Alfred J. du Pont

AWARD

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

CBS in Denver

KLZ

REPRESENTED BY THE KATZ AGENCY, INCORPORATED

5000 WATTS ON 560 KILOCYCLES
Worcester and Central New England offer an effective test market, completely covered by both WTAG and WTAG-FM.

Worcester and Central New England are
17th ranking industrial area in the nation
Over 100,000 different products
Value of products $330,935,000 annually
67th county in nation in form income $19,761,900
26th county in population in the nation — 552,900
35th county in total income — E.B.I. $661,409,000
Average industrial wage (1st 11 months 1948) Worcester $57.10 (nation $52.83)
Average food sales per Worcester family annually — $1,220 (52.2% above nation)
82 new industries in Worcester since V-J Day
Construction activity 1948 (10 months) 41% over 1947
Bank debits 1948 (9 months) 12.7% over '47 (N.E. 7.9%)
147,800 families in a compact trading area with 54 cities and towns
Served by three major railroads and over 50 major trucking companies
1500 retail grocery outlets
205 retail drug outlets
Not dominated by chain stores

*Copr. 1948, Sales Management Survey of Buying Power; further reproduction not licensed.
TWO STARTLING FACTS YOU SHOULD KNOW!

ONE...In Cleveland, WGAR alone shows a significant increase in audience! The above graph tells the story. Latest listener reports* of the 1948-49 Fall-Winter season compared with the same period in 1947-48 show that only one Cleveland station, WGAR, has gained listeners this season over last year!

TWO...WGAR delivers more Cleveland listeners than any other station! In the 1948-49 Fall-Winter reports*, WGAR has maintained first place in total rated time periods.

That's why...for a real selling job in Northeastern Ohio...you need...

WGAR

50,000 WATTS • CLEVELAND

(*) Hooper Station Listening Index
Fall-Winter, Oct. '48 thru Feb. '49

Represented Nationally by
EDWARD PETRY & COMPANY
Upcoming

April 21: Government-Industry committee meeting on NARBA proposals, National Archives Bldg., Washington.
April 23: IRE Cincinnati Section technical conference, Engineering Societies Bldg., Cincinnati.

(Other Upcomings, page 71)

Business Briefly

TER-OFF NAMES WITT • Tee-off Inc. (Golf-Eze men's slacks) appointed Lue H. Witt Advertising as its agency. Radio will be used in fall.

CAMERA CAMPAIGN • Tynar Corp., Los Angeles, preparing one-minute TV spots for initial three-month campaign to introduce new camera starting June 1. Churchill-Wexler, Los Angeles, is producing film. Agency, David S. Hillman, Los Angeles.

KTUL RENEWS WITH CBS

ANNOUNCEMENT was made Friday by John Eau, vice-president and general manager of KTUL Tulsa, that station had renewed its affiliation with CBS for a two-year period, which would terminate in June 1961.

JACKSON BOND SALES AIDE

CORNWELL JACKSON, vice-president of J. Walter Thompson Co. and manager of JWT Hollywood office, named special radio consultant to advertising division of U. S. Treasury Dept. Savings Bond Division. Mr. Jackson in Washington to consult on coordinated use of radio to promote savings bonds and plans for May 15 network kickoff of six-week "Opportunity Drive." President Truman and Secretary of Treasury Snyder to participate. General advertising session of Treasury and all media representatives scheduled in Capital Tuesday.

TWO JOIN NBC-TV

WKTV (TV), Utica, N. Y., to start operations Sept. 1, becomes affiliated with NBC-TV, and has appointed Donald Cooke Inc., radio and television station representative. Affiliation of WSYR-TV Syracuse with NBC-TV also announced, bringing interconnected total to 18, with 39 video stations across the country. Station to take air Sept. 1.

BAXTER JOINS ORR AGENCY

JOHN H. BAXTER, former manager of copy department, C. J. La Roche, New York, and before that with BD&O, joins Robert W. Orr & Assoc., New York, as vice president in charge of creative production.

CROSLEY TV SET SALES UP

Crosley television set sales rose 55% in first quarter over 1948 first quarter, Raymond C. Croggrov, Avo executive vice president, told annual stockholders' meeting. He said with cathode-ray tube shortage licked, Crosley hoped to attain 20,000 monthly output by June.

DURKEE QUITS SWANNEY POST

BURTON R. DURKEE, manager-vice president of Morris F. Swaney Detroit office, resigned effective last Friday. Mr. Durkee had been account executive on Kaiser-Frazer.

BROADCASTING • Telemarking
For 981 miles through the heart of WWVA-land, the Ohio river threads its way ... a mighty moving road that carried on its broad surface 41,396,738 tons of cargo in 1947. Adjacent to its banks are mines that produce more than half the nation's coal; its flood-silt has made its lowlands fertile for agriculture; it has stimulated the birth of a thriving chemical industry; and at night its rippling waters reflect the orange-red glow of some of America's greatest steel mills.

Here, in this great Ohio river valley, is the Ruhr of America ... with progressive, prosperous people who make it an area rich in sales opportunities for alert advertisers. The 50,000-watt voice of WWVA serves it well.

An EDWARD PETRY Man Has the Details!

WWVA

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

National Sales Headquarters: 527 Lexington Ave., New York City
ANY WAY YOU LOOK AT IT!

• First Station in Indiana—WFBM is now celebrating its 25th anniversary.

• First in Hooper (WFBM has been consistently first in Hooper ratings before Bergen, Benny, Skelton, Crosby, and many others switched to CBS.)

• First in Merchandising and promotion—WFBM makes store to store calls 50 weeks out of the year, uses aggressive promotion on the air—takes space in programs for sporting events, appears on theatre playbills, originates classical newspaper and point of sale display.

• First in Television. In June WFBM will be the first station in Indiana to provide video to central Indiana set owners.

• First in a number one market. WFBM has 1½ million in range of its AM and TV signal.

In planning future advertising in this market, remember you can now get eyes as well as ears by giving first consideration to WFBM, Indiana's first station.

First in Indiana Any Way You Judge!
KFH IS TOPS

NIGHT TIME STATION BREAKS

3 Class A station breaks per week for 52 weeks on KFH is Wichita's Best Buy. No two-way stretch in power, a full 5,000 Watts day and NIGHT, an audience that listens to the station faithfully throughout the broadcast day and proved results for advertisers...that's why KFH is the TOP buy in Kansas. Here is a power and rate comparison of all 4 Wichita stations for your guidance.

HOOPER STATION LISTENING INDEX

City: Wichita, Kansas

Months: Jan.-Feb., 1949

SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>TIME</th>
<th>STATION D</th>
<th>STATION C</th>
<th>STATION B</th>
<th>KFH KFH-FM</th>
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<td>Evening Sun.</td>
<td>10.9</td>
<td>18.4</td>
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5000 Watts - ALL the time

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
What's the big idea?
SURE . . . Columbia Pacific has near-saturation coverage on the Coast. But it takes more than coverage to make a successful network. It takes big ideas to get big results. And Columbia Pacific is the big IDEA network.

Here's an example. Take three great mystery shows: ROCKY JORDAN, SAM SPADE, THE WHISTLER. Add a fourth idea: pyramid these shows one on top of the other for a solid hour-and-a-half of scalp-tingling mystery fare.

And you get big results — as the high-climbing ratings* of these programs prove!

Yes . . . big ideas make the big difference between the Columbia Pacific Network and all other Coast regional networks. Ideas in programs, programming, merchandising, promotion. There's a big idea waiting to bring you big business. May we—or Radio Sales—come in and tell you about it?

*Pacific Coast NRI, December, 1948

Columbia Pacific
—the idea network
J. J. Bernard
General Manager

Beginning today, April 18, these programs switch to KOMA. Yes, more listeners and more advertisers switch daily to KOMA. Why the switch?

Listeners enjoy KOMA programs ... and advertisers say it's a simple case of more listeners for less money.

KOMA is proud of its long list of success stories based on SALES!

Let your story be a KOMA success story. For complete details, write to us at KOMA or contact your nearest Avery Knodel office.

Ma Perkins
Young Dr. Malone
Guiding Light
Perry Mason

Oklahoma City's Only 50,000 Watt Station

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery Knodel, INC.

Agencies


WILFRED GUENTHER, formerly with WQAM Miami, Fla., in sales and sales promotion, appointed director of radio and television for Rachelle Adv., Cincinnati. Prior to joining WQAM, Mr. Guenther was with WLW Cincinnati for ten years.

NELSON SCHRADER joins Grey Adv. Inc., New York, as executive director of radio and television, replacing RICHARD MARVIN.


FRANCES D. HARRIS appointed head of talent section of radio and television department, McCann-Erickson, New York. She has been with the agency for five years as a radio producer.

FLORENCE M. HOAGLAND, secretary of Fred Gardner Co., New York, appointed media director.

MARTIN ABRAMSON, former feature writer with the late New York Star, joins Young & Rubicam, New York, as researcher on We the People staff.

MARJORIE LOVINGER joins Rocklin Irving & Assoc., Chicago, as speciality radio copywriter.

MONTY MANN, active in advertising in Southwest for more than 20 years, joins Glenn Adv. Inc. as vice president in charge of agency's Dallas office, effective May 15. Mr. Mann was formerly with Tracy-Locke Co., Dallas, as vice president and media director.

FRED BISHOP, copywriter in Toronto office of J. Walter Thompson Co. for the past 3½ years, transferred to agency's New York office.

ROBERT L. NOURSE Jr. joins W. Earl Bothwell Inc., Hollywood, as Pacific Coast manager. He was formerly Pacific Coast manager of Roy S. Darstine Inc., and before that with Dorland Inc., same city.

Mr. Mann

MARTIN R. KLITZEN Co., Los Angeles, elected member of American Assn. of Advertising Agencies.


DEE RUSSELL, formerly advertising manager of S & C Motors, San Francisco, joins Garfield & Guild, same city, as creative writer.

ISABEL HENDRICKS, formerly publicity director, Western Growers Assn., Los Angeles, joins copy department of Mogge Privett Inc., same city.

J. L. SIMONS, formerly account executive with Simons-Michelson, Detroit, joins Robins, Newton & Chapman, Los Angeles, in same capacity.

JOHN R. CHRISTIE, formerly vice president heading business development at Buchanan & Co., Los Angeles, joins Dan B. Miner Co., same city, as account executive.

WILLIAM STERLING of Young & Rubicam Hollywood television department, is the father of a girl, Tina.

Mr. T. V. Advertiser:

In ST. LOUIS, America’s 9th largest market, you can reach the ENTIRE Television Audience with just ONE station . . .

KSD-TV

. . . affiliate of the NBC Television Network; working agreements with CBS, ABC and Dumont.

For SPOT availabilities, phone or write KSD-TV, St. Louis, or FREE & PETERS’ nearest office.

KSD · KSD-FM · KSD-TV

The St. Louis Post-Dispatch Stations
Replace your old AM transmitter
with RCA's new 50 kw...

The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements— even without rf feedback.

The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
The finest transmitter ever built... the RCA type BTA-5OF1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment! Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

It's a fact—as one high-power broadcaster recently discovered to his complete satisfaction. Now, he has replaced his old transmitter with an RCA "fifty"—and it's paying its way.

HERE'S WHY.

Using revolutionary new RCA-5671 power triodes that take about one-third the filament power of conventional types, this RCA "fifty" saves up to $1.75 an hour in power savings over former transmitters—$12,000 a year, based on daily operation at 19 hours a day!

Many other new design features, too, that add to this $12,000 savings.

For example, only 29 tubes and 11 different tube types—less than half the number used in many present 50 kw's. True walk-in accessibility that assures faster maintenance—and lowers maintenance costs. Ultra-conservative operation of tubes and components—with less chance for outages.

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-5OF1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

Write for the new 28-page brochure about the BTA-50F1. It gives you complete details—including circuits, specifications, floor plans, and full-page pictures showing the remarkable accessibility of this great transmitter.

Dept. 19DC, RCA Engineering Products, Camden, New Jersey.
SAFETY Way STORES, San Francisco (Lucerne Milk), today (April 18) starts 12-week sponsorship of second quarter-hour of Music in the Zane Mansfield on as yet undetermined number of ABC Pacific stations, Mon.-Fri. (7:45-8 a.m., PST). Agency: J. Walter Thompson Co., San Francisco.


CALIFORNIA SPORTS TRAVEL & BOAT SHOWS Inc. appoints Botsford, Constantine & Gardner, San Francisco, for spot campaign to promote its two Bay Area shows this month—in Oakland April 9-17, in San Francisco April 22-May 1. Total of 200 radio spots will be placed in area.


THE GOODALL Co., Cincinnati (Palm Beach, Springweave and Sunfrost suits and slacks), sponsoring weekly, five minute telecasts, How to Improve Your Golf, with Harold McSpaden for 13 weeks on 10 TV stations in as many cities. Agency: Ruthrauff & Ryan, Chicago.


PETER HAND BREWING Co., Chicago, for Meister Brau Beer, sponsoring half of Chicago Cubs and White Sox baseball teletcasts on alternate game basis on WGN-TV Chicago, through BBDO. Pre-game Player of the Day teletcasts backed by NEWART CLÔTHING Co., through William Futterman Agency, both Chicago, also on an alternate schedule. WALEGREEN Co., through Schwimmer & Scott, both Chicago, contracts for post-game Extra Inning after each home game. All contracts went into effect April 15.

CASE'S TANGY PORK ROLL Inc., Trenton, N. J., appoints Weightman Inc., Philadelphia, to handle advertising. Television and radio are to be used. JACK RENSEL is account executive.

DURO FURNITURE Mfg. Co., Los Angeles, expands its radio schedule with quarter hour weekly recorded programs on five additional Los Angeles area stations. Stations are: KMPC KFVD KFAC KRKD Los Angeles; KIEV Glendale, Contracts for 13 weeks. Firm currently running weekly programs on KLAC KFWB Los Angeles; KFOX Long Beach; KOWL Santa Monica. Agency: Raymond Keane Adv., Los Angeles.

ACME BREWING Co., San Francisco, sponsoring two weekly one-minute combination animated cartoon and live action film spots on KSFM (TV) and KFI-TV Los Angeles, with possible expansion later to other Los Angeles area and San Francisco stations. Contracts for 15 weeks. Agency: Briscacher, Wheeler & Staff, Los Angeles.

WARD LABORATORIES Inc., New York, appoint Frederick-Clinton Co., New York, to handle radio advertising.


WILCO Co., Los Angeles (Bif insect spray). April 15 expanded spot schedule to five spot announcements daily on KEPO El Paso for 13 weeks. April 1 firm started, for other Wilco household products, 13 week series of five spots daily three times a week on seven InterMountain Network stations—KALL Salt Lake City; KGX Ogden; KMVO Reno; KGNO Tucson; KIYU Pocatello; KID Idaho Falls; KVMV Twin Falls; KFXD Nampa-Boise, Idaho. Agency: Elwood J. Robinson Adv., Los Angeles.

ARDEN FARMS, Los Angeles (Flavor-Fresh Cottage Cheese), April 8 started three week test spot campaign on ten Los Angeles area stations. Spots running six weekly on following stations: KFJ KNX KECO KJH KLAC KMPC KFAC KFVD Los Angeles; KIEV Glendale; KXLA Pasadena. Agency: Allied Adv., Los Angeles.

(Continued on page 81)
Excuse us for getting excited, but we just received our December-January Hooper—and it gives WDAY a 67.5% Share of Audience (total rated periods) against 13.1% for Station B. This is an increase of 3.7% over our Conlan-credited 63.8% of last May—despite the opening of 3 new studios here during the year! Thus, WDAY now has five times as many Fargo-Moorhead listeners as any other station—twice as many as all other stations combined!

WDAY’s popularity throughout the rich Red River Valley is just as impressive. BMB figures, mail-pull statistics, paid subscriptions to our station newspaper—all prove amazing rural coverage, as well!

Yes, urban and rural, WDAY continues to be your best bet in the wealthy Red River Valley. And toothpicks or tractors, as hayseeds in the Valley have the dough to buy doggone nearly anything we want! Ask us or Free & Peters for any proof you’d like to see!

FREE & PETERS, INC.,
Exclusive National Representatives

FARGO, N. D.

NBC • 970 Kilocycles • 5000 Watts
GOT A BROAD OUTLOOK ON NARROWS (Ky.)?

No matter how hard you work, your merchandising opportunities in Narrows (Ky.) will always be mighty slender. Our State’s little towns just don’t have enough of what it takes to make a broad sales potential ... 

In and around Louisville, it’s different! The fat, plump goodness of our Louisville Trading Area is enough to make any sales manager’s mouth water ... Not only is this the one truly metropolitan market in Kentucky, but folks living here also have a 45% higher Effective Buying Income ... than people in the rest of the State.

Wanna ride high, wide and handsome in Kentucky? WAVE’s waiting — right in the thick of things!

LOUISVILLE’S WAVE
N.B.C. AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

Page 16 * April 18, 1949

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

Charges for Requests
EDITOR, BROADCASTING:

... Recently it came to my attention that an announcer on a certain Spanish language radio program was requesting his listeners to send in requests for dedications, but affixing a condition that there would be a charge of 10¢ for a single dedication, or $1.00 for the entire program. Upon making an investigation I found that the announcer was carrying an advertisement in a Spanish newspaper stating in substance what I have noted above.

I believe that this practice should be called to the attention of station management in general, so that each may make his own investigation. Incidentally, a very interesting question is raised, as to whether or not a dedication made under such circumstances, i.e., for pay, becomes a commercial announcement, which would be required to be logged as an “S.A.”

William H. Haupt
President-Station Manager
KVVC Ventura, Calif.

ET Plan Scored
EDITOR, BROADCASTING:

The writer is in complete agreement with Charles Michelson and other transcription producers and distributors as to the impracticality of the NAB outright sale proposal. On the basis of our own experience, such a plan would increase the cost of transcribed programs to the station or sponsor by at least 50% and would reduce by as much the ability of listeners to enjoy through successive years over different outlets in a given center-underated programs which are as good one year as the next, or vice versa.

This company is engaged primarily in the production of Bible drama. Parts of the Bible are at least four thousand years old ... A good Christmas play is no older this year that it was ten years ago. If the NAB program went through, Los Angeles, which first heard our Bible dramas in 1913, over KFI might never have heard them again, if KFI did not feel it advisable to repeat the series.

From a purely material point of view, of equal interest would be the effect of the NAB plan on transcription quality and cost. In the case of our Bible dramas, even though we got good prices and worked with our players on a royalty basis, it took ten years to cover our nut, and it might have taken 15, had we been compelled to sell the show outright to only one station in each broadcasting center.

Under the present lease plan, when stations are considerate in the use and the prompt return of pressings, the same set of programs may serve seven or more stations, without impairment of quality. This means that the producer’s pressing cost is only 14 1/2% (approx.) of what it would be under the NAB plan.

Finally, any transcription producer will agree, I am sure, with the writer that it is hard enough even now to get equitable prices from a majority of the stations. Almost always the station says it would like to pay more, but the sponsor will not stand for it, and I believe this is for at least 50% of our sales are direct to clients, and we know how tough the sales resistance is.

The Transcription Division of NAB has done some very fine work for producers and stations in the transcription field. It might be in order to ask whether this division was consulted before the NAB program was promulgated.

G. L. Price
George Logan Price Inc.
Los Angeles, Calif.

Radio Should Sound Off
EDITOR, BROADCASTING:

Congratulations to Mr. Malcolm Greep of Owensboro, Ky., for his letter in the issue of March 28th. In my opinion his voice is prophetic of a revolution which must eventually be experienced by the industry.

We seem reluctant to admit it, but radio has come of age, and the medium is here to stay. Despite our disquiet to the press, we exist because we can sell more merchandise to more people and at less cost per person than can be sold by any other medium. While we contentedly scramble for the crumbs of the feast being shared by other media, many advertisers actually have more confidence in us than we have in ourselves. We get equal shares of many budgets; major portions of others.

We grow and develop not because of the tolerance of the press, but in spite of its sniping. We grow and develop because on so

(Continued on page 18)
Ozzie & Harriet Adventure Again in Eastern Iowa on WMT

She said no to a talent scout and yes to the ex-youngest Eagle Scout in New Jersey... and they made sweet music together. "The Adventures of Ozzie and Harriet" began a long time before their CBS show of the same name. Ozzie Nelson discarded top billing as a band leader, with Harriet (Mrs. N) as featured vocalist, to write and act in the outstanding domestic comedy series based upon episodes in the lives of the Nelsons and their two sons.

"The Adventures" is one more of the CBS shows that WMT brings exclusively to Eastern Iowa. With big-time network shows, a complete News Center, and special events of great regional interest, WMT has "the ears" of one of the world's most prosperous farm-and-industrial markets. Ask the Katz man to show you how WMT advertising pays off in sales.
ONG THE WEEK

ED TRIZIL
Media Director
GORDON BEST CO., INC.
Chicago

Truly a veteran, Ed started in the agency business with Stack- Gobel when he was only fourteen years old. He has been associated with Best for over ten years. Ed was welcomed into the Patrons today by the William G. Rambeau rep who presented him with a membership scroll and the deed to a tract of land in the heart of Patroonland.

The Fact of the Week

Open Mike

(Continued from page 16)

many occasions we have outperformed them in advertising results, news coverage, entertainment, public service, and everything else but salesmanship.

It's time we stopped apologizing and started doing a little boasting. It's time we started standing on our feet and stopped trying to ride on the coat-tails of the biggest competitor. Does any other business let a competitor own some of its best properties, represent it in national and local sales, and influence its policies?

In my opinion, the industry would be well advised to campaign for a stop to newspaper affiliations and a ban on representation by newspaper reps.

Joseph R. Fise
WPTV Albany, N. Y.

Wrong Warners

EDITOR, BROADCASTING:

We note that on page 52 of your March 14th issue . . . the following statement was made in error:

"A similar, KWBK-FM San Francisco, owned by Stafford W. and Eugene N. Warner and identified in ownership with Warner Bros. movie interests, was granted a license . . ." Stafford W. Warner and Eugene N. Warner, doing business as Warner Brothers and operating Radio Station KWBK in Oakland and KWBK-FM in San Francisco, have absolutely no connection with Warner Brothers Pictures Inc. of Hollywood.

F. Wellington Morse
Station Manager
KWBK Oakland, Calif.

‘Children’s Program

EDITOR, BROADCASTING:

As your March 14th issue . . . a report is given on the Western Radio Conference, and I wish to protest the statement attributed to me as follows:

"Mrs. Logan charged . . . that a year ago the network carried a large percentage of educational programs . . ." Today, she said, NBC, for example, has no educational programs.

You also add: "Mr. Speegle pointed out . . . that the network carried a large percentage of educational programs . . ."

I would like to quote you that part of my talk which referred to children’s programs—not educational programs.

"How about the programs designed especially for children. How much TIME is devoted to children’s radio programs and what KIND of programs are they? Recently Tenth District Parent Teacher Association made a survey of the Los Angeles stations to find out how many hours are given to children’s radio programs . . ."

I presume the results we obtained are typical of other communities. We surveyed the eleven stations right in Los Angeles. We found that only 21% of the time was devoted to programs recommended by our Children’s Listening Committee. We also found that over 5% of the total broadcast hours are devoted to programs which are not approved by our committee. In other words, less than 1% of the total time was devoted to children’s programs. Altogether children’s programs comprise 16% of the population in the Los Angeles area. It was even more disheartening when we looked at the record of the networks. In 1932 CBS had four sustaining programs for children—besides the wonderful public service programs—American School of the Air. Quite ironic—the timing of the fashion change at CBS. School of the Air became outdated at about the same time they acquired their new look with Jack Benny and other comedy shows.

Yes, in 1933, CBS had four sustaining programs, NBC two, and Mutual fourteen. Now CBS has none—not even the School of the Air. Mutual has none—it’s even dropped that outstanding program for children—Adventures in Paradise—yes, despite pleas from thousands and thousands of parents and children and NBC has, I believe, one. Programming for children is a necessary public service. Children are part of our public. The most important part, from 16 to 22% of our public. Why is it that they are not included in the ‘public interest’ in which broadcasters pledge to serve?"

In the discussion period, Mr. William Minette, director of public affairs and education, KNBC [San Francisco], took exception to my remark that NBC had one sustaining program for children, and referred me to such programs as One Man’s Family. I pointed out to him that we did not consider such programs especially designed for children. He then referred me to Mr. I. Q. Jr. and Lassie, and I answered that I was talking about sustaining programs. I might add that if we had more programs like Dr. I. Q. Jr. and Lassie, Standard School Broadcast and other fine commercial programs for children, we would not be so concerned.

Mrs. Z. W. Logan
Radio Chairman
Los Angeles Tenth District
Calif., Congress of Parents & Teachers Inc.
Los Angeles.

