges and time costs. An accelerated rate of growth is expected to continue.

(Continued on page 34)

SPEAKERS from related fields, including television and representatives, took part in ANA proceedings last week. Around table at Homestead, Va. (left to right): Del Everett, market research director, Ford Motor Co.; W. W. Heusner, market research director, Pabst Sales Co.; Don Kearnery, Katz Agency television department; Walter P. Lantz, Lambert Co.; Dr. Alfred N. Goldsmith, radio and TV consultant; Al Lehman, managing director, Advertising Research Foundation; Ben Donaldson, Ford advertising director; Gordon Eldridge, Ford advertising manager.

LIGHT CUTBACKS

ONLY a very small number of the nation's advertisers have cut their advertising budgets this year, and half of all companies in both consumer and industrial goods fields expect budgets to be higher than last year, according to a survey of members conducted by the Assn. of National Advertisers.

An encouraging outlook for the year was given in the survey. Fewer than a third of the 128 ANA member companies studied in the survey expect volume of sales to drop this year. This trend is more apparent among smaller firms, with companies doing over $50 million a year volume much more optimistic. The profit picture for the year is even better, the survey shows. Only 10% of the consumer and industrial goods advertisers see a poor profit outlook this year, and again the larger companies are more optimistic. All but one large company estimated 1949 profits as fair or good.

Half of the companies in both the consumer and industrial field classes expect advertising budgets in 1949 to be higher than a year ago. In some cases, where a loss in sales volume is anticipated, the advertising budgets are increased. In the consumer goods field only 13% of smaller companies have cut advertising budget, and 9% of large companies. Only 10% of small companies expect any 1949 advertising budget cuts and in the case of large companies a mere 3% anticipate reductions.

Over half of the small companies, 53%, expect to increase advertising this year and 47% of large companies anticipate increases.

Advertising holds own in 1949.
How's Business?

By ROBERT B. LUCE

CURRENTLY prevalent are distin-
guishing economic ups and downs
which could be summed up in one
word, "competition," returning
after a long absence. Call it buy-
er's market, disinfatiation or levelling
off, it points to a new direction in
business conditions for 1949.

At regular intervals, as condi-
tions warrant, Broadcasting, will
report on the economy—with spe-
cial attention to things buyers and
sellers of time need to know about
business everywhere.

The jitters which gripped busi-
ness shortly after the turn of the
year have not yet proved to be a
well-founded case. There are sym-
ptoms of a change in economic cli-
mate, but by March nothing in the
way of a recession has developed.

Employment is dropping. Latest
figures showed 3.3 million unem-
ployed Fed. 12, but, at that
date, the number of people working
was equal to February of 1948. The
labor force had expanded in the
year. Ewan Clague, chief of the
Bureau of Labor Statistics, said on
a CBS broadcast that the normal
business upturn in April should
bring employment back above the
60 million level.

Purchasing power has suffered
more in comparable drop. The national
paycheck for January was bigger
than the same month last year,
running at an annual rate of $136

---

ROBERT B. LUCE, Broadcasting
research editor, started his radio
career as a page boy at ABC, New
York. He graduated as an eco-
nomist major from Antioch
College. He has done economic re-
search and writing for Robert R.
Nathan Associates, the Kilgore
Committee, and international sta-
tistical conferences.

---

$3.6 billion above the annual
rate in January 1948. Although
employment has dropped, jobless
payments of more than $400 mil-
ion have helped to cushion the
effect of unemployment.

Sellers are uneasy these days. The
cold winter of the seller's op-
opportunity will not be prolonged
into a seventh most economists
agree.

Department store sales (See
chart) are running about 9% be-
low the comparable period last
year. With a later Easter this year,
these figures may not be an accu-
rate guide to the first quarter's busi-
ness. It is significant in the sense
that for the past three years, as
goods have become available, sales
have been increasing steadily up to
1949.

February retail sales were esti-
inated at $8.9 billion, $600 million
below January, but just a shade
under the February 1948 total.
Durable goods store sales index
was above February 1948 at 579
(1935-39=100), and non-durable

DEPARTMENT STORE SALES INDEX

INDEX 1935 to 1939 = 100

JANUARY 1949

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January, but just a shade
under the February 1948 total.
Durable goods stores sales index
was above February 1948 at 578
(1935-39=100), and non-durable

and expect a 1949 sales total 5%
above 1948.

Price level shows flattening out.
No one knows how lower prices
will affect sales. Demand may be
increased considerably as consum-
ers find goods quality lower than
they've been waiting for since war's
end. Spring selling, at lower prices,
may exceed last year's spring busi-
ness which was conducted at high
price level.

Despite break in grain prices,
farm income has suffered less
than slightly. January and February
cash receipts were above first two
months of 1948. For 1948 farm in-
comes showed a 2% decline, the
first such drop since 1939. Picture
is not nationwide, however, Louisi-
ana, Arkansas, Mississippi, Ala-

bama and Montana showed an in-
crease of 10% above 1947. Other
states through the corn & wheat
belt—Indiana, Illinois, Iowa, Ne-
braska, South Dakota and Kanso,
showed 1% to 4% declines.

April will show more clearly
where 1949's business is heading.
From broadcasters' standpoint no
serious revenue decline is foreshad-
owed by anything that has yet
appeared in the economy. But it's
not as easy to predict a good year
as it was in March of 1947 and
1948.

---

DAYLIGHT TIME

Networks Ready for It

THE FOUR major networks last
week polished their operational
plans to cope with the annual head-
ache of daylight saving time.

All four reported they would
repeat the complex scheduling—in
formers' summer—of delayed broad-
cast by transcription to in-
sure the arrival of programs at
acustomed hours.

With minor variations, ABC,
CBS, MBS and NBC will invoke
systems of feeding delayed broad-
casts to those regions which remain
on standard time, thus avoiding
the necessity for wholesale re-
scheduling of programs by stations.

Central transcribing points will
be established by all networks. At
these points broadcasts will be
transcribed for re-transmission to
standard time zones an hour after
the live program has been fed to
daylight time zones.

The system will require the net-
works to buy extra lines. Mutual
must take 1,000 miles of added fac-
torial facilities for other networks
only slightly less.

Daylight time begins April 24 and
ends Sept. 25.

---

N. J. MEET

Pryor Featured Speaker

THE NEW JERSEY Broadcasters'
Asst. held its spring meeting at the
Marlboro-Blenheim Hotel, At-
lantic City, March 26. Representa-
tives from 18 of New Jersey's 21
stations were present.

Arthur Pryor, vice president in
charge of radio at BBDO, spoke on
the future of small stations in the
next decade.

James L. Howe, general manager
of WCTC New Brunswick and pres-
ident of the association, led a dis-
ussion of the group's plans for the
coming season. Paul Al-
ger, WSNJ Bridgeton, is vice presi-
dent, and Roland Trethard,
WAAT Jersey City, is secretary-
treasurer of the state broadcasters'
group.
DISTRICT 1

PROBLEMS besetting broadcasters were given a thorough thrashing out at an all day session of the District 1 (New England) meeting of NAB at the Hotel Somerset, Boston, March 28. It attracted the largest single gathering of radio people in the area.

Highlights of the meet included:
1. Charges by Milton Meyers, WWCO Waterbury, Conn., that the transcription library practice of renting rather than selling their services to stations should be studied.
2. Explanation by Dr. Kenneth H. Baker of the financial structure of BMB.
3. Maurice Mitchell, NAB director of broadcast advertising, pointed out reasons why the retailer is now radio's number one customer.

The All-Radio promotion film will be ready for presentation to stations by fall, Herbert L. Kreuger, commercial manager of WTAG Worcester, and a member of the All Radio Presentation Committee, announced.

Dr. Baker, in his first public appearance as newly appointed acting president of BMB, explained to the more than 150 broadcasters the financial structure of BMB and emphasized wider scope of the second study to be produced sometime in October 1949.

Advance Payments
Dr. Baker intimated that at April NAB convention stations will be approached regarding possibility of advancing their subscription payments for the latter half of 1949 since the greater part of this income is needed now to conduct and publish the study. New study, he said, will differ from 1946 version in which chief complaint was that measurement was too gross and restricted entirely to once a week listening. Dr. Baker said that the present study will allow listener to indicate a greater frequency of listening than merely once a week. He also explained to the group the background of the telegram sent to BMB subscribers asking them to underwrite their share of the tax liability which is now pending and which, if anticipated, will be decided in favor of BMB.

Other speakers at sessions included Richard P. (Dick) Doherty, director of employee-employer relations of NAB; Carl Haverlin, president of BMI, and Mr. Mitchell, director of broadcast advertising, NAB. Harold E. Fellows, general manager, WEY, and first district director, presided.

Mr. Mitchell, speaking at the luncheon meeting held in conjunction with Radio Executives Club of Boston, emphasized that the retailer, now radio's number one customer, has realized that radio today is the voice of the advertiser and has jumped feet first into spoken advertising. Causes of this swing, he said, was radio's growth and development, changes in retailing, deterioration of newspapers and changes in our way of life. Demonstrating radio's growth, he gave as figures 2,619 stations including FM and TV, 77 million AM radios plus 3 million FM and 1 million TV sets in 1949, over 37 million U. S. families having at least one radio. He pointed to fact that 94.2% of all families in the country now have radios in their home and that average daily listening in radio homes is 5½ hours.

Changes in retailing, too, have been responsible for the swing to broadcast advertising. Trading areas have changed. People have been moving away from the cities and printed media fails in suburban areas. So, the retailer has had to find a new medium. Also, we now have a buyers market. People, formerly in low income groups, now have money to spend. They're buying radios and buying what they hear on the radio. Another factor in the swing to spoken advertising, Mr. Mitchell said, was the deterioration of newspaper circulation while the number of radios increased from 73 million to 77 million between Jan. 1, 1948 and Jan. 1, 1949.

"In addition," Mr. Mitchell said, "we now have a new generation of advertising men who are not afraid of radio and who believe in it as the basic advertising medium. A new generation of people who listen to the radio has grown up, and the retailer must think of this generation."

Cities Advantages
Advertisers who use radio, he pointed out, can select their editorial frame, can surround their advertising message with that frame, and so get credit for the editorial content. "They get techniques peculiar to radio—a living voice, warmth, sales statements in person and dramatization. Radio creates pictures in the mind, its selling pitch can come at the psychological moment, as for example, by reaching the housewife at the point of use and time." An NAB study of successful techniques in radio to get maximum results, he said, has resulted in the following five-point plan: (1) Have an objective. Before you set your budget, know who you want to talk to and what you want to say. (2) When you decide, use the beam program technique. If you're talking to teen-agers, beam your program to that particular group. Fire your rifle at the target you want to hit. (3) Advertise in-demand merchandise and strong lines. Seventy percent of a retailer's volume is 80% of his stock, so those are the goods to promote. (4) Have the right kind of copy to do the job. Copy should be specific; it should be truthful and believable. It should make a direct action bid.

(Continued on page 48)

DISC PROPOSAL

REJECTION of transcription companies to the proposal that ET libraries be sold instead of leased was uniformly unfavorable, although many of the major companies withheld quotable comment until they could study the text of the NAB District 1 resolution. (See story this page.)

Their first reaction, however, to the resolution could be summed up in one word, "unrealistic."

Several executives expressed the opinion that it was not economically feasible to sell the libraries, would hurt the stations in the end and finally bankrupt the libraries.

Daniel R. Goodman, vice president of Harry S. Goodman Radio Productions, New York, said that many stations could not afford the large payments which would be required if a library had to be purchased, that a station would lose the monthly servicing which is part of the lease agreements.

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(Continued on page 48)

FLAMM SUIT
Re-Trial Postponed to May
RE-TRIAL of the suit brought by Donald Flamm, former owner of WMCA New York, against Edward J. Noble, now chairman of the board of ABC, was postponed from last Tuesday to May 18 to give counsel on both sides further opportunity to prepare their cases.

The original trial in New York Supreme Court resulted in a $490,- 500 award to Mr. Flamm, who charged that Mr. Noble coerced him to sell the station. The appellate division reversed the decision and ordered a new trial.

HOMER GRIFFITH
Joins KDYL Salt Lake City
HOMER GRIFFITH, former head of Homer Griffin Co., Hollywood, national representative firm, has joined the sales executive staff of KDYL Salt Lake City. Announcement was made by S. S. Fox, president and general manager of the International Broadcasting and Television Corp., KDYL licensees.

Mr. Griffith

Mr. Griffith has been in radio more than 20 years. He was first identified with the industry at the origination of The Friendly Philo- sopher show and later in the station's representative field.

MacAndrew Named
JAMES F. MACANDREW, for the past several years teacher-in-charge of New York's Board of Education broadcasting station, WNYE, was last week named director of broadcasting, at a yearly salary of $7,500.

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BLACK PLAN

REFLECTING on the awards for outstanding retail radio campaigns of the National Retail Dry Goods Assn. were somewhat surprised to discover that four awards—two firsts, a second and an honorable mention—had gone to the James Black Dry Goods Co. of Waterloo, Iowa [Broadcasting, Jan. 17].

Black's RFD 1540 had been judged best of all programs of general family appeal entered by stores in the medium size class, annual sales ranging between $5 million and $18 million. The other three Black programs won their honors in competition with all other stores, regardless of size: Grant Prize and the News ranked first among all programs; Neighbors' News ranked second among farm programs, and Music for Moderns won an honorable mention in the teen-age program class.

The NRDGA judges were properly concerned only with the radio achievements of 1948. Their criteria were the individual programs scored in each category and the success of these programs in selling merchandise and building goodwill will for their sponsors among the listeners at which the programs were directed. But had the 1948 judges looked back at the awards made by NRDGA contest committees in previous years, they would have been even more surprised to find these same programs of Black's among the top winners each year.

Wins Awards

In 1946, when NRDGA started its radio awards, Music for Moderns was a first award in the service program category. RFD 1540 was voted a special overall grand prize as the best program of any type entered by any store that year. The 1946 contest was limited to two entries per store.

The following year Black's made only one entry, Neighbors' News, which the 1947 judges selected as the best two programs submitted by any store, regardless of size.

The consistency with which Black's programs have outranked those of other retailers is no happenstance. It is based on a long-term radio plan adopted by the store in 1945. A major part of this plan is the complete cooperation Black's has had from KXEL Water- water, station broadcasting Black's entire radio schedule.

Before 1942, when KXEL went on the air as Waterloo's first station, radio expenditures were negligible, a few hundred dollars a year for announcements on a nearby regional station. Under KXEL's energetic tutelage Black's learned the value of the medium, both as an instrument of the store's sales and public relations. The store's manager, E. E. Baily, said: "We found KXEL not only a satisfactory medium for advertising our merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of other advertising media used by Black's."

Probably the best testimonial to the overall success of Black's radio plan is the simple fact that the day-to-day broadcast schedule instituted in the spring of 1945 is still being followed today, nearly four years later. James Graham, store president, now retired, summed it up when he said: "Radio is here to stay at Black's."

Sales Success

Sales Success

(One of a Series)

Point-of-sale reminder promotion and generally for making every salesperson and customer of Black's constantly aware of the store's radio activities. She is also charged with keeping a continual check on the results of broadcasts.

In all of its programming, Black's follows the beamed program technique. Each program is designed to aid a specific store advertising objective by aiming its appeal at a specific group of listeners who may be presumed to be good prospects for the merchandise advertised on that program.

Each program is given one job at a time and enough time to do it well. Merchandise of a single department is advertised on a program for an entire week, or longer. The commercials on any broadcast are concentrated on a single article or group of related items. Merchandise advertised on the air is good merchandise, priced fairly. Black's uses radio to sell salable merchandise, not as a high pressure device for getting rid of merchandise which never should have been stocked.

Black's files are crowded with records of the sales successes of its programs. A shipment of tulip bulbs from Holland reached the store late one afternoon, too late for a new plan ad. A sign commercial was put on that night's newcast and the following morning the bulbs were sold out.

Newspaper advertising sold two white squares decorated with school insignias in a week; the following week they were featured on Music for Moderns and 26 were sold.

Foster Appearance

Jane Foster, Black's personal shopper, appeared for a week on RFD 1540, described in materials with the same color schemes and patterns on sale. She urged her listeners: "This week, sew and save at Black's." That week's sales of woolens topped all of the preceding week by 75%; rayon sales were up 44% and cotton sales 116%.

Invitations on Music for Moderns for kids to drop requests for record orders were successful, in a box in Black's record department been boosted record sales phenomenally.

More indicative of the overall, day-to-day sales promotion, however, are Black's radio activities are the figures for the store's sales during the first year of the present radio plan. Records of all departmental radio campaigns were carefully kept from July 1945 through June 1946. They show that Black's beat the Federal Reserve average sales figures for that district by a substantial margin.

But direct sales results were not all that Black's expected from its radio endeavors. It wanted to extend its trading area further into central and northeastern Iowa, to increase its mail order business, and to identify Black's as the store with "everything for all members of the family." Radio has achieved these objectives.

Testimonials

Paul Pahl, Black's sales promotion director said: "Radio advertising has made Black's known to thousands of people throughout the State of Iowa who were not formerly acquainted with the store. The store's managing director, E. E. Baily, stated: "We have found KXEL not only a satisfactory medium for advertising our merchandise, stimulating inter-department sales interest, but most valuable in pushing back the trading boundary lines which have naturally followed the influence of other advertising media used by Black's."

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ECONOMIC pressures and uncertainty about the future are indicated as major factors underlying increased withdrawals in all three phases of broadcasting—AM, FM, TV.

According to an informal survey of the first three months of 1949 include eight AM outlets, 46 commercial FM stations, and 13 TV permits. Deletions for the same period last year totaled 16 AM, 22 FM and one TV while for all of 1948 the drop outs totaled 53 AM, 130 FM and one TV.

The television permitting which already have turned in their authorizations so far this year, WTVT (TV) Utica and WAGE-TV Syracuse, N.Y., did so because of the shadowed economic and engineering future in that field.

A third, WUTV (TV) Indianapolis, owned by William H. Block Co., has filed petition with the FCC seeking dismissal of its request for additional time to construct its facilities. The firm indicated in the petition it "does not desire to enter into the broadcasting field at this time." Earlier an application was filed for consent to sell WUTV to Wire Indianapolis at cost [BROADCASTING, Feb. 21, to make television "available to Indianapolis at an earlier date than will be possible otherwise," the petition said. But "it appears that the Commission's insistence upon a hearing" first on the road field will not be granted."

Permittees who seek additional time to build their facilities are being advised by the FCC to consider the possibility of asking a court to vacate your construction permit. A deadline for reply is given in each case and if notification is not received "it will be considered that you do not desire to prosecute your application further and the application will be dismissed for failure of prosecution pursuant to Section 1381 of the Commission's Rules." The majority of those who received these letters have turned in their permits, one FCC spokesman said.

Mr. Feltis' resignation was officially announced as effective April 15. He is leaving to become general manager of KIGN Seattle.

The board elevation of Dr. Baker, who is NAB director of research on loan to BMB, was announced without amplification by a representative of the American Assn. of Advertising Agencies, one of the participants in the triple-research organization.

Mr. Feltis, reached as he was clearing his desk Wednesday, had no comment to make upon the executive committee's action. He too referred inquiries to the AAA, specifically to its president, Fred JavaScript, who is a member of the executive committee.

Meanwhile, in Washington, NAB President Justin Miller announced no special significance to Mr. Feltis' sudden departure. In a statement at NAB headquarters, he explained that the outgoing BMB president had requested early leave so that he might assume his duties at KING immediately at the request of Mrs. A. Scott Bullitt, president of KING, which went to 50 kw last year. Judge Miller said he told Mr. Feltis that, accordingly, he had arranged no special arrangements with BMB's executive committee.

The NAB president said further that he, Mr. Feltis and Mrs. Bullitt had been in Washington, D.C., in Washington, prior to the New York meeting, at the request of the outgoing BMB president. Judge Miller produced a letter from Mr. Feltis thanking him for his consideration.

(Continued on page 48)

By LARRY CHRISTOPHER

STATION MORTALITY

IN AN unexpected move which hastened the departure of Hugh Feltis, resigned president of Broadcast Measurement Bureau, the BMB executive committee last Tuesday appointed Dr. Kenneth H. Baker as acting president, effective immediately.

Mr. Feltis' resignation was officially announced as effective April 15. He is leaving to become general manager of KIGN Seattle.

The board elevation of Dr. Baker, who is NAB director of research on loan to BMB, was announced without amplification by a representative of the American Assn. of Advertising Agencies, one of the participants in the triple-research organization.

Inquiries as to details of the appointments were directed by BMB staff members to the AAAA. At AAAA details were not available. The press release was subsequently distributed on BMB stationery but prepared by the AAAA added that "further details of the BMB reorganization will be announced soon."

Referred to AAAA

Mr. Feltis, reached as he was clearing his desk Wednesday, had no comment to make upon the executive committee's action. He too referred inquiries to the AAAA, specifically to its president, Fred JavaScript, who is a member of the executive committee.

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(Continued on page 48)

Committee Appoints Baker Acting President

BROADCASTING • Telecasting

Economic Pressure, TV Biggest Factors

Radio New Rochelle Inc. , CP, Jan. 4, Economic

WCB-AM Bristol, Va.—Appalachian Broadcasting Corp., CP, Jan. 4, Economic

KFBA (FM) Cheyenne, Wyo.—Frontier Broadcasting Co., CP, Jan. 5, No reason given

KRCN (FM) Riverside, Calif.—River-side Broadcasting, Jan. 10, Economic

WJMK-AM Lexington, Ky.—Fayette Broadcasting Co., CP, Jan. 10, Economic

WJAM -FM Lansing, Mich.—WJIM Inc., CP, Jan. 10, Television

WREC-AM Memphis, Tenn.—Hoyt B. Wooten d/b as WREC Broadcasting Service, CP, Jan. 13, Television freeze; combined FM-telephone TV

WKAL-FM Rome, N.Y.—Copper City Broadcasting Corp., CP, Jan. 13, Survey showed little public interest in FM, much in television

KRMA (FM) Omak, Okla.—Don W. Reynolds, CP, Jan. 13, No reason.

WX-AM Indiana-Indiana Broadcasting Inc., CP, Jan. 18, No reason

WNYX (FM) Nashville, Tenn.—Nashville Radio Corp., CP, Jan. 18, No reason.

WWDX (FM) Passaic, N.J.—Passa ice Broadcasting Inc., CP, Jan. 18, Depleted in fulfillment of condition of license hearing "for the public" of WAT (FM) and WNNJ (FM) Paterson, Jan. 20, 1947

WJKV-AM South Bend, Ind.—Kwon Communications Inc., Dec. 26, 1947

KVNR-AM McAllen, Tex.—McAllen Valley Evening Monitor Inc., CP, Jan. 19, Economic

K V R O (FM) Brownsville, Tex.—Brownsville Herald Corp., CP, Jan. 19, Economic


KZST-AM Santa Rosa, Calif.—Robert W. Flyer, CP, Feb. 1, Economic

KBBM-AM Bridgeport, Conn.—The Bridgeport Herald Corp., CP, Feb. 1, Economic


KKNR-FM Palo Alto, Calif.—Cardinal Broadcasting Co., CP, Feb. 7, No reason


(Continued on page 48)
NILES TRAMMELL, president of NBC, last week issued a slam-bang statement on a letter circulated recently by Frank Stanton, senior vice president, who claimed leadership for CBS in many aspects of broadcasting [BROADCASTING, March 7].

Mr. Trammell’s letter was sent to advertisers and agencies, as was Mr. Stanton’s. Following is a portion of Mr. Trammell’s letter [Italicized parts are the CBS statements, as listed by Mr. Trammell]:

In the words of the late Al Smith, “Let’s look at the record.”

You have undoubtedly received a widely circulated letter detailing Columbia’s current claim to fame. Since so many references to NBC have been made in this letter, I thought it would be well to set the record straight. To do this most simply, I am quoting below the CBS claims, together with our comments:

Today, nine of Hooper’s “top 15” most popular evening programs are on CBS; the other six, divided equally between two other networks.

These figures played a limited one-week engagement. Hooper’s latest March 1-7 show NBC with five, CBS with seven. Of the top 15 shows, Hooper continues to tell the same old story—NBC delivers more ratings over 10, or 12, than any other network.

In the daytime, the first six most popular network shows—and eight of the “top 10”—are on CBS.

Life can be beautiful—until the Nielsen subscribers ask questions. The January NBR report showed NBC with seven out of the top seven daytime programs. Latest NBR report shows NBC with seven out of the top ten daytime. Nielsen consistently places NBC’s daytime programs above all others.

The current CBS average evening Hooperating (18.2) is an increase of nearly two rating points over a year ago; the only such increase for any network.

The snowman is melting. . . . Hooper’s present CBS average is 11.3, which is about one rating point higher than the CBS average a year ago. Most of the CBS gain is accounted for by recent Sunday night acquisitions, serving to offset . . .

Csido to RCA Victor

JOSEPH G. CSIDA will join the RCA Victor Division, Camden, N. J., as assistant director of public relations, John K. West, vice president in charge of public relations, announced last Friday. Mr. Csida will assume his duties with RCA Victor, in the newly created post, April 4. He is leaving Billboard magazine where he has been vice president and editor-in-chief since 1946.

CBS REPORT

To CBS Leadership Claims

CBS ratings losses on Monday, Friday, and Saturday. And this spring and fall, the CBS schedules will be still further strengthened by Ozzie and Harriet, Bergen and Charlie McCarthy, Bing Crosby and Red Skelton.

That remains to be seen. For example, present Hooperatings for Jack Benny and Amos ‘n’ Andy are considerably below what they were a year ago on NBC, while program costs have risen. Currently Benny’s rating is down 24%, from 31.4 to 23.8. Amos ‘n’ Andy are down 34%, from 24.9 to 16.4. What price capital gain?

Nielsen vs. Hooper

CBS claims “undisputed leadership” in the broadcasting industry Wednesday in its annual report to stockholders for 1948, signed by William S. Paley, chairman of the board, and Frank Stanton, president.

The two executives said that steps taken in 1948 in both programming and facilities had resulted in the network’s supremacy. They said the new high point was the culmination of three years of intensive planning and operations.

At the same time, the report of Samuel R. Dean, treasurer, revealed that net income from AM broadcasting operations for the fiscal year ending Jan. 1, was greater than for 1947.

This improvement was more than offset however, said Mr. Dean, by a substantial increase in television costs as a result of greatly expanded television activities and reduced earnings of Columbia Records Inc.

He did not break down the earnings of the various Columbia operations, but the consolidated net income for 1948 was given as $5,041,682 or $2.94 per share, as compared to $5,920,104 or $3.45 per share for 1947. Dividends in 1948 were $2.00 per share as compared with $2.10 in 1947. Undistributed profits of $4,487,260 were carried forward as a result of the previous year. The report further stated that such profits were expected to continue for some time.

Gross Is Up

Gross billings were 4.6% ahead of 1947. Billings picked up in the latter part of the year and continued upward into early 1949 as statistics on listening increased, the report said.

Product groups which billed more than a million dollars for the year include: automotive, cigars, cigarettes, tobacco, confectionery and soft drinks, drugs and toiletries, foods, finance and insurance, foods and food beverages, home furnishings, lubricants, soaps and household supplies. Also set forth was a list of 62 national sponsors of the network—their average weekly costs for CBS being $90.

The list is set forth at the end of this article.

Affairs of the subsidiary Columbia Records Inc. also were touched upon in the report. Mr. Paley and Mr. Stanton said the Columbia LP records have won enthusiastic response from the trade and public. They said, however, that the confusion created by a rival unnamed company (RCA) in bringing out a 45 rpm record had “seriously” affected the sale of all records, if only temporarily.

The consolidated balance sheet for CBS and its domestic subsidiaries revealed that assets increased in 1949 to $4,456,624—$4,487,280 (Continued on page 37)

IDEA AWARDS

WDLB’s Behling Places First

FIVE major awards and 20 honorable mentions were announced last week at the National Research Bureau, Chicago, for its third bi-monthly contest for radio ideas. First prize of $50 went to R. W. Johnson, WDLB Marshfield, Wis., for Collyer the Teddy Bear; second, $40, William Peters, WESB Bradford, Pa., Call and Collect; third, $30, Edward F. Tibbits, WGAC Augusta, Ga., for Hooper and Red Skelton spots; Fourth, $20, Florence M. Gardner, KTFI Twin Falls, Idaho, KTFI 80th Anniversary, and fifth, $10, Gloria L. Lamark, WEJO Mckinney, C. Hot Box Harry.

Final Standards Review Expected in Chicago

INDUSTRY CODE
Booklet Gives Answers

ANSWERS to queries on NAB's Standards of Practice are detailed by President Justin Miller in an 18-page booklet currently being sent to industry members. The questions originally were answered by Judge Miller in an address before the Chicago Radio Management Club early this year (Broadcasting, Jan. 31).

Titled "What About NAB's Standards of Practice?" the booklet is a first printing of the address with "corrections" of the past, and explains there are no plans to "enforce" its provisions. Judge Miller views the problem as one which "can be handled and met as far as we can in securing implementation of the standards, without inviting prosecution under the anti-trust laws for operations in "field of trade."

With respect to FCC's use as a yardstick for measuring station performance, Judge Miller recalled that the older document lost its status through an FCC decision which "practically coerced the broadcaster into violating one section of the code." He expressed the hope the Commission would keep its hands strictly off the standards and make no reference whatever to them in any of its proceedings.

The NAB president points out that "our work with AAAA in supplementing the standards is just getting under way," and said he had been appointed by representatives of stations and networks that "there has been a surprising degree of cooperation—for conformity upon broadcasting engineers and agencies" on new contracts.

Commenting on radio advertising costs, Judge Miller states that, to the extent they have risen, "the primary reason is advertising talk and production costs." He reasoned that observance of the standards, as a result, will probably not increase costs.

Judge Miller feels it is "as—(Continued on page 37)"

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UNIFORM standards for disc, magnetic and optical recording, development in cooperation with broadcasting and related groups, will be finally reviewed during the NAB Engineering Conference in Chicago April 6-9.

Unless the long controversy develops, the standards will be finally approved and submitted to the NAB board during convention week. The work has culminated in years of effort involving 76 organizations and an equal number of engineers.