‘Top of the Heap

EDITOR, BROADCASTING:

In Mutual’s southern office, Broadcasting always receives top priority in the Monday morning mail. It is on the top of our heap just as it is on the top of the heap of trade publications.

I often wonder if you and your associates ever realize how important Broadcasting is for those of us "out in the field." It is the only publication of accurate information available to everybody at the same early date—first thing Monday morning.

I’ll bet you reach almost as many stations as Mutual does?

Charles Godwin
Manager, MBS
Atlanta, Ga.

‘Valuable Addition

EDITOR, BROADCASTING:

Your “Business of Broadcasting” series is a valuable addition to an already indispensable magazine.

Raymond E. Guth
Research Director
WOC Davenport, Iowa

WPTV is tops in promotion because WPTV spends more for promotion. No other station in the Capital District offers such a combination of bus cards, billboards, newspaper space, counter cards, courtesy announcements and dealer contacts.

Soon
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY
PATROON BROADCASTING CO., ALBANY, N. Y.
1. **STUART PRESCOT HOUSE** in Baton Rouge, Louisiana. This mansion, over 100 years old, has always been owned by the Prescot family. During the Civil War it was used as a hospital by the Union Army.

2. **SUGAR CANE HARVEST** at Poplar Grove Plantation, near Baton Rouge. Louisiana's 1948 sugar cane crop—5,256,644 tons—represented 85% of the cane grown in this country for the production of sugar. Another valid reason why WWL-land is above the national average for increased income, increased buying power and 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

30,000 WATTS CLEAR CHANNEL CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
Feature of the Week

BOYS from 7 to 17 took over operation of WLOU Louisville (1 kw day on 1350 kc) for one day from 12 noon to sign off as a feature of Louisville's observance of Boys' Week. The project was such a success that it is to be repeated each year, the station reports.

Willis Searfoss, WLOU sales manager, originated the idea and it was given the hearty approval of Mrs. J. E. Messervy, station's president and general manager. Bill Ladd, Louisville Courier-Journal radio editor, gave his assistance, as did Asher Tullis, executive director of the Louisville Boys Club and the Optimist Boys Club.

Day selected for the boys to take over was Sunday, March 27, and 50 of them were on hand to participate. They did everything from handling the administrative end to programming. Not an adult voice was heard on WLOU while the boys were in charge.

"The regular staff had more fun than the youngsters in guiding them through the schedule," WLOU reports.

A few sponsors who had been a bit hesitant about the idea of boys reading their commercials over the air later indicated they were enthusiastic over the results, according to WLOU. "We have been advised," said WLOU, that they [the sponsors] received more comments from these kids ... than on their regular run of scheduled broadcasts."

On All Accounts

ALTHOUGH Robert D. Hussey bears the imposing title of manager of the program development department for Young & Rubicam's Hollywood office, "talent scout" might be more descriptive.

For Bob handles all show and talent buying, guest star bookings, auditions, program ideas and script readings for the agency which supervises more transcontinental programs per week than any other on the West Coast.

Television time and program purchases also come under the Hussey aegis these days. And if the Hollywood office of Young & Rubicam echoes the tremendous video operation of its New York parent, this should be enough to warrant a mighty heavy expansion of Bob's department in the very near future.

Holding the strings on the radio appearance of some of Hollywood's biggest stars, an estimated $125,000 per week in talent expenditures alone pass through Mr. Hussey's hands. Yet he still thinks as a true advertising man, getting the agency client the most for his dollar.

Through his variety of assignments Bob has his finger on the pulse of such agency produced programs as Bob Hope Show, Jack Carson Show, Duffy's Tavern, Adventures of Ozzie & Harriet, GE House Party, My Favorite Husband, and the transcribed Skippy Hollywood Theatre, placed nationally on some 53 major stations.

It's a Hussey tradition never to be idle, so he covers the Hollywood new program and talent scene for his New York home office, too. In addition he supervises the booking of talent up and down the West Coast for eastern originations of such network shows as We, the People, and such TV programs as Arthur Godfrey's Talent Scouts, The Arrow Show and others.

Born in Bayonne, N. J., on Sept. 29, 1904, Bob received his early education there and in Jersey City. He attended New York U. for a time, entering the business world as a stock and bond runner on Wall St. in the summer of 1921. Bored with this routine after a time, he chucked the job and went to sea, thus getting acquainted with both European and Latin American ports for the next 2½ years.

A pioneer at heart, Bob next (Continued on page 92)
While we don't spend much time actually climbing antenna towers or watching outside keyholes, these sketches—borrowed from our latest brochure*—are symbolic of the diligence and concentration that goes into every Broadcasting assignment.

Ours is a unique reputation as the only authentic reporter of every significant development in the field of broadcasting and its allied arts. That's been ours for over 18 years now. And we keep our reputation growing because our awareness of radio's problems and potentials is so acute. We boost broadcasting with every breath; we've championed every worthwhile advance the industry has ever made, and we cover all the news of broadcasting with a thoroughness no one else can approach. That's why—in every survey—Broadcasting is No. 1 with agencies and advertisers.

Broadcasting carries more news, more business features than all our competitors put together. (About 75,000 words and 60 illustrations in each issue.) To do this, it takes a staff of 60 busy people working from five offices: Washington, New York, Chicago, Hollywood and Toronto.

Issues like the one you are now reading are the result. This intensity of editorial coverage has given Broadcasting a degree of readership loyalty and confidence rarely achieved by any publication in any field.

*A very fine promotion piece, indeed... our friends tell us. It can be had for the price of a short note to Broadcasting's publisher, National Press Building, Washington 4, D.C.
If you think a slip-of-the-hand can be tough for a "human fly," you ought to see what a slip-of-the-accent can do for a salesman in the deep South!

In the 23 years that we've been broadcasting to our four-state Southern area, we've built up an incomparable radio Know-How for our Southern audience. We know what our listeners want—know when they want it—know how they want it presented. We know the similarities and difference between our rural and city audiences; better still, we know how to program to both. In fact, we've learned just about all there is to know about top-notch broadcasting in this section of the South—and the result is a degree of listener acceptance that can't be matched in this area.

That sounds boastful, yes—but we'd certainly appreciate a chance to prove it to you.
NAB BATTENS HATCHES

By J. FRANK BEATTY
RADIO is tooing up for the battle of advertising media.

NAB emerges from its annual convention with a new set of targets—sales, TV and uniform research. And it will soon appear with a revised administrative setup specially designed for the job ahead.

Overwhelming demand for an operation in Chicago last week was fed around the Stevens Hotel corridors in Chicago last week. The place was sectioning and delegating was starting to waver the idea of some large size convention no matter what was done—quick.

NAB-government contacts at the
glass roots.

Delegates who left Chicago last Wednesday grumbling about what they called a plush trade association, and a stuffy agenda—and there were many who felt that way—didn't realize that democratic processes were under way. They weren't aware that within a few hours their elected representatives in the NAB board would be doing the very things most of them wanted done.

Thus the board (with six new faces) that had thrown out the idea of a broadcasting Advertising Bureau at New Orleans less than two months ago did a complete about-face at Chicago and earmarked roughly 35% of the entire association budget to set up the project.

Convinced that broadcasters wanted a professional sales bureau that could match ANPA's roars with more than a beep, they almost tripled the expenditures for sales promotion. Moreover they paved
(Continued on page 99)

SEVERAL leaders of impromptu task force which shaped up a nationwide sales drive (1 to r): Maurice B. Mitchell, WMAZ Macon, Ga.; Gordon Gray, WIP Philadelphia; Julian Haas, KARK Little Rock; Bill Maillottert, WVET Rochester; Frank E. Poltegrin, KSTL St. Louis.

LOAN TO BMB

BMB survived two more crises last week when it was granted a $75,000 loan by the NAB board and a vote of confidence by the NAB membership.

The board approved the loan (see main board story this page) by a 12-7 vote. No collateral is required from BMB, it is understood, but the loan is backed by a contract waiver plan submitted to subscribers during the convention. AAAA and ANA immediately agreed to the new BMB plan Thursday.

The waiver idea, authorized by the board at its pre-convention meeting, removes from present contracts a 90-day cancellation clause. This original clause endangers BMB's chances of collecting full obligations from all of its subscribers since the Study No. 2 is likely to be in subscribers hands by autumn and present contracts require most to make monthly payments until July 1, 1950.

Subscribers who had signed waivers prior to the post-convention board meeting totaled about $34,000 in obligations, or 20% of the total still due, along with another $80,000 in oral pledges, mainly from two networks. The tabulation firm handling the BMB detail has agreed to defer 50% of May and June payments on assurance BMB will get the waivers from subscribers.

Report of a special committee to consider the future of NAB audience measurement, headed by John Elmer, WCBM Baltimore, was presented to the board. The committee did not offer a new plan of audience measurement pending completion of the present BMB survey, but will continue its studies.

In asking subscribers for waivers on their BMB 90-day cancellation rights, BMB supporters said they had not received a single protest from convention delegates authorized to act on behalf
(Continued on page 100)
RESOLUTIONS

Actions Effected at 27th Annual Convention

The 27th annual NAB convention took a series of forthright stands on behalf of its basic rights and principles but it required two separate sessions and the late-hour flurry of an annual banquet to get the resolutions engrossed on the official minutes. Not in the recollection of any member who attended the previous procedures, Las Vegas marred an industry convention. Two factors led to the chaotic situation. First, only 50-odd members were present Tuesday after the BMB matter had been settled. Second, the corridor rumbles for a big time advertising department in NAB built up the floor to interrupt the routine process of moving through the resolutions.

Starting Tuesday afternoon, and winding up Wednesday morning, the convention's business meeting adopted a series of thank-you resolutions, endorsed Judge Miller's administration and urged all members to subscribe to the all-radio presentation.

The convention approved the report of the Broadcast Advertising Department.

Approved for publication as part of the 1960 housing census (which may and would be referred to many with members to contact their local representatives in Congress).

Resolved the FCC rules regarding the broadcast license permitting station "feedbacks" on station programs.

Approved the principle that stations should be required to keep a record of station service costs, with a report to be made at the NAB annual meeting.

Accepted Amendment of Federal laws affecting recorded and news and special events features to bring equality in duties.

Approved legal services provided by the broadcasting industry.

Permitted the broadcast industry to publish for the Board of Directors, at a rate of $1.50 per year, and allowed a request for publication of the board meetings.

Recommended FCC rules to remove a practice of "special identification requirements" except where the time allotment for the station or the listener would be increased.

Approved for publication as part of the 1960 housing census (which may and would be referred to many with members to contact their local representatives in Congress).

Whereas the Sales Managers and Small Markets Committees of the NAB have recommended that a much greater emphasis be put upon the programs and services of the Broadcast Advertising Dept., individual stations should maintain and increasing their advertising dollars.

WHERAS the board of directors of the NAB is now considering methods of accomplishing this purpose.

BE IT RESOLVED by the members of the NAB in convention assembled that the board make adequate provision for expanding the services of the Broadcast Advertising Dept. and give adequate provision at the earliest possible time.

SELL RADIO

FIRST FORMAL demand from the NAB membership ranks for creation of a bureau of broadcast advertising, operated separately from NAB itself, was sounded at the opening business session of the association's convention in Chicago last Monday.

The project, one of the basic topics before the 27th annual meeting, was proposed after the membership had listened for three hours to a detailed account of the "negative" promotion by other media. This promotion in many cases is carried out at a constantly accelerating rate by organized newspaper interests, the meeting was told, and it is aimed directly at broad advertising.

Problems of radio selling and the increasing promotion of other media occupied the Monday afternoon session. Instances of "rough" tactics by newspapers were cited to support the theme that radio must promote itself if it is to resist the competitive efforts of newspapers and magazines.

The afternoon agenda listed the All-Radio Presentation film as the first step to be taken by the industry in order to market changes in the whole media picture. This presentation was explained by those who are carrying the preparation load.

But the proposition that broadcast advertising could be expanded through the multi-million dollar newspaper campaign with a well-rounded project of its own, with the All-Radio film as the initial effort, was sounded by the operator of a postwar station who is

(Continued on page 78)

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NAB Members Urge Promotion

Mr. Fellows said it would be a "fatal mistake" to set up the 40% figure. He is a member of the board finance committee.

Ralph Hardy, KSL Salt Lake City, suggested absence of a quorum but the motion lost on a roll call. Charges were made from the floor that it was "disgraceful" to arrange a meeting this way. Hugh Higgins, WMOA Marietta, Ohio, former department assistant director, moved the subject come up at the evening banquet, only type of motion permitted after adjournment was defeated. It was carried.

Judge Miller arose at the beginning of the banquet to explain why a business meeting was being held. He yielded to Chairman Harris, who called the meeting to order at 10 Wednesday morning. The motion carried, though many of the diners were not aware what was happening.

Wednesday morning session was all peach and cream for Chairman Harris, and a nearly filled the audience adopted the original sales resolution without debate, and then ran out on the rest through in a block.

Text of the sales resolution:

WHEREAS the Sales Managers and Small Markets Committees of the NAB have recommended that a much greater emphasis be put upon the programs and services of the Broadcast Advertising Dept., individual stations should maintain and increasing their advertising dollars.

WHERAS the board of directors of the NAB is now considering methods of accomplishing this purpose.

BE IT RESOLVED by the members of the NAB in convention assembled that the board make adequate provision for expanding the services of the Broadcast Advertising Dept. and give adequate provision at the earliest possible time.
Plan Endorsed by Coy

AM Increases 12%, Coy Reports

BROADCAST REVENUES of AM networks and stations totaled approximately $408 million in 1948, a 12% gain over 1947, but more than one out of four stations lost money during the year.

This was revealed last week by FCC Chairman Wayne Coy in his speech to the NAB in Chicago (see story above). The figures were compiled from stations' and networks' reports to the Commission.

For 72 reporting FM stations (not sold in conjunction with AM outlets) the aggregate loss was approximately $4.1 million over 1947.

Coy's Luncheon Address...

To facilitate location of the various stories on Chicago activities the following page references are given:

Gimmicks Highlight Other Exhibits...

Coy's Luncheon Address...

Overall Convention Summary...

Kobe Heads AIMS Rep Firm...

Independent Advertising Bureau Denounced...

Rebroadcasting Explained...

NABRA in Prominent Role...

Golf Tournament...

Recording Sales Exibition...

NAB Program Executive Committee...

Coy's Luncheon Address...

Recording Standards Committee Meeting...

ABC, CBS, MBS Meeting...

'Independents' Day' Session...

Miller Luncheon Address...

Unaffiliated Stations Sales Plan...

APRIL 9

APRIL 10

APRIL 11

APRIL 12

APRIL 13-14

APRIL 18-19

APRIL 12

APRIL 13-14

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Coverage of the NAB Convention in This Issue
NON-AFFILIATES

THE broadcaster himself has the power and duty to decide what program policies and content are best suited to serve the public interest of his community, NAB President Justin Miller told the Unaffiliated Stations luncheon meeting April 10 at the Stevens Hotel, Chicago.

Judge Miller scoffed at the frequently uttered charge that four network presidents or a group of advertisers or commentators can control U. S. broadcasting and documented his statements with figures showing the ownership and classifications of stations. His topic was "Who Owns and Controls Radio Broadcasting in America."

Networks often are charged with a dominating role because they provide convenient whipping-boys for those who wish to discredit the American system of broadcasting, he charged. To place networks, advertisers and others in their proper perspective reveals they are not bogeymen, he said.

First Judge Miller showed that the networks own only 18 stations. Citing FCC figures, he said 1,105 AM stations and 404 with networks but this includes every station that received any revenue whatever from a network, even if it was a single program. NAB's Research Dept. classes AM commercial stations as of Jan. 1, 1949, in continental U. S. as follows: Network affiliated, 1,066; unaffiliated, 724; total, 1,800 of which 59% are affiliated and 41% unaffiliated.

He reminded that affiliates operate with networks on an arms-length basis, with contracts specifying their obligations. He said it is the duty of affiliates under the law to determine program and business policies, and the FCC and courts have struck down any efforts of networks or advertisers to do so.

"The trend is definitely and strikingly toward a larger and larger number of stations," he said, locally owned and controlled by local citizens, known and respected in their own communities. "The saturation point seems to have been reached in national network affiliation, he said, and the trend toward a majority of unaffiliated stations moves forward at an increasingly rapid pace."

Judge Miller referred to the doubling of the number of stations since the war "for better or worse."

He reminded that the number of stations owned by networks is strictly limited by the FCC and has not increased during the period.

"The effect of television is not yet easily measurable, but that it will be profound is conceded by everyone."

Postwar expansion of AM into small and medium-sized communities is significant, he said, with FM and TV development more pronounced in populous areas. He referred to a map showing unaffiliated AM and FM stations and another showing network and affiliates (Continued on page 70)

'INDEPENDENTS' DAY' AFTER 27 YEARS, the unaffiliated stations got their "Independents' Day" at last week's NAB Convention.

Non-members as well as NAB affiliates — 300 strong — attended an all-day session Sunday, April 10, in the grand ballroom of the Stevens Hotel. Highlight of the afternoon was an address by Dr. Sidney Roslow, president of The Pulse Inc., who cited small but steady gains in share of audience by New York's independent stations, during the period 1942-1948, while that of network stations fluctuated.

"We have waited 27 years for this day," said Ted Cott, WNEW New York, chairman of NAB's Unaffiliated Stations Committee, who presided. "April 10, 1949, will always be known in the industry as the first Independents' Day. We now have 50% of the numerical strength of all stations, and from this day forward we will speak for ourselves. No longer will we tolerate any John Aldens. We have checked our inhibitions at the door."

Dr. Roslow compared share of audience figures between network and independent stations for Philadelphia, Boston and Cincinnati, for shorter periods than the New York survey, and noted "it looks as if the independent stations have been having a field day."

"The gains have all been small each year, but they have been gains," he said. "Obvious things like sports, news, popular music suggest themselves at once, but let us not underestimate the power of audience promotion efforts."

A panel discussion on transcription brought together Oy Langlois, president of Lang-Worth Feature Programs; John Sinn, executive vice president of Frederic W. Ziv Co., and Walter Davidson, general manager of Capitol Transcriptions.

Noting a classical example of the importance of packaging is the fact that "when good programs shift networks they take their audience along," Mr. Sinn called for more programming on the local level. He observed that only one out of 10 stations get the full benefit of its transcription services, and urged wider use of them in the coming "stiff competition for the local and regional dollar."

Both Mr. Langlois and Mr. Davidson joined Mr. Sinn in urging side a suggestion from the floor that only part of a library be sold. Their arguments were that the "overall package nature" of a library makes it economical for both stations and transcription companies whereas the sale of a portion would be economically unsound; also that a library is not a specialized service but an "all-round programming effort deal."

When Mr. Davidson told of the transcription industry's desire to

BRUNT OF industry's negotiations with Petrillo and AFM has been borne over long period by this NAB convention foursome (l to r): Frank E. Mullen, ex-NBC and now president of Goodwill Stations; Mark Woods, ABC president; Robert D. Swezy, executive vice president of WDSU New Orleans; Frank White, new MBS president.

Meet in Chicago
GAMBLE

BROADCASTING stations should make four "basic measurements" of advertising agencies to insure commercial success, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, told an NAB Convention breakfast meeting Tuesday. The event was sponsored by the Chicagio Radio Management Club.

Mr. Gamble recommended that stations inquire whether agencies are (1) free agents, (2) ethical, (3) experienced to serve advertisers, (4) financially sound.

"These four standards are nothing more nor less than the fundamental requirements of agency recognition, developed over many years by the overwhelming majority of media," he recalled. Standards of agency recognition, said Mr. Gamble, are promoted nationally among newspapers, business papers, magazines, farm papers and outdoor plants, and also among some of these media by regional and local groups. "Can radio afford to do less than other media are doing?" he asked.

Mr. Gamble cautioned against selling time without regard to whether it will be so serviced that the advertising will pay the advertiser. He urged stations to give agencies "certain assistance which only they can give."

"The art of advertising must be practiced on a solid floor of facts," he declared. "Agencies need marketing information about the market a station serves, as well as audience information about the station's listeners."

Reminding the delegates that printed media "long ago found that confidence in their various media is based on Audit Bureau of Circulation," he hailed BMB as a "sound set-up" for radio.

"BMB should have your support," he said. "True, we've been having our problems with it, but the biggest problem is the lack of support for BMB among stations themselves. BMB needs your help to create and develop the information we all need—stations, advertisers, and agencies—to help make radio advertising more effective. This won't be done from the outside—it must be improved from the inside."

The 4A's president also urged media to give agencies the 5% cash discount, which he termed a "vital collection stimulus."

"If the agency could, it would allow its own cash discount, but to do so would be a form of rebating and would weaken the creative side of advertising," he asserted.

Looking at the working relationship between agencies and stations in the "broadest terms," Mr. Gamble said a "strong and healthy" condition exists. Agencies are essentially sound and, in the past eight years, have more than doubled their advertising volume and personnel, he noted.

"A buyers' market is no time to fear," he emphasized. "It has traditionally been the most favorable climate for American industry, but..."

Mr. Gamble observed, however, that the challenge comes at an "especially difficult time."

In the past eight years, he said, revenues have doubled, but in the same period the total number of stations has more than tripled.

Impact of TV

"Now the steady gain in radio revenue is beginning to level off, and you have among you a new and powerful force—an infant Hercules—some 50 television stations, with more to come," he said.

"Clients of our agencies are already asking about the influence of TV on radio listening. Questions are being asked about rates. They want to know something about the probable future of radio and what the relation of its cost in the future will be—if listeners fall off—to its cost today."

Mr. Gamble stated that the "best opinion at the moment" indicates that television "will not become more important than radio for at least five years."

"For the present, television can help—but only help—to make sales for advertisers," he said. "The main responsibility falls on radio. It is radio that must carry the brunt of the problem of meeting the buyers' market."

Stressing the point that "selling gets the 'starts' and service makes them continuing customers," he urged that stations adopt agencies as part of their operation, but only after measuring whether they are likely to create "and to continue to create" successful advertising.

FIFTH REUNION of the American Radio Mission to Europe was held at the NAB Convention. Among those present were (l to r) seated: John E. Fetzner, WKZO Kalamazoo and WJEF Grand Rapids; William S. Hedges, NBC vice president and former NAB president; Clair R. McCollough, president of WAGL Lancaster and associated Steinman stations; NAB President Justin Miller; Col. Harry C. Wilder, WSTR Syracuse; Col. Edward M. Kirby, program advisor to NBC who was official Army escort for the mission; (standing) Sol Taishoff, editor and publisher, Broadcasting: Mark Woods, ABC president; Robert D. Swezy, WDSU New Orleans; Martin Campbell, WFRA Dallas; J. Leonard Reinsch, managing director, Cox Stations; Morris Novik, New York radio consultant; and Joe Gisio, RCA-Victor assistant director of public relations.

FM SESSION

TIME-BUYERS never differentiate between FM and AM; all they want to know is "how many for how much," Linnea Nelson, chief radio timebuyer for J. Walter Thompson agency, told an all-FM session at the NAB Convention April 11.

In reply to a question on why agencies show such little interest in FM time, Miss Nelson berated more than 300 FM station officials, during a panel discussion, for not "taking the time" to promote the medium.

"Less than 100 of 272 FM stations on the air have rate cards," she charged. "And when an advertiser chances to prefer FM coverage, some stations take several days to answer our inquiries for cost information."

She belittled duplication of AM programs on FM, stating that from the time-buyer's viewpoint this does not increase the audience.

"Those listening to FM just aren't listening to AM," she said.

This line of thought drew objections, however, from C. M. Janasy Jr., Washington, D.C., radio engineer and a director of the FM Assn., who argued that FM duplication "does add to the audience because of its wider range."

He cited examples where hundreds of homes receive FM programs outside AM listening areas. The relation of its cost in the future will be—if listeners fall off—to its cost today."

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Nelson Tells NAB of Needs

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HIGH FREQUENCY MEET

By LARRY CHRISTOPHER

The international high frequency broadcasting conference came to a stormy conclusion in Latin American last weekend (April 10). The proceeding ended amid a series of developments, including:

• Refusal by the U.S. to approve the pilot plan which would give Russia and certain other countries an unequal, greater share of channel hours. Russia also refused to sign.

• Stinging rebuke of Russia by FCC Comm. George E. Sterling, alternate chairman of the U.S. delegation, who charged that the Soviet Union "both by its attitude at this Conference" and increased "jamming" of Voice of America broadcasts "has demonstrated a complete lack of understanding concerning the real meaning of 'international cooperation' and 'planned use of the spectrum.'"

• Last-minute efforts of Russia to again halt the proceeding by attempting to block the Sterling proposal. Though that proposal hung in the air anxiously out of the plenary session when unable to do so. Russia did not deny the jamming activities.

In spite of warnings by Comm. Sterling and other members of his delegation that the U.S. would not contemplate a technique inferior plan, nor one that would give this country disproportionately fewer frequencies than other nations—the U.S. decision came as an awakening blow to many delegations [Broadcasting, April 11].