Over 100 meetings have been held since the project was revived at the 1947 NAB convention at Atlantic City. Out of these sessions, plus countless informal gatherings, there have come nine separate sets of standards designed to simplify use of the fast-growing recording techniques.

Of special interest are the new standards for magnetic tape recording, which has expanded tremendously since adaptation of the wartime Magnetophone developed by I. B. Sholes.

The magnetic technique has been perfected to a point where speed has been cut to one-fourth the level of a few years ago with the same fidelity characteristics. Three principal tape speeds are used — 30, 15 and 7½ per second. The 7½-inch speed now permits reproduction up to 10,000 cycle fidelity.

A number of new types of recording equipment, including several tape devices, will be exhibited at the annual NAB equipment display opening April 7 at convention headquarters, the Stevens Hotel.

The subject of magnetic tape recording occupies a prominent place on the Engineering Conference. Mr. Howard, director of the NAB Engineering Dept. who is in charge of the conference. Mr. Howard is chairman of the NAB Recording & Reproducing Standards Committee, which will consider proposed standards.

Thus far the standards have been approved by three executive committees, of which Robert M. Morris, ABC, is chairman, and the NAB Engineering Executive Committee. Nine project groups under the executive committee have reviewed and studied previous standards adopted in 1942 by the NAB board. Original chairman of the top committee, formed in 1941, was Lynne C. Smiley, at that time NAB engineering director.

The project groups have reaffirmed a majority of the old standards and have recommended many new standards, principally those covering magnetic recording.

Their work is not yet complete, many items remaining for further study.

Serving on the top standards committee, besides Means, Howard, and Morris, is Neta McNab, NAB assistant director of engineering, who is vice chairman.

The full committee will meet April 9 at 3 p.m. in the West Ballroom of the Stevens to consider standards already tentatively adopted. Should they be approved, the board probably will take up standards at its meeting the following Thursday and Friday.

Serving as liaison between NAB and other organizations in drafting of new standards is the American Standards Assn.

Throughout the various project group discussions, and committee meetings, all interested persons and groups have been invited to express their views.

Many of the committee's standards adopted in 1942 have become worldwide in scope as other countries adopt them. This worldwide uniformity is said to have led to the whole recording industry along with commercial use of recorded material. Other nations have shown a great interest in the work of the standards committee.

Members of the recording Executive Committee, besides the officers, are: W. S. Bachman, Columbia Records; S. J. Begun, Begun Development Co.; H. A. Chinn, CBS; J. D. Colvin, ABC; G. M. Nixon, NBC; H. I. Retikind, RCA Victor; C. L. Snyder, Western Electric Co.; K. R. Smith, Muzak Corp.

Project group members follow:

Project Group A (recorded groove shape, reproducer stylus contour—)


Project Group B (recording characteristics—)

chairman, W. S. Bachman, Columbia Records; C. Lauda, Decca Recording Co.; C. R. Moyer, RCA; H. Roberts, Muzak; C. R. Sawyer, Western Electric; N. A. Schlegel, WOR Recording Studios.

Project Group C (magnetic recording—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group D (magnetic recording—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group E (reproducing turntable dimensions—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group F (frequency response characteristics—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group G (lacquer recording blanks—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group H (disks tone record—)

chairman, J. J. Begun, Begun Development Co.; C. G. Barker, Magnecord; R. F. Bigwood, ABC; Frank Fish, CBS; D. C. G. Hare, Fairchild Camera & Instrument Corp.; J. F. Palmquist, RCA Victor; C. H. Pickering, RCA; S. N. Schlegel, WOR Recording Studios.

Project Group I (glossary of terms and definitions—)

chairman, Warren Birkenhead, Capitol Records; James Bachman, RCA Victor; Ray E. Layer, RCA Victor; Russell Hansen, CBS; Joseph A. Miller, CBS; Frank Gold, Radio Engineers Assn.; Robert Capps, RCA Victor; Robert Capps, RCA Victor.
NBC's McANDREW Is Head of D. C. Stations

WILLIAM R. McANDREW has been named general manager of NBC's three Washington stations, WRC, WRC-FM and WNBV (TV), it was announced last week by Frank M. Russell, vice president of NBC's Washington office. Mr. McAndrew retains his previous title and duties as assistant to the vice president.

George Y. Wheeler, formerly NBC's Washington director of programs, has been named assistant general manager of the three stations. He is succeeded by Eugene Juster, former program manager of WRC. New program manager of WRC is Kenneth French. George Sandefer, business manager of WNBV (TV), has been appointed business manager for all three stations, relieving James Seiler to devote full time to his duties as research director. Other appointments include: Charles de Lozier, assistant sales director; Stanley Bell, sales administrative duties; and Charles Collinge, former WNBV television field supervisor, as WNBV operations supervisor. Mr. Collinge succeeds Howard Gronberg who has been promoted to administrative assistant to F. A. Wankel, NBC New York.

FARNSWORTH Tells Need for Sale to IT&T

FARNSWORTH Television & Radio Corp.'s assets will be reduced to virtually nothing unless the proposed sale to International Telephone & Telegraph Corp. is approved, company executives said last week as stockholder opposition to the sale mounted. E. A. Nichols, president of the company, made this point in a letter to 18,000 stockholders in advance of a stockholders meeting called to decide the issue April 14 in Pt. Wayne.

The management position is that the company needs, not only immediately but perhaps for years, and that IT&T has the resources it is looking for. Management also claims efforts to seek elsewhere the kind of money needed have failed.

Stockholders are claiming, on the other hand, that terms of the sale to IT&T will result in great loss to themselves and that the liquidation value of their stock is worth more than the IT&T offer of 12 shares of Farnsworth for one of IT&T. This is answered again by management that the liquidation value of the company would be very small.

CAPEHART To Address RMA Luncheon At 25th Conclave

SEN. HOMER E. CAPEHART (R-Ind.), member of the Senate Interstate and Foreign Commerce Committee and radio industry pioneer, will be a key speaker during Radio Manufacturers Assn.'s 25th annual convention in Chicago May 16-19. He will address a closing-day membership luncheon.

The event is one of the highlights of the four-day convention, held coincidentally with the Radio Parts Trade Show. Five industry groups will join RMA that evening in the silver anniversary banquet which is expected to draw over 2,000 manufacturers, jobbers and guests.

Senator Capehart has been an RMA member since 1929 when he was associated with Capehart Automatic Phonograph Corp., predecessor of Farnsworth Television & Radio Corp., Fort Wayne, Ind. He later became associated with Packard Mfg. Corp., Indianapolis. Currently he is a minority member of the Senate committee, dealing with radio legislation.

Cooperating with RMA in the banquet celebration are these groups: Radio Parts and Electronic Equipment Shows Inc.; Assn. of Electronic Parts and Equipment Mfrs.; Sales Managers Club, eastern group; National Electronic Distributors Assn. and West Coast Electronic Mfrs. associations. Invitations are being sent to pioneers in radio development, foreign radio industry representatives and others associated with radio and television.

CAPEHART (continued)

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Prior to the luncheon, which President Max F. Balcom will address, RMA's five divisions will meet to elect chairmen and directors whose terms expire. Officers to serve for 1949-50 will be elected that afternoon. In addition, RMA's board of directors will hold two meetings, on May 18 and 19.

Another feature of the conven-

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Iowa Set Sales

THE IOWA "Radio in Every Room" campaign resulted in a 50% increase in sets sales. R. N. Ruecker, chairman of the governor's committee, has announced. Broadcasters used spot announcements and special programs.

MEXICO MEET

Adjournment Set for April 9

APRIL 9 has been set as target date for adjournment of the Mexico City International High-Frequency Telecasting Conference, to a committee to be named to work out final details after that. These plans were disclosed last week, following the return of FCC Comr. George E. Sterling, alternate chairman of the U. S. delegation, to Washington early Wednesday for a round of conferences at the State Dept.

Mr. Sterling expected to return to Mexico City either over the weekend or around April 1, depending upon developments there. His visit to Washington came during a "relatively quiescent period" in which committee activities occupied most of the delegates' attention.

He appeared hopeful that by April 9 the conference would have reached agreement on one sunspot cycle phase—the June medium—so that adjournment could follow, leaving a group of technical experts to apply this plan to the eight other sunspot phases. With agreement reached on the basic plan, its application to the others was not considered too difficult a task.

This "post-conference" work would be handled by a group consisting of two representatives of each of the three regions involved in the conference.

The Fourth Inter-American Radio Conference, which convenes in Washington, has been tentatively scheduled for about April 25 but some feeling has developed favoring a May 1 opening date instead.
AGITATION over FCC's anti-trust study mounted last week, with the Commission's simultaneous granting of extensions for two experimental TV relay stations in New York.

The Commission explained that it was able to grant, outright, Paramount's requests for extensions for W6XYZ and WXYZ because such grants can be made "upon finding that the failure to complete was due to causes not under the control of the grantee, or upon a specific and detailed showing of other [justification]."

FCC also made clear, in a letter to Paramount, that if its anti-trust study leads to a conclusion that the W6XYZ and WXYZ authorizations should be revoked, then "all auxiliary stations used in conjunction with [them] will likewise be terminated."

In its opposition to the 20th Century request for a declaratory ruling, WCOP maintained that under the Administrative Procedure Act such rulings may be made only after hearing. Therefore, the station claimed, what 20th Century is actually requesting is "a separate hearing upon the legal qualifications of the Fox applicant as they may be affected by that company's violations of the anti-trust laws."

The WCOP petitions, filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessy, argued that a separate hearing on "one of the many aspects of one of the several issues" of the case might justify similar procedure for "each of the issues as to each of the applicants, a process which should occupy us all for at least a generation."

FCC conceded that 20th Century may be in "a flutter of uncertainty" but charged "it has no right to seek a declaratory ruling as to the meaning of a provision of the statute merely because it cannot understand that meaning."

Let 20th Century interpret the law (Continued on page 44)

ARRANGEMENTS for airing of Phillips 66 portion of WLS Chicago's National Barn Dance on ABC are completed by (l to r, seated): Ray Kremer, radio director of Lambert-Feasley, New York, and Glenn Snyder, vice president and general manager of WLS. Standing (l to r) are: George Biggers, director of show; C. E. Freeman, WLS sales manager, and Ray Betsinger of the station sales staff.

CBS GETS TWO

Lum and Abner, Burrows Sign

LUM AND ABNER, the backwoods philosophers, and Abe Burrows, the sophisticated wit, were signed to long-term contracts last week by CBS, as the inter-network program scramble continued.

Lum and Abner, who are Chet Lauck and Norris Goff without their makeup, are now under contract to the Frigidaire Div. of General Motors Corp., their present sponsor, until September 1954. The CBS contract, described by the network as including "long-term employment arrangements and a licensing agreement," becomes effective when the Frigidaire contract ends.

Mr. Burrows, who formerly was starred in his own program over CBS and who has for years been a comedy writer for leading radio shows, signed a seven-year pact with CBS. The agreements for both Lum and Abner and Mr. Burrows cover radio and television services.

Lum and Abner are now heard Sundays, 8:30-9 p.m. on CBS. Mr. Burrows, who specialized in writing zany songs like "The Girl With the Three Blue Eyes," will begin developing a new 30-minute show for simultaneous radio and television broadcast. Although the starting date of the new program has not been set, CBS said Mr. Burrows would begin work on the program immediately in Hollywood.

Meanwhile, NBC, which a fortnight ago signed Fred Allen to a television and radio contract, reportedly was depending upon the outcome of a doctor's examination to determine the future for the acid-tongued comedian. Mr. Allen was scheduled to undergo a physical examination next month, and he was awaiting his doctor's advice as to whether he ought to undertake radio and television commitments next fall.

Mr. Allen's present sponsor, Ford Dealers of America, through J. Walter Thompson Co., is relinquishing his program at the end of this season.

Of more immediate concern to NBC was a replacement for Horace Heidt in the 7 p.m. Sunday time slot. Heidt's program, sponsored by Philip Morris Co., returns on April 24 to the 10:30-11 p.m. Sunday period from which it moved to 7 when Jack Benny eloped with CBS.

NBC was understood to have definitely scheduled a "super-give-away" to replace Mr. Heidt, and reportedly had narrowed its choice of several such programs to two at week's end. Although the exact format of neither was known, it was learned that listening to a number of other NBC programs (Continued on page 38)

COOKING UP ideas for selling Globe Al flour on ABC Surprise Package, these radio chefs dressed for the occasion. L to r: Frank Samuels, ABC Western Div. mgr.; Howard Cheney, Leo Burnett Co.; Jay Stewart, program m.c.; William Galbraith (seated), adv. mgr., Globe Mills Div. of Pillsbury, sponsor; Harfield Weedin, producer; William Lawrence, ABC acct. exec.

AWARD for "outstanding record" in building better-informed public opinion in support of UN is made to NBC by American Assn. for United Nations. Clark M. Eichelberger (I), AAUN dir., makes presentation to Niles Trammell, NBC pres.

AFTER 8 1/4 hours of continuous telecasts, Jack Gibney (I), executive producer for WENR-TV Chicago, and Fred Kilian, director of TV programming, relax in station's studio. Seven live shows were produced during a four-hour period.

INITIAL broadcast of KNBC San Francisco's Boysen's Open House brings approving smiles from (I to r) Emil Reinhardt, head of own agency; Walter N. Boysen, Boysen Paint Co.; Stanley Noonan, show's star; John Elwood, KNBC gen. mgr. EXCHANGING stories during party given for cast of "Command Decision" following its broadcast on NBC Screen Guild Players are (I to r) Huntley Gordon, SAG; Don Bernard and Andy Potter, Wm. Esty Co.; Bill Lawrence, prog. dir.

OFFICIALS of WHDL Inc., Allegany, N. Y., inspect new Westinghouse 10 kw FM transmitter after opening WHDL-FM. L to r are John R. Henzel, station manager; E. B. Fitzpatrick, president, and O. L. Atherton, chief engineer.

DISCUSSING plans for Milwaukee Brewer baseball game broadcasts, to be backed again this year on WEMP (AM-FM) Milwaukee by Miller Brewing Co. and Gimble Bros., are Mickey Heath (I), sportscaster, and Hugh Bolte, WEMP gen. mgr.
Success story:

Here's the tale of one of the toughest tests any radio station ever passed.

A Richmond department store advertised a special test sale of 1200 pairs of nylon hose, using spots—exclusively on WLEE. Another sale of hose went on in the first floor hosiery department. The special sale was on the second floor.

To get the test hosiery, customers had to by-pass the sale on the first floor and ask specifically for the hose advertised on WLEE. Result—by noon of the first day, the store was calling the mill for replacements. WLEE sold out the test item on the morning of the second day!

This is the kind of quick, profitable action local merchants get regularly from WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, get the whole story from your Forjoe man.

WLEE

Mutual in Richmond

TOM TINSLEY, President  •  IRVIN G. ABEOFF, General Manager  •  FORJOE & CO., Representatives

BROADCASTING • Telecasting  •  March 28, 1949 • Page 33
DO YOU KNOW THE LATEST CINCINNATI RATING STORY?*

*See Centerspread This Issue *

ON THE AIR EVERYWHERE 24 HOURS A DAY

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Wally Wilson

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BROADCASTING • Teletcasting
advertising manager, and Del Everett, research director, graphically analyzed Ford's advertising technique.

Mr. Everett described a Ford survey in which people were asked if they would buy more expensive cars if they were advertised for low-priced cars. Ford came out first in the study, including newspapers, magazines, billboards and radio percen-
tage. Everett, advertising manager, said the study was conducted, because the company was using little radio at the time the study was conducted, Mr. Everett said.

John Caples, BBDO vice-president, discussed ways of testing and selecting copy themes. Patrick H. Gorman, Philip Morris & Co. advertising manager, said in a discussion of sales and advertising that the company recently had enlarged its budget by adding television.

Three Way Plan

ANA's Radio & Television Group plans a three-way service. First, it will receive current radio and TV information from ANA headquarters. This will cover audience, rates, market coverage, FCC rulings, union developments, and similar matters. Second, it will provide valuable information to the group's research projects supplying facts on radio coverage and effectiveness. Third, it will decide what other projects are needed.

This group will pass on all policies and recommendations of the smaller steering committee. One list of specific decisions to be done this year by the group includes:

- Discuss rates with broadcasters to determine if they are in line with advertising values offered by the radio.
- Recommend to BMI (or any organization selected to handle the advertisers' needs) which radio programs are needed. This involves the matter of continuing BMI area studies after Study No. 1 is complete. Exploration of a streamlined audience study for AM radio, development of TV measurement, and whatever other measurements of audience are needed by advertisers.
- Produce rate and audience studies on radio and television.
- Provide means of proper representation at industry conferences on labor and corporate aspects of radio and television as a whole.

Members of the steering committee are:


Serving on the Radio & Television Group, in addition to the steering committee members, are:


Mrs. W. N. Ethridge Sr.

Mrs. W. N. ETHRIDGE Sr., mother of Mark Ethridge, publisher of the Louisville Courier Journal, which operates WHAS Louisville, died last Wednesday night at Meridian, Miss., following a brief illness. Mr. Ethridge, former general manager of WHAS, is chairman of the U.S. Advisory Commission on Information, which advises the State Dept. on operation of its foreign information program.

WGR

Two full years of new ownership have upped WGR's audience to the highest Hoopers in the station's history. In Buffalo, Columbia and WGR are the big names in 1949.

5000 watts on radio's most favorable wave length...550 kcf...gives WGR advertisers a complete blanket of Western New York's vast markets.

Buffalo's Columbia Network Station

BROADCASTING • Telecasting

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ANA Registration

(Continued from page 35)

John K., General Motors; Frazer, Harris, Bauer & Black; Ford, Dun, Bristol-Myers.

J. E. Ellsworth, S. D. Warren Co.; Gerbie, E. G.; Johnson & Johnson; Gerger, Frank; Schulte, Type Specimen; Gibson, Al., National Bank Book; Gold, Frank, Childs; Horbach & Co.; Gorman, Patrick; H. Philip Morris; Gorski, Henry; F, Ballantine & Sons; Graham, A. C., Liebhmann Breweries; Gregory, F. F., A. O. Smith Corp.; Guebelman, Edgar E., Carbide Distillers Corp.


McCollister, Frier, Simmons Co.; McConnel, J. W., Hiram Walker; McQuarrie, Leo, Sun, Canadian Advertising.


BMB

(Continued from page 27)

in expediting his departure, and for his willingness in meeting Mr. Bullitt.

Amplifying on the situation, Judge Miller explained it was decided after Tuesday's meeting that one of the tri-partite organizations—AAA—would handle public relations as a matter of administrative detail. The three organizations—NAB, AAA and BMB—would work together.

Members of the committee who were present at the Tuesday meeting in New York were Mr. Gamble, Joseph Allen, Bristol-Myers Inc.; Judge Miller; J. Harold Ryan of Port Industries, chairman, and Roger Clipp, WFIL Philadelphia.

Other Executives

As far as known, the executive committee action did not concern the other remaining executive officers of BMB, including Cortlandt Langley, assistant to the president. Mr. Langley will continue in his post, it was said.

At the original announcement of Mr. Feltis' resignation, it was said that Mr. Langley and Mr. Feltis would jointly assume management responsibilities after Mr. Feltis left.

Meanwhile, a breakdown of messages to Mr. Feltis' desk during several weeks ago asking subscribing advertisers to authorize a $10,000 dip into a reserve fund in order to finance the second study now under way was released at BMB offices.

The $100,000 reserve fund had been set aside against a possible Internal Revenue Bureau decision denying BMB's claim that it is a non-taxable operation. Subscribers were asked to agree to underwrite their pro rata share of the tax reserve in case BMB had to draw upon it, thus freeing the $100,000 for payment of AAA and BMB out on the third study.

338 Affirmative

According to BMB, 338 subscribers responded with unqualified affirmatives, representing a total of $85,783: 34 subscribers representing $7,659 (including Mutual which already had announced its withdrawal from BMB); said "no"; 28 subscribers, representing $16,462, sent answers which were described as qualified agreements; 10 subscribers representing $1,265, responded with questions without commitment.

The $85,783 of unqualified affirmative paper was pledged by the AAA to underwrite a possible tax levy more than covered the $100,000 worth of pledges that was needed.

SOOT YIELD

WGBF Boocks Experiment

THINGS have been looking mighty black in Evansville, Ind., lately, so Clarence Leich, WGBF Evansville, general manager, decided to find out just how bad things were. It's not that Evansville has the same trouble as many other industrial towns—soot.

After a series of experiments, which were backed by WGBF, it was found that the soot yield of one square mile area in seven hours is approximately three tons. This was on a Saturday, too, a time when many plants are closed down. A future study will include a work day.

This is how the experiments were conducted: Metal plates, 30 inches square and covered with absorbent paper, were placed in 12 different locations throughout the city. An attempt was made to make each location the center of a square mile. After seven hours of exposure, the plates were picked up and taken to the chemistry laboratory. There they were cleaned and the soot filtered out. After weighing the residue, it was possible to figure the soot fall on a square mile area.

The plate set up at WGBF received the second heaviest fall in the city, representing approximately 5,000 pounds for the square mile area.

CBS Gets Two

(Continued from page 31)

was entailed in winning the give-away. The jackpot presumably will extinguish if not all others now on the air.

Mr. Heidt's program is scheduled to remain in the 10:30-11 p.m. Sunday spot throughout the summer.

CBS Package Shows

At the same time, it became known that CBS is preparing nine package shows in New York and Hollywood, most of which are expected to take to the air by late spring or early summer.

One of the shows, a full-hour talent clinic with Clifton Fadiman as m.c. New York program chiefs are working out this show. All other programs in the making are 30-minute shows. Several have big names.

Hoagy Carmichael will be a piano-player-song writer who is a detectable by chance in Melody Morris. Vallee will star in Dear Doctor, playing the part of a professor of anthropology. Joan Davis will head the cast of Leave It to Jane, a comedy series about a de- parted husband who has the days of the sixes her looks come along.

CBS also will present Janet Waldo and Jimmy Lydon in Young Love, about a young college couple who are in the fashion-making business. The lead role has yet to be decided for a dramatic program about a young man who operates a radio and phonograph shop.

Another show will be Eddie and Anne, a view of the adults world through the eyes of a 12-year-old boy. Also being planned is Make Believe Town, dramatic series, with a Hollywood background. A quiz show called Earned Your Apples, is being readied, with school teachers the solo participants.

N. Y. MANAGERS

To Discuss Labor, Charity

LABOR questions and the problem of allocating time to charities will be discussed by the newly formed New York Radio Station Managers Committee at its next meeting April 18 at the Waldorf-Astoria.

Eldon A. Park, WINS manager, temporary chairman of the group, which has representatives from all New York stations, said that wage demands by various unions would be among the labor items discussed.

On the question of allocation of time to charities, it is expected that a plan will be developed to channel charitable drives so that stations are not beset by demands from various organizations for time simultaneously. Cooperation of the charities will be sought.

The committee was formed Feb. 21 to act as the representative of the general man-agers of all New York stations, except for one manager who was out of town.

Mr. Park is head of the group's executive committee, whose executive committee members are Norman Boggs, WMCA, and Herman Bass, WLIR.
CBS Report
(Continued from page 28)
more than the $38,969,364 the year before.
Carried as an asset of $658,744 was a Jack Benny movie picture production, "The Lucky Stiff," acquired as part of the Benny talent deal. On the liability side were notes payable to an unnamed bank of $435,000 with the motion picture as collateral.

Another significant asset was "talent contract, program rights, scripts, etc." Swollen by the several CBS talent buys, this asset was carried at $929,625, whereas the year before it was a puny $325,558.

The consolidated statement of income and earned surplus revealed an increase in 1948, the figure being $24,434,570, or $1,906,578 over the $22,527,992 of the year before.

Gross income from sale of facilities, talent, lines, records was $96,377,258 for the year, compared with $101,045,647 the year before. Selling, general and administrative expenses, however, increased by over a million dollars, going from $15,530,120 to $16,673,431. Federal taxes were $3,100,000 in 1948 as against $3,500,000 the year before. Other taxes amounted to about $1,000,000 for 1948, $100,000 more than the previous 12 months.

Total expenditures for fixed assets during 1948 were approximately $2,860,000 which included substantial amounts for new television studio construction and equipment.

The 82 national advertisers of CBS and the number of weeks they have been on the network:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>WEEKS ON CBS</th>
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<tbody>
<tr>
<td>William Wrigley Jr. Co.</td>
<td>852</td>
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<td>Whitehall Pharmaceutic Co.</td>
<td>830</td>
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<tr>
<td>R. J. Reynolds Tobacco Co.</td>
<td>805</td>
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<tr>
<td>Pel Mink Sales Co.</td>
<td>778</td>
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<td>Gulf Oil Corp.</td>
<td>717</td>
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<tr>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>744</td>
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<td>Procter &amp; Gamble Co.</td>
<td>741</td>
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<td>Campbell Soup Co.</td>
<td>733</td>
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<tr>
<td>Continental Baking Co.</td>
<td>728</td>
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<tr>
<td>General Foods Corp.</td>
<td>688</td>
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<td>Lever Brothers Co.</td>
<td>699</td>
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<td>Bayer Co.</td>
<td>689</td>
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<td>Colgate-Palmolive-Pect Co.</td>
<td>677</td>
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<td>Philip Morris &amp; Co.</td>
<td>645</td>
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<td>Chrysler Co.</td>
<td>630</td>
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<td>P. Lorillard Co.</td>
<td>605</td>
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<td>American Tobacco Co.</td>
<td>575</td>
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<td>Texas Co.</td>
<td>564</td>
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<td>International Silver Co.</td>
<td>549</td>
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<td>Pillsbury Mills Inc.</td>
<td>537</td>
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<td>Charles H. Phillips Co.</td>
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<td>Chesebrough-Ponds Co.</td>
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<td>Prudential Insurance Co. of America</td>
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<td>Bowery's Inc.</td>
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<td>Cream of Wheat Corp.</td>
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<td>Curtiss Candy Co.</td>
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<td>Emerson Electric Co.</td>
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<td>Manhattan Soap Co.</td>
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<td>Armstrong Cork Co.</td>
<td>377</td>
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<td>Campana Sauce Co.</td>
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<td>Johns-Manville Corp.</td>
<td>365</td>
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<td>General Motors Corp.</td>
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<td>Coca-Cola Co.</td>
<td>348</td>
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<td>General Electric Co.</td>
<td>337</td>
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<td>Ballard &amp; Ballard Co.</td>
<td>331</td>
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<td>Lambert Co.</td>
<td>308</td>
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<td>Electric Companies Adv. Program</td>
<td>275</td>
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<td>Thomas J. Lipton Co.</td>
<td>256</td>
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<td>Borden Co.</td>
<td>234</td>
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<td>Anchor Hocking Glass Corp.</td>
<td>221</td>
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<td>Armour &amp; Co.</td>
<td>215</td>
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<td>B. Y. Babbit Inc.</td>
<td>196</td>
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<td>Household Finance Corp.</td>
<td>185</td>
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<td>Ludner's Inc.</td>
<td>172</td>
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<td>Wooton &amp; Co.</td>
<td>171</td>
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<tr>
<td>Electric Auto-Life Co.</td>
<td>169</td>
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<tr>
<td>Nash-Kelvinator Corp.</td>
<td>155</td>
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<td>Hall Brothers Inc.</td>
<td>149</td>
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<tr>
<td>Mills Laboratories Inc.</td>
<td>136</td>
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<td>Ferry-Morse Seed Co.</td>
<td>136</td>
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<tr>
<td>Gillette Safety Razor Co.</td>
<td>132</td>
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<td>Tont Inc.</td>
<td>131</td>
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<tr>
<td>Metropolitan Life Ins. Co.</td>
<td>118</td>
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<tr>
<td>Standard Oil Co. (N. J.)</td>
<td>104</td>
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<tr>
<td>Charles E. Hires Co.</td>
<td>94</td>
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<tr>
<td>National Biscuit Co.</td>
<td>98</td>
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<tr>
<td>W. A. Sheaffer Pen Co.</td>
<td>92</td>
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<tr>
<td>International Harvester Co.</td>
<td>89</td>
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<tr>
<td>Gold Seal Co.</td>
<td>87</td>
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<tr>
<td>Longines-Wittnauer Watch Co.</td>
<td>84</td>
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<tr>
<td>William H. Wise &amp; Co.</td>
<td>4</td>
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</table>

and magazine editorializing influence the standards?

Will the networks observe the standards, including the provisions for "cowscatchers" and "hitchhikes?"

Has the NAB worked closely with the AAAA to get them to conform?

Why was it felt necessary to make the standards more stringent than the previous code, particularly in regard to commercial time allowance?

What effect on radio advertising costs, national or local, will the observance of the Standards of Practice have?

What is the effective date of the standards?

What happens in May if radio stations are still waiting for their competitors to live up to the code insofar as local business is concerned?

What do stations report are the major obstacles to observance of the standards regarding commercials?

What has been the experience of stations which put the Standards of Practice into effect immediately after they were approved in May 1948? With audiences? With local advertisers? With national advertisers?

Do you think the development of other media—TV, FM, Strocasting, and Transit FM—will affect observance of the Standards of Practice?

Do you think the small rural stations will ever give up their "shopping guide" programs?

According to the trade press, the NAB intends to find and use means to enforce the code. What progress has been made and how does the NAB plan to enforce the code?

What opinions do the NAB have as to the use by the FCC of the code when stations are applying for license renewals?

Sure, some Chicago stations can be heard in South Bend...but the audience listens to WSBT!

There's a whale of a big difference between "reaching" a market and covering it! Some Chicago stations send a signal into South Bend, but the audience listens to WSBT. No other station—Chicago local, or elsewhere—ever comes close in Share of Audience. Hooper proves it.
**THE LATEST WCKY STORY**

**WCKY’s AUDIENCE IS STILL GROWING!**

Here is the percentage of audience, 8 AM—8 PM, Monday thru Sunday*:

<p>| | |</p>
<table>
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<tbody>
<tr>
<td>WCKY</td>
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<td>Network Station A</td>
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WCKY leads all Cincinnati stations in percentage of audience 8 AM—8 PM except one.

**YOUR ADVERTISING DOLLAR BUYS MORE ON WCKY!**

(*—Pulse, Jan.-Feb. 1949)

**INVEST YOUR AD DOLLAR WCKY’S-LY**
IN CINCINNATI,

YOUR BEST BUY

IS WCKY!