However, in the last-minute frenzy to whip together a compromise plan, the U.S. announcement came too late to stop the speculative wildcat trading of frequencies by which many hoped to bolster their "take home" share. Russia reportedly led the pack, stuffing its sock with any channel anywhere it could gobble up.

State Dept. officials in Washing-

ton last week indicated that they are working on details of the U.S. position now that we have refused to approve the final plan. It is expected that the U.S. will send advisors to participate in the Technical Planning Group work of expanding the pilot plan to 41 different sunspot seasons. This group is to meet June 15 in Paris. Its work is to be considered as a package next fall by all the delegations at another high frequency conference in Italy.

The U.S. will participate in this conference, State Dept. officials said, and might then be willing to approve the package plan if it were technically sound and used a base ratio for assignments which was equitable to all nations. After this the package plan goes before the International Radio Administrative Conference Oct. 17 in Geneva for formal ratification by all nations. The Geneva group will seek ratification of the assignment plans for all the various radio services as allocated under the Atlantic City Convention of 1947. Further, certain implementing organizations also will be set up.

Sterling Attack

The fireworks in Mexico City exploded April 8 when Comm. Sterling launched his attack on the Russians. The Commissioner, in his prepared talk to explain why the U.S. on the previous day had advised the conference it would refrain from signing the agreement, stated that "the obvious willingness of the United States to make sacrifices, to cooperate fully, was apparently construed to be an indication that the United States would sign any plan however unsatisfactory it might be."

He pointed out that: "It was apparently upon this basis that the plan developed by the Conference was predicated, for it obviously represents an effort to pacify those who have complained most bitterly, most regularly and loudest." As a result, he said, while the U.S. under the plan would receive "minimum assignments entailing most drastic sacrifices, other major users are given substantial satisfaction."

The final plan would give the U.S. 209 channel hours each 24 hour period while Russia itself would get 600 plus 120 more for the Ukraine and Biro-Russia, not to mention the many satellite nations. France, which now is using and can use only about 40 channel hours because of economics, would get 235, it was reported. The United Kingdom would get 437 while India would get 360. Russia and India use high frequencies for internal broadcasting because of lack of other facilities.

The U.S. share would require cutting the present Voice of America transmissions some 30% or more, he believed, although the amount of programming would not be affected. Only multiple frequency use would be curtailed. Some programs have used as high as 10 channels seven and eight are now used often.

The Russians walked out of the conference during Comm. Sterling's criticism of the country's use of the radio jamming technique to prevent the free exchange of information. They were followed by the satellite delegations. But first they had unsuccessfully tried to halt his speech by shouting, desk-pounding, debates and motions for balloting to decide whether or not the FCC member to continue. Comm. Sterling finally submitted the remainder of his talk on technical criticisms as a written document and the Soviets were later persuaded to return.

Charges 'Jamming'

Comm. Sterling charged that the "United States has followed a consistent practice of deliberately interfering with 'jamming' high frequency broadcasts to other countries, particularly those of the United States." He said that during the war he was in charge of FCC's Radio Intelligence Division seeking out clandestine enemy transmitters and "jammers," which, he said, "is the same given to the United States' pernicious, and wasteful practice among the cynical of obstructing the reception of a given radio transmission through the superimposition of multi-carriers on the same wavelengths."

He said that since February 1948 U.S. transmissions to the Far East for Soviet consumption have been jammed and there is proof to show that "the sources of the interference are located within the Soviet Union." He stated the "in- (Continued on page 76)

FREQUENCY JUMPS

(Also see story page 99)

FEARS of chaos and high costs for U.S. broadcasters if Cuba or other nations start indiscriminate frequency use highlighted discussions of the North American Regional Broadcasting Agreement situation at the NAB Convention in Chicago.

The convention record with a resolution urging the State Dept. to recognize the "extreme urgency," obtain an extension of the expired NARBA agreement, and exercise "positive, strong leadership" at the forthcoming conference to negotiate a new NARBA. This is stated to be held in Canada in September.

The resolution foresaw an "imminent possibility of serious interference problems which affect numerous stations in the U. S."

NARBA urged its "policy, legal and engineering" services to the State Dept. and FCC in connection with preparations for the NARBA conference, after the clear-channel question has been settled by FCC.

The NARBA situation was explored at length in meetings of the NAB-NARBA Committee and in numerous informal gatherings.

If Cuba or any other nation starts "frequency jumping" even on a small scale, it was pointed out, the result can be substantial expense for U.S. stations on those and adjacent frequencies. They might find it necessary to make major changes in directional operations, which would mean substantial expenditures.

Text of the NARBA resolution:

WHEREAS the NARBA no longer exists for failure to extend the Interim Agreement beyond March 29, 1949, and

WHEREAS there is the imminent possibility of serious interference problems which affect numerous stations in the United States;

NOW THEREFORE BE IT RESOLVED, That the National Assn. of Broadcasters call to the attention of the Dept. of State the extreme urgency of the NARBA situation;

That the NARBA request the Dept. of State to take appropriate action in the interests of all American broadcasting industry (1) by obtaining an extension of the provisions embodied in the Interim Agreement until such time as a new NARBA may become effective; (2) by formulating proposals to be presented to the forthcoming North American Regional Broadcasting Conference in Canada consistent with the interests of American broadcasters and (3) by exercising positive strong leadership at the Conference;

That upon solution of the clear channel problems to the satisfaction of the NAB-NARBA Committee and in the form of a coordinated industry policy respecting NARBA;

That the NARBA offer its services—political, legal and engineering—to the Dept. of State and the FCC for assistance in preparation of United States position to be presented at the forthcoming NARBA Conference.
ONLY RADIO can bring understanding and brotherhood to the world and promote peace and human values, Atty. Gen. Tom C. Clark declared at an NAB Convention luncheon Tuesday.

"One of the greatest tragedies of our time is the enforced 'deafness' and 'blindness' imposed upon millions of peace-loving people in totalitarian countries," he said. "But no iron curtain, no totalitarian state, no tyrannical dictators can bush the voice of radio for long. It will transform a cold war into living peace. It penetrates all barriers, and is the most effective weapon in bringing truth and understanding among men."

Mr. Clark commended American broadcasters for their awareness that "the battle for freedom has no armistice—no rest period." NAB has demonstrated this, he observed, through participation in the Voice of Democracy, "which reaches far beyond the status of a mere oratorical contest when spoken into the microphone."

"You enjoy an enviable position," he told the delegates. "As representatives of a vital industry, still growing, you bring education, entertainment and good cheer to millions each day. You send your messages quickly to the firesides of the people in the villages, the hamlets, the towns and cities of the far-flung reaches of the nation, and of the world."

Stresses Responsibility

The attorney general noted that while radio's opportunity is great, "equally great is its responsibility." He urged that broadcasters "exercise their opportunity well; follow high standards rigidly; serve the people by making available programs that will reflect credit on the industry.

"Today, in 1949, freedom weeps as falsely accused individuals stand before courts in some foreign lands—courts supposed to be tribunals of justice—on which they receive no justice, only brutal injustice," he asserted. "These lessons of history must be brought home to every living person. Radio alone can do this job."

Mr. Clark likened the universe—with radio—to "one big city." By nature, persons become endeared to one another through communication, he said.

"The technology of this modern age must advance and serve humanity, not wreck it," he declared. "Americans are determined that it shall be used for world progress. They will not fail a world yearning for harmony and peace."

Honors Pioneers

The attorney general paid tribute to radio's pioneers for their "heart-breaking and back-breaking work," noting that history records a "slow and torturous progress in the attempts of men to communicate with each other at a distance."

"In this staggering, unfolding, revealing, scientific age, came radio, the greatest of all mediums of communication ever known or used by man," he said. "And your fine NAB is one of the results of the efforts of men to draw closer together through communication."

"Never in the history of our country has it been so important that we point the way to a better world—one filled with understanding and friendship among men. Our citizens want to send forth into the world rays of good will and happiness for all. Your airways carry such messages. When the liberty and dignity of the individual are everywhere respected and protected, then only will we have achieved universal amity."

Seated at the speakers' table as Mr. Clark at the luncheon. Atty. Gen. Clark spoke were several prominent midwest jurists, as well as members of the NAB board.

**SALES CLINIC**

A PLAN for cooperative promotion and sales by groups of the nation's unaffiliated stations evolved in the "plain talk" sessions of the independent broadcasters April 10 at the outset of the NAB Management Conference in Chicago.

The independents voted to ask NAB to appoint a committee to canvass the possibilities and discuss the plan with station representatives.

Calvin J. Smith, president of KFAC Los Angeles, offered the suggestion that "similarly specialized stations band together in a joint sales program."

A modified approach was advanced by Patt McDonald, general manager of WHMH Memphis, who said he was identified with a group of "independent metropolitan stations" who propose to hire a single sales agency to represent them. He suggested that medium-market independents might also band together and that small-market stations might form their own group in the same way.

Criticism of the way independents are handled by station representatives was evident in the session. Mr. Smith pointed out that "it is impossible for all employees and contact men of a station representative to be thoroughly familiar with each station he represents." He continued:

If classical music stations could be developed in perhaps 20 leading cities and all be represented by a single sales agency to carry their sales, that could work. The same would be true in any other field of specialization. Either the stations could set up their own sales units or the representative picture could reflect the same efficiency. That is what I am looking for in the independent station.

Some Skepticism

There was some skepticism over the prospects of finding enough "specialist" stations. But it was noted that there are some 200 or more foreign-language stations, for example, and Mr. Smith felt that the advent of television would build a trend toward specialization generally.

The cooperative plan was advanced at the end of a session on specialized programming called "Foreign Language Stations." A group of station officers, under the direction of Ted Cott of WNEW New York, chairman of the Unaffiliated Stations Committee, were Smith of KFAC, which specializes in "good music"; Bill McGrath of WHDH Boston, a sports and music station; Ralph Well of WOV New York and Robert O. Miller of WSBC Chicago, foreign-language stations; Mr. McDonald of WHMM, which specializes in cowboy music, and Elliot Sanger of WQXR New York, which specializes in "good music."

The panel members sketched their respective operations and the reception they get from listeners. Tune-in to foreign-language programs has increased 29% since 1943, Mr. Well reported. Block and mood programming, the handling of record shows, problems posed by announcers, and methods of selecting a station specialty were discussed in detail.

Meanwhile the independents adopted—with three dissenting votes—a resolution endorsing the Daytime Petitioners Assn.'s pending petition for a change in FCC rules to permit daytimers now on six Mexican 1-A channels to operate fulltime.

The resolution was offered by J. S. Booth of WCHA Chambersburg, Pa., after the DFA petition was explained by Howard B. Hayes of WPIK Alexandria, Va., president of the association. Mr. Hayes quoted FCC as saying fulltime operation by the 100 stations on Mexican channels would be feasible. Mexico's current operation on 540 kc, without international agreement.

(Continued on page 78)
THE SUBJECT is Mutual as Edgar Kobak (I), retiring president of MBS, and Frank White, his successor, get together at the NAB Convention in Chicago. Mr. White leaves the presidency of Columbia Records Inc. to become president of Mutual on May 1 (see Respects Sketch, page 54). Mr. Kobak is entering the business consulting field, with Mutual his first client.

CATCHING up on industry and social talk during NAB Convention are (1 to r) Pat Williams, WING Dayton; Otto Brandt, ABC national director of station relations; Bill Wiley, ABC station relations; Henry Johnston, WSBN Birmingham; Lee Jahncke, ABC vice president in charge of station relations.

LENDING willing ears during cocktail party and luncheon given by Taylor-Borroff at Chicago's Racquet Club April 10 coincident with NAB Convention are Lowry Crites (I), General Mills, and John Karol, CBS New York.

OTHER Taylor-Borroff guests included (1 to r) Howard Dahl, general manager of WKBH La Crosse, Wis.; James M. Gaines, NBC director of owned and operated stations, and Eugene Carr, radio director of Brush-Moore stations. The representative firm's party was one of the many sidelines of the NAB's 27th annual convention.
CLEAR-CHANNEL PUBLIC SERVICE IS
A WORLD INFLUENCE FOR
PEACE AND HUMANITY

In its quarter-century history, the radio industry has furnished many examples of distinguished public service in times of crisis. Almost every community has had its flood, hurricane or disaster, during which its radio stations have pitched in wonderfully and successfully.

WHO is proud to have shared in many such epics of public service — is still prouder, however, of a continuing service we have now been rendering for over three consecutive years:

In December, 1945, WHO spotted an international emergency of hunger and poverty in Europe—began telling its listeners about it three nights a week, from 10:30 to 10:45, on our local public-service feature, “The Billboard.” WHO listeners in 39 states responded immediately, sending parcels to European families whose names were supplied by WHO. For three years the response has continued. To date, more than 260,000 packages from 41 states have gone to 8 European countries, and now (480 programs later!) the response is still strong and steady!

This remarkable record is proof of WHO’s listener-acceptance and confidence, based on many years of sincere good service. It stands to reason that such confidence is also conferred, in large measure, on the products advertised over WHO, and on the people who make them.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC.
National Representatives
AN INCREASE of $175,000 over current FCC expenditures and salary boosts of $2,000 for each of the seven commissioners was provided in a bill reported by the Appropriations Committee and passed by the House last Thursday after adjourning for a ten-day recess.

Other highlights of the measure, which now goes to the Senate:
- Limitations on personal services in the District of Columbia were deleted looking toward liquidation of the Commission’s backlog of work on station applications.
- Funds required for processing of applications are excepted from the Apportionment Act, enabling FCC to spend funds without regard to apportionment and to expedite action on applications.
- FCC must submit a report to the Committee by Jan. 1, 1950, detailing progress in clearing up its backlog.

FCC’s legal and administrative divisions are overstaffed. The bill allows $6,525,000 for FCC salaries and expenses, an increase of $175,000 over the current budget of $6,350,000, below estimates for 1950.

Pointing out that the Commission had 1,449 employees on its rolls as of Jan. 15, 1949, in a recent position—the committee noted there would be “considerable savings” during the current fiscal year. Assuming a similar situation extended throughout the next fiscal year, a “rather substantial reduction” could be made in 1950 estimates, it said. Some reduction in activities of the legal and administrative groups “should be made,” the committee felt.

**Budgets Pass House**

**Backlog Emphasized**

Special stress was placed on FCC’s file of unprocessed applications on stations and for safety and special service licenses, “many of them pending for more than a year.”

In hearings before an appropriations subcommittee, FCC said it regarded as “current” broadcasting applications acted upon within a six-month period and those for special service and safety within a 30-day period.

Removal of any limitation on the number of the employees the commission can have in the District of Columbia was rejected by the full committee “as assistance in expediting action on applications.” In addition, it will give “more flexibility to the appropriation.”

“It is the intention of the committee that services in connection with radio monitoring and other field operations shall be diminished and that funds saved thereby mean services saved in the connection with application processing,” the report stated.

The overall bill contained recomended appropriations for 29 independent agencies and the Executive Office for the fiscal year ending June 30, 1950. Overall total was $7,104,571,803 as compared to $7,150,000 estimates. Total sum recomended, with contract authorizations, is $7,576,886,281 as compared to estimates of $8,311,565,880.

Included were recommendations to increase also the salaries of present commissioners of both FTC and SEC to $12,000.
“Ladies and Gentlemen...”

Here’s the Convention Hall at Philadelphia before any of the “b’hoys” showed up. Not a timely picture, but it makes a darn good point.

It’s useless to talk to an empty house. *It takes audience to give meaning to any message.*

If you remember that when you buy radio in Baltimore, you’re bound to end up with W·I·T·H. This is the station that gives you audience—big, steady, interested audience at rock bottom cost-per-listener.

W·I·T·H is the big bargain buy because it produces more listeners-per-dollar than any other station in town. So if you want to produce BIG results for a LITTLE bit of money, call in your Headley-Reed man and get the full W·I·T·H story today.

Tom Tinsley, President - Represented by Headley-Reed
TELEVISION SESSION

ONE-MINUTE TV spot is equal to a 600-line newspaper ad in impact, Terry Clyne, vice president of the Biow agency, declared Wednesday in a television panel session that closed the NAB Convention.

"If a half-hour AM program is equal to a page ad, as is often said," he added, "a half-hour TV program should be worth three to six times as much."

Richard P. Doherty, director of NAB's Employer-Employee Relations Dept., disclosed meanwhile that the average size of television station staffs in the U. S. is 47 fulltime and 21 parttime workers.

The figures were taken from a survey of 41 stations, excluding network outlets in New York. Average of the latter is 324 persons with a weekly payroll of $30,000, Mr. Doherty said. As a nation wide average he set a payroll figure of $4,280 weekly.

"The weekly payroll figure of $4,280 was basically in larger cities where prevailing wage scales are higher," he noted. "As stations spring up in smaller cities, the average will be lower. The fact that television started in larger cities is an unfortunate handicap as the higher payroll figure sets a precedent for smaller cities."

NAB's labor expert reported that featherbedding is widespread in Eats Product on TV

HERE'S a man who not only stands behind his own product—he prepares and eats it as well, in front of the alluring CBS-TV audience. He is Theodore Sander Jr., president of the American Mazine Products Co., New York. On behalf of his product, Amaze Instant Dessert, President Sander appeared on Warren Hull's TV show, 1-1:30 p.m. (EST), with mixing bowl, egg beater, bottle of milk and a box of the dessert. In exactly 30 seconds, while Mr. Hull timed him with a stop watch, Mr. Sander whipped up a bowl of the dessert, after which he and Mr. Hull devoured the concoction before the cameras.

"But to AM station men it currently is like a two-headed horse, for they must prepare to ultimately meet TV's high costs and at the same time withstand diminishing returns from sound radio."

Predicting that broadcasters will lose more and more of the night-time advertising dollar to television, Mr. Clyne recommended they enter the new medium "to get it back." He said many advertisers are planning to use both mediums, which will result in larger budgets.

Moderator of the TV discussion was George B. Storer, president of Fort Industry, who introduced Stanley Hubbard, president of KSTP and KSTP-TV Minneapolis-St. Paul, as first speaker on the panel. Mr. Hubbard, who regaled the delegates with tales of KSTP-TV's four-man remote crew, reported that "not one dime has been captured from AM" in the St. Paul market.

"All of our TV accounts are new business," he said.

Forecasting the demise of "marginal" AM stations, he maintained that "solid broadcasting will never go out." He disagreed with the popular notion that broadcasters should enter TV to protect their AM profits.

"Promising Business!

"You should get in television only because it is a promising new business, and if you don't get in someone else will beat you to it in your own town," he declared. "Of course, it is related to sound radio and you will find you are more experienced to cope with it than someone outside the profession."

Mr. Hubbard estimated that a "gadget-free, common-sense" operation could be started for $100,000, with no studio, no cameramen, and utilizing film to the fullest—"even for remotes."

Henry Grossman, manager of TV operations for CBS, strongly recommended on-the-job training for developing personnel, rather than outside schooling. He urged that AM and TV staffs be integrated.

Agencies "go by the book—they want to see the sets," said E. Y. Flanagan in charge of operations of WSPD-TV Toledo.

"The agency people may love you in AM, but you'll have to win them all over again in TV," he asserted. Mr. Flanagan believes there is new TV income to be found in every city.

Don Stewart of WDTV (TV) Pittsburgh, reported that his DuMont station is grossing $6,000 weekly and is "in the black," Seventy percent of the time sold is local. He said one of television's biggest talking points is that it surrounds language barriers. Bert Taylor, manager of transmitter sales for DuMont, forecast that TV station operators "will be tapped on the shoulder within a short time and will move to another part of the spectrum."

Among the results of NAB's labor survey was the fact that of 41 stations contacted, only nine have unions. Mr. Doherty noted that unions don't recognize integration. He found no talent union contracts in effect.

TV WILL AID MOVIES

TELEVISION played a prominent part Tuesday in the special stockholders meeting of Paramount Pictures Inc. The meeting was called in New York to approve a plan to reorganize the company into two separate businesses in accordance with a consent decree between Paramount and the Department of Justice.

The meeting itself was televised, with 35-mm films made of the televised images and then shown on a large screen. Barney Balaban, president of Paramount, said the system could produce a theatre showing within 40 seconds after the occurrence of the event.

He also told stockholders that he believed television would help the motion picture business. He said so far there is nothing on the record definitely to show that television has hurt theatre attendance.

"There's a great deal of speculation about television as a threat to our future prosperity," Mr. Balaban said. "Television may turn out to be our companion rather than our antagonist."

"Just as radio developed some of our greatest personalities, such as Crosby and Hope, I believe television will be an important medium for the development of talent for motion pictures."

"It will also be an unprecedented facility for the showing of trailers in the home to stimulate the interest of those who are regular patrons of movies and likewise of those not regular patrons now."

Mr. Balaban went on to explain how Paramount pioneered in the development of theatre television. He said the Paramount 40-second system is especially adaptable to a motion picture theatre program because it can be run almost simultaneously with the photographing of the image from the television receiver, or can be fitted in later at a more appropriate point in the programming.

"Motion picture attendance has fallen off in the past on the evenings of broadcasts of some major events such as the addresses of the late President Roosevelt which people had to listen," he said. "With our large-screen television, people need not stay home because they will know that they can see the regular program and the special events at the motion picture theatre."

The meeting resulted in stockholders approving a plan by which the producing and distributing of motion pictures by Paramount will be the function of one company while operation of motion picture houses will be the function of another. The two companies are to be formed within the next three months, but it is expected that they will take about two years before the entire reorganization is completed.

It was said that the producing and distribution unit plans to retain its interest in Allen B. DuMont Laboratories Inc.

Balaban Predicts

Impact, Future Covered

Page 34 * April 18, 1949
'RADIO IS DOOMED'

Aylesworth Sees Conquest by TV in 3 Years

"WHITHIN three years the broad-
cast of sound, or ear radio, over
giant networks will be wiped out." This
stating prediction is made by Merlin H. Aylesworth, former
president of NBC, in the current
issue of Look magazine which
gone on sale last Tuesday (April 12).

"Powerful network television will
take its place," Mr. Aylesworth
continues, "completely overshadowing
the few weather reports and
recorded programs left to the re-
mainder of the independent ear radio
stations."

His views were rejected by FCC
Chairman Wayne Coy at the NAB
Convention in Chicago. Mr. Coy
agreed that television will be the
dominant radio force of the future
but felt that Mr. Aylesworth's
three years constitute an undue
short-term prediction (see story
page 25).

But Mr. Aylesworth, now chair-
man of the executive committee of
Ellington & Co., New York agency,
opposes hopes for radio's top enter-
tainers. "Stars who are now big in
ear radio will be the best in tele-
vision," he says.

Mr. Aylesworth says 1,600,000
American homes now have video
sets and that by the end of this
teach, four million homes will have
video television. He predicts that by
early next year a coaxial cable will
connect the East and West Coast.

In other words," Mr. Aylesworth
says, "the television set is becom-
ing a necessity, not a luxury in the
home."

Network television will be hand-
dled by five major networks, he be-
lieves-ABC, CBS, MBS, NBC and
DuMont. "And they'll soon reach
wherever you are."

Regarding television's effect on
other types of entertainment, Mr.
Aylesworth believes that it will in-
crease rather than cut down inter-
est in sports, movies and stage pro-
ductions. The newreel as it is
today, however, he says, is doomed.

"Newsreel companies will now make
different reels for each night
-to be sold to different sponsors."

Film Will Dominate

Television programming will be of
a wide variety, he predicts, but
"of all programs on television, the
biggest single type will be film
movie. Eventually, I feel, up to 50% of
all television shows will be film."

"I've heard considerable gossip
about coin gadgets to have tele-
viewers pay the costs of television," Mr.
Aylesworth writes. "But it
won't work. It will be the sponsor
who pays the bill for television pro-
gramming."

Economically, he believes that
television "may well be the shock
absorber in the national economy."

He predicts that it will soon become
a $6 billion industry and one of
America's ten biggest enterprises.

In summing up the effects which
television will have upon the public,
Mr. Aylesworth lists the following:

1. It will increase the number of
sports fans and build up attendance at
sport's events.
2. Educators will find it a big boon in
educating people of all ages.
3. It will bring religion to more non-
churchgoers, will encourage more atten-
dance at church.
4. It will increase the number of
movie fans and send more people into
the motion picture theaters.
5. It will provide another big in-
dividual income to American citizens.
6. Just as ear radio helped increase
literacy in this country, television will
influence the number of readers of good
books, good magazines, good newspa-
pers.

RANKOW

TV 'Cities' Plans Stymied

A MULTI-MILLION DOLLAR
plan to construct mammoth
television "cities" received a set-
back Wednesday when the origin-
ator of the idea, Norman N. Rankow,
New York promoter, was enjoined
from securities transactions in New
York state.