In the past month, the following advertisers have joined the long list of SATISFIED WCKY sponsors:

PROCTER & GAMBLE—TIDE
ADAMS HATS
KELVINATOR REFRIGERATORS
BLATZ BEER
DOT FOODS
ALLIED CHEMICAL & DYE CO.

CROSBY REFRIGERATORS

WCKY SETS THE PACE IN 1949!

Call Collect C. H. “Top” Topmiller,
in Cincinnati Cherry 6565—TWX Cin 281
or
Tom Welstead, 53 E 51st St.
New York City Eldorado 5-1127—TWX NY 1-1688

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

The Movie Picture

HANGING in the balance before the FCC—and perhaps for the courts or Congress—is the vexatious problem of motion picture ownership of stations.

Motion picture people have been in station ownership from the beginning of radio. The specter of competition provoked a number of Hollywood producers to pioneer in TV.

Little or no FCC consideration was given to licensing policy in the movie field until the Supreme Court several months ago upheld anti-trust violations by major Hollywood producers in the distribution of film to exhibition houses which they owned or partially owned, or through exclusive booking to other theatres.

How then, does a motion picture theatre differ from a radio-station—radio TV? That was the question sprung upon an unsuspecting movie industry and upon the FCC itself by its crusading lawyers, who seem to have more of “what makes Sammy run” than any of the other Government regulatory agencies.

And this legalistic conundrum has been extended to others in radio who have been placed under FCC Law Bureau scrutiny because of anti-trust aspects. The upshot is that all movie producers, some exhibitors, and several companies in the equipment and appliance field—all involved in anti-trust proceedings—are placed under the stigma of temporary licensing.

This is reminiscent of the newspaper situation of a decade ago. President Roosevelt didn’t like the press because it opposed him. Radio, on the other hand, had no editorial opinion, and the FDR microphone technique was afraid of freedom, breaking every precedent; against the overwhelming opposition of 86% of the nation’s newspaper circulation.

We opposed the FDR position because it was discriminatory. It would have made secondary citizens of newspaper publishers. It would have slammed the door of opportunity in the face of printed journalism which might want to engage in “audible journalism.”

There are abuses today. Some newspapers do not list competitive station logs. By and large however, radio is better off because no class or segment has been precluded from ownership. And the public is better served. The new FCC has not discouraged as many isolated cases of unfair practices.

For that same reason we oppose any policy that would relegate motion picture producers or exhibitors to second class status in radio or TV.

Movie men will find some comfort in the personal comment of FCC Chairman Coy [BROADCAST, March 21] that he did not think that movie exhibitors should be disqualified merely because they are exhibitors. But he pointed to the FCC policy of favoring non-newspaper ap-

We enjoyed a smug feeling a few weeks ago when we published results of Fortune magazine’s survey which showed radio listening as America’s favorite leisure activity.

So pronounced was the preference that 61% of the men and 64% of the women placed radio listening first. Men gave “watching sports” a poor second (26%) and women, “doing needlework” the same spot (36%).

Fourteen leisure time activities were listed, including reading magazines and books, playing cards, etc.

With that in mind, we were considerably amused when the March 18, 1937 issue of Fortune magazine carried a story from St. Louis with the Herald-Tribune and many other papers printed—a series of charts on recreation habits which gave newspapers, magazines and books 20.9% preference and radio 18.8%. This survey was credited to Graphics Institute, and, like the other, to a Fortune magazine study.

We checked our Fortune story to make doubly sure. No mistake there. The Fortune survey we published gave reading books 18%, magazines 15% for men; 26% and 19% in the same classifications for women. So we called this Week.

Here’s the story: Through error the March 13 charts were based on a 1937 survey rather than the 1949 study. The editors of this Week are very sorry. They have already had inquiries from the editors of Fortune. At the time of our call it was a moot question whether or not they would run a correction.

But no great harm was done. People generally know that they prefer radio listening to other leisure pursuits. Advertisers know it, agencies too.

A rather surprising thing is pointed up by the error. That is the enormous growth in popularity of radio listening. In 1938 it was 18.8%. Eleven years later, in a similar popularity poll, radio rated well over 50%. Not a bad showing for American broadcasters.

Perhaps we owe this Week a vote of thanks, after all.

Our Respects To—

PauL Homan Faust

Magie—the accomplishment of marvels by veiled but natural means—is a favorite avocation and perhaps a sparkplug to his philosophy of life, confesses Holman Faust, vice president and radio director of Chicago’s Mitchell-Faust agency. He doesn’t consider himself a magician, though. Rather, he terms himself a speaker who uses magic to clarify or emphasize points and thoughts.

Magic was woven into the life pattern of Mr. Faust from the beginning. Dubbed Paul Holman Faust at his birth June 11, 1908 in Minneapolis, he has since seen the front name do a disappearing act surpassing his best sleight-of-hand.

The family moved to Chicago soon after “The Event,” when his father resigned as advertising manager of a Minneapolis daily to join Lord & Thomas agency. A few years later, the entourage moved to Evanston, North Shore suburb, where it has remained.

The occult art was introduced to Holman Faust at close range when, at the age of 10, he met a magician during a visit to Ottumwa, Iowa. The interlude lingered in his mind, although more active days at Loyola Academy in Chicago and St. John’s Military Academy at Delafield, Wis., were destined to overshadow it.

A loyal son of an ad man, Holman Faust cherished agency work as his goal but playwriting as his pet sideline. At the U. of Wisconsin, apart from academic work in liberal arts, he allotted much of his mental and physical energy to dramatics and politics, “which are really much the same thing.”

After learning to beat out tap routines in a musty Chicago studio on Saturdays, he teamed with another fleet-footed. As a dance act, they toured the Midwest (Peoria, Indianapolis, Racine, St. Louis) with the university’s Haresfoot Club, performing the then-popular schottisch and clog.

An experimental university group, the Wiscon-

(Continued on page 48)
44 ADVERTISERS

have been selling over WOV for an average of 10 years each. They know that on WOV

RESULTS is the BUY-WORD

Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.

WAKE UP NEW YORK • 1280 CLUB
BAND PARADE • PRAIRIE STARS

Italian language market, 2,100,000 individuals, larger than St. Louis and Kansas City combined.
District 1
(Continued from page 25)
(5) Coordinate your advertising. Display radio advertised merchandise, promote it in papers and windows. Let your sales people know what you’re advertising. They have ideas too.

Speaking at the morning session, Mr. Doherty announced that the NAB employ-employer relations department is now preparing studies on operating costs of stations, with particular emphasis on labor costs, so that broadcasters may have a yardstick by which to evaluate their own cost factors.

Herbert L. Kreuger, commercial manager of WTAG Worcester and treasurer of the All Radio Presentation Committee, reported that the all-radio film is expected to be released to stations by fall and urged members to subscribe. A separate incorporated committee, which will do a continuing promotional job for the industry, he said, will be definitely established before the convention of the NAB in Chicago.

Meyers’ Speech

Milton Meyers, owner of WWCQ Wagerbury, Conn., speaking at a closed session, decried the practice of transcription library firms which do not sell their libraries but offer them solely on a basis of rent, lease or loan. It is about the only piece of equipment or form of supply which we cannot buy, he said, and is about the only piece of program material that we must rent.

Mr. Meyers also charged that transcription library rates have now increased but are similar in form and almost identical in price. I suggest to you, he said, that the most vicious practice in our business is this situation and it is to be regretted that serious consideration thereto should have waited until now. It is my opinion that broadcasters, as a group, might go into the transcription production business, not on a sample basis. “If necessary, we might buy one or more of the existing companies and go into the production of sex—not leasing—transcription libraries to the stations.”

He offered the following resolution: “That we, as a district meeting, take immediate action necessary, through our director, Harold E. Fellows, to call to the attention of the NAB in convention assembled that it is our opinion that immediate and effort should be given to study the establishment of facilities for, or the making arrangements with facilities existent for the purpose of recording and distributing on an outright sales basis only, complete transcription libraries and things kindred, and, with relations to profit on said enterprise, that it be done on a non-profit basis.”

Transcription library companies were excluded from the closed session.

A meeting of independent stations was called for the following morning by William B. McGrath, managing director, WHDH Boston, and chairman of the unaffiliated stations, District 1, NAB.

Session was primarily an exploratory one to determine what problems might be brought up at the Chicago convention in concert with independent groups from other NAB districts. Discussion centered around problems of the non-affiliates as they relate to BMB, the industry code, all-radio presentation, and TV.

Generally, the independents are seeking more representation from higher echelon of NAB.

Those attending included:

MAINE broadcasters discuss mutual problems at NAB District 1 meeting. L to r: Francis Simpson, assistant manager, WABI Bangor; Walter Dickson, WABI chief engineer; Carlton D. Brown, WTVL Waterville president, and Murray Carpenter, WPOR Portland president. Meeting was held in Boston.

TABLE TALK featured Hooper; and sales in this corner at joint luncheon-meeting of NAB District 1 and Radio Executives Club of Boston last week. L to r: W. Word Dorrell, vice president, C. E. Hooper Inc.; W. C. Swartley, station manager, WBZ Boston; C. H. Mase, sales mgr., WBZ, and William Warner, sales mgr., WHDH Boston.

LENDING the lady an ear at NAB-REC luncheon in Boston last week were (l to r): Harold Dorschug, chief engineer, WEEI Boston, and chairman NAB District 1 engineering conference; Herbert L. Krueger, commercial manager WTAG Worcester, and treasurer, All-Radio Presentation Committee, and Craig Lawrence, general manager, WCPB Boston, and vice president, REC, Boston. The lady is Jan Gilbert, radio director, Harold Cabot & Co. agency and secretary, REC. Mr. Krueger earlier had reported on the all-radio film.

BROADCASTING • Telecasting

New Guild Series

NEW TRANSCRIBED series, What Difference Does It Make is being added by Broadcasters Guild, according to James Parks, Hollywood vice president. Five minute narratives built around little known facts feature Jim Hayward. Program was used on KMPC Hollywood for more than five months, according to Mr. Parks.

'ON THE SPOT'

WDVA Best on Local Fire

"ON THE SPOT!" beat spotlighted WDVA Danville, Va.'s coverage of a $1 million fire and explosion which blanked Danville's business district March 16. Roy Springer, WDVA sales representative, calling on a client in the vicinity, heard the explosion at 11:04 a.m. and saw smoke belching forth from R. S. Wooten Co.'s store. Immediately, Mr. Springer relayed the story by phone to the WDVA news room.

Within ten minutes Program Director Dick Campbell and Promotion Director Bill Ashworth arrived on the scene. Mr. Ashworth began taking pictures, being the first cameraman on the scene, and Mr. Campbell called the station for remote equipment. Announcer Jim Campbell broadcast live on the noon news program while the fire was still raging. An hour after the fire started a tape recorded broadcast was aired, and ran for two and half hours. A repeat was aired at 9:30 p.m.

During the live and recorded broadcasts WDVA reports it was deluged with phone calls commending its coverage.

Recording of most exciting action was rushed by plane to Washington where Wol was to carry it on Mutual News. Difficulties prevented arrival on the 16th, but material was carried on the following night's program.

Anti-Censorship Meet

ARTISTS GUILD will sponsor a meeting in New York today (March 28) to discuss "problems arising from the spread of censorship movements," according to an announcement from the organization's New York headquarters. Representatives of organizations opposed to censorship in any form have been invited. Meeting will be held at the Society of Illustrators. Pointing to efforts to create official censorship over radio and other public information media, Artists Guild said it is thinking in terms of a coordinating council designed to bring together those who are alarmed at "a trend toward suppression of thought.

Advertisement

THE NEW RCA TAPE RECORDER
SEE IT AT
THE NAB CONVENTION
(deliveries start June 1st)
**FCC'S RIGHTS**

**WGST Case Nears SCOTUS**

**THE QUESTION OF FCC's authority over a licensee's business contracts appeared headed toward the U. S. Supreme Court last week in the long-drawn WGST Atlantic case.**

Representatives of the state-owned station said they would ask the Supreme Court to review a lower court's ruling that the Board of Regents of the Georgia School of Technology, WGST licensee, must honor a 1943 contract whose terms FCC disapproved.

Their notice of appeal was filed after the Georgia Supreme Court refused to consider the case, thus leaving in effect the lower court's ruling [BROADCASTING, Oct. 13, 1947].

The case dates back to a management contract which FCC regarded as putting Southern Broadcasting Stations Inc. in control of the station. The Regents bought the stock of Southern Broadcasting in 1940, agreeing to pay Southern Broadcasting stockholders 15% of WGST's gross income until Jan. 6, 1960. But FCC held that in 1942 this would have been 70% of the station's net income before taxes and that the arrangement would jeopardize the station's financial ability to operate in the public interest. FCC refused to renew WGST's license until the station canceled the contract.

The Southern Broadcasting stockholders—including Sam Pickard, former member of the Federal Radio Commission and one-time CBS vice president, and Clarence Calhoun, Atlanta attorney—then filed suit and won a Fulton (Ga.) Superior Court decision ordering the Board of Regents to pay them $140,000 plus 7% interest. This sum represented 15% of monthly billings from Aug. 1, 1945, when the Board allegedly stopped payments, to Sept. 1, 1947.

**Lower Court's Stand**

In handing down the decision the lower court held that FCC's denial of renewal had no bearing on the Board's obligation to fulfill its contract.

Hamilton Lokey, attorney for the state, filed notice of appeal to the U. S. Supreme Court last week immediately after the Georgia Supreme Court refused to review the case. "I don't think they will let state courts meddling with FCC decisions," he declared.

**INTER-AMERICAN ADVERTISING AGENCY**

**DEL RIO, TEXAS**

Exclusive Sales Representative of

**RADIO STATION XERF**

(LICENSED TO OPERATE WITH 150,000 WATTS)

**Announces the Appointment of**

**JOHN E. HOPKINSON**

of

**DWIGHT ADVERTISING AGENCY**

**as their**

**SALES REPRESENTATIVE IN CHICAGO**

"...America's Sensational Night Time Station That Covers Every State in the Nation!" Receives An Average of 25,000 Pieces of Mail Weekly

*(Not fan mail but direct orders for merchandise.)*

For further information, rates and availability, advertisers in the Chicago area may contact John E. Hopkinson, Dwight Advertising Agency, 1101 No. Paulina St., Chicago 22, Ill. Telephone Humboldt 6-1522.

**TRANSFERS**

Commission Opens Approval To Six Changes

**APPROVAL was granted by FCC last week to acquisition of control of broadcasters and sales of WINX-FM Inc., new Washington Post-CBS**

- **Carolina Broadcasting System Inc. for $60,000. Carolina Broadcasting is a**
  - **permittee of WING, new AM station at Goldsboro, N.C., that is to be transferred before the station's ownership is transferred to**
  - **the new owner.**

- **KJUV Inc. for $10,000. KJUV, Inc., licensee of KJUV, Lubbock, Tex., will acquire KJUV's stock of**
  - **100% of the company's common stock for $10,000. The new owner will then become the**
  - **majority stockholder and will have the right to sell the remaining stock to any third party.**

- **KFWI Inc. for $50,000. KFWI, Inc., licensee of KFWI, Fort Worth, Tex., will acquire KFWI's stock of**
  - **100% of the company's common stock for $50,000. The new owner will then become the**
  - **majority stockholder and will have the right to sell the remaining stock to any third party.**

- **KXIT Inc. for $75,000. KXIT, Inc., licensee of KXIT, Lubbock, Tex., will acquire KXIT's stock of**
  - **100% of the company's common stock for $75,000. The new owner will then become the**
  - **majority stockholder and will have the right to sell the remaining stock to any third party.**

- **KZTV Inc. for $100,000. KZTV, Inc., licensee of KZTV, Lubbock, Tex., will acquire KZTV's stock of**
  - **100% of the company's common stock for $100,000. The new owner will then become the**
  - **majority stockholder and will have the right to sell the remaining stock to any third party.**

- **KXIP Inc. for $125,000. KXIP, Inc., licensee of KXIP, Lubbock, Tex., will acquire KXIP's stock of**
  - **100% of the company's common stock for $125,000. The new owner will then become the**
  - **majority stockholder and will have the right to sell the remaining stock to any third party.**

**Anti-Trust**

(Continued from page 31)

for itself "and take its own chances, as do all other applicants, without FCC approval."

Replying in a brief filed by Harold E. Mott of the Washington firm of Welch, Mott & Morgan, 20th Century denied it was seeking a "blanket," on the one hand, the clearance for effect on its own qualifications. Rather, it asked for "a ruling that violations of the anti-trust statute, in a field other than radio communications, are not of peculiar significance, as distinguished from other violations of law, and do not ipso facto disqualify an applicant."

This question involved in the pending FCC proceedings to and eliminate it from all five by a single oral argument "would not only expedite the Commission's proceedings but would also materially reduce the procedural burden on parties to these hearings," the film company declared.

"The petition charged that WCP, in its effort to show that a hearing must precede a declaratory order, "violated one of the basic rules of statutory construction by attempting, in the words of the Supreme Court, "to take a few words from their context and with them thus isolate a statute to determine their own meaning."

In the meantime FCC's staff continued its study of the detailed brief filed by Paramount a week earlier charging "anti-trust violations outside of radio are no concern of the Commission and that exclusion of such anti-trust violators would mean an "upheaval" in the industry and S. R. Isenbeck, associate general counsel [BROADCASTING, March 21]."

On another phase of the motion-picture question, FCC Chairman Wayne G. New was reminded that he had overlooked a 1946 decision of the Commission when he said FCC had not yet had occasion to consider the desirability of holding a theatre tie-up against an applicant in competitive cases.
FREE TANK of gas for his cigarette lighter is given Al Frances (r) in celebration this week as the Pure Oil news reporter on WHBC Canton, Ohio. Handling the pump is Dennis St. Clair, Pure Oil district manager. As an additional birthday present, Mr. Frances, WHBC news editor, received a special cake, appropriately decorated with the Pure Oil emblem and a greeting in frost ing. Displaying the cake is Jim Roberts, announcer on the news show, which has been renewed for another 52 weeks.

PEABODY AWARDS
Presentation on April 21

ENTRIES in the George Foster Peabody radio award competition have been screened and the awards will be presented at a meeting of the Radio Executives Club in New York City April 21. Dean John E. Drewry of the U. of Georgia's Henry W. Grady School of Journalism, who made the announcement, said there are 327 entries.

M. Tyrus Butler, associate professor of journalism, headed the screening committee. The committee's recommendations, submitted through the university's board of regents, already are in the hands of the Peabody board in New York, which makes the final selections.

The awards will be presented in recognition of outstanding achievements in broadcasting during 1948.

VISUAL ALARM
Signals 5-Ring Wire News

PROBLEM of watching the news teletype bulletins has long been a headache for many small stations with limited staffs. Now George Ing, chief engineer at KONO, 250 w San Antonio independent on 1400 kc, has come up with a solution. He devised a visual alarm system.

When the teletype bell at KONO rings five times in quick succession, the signal for a bulletin, a red light in station's control room goes on. It stays on until the alarm system is re-set.

Ray Hunt, KONO news editor, who doubles as disc m.c., says the device enables him to spin his records without worrying about what is happening in the newroom.

BROADCASTING • Te lecasting

AN EXPERIMENT by Commentary Editor, Fulton Lewis jr. to determine public reaction to the Taft-Hartley labor law, is credited with contributing to one of the largest mail pulls in the history of the U.S. Congress, it was learned last week.

On his MBS broadcast Feb. 22, Mr. Lewis promised listeners he would read on his Feb. 24 show 19 letters and resolutions which were asked over the air. Listeners were requested to write simply "Yes" or "No" beside each number as called and mail the list to his Senators and Congressman. This procedure was repeated on Mr. Lewis' Feb. 28 broadcast.

A sampling of only 28 senators and four Representatives indicated they had collectively received an estimated 124,000 pieces of correspondence on the labor bill.

John C. Williams, assistant postmaster of the Senate, estimated an 800% increase in daily mail, during its height. He judged it to be one of the biggest mail pulls in the history of the Senate Post Office.

Finnis E. Scott, House Postmaster, had no statistics on the mail during that period, but he said the Townsend Plan mail pull about 10 or 12 years ago and a more recent one on an Interstate and Foreign Commerce Committee investigation of stocks may have been greater.

Response Tally

Senators polled and the actual or estimated responses received were as follows: John W. Bricker (R-Ohio), 7,218; Owen Brewster (R-Me.), about 1,200; Raymond E. Baldwin (R-Minn.), couple of thousand;Styles Bridges (R-N.H.), up in the thousands; Hugh Butler (R-Neb.), close to 2,000; Harry Flood Byrd (D-Va.), about 500; Tom Connally (D-Tex), roughly several hundred; Sheridan Downey (D-Calif.), 32,000; James O. Eastland (D-Miss.), several hundred; Allen J. Ellender Sr. (D-La.), over 100; Harry Cain (R-Wash.), over 14,000; Homer E. Capehart (R-Ind.), about 4,500; Bourke B. Hickenlooper (R-Iowa), between 2,600 and 3,000; Walter F. George (D-Ga.), several hundred; Guy M. Gillette (D-Iowa), several hundred; Ed win C. Johnson (D-Colo.), several hundred a day at peak; William E. Jenner (R-Ind.), 1,606; Clyde R. Hoey (D-N.C.), 25-30 a day; William F. Knowland (R-Calif.), 12,000 to 13,000; Henry Cabot Lodge Jr., (R-Mass.), 8,500; Joseph R. McCarthy (R-Wis.), "hundreds"; John L. McClellan (D-Ark.), about 500; Brian McMahon (D-Conn.), over 2,000; Irving M. Ives (R-N.Y.), between 15,000 and 20,000; Wayne Morse (R-Ore.), between 4,000 and 5,000; Joseph C. O'Mahoney (D-Wyo.), between 400 and 500; John J. Sparkman (D-Ala.), 40 or 50 a day; Margaret Chase Smith (R-Me.), over 2,000.

Representatives polled included Harris Elsworth (R-Ore.), several hundred; J. Harry McGregor (R-Ohio), 466; Errett P. Spinney (R-Kans.), at least 125; Richard W. Hoffman (R-Ill.), at least 58.

Some legislators indicated their mail was heavy even though appearing light in contrast to others. Some pointed out, too, that their mail came from "substantial" or "choice" people.

Sen. Downey, who received the heaviest deluge of mail, said the majority of the 32,000 responses were pro-Taft-Hartley.

Spot Check

A spot check of 80 of Sen. Cain's 14,000 pieces of correspondence showed all favored prohibition of jurisdictional strikes and secondary boycotts and felt the law should guarantee to management and labor alike the freedom to express their respective points of view on labor-management problems, provided there were no prom ises of bribes, or threats of repress bos—direct or implied. All agreed also that "feather-bedding" should be forbidden. Only 29 believed the "closed shop" should be permitted. All answered affirmatively to the question "Do you believe that foremen and supervisors, who have a divided responsibility to manage- ment, estimate which hires them and to the workers under them, should be permitted to have unions of their own?"

ELIAS ELECTED
Named President of WWNC

DON S. ELIAS, member of the legislative committee of NAB, was elected president of the Asheville Citizens-Times Co., licensee of WWNC Asheville, N. C., at the board of directors' meeting March 17. Charles A. Webb, who has served as president of the company since 1939, was elected chairman of the board. D. Hiden Ramsey was elected vice president-secretary, and W. Randall Harris Jr. was reelected treasurer. Mr. Elias, who has been active in the NAB for a number of years, has also served the association for five terms as a director.

Mr. Elias

BROADCASTING • Te lecasting

50,000 WATTS
Power that Completely Covers the BILLION DOLLAR Market

LOUIS WASMER

OWNER AND OPERATED BY

LOUIS WASMER

Radio Central Building
Spokane, Wash.

March 28, 1949

Radio Central Building
Spokane, Wash.

National Representative: Edward Petty & Co., Inc.
FM COVERAGE

A POTENTIAL audience of over 100 million listeners—better than two-thirds of the nation's total population—is currently being served by 729 existing FM stations, FM Assn. announced last Thursday.

Basis for these figures is a newly-prepared map, detailing present nationwide FM markets and coverage, which will be fully discussed at FMA's Sales Clinic in New York Friday.

The map was prepared by Everett Dillard, founder and president of Continental FM Network and general manager of WASH (FM) Washington, D. C. and KOZY Kansas City.

At least 90% of 27 states east of the Mississippi are virtually blanketed by FM broadcasters with one or more stations, according to the map. Mr. Dillard will unfold the coverage map at a session in which he will speak on "The FM Facts of Life." He is one of five principal speakers slated to address the convale, to be held at Hotel Commodore.

Meanwhile, Edward L. Sellers, executive director of FM Assn., has announced that over 100 reservations have been received for the session. Between 150 and 200 top FM industry executives—broadcasters, agency personnel, manufacturers and others—are expected to attend.

Other speakers to address the clinic are Edgar Kobak, MBS president; Linnea Nelson, chief time-

KSFO SITE

FCC Reconsiders Action

FCC RECONSIDERED last week and authorized KSFO San Francisco to use the transmitter site it originally proposed for its new 50 kw, 740 kc operation. This, the Commission said, would permit service "to a considerably larger area and population" than would operation from the transmitter site which FCC specified in issuing the 60 kw grant last August [BROADCASTING, Aug. 25, 1948]. The proposed site is near Novato, Calif. The grant for use of it was made subject to several technical conditions relating to signal strength delivered at FCC's primary monitoring station at nearby Livermore, Calif. KSFO is currently on 560 kc with 5 kw day and 1 kw night.

PULSE RATINGS

Steady 7-Year Decline in Top 10 AM Shows

PULSE ratings of the top ten evening radio programs in New York have declined steadily in the past seven years, The Pulse Inc. reported last week.

The following table shows the lowest rating received by March top ten shows in New York since 1943:

<table>
<thead>
<tr>
<th>Year</th>
<th>Station</th>
<th>Program</th>
<th>Daytime Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1943</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>9.9</td>
</tr>
<tr>
<td>1944</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>9.7</td>
</tr>
<tr>
<td>1945</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>9.4</td>
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<td>1946</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>9.1</td>
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<td>1947</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>8.8</td>
</tr>
<tr>
<td>1948</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>8.5</td>
</tr>
<tr>
<td>1949</td>
<td>WOR</td>
<td>&quot;Fibber McGee&quot;</td>
<td>8.2</td>
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</table>

TOP TEN EVENING AND DAYTIME SHOWS

<table>
<thead>
<tr>
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Verbal Fireworks

PRE-BROADCAST verbal fireworks forced cancellation of an established program broadcast weekly on KXOK St. Louis. During March 14 warm-up discussion, members of the panel who were to debate the pros and cons of rent control on KXOK's "Wake Up, St. Louis" series, found themselves in such heated argument that one member walked out. Who said what and to whom will never be revealed since no one was near a microphone during the flare-up, but Bruce Barrington, KXOK news director and moderator of the program, said another attempt would be made to schedule the broadcast—this time on the air.

WANTED

Stand-By Announcers Immediately.

Recording department of major New York network affiliate requires immediately 4 stand-by announcers for daylight time repeat program origination. Twenty-three weeks. $78.25 per week. Possibility permanent employment. Applicants must appear for personal audition.

BOX 571a, BROADCASTING
**BE-BOP BONNET**

Radio Hat Announced

KEEP this under your hat, but you'll have be-bop in your bonnet this summer if American Merri-Lei Corp., Brooklyn, has its way.

Merri-Lei, a novelty manufacturing company, is about to introduce tropical helmets wired for sound. Fitted with complete, under-the-lid radios, and available in a select range of colors, the helmet sports two radio tubes emerging from the crown and a tuning knob at the forehead. Perched aft, in relative position of a rooster's tail, is a hoop-like antenna. The remainder of the radio set is hidden in the hat's lining, which is a quarter-inch thick.

Victor T. Hoeftich, president of Merri-Lei, assures Broadcasting that the entire AM broadcasting band is available on the sets. They work on a pocket-type A battery, guaranteed to last 20 hours, and a 22 1/2 volt B battery, sure to last a year or more.

Signal pick-up within 50 miles of a transmitter is possible with the 22 1/2 volt battery.

The foresighted president said that, though not released yet, the noisy helmets will be snapped up by at least five million radio "bugs" during the first year. Sizable orders from several New York stores lead him to that conclusion—they haven't tried to cover other cities.

The hat will retail for $7.95. It weighs 12 oz., with battery pack carried in pockets.

Mr. Hoeftich pointed out that the sets turn on automatically when the helmet is perched on the noggin. The price of silence is sunburn.

**WNEW Policy**

WNEW New York has discontinued selling time to advertisers who distribute merchandise only by direct mail, Ira Herbert, vice president in charge of sales, announced.

Change in policy, according to Mr. Herbert, is because little of mail order business has merit, much has not. Station found such accounts to be troublesome and short-lived.

**MOVIE BIDDERS**

‘Non-newspaper’ Policy May Apply

FCC CHAIRMAN Wayne Coy was reminded last week that he apparently overlooked a 1946 FCC decision when he said the Commission hasn't had an opportunity to consider a so-called “non-newspaper policy” should apply also to movie applicants [Broadcasting, March 21].

Mr. Coy had explained to the Theatre Owners of America, in response to questions, that FCC has a policy of preferring non-newspaper...
Respects

(Continued from page 40)

him to dinner at the fraternity house. That started the yearly visitation.

Leaving the university in 1926, Mr. Faust donned grease paint for repertory theatre work in Ann Arbor, Mich., at a weekly salary of $40 (like the other actors, he bought his own costumes and paid room and board). As stage manager and juvenile lead, he learned roles and carted props (again) for 14 plays.

Suddenly one chilly a.m. in 1928, however, "I woke up and realized I felt like an actor." That was the last thing he sought on a career basis, so he turned in his notice between matinee and evening performances the same day. One day after returning home, he marched into the Chicago Tribune and asked the head of the classified ad department for a job. He got it six weeks later after calling on the same man every day at 9 a.m. Working on Michigan resorts, he was up to the "silk stocking list" and display advertising after selling Illinoisans en masse on the therapeutic value of a Michigan vacation.

While running the "silk stocking list" (exclusive women's shops on Michigan Ave.), Mr. Faust and a New York cohort made history by wearing white ties and tails (remnants of his theatrical days) to the formal opening of Saks Fifth Avenue and other fashion houses.

Grounded in printed media advertising, Mr. Faust joined his father at Mitchell-Faust agency in the fall of 1930. Originally Mallory & Mitchell, the firm operated also as Mallory, Mitchell & Faust before becoming Mitchell-Faust, of which the elder Faust is president. In February 1931, the new agency executive married the former Mary Garnell of Wilmette (another North Shore suburb) after meeting her six months previously at a country club dance.

His duties at M-F started with research and merchandising, which gradually included advertising, selling, clouting and contact work. This was halted abruptly in May 1941, when Mr. Faust was called to active duty in the Navy as a lieutenant (jg) in intelligence at Great Lakes.

Intelligence work for him decreased as the need for public relations increased, and Lt. Faust soon found himself with the job of broadcasting for the Ninth Naval District. Directing all informative work and special events, he and his section supervised the airing of 4,000 shows in a month or two. The best known network programs under his supervision were Meet Your Navy, the Blue-jacket Choir, Know Your Navy and the broadcasts of Orrin Tucker and his orchestra from Chicago's Navy Pier.

Mr. Faust frequently quited the restless sailor audience in the short intervals before air time by borrowing equipment from Clem, the Magic Man (who was also a Navy officer), and performing his favorite "now you see it, now you don't" tricks.

South Pacific Service

In November 1943, he was sent to the South Pacific as welfare officer for the South Pacific command, attached to Admiral "Bull" Halsey's Third Fleet. His department had jurisdiction over welfare personnel spotted throughout a 3-million-square-mile area. After 15 months, during which he had additional duty as Navy USO coordinator in the area, he went to Washington, where he was released in April 1945. Rejoining Mitchell-Faust, he resumed duties as vice president and radio director.

Mr. Faust works with some part of each M-F account, including major ones like Oscar Mayer & Co., Sanford Ink Co., Rapiwax Paper Co., Moorman Co. and Rothmoor.

He is now correlating his radio work with television experimentation, and will branch into TV shortly. His initial video adventure took place in a mausoleum-like movie studio on Long Island in 1931. While producing training films there for an account, he worked with the sound engineers and cameramen in using scanning disc equipment to relay a telecast from one end of the room to the other.

After years of studying the medium's possibilities, he has devised and is ready to use in a live show a production gimmick which is expected to cut costs of a studio dramatic show as much as 50%. His combined experience in writing, acting, production and advertising has enabled him to develop a systematized approach to the complex video pattern.

Movies, he believes, are designed for epics, "wheras television must trend toward providing the type of entertainment which could logically be found in living room."

This, according to his interpretation, means there should be (1) fewer characters in dramatic presentations; (2) simplification of backgrounds to the bold-stroke setting rather than the detailed picture, which often distracts viewers and clutters the scene, and (3) accentuation of the imagination with encouragement of mental participation.

The more imagination left the viewer, he feels, the more emotional response.

His Beliefs

Mr. Faust also admits to carrying these torches (one or all of which show up in his public speeches): (1) "We need more commercialism, not less, in American radio and television if we are to do the best job for the U. S. and the world; (2) radio broadcasting is doing a wonderful job for the listener's interests, vocal maturity and the contrary notwithstanding; (3) techniques already known and proved can provide us with top-grade television programming without aiding or killing the movies."

Because of his conviction that television will help integrate family life, Mr. Faust has installed a set in his home. The children, however, are held to a no-visitor policy except for special occasions. The youngsters are Marianne 14, Judith 11, Punch (red-head) 9, Kitty 7, and Caroline 5. Punch, retaliating when his father jokes with him about following Judy, has dubbed him Dr. Faustus, the pseudo magician.

PROBLEM of protecting the title of a local radio show from infringement or unauthorized use has been successfully solved by KNUZ Houston, Tex. On application of the station, the Texas Secretary of State has registered a trade-mark for Houston Hoedown, title of KNUZ's nightly hillbilly and western variety show.

The action resulted from efforts of another station to broadcast a program under the same title, according to Max H. Jacobs, KNUZ president. Application for registering the trade-mark has been filed in Washington under the new Lanham Act.

Houston Hoedown has been heard on KNUZ continuously for more than a year and is a combination of live and recorded entertainment originating in night spots and the station's studios. Webb Hunt, disc jockey, and Bluff Collie, announcer, are featured on the show.

PEARSON HONORED

Friendship Train Praised

NEW YORK's Radio Executives' Club last Thursday honored Drew Pearson, ABC commentator (Lee Hat Co., Danbury, Conn., Sundays, 6-6:30 p.m.), for conceiving and administering the idea of the Friendship Train, America's gift to France. An award, a miniature replica of France's "Merci Train," sent by that country in acknowledgment of U. S. contributions of food and clothing, was accepted on Mr. Pearson's behalf by Mark Woods, ABC president.

Mr. Pearson, who was to address the club's luncheon meeting, was ill at his Washington home. He spoke via closed circuit broadcast to the group assembled at the Roosevelt Hotel in New York. He praised radio's contribution to the Friendship Train. Edward Arnold, radio, stage and screen star, presided.
In Altoona, Pa.,

It's ROY F. THOMPSON and

WRTA

A prize radio combination in the rich industrial market of Central Pennsylvania.

Represented by ROBERT MEKER ASSOCIATES

In the studio with HARRY WISMER, second from left, ABC sports director, in Kansas City.

HARRY WISMER (second from left), ABC sports director, in Kansas City to address participants in National Assn. of Intercollegiate Basketball tournament, was interviewed on special 15-minute program over KCMO Kansas City. L to r: Bill Gunther, KCMO announcer; Mr. Wismeyer; Tony Williams, KCMO sports editor, and E. K. Houtenboer, station's general manager.

HARRY WISMER

KOIL, 'Better Homes & Gardens' Open Drive

SPRING officially began March 14 in Omaha, Neb. This one-week jump ahead of nature's March 21 opening was caused by KOIL Omaha which is bursting out all over with an intensive promotional campaign.

Heralded as "Spring Is on the Air," the novel campaign was the backing of

Better Homes and Gardens, which is making available its entire facilities to the station. The magazine's editors and feature writers are presented in special tape-recorded programs, aired daily over KOIL, about every subject covered by the publication.

Mail Brochure

Local advertisers, agencies and Petco Co., representative, have received a special 12-page brochure outlining the campaign in detail. With each brochure is a letter announcing "a spring idea that's a daisy," and attached to each letter is a paper daisy.

To further alert prospective sponsors and agency men, KOIL is delivering by Western Union a beautiful spring tie, attractively wrapped and enclosed with a paper band reading: "Tie-in and cash in."

On-the-air promotion includes some mention of the spring theme during every hour of the broadcast day. Augmenting this, the station is using streetcar cards, window cards and streamers, newspaper advertising, shopping guide advertising, weekly bulletins and letters to advertisers, and distribution of bouquets—paper daisies with colorful banners reading: "Spring Is on the Air at KOIL."

RADIO CAREERS

Student Interest High

RADIO is near the top of the list of careers being considered by Portsmouth (Ohio) High School students, according to WPAY WPAY-FM Portsmouth.

At the high school's recent second annual Career Day, interest in the clinic on radio was second only to that on retailing, station executives said. Two WPAY representatives, Chief Engineer Maurice Myers and Office Manager O. T. Dresbach, talked with 108 seniors, juniors and sophomores who attended the radio meeting.

Mr. Myers answered questions about technical schools offering radio training and on the future of television in Portsmouth. Mr. Dresbach outlined the general aspects of radio and the types of jobs open to those entering it.

HUTH RESOLUTION

Res. 124-68 UNESCO Paper Adopted

RESOLUTION urging that frequencies to be assigned by the International High Frequency Broadcasting Conference "should not be used for purposes contrary to mutual understanding and tolerance" has been submitted to the Mexico City conference by Arno G. Huth, on behalf of the United Nations Educational, Scientific and Cultural Organization. The conference adopted the resolution by 51 votes for, one against (Rumania) and nine abstentions (Soviet bloc).

Text of the resolution:

The Plenary Assembly of the International High Frequency Broadcasting Conference: RECOMMENDS

That the frequencies to be assigned by the Conference not be used for purposes contrary to mutual understanding and tolerance, and

That all appropriate steps be taken to the end that this resolution be followed, and that practical measures be decided upon, such measures are brought to the attention of the International Telecommunication Union, UNESCO and the countries members of these organizations.

SCRIPTS for certain documentaries and other dramatic programs, to be produced and transmitted by private agencies, on contractual basis, have been prepared by State Dept.'s International Broadcasting Division. Programs will be in English, Spanish, Portuguese, Italian, French and German, with other languages to be added later. Transcribed shows will be used primarily for IEP's overseas distribution.

Mr. Jacob Hunter, Corp. Mgr., WPAY-FM.
THE GOVERNMENT and WEWS (TV) Cleveland locked horns last week over the State Dept.'s ban on telecasting sessions of UNESCO, the international organization which champions freedom of the press.

But, as BROADCASTING went to press, State Dept. officials were rapidly clearing the way for reversal of the decision, which had been editorially challenged as hypocritical.

James Hanrahan, general manager of WEWS, told BROADCASTING the clash was precipitated by State Dept. notification that WEWS could not televise proceedings of UNESCO's All-American convention in Cleveland April 1.

No reason was given for an eleventh hour imposition of the ban. Mr. Hanrahan said, adding that the station had cancelled its commercials, and received union clearance for the "Freedom Symphony" that evening in order to perform a public service.

Refusal was relayed to him, Mr. Hanrahan said, by Miss Helen Semmerling, liaison agent between the State Dept. and the UNESCO meeting. The session, expected to attract 3,000 delegates, was called to discuss means of promoting world understanding of educational, scientific and cultural achievements.

Later, both Miss Semmerling and Shepherd L. Whitman, Cleveland World-Wide Press Council director, indicated they would seek a reversal of the decision.

In Washington, Howard Vickery, assistant director of UNESCO relations for the State Dept., identified the controversy as a "new problem to us."

Mr. Vickery maintained the crux of the problem was union clearance of talent and the acceptability of telecasting the proceedings to Mrs. Eleanor Roosevelt, one of the main speakers, and Dr. Torres Bodet, director general of UNESCO in Paris.

"Up to last night," Mr. Vickery said, "it was believed that the event could not be televised because certain talented Hollywood actors were said to be barred from television by their contracts."

"Mrs. Roosevelt," he added, "had not then indicated whether she wished to be televised."

When it was later learned that the Hollywood actors would not be available and that New York actors, with television performance rights, would substitute, the only matter to be resolved was whether Mrs. Roosevelt would consent to be televised. It would be possible, he later said, to authorize the telecast without the consent of Dr. Bodet.

Mr. Hanrahan pointed out that his station had gone to considerable expense in cancelling all its commercial and sustaining shows during the 8 to 10 p.m. period April 1 to televise the entire UNESCO show.

"We can provide a visual audience that will be 10 or 15 times as large as you can get into Public Hall," he declared. "This audience, he said, would come from the most populous northern Ohio."

Mr. Hanrahan said dealers were known who "are ready to put the show on public display in their communities where school children and others can feel they are taking some audience part through the telecast."

"When we cleared with the American Federation of Musicians about including the symphony concert on the program, Lee Repp (Cleveland business agent) was both generous and enthusiastic."

"The stated UNESCO function is to awake and alert the American people, among others, to their freedoms in communications, education and cultural interchange. I can't see how it lives up to this stated function in this strange course."

Miss Semmerling failed to specify just what the State Dept. objections were, according to Mr. Hanrahan.

The Cleveland Press, with which WEWS is associated, took up the cudgel for its station in the paper's editorial columns, March 24.

It was pointed out in the editorial that whatever might be back of the ban was not clear.

"Whatever the motive," it said, "it is a dangerous censorship that must not be tolerated. If allowed to stand, it would defeat, in part, the very purposes for which the meeting was called."

"The station had not been told of the nature of the State Dept.'s objections, the editorial said.

"Can't Justify Action"

"No matter what they are," it continued, "they can't justify the action taken. The department has no more right to stop telecasting the proceedings than it has to try to say what shall or shall not be published about the meeting. This censorship must be fought to a finish."

Stanley Anderson, television editor of the Press, in his column on the day the decision was made, said, "The department may be one of those who may not want WEWS to televise the UNESCO session."

"If anybody should want the program to reach the greatest number of people," he added, "Mrs. Roosevelt should record it for a UN worker to work against a refusal. As a matter of fact, she should ask for television coverage."

Mr. Vickery made several futile attempts last Thursday to reach Mrs. Roosevelt, who was traveling between New York and Washington.

At first, one of Mrs. Roosevelt's secretaries in New York, declined to sanction the telecast in Mrs. Roosevelt's name.

Later, another secretary, gave Mr. Vickery assurance, he said, that Mrs. Roosevelt would have no objection to the telecast.

On the basis of this authorization Mr. Vickery felt that the matter could be considered resolved and the State Dept. decision reversed.

The only authority lacking, unless Mrs. Roosevelt personally voices an objection, Mr. Vickery said, is permission for the television staff to use the auditorium. He clearly had enough of the whole mess, and permission for the use of the auditorium would have to be secured by Mr. Hanrahan, he said.

Broadcasting's regular monthly Telecating insert follows page 54. In addition pages 50 to 54 are devoted exclusively to television news.

VIDEO TALENT

Protective Clause Adopted

PENDING formation of a television talent union, the Associated Actors and Artists of America's television committee has drafted a clause which actors will incorporate in new contracts with agents, managers or personal representatives. It is designed to protect interest which may later accrue by action of the committee or a union formed through it.

Council of Actors' Equity adopted the committee clause, thus making any actor who fails to abide by the action subject to "appropriate disciplinary action." The clause states:

"The obligations of the artist under this contract, as they relate to telecasting, are subject and subordinate to such disciplinary obligations to the television committees of the Associated Actors and Artists of America..."

"The effort to form a new 4-A union for video, to be called The Four A's Television Authority, is currently in a preliminary stage [Broadcasting, March 21]."
**SMPE**

**PRINCIPAL speaker at the luncheon opening the 65th semi-annual convention of Society of Motion Picture Engineers will be Dr. Allen B. DuMont, head of the Allen B. DuMont Labs Inc., New York.** The five-day session, opening April 4, is to be held at New York's Hotel Statler.

Highlights of the opening day will include a forum on television and motion pictures, led by authorities in these related media, to be held in the afternoon. An evening demonstration will be held showing latest equipment for direct projection of theatre-size television images. Tuesday morning and afternoon sessions also will be devoted to television, with the evening open. A total of 37 technical papers, in addition to two forums, a popular lecture on atomic energy, and social events, are scheduled for the 10-session conclusive.

Problems in the technical phases of motion picture production for television will be dissected at the television forum.

Forum leaders, their topics and the propositions keynoting their discussions are:

Dr. Alfred N. Goldsmith, consulting engineer. New York "Engineering Techniques in Motion Picture Films," New York. "Motion Picture films, produced today several different ways, all of which can be improved in quality and economy. Continued investigation is urged toward better methods of picture and sound recording."

Richard Blount, engineering division, lamp department, General Electric Co., Cleveland "Studio Lighting for Television." Distortion introduced by studio lighting techniques (demonstration with slides).

Edmund A. Bertram, plant superintendent, De Luxe Labs, Inc., New York. "Motion Picture Laboratory Practice for Television." Video receiver quality affects kinescope photography quality, (demonstration with 16 mm film). Arthur J. Miller, general manager. Consolidated Film Industries Div., Republic Pictures Corp. New York. "Motion Picture Laboratory practice for television." Several 16 mm films of high quality can give better receiver tube image quality when compared to 16 mm film (demonstration with 16 mm film).

Clyde K. Keith, engineering manager, electrical research products division, Western Electric, New York. "Sound on Film Recording for Television Broadcasting." Three bottleneck critical sound quality of 16 mm films in telecasting; (1) 16 mm film development is generally inferior to that of 35 mm film. (2) 16 mm printers frequently produce distortion and flutter in prints, and (3) 16 mm projectors lack the accuracy required to give best electrical, mechanical and optical results.

Dave Gudebrod, N. W. Ayer & Sons Inc. New York "Motion Picture Production Requirements for Television." Screen and advertising agencies expect films to entertain and interest audience and carry potent messages (demonstration with film that has been telecast for a major sponsor).

**VIDEO TECHNIQUE**

**Decorators Hear Talk**

TELEVISION's growing importance as the focal point of the home presents a challenge to today's interior decorators, Bernardt Denmark, national television sales manager of Telecon Corp., New York, told members of the American Institute of Decorators last Wednesday at their Hotel Pierre convention. Video brings with it a new concept of decor involving lighting and individuality in styling, he pointed out.

Mr. Denmark introduced to the decorators Telecon's Tele-Video. The Tele-Video screen, which can be had as large as 63 feet square, can be adapted to any room, with remote control hundreds of feet from the picture which is projected from the rear with all equipment hidden. The screen can be placed flush with the wall.

**PROFITABLE SALES**

You stay in business by selling at a profit. WAIR is famous for its ability to sell in volume . . . at a profit for above the average.

WAIR

Winston-Salem, North Carolina

Representatives: Avery-Knodel, Inc.

**BROADCASTING • Telecasting**

**Dr. DuMont Heads Speakers**

WAIR Power Increase

WTRV (TV) Richmond, Va., observed an increase in power March 13 with a special half-hour program which was carried by its AM affiliate, WMBG, and WCOD (FM). Power increase was to 12.16 kw. The special program featured a documentary on radio and television and telegraphed greetings from the mayors of 21 Virginia cities which will now be served by WTRV. Station operates on Channel 6 (82-88 mc).

**TV PRODUCTIONS**

Smith Plans Video Filming

**TV PRODUCTIONS** has been formed in Hollywood by Jack Smith, star of his own CBS show, for the production of quarter and half-hour open-end television films. Offices are at 1409 N. Vine St. Associated with Mr. Smith are Jerome B. Rosenthal, attorney, and Century Artists Ltd.

First series of original scripts — to feature old-time performers — is being written by Jimmy Henaghan. Bill Brennan, producer of CBS Jack Smith Show, will direct firm's productions. Frank De Vol, musical director of the CBS show, is serving group in same capacity.

**See Joins KRON-TV**

HAROLD P. SEE has been appointed director of television for San Francisco Chronicle Pub. Co.'s KRON-TV San Francisco. Station is expected to begin telecasts this summer. Mr. See, who assumes his duties immediately, was formerly director of television at WBAL-TV Baltimore.

**MARK ONE UP FOR JANE!**

Recently, the manufacturer of a new aluminum siding product bought three KQV spots on Jane Gibson's Women's Exchange Show. Having failed completely with other media, he was mightily surprised (but not us!) when orders and inquiries began pouring in. Three more spots on Jane's show pulled in so many new orders that after six weeks — he'd done $8,000 worth of business. 44 times the cost of the time! A terrific job for a new product using no other media, thanks to the tremendous audience response to Jane and KQV.
VIDEO AWARD

Adopted by Seattle Club

THIS YEAR, for the first time, television will be included in the Seattle Advertising and Sales Club's annual advertising competition. The awards were inaugurated last year [BROADCASTING, June 7, 1948]. Awards will be presented in eight media categories, including both radio and television. Chairman of the joint radio-television committee is Ralph Hansen, KING Seattle. Other members are Arthur Gerbel Jr., KJR; Paul Swirinlar, KOMO, and Robert E. Priese, KRSC-KRSC-TV, all Seattle stations. Roger Rice, KING, is a member of the small steering committee which is directing the second annual advertising awards competition.

Presentations have been invited in four classifications in the television contest:

Best TV film-commercial designed to sell merchandise or service.
Best TV film commercial designed to sell merchandise or service.
Best TV program promoting public relations or community service.
Best commercial program designed to sell merchandise or service.

Competition is restricted to the Seattle-Puget Sound area. All contest entries must be locally created and produced commercials or programs telecast on KRSC-TV between November 25, 1948, and April 27, 1949. Winners will be announced at the Ad Club luncheon May 17.

Requirements in the radio advertising contest are similar and winners will be announced at the same time.

RADIO REPORTS

TV Service Is Expanded

RADIO REPORTS Inc. is now supplying television reports in three of its six cities. President Edward F. Loomis announced last Monday at the firm's New York office. The company, which has been listing video shows for some time in New York, has added coverage in Detroit and Los Angeles. Similar service soon will be available in Washington, Chicago, New England and Philadelphia.

Mr. Loomis also announced that Si Nathenson, former Detroit manager, has transferred to Los Angeles to handle sales and administrative duties. Mrs. Emilial Tiosch, sales manager, will also move up to the managerial post in that city.

With No Trouble

TELEVISION has become so successful at selling that it — even sells when it's not trying. During intermission of the amateur boxing matches telecast on KTLA Los Angeles from South Gate Arena, South Gate, Calif., Bill Welsh, telesetter, was interviewing the executive secretary of local Chamber of Commerce. In the course of the interview the C of C representative expressed the hope that more industry would find its way into South Gate. The next day a viewer of the telecast purchased two acres in South Gate for erection of a factory.

ASCAP EXTENDS

Video Music Fee Deadline

EXTENSION through April 30 of ASCAP's grant to telesatters to use its members' music without fee was voted by the society's directors last week.

Telesatters have been given free use of copyrighted music pending negotiations of a contract with ASCAP which would establish payment scales. The negotiations between ASCAP and broadcasters have been under way since the first of the year.

Broadcasters have agreed that such payment rates as are finally agreed upon will be retroactive to Jan. 1, 1949. The old ASCAP contract with broadcasters expired Dec. 31. Negotiations pertain to both radio and television.

Last week the following members were reelected to the ASCAP board: Writer directors—Fred F. Ahlert, Oscar Hammerstein 2d, Paul Cunningham, A. Walter Kramer, publisher directors—Herbert Starr, Louis Bernstein, Samuel H. Bourne, Gustave Schirmer.

WMAL-TV Washington, will begin telecasting forty-five minutes earlier beginning today (March 28). Station's new sign on time is 6 p.m.

TAKE CBS POSTS

Rothafel and Stumer Named

ARTHUR I. ROTHAFEL, general manager of WFEA, Manchester, N. H., has been appointed assistant to the director of CBS television programs, and Louis Stumer, assistant manager of operations of DuMont Television, has been named CBS-TV program sales coordinator, CBS announced last Thursday.

Mr. Rothafel, son of Samuel L. (Roy) Rothafel, the famed theatrical impresario, will work on program building and administration under Charles Underhill, program director of the CBS television network.

Mr. Stumer's new job is to inform the CBS television sales staff of program planning and development and to assist salesmen in making presentations.

Mr. Rothafel has been general manager of WFEA for a year. Before that he had held program manager posts at WCCM Lawrence, Mass., and WKIR Manchester, N. H. He was radio director of Fletcher and Ellis agency in 1933 and previously headed the radio department of Maxon agency.

Mr. Stumer has been assistant manager of operations and studio liaison director at DuMont for the past year. Before that he was president of Television-Radio Enterprises Inc., a producing firm.

LEONARD HOLE, general manager of WARD (TV) New York, has been appointed director of network operations for the DuMont Television Network, Mortimer W. Loewi, director, announced last Tuesday.

Mr. Hole joined DuMont's flagship station almost a year ago. His promotion is said to be part of an over-all expansion and reorganization plan now being effected by the network.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
**CHERTOK TV INC.**

**New Sacramento Firm Opens**

FORMAL incorporation of Jack Chertok Television Inc., Sacramento, as a California corporation capitalized for $100,000 has been completed.

Jack Chertok, also head of Apex Pictures, commercial film firm, is president of new firm and Tom Rockwood, head of General Artists Corp., is vice president. Mr. Chertok, a former feature picture producer at MGM and Warner Bros., formed Apex three years ago and has serviced such national clients as Sony, duPont, Carnation Co., Gillette, Standard Oil of California and National Assn. of Manufacturers.

The television firm will have access to the talent roster of GAC, according to Mr. Chertok, but will not restrict itself exclusively. Apex will continue to do commercial films, while all future television activity will be handled by the new corporation, he said.

**DuMONT SALES**

**Over $26 Million in '48; Net Profit Also Up**

ALLEN B. DuMONT Labs achieved record sales and earnings in 1948, according to an annual report to stockholders made public Wednesday by Dr. Allen B. DuMont, president. Sales in 1948 amounted to $26,859,000, compared with $11,109,172 in 1947. Net profit advanced to $2,701,000 or $1.29 a share, compared with $563,677 or 27 cents a share in 1947.

Percentage of net profit to sales in 1948 was more than 10% compared to 5% the preceding year, said Dr. DuMont.

Position of the company in the early part of 1949 has continued strong, Dr. DuMont indicated. He said sales for the first ten weeks of 1949 were $8,023,000 as compared with $3,938,000 for the same period in 1948.

Only division of the company not in the black, he said, was the DuMONT television network. But he told stockholders: "...your company feels that our television broadcasting stations are valuable franchises which will eventually be very profitable."

He also advised the shareholders that despite the rapid growth of the company, it was moving carefully to avoid over-expansion which would endanger "either our financial position or the quality of our manufactured products." Similar caution was being exercised in the firm’s dividend policy, he said.

Without giving the figures, the report sales in DuMONT's trans-

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**Ice Disrupts WLWT**

ICING conditions atop the 571-ft.-tower of WLWT (TV) Cincinnati disrupted operation of the Crosley station for two hours March 18 and delayed relay of programs to WLWD, Crosley's new Dayton video outlet. R. J. Rockwell, Crosley vice president in charge of engineering, said melting ice at the top of the antenna caused a short circuit and burned out part of the coaxial cable which carries programs up the tower.

**PREMIUM BUSINESS**

**TV Will Swell It—Degan**

TELEVISION will be a leading factor in swelling the premium business beyond the billion-dollar mark this year, it was predicted last week at the 16th annual Premium Buyers Assn. meeting in Chicago.

Robert R. Degan, merchandising executive of Ted Bates, New York agency, told the premium buyers, meeting at Hotel Stevens, that American consumers spent a billion dollars for thousands of kinds of advertising premiums in 1948 and would spend even more this year.

Television, he said, would contribute heavily to the increase.

"Results to date by manufacturers who have made premium offers on television have been nothing short of sensational," Mr. Degan added.

**YOUR NEW CHEVROLET OR BUICK**

STARTS HERE

FLINT - world’s 2nd to mobile city.

FLINT, Bay City and Saginaw do most of business for $50,000,000 in Central Michigan. Until WTAC, Flint and six surrounding counties had no adequate NBC coverage. Now, WTAC-NBC covers Michigan’s 2nd market. . . . the million listeners with the billion dollar income. [Grocery entrance]

TRENDLE-CAMPBELL BROADCASTING CORP.

1000 Watts Day — 500 Night

Paul H. Raymer, Representative

March 28, 1949 • Page 53
ZENITH SUED
Two Firms Hit Obsolescence Ads

MILLION DOLLAR damage suit and injunction proceedings to stop Zenith television obsolescence ads was started last Monday in New York Supreme Court by Sight master Corp. and Empire Coil Co. Inc.

The action thus represented the joining against Zenith of a television manufacturer (Sightmaster), a television parts manufacturer (Empire) and a television broadcaster (Empire has under construction WXEL (TV) Cleveland).

The plaintiffs called the Zenith ads false and misleading, and charged they were run maliciously with knowledge of their falsity "for the deliberate and preconceived purpose and with the design of inducing the public" to buy television sets only from Zenith.

It was alleged that plaintiffs had demanded that Zenith stop running the ads but instead Zenith continued to run them and "this is threatening to continue the same."

Already, the plaintiffs alleged, they have suffered damages because customers have failed to buy television sets and component parts from Empire. As for damage to the Cleveland television station, it was alleged that because of the Zenith ads...

The name of sales of television sets in the area of the television broadcasting market is not the result of construction by the plaintiff. Empire Coil Co. Inc., has been and will continue to furnish to Zenith, the defendant, thereby seriously impairing the value of the said television broadcasting station and the anticipated revenue therefrom."

McDonald Answers
Commr. E. F. McDonald, Zenith president, denied the charges, saying that Zenith welcomed the opportunity to prove its advertising allegations.

"I have never welcomed a lawsuit more than I have this one," this will give Zenith the opportunity in the courts to prove to the public that the statements in its advertisements, of which complaint is made in the suit, are true. Our only purpose in publishing these advertisements was to acquaint the public with the facts they are entitled to know.

Commr. McDonald disclosed that Dunn & Bradstreet lists the tangible net worth of the Sightmaster Corp as $71,505 as of July 31, 1948. He indicated that many of his engineering staff. Dunn & Bradstreet lists the net worth of Empire Co. Inc. as $141,159 as of Sept. 30, 1948. --Yet this company had a CBS station on the air in Cleveland which it received in December 1947 and they haven't put up a station yet," he added. The commander pointed out that the net worth of Empire Co in 1947 was $75,847.

The Pulse Report of Television Audiences

NEW YORK
Top Ten Television Shows

Highest 1/4 Hour Rating

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Star</th>
<th>Feb.</th>
<th>March</th>
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<tbody>
<tr>
<td>1</td>
<td>Lucky Pup</td>
<td>12.3</td>
<td>11.4</td>
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<td>2</td>
<td>Burgs by Barry</td>
<td>17.0</td>
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<td>3</td>
<td>CBS News</td>
<td>16.0</td>
<td>16.5</td>
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<td>4</td>
<td>Homemakers Matinee</td>
<td>15.6</td>
<td>15.4</td>
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<td>5</td>
<td>Modern Manatee</td>
<td>15.4</td>
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<td>6</td>
<td>Western Broadcast</td>
<td>14.3</td>
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<tr>
<td>7</td>
<td>Cameo News</td>
<td>13.7</td>
<td>13.7</td>
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<tr>
<td>8</td>
<td>Average Hour</td>
<td>12.7</td>
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<tr>
<td>9</td>
<td>Daily Show</td>
<td>12.0</td>
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Chicago

Top Ten Television Shows

Highest 1/4 Hour Rating

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<tbody>
<tr>
<td>1</td>
<td>Godfrey &amp; His Friends</td>
<td>65.0</td>
<td>66.0</td>
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<td>2</td>
<td>Top of the Town</td>
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<td>3</td>
<td>Golden Gloves</td>
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<td>4</td>
<td>Super Circus</td>
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<td>5</td>
<td>Kraft Theatre</td>
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<td>6</td>
<td>Wiltber</td>
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<td>7</td>
<td>Original Amateur Hour</td>
<td>37.9</td>
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<td>8</td>
<td>Downtown</td>
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<td>Autos</td>
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<td>10</td>
<td>The Golden Dome</td>
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TERTIAL AIR-GY
Radio-TV Package Firm Opens

TEL-AIR PRODUCTIONS, new radio-television package agency, has been formed in Detroit and Chicago by Doreen Koebel, president, and Nancy Pierce, vice president. Headquarters of the new firm are at 3160 Second Ave., Detroit, The Chicago office, 2131 Ohio St., is under the direction of Patricia Harmon.