The injunction order was signed
by New York Supreme Court Justi-
tice John E. McGeehan, after a compl-
plaint by General Nathaniel L. Goldstein. John Tru-
bin, assistant attorney general, filed the affadavit.

Affidavit alleged that Mr. Rank-
low, who is president of World
Television Studios, incorporated by
him in 1945, and of Video City, in-
corporated in 1948, that he induced
35 persons thus far to back building
projects for these corporations with
$35,000. This money has now
been spent by Mr. Rankow, it was
said.

The World Television Studios
was to take the form of 100 acres
in Queens, New York, at a cost of
$75,000,000. It was to consist of
89 buildings, including 24 studios
for telecasting and film making.

The Video City project was to be
just west of Times Square, on an
undisclosed block, with the cost un-
specified. It was described as a
proposed 72-floor skyscraper 900
feet high.

Mr. Rankow told Broadcasting
the setback would not terminate
his efforts on the projected develop-
ments. He denied that he had ever
violated the law, asserting that since
he never sold stock to the public he
could not be violating the
securities law.

Small TV Projector

A TELEVISION picture 3 x 4
feet and projected from a small
bracket on a conventional home
movie screen was shown at a pre-
view in New York by North Amer-
ican Philips Co. Inc. Pieter Van
Den Berg, president of the com-
pany, said the system was being
made available to set manufac-
turers to be marketed after the
system at $600. The system makes use of the Philips
Protoglam projection device, in which a 2½ inch cathode ray tube is
used. The large-screen system
required only a slight modification of the Protoglam system used in
conventional cabinets with built
in screens featuring North American size equivalent to 20 and 16 inch sizes.

April 18, 1949
TELEVISION SPONSORSHIP passed the 1,000 mark in March. As the ranks of its sponsors grow, television operators have reason to carry a smile of confidence while others in allied fields may be wearing a new, worried look.

Exactly 1,023 advertisers—network, spot and local—used the newest media during the week, March 6 through 12, according to the Rorsbaugh Report on Television Advertising, monthly publication of the N. C. Rorsbaugh Co., New York. The report contains data on 85 commercial stations in 30 markets.

These advertisers paid $2,085,744 to get their sales messages to the estimated 1,500,000 TV homes in March. Of this amount, $818,198 was in network time costs; $734,705 in spot; and $532,840 in local time, bought by local advertisers.

The first quarter volume of TV business is estimated at $5,240,655.

Figures for January and February are compared with March in Table I.

Spot is the prominent revenue producer in TV, outstanding network advertising by more than $300,000 in the first quarter. In March, network advertising gained the edge over spot in dollar terms, and it is yet too early to determine which category of advertising will be the leader in the final adding up for 1949.

Most of the March increase in accounts was at the local level—only four new sponsors appeared on the networks and two were added to the list of spot advertisers. Local advertisers continue to grow rapidly—increasing by 102 in a single month. (See Table II.)

About 70% of TV advertisers are local. Another 25% are spot advertisers—the remainder network.

Local Advertising

TV's 711 local sponsors are topped by the radio and television sales dealers—103 of the 711 accounts are in this category. Close below.

TV SET figures reported to BROADCASTING during the past week:

Milwaukee area—21,588 as of April 3, reported by WTMJ-TV Milwaukee.

St. Louis area—25,500 as of April 1, reported by Union Electric Co. of Missouri.

Boston area—68,373 as of April 1, reported by WBZ-TV and WNAL-TV, both Boston.

Buffalo area—18,270 as of March 31, reported by Buffalo Niagara Electric Co.

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Ways and means to do this are being found. Through film, through well-conceived local shows, more and more full length programming in 15-minutes or half-hour segments is being sponsored by local advertisers.

Sports programming is still the most dramatic, entertaining programming available to the local broadcasters. And they have made use of it—buying a total of 98 hrs., 11 minutes of sports remote broadcasting during the sample week in March. Local sponsorship is also heavy in news, household and women's programming, and includes some variety and music programming. Most of the variety shows and the shopping, cooking and household hints programs are participating shows with five or more advertisersfooting the bill.

Spot and Local Programming

Spot and local accounts combined purchased 259 hours, 15 minutes of video time in the week. Of this total, 107 hours were remote (principally sports), 60 hours were live studio programming, and 60 hours were film shows. Another 11 hours was combination film and live telecast, and the remainder used slide live or films in combination. (See Table IV.)

The 60 hours of live programming is the highest yet achieved on local sponsorship.

Thirty-nine of the 259 were bought on the form of announcements. Of this time, three hours was weather announcements, five hours time signals, and the other 31 hours straight commercials. One of the commercials was a film commercial. About 27 of the 39 hours of announcements were presented on film.

Film telecasting, aside from these commercial announcements, was chiefly dramatic or sports reels. The live programming was variety, household hints, cookery or children's programming.

Biggest users of spot video were beer and wine advertisers, 55 accounts, and food advertisers, with the same total. Next most frequent spot users were confectionery and soft drink advertisers with 20 accounts. In network advertising, the advertisers are still the one, two or three big firms in each product category. For example, there were six apparel advertisers, four auto advertisers, five food accounts, seven radio and TV set manufacturers and five tobacco companies.

(List week, TELESTAT will analyze March network business.)

New Set-Making Firm

RICHARD MATTISON, radio and television sales executive, has organized the Mattison Television and Radio Corp. to manufacture popular-priced radio and TV receivers. Production is under way at factory in Valley Stream, L. I. Executive and sales offices are at 30 Rockefeller Plaza, New York. Showroom is open to the trade daily. In Suite 3333, Mr. Mattison announced.

Business Analysis March 6-12

(Report 55)
In Maryland it’s WMAR-TV for results!

TV Success Story

CENTURY SHOE REPAIRING SHOPS

As one of the very first advertisers on WMAR-TV, I thought you would like to know that we are more than pleased with the results. Our television advertising has been placed exclusively on WMAR-TV and has been responsible for more favorable comment and direct results than any other medium of advertising that we have ever used.

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

BRAGER'S INC.
Eutaw St. at Saratoga

Our "Name It" quiz program televised directly from our store over WMAR-TV since the first of the year, has drawn large audiences into Brager's, among them many new customers. Televiewers have written complimenting us on an interesting and entertaining show. Articles displayed on the program have had IMMEDIATE SALES, both in the store and by phone order. We want you to know that our WMAR-TV program has been highly satisfactory, as well as productive.

HELEN MITCHELL
*Copyrighted
Advertising Placed by Louise Waite
Advertising Agency
21 E. Centre Street

FOX CHEVROLET SALES, Inc.
2020 Hanover St.

The number of comments admiring our WMAR-TV spot have exceeded our fondest expectations. It seems as if almost everyone who has a television set must have heard our advertisement. The outstanding impression and surprise has been the number of people whom I never thought would bother to mention such things that have commented favorably on the spot.

For advertising potential, per dollar spent, this has proven to have been the best in our sixteen years at this location.

LOUIS J. FOX
Advertising Placed by Dundon & Rosenbush
100 N. Eutaw St.
COMMIDR. E. F. McDonald Jr., president of Zenith Radio Corp., told RCA Victor’s Vice President J. G. Wilson to task last week for saying high-band television converters can be built when highband TV standards have not been fixed.

Zenith has been criticized on the same grounds in connection with its advertisements making high-band claims for its low-band receivers.

Mr. Wilson had said TV receiver obsolescence fears are “unfounded” and that suitable converters can be worked on. He arranged for an article to design a high-band set until it is known which UHF channels will be available [BROADCASTING, April 4].

Commdr. McDonald quoted Mr. Wilson as saying “investigations have not reached the stage that will permit the establishment of commercial standards” and that “it has already been demonstrated that a suitable converter can readily be applied to sets now in use” to make them tune both VHF and UHF channels.

The Zenith head observed: “I would like to know why Mr. Wilson leads the public to believe that converters will make present receivers work on the new frequencies, if he does not know what the standards are to be. He should know that if the present 6 mc standards are changed no converter will work on the new frequencies and none of the present receivers can be made to function properly on the ultra-highs. The answer to this question to me will be the answer to the soundness of his entire statement.”

VIDEO PRODUCERS
Will Meet in New York

INDEPENDENT Television Producers Assn., Inc., New York, will hold its first annual meeting on Thursday, April 21. Members will elect officers for the coming year, and draw up a code of practices. Mal Boyd, president of Television Producers Assn., Hollywood, will address the meeting, and will announce a full affiliation between the two groups.

Also to be discussed is the ITPA film series, Showcase, comprised of the best of each producer’s output, which the group hopes to schedule shortly on one of the networks. The series, it was learned, is being considered as a summer replacement for sponsorship by a tobacco account.

Puppet Series

TELEPAK INC. has optioned 26 half-hour films featuring puppets for possible leasing to a national advertiser. Films were produced by a French company and Telepak hopes to sell package at $4,000 a week. It is understood that N. W. Ayer is interested in the series.

Niles Trammell (r), NBC president, and New York’s Mayor William O’Dwyer (l) wish Mr. Berle well at start of the TV marathon.

A 16-HOUR marathon performance by Milton Berle over 12 NBC TV stations solicited contributions approaching $1 million for the Damon Runyon Memorial Cancer Fund, it was indicated on the basis of collections last week.

Mr. Berle, star of Teczaco Star Theatre, (NBC-TV Tuesdays, 8-9 p.m.) began his marathon at noon April 9 and quit at 4 a.m. April 10. NBC figured the time of the marathon was worth $87,000 at card rates.

The star was assisted by an NBC staff in New York of 23 pages, 34 writers, three directors, six program assistants, three secretaries and one television program manager. Three hundred volunteer telephone operators were employed, and 30 showgirls and models assisted Mr. Berle in answering telephone calls.

Overtime salaries for its staff members accounted for an $8,500 out-of-pocket expense to NBC. This did not include straight salaries.

Stations carrying the telecast were WBNT New York, WBN-TV Buffalo, WBZ Boston, WRGB Schenectady, WPTZ Philadelphia, WNBW Washington, WBAL-TV Baltimore, KSD-TV St. Louis, WBKB Cleveland, WSPD-TV Toledo, WNBQ Chicago and WNHC-TV New Haven, Conn.

WBAL-TV claimed that on the basis of the number of television sets in use in the various cities it had the highest percentage response during the marathon. The station reported $57,361 in pledges for the cancer fund drive. WBAL-TV remained on the hour 17 hours — until 5:07 a.m.— to acknowledge donations.

P&G TELEVISION
Signs With GTE for 13 Shows

FIRM contract between Procter & Gamble Productions Inc. and General Television Enterprises Inc., calling for 13 television film programs of 26 minutes each, was signed April 8 [BROADCASTING, April 4].

GTE will lay out sums of $8,000-$12,000 in production costs but P & G will pay lesser sums. These to vary, based upon station use and re-use. Adventure stories drawn from fact and fiction will form basis of series titled, Procter & Gamble Fireside Theatre.

Gordon Levoy, president of GTE, has announced that production of the series will commence in the near future but, as BROADCASTING went to press, name of producer had not been disclosed. Each of the 13 half hours will consist of two story units of 13 minutes each.

Contracts were signed by Mr. Levoy, William F. Craig, manager of television for Procter & Gamble, and Lewis H. Titterton, engineers, five and vice president in charge of radio and television. Gil Ratlenton, P & G executive producer, will oversee the series.
Engineering, production, stock and shipping—four major operations that provide you with "service."

Webster says, "Service—performance of labor for the benefit of another, or at another's command." He is right, but here we do not look at service as labor because we like what we are doing. Gates service is for the benefit of another too, you—the customer. Call your requests commands—but to Gates those requests make us feel good because we can then place the resources of a complete, specialized organization into speedy work to better each individual station and the broadcasting industry.

In other words—Service As You Like It!
POWER to deliver 50 kw UHF television signals off the antenna can be generated as soon as someone will pay for the necessary tubes, according to Dr. Howard D. Doolittle, development engineer of Machlett Labs., which manufactures for Western Electric Co. These tubes should be capable of at least 2,000 hours service, he estimated.

Dr. Doolittle described four ways of operating tubes in the UHF band, wherein electrical work has been hampered by the high mortality of heating tubes due to heating. He outlined the tube situation at the NAB Engineering Conference in Chicago [Broadcasting, April 11].

Dr. Thomas T. Goldsmith Jr., of Allen B. DuMont Labs., said UHF can be utilized to give good video service, suggesting the present VHF band just as soon as technical bottlenecks in using these frequencies can be overcome. Speaking at the engineer's final forum Saturday morning, Dr. Goldsmith said experimental work in the UHF band would require a number of half-million dollar stations along with other costs which might be financed in part if the FCC permitted temporary commercial operation of UHF in some areas [Broadcasting, April 11].

Previously Dr. Goldsmith had stated that powers as high as 500 kw might be required in large cities to provide satisfactory UHF service, with transmitters costing 25% to 50% more to provide the same power as VHF equipment. Pulse modulation would need perhaps 100 mc per station, he said.

He said technical refinements would be necessary to provide receiver stability and suggested the FCC had shown no intention of discarding the VHF band, leaving the way open for addition of converters to VHF receiving sets. The UHF band is less influenced by man-made interference, and ghosts are more severe but cover a smaller area, he explained. On the other hand, he predicted the shadowing problem would be much more serious in the upper band.

**TV'S MUSICAL MATH**

MUSICIANS will get more pay on television as more TV sets are sold and a demand for converting the present VHF band just as soon as technical bottlenecks in using these frequencies can be overcome. Speaking at the engineer's final forum Saturday morning, Dr. Goldsmith said experimental work in the UHF band would require a number of half-million dollar stations along with other costs which might be financed in part if the FCC permitted temporary commercial operation of UHF in some areas [Broadcasting, April 11].

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**KTSU (TV) TIME**

Extends to Five Nights

TO MEET "current summer television trends," KTSU (TV), Hollywood outlet of Don Lee Broadcasting System, started telecasting five nights weekly effective April 15, according to Willet H. Brown, executive vice president. Nights eliminated are Tuesdays and Wednesdays.

Revision of personnel and programming in no way effects work currently in progress on Don Lee's new transmitter plant atop Mt. Wilson, according to Mr. Brown. Reports that three concrete and redwood buildings have been completed on the site and electronic equipment is expected for summer delivery.

**OBsolescence**

Long Way Off—TV Shares

TV SETS bought now probably will be replaced by owners "long before they become obsolete because of frequency changes," officials of Television Shares Management Co., Chicago, told members of its Television Fund distributing group fortnight ago.

The report, which follows the comment made by Zenith in its newspaper advertisements, concluded that "much of the equipment development must be delayed" until FCC determines how UHF will be used. "At least one year and maybe several years after the Commission makes its decision will be required before UHF television can really be considered a service," the report stated.

At the same time the report was issued, officials of Television Fund, subsidiary of Television Shares Management Co., announced that it has sold its former holding of 500 Zenith shares. The Fund totaled assets of $2,001,790.66 as of March 30 after seven months of operation.

**HAPPEN**

Retained by Movie Group

NATHAN L. HALPERN, formerly assistant to the president of CBS, has been retained as consultant on television matters by a group of leading motion picture owners, it was announced a fortnight ago. Among owners employing him is H. Fabian, operator of 60 theatres along the Atlantic Coast. Mr. Halpern will pay particular attention to the relationship of television to the motion picture theatre industry, including possible uses of theatre television, it was said.

The move marks an intensification of interest in television by movie houses. Theatre Owners of America has become an associate member of Society of Motion Picture Engineers, which itself has become more deeply interested in television.

Mr. Halpern, in his duties at CBS, aided in organizing closer liaison between broadcasting and motion pictures.

**TV Extension**

ONE TELEVISION grantee has been granted extension of completion date by FCC while another was designated for hearing to inquire about diligence of prosecution. KGDM-TV Stockton, Calif., under permit to E. F. Peffer, licensee of AM Station KGDM there, was designated for hearing to inquire about diligence of prosecution. Greensboro News Co., permittee of WTLV (TV) Greensboro, N. C., received extension of completion date to Aug. 2. FCC also dismissed WTLV's request to withdraw from Channel 2 (54-60 mc) to Channel 10 (192-198 mc) and to increase power.
Mr. W. A. McGuiness  
Station WON-DIC  
435 N. Michigan Avenue  
Chicago, Illinois  

February 15, 1949

Dear Bill:

Several weeks ago we at Goldblatt's decided instead of using strictly institutional messages on our "LET'S HAVE FUN" and "TEAMS AND TUNES" programs to use some hard selling special offers. The results of these offers have been more than gratifying, and I would like to tell you of two of them.

On December 16, we offered on "LET'S HAVE FUN" 48 00 dresses for $1.75. The response to this offer was tremendous. At the close of the business the next day, our sales figures were a joy to behold. The women descended on our dress counters in droves and we sold 8,000 out of 9,000 of these dresses, 90% the first day.

On January 20th and 21st, we announced a sale of sheets on "LET'S HAVE FUN." These sheets, originally priced to sell at $2.65, were offered over the air for $2.00, and the radio audience was asked to phone in orders. The response was immediate, and before the show was off, our switchboards were jammed and we had to add extra personnel to handle the rush of telephone calls. We sold 1,376 sheets in the two days.

Believe me, we are now planning our radio commercial time with the same care that we plan our newspaper space, and any doubts that radio cannot deliver immediate results from a well-planned sales event have certainly been dispelled.

Sincerely,

[Signature]

Richman  
Sales & Publicity Director

WGN PROVES AGAIN IT CAN SELL!

A Clear Channel Station... 
Serving the Middle West  

MBS  

Chicago 11  
Illinois  
50,000 Watts  
720  
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
West Coast Representatives: Keesen and Helvelson  
2785 Wilshire Blvd., Los Angeles 5  
235 Montgomery St., San Francisco 4  
720 Lewis Blvd., 522 S. Oak St., Portland 4
INDICATIONS are that WSYR-TV, Syracuse, will be on the air on Channel 5 (76-82 mc) with NBC shows by mid-fall, Col. Harry C. Wilder, WSYR president, announced last week. Equipment for the video station is being manufactured at the General Electric Electronics Park in Syracuse, Col. Wilder said.

Plans call for a one-story television addition to WSYR's FM transmitter building at Sentinel Heights, just outside the Syracuse city limits, with ground to be broken by the end of this month. WSYR has leased space on the seventh floor of the Syracuse-Kemper Bldg., where it has offices and studios on the third floor, for its new television center.

The WSYR-TV antenna will be more than 200 ft. high on an elevation 1,440 ft. above sea level. Average elevation of Syracuse is 300 ft. and, present calculations indicate that WSYR-TV's signal will penetrate a minimum radius of 30 miles. Col. Wilder said.

American Telephone & Telegraph Co. is working on a microwave relay between Albany and Syracuse. When this is completed, two of the coaxial cables between New York and Albany will be converted to television use, giving Syracuse two network channels, according to Col. Wilder.

**WSYR-TV PLANS**

**On Air by Mid-Fall—Wilder**

**PULSE REPORTS ANALYZED BY WOR**

**Impact of Video in Radio-TV Homes Reported**

According to a research study of Pulse reports conducted by WOR TV, New York, for nine New York stations, radio's classical music, news, quiz and audience participation shows and comedy situation programs are best at holding their own against television's impact on radio-video homes.

Robert M. Hoffman, station's director of research, revealed the following findings on listening habits of the 6-10 p.m. periods, based on January Pulse reports:

1. Radio did better against video between 6 and 8 p.m. than later in the evening.
2. During the early evening hours, the following radio programs were preferred by radio-video homes: (A) AM quiz and audience participation shows (mostly on weekends); (B) comedy-situation; (C) variety-comedy; (D) semi-classical and classical music.
3. From 8 to 10:30 p.m., radio programs preferred in video homes were: (A) semi-classical and classical music; (B) news commentators; (C) quiz and audience participation; (D) comedy-situation.
4. Radio news shows have slightly above-average appeal in TV homes both before and after 8 p.m.
5. Mysteries, general dramatic shows, human interest programs and variety comedy shows were radio's hardest hit after 8 p.m.

Findings were based on The Pulse station-audience reports covering all homes and Telepulse report covering only video homes. Mr. Hoffman feels the picture will be altered considerably when more people in middle and lower-income groups become television set owners.

**TV FOR ALL U.S.**

**Comments by Prof. Smythe**

TECHNICAL development and the determination of TV policy by the FCC are the two principal factors on which the time when television becomes available to every American home depends. Says Dr. Robert W. Smythe, U. of Illinois economics professor and former assistant chief accountant in charge of economics and statistics for FCC in Washington, in an article on "Television: Position and Outlook" in the University of Illinois publication, Current Economic Comment.

The FCC, must decide, says Prof. Smythe, whether to allocate the hitherto reserved high-band channels to color TV, black and white TV with improved definition, or black and white transmission under present standards. In reaching decisions on such technical issues, he says, "public agencies necessarily must cope with the fact that the proposals for high-band TV as advanced by equipment manufacturers are naturally colored by their economic interest."

Prof. Smythe believes TV eventually will replace most AM radio. Commenting on the economic impact of TV, he says its effect on collegiate football may not be as negligible in the case of major teams when the sale of video rights will compensate for any diminishing of the football gate. At smaller colleges impact may be more damaging, he concludes.

**KGO-TV OPENING**

**Dignitaries to Participate**

RELIGIOUS, civic and state dignitaries will participate in a dedication program May 5 launching KGO-TV San Francisco, ABC's newest television outlet, Robert E. Kintner, ABC executive vice president, announced last week. KGO is the fourth TV outlet to be placed in service by ABC within a year. A fifth, KECA-TV Los Angeles, will start in June or July.

The new channel program inaugurate KGO-TV's regular programming service. Starting at 7:15 p.m. (PST), the dedication will feature Archbishop John J. Mitty, of the Roman Catholic archdiocese, San Francisco; Bishop Carl Morgan, Block, Protestant Episcopal diocese; Rabbi Alvin L. Fine, Temple Emanuel, San Francisco, and representatives of the governor of California and the mayor of San Francisco.

A half-hour variety show, sponsored by Thompson & Holmes Ltd., Philco distributors, through Russell, Harris & Wood, San Francisco, will follow the dedication program.

The rest of the evening will be devoted to a telecast of the Oakland A's series, San Francisco Seals baseball game, on a WOR spot, April 11. KGO-TV has acquired exclusive rights to 29 home games of the A's.

The new video station will operate on Channel 7 (174-180 mc) and beam its signal to the San Francisco Bay area studios and a transmission site in the Twin Peaks section. Its 590 ft. antenna, 1,360 feet above sea level, will be operated with maximum power allotted in San Francisco. Test pattern reception since Feb. 21 is said to have been uniformly excellent.

ABC executives present for the ceremonies will be Mr. Kintner, Charles C. Barry, vice president in charge of television, Frank Marx, vice president in charge of engineering, and Paul Mowrey, director of TV operations, all from the network's New York headquarters; and Charles Smith, Western Division manager, Philip Caldwell, western technical head, and Richard Goggins, western TV program manager, all from ABC's Los Angeles office.

**Therapeutic TV**

PSYCHIATRISTS at Louisiana-Knickerbocker Hall, Amityville, N. Y., sanatorium, have installed a centrally controlled television system as part of its therapeutic program. A central unit will control tuning, so that psychiatrists may choose programs which they feel will have the best therapeutic value. The system is being installed by National Service Sales Corp., N. Y. distributor for Industrial Television Inc.
BIG GUNS
GO GREAT GUNS
IN THE
SOUTHWEST

Range--Impact--Selling Power ...
With the "10 p.m. News"

BIG guns move mountains.

Big guns move mountains of merchandise.

Right now, WBAP-820's biggest gun, the "10 p.m. News," on Monday, Wednesday and Friday, is trained directly on the Southwest's No. 1 Market. This quarter-hour, heavy artillery salvo is available at $195.23 per show, 156 time rate.

For sheer range—a primary coverage area taking in over 720,000 BMB families in the Fort Worth-Dallas area ...

For sheer impact—Fall-Winter City Hooperatings (Oct. 1948 thru Feb. 1949): Monday, Fort Worth 9.7, Dallas 9.5; Wednesday, Dallas 14, Fort Worth 11.2; Friday, Fort Worth 11, Dallas 8.1 ...

And for sheer selling power—coverage plus Hooper ...

WBAP-820's "10 p.m. News" is the blast that will shoot the works for you.

Aim for results. Use WBAP-820's big guns to get your product going great guns in the Southwest's No. 1 Market.

Contact the station or Free & Peters.
BOXING

ORGANIZED BOXING will take no action with regard to television at least until September, according to Abe J. Greene, national commissioner of the National Boxing Assn.

Mr. Greene said members of his organization felt the video situation was at present "too confused and bewildering" to justify formulating a policy.

That, in effect, was the action taken by the association's executive committee, which met a fortnight ago in Washington, D. C., with Flamen Adee, president, in the chair.

At that time, the executive committee had before it reports from most official boxing or athletic commissions, which make up the NBA, as to the influence TV might have for good or ill on boxing and its box-office.