Both Miss Koebel and Miss Pierce were formerly with Chicago television stations and Miss Harmon was associated with stations in Michigan and Illinois. The agency is offering live packaged shows and currently, 33 shows have been completed—five for television, two for radio and one for either medium or simultaneous production.

Drastic Mastic

AS FIRST STEP in its 1949 campaign to utilize television in conjunction with its radio and retail sales, Mastic Acres Inc., New York, owner of an 8,000 acre land development at Mastic, L.I., has signed a 13-week contract with WNYE, New York, Walter T. Shirley, Mastic president, announced that the firm would participate in sponsorship of the "Happy New Year," which each Saturdays, 7:45-9 p.m. Agency is Jasper, Lynch & Field, New York.
and NBC is first in nearly every category of television programming. Each in its class, these are the regularly scheduled shows according to latest available Hooperatings:

- **Variety, Texaco Star Theatre** .......... NBC
- **Drama, Kraft Television Theatre** .......... NBC
- **Sports, Gillette Fights** ................. NBC
- **News, Camel News** .................... NBC
- **Forum, Author Meets The Critics—General Foods** . NBC
- **Art, You Are An Artist** ................. NBC
- **Feature Film, Lucky Strike’s Your Show Time** .. NBC
- **Juvenile, Howdy Doody—Mason—Unique** .... NBC

No. 1 in programs...
No. 1 in advertisers...
No. 1 in sponsored hours...

*America's No. 1 Network*

**NBC Television**

*A Service of Radio Corporation of America*
WHAT'S NEW IN TELEVISION? TAKE A LOOK AT WPTZ!

Television
finds the men
to build a
pipe line in
Saudi Arabia

Each Wednesday evening at 7:00 PM, the Corn Exchange National Bank and Trust Co. of Philadelphia sponsors a television program called "Open House" over WPTZ. It's a who's-who and what's-new sort of program bringing interesting people and ideas before the cameras.

A few weeks ago one of the guests on the program was a representative of the Bechtel International Corporation. It seems that his firm was building a pipe line in Saudi Arabia and were experiencing considerable difficulty in finding skilled craftsmen for the job. And no wonder—artisans were required to sign up for a year and a half and the locale was smacked-dab in the middle of the desert where the temperature goes to 130° in the shade.

Within 48 hours after the show, 248 skilled craftsmen applied for the job! Moreover, the Pennsylvania State Employment Service told us that the Philadelphia office of USES was the only employment office in the country to fill its quota on this job and it was not only filled, but filled three times over!

You may not need men for Saudi Arabia but if you have a product or service to sell in Philadelphia, the country's second largest television market (130,000 receivers), we think this incident indicates not only the selling power of television but the pulling power of a program on WPTZ.

If you would like further details on the Philadelphia audience and WPTZ's facilities and experience, drop us a line or call your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
Telephone: LOCust 4-2244
KINESCOPING

NBC Film Output Now Exceeds Hollywood by 50%

By HERMAN BRANDSCHAIN

KINESCOPE recording of television shows at NBC has mushroomed in one year from an experimental film operation to a production now outstripping Hollywood's output by 50%.

That fact was revealed Tuesday evening by Carleton D. Smith, NBC director of television operations, at a new demonstration of the network's kinescope recording equipment at Radio City.

According to Mr. Smith, the total output of film by the major motion picture companies in 1948 was 3,697 feature length films—or about 500 hours of product. At the average rate of nearly 14 hours a week of kinescope film, NBC television is producing an average of almost 700 hours of entertainment per year, or approximately 50% more than the Hollywood studios' output.

Expansion of kinescopic production first proceeded in geometric progression and is now down to an arithmetic progression, which still furnishes considerable delight to NBC statisticians.

Operations have increased over 100% since January. January figures showed a 100% jump over November. Envisioned is a 400 or 500% expansion in the coming year.

The operation has caused NBC to develop a department currently shipping 223 prints a week of 28 programs to video outlets from coast to coast, making the network in effect one of the country's major motion picture exchanges.

Thus, kinescope recording has become a major television program medium. It has been a rather unexpected development, and has yet to make a profit.

It was explained that kinescopic recording entered its experimental stage about ten years ago. NBC engineers, under leadership of D. B. Hanson, vice president and chief engineer, were seeking a device to record programs for historic and legal reasons and also as a means of improving production techniques by furnishing program executives with a replay which could be studied critically. The technique of kinescoping improved so greatly, it was said, that it made possible its new use which has far overshadowed in importance the aims originally intended for it.

Now, such shows as the RCA Victor Kukla, Fran & Ollie are made available to 15 stations off coastal lines via the kinescopic films; Motorola's Believe It or Not also goes to 15 outlets; Liggitt & Myer's Chesterfield Supper Club is shipped to 12. Philco Television Playhouse currently enjoys the honor of "most kinescoped," going to 16 stations weekly and four additional ones on alternate weeks.

Further impetus to the NBC operation is foreseen this month, when its kinescopic recording studio in Hollywood will be completed. It will be the first such studio on the West Coast, and only slightly smaller than the $250,000 facilities in New York.

Up to now, all such recording facilities have been in New York, where four cameras, capable of recording two different programs simultaneously are in operation. High speed developing equipment can process film at a rate said to be three times the shooting time. Thus an hour show can be processed in three hours.

At the Tuesday news demonstration, the first ten minutes of the Milton Berle Texaco Star Theatre show was played back for reporters 50 minutes later, when they saw the curtain come down on the Berle show. Quality of the screened film was very much higher than the picture on the television screen previously seen on the live show.

Mr. Hanson explained some of the technical problems which had to be overcome before it was possible for the operation to record over 200 shows in February. These shows required 110 hours of equipment use and ate up 600,000 feet of 16mm film, which NBC research said was 113 miles of celluloid.

Mr. Hanson said the camera developed in cooperation with Eastman Kodak engineers is the "key to the situation."

A camera which could translate the 30 frames per second of the television image into the 24 frames per second of the standard motion picture had to be designed. This camera is focused on a kinescope tube with a power of 30,000 volts. Four times brighter than the average home viewing tube, it receives pictures piped by direct line from the NBC network.

The speed of the camera, however, was not the only adaptation required. Film capacity of 1,200 feet, instead of the usual 400 feet, allowed for half-hour's continuous run, had to be built into the camera. This required a separate motor.

Still a further engineering problem was that of overcoming emission. Cameras in Hollywood, said Mr. Hanson, are used only a few minutes at a time, allowing a chance to clean out the emission dust between takes. NBC had to find some means of handling 1,200 feet of film without stopping and to eliminate emission dust collecting in the frame. This trouble was cured by the use of nylon pressure plates instead of the usual metal ones.

Problems Licked

"Needless to say," said Mr. Hanson, "all these problems were licked, and we have an installation at Radio City which has four cameras, three sound recording systems recording on a separate negative, and two cameras equipped with a single system recording where the sound can be photographed on the same film as the picture. This latter method we use in photographing direct positives for rapid development and projection within the hour after the show has been performed. For release prints we make a negative picture and record the sound track on a separate film. These two negatives are then printed together on a release print.

It was not until last March, however, that the first perfected camera was delivered to NBC. Regular commercial use, except for the special job done on Life in NBC coverage of the national political conventions last June, did not begin until September. At that time, seven programs were recorded each week. As new equipment arrived, production doubled in a few weeks. Mass production quickly followed.

NBC set up a separate division to handle the operation. It is under the direct supervision of N. (Continued on page 51-K)
THE success of KLEE-TV in its initial three months of operations, as outlined here, is indeed a healthy sign in television's progress. While many operators of joint AM-FM-

Of course the ghost needed element in television film production is the responsibility of the producer.

That's why Video Varieties puts such emphasis on responsibility. We have made sure that there is adequate experience, enough trained manpower, sufficient capital, and sound and studio technicians, and editors on our own payroll.

That's why we own and operate 17-year-old West Coast Sound Studios with its experienced manpower and complete facilities.

From this background, we solicit your

RESPONSIBILITY MEANS BETTER FILMS

On Estimates and Schedules . . . ✓ ✓
SAFETY

A PUBLIC-SERVICE spot campaign, with a minimum of sponsor identification, will be broadcast on 28 stations throughout the State of Washington April 4 by the Olympia Brewing Co. of Olympia, Wash. The project, representing a marked departure from past radio efforts of the sponsor, involves a total budget of $80,000. Seattle office of Botsford, Constantine & Gardner is the agency, with John P. Heverly, account executive.

Theme of the 20-second, transcribed spot announcements, prepared with the cooperation of the Accident Prevention Div. of the Washington State Patrol, is traffic safety. Each of the 200 spots touches one of the basic points made by the National Safety Council regarding safe driving.

Each spot opens with sound effect of an auto horn honking twice. Then the announcer comes on with “Thank you” and the specific safety angle. Horn effect and “Thank you” also closes the spot.

Believed to be one of the heaviest spot campaigns in the history of Washington radio, the spot has been more than a year in the making. Olympia’s earlier radio advertising has consisted of sponsorship of Cecil Solly, garden expert, as a year-long personal interest in the safety work of Peter Schmidt, president of the Olympia Brewing Co. The first effort at developing the

BUYERS’ MARKET

BUYERS’ MARKET need not be hazardous if proper investigation of buyers’ wants and needs is made through research, Norwood Weaver, vice president of A. C. Nielsen Co., Chicago, told the Ohio State U. advertising conference at Columbus March 17-18. [BROADCASTING, March 21.] The job of research for the advertiser and manufacturer, said Mr. Weaver, is to measure changes in desires and ideas. From facts thus obtained the advertiser must reason back in order to determine his advertising appeal and methods of distribution, he added.

Gerald H. Carson, vice president and copy director of Kenyon & Eckhardt, told the conference that advertising copy in 1949 must be selling copy. Buyers want specific facts on products, he said.

Speaking on the retail picture in the buyers’ market, Alan Wells, advertising director of Kaufmann’s, Pittsburgh department store, emphasized that retailer and manufacturer must work together in promotion and exchange of ideas to make selling less expensive and more successful. Mr. Wells said he feels stores will need as much promotion money in 1949 as last year, but that proper analysis of the market and media must be made so the money will be spent effectively.

Television Seminar

The conference included the second University Television Seminar. Richard A. Borel, manager of WBNS WBNS-TV Columbus, was chairman. Speakers included George L. Moskovics, manager of the development of CBS Television; W. H. Robinson, General Electric Lamp Dept.; Thomas R. Gettellman, vice president of Gettellman Brewing Co., and E. Y. announcer at KIRO, and David Ballard, KING staffer.

In addition to the spots already recorded, the announcement of cooperation with the Washington State Patrol is being set up whereby patrol officers can communicate through the State Patrol radio office in each area with the radio stations, in event of emergencies of any kind. In such cases, the patrol officer will front the radio station by telephone, giving information on the emergency, and the station will prepare special announcements for immediate broadcast.

In a three-page letter to all stations carrying the schedule, Mr. Heverly gave a detailed description of the project, explaining its purpose. “The selling of Olympia Beer is secondary to building good will and to their sincere attempt to reduce the toll of traffic accidents,” he wrote.

The same letter authorized station officials to substitute special announcements in the event of unusual weather or other emergencies. In case of requests from the State Patrol for special broadcast announcements, the stations are authorized and asked to make the announcements “as soon as possible,” without prior clearance with the sponsor or agency.

Closing identification on such emergency spots is to be: “This State Patrol emergency announcement was broadcast by the Olympia Brewing Co.” Announcements of this type will be run in addition to the spot schedule specified in the station contract, and will be billed separately at regular rates.

“The Washington State Patrol is nationally enthusiastic about the tremendous educational possibilities of this traffic safety education,” Roy F. Carlson, State Patrol chief, said last week. “I am certain that the broadcasting of these safety announcements will actually save many lives.”

The budget for the year-long experiment includes $75,500 for the spots, $17,000 for production costs, Mr. Heverly told BROADCASTING last week.

Travel Spots

RADIO advertising will be used in the seacoast region of southern Maine this summer to promote tourist travel. The Southern Maine Route 1 Assn. has approved plans for a campaign on WHBR-1, a Maine Route 1 affiliate of WMFK. The station is located on U.S. Route 1 just south of the entrance to the southern Maine seacoast region. Spot announcements every half hour during the day will emphasize the advantages of traveling in the region. The campaign is scheduled to start in May and will continue into late September.

Advertisers set aside 5% of their advertising budget for ad research—to test the effectiveness of appeals, media and merchandising. In addition, he said, every advertiser analyzed a critical look at his product, the potential market and his dollar volume.

An advertising clinic might be set up by advertisers to help test advertising ideas. Mr. Pinkerton believes. It could take much of the waste out of promotion expenditures, he said.

Other speakers were: Floyd E. Brown, advertising department, Cleveland Plate Dealer; William C. Gordon Jr., assistant to the director and market analyst, research dept., Curtis Pub. Co., Philadelphia; James W. Egan Jr., vice president and advertising director, Tolda Blade; John W. Craig, vice president of Arco in charge of Crosley Div., Cincinnati, and Dr. Paul Austin Wolfe, pastor, Brick Presbyterian Church, New York.

March 28, 1949 • Page 55
GUY SAVAGE, program manager and sports director for KLEE Houston, has been appointed assistant program manager and sports director of KLEE-TV.

MONTY KLEBAN, well known southwestern radio and television executive, has joined KTRH Houston, Tex. B. F. ORR, KTRH president, said his position is "planning and advisory consultant on all operating phases of the station's activities." Mr. Kleban formerly was program and production director of WOAI San Antonio.

NORMAN CHANDLER, president of Los Angeles Times-KTTV (TV) Los Angeles, Publishers Paper Co. and other corporations, has been elected to board of directors of Safeway Stores Inc., San Francisco.

PAT GOOLSBY has resigned as manager of KNOCOG Navo, Ariz. Mr. Goolsby plans to devote his full time to writing and in addition will serve as advertising consultant for a special group of Arizona radio accounts.

STANLEY BEAUBAIRE Dies as His Plane Crashes

FUNERAL SERVICES for Stanley Beaubaire, 34, president of KNGS Hanford, Calif., who lost his life when his private plane crashed 20 miles northeast of Bakersfield, Calif., March 19, were held in San Francisco March 22. Mr. Beaubaire, who also was editor of the Hanford Journal-Sentinel, is survived by his parents, Mr. and Mrs. Samuel Beaubaire. He was a graduate of Stanford U.

The plane crashed in bad weather, KNGS reports.
Enns should April NAB Golf Tourney"
March 18 Decisions...

DOCKET CASE ACTIONS

AM—990 kc

Announced decision granting application of Pittsburgh Bcstg. Co. for new station in Pittsburgh, Calif., on 990 kc uni., subject to (1) such suitable phase monitor be installed: (2) that directional-non-directional surveillance be made and accepted by Commission prior to issuance of license; and (3) that trans. site and ant. system shall receive approval of CAA.

AM—1340 kc

Announced decision denying application of Journal-Review for new station in Crawfordsville, Ind., 1340 kc 200 w uni.

BY COMMISSION EN BANC

Transfer of Control

KJOR Colorado Springs, Colo.—Granted transfer of control from The Oklahoma Pub. Co. to Aladdin Radio and Television Inc. for $96,875 cash plus 661% of fair market price of net assets as of April 1, 1949.

KLZ-AM-FM Denver—Granted transfer of control from Edgar F. Gromley, Herbert M. Peck, Merv A. Gaylord et al. to Aladdin Radio and Television Inc. for $407,000 plus 761% of fair market value of net assets as of April 1.

ACTIONS ON MOTIONS

(By Commissioner Jones)

WIBK Detroit—Granted petition to amend application to substitute as name of applicant Fort Industry Co. in lieu of Detroit Bcstg. Co.

Terrill Bcstg. Corp., Terrell, Tex.—Granted petition for continuance of hearing scheduled March 21 to June 28 at Washington, D.C.

KGEM Boise, Idaho—Passed over petition to amend.

Bethesda Camp Meet Grounds Inc., Abingdon, Calif.—Granted petition to dismiss without prejudice its application.

Fairfield County Bcstg. Co., Norwalk, Conn.—Granted petition to dismiss petition of Feb. 9 requesting reinstatement of application.

KIDD Boise, Idaho—Granted petition for extension of time in which to file proposed findings in consolidated hearing and time was extended to April 1.


WIBK Detroit—Commission on own motion continued indefinitely consolidation of hearing scheduled April 25 at Washington.


WKRK Allentown, Pa.—Granted petition for consolidation of hearing scheduled April 4 to May 5 in Washington.

March 18 Applications...

ACCEPTED FOR FILING

AM—1140 kc

The Orange Belt Station, Redlands, Calif.—AM—1140 kc 500 w AM. AMENDED to request 1140 kc.

AM—1460 kc

KRZU Palm Beach, Calif.—CP increased 1 kw to 5 kw.

WRAJ—AM—kc

WKAP Allentown, Pa.—CP change from 1250 to 1250 kc etc. AMENDED to change CP 1250 to 1250 kc from March 28 to June 30.


AM—1280 kc

Blakely-Forney-Logan Bcstg. Co., Brownfield, Texas—CP new AM station 900 kc 250 w. AMENDED to request 1280 kc 500 w D.

License Renewal

WAVU Altoona, Ala.—License renewal AM station.

License for CP

WGIG Brunswick, Ga.—License to cover CP new AM station.

Modification of License

KQWM-AM-FM San Francisco—Mod. license to change name of licensee from California Broadcasting Comm. Inc. to Columbia Bcstg. System Inc. of Calif.

License for CP

WBCM-AM-FM Bay City, Mich.—License to cover CP new FM station.

License to Reinstall

WAND-FM Canton, Ohio—License to reinstall CP new FM station.

Modification of CP

KGDM-TV Stockton, Calif.—Mod. CP new commercial TV station for changes and completion of date to 3-31-49.

WBAL-TV Baltimore—Same.

KRTV-TV Salt Lake City—Same.

KRCQ-TV Seattle, Wash.—Same.

WCBS-TV New York—Mod. CP changes in tower. Extension of completion date to 10-14-49.

WTVI Indianapolis—Mod. CP changes in TV station. AMENDED to change ERP from 14.44 kw to 16.3 kw vis. to 16.3 kw aur. 8.15 kw aur.

License for CP

WRGB Scranton, Pa.—License to cover CP new TV station.

TENDERED FOR FILING

Assignment of License

KFOE-AM Mayaguez, P.R.—Assignment of license from Lionel Duckett, Charles Coppage Ingram, Joseph R. Koch, James J. Curran d/b as Miners' Bcstg. Service to Service Inc.

License for CP


WPAM-AM-FM Potlatch, Pa.—Assignment of license from Joseph L. Maguire, John Grenoble, Evan Evans, and William E. Smith to Wharton County Bcstg. Co. to Wharton County Bcstg. Co.

License for CP

WDQ-AM New York—Assignment of license to Continental Bcstg. Co. of Calif. from Frank Ledford, Fred Tallo, and F. S. Tallo, d/b as Continental Bcstg. Co. of Calif.

License for CP

KQW-AM-FM San Francisco—Mod. license to change name of licensee from California Broadcasting Comm. Inc. to Columbia Bcstg. System Inc. of Calif.

License for CP

KGTR-AM-FM San Francisco—Mod. license to change name of licensee from California Broadcasting Comm. Inc. to Columbia Bcstg. System Inc. of Calif.

License for CP

WMAC-AM-FM and WMPA-AM-FM March 18, 1949 application for license to cover CP increase power etc.

APPLICATION DISMISSED

License for CP

WMAC-AM-FM—Dismissed March 18 application for mod. CP new AM station 1250 kc 1 kw D to 1240 kc 1 kw uni. DA-N.

March 19 Decisions...

BY THE SECRETARY

Radio Corporation of America, Princeton, N. J.—Granted license for new exp. CP new AM station 1510 kc 1 kw. AMENDED to 1510 kc 1 kw, aur. 7.5 kc, change ant. system.

KWDA Houston, Texas.—Granted mod. CP to change CP change time trans. and change studio location.

WCPA Clearfield, Pa.—Granted assignment of license from Progressive Pub. Co. to Clearfield Bcstg. Inc. same.

WBAL-TV Baltimore—Same.

WAVU-AM Pittsburg, Pa.— Granted CP new TV station.

WDLM Detroit—Granted waiver of Sec. 3.205(a) of rules permit to station to remain silent as Detroit station, since station is designed to serve Detroit and its main studio.

WPAT Albany, N. Y.—Granted mod. CP to change CP change time trans. and make changes in ant. system.

WEIR Portland, Ore.—Granted license new station 1320 kc 1 kw D.

WFWC Almas, Mich.—Granted license new station 1280 kc 1 kw D.

WILF-FM Niagara Falls, N. Y.—Granted mod. CP change time trans. and make changes in ant. system.

WLIM Detroit—Granted waiver of Sec. 3.205(a) of rules permit to station to remain silent as Detroit station, since station is designed to serve Detroit and its main studio.

March 21 Applications...

LICENSE FILING

AM—1410 kc

AM—1460 kc

AM—1500 kc

March 19 Applications...

LICENSE FILING

AM—1410 kc

AM—1460 kc

AM—1500 kc

March 21 Applications...

LICENSE FILING

AM—1410 kc

AM—1460 kc

AM—1500 kc
D.C. DIARY STUDY

RESULTS Projected to Number of Listeners

RESULTS of WRC Washington's 1949 diary study of individual listening habits in metropolitan Washington, covering six weeks in January and February, have been announced by the station's owned and operated outlet. The technique projects results to the actual number of listeners, giving program audiences in total number, rather than in the number of radio homes or sets. System was devised by James Seiler, NBC Washington research director, with similar surveys made in 1947 and last year [BROADCASTING, Feb. 17, 1947; April 12, 1948].

Simultaneously WNBW, the network's District TV outlet, released data on television viewing habits for the week Feb. 20-27, based on diaries placed in a cross-section sample of video homes in metropolitan Washington. Again, the television survey purports to indicate total audience for any given TV program that was on the air.

WRC altered the familiar concept of measuring radio homes due to the widespread increase in receivers per home, auto and office radio and portable sets. Using a sample of 1,000 individuals of metropolitan Washington's 1,300,000 people, based on census reports and city directory, the station let laws of probability govern selection. Persons of all ages, including children, with or without telephones, and even without radios, were taken in the sample, and kept diaries (except 2%). In the case of children, parents kept the youthful listeners' records. Data was compiled on age, sex, race, income and occupation, education and telephone, radio and TV ownership.

Returned and usable diaries were obtained from 88% of the diary sample and 93% of the total sample, from which final figures were gleaned. At conclusion of the study, WRC compared its figures with available known facts on BME area radio homes, telephone homes and census estimates on population, and found high correlation, it reported.

Some listener-viewer characteristics:

- Radio(s) in home: 97.6%
- Televsion(s) in home: 86.2%
- Televisers in home: 8.5%
- FM radio in home: 6.2%
- Auto radio in working condition: 30.6%
- Listening to auto radio on typical day: 12.6%
- Viewing television on typical day:
  - a. Viewers with sets in home: 70.6%
  - b. Viewers without sets in home: 7.0%
- Total population viewing on typical day: 12.6%
- Listeners at AM on typical day:
  - a. With TV in home: 4.9%
  - b. No TV: 72.6%
  - c. Entire population: 70.6%
- Attending motion picture during previous week:
  - a. In TV home: 33.6%
  - b. No TV: 35.6%
  - c. All: 35.6%

In the WNBW-NBC television survey, diaries from a sample of TV homes located through 5,000 random telephone calls were placed in 450 homes, with 365 returned as usable for compilation. From the cross-section sample, figures may be projected to give total number of sets tuned to each program, using Washington's TV set figure (37,400) and average 3.3 viewers per set, according to WNBW. Network top ten for week Feb. 20-27:

<table>
<thead>
<tr>
<th>Program-Station</th>
<th>Percentage of TV homes viewing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star Theatre, WNBW</td>
<td>73.9%</td>
</tr>
<tr>
<td>Toast of the Town, WOIC</td>
<td>62.9%</td>
</tr>
<tr>
<td>Boating (W. 1), Fl., WNBW</td>
<td>52.5%</td>
</tr>
<tr>
<td>Break the Bank, WMAL</td>
<td>51.0%</td>
</tr>
<tr>
<td>Rowdy Dooty, WNBW</td>
<td>46.5%</td>
</tr>
<tr>
<td>Amateur Hour, WPTG</td>
<td>43.5%</td>
</tr>
<tr>
<td>Army Boxing (Sat.), WNBW</td>
<td>24.5%</td>
</tr>
<tr>
<td>G. F. Smith, WOIC</td>
<td>24.5%</td>
</tr>
<tr>
<td>Actors Studio, WMAL</td>
<td>40.0%</td>
</tr>
<tr>
<td>Screen Test, WMAL</td>
<td>40.0%</td>
</tr>
</tbody>
</table>

Henceforth WNBW television diaries will be placed for one-week periods at intervals of three months, and continue to utilize random phone calls. Accuracy of the surveys is not affected by placement of diaries in telephone homes since nearly all Washington homes are so equipped, the station points out. Study is the fourth made by NBC Washington Research since February 1948, but the first to be publicly announced. In the case of both studies the name of a non-existent research agency was used to avoid bias.

Some interesting facts on radio and newspaper habits of children under 18 years of age also were revealed in the WRC study. Average newspaper reading is 7 minutes per day as compared to 73 minutes per day for all children. In 12-18 group, 72% read a newspaper while over 88% listen to a radio on an average day. In still lower age bracket—6 through 11—44% of all children read at least a part of a newspaper while 76% do at least some listening to a radio.

NEWS SOURCE

Ohio Seeks Protection

EXTENSION of protective news privileges to radio newsmen has been carried to the floor of the Ohio General Assembly. As in other states where similar legislation is being introduced, the bill brings radio newsmen within the law permitting protection of news sources in official proceedings. Carl M. Everson, WHKC Columbus, is handling the campaign on behalf of the NAB Radio News Committee.

Similar protection has been enacted into law by Indiana, the bill having been signed by Gov. Henry Schricker. It was incorporated in the March 17 BROADCASTING that Illinois had completed legislative action on the bill.

old-timer with young ideas

We're not resting on our service record of twenty-five years. We ably complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia. We're strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!
Commercial

SHeldon peterson, (x), news and special events director for KLZ Denver, accepts an "award of merit" from walden E. sweet of the Denver Press Club. Mr. Peterson won press club recognition for "outstanding radio newscast" of the year, a telephonic recording relative to a murder case.

NABET loses

Petition denied at WPTF

Efforts of the national Assn. of broadcast Engineers and Technicians to have turntable operators included as a bargaining unit with engineers and technicians at WPTF Raleigh, N. C., have failed. The National Labor Relations Board last Thursday vacated an order it issued Dec. 24, 1948, staying an election to determine whether the engineers and technicians wished to be represented by NABET. The stay order had been issued, on request of NABET, after NLRB on Dec. 15, 1948, directed that such an election be held and excluded turntable operators from the bargaining unit.

NLRB's latest order, besides reversing the Dec. 24 action, denies NABET's petition for reconsideration of the Dec. 15 order and directs that the election be held within 30 days.

NLRB ruled that the turntable operators at WPTF "do not have sufficient interests in common with the radio engineers and technicians to be included with them in a single bargaining unit."

The NLRB order pointed out that the turntable operators do not perform any technical or engineering duties, that they are included in WPTF's program department and that, in addition to operating turntables, they do other work in the department.

NABET also had argued that it has been the practice in the industry to group turntable operators with engineers for purposes of collective bargaining. But, said NLRB, "there is no evidence in the record developed at the hearing nor has the petitioner [NABET] in support of its motion for reconsideration submitted any evidence to buttress its contention that such historical practice exists in the industry. . . . the record reveals that the turntable operators have been specifically excluded from the bargaining unit represented by the petitioner in the previous contracts negotiated by the petitioner with the employer [WPTF]."

Two more FM stations have gone on the air in eastern Canada, according to a report from Radio Branch, Dept. of Transport, Ottawa. CHYX-FM Halifax is now operating with 250 w on 96.1 mc, and CJCB-FM Sydney with 250 w on 94.9 mc.

For Coverage

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3½ times more people than any other station in this market.

—A $557,206,000 retail sales area.
BILL BRENNA N

Named to New CBS Post

BILL BRENNA N, sales service manager of CBS Hollywood, has been named head of transcontinental sales on Pacific Coast. He replaces Frank Oxnard, resigned [BROADCASTING, March 7]. In making this announcement, D. W. Thornburgh, western vice president, said that no appointment to sales service post will be made at present. Mr. Brennan has served as sales service manager since November 1948 and previously had been an assistant producer with the network. He first joined CBS in 1946 as continuity editor. He is a graduate of USC and served with the Coast Guard for three years during the war.

PROETZ AWARD

Five Judges Are Announced

JUDGES for the fifth annual Erma Proetz Award, sponsored by the Women's Advertising Club of St. Louis, have been announced by Mrs. Elmer C. McCaddon, chairman. Awards will be made May 13 at a dinner in conjunction with the St. Louis Exhibit of Advertising at Stix, Baer & Fuller, St. Louis.

The five judges are:
Frederick W. Boulton, vice president, J. Walter Thompson Co.; Leo Burnett, president, Leo Burnett Co.; Wilbur Smart, vice president and art director, D'Arcy Advertising Co.; E. F. Hasek Jr., vice president, Henri, Hurst & McDonnell, and Bob Gore, advertising manager, Marshall Field & Co.

Awards, consisting of $100 each for the first three winners, are to be given for the most outstanding creative advertising work in art, research, radio, copy, television, or other fields, produced by women, from March 31, 1948, to April 1, 1949. Competition is open to any woman in the U.S., Canada, Mexico or Cuba. Deadline for the contest is April 10. Inquiries should be addressed to Mrs. McCaddon, 3510 Olive St., St. Louis.

CAPT. BOB KEIM, member of Air Force radio staff since August 1945, has been appointed acting chief of radio-TV branch of Air Force Directorate of Public Relations. He has been assigned this position during convalescence of COL. Howar D. Nussbaum, who was seriously injured in a plane crash in January [BROADCASTING, Jan. 31, Feb. 28]. Capt. Keim had been Col. Nussbaum's assistant for past six months.

GEORGE W. SLADE has resigned as assistant director of the Lowell Institute cooperative broadcasting council, Boston. Mr. Slade plans to fulfill the requirements for a graduate degree at Boston U. in June on television and education.

Equipment

TELEVISION ASSOCIATES INC., Chicago, has announced its new T. A. Continuous Film Reel. Reel is a metal case 6 by 7 inches housing a device which permits continuous projection of any 16mm film from 3 feet to 125 feet when spliced into a continuous loop. There is no rewinding.

EMERSON RADIO & Phonograph Corp., New York, and its subsidiaries, have reported consolidated net profit, after taxes, of $608,846.86 for the 13-week period ended Jan. 29, 1949, equal to $1.01 per share on 800,000 shares outstanding.

PATT TO WCBS
Leaves WMGM After 10 Years

ROBERT PATT, for the past 10 years director of advertising and sales promotion at WMGM New York, has been appointed director of advertising and sales promotion for WCBS New York, G. Richard Swift announced last Wednesday.

Mr. Patt replaces Jules Dunde, who had resigned to become director of sales and sales promotion at KQW San Francisco [BROADCASTING, March 14].

Before joining WMGM, Mr. Patt was sales promotion manager for Free & Peters Inc., New York, and assistant radio director for Campbell-Ewald Co., Detroit.

CURRENT TRENDS and highlights of agriculture are being discussed the last Monday of each month by members of the Prairie Farmer-WLS Chicago staff as part of a comprehensive study.

BILL BACK, chief of test division of Schreiner Research Corp., New York, is the father of a girl, Patricia Ann.

RCA Tube Dept., Harrison, N. J., announces new Regulated Power Supply, WP-23A. Of particular importance to designers and manufacturers of electronic circuits and devices, it supplies a DC voltage continuously adjustable from 0 to 300 volts and remains constant regardless of line-voltage fluctuations and varying load currents encountered in development work.

Television

FLAMINGO FILMS, which will produce and distribute films for television and produce live TV shows, has been formed with offices at 538 Fifth Ave., New York. Officers of new firm include; JOSEPH HARRIS, former chairman of Resaler Pictures, New York, chairman; JAMES HARRIS, president; SY WEINTRAUB, vice president in charge of television, and DAVID WOLPER, secretary-treasurer.

SANDY HOWARD PRODUCTIONS, firm for production of films for television, has been organized by SANDY HOWARD, former writer, associate and producer-director at United Productions Inc. RONALD L. BIRECOW, former vice president in charge of sales for World Enterprise Film Studios, Hollywood, is sales manager of firm. Offices are at 234 W. 44th St., New York.

HENRY MORLEY, Dynamic Films, New York, executive, has been appointed co-chairman of National Television Film Council production committee. Mr. Morley will handle activities of the committee during illness of JACK GLENN, committee chairman and president of the Screen Directors Guild.
TWENTY-EIGHT stations have been nominated for the three Gold Medals awarded annually by the Natl. Board of Fire Underwriters for outstanding public service in fire prevention.

The stations nominated, along with 46 daily and weekly newspapers, are:

BOSTON: WBZ, WGBH, WBZ-TV; WOR-TV, WOR radio, WOR; WJLA, WUSA, WTOP, WPFW, WPGC, WINS, WTAQ.

WASHINGTON, D.C.: WTOP, WJLA, WUSA, WUSA-TV; WTOP (repeater), WWOR.

NEW YORK CITY: WOR, WOR (repeater), WWOR; WOR (repeater), WOR-AM, WOR-FM; WNYC, WEZT.

CHICAGO: WLS, WGN, WCKY, WBBM, WBBM-FM, WFLD.

SIOUX FALLS, SD: KJNO.

ATLANTA: WSB, WSB-TV.

PHILADELPHIA: WABC, WCAU.

DETROIT: WJR, WJBK, WXYZ.

BOSTON, MA: WBCN.

ST. PAUL, MInn.: WCCO, WCCO-TV.

PITTSBURGH: KDKA, KDKA-TV.

SAN ANTONIO: KABB, KABB-TV.

MINNEAPOLIS: KQRS, KIII.

PHILADELPHIA: WIP.

PORTLAND, ME.: WGAN.

ATLANTA, GA: WGST.

OKLAHOMA CITY: KFOR, KFOR-TV.

LOUISIANA: WWL.

UNITED KINGDOM: 3LO.

ORTHU: WFAA.

CALIFORNIA: KFI.

TWIN FALLS, ID: KLIX.

CHICAGO: WBBN.

LOS ANGELES: KABC.

BROWNSVILLE, TX: KVPI.

SALT LAKE CITY: KSL.

BOSTON: WBZ.

PHILADELPHIA: WWAS.

WASHINGTON, D.C.: WRFA.

ATLANTA: WGST.

NEW YORK CITY: WCBS.

ST. PETERSBURG, FL: WJNO.

GEORECE CREAMER, former program manager of WINX Wash- ington, has been named WBZ Boston area supervisor of AM and FM programs. Mr. CREAMER will have charge of the development of new program ideas and general supervision of program personnel. Prior to joining WINX he did freelance direct- ing in New York, and previously to that he was a producer-director at NBC.

Mr. CREAMER

JOE BOLLES has been appointed program manager of KFJC Cincinnati, which is scheduled to start commercial telecasts on April 4.

KEN TREDWELL, assistant program director at WBZ Charlette, N. C., is the father of a boy, Steven.

RICHARD J. GOGGIN, ABC-TV's Western Division program manager, will conduct a course at U. of Calif- ornia at Los Angeles on "Introduction to Television," starting with the fall term.

RAY SINCLAIR, formerly with WJNC Jacksonvile, N. C., has joined an- nouncement staff of WNAV Annapolis, Md.

GLEN KING, disc jockey at KLX Oakland, is the father of a boy.

BEVERLY SCOBLE has been pro- moted to traffic supervisor of KHOW Oakland, Calif. PAULINE LONDON, sales promotion manager, has been named assistant to accounting department head, MARGARET HEN- DERSON.

GLORIA MARKOFF, formerly radio copywriter with Joseph Magnin department store, San Francisco, joins KLX Oakland as traffic manager.

PAUL MASTERSON joins KXN Los Angeles as replacement for station an- nouncers on vacation.

EDGAR C. PIERCE and FRANK J. LA RUE join KFIV-TV Los Angeles as program manager and make-up artist, re- spectively. Mr. Pierce was formerly with WDGY and KSTP both Minne- sota and Mr. La Rue was a network artist with Universal-International Studies.

BILL STULLA, m. c. of KFI and KFI- TV Los Angeles Ladies' Day, is the father of N. Y. girl, Kathryn Louise.

LEE ARMENTROUT, formerly of the WBBM Chicago continuity department, has joined WBKB (TV) Chicago, as continuity editor.

MARY BARBER, food authority and formerly with Kellogg Co., has signed to do series of weekly talks for A. B. Shores, Battle Creek, Mich., on WBCX Battle Creek.

MACKIE QUAYE, chief announcer at WLS Columbus, S. C., is the father of a girl, Donna Kathleen.

HAL O'HALLORAN, formerly with WLS Chicago where he was featured announcer handling, in particular, the m. c. job on WLS National Barn Dance program, has joined CKLW Detroit, where he will emcee its Dawn Patrol program.

JIMMY BLAIR, producer at WHOI (TV) Washington, is the father of a boy.

BENNETT, formerly with WDOS Outdoors, has been announced as assistant staff of WPTV Alhambra, N. Y.

LYLE MORSE, FXAB Omaha staff writer and Omaha U. student, has been appointed to the college board of Mademoiselle magazine for her third year.

TONY RIZZO has been promoted to director at WENR-TV Chicago. Other promotions include JOHN FITZPAT- RICK, assistant production manager; RICHARD ORTNER and RICHARD WYATT, program assistants.

LANSING B. LINDQUIST, program di- rector of WOL Washington, has been appointed to faculty of Washington's American U. Mr. Lindquist conducts a weekly seminar and lecture on sta- tion management and administration.

GEORGE STONE, NBC Chicago an- nouncer, injured in an automobile ac- cident a fortnight ago (Broadcasting, March 14), has returned to his home after 10 days hospitalisation.

BUD O'CONNOR has joined WGBK Charleston, W. Va., announcing staff. Mr. O'Connor, formerly with WBWL and WHAR Clarksburg, W. Va., and WVTM Manila, while serving with the Air Corps.

WTHI Terre Haute, Ind., played host to the broadcast of the Eastern States Teachers-Bealtox College of Wisconsin game in the NIAB tournament on March 13. WTHI is scheduled for a weekly telecast for the Indiana State's games during the contest.

WSTS's "JANET" Remains on 990 kc

WSTS Southern Pines, N. C., increased its power to 1 kw March 15. Station has been a 250 kw outlet since it first took the air in August 1947.

Owned and operated by the Sandhills Broadcasting Co., WSTS op- erates on 990 kc. Frank L. Baber is president, and J. C. Cole is station manager.

In addition to the power increase, the station has recently remodelled its studios and inaugurated a new daily program aimed at the wider coverage area. Titled Going Forward With the Sandhills, the 10-week series salutes one community in the area each day.

KULA HONOLULU

KULA, 10 w Honolulu ABC outlet, has announced enlargement and realignment of its staff. Among executive appointments are: Eric Lytle, with tape recorder formerly of KOPR Butte, Mont.; Jim Walker, chief of continuity, previously in same post at KUTA Salt Lake City, and Dick Smith, transmitter chief engineer, formerly of KYUM Yuma, Ariz. Marion Sexton takes over as sales manager, transferring from KPOA Honolulu.

Other appointments: Jessie Bat- bin, secretary to Jack Burnett, general manager; Bill Daniels, announcer; Irving Phillips and George Smith,relief salesmen, and Mrs. Don Creed, editor of KULA's Housewives' Hit Parade.
A Continuing Study of Major Radio Markets
Study No. 12

New Orleans

These Famous Names Use
ADVERTISING
by
FITZGERALD

to Speed their Sales

FITZGERALD ADVERTISING AGENCY
Southern Building, New Orleans, La.

Twelfth of a Series
WDSU TV
CHANNEL 6 NEW ORLEANS 30,800 WATTS

brings a new world
of entertainment to New Orleans

TELEVISION

every night 6:45 P.M. to 10:00 P.M. except Monday

WDSU—The station with the most facilities to present New Orleans, the birthplace of showmanship.

WDSU—First with the most in New Orleans—this mobile television unit picks up "on the spot" telecasts.

TV transmitter and studios atop the tallest building in the Deep South—the Hibernia Bank Building.

WDSU
AM—1280 K.C. 5000 watts Studios atop the Monteleone Hotel
TV—Channel 6—First and only station in New Orleans
FM—287 K.C. 15,000 watts (licensed 155,000 watts)

WDSU TV
American Broadcasting Co. Affiliate
National Broadcasting Co.—Da Mont—WPIX Television Affiliate
Affiliated with the New Orleans Item
NEW ORLEANS boasts smugly of its romantic past, speaks proudly of its prosperous present but goes into sheer ecstasy when it projects current growth and physical plant into the future.

Few bother to question the historic tales of New Orleans' loves and troubles. Hundreds of books have been written about the amours of its swashbuckling forebears and the antics of its political regimes.

Curiously, and unfairly, the pen of these honored phrases forget or neglect to mention that up to the Civil War New Orleans was the nation's first port; that it now is the second largest port, and that it is in hot pursuit of the No. 1 rank enjoyed by New York.'

New Orleans, to the literary and art critics, is a city of spicy Creole cooking, wrought-iron balconies and quaint old buildings all concealed behind a laughing mask.

Remove the mask and you'll find a mercenary glee. For the Mardi Gras, besides ranking as "the world's greatest free show," is an important part of the city's economy, just as its Sugar Bowl football game, an ABC network exclusive, is more than a mere matching of the running and passing prowess of schoolboy athletes.

When the eloquent of the fiction and article writers is wrung out there remains commercial New Orleans, an incredibly fast-growing city whose surging lifeblood is nurtured by the heart of the nation—the Mississippi Valley. There remains, too, a radio market influencing the spending habits of 660,000 people who earn $850 million a year.

**Modern Port Facilities Enhance City's Economy**

Any faithful recounting of the modern New Orleans must be based on the premise that the city's economy—some 70% of it—is centered around the 17 miles of completely modern port facilities. For New Orleans worships the Father of Waters as the provider of its blessings. Thus blessed, it is utilizing its talent in the biblical tradition, multiplying tenfold and even a hundredfold.

The visitor to New Orleans might as well leave his compass at home. This riverside metropolis is a geographical flip-flop. The map shows it to be situated east of the river, but the early riser who gazes eastward at the morning sun's reflection on the winding stream is likely to wonder if he has taken too bountifully of the city's enchanting and readily available night life.

For East is West and North is South in New Orleans. Standing not far from the foot of Canal St.—it's 171 feet wide—the startled visitor is told that the Mississippi is flowing northward.

The explanation lies in the pretzel pattern of Old Man River, giving rise to the "Crescent City" label. The general direction, of course, is southward. Due to a complete reversal of course in the New Orleans area, the city lies generally westward of the temporarily northbound river.

New Orleans is a good radio city. Its stations, doing over $2 million annual business, are expertly managed. Competition is intense, especially with the arrival of several independents since the war, and this has served to unearth new clients.

The eight AM stations augment their service with five FM signals but the FM outlets are far from self-supporting since most of the time they duplicate AM programs.

The Advent of Video To New Orleans

Television came to New Orleans last December, and it received a warm reception. Young Edgar B. Stern Jr., president of WDSU, directs operation of WDSU-TV, located atop the Hibernia Bank Bldg. Two studios are available there, and transmitter facilities were ingeniously installed in a rooftop edifice adjoining the antenna. Mr. Stern is an electronics engineer.

As of mid-February there were some 3,000 TV sets operating in New Orleans and of course the figure is rising every day. The city lacks coaxial cable networking but the kinescope film service is described as highly satisfactory.

Maison-Blanche store (WSMB) and WTPS hold television grants but have not yet announced plans to go on the air.

The AM programming, with its appeal to special audiences, includes many examples of noteworthy public service. Commercially, the stations are cordially received in the 155,170 radio homes (88.3% of all homes), and broadcasting shares with newspapers the first and second spots in the local advertising sphere. Retailers have been using the air medium more actively in recent years as station competition has been accompanied by intensified radio sales activity.

Five of the stations have their studios in the five leading hotels. WSBM is housed in the Maison-Blanche building, the store being half-owner. WTPS has a unique and elaborate studio setup in a modernized library building.

A score of efficient advertising agencies handle a substantial share of the $8 million in radio time placed on New Orleans stations. Their media buying is concentrated for the most part on radio and newspapers, with white space getting a rather heavy share of the advertising placed for retail stores.

(Continued on New Orleans 4)

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New Orleans
(Continued from New Orleans 3)

(His account has almost acquired. Jax has always been radio-minded. Blue Plate Foods Inc., New Orleans, markets two score products and has used serials and spots. The firm likely will use more radio soon. H. J. Hills Stores buys announcements and programs.

Maison Blanche, big department store, places TV through Fitzgerald but handles other radio direct. Wesson Oil & Snowdrift Sales Co. is on NBC in the Pacific states with Nook Wester Says and has a local program on WWL, A Day in the Life of Mrs. Pierre Brouard of New Orleans. The agency has bought time for Greater New Orleans Inc., local promotion group.

Howcott Sees AM and Video Each Appealing to Audience

President of the Fitzgerald agency is Leonard Gesner. Roy Schwarz is partner in charge of copy, Harley B. Howcott is media director and Tom Newman heads radio production. Mr. Howcott sees TV and AM each appealing to the audience. People like to read and do other things around the house, he says, adding that they can't read and concentrate on television.

The local utility company, New Orleans Public Service Inc., uses institutional radio via the New Orleans Symphony Society, placing through Bauerlein Inc. Clark Sal- mon, with an interest in a New Orleans station applicant, is president of Bauerlein, with H. S. Mc Gehee vice president.

The public service company buys spots for its lighting and transit services on at least three stations. Mr. Mc Gehee said radio performed an important service during the February storm, warning of falling wires and handling other emergency announcements.

Night Club Uses Minute Recordings of Its Talent

Beverly Country Club, world-famed night club and dining place, uses minute recordings of club talent through Bauerlein. The famed Higgins Industries had a coast-to-coast hookup during the war. Yellow Cab buys time for special purposes.

American Brewing Co. (Regal) is another of the radio-minded breweries buying New Orleans time. Its agency is Walker Saussey, with Mr. Saussey president of the firm. Regal has a half-hour Frank Parker disc in Louisiana and Miami and places news, sports and music in Louisiana and along the Gulf Coast.

William B. Reily Co. sponsors Old Corral for Louisiana tea and coffee in the South and for another brand as far north as Frederick, Md., some 65 stations in all. Walker Saussey handles Gibbons Feeds, sponsoring music and farm talks from the state agricultural school on several Louisiana stations. Mr. Saussey started the agency in 1930. Alvin Camus is office manager.

Spot Series Boosts Sales of Dog Food

Robert Kottwitz agency places a successful spot series for Kam, dog food sold by National Packing Co., Greenville, Miss. Using spots as its principal means of advertising, the dog food rose to first place in New Orleans. The plant was forced to expand facilities but kept Kam on the air even during the period it was sold out. Kam has used television as well as sound radio.

American Coffee Co., a Kottwitz account, buys spots in New Orleans and Florence, S. C. Delta Life Insurance Co. is a local program and spot account. Burglass, large furniture retailer, is radio minded; Collord Motors (Dodge, Plymouth, Seiberling tires) is on four stations; Southern Heter Co. likes spots and television, and Gulf Bottlers plans a six-month campaign starting this month, all placing through Kottwitz.

William B. Wisdom Inc., head of the agency bearing his name, believes many TV set owners give video the first break when they turn the dial but can't see it ever replacing radio. He adds that he has 12 radios and one TV set in his home.

Tulane, LSU Football Sponsored by Coca Cola

One of the active local sponsors, Louisiana Coca-Cola Bottling Co. sponsors Tulane and Louisiana State U. football games exclusively, and sometimes simultaneously, along with college basketball and the Pelicans baseball team. Other bottlers form a statewide football hookup.

Mr. Wisdom says coke consumption in the area is highest in the nation. Some years ago he built up Coca Cola business in the Chicago and Toledo areas by use of radio, having as many as 65 spots a day in Chicago.

Southern Music store, DuMont distributor, buys radio and television locally through the Wisdom agency.

Video to Get ¾ of Night Audience in Decade—Winius

Walter Winius, branch manager of Winius-Drescher-Brand, with Mr. Winius' Radio Group, said that within a decade video will get perhaps three-fourths of the audience at night, where service is available, and perhaps half in the daytime.

The agency went into radio extensively for Jackson Brewing Co., having some 40 programs on as many stations, with TV included. An average of 10 programs a day was placed in New Orleans alone, including music, variety, sports and outdoor activities (salt water sports are open the year round).

Dixie Brewing Co. sponsors spots on five New Orleans stations and TV announcements on WDSU-TV, through Sewell Adv. Agency. The Sewell radio accounts include Folts Tea & Coffee Co. (Zodiac, Jib), placing in Gulf Coast states; Pallet & Penedo, jewelry manufacturer, and Union Savings & Loan Assn. Granville Sewell is owner, with Robert J. Cairne and K. B. Thompson account executives, and Kenneth Franz media buyer. The agency has a number of industrial accounts.

Stone-Stephens has a list of radio accounts, including spots for Merchants Coffee Co. of New Or- leans (Union coffee); transcribed and life announcements in New Orleans for Leanza Baking Co.; participation for Dickey's potato chips; Commonwealth Homestead (building and loan); Baumer FoodProducts (Crystal preserves); Dixie Lumber Co.; Servi-Cycle distributors. Zets Seven-Up Bottling Co. in association with Maison Blanche store sponsors fights and wrestling matches. Lawrence H. Stevens is executive vice president of the agency. Margot Burvant is media buyer.

City's Life Centers About the Mississippi

The radio activities of these firms are typical of the principal advertising agencies in the city.

Every appraisal of the New Orleans scene be it economic, electronic or romantic, must get around eventually to the curling Mississippi.—not if an Orleanian or a maritime man is within range. The river at this point is a swift, turbulent stream a half-mile wide and well over 100 feet deep but its flood hazards have been eliminated.

In fact, there's nothing lazy about New Orleans that the business-minded visitor is likely to detect in daylight hours. Contrary to popular conception, the New Orleans pace in store, agency, radio station or any other commercial place matches that of New York, Chicago and other American cities.

Though it boasts that it is the hub of the Deep South, the city lacks many Southern traits. Even the usual Southern drawl is relatively scarce, the average dialect more nearly resembling a mixture of Bostonian and Brooklynese.

With an international heritage—five flags have flown here since its founding in 1718—New Orleans likes to be known as the Interna- tional City rather than as part of the South. Most of its early in- habitants were Latin Catholics, especially French, Spanish and Italian. Their imprint remains in many phases of New Orleans life. Radio programming naturally is influenced by the history and habits (Continued on New Orleans 6)
1. **Houmas House**, Burnside, Louisiana—a manor house in the grand tradition. Once occupied by the wealthiest planter in America, it is rich in romantic history.

2. **J. Aron Sugar Refinery**, White Castle, La. In 1948, nearly 5¼ million tons of sugar cane were produced in Louisiana, which also leads the nation in cane sugar refining. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. **WWL's Coverage of the Deep South**
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

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

The greatest selling power
in the South's greatest city

50,000 WATTS  CLEAR CHANNEL  CBS AFFILIATE

Represented nationally by The Katz Agency, Inc.
of the diversified audience.

Many of the programs have French characters and cater to the nearby Cajuns who engage in fishing, farming and trapping. The Cajuns have a patois all their own that defies recording on paper.

The city is an educational and cultural center. Tulane, Loyola and H. Sophie Newcomb College for Women rank high and along with Louisiana State U, provide famed medical centers. There are 1,092 churches, including St. Louis Cathedral, oldest in America.

Just to show its diversification, New Orleans is a center of classical music and the birthplace of jazz. Two symphonies and an opera association are supported by the populace. The jazz supply is supported partly by Orleannians but mostly by tourists. Perhaps two dozen havens of rhythm prosper in a few blocks along famed Bourbon St., though their musical appeal is limited. One show features dancers skilled in the nuances of primitive terpsichory.

The story of Dixieland jazz with its Louis Armstrong and other Bar. St. inspiration traces back to African tribal dances, European classics and American folklore. Proud of its musical heritage, New Orleans is broad-minded and has adopted the more violent fulminations of the bebop cult without conceding it superiority in sound or rhythm to its own Dixie Jazz.

Economic Gains Made During War Maintained

Fortunately for New Orleans, the war's need for transportation facilities brought just the recognition it long had desired and the war-wrought economic gains have been more than maintained. Similar stories can be told of the city's factories and other enterprises.

Living standards have reached a new high, and purchasing power is up 48% in the last decade despite inflation. Business activity was at an all-time high last year, dipping slightly at yearend with the national trend.

New Orleans' economic growth has been faster than that of most American cities. Here are some of the indicators that show the way the economic winds are drifting down by the Mississippi delta:

- **Bank Deposits**—Almost $8 billion in 1946, 19.7% more than 1943; while the national average dropped 1.5%. This was nearly triple the 1939 total.
- **Bank Clearings**—Almost $615 billion, up 8.5% over 1947 and triple the 1939 figure.
- **Construction**—Building permits 136%, over 1937 and nearly five times 1939 figure.
- **Retail Sales**—$552 million, 6.3% over 1947 and triple prewar figure.
- **Wholesale Sales**—$145 billion, 4.4% over 1947 and triple prewar total.
- **Postal Receipts**—$5,812,568 in 1948, 9.4% above 1947 and double 1939 level.
- **Utilities**—New records for water-electricity and gas consumed; 100,000 new telephones installed in last decade for total of 289,723.
IT'S 'EZ TO REMEMBER...

WWEZ New Orleans

Now FULL TIME!

5000 Watts — 690 KC

HOTEL NEW ORLEANS, New Orleans

Also Operating KSKY—Dallas
KGHI—Little Rock

Ask a
Geo. Hollingberry Man
New Orleans

(Continued from New Orleans 8)

countries can meet. It was formed by valley business, civic and educational leaders to stimulate growth of trade, travel and cultural interchange. Operated on a non-profit, non-trading basis, it is housed in a 10-story building providing secretarial, library and other services along with complete club facilities—all helping the businessman from abroad transact business in this country.

Supporting this good-neighbor project is the ultra-modern International Trade Mart, a few steps away and also in the heart of New Orleans. The mart, too, is non-profit. It is a wholesale trading center where raw materials and manufactured products are attractively displayed along indoor streets. Here buyers and sellers meet, buyers to see what people of the U. S. and other nations have to sell, and sellers to display their wares without expense of warehouse stocks.

The International Free Trade Zone is a segregated port area with a half-million feet of storage space, cargo-handling machinery as well as a long parallel wharf where ocean-going ships may berth right beside railroad tracks.

It is a customs-free fenced-off spot where products from abroad may be stored, examined, processed and otherwise manipulated without paying any import duties. These goods can be held, or processed under customs immunity, and then transshipped at the convenience of the importer. The free zone has low fire insurance rates and provides another stimulus to foreign trade.

City Feels Well Protected Against Business Letdown

New Orleans contemplates its geographical advantages—industrial plant, port facilities and nearby agriculture with satisfaction as first fears of a business letdown are voiced in other major cities.

The economical balance—1-to-1 import-export ratio, extensive oil and gas resources, growing industry, expanding agriculture and heavy reliance on distribution enterprises—is considered quite depression-proof, relatively speaking. Distribution declines, for example, are expected to lag possibly 18 months behind industry. Farmer suffering would be minimized by parity support.

Mortgage money people, Orleanians remind, are generally bullish on the whole region in their land valuations.

The area sits on one of the world's great fuel bins—a 200-year supply of gas plus off-shore oil resources surpassing the fondest dreams. Even today, local oil men say Louisiana is the nation's No. 1 petroleum state.

Agriculture is thriving in many parts of Louisiana, especially the Delta area to the south where for centuries the persistent Mississippi has been depositing the finest topsoils of the Midwest.

With a semi-tropical climate and a good rainfall, vegetables are harvested every year. The sugar, rice, corn, cotton, strawberry and sweet potato crops are heavy. citrus fruit growing is just starting to assume importance. Livestock raising is expanding. The fur business is noteworthy, Louisiana supplying three times as many pelts as Canada and Alaska, and the lumber industry is developing speedily.

The cane crop is processed in nearby refineries, including the world's largest—American Sugar Refining Co. Half the industrial alcohol in the nation is distilled in New Orleans. Found out every five washable men's suits come from the city and Wemblly Inc. is the world's largest necktie manufacturer.

Other big industries in New Orleans, all making essential products, include American Radiator & Sanitary Mfg. Co., which is converting the wartime Consolidated Vultee airplane plant to manufacture vitreous china and will have a $5 million annual payroll; Celotex, Johns-Manville and Lone Star Cement Corp., among others, in the building supply field; Chase Bag Co., Higgins Industries and Jones & Laughlin Steel Corp., International Harvester (twine) and Penick & Ford to name a few more.

1,000 Industrial Firms Have $147 Million Payroll

In all, over 1,000 industrial firms employ over 60,000 persons and have a payroll of $147,600,000—212 1/4% increase in employees and 83% in payrolls since 1939.

Like other cities New Orleans has weather and politics—and both in abundance. The weather is its pride and joy. The politics—well, the time has passed when Orleanians let their heads drop silently when the subject is mentioned.

Year round the weather is delightful, the Association of Commerce boasts. This claim is supported by Weather Bureau statistics and by the confirmation of transplanted northerners who wouldn't live anywhere else.

The political situation has changed violently since Mayor de Leaspe Story (Chop) Morrison took office in 1946. America's youngest mayor, he has partly cleaned the nation's most Red Light district in the French quarter and has launched a tremendous program of public works. This program includes a union station, traffic facilities, recreation centers and similar projects.

The Negro audience, important in New Orleans, is widely understood in the North. Negroes comprise less than a third of the population—perhaps even smaller than that of Washington, D. C., but this group of 165,000 has developed impressive earning power.

The 165,000 Negroes have 75,000 earning units. Even maids get $16 to $30 a week and in the building trades the wages run around $1.25 an hour. If they can't find a job, they receive unemployment insurance, and the high rate of compensation hasn't resulted in an army of unemployed siphoners of the public purse.

Eight percent of Negroes own their homes. They spend 27% of their income for food and have a total buying power estimated as high as $24 million a week. Moreover, they buy for cash. Sixteen insurance companies do a business of $6 million a year. Two colleges, Dillard and Xavier, serve the Negro population along with 45 public schools and 552 teachers, and 476 churches.

Surveys of Other

Major

Radio Markets

Are Underway

Watch For

• Richmond

• Buffalo

• Seattle

• Detroit

• And Others
STATION HISTORIES

WDSU; WDSU-FM; WDSU-TV

Hotel Monteleone—Raymond 1125
AM 10, 500 w 1290 kc
FM 55.9 105.3 mc
TV 38-500 w Channel 6

WDSU was born in 1924 in the backyard chicken coop of J. H. Uhalt, radio dealer, as WDSU (for De Soto and Uhalt) when the station moved to the De Soto hotel. CBS affiliation was lost in the early '30s and the station was an independent until it joined NBC.