Because the reports themselves indicated confusion and uncertainty, the matter of formulating a policy was tabled. The reports are not to be made public.

Discussion on television indicated some feeling on the part of executive board members that video is stimulating new interest in the sport. This was countered by contentions that it is wrecking the gates of smaller clubs.

A suggestion was brought up that one way in which the impact of television on boxing tickets could be ameliorated would be to have video pay for a "seat differential." Under this plan, television fight purchasers would pay the difference between the average number of empty seats before telecasting in an arena and the average number of empty seats for each bout telecast.

It is understood this suggestion was regarded as too nebulous to be practical, but it indicates the earnestness with which every avenue is being explored by boxing to find a modus vivendi between boxing and television.

Mr. Greene said that although the NBA might take a stand on specific boxing shows in the next few months, he saw no general formulation policy possible at least until the next NBA executive board meeting in September. The next opportunity after that for NBA to take action would be in November at its national convention in Havana.

"Meanwhile," said Mr. Greene, "we have decided to wait and see."

FILM LEASING

Standard Contract Drafted

STANDARD contract for film leasing by exhibitors to television stations has been drawn up by the National Television Film Council, it was announced April 4.

Melvin Gold, NTFC president, hailed it as a step toward standardization of business practices in the utilization of TV and urged distributors and telecasters to use it, making deletions or substitutions as needed.

NTFC is making the contracts available in quantities of 100 at printing cost.

The contract permits the station to examine the print to determine its physical suitability for showing and to return it if defective. The station may not modify the film without consent of the exhibitor, although it may cut it for time reasons, restoring it at its own expense.

FM FACILITIES

In 43% of TV Sets—FMA

ABOUT 43% or 112 of the 266 TV set models now produced are equipped for FM reception, according to William E. Ware, president of FM Assn. Statistics are the results of a survey completed by the organization, based on information supplied by 37 manufacturers.

The analysis deals with percentages of production of different models rather than production volume of any given design, and is not designed to show volume output, Mr. Ware said. Only two or less than 1% of total output of new television receivers—incorporate AM-only reception facilities whereas 19 feature FM without AM, he pointed out. Survey also disclosed percent figures for volume of individual set makers.
"Next take half an egg..."

When Baltimore housewives want intriguing recipes or helpful hints on how to get Junior's bubble gum out of the carpet—they turn to "YOUR FRIENDLY NEIGHBOR"—Baltimore's popular mid-morning woman's feature program. Betty McCall has been running the show for years and years—and doing the kind of a job participating sponsors like. Ask your Raymer representative to lug over his file on "YOUR FRIENDLY NEIGHBOR" success stories.

Baltimore Likes These Local Shows, Too!

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

SLIM STEWART
and "The Plainsmen"
5:00-5:30 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
PHONEVISION

Survey Covers First-Run Movies on TV Plan

FOUR out of five telephone subscribers are willing to pay $1 a picture to see first run movies on television sets in their own homes, a postcard survey of 25 American cities reveals. The survey was conducted by Zenith Radio Corp.

The canvass disclosed that the average phone subscriber has seen less than half of the 21 greatest Hollywood successes released in the past ten years. The people of Los Angeles have seen fewer than the residents of Great Falls, Mont., and far more people in Oklahoma City than in Washington, D. C., will pay to see pictures on their video sets, it was revealed.

Zenith started its survey by initially sending cards to 5,000 persons selected at random from telephone directories of Chicago, Los Angeles, Syracuse, Tucson and Great Falls. The survey later was extended to ten more cities.

Each card listed all of the 21 Hollywood productions released in the past 10 years that had grossed more than $5 million at the box office, and asked the recipient to indicate each one of these films which he had seen. A second question asked: "Would you pay $1 per picture to see first-run movies like these in your home on television with telephone wires?"

On the cards returned from the first five cities, 83.5% voted "yes" to this question, and the average number of the 21 pictures seen was 9.96.

Like First Survey

Results of the larger mailing were in substantial agreement with those of the earlier survey, with 80.25% voting "yes" to the question of paying $1 to see movies on home television sets. The average number of the 21 pictures seen was 10.13. About two-thirds of the replies came from men, one-third from women, and the average age of all respondents was 41.

A surprising result of the survey was the large number of feature pictures that the majority of people do not see. Commr. E. F. McDonald, Jr., Zenith president, observed. He pointed out that there have been more than 5,000 feature pictures released in the U. S., and that the 21 concerned in the survey were the "absolute top box office successors."


TWG SCHOOL

Craft Meetings Planned

NEWLY FORMED Television Writers Guild has planned a series of five craft meetings in New York to school its members further in script work. Admission will be by ticket, with surplus tickets to be distributed among members of Radio Writers Guild, Authors Guild and Dramatists Guild—all of them members of the parent Authors League of America, as is TWG.

Schedule for the meetings: May 5, Fundamentals of Television; May 19, Fundamentals of a Television Show; June 9, Writing Techniques—Dramatic Adaptations and Originals; June 23, Writing Techniques—Audience and Non-Audience Shows; July 14, Writing Techniques—Television Films.

AMSTERDAM MOVES

Leaves CBS-TV for DuMont

MOREY AMSTERDAM, erstwhile CBS-TV comedian, has moved his mythical Golden Goose Cafe to the DuMont television network. Starting Thursday, he will be sponsored by DuMont television dealers in conjunction with the Receiver Sales Division, Allen B. DuMont Laboratories Inc., New York.

The Morey Amsterdam Show will be telecast Thursday, 9:30-9:50 p.m., and will be carried live by East and Midwest stations, and by teletranscriptions on the West Coast. Buchanan & Co. is the DuMont agency.

UNION OIL CO.

To Teleview Annual Report

UNION Oil Co. of California, Los Angeles, has purchased time on television stations in 23 cities to present its annual report for 1948 to the general public as well as to shareholders. This marks the second year the company has followed the procedure, its 'Report for 47' having been telecast last year in nine cities.

The 28-minute film, "Prospects Unlimited," was produced by the Hal Roach Studios of Culver City, Calif., and features the top executives of the firm, who outline the company's financial operations. Foote, Cone & Belding is the Union Oil agency.

BROADCASTING • Telecasting
GREGOR ZIEMER, NEWS COMMENTATOR

Educator, Foreign Correspondent, World Traveler, Lecturer; Author of "Education for Death" which was made into motion pictures "Hitler's Children" and "Education for Death."

Dr. Ziemer has talked with people in 42 different countries and has been an educator on three continents. He knows what he is talking about—and the people in this area listen!

For available time contact Radio Sales or WRVA.

The Edgeworth Broadcasting Service
Richmond & Norfolk, Va.

NOW ON WRVA

About DR. ZIEMER

AUTHOR:
"Two Thousand and Ten Days of Hitler," "Education for Death," made into two motion pictures, translated into 12 languages.

CONTRIBUTOR:
Saturday Evening Post, Reader's Digest, Town and Country, Collier's, Mademoiselle, Liberty, American Mercury, Look, Public Opinion Quarterly; Numerous Newspapers.

RADIO SPEAKER:
Over 1,000 successive radio programs on WLW. Appeared as Moderator and Speaker on America's Town Meeting. Substituted for H. V. Kaltenborn on N.B.C. Broadcast over B.B.C., Radio Luxembourg, C.B.S. and 25 other stations.

LECTURER:
Lectured at Town Hall, N. Y., and most important platforms from coast to coast. Series of 75 lectures in England, numberless lectures across Europe and Orient.

WHO'S WHO IN AMERICA:
Exclusively telecasting rights to the home games of the Chicago White Sox; this season go to WGN-TV Chicago. [Broadcasting, April 4]. Completing arrangements are (1 to 1): Charles A. Comiskey 2d; Sox vice president; L. C. McEvoy, broadcasting director of the American League; Will Harridge, American League president, and Frank P. Schreiber, manager of WGN Inc.

**Louisville Audience**

Kemper, Spiegel Survey Radio, TV Listeners

Survey of the radio and television audience in Louisville reveals that 58.9% of those interviewed have seen one or more television programs and 47.4% expect to purchase a video receiver within the next year.

The survey was made by Raymond A. Kemper and Joseph Spiegel of the U. of Louisville. WAV-EO TV is Louisville's only operating television station at the present time.

Seven hundred and forty-five persons were interviewed during the survey, with 303 reporting they had seen at least one television presentation. This group of 303 respondents constitutes the sample on which results of the survey are based.

In a further breakdown of the respondents, the survey report classifies those interviewed into four "socio-economic" groupings: Group I, the upper class, which includes 10% of the population; Group II, the upper-middle class, 20% of the population; Group III, lower-middle class, 40%; and Group IV, lower class, 30% of the population. Respondents also are listed by sex, age and race.

"Present day TV in Louisville is reaching a surprisingly large segment of the population," the report states, "particularly in the broad middle group of potential consumers."

Public establishments are the most popular places for television viewing in the area, according to the life report. Only 23.1% of the respondents reported they had seen a TV presentation in a private home. Largest percent (33.9) have seen video in bars or cafés.

In a listing of "types of programs seen," athletic events top all others, with 76.6% reporting they had seen such telecasts. Basketball leads the list of types of television programs preferred. This sport was the favorite video subject of 45.8% of the respondents. Boxing, hockey and football followed in that order, with general motion pictures in fifth place.

When asked why they enjoyed television, 46.4% listed their chief reason as: "It's a novelty." The combination of sight and sound makes it more interesting," was given by 35.9%.

In commenting on television commercials, 47.5% of the respondents gave favorable responses, such as "They're excellent," "They are effective and in good taste," and "They really catch the eye."

Regarding the future of the video medium, 94.5% "expect rapid and great development."

Some facts revealed in the AM and FM portion of the survey: 98 out of every 100 Louisville homes are equipped with at least one AM receiver; one out of every three Louisvile homes has three or more AM receivers; 16 out of every 200 Louisville homes have one or more FM receivers.

**Ownership Limit**

Sadowski Sees Bill's Death

Drastic legislation to prohibit station ownership by either networks or radio manufacturers appears destined for early death in this session of Congress. Source of that belief is Rep. George C. Sadowski, acting chairman of a subcommittee of House Interstate & Foreign Commerce Committee. Group was formed to deal with matters relating to FCC-FTC-SEC.

The measure (H2 2410), introduced last February by Harry R. Sheppard (D-Calif.), also limits use of station time for network programming to six hours per week during the last hour of the broadcast day, and prohibits stations from devoting any two consecutive hours of its broadcast day to network programs. With respect to ownership, network and station properties totaling over $150 million would be salable.

Rep. Sadowski told broadcasting it is unlikely that the bill or two other similar pieces of legislation (R-N.J.), also limits a sectional allocation of the 50 mc band to FM and the other making FCC decisions containing technical errors appealable to the courts, would be considered in this session [CLOSED CIRCUIT, March 28]. He said he won't press for hearings on any of the matters unless members want them.

The acting chairman pointed out that hearings had been held last year on allocations measures and indicated the committee did not care now to undertake those dealing with technical questions. "We've got other legislation to consider now, such as concerns FTC and SEC, and will let FCC handle the allocations problems," he added.

**Dr. Lyon's Campaign**

Local announcements will be used to promote the new ammoniated Dr. Lyon's Tooth Powder, produced by DuPont Drug Inc., New York. First sections to market the dentrifice will be the area from New York City through New Jersey, Philadelphia, and the Southern Pennsylvania counties to the Delaware line; Delaware; Baltimore, and the Maryland counties from Delaware to and including the D.C. area and Fairfax County, Virginia. Radio advertising will be handled by Dancer-Fitzgerald-Sample Inc., New York.

**KING to 50 kw**

KING Seattle increased its power from 10 to 50 kw on April 5. Station, where Hugh M. Feltis, former BMB president, was recently appointed general manager [BROADCASTING, April 4], is the only independent outlet in the state broadcasting with that power.
POPULAR DEMAND DOES IT! For two years now, that scintillating team of Buzz Aston and Bill Hinds has been making Pittsburgh's morning listeners stand up and cheer with a 15-minute program twice weekly!

Now, by popular demand, we're giving this talented pair 45 minutes five days a week, from 8:45 to 9:30 AM. And KDKA-land listeners love it!

This new show features old songs, new songs, sprightly patter, popular platters. Each morning, nine advertisers... no more... will be represented by one-minute spots. You'll never find a better way to reach thousands, and thousands, AND THOUSANDS of homes in the tri-state Pittsburgh market-area! Get in touch with George Tons at KDKA, or with Free & Peters.

"BUZZ and BILL"
now 45 minutes daily on
KDKA
PITTSBURGH'S 50,000 WATT
NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
CBS Drive
For Shows to Be Extended

CBS’ plans to extend its campaign to acquiring outstanding programs were outlined April 10 to the Columbia Affiliates Advisory Board at a meeting held in Chicago.

Frank Stanton, CBS president, reviewed the network’s plans to the board, representing 175 stations. C. T. Lucy, WRVA Richmond, Va., acting as chairman of the board, said the present CBS network schedule, which he called the strongest in industry history, was the result of four years’ intensive and in program development, including CBS package shows. He said addition of top-rated big name shows has further demonstrated soundness of the overall program package.

“The CBS program development has resulted in lower program costs for advertisers,” said Mr. Stanton. “The recent acquisition of big-name shows by CBS has in no case increased the cost to the advertiser, and in some cases has actually resulted in savings. The CBS network continues to deliver the lowest cost-per-thousand circulation in a medium where mass circulation at low cost has always been an outstanding plus.”

Plans for programs and promotion were discussed by the advisory board which includes E. E. Hill, WTAG Worcester, Mass.; Richard Borel, WBNS Columbus; Howard Summerville, WWL New Orleans; William Quarant, WMT Cedar Rapids, Iowa; Kenyon Brown, KWXYZ Waco, Tex.; Clyde Coombs, KROY Sacramento, Calif.

CBS executives at the meeting, beside Mr. Stanton, included Joseph E. Ream, executive vice president; Howard S. Meighan, Herbert V. Akersberg, H. Leslie Atlas, Earl Gammons, William C. Gittinger, Arthur Hull Hayes, William B. Lund, J. D. Smith, Donald W. Thorburgh, J. L. Van Volkenburg, vice presidents; William A. Schuck, director of station relations; John J. Karol, sales manager; C. E. Rees, vice manager; Edward E. Hall, Eastern Division manager of station relations; Edwin Buckalew, Western Division manager of station relations.

KIRO Plea Rejected

Decision of Seattle’s voters in the November elections to adopt daylight saving time for the months of June, July, August and September has been upheld by the City Council. It rejected an appeal from the Queen City Broadcasting Co., licensee of KIRO, to extend the fast time so that it would run on the same schedule with other areas of the country, starting April 24. As a result of the Council’s decision, Seattle will be in standard time during the first five weeks of the fast time, with the daylight schedule.

Affiliates Meet White;
Plans Outlined

John F. Patt (standing, r), WGAR Cleveland vice president-general manager and president of Cleveland Convention and Visitors Bureau, presents check for $250 to Eddie Robinson (standing, l) and Lee Carpenter, co-authors of winning song, “Grand Old Town,” in contest sponsored by the bureau to bring out a good tune about Cleveland. Happy about the whole thing is Cleveland’s Mayor Thomas E. Burke (seated).

MBS will undertake an aggressive program and sales campaign and offer its affiliates TV service, the network’s 521 affiliates were told at a meeting held April 10 at Chicago during NAB convention week.

Frank White, new network president, was introduced to the affiliates by Edgar Kobak, retiring president [Broadcasting, April 11]. Theodore C. Streibert, new MBS board chairman, outlined the network’s plans for the immediate future.

Mr. Kobak, retained as a consultant by MBS, reminded the meeting that he, too, was an MBS affiliate and operator of WTWA Thomson, Ga. He said he was proud to introduce Mr. White and paid tribute to him as a friend and hard-hitting executive.

Mr. Streibert started out by nailing down charges that his station, WOR New York, doesn’t want to clear time for network accounts if it can make more money on local business. “We are committed to a policy of promoting the network’s interest,” he said. The success of the station depends on the success of the network. Such charges are completely false. Other originating stations on the network feel the same way.

Need for a fourth national network has been thoroughly demonstrated, he stated, explaining that WOR and other affiliates “have complete faith in the future of Mutual.”

Taking up television, Mr. Streibert said that video service will be made available to MBS affiliates when WOR-TV New York goes on the air in June. In discussing TV’s future, Mr. Streibert said New York’s TV picture gives an idea of the national pattern two years from now. Some types of service, such as news, are better on AM than TV, he said.

He warned stations, however, of the danger of being left out of the TV scene if they wait too long. “There will be a point where you must decide whether to make the investment and lose money for a while or be left behind. The present TV band will be the clear channels of the future,” he predicted.

Mr. White thanked Mr. Kobak for his introduction with this observation: “I don’t need to tell these folks that the normal discounts and agency commissions must be deducted from that buildup.

“I have no intention of making a speech or of giving a long discourse on the policies of your new administration. But I do think it particularly fortunate to have this opportunity of speaking briefly to you as a group before I go to work for you May 1.

“To be selected as the president of your network is an honor of which any person can and should be proud. The position carries with it, responsibilities and a challenge which none can lightly assume. We have a big job ahead of us—a job which will take brains, vision, money and above all, courage. It can be done and it will be done, but not by any one man.

“Because no one man could possibly do it, the accomplishment will require teamwork and cooperation—teamwork on the part of MBS executives and their staffs; cooperation and support from every station on the Mutual network, large and small. Neither you nor I must be afraid of the end result. I am confident that the factors and forces which are giving such grave concern to many of our industry friends may actually afford MBS the very opportunity which we have been seeking.

“With your help Mutual can and will be a truly great radio network.”

Frank P. Schreiber, manager of WGN Chicago, traced history of the station’s TV operation and told affiliates what happens when a station goes on video. The thrill of immediate popularity helps somewhat to offset long months of deficit operation, he said.

Carl J. Meyers, WGN engineering director, told the engineering side of the TV operation story. He suggested at least one channel and perhaps more could be taken away from FM and assigned to television.

ABC Adds Two
KYJC, KWWB Join

KYJC Medford, Ore., and KWWB Del Mar, Wash., have affiliated with ABC’s Pacific Coast group, bringing the network’s total affiliates to 273.

KYJC, owned by the Medford Printing Co., is affiliated with KCMO Kansas City, Mo., and operates 1000 w at 1230 kc. KWWB, which is managed by Kenneth Williams, and is a full time 260 w station operating on 1490 kc.
YOU MIGHT CLEAR 14’ 3½”*—

BUT...

YOU CAN’T VAULT INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

The peculiar “wall of fading” that surrounds Western Michigan makes it imperative for radio advertisers to use stations within our region... Outside stations simply don’t get through consistently; hence Western Michigan folks seldom even try to get faraway stations.

Within the area, WKZO, Kalamazoo, and WJEF, Grand Rapids, combine to give time-buyers everything they want, and at a price they can afford to pay. Project our Hooper ratings and you’ll find that WKZO-WJEF have about 23% more city listeners than the next-best two-station combination. Study our BMB figures and you’ll see even more evidence of our rural superiority. Finally, look at our combination rate and you’ll discover a 30% saving over the next-best two-station combination!

Don’t be fooled about Western Michigan. Ask us or Avery-Knodel, Inc. for all the really interesting facts.

* Earl Meadows of the U. S. did it at the 1936 Olympics.
FOLKS
HEREABOUT
LOVE
TIGERS...

AND WJBK, DETROIT'S FASTEST GROWING RA

The species of Tigers
we're talking about play with baseball bats—in
Detroit—a town whose metropolitan area holds a
baseball fan club over 2½ million strong.

The Tigers, you see, represent Detroit in the
American League . . . and the Detroit radio
station that carries the Tiger broadcasts has quite a plum
in any radio league . . . and that station, in '49, is
Fort Industry's WJBK.

of course, that WJBK should be carrying
the Tiger broadcasts, both at home and
away—because ever since Fort Industry
took over WJBK's management it has
been demonstrating amazing growth
in stature and number of listeners . . . so
much so that it has become Detroit's
most exciting radio story.
Surveys show

for example, that Joe Gentile and Ralph Binge, WJBK's sensational morning comedy team, attract more than 80% of all morning motorists with car radios. And when it comes to comedy, Joe and Ralph have proved themselves to be wildfire on WJBK television—one of the most popular local TV shows in town. (WJBK-TV, incidentally, is the Detroit outlet for both the CBS and Dumont nets.)

Another "topper"

According to a recent Billboard Magazine survey, WJBK's Jack The Bell Boy is the Nation's Number One Disc Jockey—a fact borne out by the fact that Jack hits as high as a 6.1 Hooper against some of the rugged competition of national network shows.

The meat of the subject

is this: all seven Fort Industry Stations are members of a team that's captained by the parent Fort Industry organization with its resources of big-time radio experience. Like WJBK, all Fort Industry Stations possess an alert aggressiveness that makes them your best buys in the markets they serve—if it's listeners who buy that you're after.

The FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
Short Tempers, Plain Talk, Long Strides?

IF NOTHING more happened at the NAB Convention at Chicago last week than a jolt which made broadcasters realize that there are danger signs ahead, it would have been worth the cost of admission.

The danger signs were not altogether reflected by dollar signs, though they dominated. Broadcasters sensed that the NAB needs re-vamping. They sensed that it has become too highly mechanized, over-departmentalized, stuffy-shirty.

Tempers flared in board sessions and occasionally on the floor. There was plain talk. There was the realization that the NAB could undergo another stem-to-stern reorganization, forced by defections from membership, unless the leadership takes heed.

The comments were of long-festerinatitudes. These were not on the convention agenda. These were not fomented by any group or faction seeking to oust one group as against another. Broadcasters sought to get busy legislatively and transform an evidence *persona non grata* on Capital Hill to the kind of respect and recognition and cooperation that radio merits. President Miller himself assumes that burden.

The second mandate was to get busy and get business. That entails a lot of doing. It means readjustments.

Even before the convention got under way, the board was told that the Broadcast Measurement Bureau is confronted with another financial crisis. It seems that shoddy book-keeping and appallingly incompetent management failed to disclose the need for at least another $100,000 before Study #3 can be completed.

There are those who feel this would be sending good money after bad. Others contend the NMB should be hauled out this last time through waiver of the station cancellation clause, which would make negotiable the paper necessary to raise the additional money.

NMB's management has been a stench in the nostrils of radio for months. But the NMB formula of auditing radio circulation is generally recognized as a good first step. The NAB, along with the American Assn. of Advertising Agencies and the National Television Advertisers, which have equal voice on the NMB board, must assume responsibility.

If NMB flies on the home stretch, it will not be NMB alone that will suffer. Many stations hold the NAB at fault for goading them into membership. The job at hand is to bail out NMB and decide on its successorship later.

The revelations of FCC Chairman Cuy on the economics of radio in this buyer's market had a sobering effect. FCC figures show that broadcast revenues are up, but that one out of four stations lost money last year. And most of the losses were in the 10-year-old.

That was reminiscent of the pre-war era when radio had an ill-fed, ill-clothed one-third. Only the war-time windfalls, and the freezing of new authorizations saved them. Then came the FCC's demand to divide the throats of broadcasters and the comconitant degrad- ing of service on AM channels.

Logically stemming from the economic and media outlook came the first demand for creation of a Bureau of Broadcasting which could be operated separately from the NAB. Dollars have not yet slipped away from radio on a national pattern. The idea is to prevent it from happening. And the idea is to sell radio as the all-inclusive medium on all fronts.

The board action in earmarking a $100,000 initial budget for a new Broadcast Advertising Bureau within the NAB framework was prompt and tangible recognition of the mind of the membership to undertake the job long overdue. And the board placed the job in the capable hands of Maurice Mitchell. The fund should be ten times the earmarked amount.

If the convention was frightened about TV's upcomence, it was not reflected in the discussion. Dean Aylesworth's prediction of sudden death for AM radio in three years was appraised as overly enthusiastic by some and as poppycock by most. Need for readjustments were plainly recognized, just as science and invention and progress have necessitated changes in every pursuit.

The most significant thing about the convention last week was the frank recognition that the fact and flashy days of radio are done.

From here on out, it's the lean and hungry drive of newer generations who must strive to achieve the mark of their radio forbears who shoved radio's gross billings from less than $1,000,000 in 1927 to nearly $2,000 million last year.

FOR MANY broadcasters attending the NAB Convention in Chicago last week, the *formal agenda could have been tossed out. Business sessions were poorly attended*. A heterogeneous mixture of what was to have been the closing business session Tuesday when a point of no quorum was made. Less than 50 active members were present.

At least 200 were needed. A special session was called the following day to complete the business. Small wonder then that there's some sentiment for abolition of national conventions and the holding of district meetings only.

**It's Mutual**

THE SHIFT in command of Mutual, formalized April 8 with the appointment of Frank K. White to succeed Edgar Kobak, was executed with the kind of grace and good fellowship that does credit to radio. Mr. Kobak introduced his successor to the network's affiliates, and remains as consultant.