Mr. Stern  Mr. Swezey

When NBC was split, WDSU acquired its ABC affiliation. Later in the '30s the station moved to the Monteleone Hotel in the Vieux Carre area. It was sold in 1943 to Fred Weber, former MBS vice president and general manager; E. A. Stephens, auto dealer, and H. G. Wall, president of WIBC Indianapolis. A year later WDSU acquired 5,000 w power directional.

Last autumn the Stern family bought the station, with Edgar B. Stern, Jr., becoming president. The new WDSU-TV went on the air commercially Dec. 18, 1948, less than a year after the CP was granted. Mr. Weber resigned and was succeeded Feb. 1 by Robert D. Swezey, also an ex-MBS vice president and general manager. Mr. Swezey is executive vice president and a member of the board.

WDSU-TV Atop Highest Building in Deep South

Only TV station in the area, WDSU-TV is located atop what is claimed to be the highest building in the Deep South, the Hibernia Bank Bldg. Reception is described as "fairly good and regular over 150 miles away in Alexandria, La." TV goes on at 6:15 p.m., closing at 10 (6-10 p.m. on Sunday), with 5:30 p.m. opening planned in the near future. A mobile unit covers events outside the TV studio.

The WDSU Class A rate for AM is $180 an hour, with TV $100 an hour. John G. Beal, Jr., is representative. FM station duplicates AM programming. WDSU says it broadcast 628 w total hours of public interest programming in 1948. The TV programs include ABC, NBC, DuMont and Telepix, all by means of kinescope film. The test pattern is decorated with touches of typical New Orleans iron grill designs.

WJBW

924 Canal St.
New Orleans 348
236 w 1230 kc

FOUNDED in 1926 by Charles C. Carlson, in the electrical business, WJBW for about two decades was the only independent station in New Orleans. The station's modest studios are located in the heart of the city with transmitter in Gentilly, five miles out.

The station features baseball, basketball and prep football, augmented by news and music, according to Harry Nigocia, program director. Mr. Carlson is president and general manager. Midday Serenade from noon to 2 p.m. has been on the air 17 years.

Station on Temporary License Until April 1

WJBW is operating on temporary license to April 1, having been granted in part a request for 90-day extension pending April 1924 at the U. S. Supreme Court for review of a decision by the U. S. Court of Appeals for the District of Columbia. The appellate court had upheld an earlier FCC ruling denying renewal of WJBW's license [BROADCASTING, Feb. 21, 28].

Louise A. Carlson, his former wife, holds a CP for the WJBW facility.

WJBW is represented by William G. Rambeau Co. Its basic hourly rate is $90.

WJMR; WRCM (FM)

Jung Hotel
Canal 8356
236 w 1290 kc
61,200 w 97.1 mc

FIRST new standard station to take the air in 21 years, WJMR made its bow Jan. 20, 1947. Its FM outlet had opened May 1, 1946 as pioneer southern station in the present band, according to Stanley W. Ray Jr. and Dr. George A. Mayoral, co-managers.

Supreme Broadcasting Co. was founded by Dr. Mayoral, with Messrs. Willard and Ramon Cortado, export-import businessmen as partners. WRCM (FM) was given a permit in January, 1946. Mr. Ray, college friend of Dr. Mayoral at Tulane and a New Orleans lawyer, joined the partnership and became co-manager. When the FM battle appeared too difficult, the AM grant was obtained. WJMR was a paying project from the moment it took the air, the founders declare. Jules J. Paglin, New Orleans sales consultant, joined the firm as executive vice president.

A former NBC TV development engineer, Dr. Mayoral supervises technical aspects of the business. The station claims the highest tower in the city, a 241-foot structure atop the 200-foot hotel building.

Block Programs Dominate; New Studios Are Planned

Block programming dominates. Three popular race programs are Poppo Stoppo, Jam, Jive & Gambo and Boots & Saddles. Hi Neighbor is broadcast from nearby suburbs. New studios are planned on the hotel's 11th floor and construction will include provision for TV. WRCM feeds a group of FM outlets with programs from Continental FM Network's tape. The FM station remains on the air until midnight. AM and FM use the same tower. WJMR representative is Forjeo & Co. Basic hourly AM rate is $55. FM rate is $60.

WMRY

CP 300 W D 690 kc

SOUTHLAND BCSTG. Co., holding a CP for a New Orleans local had not started construction as this was written. President of Southland is Joe Darsky with Billy B. Goldberg vice president. Southland has a mailing address, 1106 Scanlan Bldg., Houston. It is understood the applicant has examined possible transmitter sites.

SOLD NEW ORLEANS

The South's Greatest Market

AT LOWEST COST

WJMR and WRCM-FM duplicated at no additional cost

A BARGAIN BUY—HERE'S WHY:

1. LOW COST
2. CONCENTRATED COVERAGE
3. ORIGINAL LOCAL PROGRAMMING
4. PROVEN RESULTS

WJMR 990 kc

REPRESENTED NATIONALLY BY FORJE & COMPANY

March 28, 1949  New Orleans Page 9
Mr. Gordon

WNOE emphasizes public service, says Mr. Gordon. It originates many statewide political programs and has weekly periods for Senators and Congressmen. Big Joe’s Happiness Exchange, 6-8 every morning, does everything from recruit volunteers to build a house for a widow to instigating a “Ship of Friendship” for Orleans, France. In charge of the program, whose aim is to help the underprivileged, is Joe Rosenfeld. Bill Monroe, Newman, always takes a wire recorder with him when he leaves the office. Weather reports are carried five times daily direct from the Weather Bureau.

National representative is Burke, Kuipers & Mahoney. Class A hourly rate is $150. The station is the New Orleans affiliate of MBS.

WSMB; WSMB-FM

501 Canal St.
Magnolia 1521
501-5. MA 2830
50.0 W 960.0 M

FOR four years, starting April 21, 1925, WSMB was a goodwill station operated by Saenger Theatres (now Paramount-Richards Theatres) and the famed Maison Blanche department store as a goodwill project.

Mr. Wehrmann

Talent abounded through the theatrical tieup and a 500-watt signal was radiated on 940 kc from an antenna on the theater.

Alone in 1928 popularity of the programming leveled off. When its NBC affiliation was acquired in 1929, popularity skyrocketed. Public reaction to the commercials on NBC programs was favorable so the station decided it could improve local programs by selling them to sponsors. Sales jumped around the city, programs were accepted favorably and for the first time WSMB was a profitable institution, a situation that has continued for two decades though profits are down from the war peak due to higher labor costs and a $150,000 FM plant.

The 56,000-watt FM service is given AM advertisers as a bonus, programs being duplicated, by the station feels it is gaining public goodwill from the FM investment in what is described as a vast service area.

Richard is President, Wheelohan General Manager

E. V. Richards, head of the theatre group, who first conceived the WSMB project, remains president of WSMB Inc. General Manager is Harold M. Wheelahan, who has served in many community and industry activities. The station has remained an NBC affiliate. The original 940 kc frequency was changed years ago to 1350 kc.

WSMB is represented nationally by Edward Petrey Co. Base hourly rate is $200. The station holds a television grant which now is inactive, but a hearing was scheduled before the FCC.

WWEZ

Hotel New Orleans
1000 W D (CP 5000 W sml. 690 kc)

FOUNDED in 1947, WWEZ has spent much of its life in the throes of construction. Work on the station began in September, 1947, and it took the air the following Dec. 8. A month later FCC granted a 5,000-watt fulltime permit. Clearing the air, however, was stymied by the swampland of Saint Bernard Parish below New Orleans, at 870 kw.

Mr. Oswald

Swamp Skippers, huge machines used for oil prospecting in swamp land, did the trick eventually through General Manager Joe Oswald served as skipper of a Swamp Skipper to bring the job was done. Because water came within two inches of the surface, special techniques were devised to carry towers.

The 5000 kc signal was being tested last month, with plans for early spring dedication of fulltime operation. Hours will be 5 a.m. to 7 a.m. and 11 a.m. seven days weekly.

President of WWEZ is A. L. Chilton, in radio since 1927 and also president of KSKY Dallas and KGHI Los Angeles. Mr. Oswald has been in radio nearly two decades, including posts at KWKH and KTBX Shreveport. He assumed WWEZ management at a time ground was broken in 1947 at a Jefferson Parish site of the daytime transmitter. Assistant manager is William D. Mahoney.

Programming stresses good music and news every hour on the halfhour. Music ranges from western to semi-classical tunes. An early afternoon hour (1:30-2:30) is entirely free of commercials and carries little talk. First half-hour of this segment is devoted to semi-classical music. The second portion, the second half-hour, is devoted to Broadway show tunes.

Two hours of race programming are carried in the late afternoon. WWEZ produces its own FM or television plans. Basic half-hour rate of the outlet has been $57.50. Representative is George P. Hollingbery Co.

WWL; WWLH (FM)

Roosevelt Hotel
Raymond 2194

1,000 w 100.3 mc

LOYOLA U. first became interested in radio in 1907 when Rev. Anthony Kunkel, S. J., physics professor, set up a spark transmitter. In World War I he trained radio operators for the government. KDKA’s tests in Pittsburgh fired the school’s imagination and a broadcast station went on the air March 29, 1922, with 10 kw on 853 kc, power was increased to 50 kw on 1090 kc, upped to 500 kw on 1220 kc in 1928 and to 5 kw on 850 kc in 1929. Studios were opened in the renovated Hotel in 1932 when power was raised to 10 kw.

Mr. Wehrmann is commercial manager and Mike Clarke program director.

Transmitter is located at Gretna, La., where a 600-ft tower carries the AM and FM antennas.

The daytime programming is aimed largely at the women’s audience in New Orleans homes. It includes a musical trio along with local serials and Saturday morning “Quizdown” for youngsters.

Firm Has Television CP,
But Video Plans Incomplete

Class A hourly rate of WTPS is $60. Walker Co. is national representative. When the Times-Picayune company announced it would go into the second station, the AM and FM antenna, the WTPS was added.

When the station was opened, the AM station was at 1090 kw, and “Sparky” in the 20s, was purchasing agent for the Times-Picayune properties at the time of his selection to manage the radio interests.

The company has a television CP but has not indicated when it expects to be on the air.
If not, then you're a fringe reader of this journal—the business paper of the Business of Broadcasting.

Because everybody whose business is connected directly or indirectly with the Business of Broadcasting subscribes to BROADCASTING. In fact BROADCASTING delivers more paid radio circulation than the rest of the trade journals combined.

So . . . if you happen to be (for example)
- An AM, FM or TV station with a message for advertisers and time-buyers . . .
- A national representative in search of more business.
- A transcription or program service seeking more accounts.

In fact . . . if you're anybody of importance who wants to reach anybody else of importance in the whole vast picture of American broadcasting.

BROADCASTING is the surest, best advertising medium you can possibly put to work.

Send for our new brochure: "Are You In This Picture?"

Address: Publisher, BROADCASTING
National Press Bldg., Washington 4, D. C.
A "CAPITOL" IDEA IN CHICAGO – During the N. A. B. Convention, drop in at the “Capitol Cabana”. Relax and talk of trivia... join in the convivialities.

And make a mental note or two on Capitol's new transcription line-up – the kind of shows that convert sustaining time to "sponsored". See you in "Cabana 502".
Feature of the Week
(Continued from page 18)

month, is an informal discussion of the experiences of Gannett reporters, the personalities they meet who dominate today's news, and human interest anecdotes about the Washington scene.

There is no set pattern for the show. The staff tries to talk to the audience much as they would talk to an interested friend. Sometimes they involve a national personality as guest for the day. The only rule of the show is to keep it as interesting as possible, with lighter anecdotes chosen in preference to weighty, but dull, topics.

One broadcast dealt with the rebuilding of the White House. Another had as guest the Secretary of Agriculture. It was an important news story. Topics discussed by the staff have included the Senate filibuster, federal health insurance and President Truman's wine-cracks at White House news conferences.

Taking part in the programs are Vern Croop, chief of the bureau, and staff members Paul Martin, Reginald Torrey, Joe Kusaila and Robbie Johnson.

With the program receiving favorable response from the six stations now carrying it, the Gannett hopes eventually to distribute Capital Memo to stations throughout the country.

FCC Asks Dismissal

MOTION has been filed by FCC with U. S. Court of Appeals for the District of Columbia to dismiss appeal entered by A. J. Felman against the Commission's revised proposal decision to renew the license of WJOL Joliet, Ill. [Broadcasting, Feb. 7]. FCC held that appeal on the matter of FCC action has not been taken by the agency. Commission further held that Mr. Felman's request to stay, suspend or annul Sec. 3.109 of FCC's rules, which restates time reservation pact in station sales, can only be heard in a statutory three-judge District Court. The FCC proposed decision was conditional on WJOL's terminating a time reservation contract with Mr. Felman.

Agencies

(Continued from page 10)

DAVID FLETCHER, formerly art director of BBD0 San Francisco, joins Rhodes & Davis, same city, in same capacity.

GEORGE LABADIE, art director of Deve & Raymonds Co. (paint manufacturer) for past six years, joins Mayers Co., Los Angeles, in same capacity.

KNOLLIN, Adv. will close its Los Angeles service office this week (March 31). Business formerly handled out of that office will be centered in San Francisco.

MARVIN YOUNG, vice president and radio and television director of Ruthrauff & Ryan, Hollywood, is the father of a girl, Shari Maruska.

AGENCIES moving office to new locations include: Los Angeles—Mayers Co. to 2301 Third St., shent April 2; John Freeburg & Co. to 1428 N. Kenmore, telephone, Normalie 82111; Leo Burnett Co. to 3832 Wilshire Blvd., telephone, Dunkirk 8-8131. Oakland, Calif.—Eric Cullenward & Assoc. opens branch in Financial Center Bldg., Glendale, Calif.—Lindeke Adv. to Helper Bldg., Brand at Colorado Sts.

March 28, 1949 • Page 63
March 22 Applications

**ACCEPTED FOR FILING**

Cleveland Bstg. Co., Cleveland, Miss.—Grant renewal of license for period ending Dec. 31, 1954.

License for CP

WHQB Memphis, Tenn.—License to cover CP change frequency, increase power etc.

WL, St. Louis, Mo.—Same.

KJAY Teplek, Modesto, Calif.—Same.

KUOC-FM Kansas City, Mo.—Same.

KMWJ-FM Minneapolis—Same.

License for CP

KFWC-Omaha, Neb.—Same.

KOMK-AM Topeka—Same.

KXJE-FM Kansas City, Mo.—Same.

KOVO-FM Omaha, Neb.—Same.

License for CP

KZGK-DuBois, Pa.—Same.

KOVI-FM Oregon City—Same.

KORF-FM McFarland—Same.

KWRG Tulare, Calif.—Same.

KXMC-FM wanderers, Mo.—Same.

KXEG-FM Pocatello, Idaho—Same.

License for CP

KXIN-FM Elinco, Texas.—Same.

KXWJ-FM Aurora, Colo.—Same.

RHD-AM Austin, Texas.—Same.

License for CP

KXWA-FM Fort Worth, Texas.—Same.

Radio Aids Police

JUSTICE, via the medium of radio, was swift when WLIO East Liverpool, Ohio, received credit for speeding the solution of a major crime. Local authorities had spent a night searching for the attacker of a 21-year-old girl.

The next day Paul Harris, WLIO's news editor, made broadcast announcement about several police clues. A short time later police reportedly announced that the man, having heard the broadcast and feeling the evidence eventually would point to him, had killed himself.

Then the man's wife "closed the case" when she identified a hat found at the crime scene as that of her husband.

**TENDERED FOR FILING**

Assignment of License

KVIC Victoria, Texas.—Assignment of license from Visc Media Co. to Victor Broadcasting Co., Buffalo, N. Y.—Same.

KMK-MK Radio Co., Buffalo, N. Y.—Same.

KOCX-FM LaGrange, Ky.—Same.

License for CP

KFWA-FM Alexandria, Va.—Same.

KWBY-FM Alexandria, Va.—Same.

License for CP

KWIS-FM Wruston, Ohio.—Same.

KGFC-Cincinnati, Ohio.—Same.

License for CP

KJFB-Midlothian, Texas.—Same.

License for CP

KXH-AM Fairview Park, Ohio—Same.

KXER-FM St. Louis, Mo.—Same.

To increase KWOC-FM frequency from 3 000 to 3 150.

Modification of CP

KWOC-FM—Poplar Bluff, Mo.—Same.

License for CP

KFWC-FM—Kansas City, Mo.—Same.

KWHP-FM Jacksonville, Fla.—Same.

KXJE—Portland, Ore.—Same.

KXJE—Portland, Ore.—Same.

License for CP

KXHP-FM Milwaukee, Wis.—Same.

March 23 Decisions

**BY COMMISSION EN BANC**

License Renewal

KJLL Red Bluff, Calif.—Granted renewal of license for period ending Aug. 15, 1955.

KLHP Hendersonville, N. C.—Same.

KXVE—Filing, Idaho.—Same.

KXVE—Filing, Idaho.—Same.

March 23 Applications

**ACCEPTED FOR FILING**

AM-FM-TV

Base—Garland systems—transmission lines, painting, erection, etc.

License for CP

KJFO-FM San Jose, Calif.—Same.

License Renewal

WGAM-FM Columbus, Ga.—Same.

License Renewal

WAGN-FM Portland, Me.—Same.

March 23 Applications

**FREEDOM BILL**

Killed by Maryland Senate

THE MARYLAND Senate last Tuesday killed a bill to prevent courts from adopting or keeping rules that tend to restrict radio and television freedom. By a 17-11 vote the Senate decided against accepting a recommendation of its judiciary committee favoring the legislation. The committee, on a 6-2 vote, had reported the bill favorably.

Previously the Maryland Press Asan had gone on record in opposition to a proposal to extend Rule 904 of the Baltimore Supreme Bench to include all of Maryland.

It was for alleged violations of this rule that four Baltimore stations, WITHCB, WFRB, WABA and WAG, had been fined within the last two months [BROADCASTING, Jan. 31, March 7, 14]. The bill restricts broadcast or publication of certain information about crime, including any statement made by accused persons or any mention of his actions after arrest, or any mention of a previous criminal record.

COL. WILLIAM P. NUCKOLS, chief of Air Information Division, has been appointed special assistant to director of public relations, U. S. Air Force announced.

License Extension

WJLA Washington, D. C.—Same.

License Extension

WJBD-AM Shreveport, La.—Same.

License to operation of new station.

KVG—Filing, Cleveland.—License to extend license for period ending June 30, 1955.
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<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Years of Experience</th>
<th>Background</th>
<th>Notes</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office, National Press Building, Offsets and Laboratories, 1339 Wisconsin Ave., N.W., Washington, D.C.</td>
<td>2414</td>
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<td>Member APCCB</td>
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<td>McNARY &amp; WRATHALL</td>
<td>906 Natl. Press Bldg., 1407 Pacific Ave., Washington 4, D.C.</td>
<td>Santa Cruz, Cal.</td>
<td>40 years of professional background</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years Experience in Radio Engineering</td>
<td>MUney Bldg., Republic 2347, Washington 4, D.C.</td>
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<td>There is no substitute for experience</td>
<td>Member APCCB</td>
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<td>Consulting Engineers</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111, Washington 4, D.C.</td>
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<td>RAYMOND M. WILMOTTE</td>
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<td>JOHN J. KEEL</td>
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**CONSULTING RADIO ENGINEERS**

Broadcasting - Telecasting

March 28, 1949 - Page 65
Open Classified Ads

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for Job Order number. One insertion free per week. Deadline two weeks preceding issue date. Send box numbers to Broadcasting Magazine, 870 National Press Blvd., Washington, D.C. BROADCASTING is not responsible for the return of application materials, transcriptions, photographs, scripts, etc. forwarded to box numbers.

Help Wanted

Manager

Manager for 250 watt station operating in Hagerstown, Maryland, desires qualified, professional announcer to do type of sportscasts that will travel in 250 mile radius for audition and interview. Box 515a, BROADCASTING.

Situations Wanted

Manager—Thoroughly experienced all departments. Successful 15 year network background. Dependable career man. Good appearance, and present in person on interview notice. Box 592, BROADCASTING.

12 years experience in rural, urban and college sports announcing, capable of handling any sportscasting. Send full profile. Box 527a, BROADCASTING.

Experienced copywriter—announcer. Completed major school degree in Journalism. Excellent writing ability and voice. Will work network. Box 917a, BROADCASTING.

Announcer—Top quality with wide coverage ability. Will work network. Box 531a, BROADCASTING.

Announcer—Wants job with network affiliation where he can improve experience. Box 511a, BROADCASTING.

Sports director now—second year announcing basketball, football, three college degrees, 30 years experience. Will do by-play and possibly on play-by-play basis. Box 512a, BROADCASTING.

Looking for good combination man. Two years experience announcing and first ticket, no disc available. Like good opportunity. Box 52a, BROADCASTING.

Good junior man for your station to succeed me. Good radio back- ground, excellent knowledge of major sports. Box 532a, BROADCASTING.

Announcer, 23. Deep well trained friendly voice. College, journalism major, can write continuity. Box 534a, BROADCASTING.

Versatile announcer desires position with progressive 500 watt or 5 k station. Experience in Connecticut area. Age 21, single, college-educated, with five years experience, $350 per month. Available two weeks. Box 540a, BROADCASTING.

Announcer. Handle all types of announcing. Versatile, and independent operation. Know disc, promotion, and programming. Prefer specializing in college and high school sports. Pre.fer northwest. Box 540a, BROADCASTING.

Salesmen

Salesman—Established NBC affiliate in large southeastern market has opening for local sports announcer. Successful radio sales experience to handle important account. Send full profile. Box 441a, BROADCASTING.

Wanted with idea presentations for Texas ABC station. Salary, commission. Box 509a, BROADCASTING.

Salinas—Long established, progressive station in major market has opening for aggressive man experienced in contracts, annoucning. Real opportunity for right man. Give complete personal, and business references. Out staff knows of this advertisement. Box 509a, BROADCASTING.

Salinas, immediately, 5000 watt neutral station, guaranteed salary, commission. Must have experience in radio, and cover salary. Excellent opportunity for right man. Send full personal, and business references. Box 509a, BROADCASTING.

Percentage salesman in rich productive market. Base selling: Car dealers, farm equipment, etc. Box 510a, BROADCASTING.

Perrett salesman in rich productive market. Base selling: Car dealers, farm equipment, etc. Box 510a, BROADCASTING.

Salesman—Manager, seeks experienced announcer. Ten years in radio, excellent voice, and in demand. Excellent opportunity. Box 511a, BROADCASTING.

Salesperson—Manager, seeks experienced announcer. Ten years in radio, excellent voice, and in demand. Excellent opportunity. Box 511a, BROADCASTING.

Salesmen—Immediate, 5000 watt neutral station, guaranteed salary, commission. Must have experience in radio, and cover salary. Excellent opportunity for right man. Send full personal, and business references. Box 509a, BROADCASTING.

Salesmen—Immediate—Engineer-announcer for progressive network station. Congenial atmosphere, full salary, good benefits. Send full information, salary expectations to WDEC, Columbia, Ga.

Needed immediately—Two combinations, announcer-engineers.Send full information to Lester Gould, WNOC, Jacksonville, Florida.

Salesmen—Immediate, 5000 watt neutral station, guaranteed salary, commission. Must have experience in radio, and cover salary. Excellent opportunity for right man. Send full personal, and business references. Box 509a, BROADCASTING.

Production-Programming, others

Wanted—Experienced copywriter-an- nouncer by western 5000 watt CBS station. Box 440, BROADCASTING.

Contingency writer wanted by 1000 watt independent near Chicago. Box 450a, BROADCASTING.

Program director-announcer wanted by 1000 watt station near Chicago. Box 440, BROADCASTING.

Contingency writer wanted. Send full information to_rbten. Gazette, Davenport,低a.

Program director-announcer wanted by 1000 watt station near Chicago. Box 440, BROADCASTING.

Time manager—Manager, 600 watt station, present in person. Consider all offers. Box 511a, BROADCASTING.

Time manager—Manager, 600 watt station, present in person. Consider all offers. Box 511a, BROADCASTING.

Announcer—Veteran experienced play-by-play man for Pennsylvania FM station. Send full data. Reply Box 57a, BROADCASTING.

Announcer—Veteran eligible for job traveling network. In good standing. Box 524a, BROADCASTING.

Announcer-engineer, accent on announc- ing. With CBS affiliate under use- contract. Send disc and particulars to KBOW, Butte, Montana.

Announcer—Experienced play-by-play man for 1000 watt FM station in southeast Nebraska. Send full profile. Box 512a, BROADCASTING.

Announcer—Veteran eligible for job traveling network. In good standing. Box 524a, BROADCASTING.

Announcer—Experienced play-by-play man for 1000 watt FM station in southeast Nebraska. Send full profile. Box 512a, BROADCASTING.

Announcer—Veteran eligible for job traveling network. In good standing. Box 524a, BROADCASTING.

Announcer—Veteran eligible for job traveling network. In good standing. Box 524a, BROADCASTING.

Sports announcers

Sports announcers wanted. All types of sports, college, and professional. Box 525a, BROADCASTING.

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Sports announcers wanted. All types of sports, college, and professional. Box 525a, BROADCASTING.
Announcer, capable, hard-working, one year experience. Desires position in broadcast business. Intimate knowledge, play-by-play experience, all major sports. Will work any time. Must be available immediately. Will also consider side job with advertising. Station, Bill Gardner, 5506 Kenwood Ave., Chicago.


Institute engineer desires position in executive capacity. Larry Kandem, 1220 Olive Ave., N. Minneapolis.

Technical

Engineer-Age 22, single, veteran. Excellent school and grade, graduating, school for radio & television engineers. Inexperienced. Solen, conscientious, college and business training. Desires a job in the transmission engineer location. Box 54a, BROADCASTING.

Engineer, single. 3 years experience in all phases of radio broadcasting. Desires a position working with the different technical branches of radio. Box 515a, BROADCASTING.

Construction chief engineer-Construct radio station. Seven years experience, five in broadcasting. Virginia, W 25, salary $55.00. Box 515a, BROADCASTING.

First experience, single, veteran, college and business training. Desires a position in the transmission engineer location. Box 515a, BROADCASTING.

Engineer, first phone, single, veteran, have car. Experienced in broadcast work with Shortwave stations. Box 52a, BROADCASTING.

Engineer, first phone, employed, married. Has been in charge of station. Desires a position as transmission engineer. Box 53a, BROADCASTING.

Do you need an experienced, hard working chief engineer who can do news, sports and play-by-play? Do you need a permanent job at a minimum salary of $60.00 with a progressive organization in a clean, progress capable position? Desires employment in the Chicago area. Box 50a, BROADCASTING.

Transmitter engineer desires position with midwest station. Steady, dependable with directional and FM experience. References from present employer. Available immediately. Box 35a, BROADCASTING.


Engineer-21, veteran, married. No broadcast experience. First phone. Filled positions should be held. Desires a position in any branch of the business. Box 50a, BROADCASTING.

Engineer, first phone, 24 years old, single, vet with car. Would like to average $25.00 a week for four months at Electronic Radio Television Institute in Orlando, Florida. Winter weather, please. Box 35a, BROADCASTING.

Help Wanted

Managerial

General and Commercial

Salesman

SALES MANAGER WANTED

Major Network stations, N. Y., Philadelphia area has opening for hard-hitting, self-starter, Liberal, dean against commissions. This is the first opening in several years. Desires staff man to dominate station in the market. Only top-calibre, experienced salesmen need apply. Box 35a, BROADCASTING.

For Sale

Stations

For sale—250 AM, 3000 FM dual operation, sale occurring on or after April 1. $250,000. Box 54a, BROADCASTING.

For sale-Majority control 1000 watt daytime AM-FM western station. Won't sell small. Box 53a, BROADCASTING.

For sale—250 watt radio station, eastern seaboard, network affiliate, thirty five thousand dollars. Good opportunity. Box 35a, BROADCASTING.

For sale—One-third interest in local TV transmitting station sells profitable business. Box 54a, BROADCASTING.

For sale—1000 watt daytime station for sale. Located in extreme northeastern New Hampshire. Contact B.C., 441 H St., New York 17, N. Y.

Situations Wanted (Cont'd)

Equipment, etc.

For sale—Gates 26Ci 250 watt transmitter. Desires sale. Will locate. Box 54a, BROADCASTING.

For sale—Six portable recorders, two Presto 852 recording amplifiers. All in first condition. Write Station KOAT, Albuquerque, N. M.

For sale—Four Presto 16K portable recorders, two Presto 852 recording amplifiers. Box 52a, BROADCASTING.

For sale—Forty-five cartons brand new Transistor telephones, preferably 600. Desires sale. Box 52a, BROADCASTING.

For sale—General Radio type 475-B frequency monitor, instrument used less than two years. Excellent for an unemployed engineer. Reasonable offer will be accepted. Immediate shipment. K. E. O., Pocatello, Idaho.

Situations Wanted (Cont’d)

Television

Technical


Production-Programming, others

Program director—Four-year college background. Desires more. Box 54a, BROADCASTING.

Experienced news, special events, program director. Three years. Excellent references. Desires position in major metropolitan area. Box 52a, BROADCASTING.

Program director—Desires more. Has experience in major metropolitan area. No experience, skill. Box 52a, BROADCASTING.

Program director—It takes time to get experience. My twenty years in some of the best stations say I know the business. Presently employed as program director by regional station, but seek better opportunity and reward. Each offer considered and thoughtfully guaranteed. Box 51a, BROADCASTING.

Program director—Desires a position with the Boston station. Box 54a, BROADCASTING.

Experienced news editor and script writer. Will work on weekends. Box 54a, BROADCASTING.

Program director-announcer. College graduate. Desires with the New York station. Box 54a, BROADCASTING.

Transmitter engineer desires position with midwest station. Steady, dependable, with directional and FM experience. References from present employer. Available immediately. Box 54a, BROADCASTING.

For sale—Tower 250 watt transmitter and motor generator equipment. $1000. RCA type 5-C1 Kilowatt amplifier $50.00. General Radio, class 730A transmission monitoring assembly, $250. WWN, Asheville, N. C.


WANTED

To buy—Wanted to 900 pound. Preferably air-cooled. Box 35a, BROADCASTING.

Wanted—Current model Hammond organ. Preferably used. Dallas, Texas, Box 45a, BROADCASTING.

For sale—Tower 225 watt transmitter. Desires expert. Will work on weekends. Box 45a, BROADCASTING.

For sale—Tower 225 watt transmitter. Desires expert. Will work on weekends. Box 45a, BROADCASTING.

Miscellaneous

Regional Managers (2)

Fastest growing National Organisation, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL!

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly!

All replies strictly confidential.

Box 905, Broadcasting

School

NEW YORK • HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio & Television Broadcasting

Comprehensive Professional Day and Evening Courses in all phases of Radio and Television Broadcasting taught by Network and TV Professionals. Moderate rates. Inquire.

Send for Booklet B. Approved for G. I. Training
Communications Investigation Gets Senate Group's Okay

CONTINUATION of the Senate Interstate and Foreign Commerce Committee's communications probe during the 81st Congress appeared almost a certainty last week after the Senate Rules Committee favoredly reported a measure containing both authority and funds for such an investigation.

The proposal (S.RES. 63), authored by Sens. Ernest W. McFarland (D-Ariz.) and Charles W. Tobey (R-N.H.), was given clearance of the Senate Rules Committee March 21. Approval of the full Senate, the final action required, was considered by seasoned observers to be a mere formality. It was expected that the resolution will be presented to and approved by the Senate some time this week.

Meanwhile, a subcommittee of the House Interstate and Foreign Commerce Committee, elected by the Senate Commerce Committee, headed by Rep. McFarland and Sen. Tobey for the proposed investigation, has been appointed.

A total of $15,000 would be available to the Senate committee for investigation of radio, telephone, and telegraph communications proposals under the McFarland-Tobey resolution, which, in effect, extends the Senate communications probe launched during the 80th Congress.

1948 Study

The 1948 communications study by a subcommittee of the Senate Commerce Committee composed of Sens. McFarland and Tobey served as a basis of a recent report endorsing the FCC's "Blue Book" on programming, and urged a breakdown of the clears and power ceiling of 50 kw (BROADCASTING, Jan. 31).

In its initial form the McFarland-Tobey report represented more than merely the thinking of the communications subcommittee. Later it received the official sanction of the full committee, headed by Sen. Edwin C. Johnson (D-Col.), clear-channel foe, and was presented to the Senate Feb. 10 as Report No. 49.

The resolution, which contains subpoena powers, calls for "a full and complete study of all radio, telephone and telegraph communication proposals, both domestic and international." Probers will be authorized to examine the relation of the media to national security and international treaties and to make legislative recommendations on the basis of their findings.

Under the proposal, licensing practices and allocations of the FCC would be examined. The study, it was pointed out, would help Congress determine what policies the law-making body should develop on allocations, due to "problems arising from unprecedented demands for frequencies."

WASH. STATE 4A

Madden Named President

OFFICERS and new members of the board of governors have been elected by the Washington Chapter, American Assn. of Advertising Agencies, it was announced last week.

Dan Madden, of Honig-Cooper Co., Seattle, was elected president. Vice chairman is Harry Pearson, partner in Pearson & Morgan, Seattle, and secretary-treasurer is Sidney Copeland of MacWilkins, Cole & Weber, Seattle.

Elected to the board of governors were H. O. Stone, Pacific National Advertising Agency; Nick Woodbridge, Botsford, Constantine & Gardner; Bud Grady, J. Walter Thompson, all of Seattle, and Roscoe Smith, The Condon Co., Tacoma.

KRIEGER HEADS

Northern Calif. AAAA

HENRY KRIGER of Honig-Cooper Co., San Francisco, was elected chairman of the Northern California Chapter of American Assn. of Advertising Agencies last week.

Other new officers are Ford Sibley, Foote, Cone & Belding, San Francisco, vice-chairman; and Ross Ryder, of Ryder & Ingram, Oakland, secretary-treasurer.

COMMUNITY FUND

Service Series on WEEI

DISCARDING usual format of interviews to show how other people are helped, new 15-minute weekly series has just started on WEEI Boston by the Greater Boston Community Fund to answer directly the personal problems of listeners.

Titled Ask Me Another, the sustaining features Frances Guild, director of the Community Fund's Red Feather Information Service, and WEEI announcer Art King. Letters from listeners are read and answered on the air by Mrs. Guild, who advises the writers about the social agency or other resource best equipped to help them. Listeners' names are kept confidential.

Family and social problems of all kinds are covered by the program. Each letter is answered personally, also, and when the writer contacts the social agency recommended, the agency provides a professional worker to assist the person in working out the problem. Scripts are written by Mitzi Korns, radio director for the Greater Boston Community Fund.

AFM FUND

Appropriates $1,400,212

AMERICAN Federation of Musicians appropriated $1,400,212 for its free public music program in 1949, bringing the three-year total of such expenditures to nearly $4,600,000, President James C. Petrillo announced.

Money comes from the AFM's Recording and Transcription Fund, which was created by royalties on recordings and transcriptions. Collections for the fund were forbidden by the Tar-Hartley Act and when the 1949 appropriation is spent that will wind up the AFM-operated program. In its place, however, there is a new free public music program financed by a similar fund presided over by an impartial trustee appointed by the recording and transcription industry.
NEW balanced TV tripod head which has been announced by Camera Equipment Co., New York. Friction and gyro principles have been discarded, and an important safety feature is incorporated which eliminates possibility of accidents if head is left unlocked with the camera mounted.

SEC PROPOSES
Changes on Registration

PROPOSALS to simplify registration and modify reporting requirements under the Securities Exchange Act of 1934 have been announced by the Securities and Exchange Commission. Interested persons were invited to submit comments by April 15.

Under the proposals, Form 10 for registration of securities of commercial and industrial corporations on a national exchange would also call for more complete description of business and property, and revise remuneration items to accord with recent amendments to proxy rules.

WIBW Scholarships
FOR THE third year WIBW Topeka, Kan., has awarded its $250 scholarships to the outstanding 4-H Club boy and girl in Kansas in recognition of superior leadership and service. In addition to the $250 scholarship, each winner receives an educational trip and speaking tour of the state. This year, during 4-H Club Week this month, five of the six winners made the tour with WIBW Farm Service Director Gene Shipley.

COLOR SYSTEM
Program Coding Shown NAB

NEW color system of depicting program schedules was demonstrated at NAB headquarters in Washington last week by Pat Freeman, director of sales and station service of the Canadian Assn. of Broadcasters. Mr. Freeman met with Maurice B. Mitchell, NAB broadcast advertising director, and Harold Fair, program director. Later, he conferred with NAB President Justin Miller.

Mr. Freeman's coding method shows program schedules in colors, permitting comparison of program moods in terms of hours of the day. Hooper ratings are tied into the charts, which cover the four American networks as well as a typical Canadian station which emphasizes sequence and block programming.

NEWFOUNDLAND
CBC to Take Over Radio

CANADIAN BROADCASTING Corp. takes over the Broadcasting Station of Newfoundland on March 31, when Newfoundland joins Canada as a tenth province. CBC plans to make few changes in present set-up of Newfoundland broadcasting, where there are three BCN stations on the air. A new 1 kw station is going up at Grand Falls. In addition there are several independently-owned stations at St. John's, the capital city.

With sparse settlements and no physical link with Canada, the CBC plans to feed its national programs to Newfoundland stations by FM link across the Cabot Straits, then by land line to various stations in Newfoundland. The FM service will be operated by Canada's Dept. of Transport. In addition to the FM link, CBC will be faced with the problem of a sixth time zone. Newfoundland time is one-half hour ahead of Atlantic Standard Time. Programs will be fed from St. John's and Ottawa on March 31 to commemorate the union of the two countries.

NETWORK STATION IN FLORIDA
A consistent income producer under absentee ownership, this 250 watt station is exclusive in a 30 by 30-foot isolated trading area. It is located in own building with practically all new equipment installed last year. With no competitive worries, aggressive, on-the-spot management could increase volume and net.

FOR QUICK SALE $100,000
SMALL PROPERTIES DIVISION
THE SMITH DAVIS CORPORATION
Smith Davis, President
317 South Sixteenth Street
Philadelphia 2, Pennsylvania

BROADCASTING * Telecasting
Promotion

"FAIR PLAY," point-of-sale promotion display, is being distributed by EMOX St. Louis to 700 grocery stores and meat markets in the area. Designed by the station and advertising manager of a local food chain, the merchandising aid is an easel, 18-by-12 inches, containing numbered tags for customer service below the legend "take a number please"—and a station promotion poster. Consecutively numbered tags, which carry advertising copy, and the station poster are changed monthly. Easel is white with red trim, and cards and posters are printed in color. Number system of customer service was adapted by EMOX as a project for clients.

"Wave News"
A HOUSE organ, aimed at keeping its personnel informed of station and network activities, is being published by WAVE Louisville, Ky. Wave News aims at keeping listeners informed by having its personnel know the up to the minute facts about station's programs and activities.

Eye Opener
BRIGHT, blue and white booklet, illustrated with pretty girls and rabbits features WJLS Beckley, W. Va., newest promotion piece. The story told is of the advantages of advertising on WJLS and WILS-FM, giving all the why's and wherefore's, coverage maps, programming and costs. Booklet has been mailed to local, regional and national advertisers and to all CBS affiliates.

MORE THAN 200 scrapbooks, submitted during first semester of WLS Chicago's "Schooltime" contest, are studied by Mrs. Josephine Wetzler, station's director of education. Students' writing and illustrations were based on content of daily Schooltime show, aired at 1:15 p.m. CST.

TIDEWATER BASKETBALL

Firm Report Describes Coverage Techniques

ONE of the most vexing problems to radio men covering basketball games is how to fill the blank spot between halves.

Hal Deal, advertising and sales promotion manager of Tidewater-Associated Oil Co., told a convention of college publicists in San Francisco that the schools should promote some sort of between-half activity to provide material for radio commentators covering the games [Broadcasting, Jan. 17].

Mr. Deal has now issued a report on what Tidewater-Associated itself has done to lick the problem. It said in part: "We have made a special effort to provide our programs with material and personalities that will bring the greatest listening enjoyment. We are cognizant of the fact that a great many listeners enjoy the music of college bands, that many keep a running score and hence enjoy a statistical recapitulation of team and individual performances, and that a high percentage enjoy hearing the views and opinions of top flight officials, coaches and former players."

In handling interviews with coaching personalities, Mr. Deal said, Associated sportscasters ask for explanations of rule interpretations, descriptions of individual and team techniques and analytical remarks concerning offensive and defensive tactics employed by various schools. He pointed out that the half-time blank spot at basketball games is more difficult to cover up than similar periods in any other sport.

The oil company had contracts to broadcast the basketball games of 17 major western colleges. More than 250 games were aired during the season in Oregon, Washington, Idaho, Utah, Nevada and California.

Cooperative Campaign
A NOTICE to its listeners, printed on the back of an advertisement for one of its advertisers, has been distributed by WCFS (FM) Washington. Circular lists station's advertisers and requests its listeners to patronize their shops. It also requests listeners to "boost WCFS" by signing a pledge at the bottom of the sheet which states, "I will be glad to give prior consideration to WCFS advertising when I am in the market for the goods or services they advertise." The pledge is to be returned to the station. In this way WCFS hopes to have an indication of the effect of its advertising.

Musical Promotion
WISN Milwaukee, Wis., has put its new slogan, "Lisa to WISN" to music. Musical station breaks are sung by a male quartet or girl trio to well known tunes, such as this St. Patrick's Day ditty, to the tune of the "Irish Washerman"—"Sure, Now, 'Lisa to WISN' for CBS stars—Like Godfrey and Benny and locally yours—There's Raymond and Brandi and Ann Leslie too—Sure, now 'Lisa to WISN,' your day dreams come true!"

PERSONNEL
SHERILL W. TAYLOR, formerly publicity director of KSL Salt Lake City, has been appointed station's promotion manager.

EDWIN PENTECOST has been appointed promotion director of WCON Atlanta, Ga.

DON E. KELLEY, WBBM Chicago public relations director, has been named to board of directors of Chicago chapter, Sigma Delta Chi, professional journalism fraternity.

WILLIAM GOLDEN, CBS art director and associate director of sales promotion and advertising, received the Art Directors Club Medal and Award for Design of Complete Unit in Trade Periodicals.

DON KRAUSE, staff writer in the press department at NBC's General Division, and EDITH ALLEN, former NBC Chicago receptionist, have announced their engagement.

WALLY HUTCHINSON, assistant promotion manager of KGO San Francisco, has announced his engagement.

RMA FIGURES
February Output Off
PRODUCTION of TV receivers in February fell off slightly, influenced by a shortage of cathode ray tubes, according to Radio Manufacturers Assn. The February total was 118,938 sets compared to 121,238 in January. Weekly average output was 29,738 TV sets in February, 78% above the average weekly rate for the year 1948.

Production of AM receivers in February was 496,581 compared to 491,900 in January, according to RMA, which represents about 90% of total production. AM-FM production was 98,969 sets in February compared to 147,783 in January. Total output of all types of receivers was 716,558 in February as against 839,871 the previous month.

NLRB Moves
THE NATIONAL Labor Relations Board has moved its Washington, D. C., office in January and is operating from new quarters in the Federal Security Bldg., South, on C St., S. W., between Third and Fourth Sts. in the Capitol. NLRB's Division of information is in Room 2212 on the second floor of the building. Phone number is Republic 7500, extensions 6623 and 6524.

NLRB's national headquarters formerly were at 815 Connecticut Ave., Washington.

Promotion — Publicity — Service

WEOA
250 W • CBS
Evansville, Ind.

WMFT
250 W • Ala.
Florenc5, Ala.

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICE: 130 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

Page 70 • March 28, 1949
ARTHUR GAETH, commentator for the United Electrical Radio and Machine Workers of America (CIO) over ABC, was scheduled to speak in ‘New York Saturday (March 26) at the Cultural and Scientific Conference for World Peace, being held at the Waldorf-Astoria Hotel. Mr. Gaeth’s address on “The Role of American Radio in World Peace” was part of a panel on mass communications.”

Clifford Durr, ex-FCC commissioner, was to be moderator of the communications panel. Other panel members dealt with newspapers, films and mass communications in foreign countries. The discussion was one of several panels held during the peace conference, conducted under the auspices of the National Council of Arts, Sciences and Professions.

Mr. Gaeth warned of the “dangers” involved in sponsored newscasts and commentators stating: “There is always an unconscious pressure to stress ‘business favourable’ news; not nearly so prevalent is the pressure to stress ‘worker-farmer-consumer’ favourable news.”

women’s Listening

AUSTIN, TEX., women listen to the radio more than half the time, and plays and serials represent their favorite fare, says the Austin American-Statesman. Comments on “Mrs. Austin’s” listening habits were made by Al Melinger in a recent issue of the newspaper. Second choice of radio fare among Austin women is music, according to Mr. Melinger. News ranks third. “Two out of three [women],” Mr. Melinger states, “will tell you definitely that their minds are made up—they’re going to have a television set as soon as this newest escape gadget is available in these parts. The other third hope to have one soon.”

540 KC Case

MIDLAND Broadcasting Co., licensee of KMBC Kansas City and KFRM Gonzales, Ks., told FCC last week it was preparing to file for 540 kc for KFRM fulltime with the maximum power consistent with adequate protection for stations below 535 kc.

The application, Midland said, will be filed “at the appropriate time” and not used all within 25 miles of some 224 military installations which would operate on subadjacent channels [BROADCASTING, Feb. 28].

The FCC, now a daytimer on 550 kc with 5 kw, was described as an “interim measure” to permit Midland to serve as much of the Kansas City primary trade area as possible. Midland originally sought 540 kc for this purpose but turned to 550 kc as an alternative until 540 kc officially became available. KMBC operates on 980 kc with 5 kw fulltime.

Of the 224 military installations, 17 could not be protected by other means. “As soon as it is feasible [financially] to construct and operate a standard broadcast station with the power and equipment required by the present rules,” FCC said, 50 should cover the Islands satisfactorily. Comments on the proposal will be accepted to April 15.
### FCC Actions

**Applications Cont.**

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<th>CPs</th>
<th>Condl. Grants</th>
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**TENDERED FOR FILING**

AM-1410 kHz

WLJ: Bowling Green, Ky. - CP change from 1360 kHz to 1410 kHz on March 1.

**WADC Tallmanne, Ohio.** - Mode change main studio to Akron.

**Transfer of Control**

WLY: La Crosse, Wis. - Transfer control from La Crosse Bcast. Co., licensee, to La Crosse Tribune Co., Ltd.

**Application Dismissed**

C. Merwin Dobyns, San Bernardino, Calif. - DISMISSED Aug. 23, 1948, application for AM station receipt date of 1948 in consolidated proceeding.

**March 24 Decisions**

**BY COMMISSION EN BANC**

Hearing Designated

Mosley Bros., Picayune, Miss., and W A H Radio Co., Inc., S. Portland, Me., hearing designee for consolidated proceeding in connection with application of Mosley Bros. for AM station 1320 kHz to be located in Portland, Me., and designated for hearing in consolidated proceeding with application of Central Bcast. Inc. to change operating assignment of WMBM from 1490 kHz to 1320 kHz. Hearing is scheduled for May 15 for station 1320 kHz.

Petition Denied

Chanteau Bcast. Co., Canisteo, N. Y., and KFQ Donahue, Canisteo, N. Y., hearing designee for consolidated proceeding in connection with Chanteau's application, to change operating assignment of WMBM from 1490 kHz to 1320 kHz. Hearing is scheduled for May 15 for station 1320 kHz.

Petition Granted

KRE S owned order granting, with condition, to specify to seculars and to Belanger and to define before and after amendment, and commission's order of Aug. 19, 1948, as far as it is imposed condition, upon grant of KRE's application, is amended to delete cond. and permit operation from time of said app. and with ant. system specified by KRE in its application for CP and at Nov. 1948 hearing, dismissed application. Aug. 19 action granted KRE change from 100 kHz to 250 kHz with hearing assigned for AM station 1450 kHz. Hearing is scheduled for May 15. Commission's order of Aug. 5, 1948, dismissing application, is amended to this effect.

Petition Granted

KRE S owned order granting, with condition, to specify to seculars and to Belanger and to define before and after amendment, and commission's order of Aug. 19, 1948, as far as it is imposed condition, upon grant of KRE's application, is amended to delete cond. and permit operation from time of said app. and with ant. system specified by KRE in its application for CP and at Nov. 1948 hearing, dismissed application. Aug. 19 action granted KRE change from 100 kHz to 250 kHz with hearing assigned for AM station 1450 kHz. Hearing is scheduled for May 15. Commission's order of Aug. 5, 1948, dismissing application, is amended to this effect.

Petition Denied

When cross-examined, X-rayed condition, no anoscopy was done, and no biopsy was done. Petitioner is unable to recognize the condition.

Petition Granted

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AWARDS to six Midwest stations, winners in Kroger Co. fall promotion contest, were presented at cocktail party given in Cincinnati early this month by the Ralph H. Jones Co., Kroger agency. Representing winning stations, Kroger and agency were: Seated (1 to r)—Melodie Brown, WDBW Terre Haute, Ind.; R. Sanford Gayer, WBTM Danville, Va.; Lenore Little, WOOD Grand Rapids, Mich.; Joseph B. Hall, president of Kroger; Kathryn M. Hordig, assistant radio-TV director for agency, and John Sinclair, WCHS Charleston, W. Va. Standing—C. M. Robertson Jr., agency president; E. G. Feinheil, WLV Cincinnati; Jack Gentry, WCHS, and Marvin H. Wiltz, WMBD Peoria, Ill.

NEW STATIONS

Three Issued CPs

CONSTRUCTION permits for three new AM stations, one full-time and two daytime only outlets, were granted last week by FCC. All were for Southeastern states.

One existing AM station was granted change in facilities.

New AM outlets were authorized at Union, S. C., to Union-Carolina Broadcasting Co.; Alken, S. C., to Alken-Augusta Broadcasting Co.; and Greenville to Bob Jones U.

WNAG Grenada, Miss., licensed to Birney Imes Jr., received switch in frequency from 1490 kHz to 1400 kHz. Outlet operates fulltime with 250 w.

Details of new station grantees:


PUBLISHER PETITION

To Revoke WGBA Denied

A PETITION requesting revocation of licenses of WGBA and WGBA-FM Couch, Ga. as an aftermath of a Ku Klux Klan meeting [BROADCASTING, March 29, 1948] was denied last Thursday by FCC.

The petition was filed by F. W. New, editor-publisher of the weekly Georgia Tribune at Columbus, who told FCC that the stations, by their policies, aid the local Ku Klux Klansmen. The petition was signed by Dr. R. R. Bailey, publisher of the local newspaper, the Times-Recorder, Galax, Va., and James K. McLeod, publisher of the local newspaper, the Times, Waynesboro, Va.

The charges, which grew out of an episode involving a Ku Klux Klan meeting near Columbus, were denied by A. E. Michel, general manager of the stations. He said WGBA and WGBA-FM treated the episode just as "any hot story would have been," and also went on record that "the editorialism of the Ledger-Enquirer, had carried defamatory material about him, editorialized in "the guise of newscasts," and operated as "the editorial medium" of the Ledger-Enquirer.

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At Deadline...

Ownership Hearings Ordered in Two Cases

Hearings on ownership issues ordered for KICD in two cases; L. W. Andrews Inc., seeking new AM outlet at Davenport, Iowa (250 w day on 1580 kc), and WMAW Milwaukee, seeking license for its permit (1250 kc, 5 kw) and consent to involuntary transfer of control.

Commission also indicated it wished to determine extent to which principals of L. W. Andrews Inc. participated in past operation of KICD Spencer, Iowa, which awaits proposed decision following revocation hearing last December. L. W. Andrews sold majority interest in KICD to Ben B. Sanders in 1945. Mr. Sanders has been charged by FCC with concealing and misrepresenting his financial qualifications [Broadcasting, April 19, 1948].

Curran Names $10,814,886

Curran named Schoenfeld, Chicago, chairman of the committee on commercial activities. The committee will conduct a comprehensive study of the radio advertising market and set standards for the industry.

Questions Raised for FCC on Tower Site Approvals

Questions of possible change in procedure for handling antenna-site approvals by Civil Aeronautics Administration raised Friday in oral argument before FCC. Question in effect is whether applications should be referred to CAA for clearance of specified sites before hearings, as FCC once did, or after hearing, as now.

In argument on proposed decision to grant Belleville (Ill.) News-Democrat application for 1290 kc with 1 kw and deny that of WTMV East St. Louis for same frequency, Arthur W. Scharfeld, attorney for WTMV, asked for reopening of record on ground that CAA has refused to approve News-Democrat's proposed site. Change in site could change coverage, he claimed. In past, he said, FCC has denied applications which proposed sites objectionable to CAA.

Questions Cohn, attorney for News-Democrat, denied site-approval was one of issues of hearing. He said reopening this case would mean any case could be reopened any time CAA disapproves or changes mind, and that CAA testimony henceforth might have to be presented during hearings. Slight modifications often can change CAA disapproval into approval, and in Belleville case, he said, CAA is now ready to approve.

CAA approval question also expected to be raised in forthcoming hearing, called by FCC Friday, on WIBW application for new direct-distant AM antenna and application of WSDM Superior, Wis. For 5 kw fulltime on 710 kc channel used by WOR. In CAA case, it was reported, CAA reversed usual procedure by refusing approval in Washington after field experts had approved. Observers meanwhile noted that FCC in past few weeks has stopped making decisions expected to CAA approval of transmitter site and antenna system but now specify expected to be approved.

FCC Affirms Deletion of Karo(TV) Channel 1 CP

Indicating Karo(TV) Riverside, Calif., waited too long to seek retention of its television permit, FCC Friday affirmed cancellation of station's authorization for Channel 1 (44-50 mc), now reallocated to other services. Commission also denied request for additional time to build station; dismissed bid for special temporary authority to use Channel 6 (82-88 mc) at nearby San Bernardino, Calif., and requested Karo to decide in 30 days if it wished hearing on request for Channel 13 (210-216 mc) at Los Angeles, now assigned to KLAC-TV.

Commission said it advised Karo in May 1947 that reallocation of Channels 1 and 2 were under consideration, that conclusion failed to materialize in public hearing on proposal being considered to reallocate Channel 1 and delete it at Riverside. Channel 6 is involved in San Diego hearing where five applicants seek new facilities: FCC said, and Karo is not party to proceeding. Regarding Channel 13 at Los Angeles, Commission said comparative hearing not in order as facility already granted KLAC-TV, but hearing on "objectionable interference" issue will be granted if desired.

Admiral Earnings Up

Earnings and sales of Admiral Corp., Chicago, reached all-time high in 1948, firm's annual report shows. Net earnings were $3,782,825 compared with $2,248,186 for previous year. Earnings per share on million shares outstanding were $3.78, increase of 65% over $2.35 in 1947. Net sales of $66,764,266 increased 39% over previous year, and 85% over 1946. Net worth jumped 39%, from $7,750,190 to $10,814,886.

Curran Names Sh&G

Frank J. Curran Co., Aurora, Ill. (insecticides), has named Schoenfeld, Huber and Green, Chicago, to handle advertising. Radio will be used.

Sale of WMOB to Weber in Negotiation Stage

Negotiations for purchase of substantial interest in or all of WMOB Mobile, Ala. from Nunn Broadcasting Co. by Fred Weber, former stockholder and general manager of WDSU New Orleans, reportedly underway and may be completed this week. Total sales price understood to be about $200,000. Mr. Weber has been supervising installation of new 5 kw facilities of WHBQ Memphis, but reportedly plans to move to Mobile in near future. WMOB ABC outlet on 1230 kc with 250 w, is one of five Nunn stations and is headed by Gilmore N. Nunn. Others: WLAB Lexington and WCM Ashland, Ky., KFKA Amarillo, Tex., and WIBR Knoxville, Tenn.

WOR-TV Gets ABC Space

ABC has leased 10,000 square feet of studio and office space in ABC Television Center, New York, to WOR-TV New York which begins operation this summer. Mutual TV station will start work immediately on two large studios, control and viewing rooms, and subsidiary facilities and offices. ABC and WOR-TV will share some audition and rehearsal studios. Address of WOR-TV will be 18 West 67 Street.


Closed Circuit

(Continued on page 4)

It is expected to resign within 60 days to become general manager of KLAC-AM Hollywood. Move is in connection with 0,000 kc approval of station in purchase by Ralph Atlas [Broadcasting, March 21].

NBS has made retrans to W. N. Ayer, agency for Seastet, sponsor of Dorothy Lamour show which was cut off during broadcast last night from Stealton, Mo. Interference from reveling guests caused cut-off. Restitution for taking off air show, reportedly offered by Seastet by Glenn McCarthy, Shamrock owner.

Fame of Dr. F. L. Woh, head of department of speech and radio in University of Wisconsin, said the industry's research field, has spread coast-to-coast. Understand he has been retained for new surveys in both California and Florida. For 14 years he has conducted studies under commission from WIBW Topeka and 13 has made Idaho studies for WHO Des Moines. He has also made studies in Oklahoma and Illinois.

Jack Benny and William S. Paley, CBS board chairman, meet in New York this week for television discussions. April 10 Benny broadcast is being transcribed in advance.

FCC-FTC-SEC subcommittee of House Interstate and Foreign Commerce Committee, serving pigeon-hole for pro-FM legislative proposals of Rep. William Lembke (R-N.D.). One Lembke measure (HR 65) demands allocation of section of 50 mc band to FM. Another (HR 586) upholding arguments of FM factions, would make FCC decisions containing technical or scientific errors appealable to courts.

Methods of using extremely high power in frequency modulation being developed at West Coast university laboratory. New tube developments may solve some of TV's upper-frequency transmitter problems by adaptance of pulse technique.

Broadcasting • Telecasting
Area Listeners Rate KMBC-KFRM First

"The Team" Ranks First In Recall Survey

The KMBC-KFRM Team leads all broadcasters in the Kansas City Primary Trade area, according to categories on an "unweighted" basis, and ranked first in five out of six categories on a "weighted" basis.

The results of this personal interview compare remarkably with those of the Conlan coincidental survey conducted last fall, involving more than 100,000 telephone calls in the Kansas City Primary Trade area. Complete information on these surveys is available to advertisers and their agencies on request.

The KMBC-KFRM Team is first in listener preference throughout the great Kansas City Primary Trade area because listeners get the kind of program service they like and need from "The Team". The KMBC-KFRM Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade area, extending from central Missouri west to Colorado, and including counties in Nebraska and Oklahoma.

In the KFRM Area study 812 persons residing in 96 counties within KFRM's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in three out of the six categories. It is significant to note that KFRM had been on the air less than a year.

In the KMBC Area study 551 persons residing in 71 counties within KMBC's half-millivolt contour were interviewed. The KMBC-KFRM Team ranked first in all six categories on an "unweighted" basis, and ranked first in five out of six categories on a "weighted" basis.

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KMBC 6th Oldest CBS AFFILIATE PASSES 21-YEAR MARK

In February, 1928, KMBC became the 17th member of the Columbia Broadcasting System, and geographically the south-westernmost affiliate.

Later, when CBS was extended to the West coast, KMBC originated as many as 39 weekly programs to the western and southern CBS supplementary stations. Among the programs, KMBC originated daily to the full CBS network were "The Texas Rangers," "Happy Hollow," and "Between the Book Ends" with Ted Malone. The latter was the first daily program fed to a coast-to-coast network and also televised. W-9XAL experimental TV station was then programmed by KMBC.

It was therefore fitting for The Texas Rangers to dedicate one of their new 1949 CBS Saturday afternoon coast-to-coast programs to their home station, celebrating its 21st anniversary.

This dedication program, on February 26th, originated in Hollywood where The Texas Rangers star on a half-hour television show on the CBS Los Angeles Times station, KTTV, each Monday night. The male quartet of the group first telecast on W-9XAL 16 years ago, when they were billed by KMBC as The Midwesterners, originating programs for CBS south and west.
Yes, proper coverage is essential when you spend your radio advertising dollar. Station WJR with its 50-thousand watt signal covers the densely populated areas, the little towns and remote places. 97.4% of the population of WJR's listening area own radio sets. That is proper coverage. That is why WJR is Michigan's greatest advertising medium.

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