There are tongue-in-cheek observers who feel that there isn't room for four networks. That isn't necessarily so. There are three press associations—and have been for many years. And there are more AM stations alone that there are daily newspapers, nearly double in face. Press associations are a single commodity, whereas the networks function diversely all-day long.

In these days of high costs and rigorous competition, Frank White faces a challenge that is as rugged as anything in radio. Frank White is a realist. He will have the unstinted cooperation of his affiliates. He inherits a good executive staff. He doesn't expect to pull rabbits out of his hat. A job can be done and we believe Frank White can do it.

Ed Kobak leaves network direction with the well-wishes of a vast majority of his erstwhile associates. He is one of the country's best inspirational salesmen, and that's not confined to radio.

There were plans afoot, early in the NAB Convention in Chicago, for a Bureau of Radio Advertising, functioning independently. The NAB board created the Broadcast Advertising Bureau functioning within NAB under Maurice Mitchell's direction. While nominations aren't yet in order, we pose the question where a better consultant than Ed Kobak could be found to help sell the world's No. 1 medium.

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**Our Respects To**

FRANK KIGGINS WHITE

FRANK WHITE, who specializes in turning digits into dollars, moves into the top job at Mutual on May 1 with the reputation of a man who likes to get results, and usually does.

His observation when he was elected president of the network 10 days ago is typical. The assignment, he said, carries "responsibilities and challenges which must be met by performance rather than prediction."

Beyond that, Frank White isn't talking.

But true to his financial and operating background, it is safe to assume that he is already taking stock, and will continue until the inventory is complete. He likes to move slowly and build carefully.

There is much speculation, both inside and outside the Mutual organization, on what the new president intends to do.

This much is sure. Frank White is a team man. He isn't impetuous or headstrong. He won't act until he has thought things through. He will appraise the situation, study all the assets and the debts. He will observe performance. He will fix the goal he thinks Mutual should pursue, and he will chart the course to it. To him seems this best method of achieving it.

Within the organization, he will build the best team he can. He is a firm man and he will not tolerate slipshod work if he discovers any. But it is not his custom to make changes purely for the sake of making changes, and it is certain that he will build his team from within the present organization insofar as he finds it possible to do so.

The situation at Columbia Records Inc., whose presidency he leaves to take the network post, is perhaps as good an example of his type of operation as could be found.

He has been with the record company a little more than a year. He has built up what he regards as a good operating team and he feels that the operation is moving smoothly. Accordingly, he felt free to accept the new job, and when he talked it over with CBS Board Chairman William S. Paley and President Frank Stanton, they gave him their blessing. At the moment there appears no urgency for naming his successor immediately.

Mr. White, now 48, has packed a lot of experience into his 12 years in radio. Beyond his reputation as an administrator, around numberless labor-management conference tables he has earned acclaim as one of the best negotiators in the business. For seven years he was (Continued on page 56)
EXCLUSIVE BROADCASTS OF THE

CHICAGO WHITE SOX

WITH

BOB ELSON
AMERICA'S LEADING BASEBALL ANNOUNCER

Bob Elson will broadcast all of the 1949 games... both home and away... of the Chicago White Sox exclusively on Stations WJJD and WFMF. All afternoon games will be heard on WJJD and the night games will be heard on WFMF.

WJJD  WFMF
50,000 WATTS  33,000 WATTS

M ARSHALL F IELD STATIONS, REPRESENTED NATIONALLY BY AVERY-KNODEL
Management

WALT GAINES resigns as general manager and commercial manager of WWOQ-FM Orlando, Fla., has been appointed general manager. He has been with the station one year and was formerly in newspaper advertising.

DORGE ALT-NOLD Jr., former co-manager of Lee Broadcasting Co., operator of WTAD-AM-FM Quincy, Ill., has been appointed manager of KBIB-AM, Santa Mateo, Calif. He succeeds JACK SCHACHT, who will take over operations and management of KMOD Modesto, of which he is half owner. Mr. Arnold previously was with KGLO Mason City.

FORTUNE POPE, executive vice president and general manager of WHOM New York, has been awarded special plaque by Exclusive Records Co., New York, for his efforts to promote democratic principles in employee-management relations.

WALTER J. TEICH has been appointed general manager of KROS Clinton, Iowa. He replaces MORGAN Sexton, deceased. Mr. Teich was formerly sales manager of station.

HERBERT SWOPE Becomes RCA Adviser

HERBERT BAYARD SWOPE, who recently resigned as director and executive committee member of CBS, April 11 joined RCA as advisor and consultant. Mr. Swope, whose work with RCA will not require his full time, will continue his independent practice with other and non-competing organizations.

Sermon on the appointment, Gen. David Sarnoff, RCA board chairman, said: "I am glad to make this announcement because I believe it brings additional strength to the ranks of RCA, NBC and our other affiliated companies. Mr. Swope's wide experience in journalism, broadcasting, public entertainment and public policy will prove of value to these organizations."

THREE-WAY MEET

Sept. 14-16 Date Set

A THREE-DAY schedule of meetings has been set for Sept. 14-16 by the Illinois and Wisconsin Broadcasters' Assns. and NAB District 9 at the Northernaire Hotel, Three Lakes, Wis.

Ben A. Laird, president of WDJZ Green Bay, announced April 10 at the NAB Convention in Chicago that he had been asked by the Wisconsin and NAB groups, of which he is a member, and also by officers of the Illinois association, if he could obtain reservations at a resort hotel with a view toward holding the fall meetings of the three groups at the same time. He said arrangements had been made to accommodate the two state associations, September 14-16, in the NAB districts the delegations two days, and a combined golf outing Sept. 17.

PHOTOGRAFER covering spring meeting of New Jersey Broadcasters' Assn. at Marlborough-Blenheim Hotel, Atlantic City, last month found the broadcastors in good spirits.

Seated, L to R: Mort Hendrickson, WSDK Camden; Bill Griffin, Fred Bernstein and Carl Mark, all of WTTM Trenton; James L. Howe, president of the association; WCTC New Brunswick; Roland Trenchard, association's secretary-treasurer, WAAT Newark; Paul Alger, NJBA vice president, WSJN Bridgeton; Irving Teetsell, WFPG Atlantic City; Jack Slatoff, WMID Atlantic City, and Irving Smith, WCAM Camden.

Standing: Blair Thron, WFPG; Gene Milnor, WMID; Walter Reed, WCAP Aibury Park; Fred Wood, WBZ Vineland; Richard McNamara, WFPG; Dorothy Carlson, WWBZ; James Cosman, WPAT Paterson; Mort Lowenstein, WCAM; Bill Moran, WPOE Elizabeth; Lon Singer, WMID; Harry Goodwin, WNJR Newark; Lloyd Burns, WDHN New Brunswick; Jack Potts, WMTR Morrisstown; Clarence Onsen, WACM; George Cray, WMTR, and Willard Schriver, WCAM.

BROADCASTING * Telecasting
Here are some of the reasons why

**General Advantages:**

1. The Western Electric 25B Speech Input Console provides highest quality studio control for AM, FM and TV audio.
2. It is versatile...handles two studios...provides duplicate channel operation without interference.
3. It's easy to operate...all controls are functionally located for convenience of operator in controlling programs.
4. It's a complete unit with its own table...attractive, sturdy, well designed...and it's moderately priced.

**Technical Advantages:**

1. It covers complete FM frequency range. Has high signal-to-noise ratio and exceptionally low distortion.
2. It is easy and economical to install...plug-in cables carry all external leads to wall boxes (included with 25B).
3. It's fully accessible...opens up to expose all components.
4. It includes 7-position mixer; line and microphone transfer keys; dual line amplifiers and volume indicators; separate built-in tube check meter; regulated power supply.

For immediate delivery of one or more 25B Speech Input Consoles, call your nearest Graybar Broadcast Representative — or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

**Western Electric**

—QUALITY COUNTS—
AD ETHICS
Brophy Warns of Competition
As AAMM Meet Closes

STRAIGHT TALKING Thomas D'Arcy Brophy, retiring chairman of the AAAA, closed the official business of the organization's 31st annual meeting at West Baden, Ind. (APRIL 11) with a warning of competitive times approaching, and an exhortation for ethics in the advertising world.

Mr. Brophy is chairman of the board of Kenyon & Eckhardt Inc., New York.

"Advertising is truly the voice of American business," he said, "and in time of recession advertising has a tremendous responsibility. Through careful maintenance of ethics, Mr. Brophy said American advertising could perform a real service to the business community.

He asked advertisers in all media to be aware of this responsibility and to avoid 'making extreme claims, skirting the truth, flattering what we know to be good taste, and offending the public.'" He spoke at the final luncheon of the AAMM's meeting in the Greenbrier.

The 1949 session was an optimistic one, by all standards. Few advertising men could be found who would predict a decline in advertising expenditures in the first year of the buyer's market. This was true with all media. And with the added impetus of a rise in sales, which may reach $30,000,000 in 1949, total advertising expenditures were expected to equal 1948.

Warning Is Sounded

Warning notes crept into the meeting. There was unanimous agreement that tough competition was coming back fast. There were discussions of how the tools of research in advertising. There were, in closed session, of the financial problems of the industry. There was a morning session devoted to the personnel in advertising—how to select, train, and supervise agency staff to produce the best advertising for clients.

But there was no lack of confidence at Greenbrier. The 350 agency men gathered there represented the interests of national advertising placement, and their experience in the first quarter has shown no cutbacks of significance from any large accounts.

Television was a subject of much questioning at this session. Video time and talent costs were thoroughly examined. With the help of Young & Rubicam's Dr. Peter Eckhardt, the television الروسيes TV progress to date and made some evaluations as to its current advertising effectiveness. One Midwest agency man said: "We like work we are in television. We have found ways to produce low cost shows for our advertisers, and we have found that its pulling power is beginning to be our highest asset.

Other agency men were not as optimistic for video in 1949. They said it would not become a major advertising medium in the next five years. Most agreed that national advertising papers were increased appropriations for TV, maintaining radio budgets at 1948 levels.

Each agency man present had his own notions, but the general opinion was that this year's business would not drop seriously—but most expected to see some decline in 1960.

O H I O U. CO URSE
Crosley Execs To Lecture

JAMES LEONARD, general manager of WLWC (TV) Columbus, Crosley's new video station, will serve as co-instructor of a course in radio station management and operation given this spring at Ohio State, Columbus. Dr. Dameron said the university's business organization faculty made the announcement. Mr. Leonard will assist Dr. Dameron in teaching the course.

Lectures have been scheduled by four other Crosley executives, and talks are to be arranged for some six others. Dr. Dameron said. Those lecturing include William P. Robinson, vice president in charge of WLW Cincinnati programs; Harry Mason Smith, vice president in charge of sales for Crosley Broadcasting Corp.; Bernard Matteson, WLW continuity and copy department. Thomas D'Arcy Brophy, and John T. Murphy, general manager of WLWD (TV) Dayton.

FURNITURE SALES
Zoom When Radio Is Used

CHRISTIE Furniture Store, Susanville, Calif. (pop. 8,000), increased its business more than 20% in the eight months after it began using radio, according to a survey made for the NAB Broadcast Advertising Department by KUSJ Susanville.

On one item, Beauty-rest mattresses, Christie was second in sales in the northern California (excluding Sacramento and Stockton), and the store's owner, Duke Stewart, attributes this to use of radio. Radio, he said, also brought about an "amazing increase" in sales of Armstrong linoleum and tile and Bigelow carpets.

Christie allot 80% of its advertising budget to radio and 20% to newspaper advertise in Susanville's neighboring communities. The store uses three quarters-hourly weekly. Spot announcements are used extensively. The store is served by KUSJ is not served by other stations in the daytime, KUSJ reports, and Mr. Stewart indicated his belief that he would have to use six newspapers to get the same coverage that radio gives.

Page 50 • April 18, 1949

Broadcasting • Telecasting
Let’s face it! With live-talent program costs soaring...with television cutting into radio budgets...with advertisers everywhere tightening their belts, you’ve got to offer your prospect more than airtime. You’ve got to pitch him a sharp idea...open his eyes to a real sales opportunity, if you want him to reach for his pen.

What today's local advertiser wants...more than ever...is a blue-chip program at penny-ante prices. A program with big names...big-time format...current songs and music woven into a listenable framework for his commercials. He wants talent that will compete with network shows...a program angle that’ll make his show remembered. Above all, he wants a flexible show that can be tailored to his individual merchandising requirements.

Will a “record show” fill the bill? No! It’s not “big-time.” Will an open-end platter...a “canned package” do it? Maybe, but what about cost?

Will a well-integrated transcribed musical show that features top stars, patter and late tunes rouse your prospect’s interest? It certainly should, if there’s an idea behind it and the price is right.

Capitol Transcriptions’ unique library program service provides you with just this sort of big-time, low-cost musical show. When you offer Capitol programs...the big-time shows tailored to the local picture...you’re selling a solid idea with obvious sales appeal. We have prepared a set of discs that give you the whole story. Please send for them.

Mail this coupon today, for the new 1949 FREE demonstration discs – full details.
SLOAN AWARDS
To Be Given April 25

PRESENTATIONS of the 1948 Alfred P. Sloan Radio Awards for highway safety [Broadcasting, April 11] will be made April 25 at a dinner and reception at the Waldorf-Astoria Hotel, New York. Announcement was made by Pyke Johnson, president of the Automotive Safety Foundation, Washington, administrator of the program which is sponsored by the Alfred P. Sloan Foundation.

Alfred P. Sloan Jr. will present the sculptured plaques, cast in bronze, to CBS, NBC and the six stations selected for awards. Henry J. Taylor, ABC commentator, will originate his regular program at the dinner and dedicate it to highway safety. Mr. Johnson said.

GALEN DRAKE
Compiles Favorite Stories

THIS IS GALEN DRAKE. By Galen Drake. 256 pp. Garden City, N. Y.: Doubleday & Co. $2.50.

GALEN DRAKE, genial philosopher and consultant regularly over WOBS New York, under the auspices of the Housewives’ Protective League, and over other stations on transcribed commercial spots, has compiled some of his favorite stories and bits of philosophy in This Is Galen Drake.

Joseph Auslander, who wrote the introduction, describes the book as “a grab bag of good funny talk, but with a difference. It is the talk of a singular man with a singular gusto for all the colorful and kaleidoscopic pageantry of life, all the sparkling and sprightly curiosities and oddities of knowledge from aardvark to zygrote, from cabbages to kings.” The book contains close to 200 bits of “homepun philosophy.”

heads Canadian Probe

VINCENT MASSEY, former Canadian ambassador to United States, has been appointed to head a royal commission investigating into broadcasting, television and government public relations agencies. Commission is expected to start work this summer and make report next year.

BBM Committee Named

A RESEARCH and development committee has been appointed by the Bureau of Broadcast Measurement, Toronto, to determine the best methods of measuring and a reporting a breakdown of the present weekly audience figures, to determine new uses for the reports, and to simplify the presentation of audience data. Findings are to be made in 1950. On the committee are, all from Toronto, Pat Freeman, Canadian Association of Broadcasters; H. F. Chervier, Canada Broadcasting Corp.; T. M. McQuillin, radio director, Cockfield Brown & Co.; Marie Fromow, Lever Bros. Ltd.; E. D. Cooper, Imperial Oil Ltd.; and D. P. Featherston, Spitzer & Mills Ltd.

Atlantic Treaty

SIGNING of the North Atlantic Treaty in the Departmental Auditorium, Washington, April 4 had complete AM and TV network coverage. Network AM coverage was handled individually by each of the four major networks’ Washington outlets and television coverage was handled by pooled facilities through WOIC(TV) Washington.

WOIC fed one hour and 56 minutes of the ceremonies to the East Coast and Midwest. Only WOIC personnel was used for the telecasts, with Ken Evans handling all commentary. Using a crew of six, and two cameras, the telecast ran from 3 to 4:56 p.m.

WTOP Washington handled the AM coverage for CBS with a pickup from the auditorium from 4:30 to 5 p.m. Charles Collingwood did the announcing. Mutual carried two broadcasts from its Washington affiliate, WOL—one from 3:30 to 3:45 p.m. and another from 4:30 to 5 p.m. Albert L. Warner and Ray Hutchinson handled both broadcasts. WMAL Washington fed the 4:30 to 5 p.m. broadcast to ABC with Elmer Davis and Bryson Rash handling mike duties. NBC carried the same period from its WRC, with commentary by Richard Harkness.
New Business

(Continued from page 14)

SHERWIN-WILLIAMS Co., Cleveland (paint products), appoints Fuller & Smith & Ross, Cleveland, to handle advertising, effective Sept. 1.

SAVE-ON DRUGS Inc., Los Angeles, through Brinscher, Wheeler & Staff, that city, sponsoring 13-week announcement campaign on three Los Angeles stations. Contract calls for five weekly on KNX and three weekly on KECA and KHJ. Schedule follows intensive ten-day spot campaign that ended April 10 on these and six other local stations.

COMPANIA QUIMICA Comercial e Industrial S. A., Lima, Peru, appoints Lima office of McCann-Erickson to handle its advertising for Maravilla, a detergent. Radio will be used.


SOUTHERN CALIFORNIA FISH Co., Los Angeles (Blue Sea Tuna), appoints Glasser-Galley Inc., that city, to handle advertising. Radio will be used.

BALIAN ICE CREAM, Los Angeles (Franilla ice-cream), April 12 started 13 week series of one minute weekly live television spots on KLAC-TV Los Angeles. Agency: Tullis-Victor Co., same city.


Network Accounts • • •

GENERAL FOODS Corp., New York, through Benton & Bowles, will sponsor Surprise Packages, ABC audience participation program over nine-station ABC Pacific Coast network, starting May 17. Initial 50-week contract calls for broadcasts on Tuesdays and Thursdays, 2:06-2:15 p.m., (PST).

CHRYSLER SALES DIV., Chrysler Corp., Detroit, will sponsor Sammy Kaye's Showroom, new quarter-hour program of light dinner music on ABC. Initial 26-week contract for Monday, Wednesday and Friday, 6:45-7 p.m., was placed through McCann-Erickson, New York.


SEEMAN Bros., Inc., New York, on behalf of Air-Wick, renews sponsorship of Monday Morning Headlines, aired Sundays, 6:15-6:30 p.m., on 297 ABC stations. The 52-week renewal contract, effective May 29, was signed through William H. Weintraub & Co., New York.

LIBBY, McNELL & LIBBY, Chicago food packing firm, begins its sixth year of sponsorship of My True Story (five-a-week, 9 to 9:15 p.m. CST) on full ABC network. Agency: J. Walter Thompson Co., Chicago.


P. J. RITTER Co., Bridgeport, N. J. (food products), renewed Betty Clark Sings, effective April 17, for 13 weeks on ABC (Sundays, 8:30 p.m.). Agency: Clem- ents Co., Philadelphia.

TONl Co., Chicago, May 9 renews for 52 weeks This Is Nova Drake, CBS daytime serial, aired Mon.-Fri., 2:30-2:45 p.m. Agency: Foote, Cone & Belding, Chicago.

BROADCASTING • Telecasting

with . . .

MERCHANDISING
AND
PROMOTION

AT

WHO0

Although "time on the air" is the primary product sold by WHOO, its merchandising and promotion services go hand in hand in making its advertisers' products the "leaders" in Florida's rich citrus belt.

AM WHO0 FM

10,000 Watts 59,000 Watts

ORLANDO, FLORIDA

REPRESENTED NATIONALLY BY RA-TEL

April 18, 1949 • Page 61.
GIMMICKS

By JANE PINKERTON

GIMMICKS, with a businesslike adaptation, deluged NAB conventioners last week as they examined elaborate displays and exhibits of more than 60 organizations classed as associate members.

NAB members milled around the fifth floor of the Stevens Hotel in Chicago for demonstrations of transcriptions and lighter equipment, moving to the Exhibition Hall on the lower level for the heavy equipment displays. (See separate story.)

One major conversational subject was afforded by International News Service, which distributes the Projectaill, manufactured by Tressel Television Productions, Chicago; and United Press, which distributes the Multiscope. Latter mechanism was developed by Sterling Television Inc., Chicago, for WBKB (TV) Chicago, holder of an exclusive franchise.

Both machines are television projectors which combine the qualities of toys, dolls, and cartoons, current time and temperature, moving ticker tape news and a sponsor's standing signature. The Projectaill is also equipped with a small power-driven turntable on which is placed a product model. INS Soundphoos, reprinted in a size to fit the Projectaill, can be televisualized minutes after reception. Regular INS radio and television news, edited in advance, can be typed in a four-page projection slot, four-by-five inches.

Mechanically Developed

The Multiscope has been developed mechanically by Acme Teletronix Cleveland subsidiary of Ne. A specially-equipped camera produces 6 by 11-inch picture pictures to the small size in 25 minutes with use of a wet developing process.

The Multiscope System, "which costs the station buttons," gave a Playboy car to the NAB member scoring the highest on a pinball game. Typewriters also were awarded. Its display bore the theme, "planned transcribed broadcasting."

Altec Lansing Corp. distributed a miniature microphone, weighing one-fourth of an ounce and the size of "six dimes stacked together." It was an exact replica of its new non-directional model which can pick up music from an entire symphony. Firm also showed its lapel mike, specially designed for video. The standing Altec model was used during the convention for major meetings.

American Radio Publications, Peoria Ill., toured conventioners above Chicago in the firm's "Gray Goose" plane, used when President Rex C. Howard flies around the country arranging for stations to have pictorial albums made for listeners. Tubs were filled for by local merchants. American Radio organizes, edits, publishes and distributes them.

More than 1,600 plastic cash register-banks were distributed by World Broadcasting. World introduced the Lyn Murray series Monday, and played recordings of Dick Haymes which were circulated with both as an appeal to attention. The advertising, with scripts, production aids, brochures, audition discs and promotion aids.

"Blue chip programming at penny ante prices" was offered by Capitol Transcriptions in the "Capitol Cabana," complete with California sand, star fish, sawnings and beach chairs. Programmed and production, rather than names of the stars, were highlighted.

Radio Transcription Services, Chicago, backgrounded its four star shows with plum and blue velvet. They held auditions for open-end shows, "with solid production and special themes," which are serviced without extra charge.

Radiotime and Tele-V-Times, Chicago, previewed a sample issue of Radiotime, "a magazine of radio programming, news, which will be published for the first time June 19 on a bi-weekly basis. It gives complete program schedules for subscribing stations, and is circulated to 4,000 agency people, advertisers and representatives.

Unique electric clocks, with an advertising message and multi-colored neon lights, were shown by Radio Television Publicity Corp., for distribution to local radio accounts as a merchandising aid.

Six musical series were premiered by SESAC--symbolic band, augmented concert orchestra, with Rosario Bourdon, barbershop quartet, concert chorus, and a sacred choir.

The mystery disc was displayed as a development of Lang-Worth Feature Programs. The eight-inch Vinylique recordings play seven and one-half minutes on each side. Firm also showed an eight-inch fine-line disc playing 15 minutes on each side. Recordings were distributed to visitors.

The Frederic W. Ziv display, backed by colorful placards plugging all the transcribed shows, included elaborate brochures and promotion pieces. Center of attraction was the popular Cisco Kid, for which the company issued a comprehensive promotion portfolio including pictures, advertising matts, publicity stories, lapel buttons and "C. K. Ask Me Why" and "I'm a Cisco Kid Fan!") and paper masks of the two main characters in the show.

An attractive model handled calling cards to NAB members, inviting them to join in Suite 509A, headquarters of the Associated Program Service. Gardenias were given to the women. Associated plugged income shows, ranging from symphony to folk music, which require simple production—one announcer and two turntables. It introduced Morning Almanac last Monday.

Eells & Assoc. Shows

Pat O'Brien From Hollywood, Frontier Town and Adventures of Frank Race were offered by Bruce Eells & Assoc., Hollywood, in its station programming package. A four show of the situation comedy type is to be released shortly.

C. P. MacGregor Electrical Transcriptions, Hollywood, has extended its 4,000-record music library to FM stations at a cheaper rate than to AM. Discs, operating at 33 1/2 rpm, feature race, popular, Hawaiian, Latin American and square dance music. Firm introduced its new children's fairy tale albums.

Four distributors were signed by Becton's Engineering Corp., Los Angeles, during the first two days of the convention. Company exhibited its lathe-type and magnetic tape recorders and the motor for the latter. Broadcasters considered the motor unique because it does not require relays and solenoids, the electrical plunger used in mechanical breaking. The tape recorder and motor were shown for the first time, and the lathe-type model was introduced to Midwest and Eastern representatives. It has been distributed only on the West Coast so far.

Gray Research & Development Co., Hartford Conn., demonstrated the Telop-TV slide projector, sound effects consoles, transcription turntables with a record lift and the current models of the Gray Rotee recorder, kind used by ABC and Bing Crosby, was exhibited, as was the Presto recorder. Presto Records, Physicians, 15 years old, is observing its 15th anniversary.

Tie-in between Blackstone Washing Machines and Blackstone the Magic Detective, transcribed mystery feature, was outlined by Charles Medow of New York. Show is aired on 48 stations. Mr. Michelson, who introduced Sealed Book, is promoting block mystery programming.

Results of a survey conducted by Columbia Recording Corp.'s Transcription Dept. among 2,200 stations show that 600 of 800 stations are interested in purchasing 10-inch records and pressed in England.

Macnecord displayed its tape recording system which is assembled on unit construction principle and sold in back- parts to which other sections can be added as needed. All units can be used for both remote and studio programming.

Replies of Jump-Jump elf in Holiday House issued by Harry S. Goodman Radio Productions, were passed out to visitors.

Complete line of equipment for professional recording and playback was demonstrated by Fairchild Recording Equipment Corp., New York. Magnetic tape recorder and turntable were highlighted.

American Radio, Inc., Chicago, previewed its 13-week series of Bob Sterling, American Ranger, a "video-comic" produced by Eugene Conrad. Promotion includes a "Bob Sterling Comic Book" and manuscript material for organization of "Bob Sterling Amateur Dramatic Clubs" by children.

Tower Lighting equipment manufactured by Hughry and Phillips of Los Angeles and New York included a cutaway of a 300 mm code beacon and new photo-electric controls, shown for the first time.

Broadcasters saw new forced air radiation external anode tubes manufactured by the Ampex Electronic Corp., Brooklyn, which also makes transmission tube rectifiers. AM-FM-TV transmitters and rectifiers.

Ampex Electric Corp., San Car-

(Broadcasting) Continued on page 70)
ACTIONS OF THE FCC

APRIL 7 TO APRIL 14

CP-construction permit
DA-directional antenna
ERIP-effective radiated power
STL-studio-transmitter link
synch.-synchronous amplifier
SSA-special service authorization

April 7 Decisions ...

BY COMMISSION EN Banc

License Renewal

Following are license renewal of licensees for period ending May 1, 1952: KFBM San Diego, KFBI Chandler, KDOE孵 D.; KQFM Alamosa, CO; KGMM Overgaard, AZ; KGDL Corvallis, OR; KOY Phoenix, AZ; KSSC Manhattan, Kan.; KFEO Springfield, Mo.; WAYS Aux. and Alternate, Syracuse, WAYS Champaign, Ill., WGVW Waterbury, Vt.; WDWP Panama City, Fla.; WGBA Columbus, Ohio; WMSH Buffalo; WLIR Bremerton, Wash.; WPJ and AUX. Philadelphia; WMBT Beckley, W. Va.; WLV Lynchburg; WQXJ Medford; G.A. White, Chicago; WTVN Thomasville, N.C.; WPFO and AUX. Providence, R.I.; WSM Madison, Wis.; SSA-1200 kc.

Mrs. Louise C. Cany, New Orleans, La.— Denied request for SSA to use transmitters and studio facilities of WJBB New Orleans for period of 9 months pending construction of WADW New Orleans.

AM—1450 kc.

KBVR Anchorage, Alaska—Granted CP to change frequency from 1246 kc to 1450 kc.

AM—1290 kc.

Charlottesville Best, Corp. Charlottesville, Va.—Granted CP for new station 1580 kc, 1 kw, d.; engineering cond., estimated costs $17,650.

AM—1190 kc.

Turlock Best, Co., Turlock, Calif.—Granted CP for new station 1590 kc, 1 kw unl., DA-N.

Application of license

KTAN Sherman, Texas—Granted cond. assignment of license to Sherman Broadcasting Co., for $18,110.

Transfer of Control

WANE Fort Wayne, Ind.—Granted cond. transfer to control from Glenn R. Thayer and Merlin H. Smith to C. Bruce McConnell, 69%, for $21,850.

Assignment of License

KUBA Yuba City, Calif.—Granted cond. transfer to control from partnership of five equal partners to corporation of owners of five equal partners, Peach Bowl Beds, Inc.

Transfer of Control

WATF Stanbury, N.C.—Granted cond. transfer to control from保證 of owners of CPs in Med-Carolina Best, Co., representing 33 1/3%, for $12,500.

Assignment of License

WSOH-FM Oshkosh, Wis.—Granted assign. of licenses AM and FM stations to new partnership of same name composed of William F. Johns Jr., William F. Johns Sr., Penrose H. Johns and Frederick W. Benashaw, representing 55% interest, for $62,000.

Hearing Designated

Fort Payne, Ala.—Designated for hearing application for new station 1350 kc 250 w. D.

Lawrence Best, Co., Lawrence, Kan.—Designated for hearing application for new station 1230 kc 500 w. D. and 250 w. to Kansas City, Kan., party to proceeding.

KWWR Pasadena, Calif.—Designated for hearing application for assignment of license to Southern Calif. Trade Union Society.

Modification of CP

KRBSZ Bryan, Texas—Granted mod. CP, increase power from 300 w to 1 kw and change type of trans., engineering cond. (AM—1010 kc.

WEAS Davenport, Ga.—Granted CP install new antenna and increase power from 1 kw to 10 kw; engineering cond.

AM—1390 kc.

WGAD Goddard, Ala.—Granted CP increase power from 1 kw to 5 kw, DA-N install new trans, change trans.

ant-antenna cond.-conditional
D-day LS-local sunset
N-night mod.-modification
aur-aural trans.-transmitter
vis.-visual unl.-unlimited

THE STANDARD OF COMPARISON

RCA TUBES...

For your convenience

RCA tubes are available
from your local RCA
Tube Distributor or
directly from RCA

The Fountainhead of Modern Tube Development is RCA

RCA TUBE DEPARTMENT

RADIO CORPORATION OF AMERICA

HARRISON, N. J.

BROADCASTING • Telecasting

April 18, 1949 • Page 63
SOLD on radio as an advertising medium, King Cole (s), owner of Cole Furniture Co., Danville, Va., enters into one-year agreement with WDVA Danville for five-week sponsorship of King Cole Kapers. Results of firm's sponsorship of show only once a week led to decision to go into radio more heavily. At left is Em- eron J. Poyor, WDVA general manager.

King Cole Kapers is a local musical proogram featuring Glenn Thompson (standing) and the Dixie Playboys.

**Page 64 • April 18, 1949**
GENERAL ELECTRIC CUSTOM MINIATURES
Made and tested for supreme reliability!

"More dependable than any miniatures yet built." That was aviation's directive...and challenge! Thousands of premium-performance GL-5654's and GL-5670's now in use, prove how well the challenge has been met. In altimeters, radio compasses, radio control equipment, and high-frequency aircraft radio receivers, these fine General Electric tubes are doing the extra-reliable job for which they were painstakingly made.

You, as designer or user of radio-TV transmitter equipment, can have the protection of G-E custom-miniature dependability now—starting with Type GL-5654 (electrically the same as the 6AK5), and Type GL-5670 (similar to the 2C51 except for improved heater design and a somewhat higher heater current). Other types are being added.

These tubes are carefully manufactured one by one, from individually gaged and inspected heaters, cathodes, grids, and plates. Each gets not less than 50 hours' operation—ample assurance that when plugged in, tube performance will be in line with ratings consistently. Ask your G-E electronics office for further facts. Or write Electronics Department, General Electric Company, Schenectady 5, New York.

**Characteristics**

<table>
<thead>
<tr>
<th>TYPE GL-5654</th>
<th>TYPE GL-5670</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Heater voltage, a-c or d-c</strong>: 6.3 v</td>
<td><strong>Heater voltage, a-c or d-c</strong>: 6.3 v</td>
</tr>
<tr>
<td><strong>Heater current</strong>: 0.175 amp</td>
<td><strong>Heater current</strong>: 0.350 amp</td>
</tr>
<tr>
<td><strong>Max ratings, design center values</strong>:</td>
<td><strong>Max ratings, design center values</strong>:</td>
</tr>
<tr>
<td>plate voltage: 180 v</td>
<td>plate voltage: 300 v</td>
</tr>
<tr>
<td>Grid No. 2 voltage: 140 v</td>
<td>plate dissipation: 1.3 w</td>
</tr>
<tr>
<td>plate dissipation: 1.7 w</td>
<td><strong>Typical operation, Class A</strong>:</td>
</tr>
<tr>
<td>Grid No. 2 dissipation: 0.5 w</td>
<td>plate voltage: 150 v</td>
</tr>
<tr>
<td><strong>Typical operation</strong>:</td>
<td>cathode resistor: 800 ohms</td>
</tr>
<tr>
<td>plate voltage: 160 v</td>
<td>A-F grid-to-grid voltage, RMS: 14 v</td>
</tr>
<tr>
<td>Grid No. 2 voltage: 120 v</td>
<td>zero-signal plate current: 0.49 ma</td>
</tr>
<tr>
<td>cathode-bias resistor*: 200 ohms</td>
<td>max-signal plate current, per section: 6.3 ma</td>
</tr>
<tr>
<td>plate resistance (approx): 0.69 megohms</td>
<td>load impedance, plate-to-plate: 27,000 ohms</td>
</tr>
<tr>
<td>transconductance: 5100 micromhos</td>
<td>total harmonic distortion: 10 per cent</td>
</tr>
<tr>
<td>plate current: 7.7 ma</td>
<td>max-signal power output: 1.0 w</td>
</tr>
<tr>
<td>Grid No. 2 current: 2.4 ma</td>
<td>*<em>(<em>Fixed-bias operation not recommended)</em></em></td>
</tr>
</tbody>
</table>

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

McNARY & WRATHALL
RADIO ENGINEERS
906 Nativ. Press Bldg., 1407 Pacific Ave.
Washington, D. C.
Member AFCCE

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
982 NATL. PRESS BLVD., NA. 3373
WASHINGTON 4, D. C.
Member AFCCE

PORTER INTERNATIONAL
Washington, D. C.
Executive Offices
1469 3rd St., N. W.
WASHINGTON 5, D. C.

Rothrock & Bailey
Suite 604, 1757 K St., N. W.
Washington, D. C.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
Oliver 8200
WASHINGTON 4, D. C.
Member AFCCE

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington, D. C.
National 0196
WASHINGTON 6, D. C.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., N. W.
DALLAS, TEXAS
1728 Wood St.
Riverside 3611
WASHINGTON 5, D. C.
Member AFCCE

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
WASHINGTON 5, D. C.

KEAR & KENNEDY
1703 K St., N. W.
STERLING 7932
WASHINGTON, D. C.
Member AFCCE

H. V. ANDERSON
CONSULTING RADIO ENGINEERS
AND ASSOCIATES
3738 Kenmore St., N. W.
Washington, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-1108

GUY C. HUTCHESON
1100 W. ABRAM ST., PHONE 1218
ARLINGTON, TEXAS

William E. Benns, Jr.
& ASSOCIATES
3738 Kennewick St., N. W.
Ordway 8071
Washington, D. C.

LEE E. BAKER
CONSULTING RADIO ENGINEER
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

LYNNE C. SMEBY
″Registered Professional Engineer″
820 13th St., N. W.
WASHINGTON 3, D. C.

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

GAIETEY, RAY & PRICE
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington, D. C.
National 7577

HERBERT L. WILSON
1025 CONNECTICUT AVE., N. W.
WASHINGTON 6, D. C.
NA. 7161
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
REpublic 3383
WASHINGTON, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373
RADIO CONSULTANTS

GUTHMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

 commercialRadio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N. W.
WASHINGTON 5, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
REpublic 3984
WASHINGTON 5, D. C.

WORLINGTON C. LENT
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
Oliver 8200
WASHINGTON 4, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3383
WASHINGTON, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2373
RADIO CONSULTANTS

SILLMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

BROADCASTING • Telecasting

Page 66 • April 18, 1949
NEWS STRIKE

Broadcasting station WQQW 1340 Jr., WXRA -FM WJBK -FM to local kw and change studio to Portland, Va.

April 12 Applications

Accepted for filing Assignment of license WRDJ Tuscaloosa, Ala. Assignment of license to Winesboma N. C. Doos, administrator of estate of James R. Doos, Jr., deceased. License for CP WHAK Rogers City, Mich. License to Winesboma New. CP WNAG Granada, Miss. License to cover CP W L O Norfolk, Va. License to WPFA change ERP and studio location.

AM-1250 KELK Keko, Nev.-CP change from 1340 kc 250 w to 1240 kc 150 w.

AM DELETION

KYLE Alamosa, N. M. -DELETED Applications for CP new AM station 1320 kc 250 w.

April 13 Applications

Accepted for filing CP to Relate Colorado City Bcstg. Co. Colorado City, Arizona License for AM-1320 kc 250 w am. AMENDED to request change 1320 kc 500 w D change name of applicant from J. B. Mahon, Earl B. Mahon, and W. W. Williams to partnership, to company composed of Marshall Florida, and W. W. Williams.

Modification of CP WDPO Ft. Wayne Ind. -FM CP new FM station to change ERP to 150 kw.

WFK- FM Tennessee, Mich. License change from 1400 kc 100 w D to 1400 kc 100 w D.

KQHJ -FM San Antonio, Tex. -FM Change from 1300 kc 1 kw D to 1300 kc 1 kw D.


Petition denied WEAI Indianapolis, Ind. -FM Petition denied by application for permit to Fort Wayne, Ind. -FM to station.


License for CP WPXM- FM Clarcksburg, W. Va. -License to cover CP new FM station.

WPAB-TV Fort Worth, Tex. -FM Commercial assignment for extension of completion date.

Tendered for filing Assignment of license KCSB San Bernardino, Calif. License to Winesboma Woodrow Miller to Eileen Shinkle West.

Temporary license of license to C. Harold Farren, E. R. Fenton, and F. W. Steiner for KSKN and Frank W. Steiner d/b as Lake County Broadcasters to Paul Hunter.

April 14 Decisions

By the commission en banc Transfer of control WCPM Washington, D. C. -Grant temporary to corporate reorganization of Class B FM station WCPM and the following facilities: first, in lieu of reaffirmation of affirmative control and second in lieu of acquisition of negative control by present stockholders.

AM-1250 Griner-Dillon Bcstg. Co. Bay City, Mich. -Grant new CP station 1260 kc 500 w D; estimated: $14,214. Modification of CP WNLK Norwalk, Conn. -Grant modified CP to increase WNLK from 1260 kc 500 w D to 1260 kc 1500 w D; estimated: $32,500.

AM-1390 Ell City Bcstg. Co. Waxahachie, Tex. -Grant new CP station 1390 kc 500 w D; estimated: $14,250.

AM-1620 Modification of CP WJKB Mayaguez, P. R. -Grant modified CP to decrease WJKB from 1620 kc 1 kw D to 1620 kc 1 kw D.

Hearing designated KKWL Watertown, N. Y. -Designated for hearing application of KKWL to change ERP from 1380 kc 1 kw D to 1390 kc 1 kw D.

Hearing designated KKWJ Mayaguez, P. R. -Hearing designated.

Hearing designated KKKK Waterford, N. Y. -Hearing designated.

Hearing designated Felix H. Morales and John F. Cooke, Houston, Tex. -Hearing designated for hearing in consolidated proceeding application of Morales, 150 kc 40 kw D with Cooke application 1480 kc 1 kw D; ordered October 20. If consolidation of proceeding application it appears that there will be 40 kw D by耳机 air in hearing regarding clear channels and in view of pending distance coverage of station and proposed; and if determination proceeding perpetrated as announced August 1. Hearings regarding station would be best served by grant of application.

Petition denied WEAI Indianapolis, Ind. -FM Petition denied by application for permit to Fort Wayne, Ind. -FM to station.

Assignment of license WCBN-FM Connersville, Ind. -Same.


Transfer of control WENK Union City, Tenn. -Grant voluntary assignment for extension of date of license to Aaron B. Robinson, through sale of company composed of George M. Mardikian, George Snel, B. Floyd Farr, Sam A. Mobley, and Alfred Aram, d/b as United Bcstg. Co.

Petition denied KVAK San Francisco, Calif. -Grant petition for city license on assignment.

Assignment of license WCRB Boston -Grant assignments to HF Broadcasting Co., which stockholders approved.

Assignment of license WCRB Waltham, Mass. -Grant assignment of license from partnership to corp. composed of same individuals.

Assignment of License WOKK San Francisco, Calif. -Grant of assignment of license to KOKO San Francisco, Calif.

Assignment of license WOKK San Francisco, Calif. -Grant of assignment of license by##a

Assignment of license WOKK San Francisco, Calif. -Grant of assignment of license to Bcstg. Co., representing 50% interest for $4,900.

Transfer of control WENK Union City, Tenn. -Grant voluntary assignment of license to Aaron B. Robinson, through sale of company composed of George M. Mardikian, George Snel, B. Floyd Farr, Sam A. Mobley, and Alfred Aram, d/b as United Bcstg. Co.

Petition denied KVAK San Francisco, Calif. -Grant petition for city license on assignment.

Assignment of license WCRB Waltham, Mass. -Grant assignment of license from partnership to corp. composed of same individuals.

Assignment of License WOKK San Francisco, Calif. -Grant of assignment of license to KOKO San Francisco, Calif.

Assignment of license WOKK San Francisco, Calif. -Grant of assignment of license to Bcstg. Co., representing 50% interest for $4,900.
Since its organization less than a year ago, the Broadcasters Program Syndicate has built a success story unparalleled in the history of radio.

Operating on a subscription basis exclusively, the Broadcasters Program Syndicate is essentially of, by, and for station subscriber-members. A single weekly fee equal to the subscribing station's national one-time class A quarter-hour rate entitles the station to the Syndicate's entire output of network-caliber programs. All current programs—plus every additional series produced by the Syndicate in the future.

Currently, for a single weekly fee, "PAT O'BRIEN FROM HOLLYWOOD," "FRONTIER TOWN," and "ADVENTURES OF NANCY," all go to the following members of the Broadcasters Program Syndicate:

**Metropolitan District** | **1948 Total Number** | **1948 Total Revenue of Programs (in $ million)** | **1948 Total Number** | **1948 Total Revenue of TV Stations (in $ million)** | **Percent TV in Total**
--- | --- | --- | --- | --- | ---
New York | 26 | $28.5 | 6 | $12.2 | 25.4
Chicago | 23 | 10.5 | 3 | 0.5 | 11.0
Los Angeles | 13 | 3.7 | 1 | 0.7 | 11.3
Philadelphia | 14 | 13.0 | 3 | 0.4 | 3.5
Washington | 10 | 4.8 | 1 | 0.3 | 3.0
Baltimore | 7 | 2.8 | 3 | 0.7 | 2.9
Milwaukee | 6 | 2.4 | 1 | 0.3 | 2.9
Total | 109 | $50.4 | 22 | $4.5 | 57.6
* A fourth station, which went on the air December 31, 1948, reported no revenues

FCC CHAIRMAN Wayne Coy submitted this table to NAB to show how television's revenues in seven major markets compared to combined AM-TV revenues in 1948. He foresaw a period of intensive competition for sound radio and television: Competition for audience first, and also for dollars. But he excluded the section on sound radio that would be wiped out by television within three years.

No Armchair Sportsman

JERRY HILL, sports director of KDYL and KDYL-TV Salt Lake City, has demonstrated to fans that he knows what he is talking about when it comes to sports and that he is no armchair spectator. During a telecast of the opening of the new Hygela Ice Bowl at Salt Lake City, one of the hockey players for the exhibition game failed to show up. Mr. Hill left his microphone and entered the game, giving a top-notch performance. After the match, he returned to his announcing duties, slightly out of breath for a few minutes, to continue his description of the ice show. Participating sponsors for the telecast were the Hygela Ice Co., Petty Motors Inc. and Air Wave Radio Appliance Co.

\[ '48 Revenues' \]

(Continued from page 25)

| Four owners
| Net revenue 1948
| Expenses 1948
| Net revenue % of cost
| Percentage
|--|--|--|--|--|
| Total revenue 1948
| | | | | |
| Stations (AM plus TV)
| | | | | |
| 48
| $48,500
| $31,200
| $6,300
| 81.6
| 33.4
| 62.5
| 31.5

Chairman Coy emphasized that no TV network was operating commercially for the whole year and that only 17 of the 50 stations were on the air during the entire 12 months. Half of the stations operated only five months or less. Average monthly station revenues ranged from $20,000 for full-year stations to $5,000 for stations which operated only two months or less.

The following report on TV operating costs was based on accounts from 14 of the 17 stations on the air during all of 1948 (the three stations excluded are network keys whose expenses were not completely segregated from network expenses):

- **Annual operating costs**: $7,512,000
- **Average per station**: $338,000
- **Average per monthly station (divided by 12)**: 45,000
- **Highest annual operating expense**: $814,000
- **Lowest annual operating**: $36,000

In disclosing this report, Mr. Coy noted that the number of hours of operation per week ranged from 16 to 50 or more.
TV DELETION FCC Denies Two Extensions Due To Economic Stress

TWO TELEVISION grantees—who told the FCC they could not complete construction of their facilities at the present because of economic stress and therefore wished completion date extensions—were ordered last week by the Commission to turn in their permits for deletion.

The stations were WJHP-TV Jacksonville, Fla., and WTMS-TV New Orleans.

The ruling of the Commission was viewed with apprehension in broadcasting circles as evidence of the Commission's earlier warnings it would not consider any delays in television station construction except those caused by the most valid and unavoidable obstacles. How far this policy may be extended in practice, few at this early date have ventured to comment.

WJHP-TV, owned by the Times-Picayune Pub. Co. which reported it is losing substantial sums on WTPS-AM, was denied extension of completion date from March 30 to September 30. The Commission requested the firm to submit its television construction permit for cancellation or request a hearing in the matter within 20 days. WTPS-TV was first granted in February 1948.

WTPS-TV, which told the Commission it did not wish to go into hearing on its extension request and sought the extension pending reconsideration of its financial capabilities, likewise was denied extension of completion date from April 13 to October 13. FCC also requested the CP be submitted for cancellation. WJHP-TV, owned by Metropolis Broadcasting Co., was authorized in August 1948.

'Economically Unsound'

Times-Picayune told the Commission "it is our thinking it would be economically unsound to begin the construction of a TV station at this time." The firm cited that its investment in AM and FM is now $604,792.24 and its operating losses for both AM and FM during 1948 totalled $148,963.79.

The FM station was established in November 1946 while the AM station was established in February 1948 as a daytime outlet. Firm has pending a request to boost operations from 10 to fulltime operation on 940 kc. Total losses from November 1946 to Dec. 31, 1948, were reported at $227,730.50.

Times-Picayune in its extension request told the Commission, "We feel that the New Orleans area would not be deprived of TV service inasmuch as WDSU-TV is presently on the air. The holding of Channel 7 by Times-Picayune has not adversely affected the interest of the public or any other applicant in that there are now and have been more channels assigned to New Orleans than there now are applicants."

The firm said that its sincerity in its TV application is evidenced by the design of studios and provision for TV equipment. WTPS said it ordered TV equipment from RCA in August 1948 and it is our understanding that equipment is now available.

Metropolis Broadcasting, owned by John H. Perry, who has other newspaper and station interests, informed the Commission it "should properly rely upon the good faith" of the applicant "to carry out expeditiously financial arrangements to obtain funds in excess of the amount originally contemplated as necessary for construction" of WJHP-TV. Firm said record shows WJHP and affiliated stations—WCOA Pensacola, WTMC Ocala and WDLP Panama City, Fla.—have "proceeded diligently" in completing all facilities authorized since the war, including the FM outlets of the respective stations.

Firm said this prior record of "proceeding expeditiously with construction," particularly in FM field, should be a determining factor in approving the television extension request.

Applicant told FCC it had committed itself to a financing plan of approximately $250,000 for construction of the TV station and $100,000 per year for deficit in operating cost. However, published information on experience of operating TV stations "clearly indicates that applicant must be prepared to support deficit financing of WJHP-TV's operation substantially in excess of $100,000 per year."

WJHP said it finds that it could not, and cannot at present time, commit itself to make the substantial expenditures estimated to be required without endangering the success of the undertaking or seriously impairing the applicant's financial stability. Because the firm wishes to bring TV to Jacksonville it is working out a re-orientation of its financial program, FCC was informed, which when completed will make it possible to undertake immediate construction and operation of WJHP-TV.

Time necessary for this reorganization was estimated at 9 to 12 months and therefore the extension was requested. Applicant said if it were granted extension it would be "reasonably certain" it could begin active construction within a year. WJHP-TV asked that the Commission, if it could not grant this request without a hearing, consider the application as a request for cancellation of the CP. If cancelled, it was indicated the firm would later re-apply.
Gimmicks
(Continued from page 68)
los, Calif., showed its magnetic tape recorder.
The Brush Development Co., Cleveland, pointed to advantages of its magnetic tape recording process.
A representative of Wincharger Corp., Sioux City, described his firm's AM and FM radio towers, FM and TV supporting towers and lighting equipment.
Each of the networks conducted open house throughout the convention, as did nearly all of the station representatives. The NBC Thesaurus library service and a catalog of 26 syndicated programs were exhibited for broadcasters by the network's Radio Recording Div. Major shows in the portfolio are Playhouse of Favorites, Aunt Mary, Haunting Hour, House in the Hamptons, the Three Susans and a Starlet and Allen Present—The Wife Savoir.
Other firms represented were Keystone Broadcasting System, Associated Press, C. E. Hoover Inc., A. C. Nielsen Co., Howard J. McCollister and Industrial Information Inc.

DOCUMENTARY FILM
CBS Shows at Convention
NAB conventioners last week witnessed the impact of video commercials in a new CBS documentary film, "Television Today." The film highlights two major types of TV commercials used by Bab-O cleaner, Simmons Mattress Co., Lucky Strike cigarettes and Ford and Chevrolet automobiles.
Stressing that the "nature of the picture," and therefore the programming, is most important in television, the film demonstrates rear screen projection scenes and motion picture backgrounds. George Moskovics narrated and Ben Gradus produced the video documentary.

'Broadcasters'....
DEFINITION of a broadcaster given by NAB President Justin Miller in address to independents' luncheon at Chicago:
I am sure you will agree with me that the American broadcaster is a remarkable man; full of enthusiasm, initiative, imagination, eager to avail himself of all that the inventive genius of science, the talent of artists, composers, authors, can bring to his transmitters, alert to the steady pressures of government regulation; stung by the barbs of criticism which come from free-lance comment, publicity-seeking individuals, and special-interest organizations; turning his wits while trying to work out a company-breathing diet which will be accepted by his audience. In this typically competitive American process, you unaffiliated broadcasters have a larger stake to fight. To the FCC the independent voters who swing elections, you are the entrepreneurs of American media; the backbone of the American intellectual enterprise.

PARTICIPATING in a panel discussion on transcriptions at the all-day independents' meeting at NAB convention were Cy Longinus (II), president of Long-Worth Feature Programs, and Walter Davidson, general manager of Capital Transcriptions Co. At time photo was taken, John Sinn, president of World Broadcasting System and executive vice president of Frederic W. Ziv Co., third member of panel, was addressing meeting.

Non-Affiliates
(Continued from page 66)
ated AM and FM stations. This was accompanied by a table showing affiliates and unaffiliated broken down by size of community and size of stations.
Judge Miller shattered the contention that a few commentators shape the thinking of the American people by listing Hooperings and showing that every shade of economic and political opinion is found at the top of the list. He added that development of news is widespread since the FCC abandoned its Mayflower doctrine, a step that has begun to offset any trend toward network-commentary monopolies.
Nor do a few national network advertisers control broadcasting, he said, again citing figures to show that network controlled advertising is only a third of the total, with local retail advertising the largest single item, 40%, and regional and spot having the rest.
Furthermore, he said, networks are no more subject to advertiser pressures than national magazines, large stations no more than city dailies and local stations no more than newspapers.
Broadcasting's growth "has tremendously increased the number of people who know what America produces," he said, "with a consequent resulting inspiration to participate in our higher standard of living. And competition has also made advertisers and broadcasters more much concerned about the needs and wants of the people than with efforts to control their ideologies."

FCC's statement in its last annual report about the interest of churches, schools, labor groups and others in acquiring stations is thus explained, he continued, tracing interest of business enterprises ex-
plained in terms of investment and advertising. Effective newspaper ownership of stations is intangible, he said.
Public faith in the medium is shown in the two studies by National Opinion Research Council, he said, criticizing "so-called intellectuals who deride broadcasters as appealing to mass appetites," with the masses incapable of good taste and judgment, and arguing that Congress and the FCC do regulate program content. The power is limited to regulation of commerce between the states, according to Judge Miller. If the licensing-subsidy conception had any validity, he argued, the press would be even more vulnerable than radio because the Supreme Court held in the Esquire case that licensing to enjoy the second class mail privilege does constitute a subsidy.
"The broadcaster, in the community—a literature of news—by the people he serves, anxious to bring to them the best which is available in the broadcasting art—becomes the interpreter of their needs and the servant of their wants," he concluded. "Ultimately, therefore, it is he who controls the broadcasting of his station. He or she and others who work in the broadcasting industry are the community in which they serve the same people community as constitute a team which—harmoniously or otherwise—controls the broadcasting total of the community.

Experiences Contribute
"Throughout the length and breadth of the country, this pattern is being rewoven, constantly, in many colors and in many variations. The experiences, the successes, the failures of many broadcasters, of the networks, of producers of music, of drama, of literature of news, of analyses, of entertainment, all contribute to the quality of this medium.
"And pervading all—shaping and reshaping of the medium—is the judgment of the people, the ultimate consumer. Sometimes this is fickle, sometimes harsh, sometimes in low taste, sometimes reflecting the querulous, demanding refinements of the effete and decadent elements of our population. Herein lies protection against bias, self-interest, ignorance and other negative human characteristics which gain dominance in human affairs when government assumes control of such media. This is American."

Monogram Serial
OPEN-END serial drama, Second Spring, was unveiled by Monogram Radio Programs, Nashville, at the NAB Convention. Monogram claims to be the first to hit the market with a complete selling campaign including built-in self-liquidating premiums every 13 weeks. Use of premium is dramatized in Second Spring is at the client's option.
Independents’ Day
(Continued from page 85)

give stations what they want “on tape, on wire, or what-have-you," A. D. Willard Jr., executive vice president of NAB who opened the morning session, reminded the meeting that the NAB Engineer’s Committee is working on worldwide standardization and stabilization of transmission services.

Benjamin Cohen, assistant secretary general of the United Nations in charge of communications, made a brief speech in which he lauded the independents for helping UN in its propaganda efforts. He has observed that a greater interest in UN activities is shown in the smaller communities, and that local floors are among local stations, he said.

“Peace is the business of everybody, and you are closer to the heart and mind of the people than any other medium,” he declared. Thanking NAB for its resolution recommending wider use of Lake Success broadcasts, he reported that the number of transmissions used this summer has been doubled since the measure was adopted.

The independents were commended by Nate Colwell, chief of radio and television of the Treasury Dept.’s Savings Bond Div., for having donated $11,000,000 worth of time during the past year. This is equivalent to that made available by network affiliates. Mr. Colwell announced that an open-end, five-minute Treasury program “that can be sponsored locally” will be available to stations in September.

“For once radio stations can do what newspapers have been doing,” he said.

Gordon Kinney, radio director of the Advertising Council, discussed the council’s allocation plan, explaining that the agency is well aware that independent stations perform outstanding public service, but that network facilities have been used because the council took over OWI’s network allocation plan.

He anticipated that an arrangement, through which independents will be allocated public service material, will be worked out in the near future. Mr. Cott reported that an independent station committee is working with the council to promote preparation of programs specifically for the “indies.”

Arnold B. Hartley, program director of WOV New York, announced that his station has three services in Rome, Italy, available for unaffiliated stations: (1) Special programs, such as interviews with important people in Rome, some of them American visitors from cities with independent stations and others abroad on Marshall Plan business; (2) WOV’s own special events, such as the Roman wedding of Tyrone Power and Linda Christian; (3) American-type soap operas and other programs produced in Italian.

In his illustrated speech, Dr. Roslow showed figures on listening of independent station audiences in television homes. The average quarter-hour rating of independents in New York TV homes in April 1948 was 3.1, but by January of this year the figure was increased to 5.1, he said.

“It looks as if independent stations have done something after all,” he asserted. “This is so in spite of the fact that television homes are now weighted in the direction of the higher income group and this group tends to do less listening to radio in general and independent stations in particular.

“What will happen as more homes acquire television sets?” he inquired. “They will tend to include lower income families.”

Dr. Roslow said he was convinced recent months have witnessed a “good audience development” for independents.

BROADCASTING • Telecasting

FM GRANTS

Two FM construction permits were new Class B stations, one in lieu of a radio station that had been previously held by the FCC for changes in facilities. Nine existing FM outlets received permits for changes in facilities.

NINE FACILITIES CHANGES, TWO CPs GIVEN BY FCC

granted last week by the FCC for previously held conditional grant. Mr. Lee Rock, Jr., was awarded a new Class B station on Channel 231 (94.1 mc) with effective radiated power of 9 kw and antenna 240 ft. above average terrain. The licensee is licensee of KVLC that city.

Birney Imes Jr., Meridian, Miss., formerly holder of conditional grant, was granted new Class B CP for Channel 235 (98.5 mc) with ERP 300 kw and antenna 120 ft. Mr. Imes is licensee of WMOX Meridian.

WMFM (FM) North Adams, Mass., owned by James A. Hardman, was granted temporary permission to duplicate the programs of AM station WMNB North Adams, licensed to Northern Berkshire Broadcasting Corp. The station has indicated in its applications to FCC that they eventually intended to merge facilities. There is a family tie between the outlets.

In granting the unusual request of WMFM, the Commission said “this action was taken to permit the continuation of an FM broadcast service that might otherwise have to be terminated.”

WLAP-FM Lexington, Ky., was denied extension of construction date by the Commission on grounds that the station has not been diligent in its efforts to get on the air. FCC said it deemed the WLAP-FM permit forfeited since the owner, American Broadcasting Corp., did not comply with the conditions attached to an earlier grant of extension to Oct. 30, 1948. Also operator of WLAP there, applicant had indicated it wished to combine the FM station with proposed improved AM facilities.

Notice of proposed change in its allocation plan also was made by KUAM-FM, Juneau, Alaska, that it intends to change frequency of 940 mc to 974 mc; change antenna from 490 ft. to 300 ft. WPAR-FM Parkersburg, W. Va.—To change ERP from 23 kw to 18 kw; antenna from 480 ft. to 310 ft.

KKNK—FM San Francisco—To change frequency of 1,220 mc to 1,240 mc. KSDF—Fort Worth, Tex.—To change antenna from 390 ft. to 340 ft. WEIN—FM Buffalo, N. Y.—To change ERP from 11.8 kw to 14 kw. WJW—Dayton, Ohio—To change ERP from 23 kw to 43 kw; antenna from 550 ft. to 370 ft.

WDET-FM Detroit—To change antenna from 340 ft. to 320 ft. WMCM—Conoverville, Ind., was granted modification of license to change ERP from 7.7 kw to 9.8 kw.

THE Miami (Fla.) Herald has expanded its radio page coverage of stations in neighboring areas, giving complete program schedules of stations in Lake Worth, W. Palm Beach; Palm Beach, Miami, Ft. Pierce, Key West and Belle Glade.

INTERNATIONAL NEWS SERVICE has placed its Telegrams daily newspaper service in Cincinnati and Fort Worth and weekly newreels on WLWC (TV) Columbus, Ohio. Gambrinus Beer will sponsor the newreels on latter station.

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April 23-25: All-Canada Radio Facilities annual meeting and sales managers of mutually operated stations, Hotel Saskatchewan, Regina.
April 29: Frances Holmes Achievement Awards presentation dinner, Roosevelt Hotel, Hollywood.
May 2-4: Radio Farm Directors sessions, Raleigh Hotel, Washington, D. C.
May 5-8: Institute for Education by Radio, Ohio State U., Columbus, Ohio.
May 15-18: RMA 25th annual Convention and Parts Industry Trade show, Stevens Hotel, Chicago.
May 29-June 1: Advertising Federation of America’s 46th Annual Convention, Houston, Tex.
June 13-16: Canadian Assn. of Broadcasters Convention, Algolquin Hotel, St. Andrews-by-the-Sea, N. B.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 3 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 30-Oct. 2: Second Annual National Television and Electrical Living Show, Chicago.
Nov. 11-12: NARD Convention, New York.

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lowering of standards would be calamitous to the whole field of broadcasting, could lead to sound broadcasting becoming the national earache and television the national eyesore." One of the first steps in the more competitive future, he said, should be a better program structure.

"The public interest, I can assure you, is not expendable," he told the broadcasters.

He felt that "many broadcasters are not using their FM facilities in the public interest." This warning stemmed from his view that "broadcasters, generally, have failed to see the potential increase in audience to be gained by using their FM facilities." He said he was aware of no "wide-spread" promotion of FM in areas where FM can carry network and other programs not provided by AM.

"As a matter of fact, too few AM broadcasters are duplicating their full program schedule over FM, thus depriving many listeners of service, and many thousands of others improved service," he said.

He thought the need in television is for "simplification and reduction in costs both to plant and operating expenses." But he saw "very little thinking in this direction. There is still entirely too much emphasis on glamorous buildings and too little on sound plans to get television service to everyone in America."

He reiterated his previous defenses of FCC against charges of censorship. "I think a careful analysis of the problems relating to preservation of the freedom of radio will show that the difference of opinion is not as to what the problems ought to be, but rather as to what the problems themselves are."

The Constitutional guarantee of free speech means, for radio, that there shall be freedom of opportunity for expression for the general public, not freedom for "the person who is fortunate enough to secure a license to use his station as a weapon against the community. With that in mind, he said, "it is obvious enough that restraints on the licensee are designed to insure the preservation of that freedom are not acts of censorship."

Jokingly, he predicted what the industry would do if a formula for staying out of jail were evolved and if the Commission proposed to adopt it as an FCC rule: "There would be loud and vociferous objections from the industry on the grounds that (1) such a regulation would be in violation of Section 9(a) of the Administrative Procedures Act, and (2) that the broadcasters ought to be free, under the First Amendment, to decide for themselves whether or not to go to jail."

On a serious note he concluded:

"With that mighty instrument of mass communication, the medium must be given over to wholesome entertainment, and the newspapers should be giving up the anonymity of an almost exclusively one-party press in a two-party nation, the media of broadcasting has a unique opportunity to serve as a greater forum and thereby win a more secure place in the hearts of the American people.

NAB President Justin Miller, introducing Mr. Coy, got an enthusiastic hand from the audience with his endorsement of substantial salary increases for FCC Commissioners.

Their present pay, he said, is "ridiculously low." The address of welcome was made by Howard Lane of WJJD Chicago.

**KXGI Sold**

Carson to Pay $55,000

SALE OF KXGI Port Madison, Iowa, to A. O. Carson, former publisher, was made by City Weekly newspapers in Chicago, to be announced today, according to Mr. Carson. The transaction was with Hawkeye Broadcasting Co., licensee of KXGI, and involved $65,000. Blackburn-Hamilton Co., media brokers, handled the deal, which is subject to FCC approval.

Mr. Carson, who recently disposed of his publishing interests, a stockholder in KXGI, plans to enlarge KXGI's facilities "with particular emphasis on increased public service programming," he said.

Partners in Hawkeye Broadcasting Co., notified yesterday were 111.4% Mr. M. Barren and Willis Ashby. Mr. Carson's legal counsel is Julius E. Solomon, Chicago, and John Z. Marks, Des Moines attorney, is handling details of the acquisition for both parties.

**FM Sessions**

(Continued from page 27)

saw as much earlier in the day. Another new member, Frank A. Gunther of Radio Engineering Labs, also defended the Commission in answering a question on why FCC should not require stations to keep engineering performance up to par.

"Competition should take care of that," he declared.

After a tape demonstration of FM phonograph, he said, "as compared to AM," Mr. Kobak urged more selling of this type "even to the point of house-to-house canvasses."

When a questioner asked if transmitting on AM while making a jukebox of FM, Frank Pellegrin, vice president of Transit Radio Inc., asserted that the medium reaches a brand new audience, "physically unable to listen to any other form of broadcasting."

Mr. Pellegrin also argued against "voice de-emphasis" with the warning that such a practice would destroy commercial broadcasting.

The FM panel was composed of one of the most imposing groups ever assembled for an NAB convention, including Ted Leitell, sales promotion manager of Zenith Radio Corp.; Cy Braun, FCC engineer in charge of FM; Jack Mabey, radio writer for the Chicago Daily News; William E. Ware, president of FMA; Leonard Asch, chairman of NAB's FM Executive Committee, and John V. Hugentobler, president of Interstate Broadcasting Co., New York, in addition to those already named. Leonard Marks, general counsel of FMA, was moderator.

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**HOUSE ACTIONS**

**Groups Report on Bills**

TWO ACTIONS, both involving the Interstate & Foreign Commerce Committee, took shape in the House of Representatives last week. The committee reported by amendment a bill designed to give the Commerce Dept. basic authority to perform certain functions and activities.

Another, a House resolution (HR 157) approved by the House Administration Committee for reporting to the full House, authorizes $60,000 for the expense of investigations and studies of jurisdictional matters, including radio, by Interstate & Commerce Committee. Legislation empowering the committee to conduct such investigations previously was passed by the House March 16.
EDWARD J. NOBLE, chairman of the board of American Broadcasting Co., last Tuesday said he regarded ABC as second among the networks in public acceptance.

He made the statement at a meeting of ABC stockholders in New York as the answer to a proxyholder's questioning about the progress of the corporation.

The same proxyholder enlivened what otherwise was strictly a routine annual meeting by his queries, some of which the New York newspapermen have been putting to ABC executives over the past few months. He wanted to know about negotiations to sell ABC to 20th Century-Fox Film Corporation, the reason why top ABC executives sold holdings in the corporation and what he should do about his own holdings.

The proxyholder identified himself to Broadcasting as Max B. Ehrlitch, representing his wife who, he said owned 1,000 shares of ABC stock in her maiden name, Mary Warner. Mr. Ehrlitch said he is in the investment business. He made it plain he was not raising the questions as a protest against management, but merely to obtain information for his own guidance as an investor. On ballotting for directors, he voted the management ticket.

Mr. Noble said he considered ABC stock speculative and not a proper purchase for a man of small means.

The proxyholder: asked why ABC appeared to be fourth among the networks.

Mr. Noble replied that when ABC was purchased six years ago "we were an exceedingly poor third," but said that now "I think we've got a very good second."

## ABC SALARIES

**Whitteman Tops Woods**

PROXY statement issued prior to the ABC stockholders' meeting showed that Paul Whitman's remuneration from the network exceeded even that of Mark Woods, president.

Mr. Woods was paid $75,000 in 1948. Mr. Whitman, in his capacity as vice president, received $82,060.56 as director of his own orchestra $123,650—a total of $145,316.56. How Mr. Whitman compensated his orchestra members or what amount was clear to him was not indicated. Other salaries: Robert E. Kintner, executive vice president, $49,999.92, a $12,500 increase over 1947.

C. Nicholas Priaux, vice president and treasurer, $26,249.88.

ABC paid Hawkins, Delsarte & Wood, a law firm, $39,629.28 for legal services in 1948. Franklin S. Wood, a member of the law firm, is an ABC director.

## Proxyholder Enlivens Meeting

He explained that in 1943 ABC was poor in ratings but that today it is close the top with three of its Sunday shows among the first 10. Columbia Broadcasting System, he said, "seems to have the most highly rated programs."

He further explained ABC progress by stating that its billings were $14 million in 1943 but were $43 million in 1948; that ABC had but 150 affiliates then but has 276. He pointed out ABC has TV stations permitted under FCC regulations; that it now has owned and operated radio stations in four of the nation's top five markets and that it is concentrating its network operations in the nation's 200 top markets.

Mr. Ehrlitch asked why ABC had not been sold to 20th Century-Fox if the rumored big offer from the film company was true.

Mr. Noble's reply was that no definite offer had ever been made by Century.

Mr. Ehrlitch then asked why some ABC executives, as reported by SEC, had been selling their holdings of company stock.

### Multiple Answer

The answer of Mr. Noble had several prongs. First, he said that the executives in question had "carnal-enthusiasm" in their holdings; then that they held stock beyond their means, and, finally, they liquidated part of their holdings to pay off loans to banks. He said the executives still were associated with the company and still were substantial stockholders in spite of their sales.

Mr. Ehrlitch then wanted to know whether Mr. Noble would consider the type of holdings which the questioner represented as "over-enthusiastic."

Mr. Noble's answer was that ABC stock was speculative and not an investment stock. He did not consider it a proper stock for a person having but $5,000 to invest. As for himself, said Mr. Noble, he has not sold a single share of his own holdings "nor do I intend to."

** Asked what prospects ABC shares had of becoming an investment stock, Mr. Noble said he considered that a company which has about 10 years of successful history before its shares can be counted as investment possibilities. He then indicated that dividend prospects, an investment characteristic for ABC were clouded by television. The video medium is a most expensive venture which is taking the profits of sound broadcasting to develop, he said, but he predicted TV will have a great future.

**Main piece of business accomplished at the meeting was the reelection of the eight members of the board of directors and the election of a new and ninth member of the board. The new member is Alger B. Chapman, New York attorney and member of the firm of Chapman & Bryant, and a former president of the New York State Tax Commission. All the directors were elected unanimously with 1,372,501 of the outstanding 1,688,017 shares being voted.**

The proxy statement, issued in advance of the meeting, stated that Mr. Noble was the owner of record and beneficially of 901,667 shares, constituting 55.88% of the authorized and outstanding shares. That does not include 26,000 shares owned by a member of his family and $8,000 shares owned by Edward J. Noble, a Foundation of which he is trustee, it was said.

## JOHN SERRAO

**Promoted in CBS Sales**

JOHN A. SERRAO, formerly Columbia Pacific Network sales service manager, has taken over transcontinental network sales service, Hollywood, according to an announcement by D. W. Thorburn, CBS Western Division vice president.

He replaces Bill Brennan, recently put in charge of transcontinental sales there.

Mr. Serrao joined CBS in 1947, before which he was with PBA. His appointment was that of Bert West to replace him as CPN sales service manager.

Mr. West was formerly CPN commercial traffic manager.

## EYE APPEAL as well as LISTENER INTEREST

**RADIO PICTURE ALBUMS FOR YOUR STATION**

Radio Albums individually, plans for volume purchase tremendous listener appeal. cement listener support.

No Cost to you . . . cost to your listeners. The American plan guarantees free, paid distribution of thousands of albums throughout your broadcasting area.

Best value this — American albums are available to only one station in each city.

Proven effective — Our personal experience in the design, production, sale and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

**Act today — write, wire or phone for complete details. No obligation. Phone 4-3262**

American Radio Publications, Inc.
121 N. Washington St., Peoria, 2, Illinois

April 18, 1949 • Page 73
PUBLIC RELATIONS

PUBLIC RELATIONS as a vital factor in station success and employee-employer associations, and community prestige was stressed at the NAB Convention's Tuesday morning session, devoted to "Public Relations at the Management Level."

The meeting had been preceded by a closed session of the NAB Public Relations Executive Committee in which some members evidenced a feeling that NAB's own public relations were inadequate—in its choice of speakers for the convention, for example, and in its failure to give proper stature to its department heads by making them vice presidents.

One member claimed Winston Churchill should have been secured as speaker instead of Attorney General Tom Clark, who, he felt, could have little to say to broadcasters that would be of real importance to them. If a government figure was to be chosen, he said, it should have been Louis Johnson, the new Secretary of Defense.

Truth is the fundamental element of public relations, said Frank King of WMBR Jacksonville, Fla., chairman of the NAB Public Relations Executive Committee, at the outset of the Tuesday session.

The meeting was opened by NAB Executive Vice President A. D. Willard Jr. and featured talks by Harold Fellows of WEZI Boston, Sig Mickelson of WCCO Minneapolis, Robert T. Mason of WMBR Marion, Ohio, and Richard P. Doherty, director of NAB's Employee Relations Dept.

Mr. Fellows stressed the importance of "little things" in good radio public relations, which he defined as "making people like you better than the other fellow." Be thoughtful and emphasize the personal angle, he advised the delegates.

He called for "reasoned optimism" and intelligent and imaginative planning to replace the pessimism which he said he'd heard during his Chicago stay.

Mr. Mickelson, president of the National Assn. of Radio News Directors, said "the enormous benefits of prestige and community support may be obtained at the minimum cost through a strong news operation." The news department, he said, has "incalculable value in building general station public relations."

In a survey he conducted, Mr. Mickelson said, 71 of 75 responding station managers said their news departments do have public relations value; 69 felt establishing a strong news department did improve competitive position (none thought it didn't), and nine said profits on news since establishing news departments are "much higher," 20 said they are "higher," eight said they are "about the same," and 10 said they are "lower."

Employe Relations

Mr. Doherty stressed the importance of management recognizing employe relations as a "bread and butter function" rather than a matter of "academic philosophy and paternalistic beitudes."

Management, he said, "has made a serious mistake in overlooking the effectiveness and practical value of public relations and advertising techniques, applied to its own employees, while it has concentrated on developing a 'strategy' in dealing with the union on the theory that the union is something foreign and apart from the employee."

Radio, Mr. Doherty said, "becomes a living 'house organ' when used constructively as an instrument of employee public relations. If management is to sell itself to its own employees and to its own community, and in a language which can be clearly understood, there is no more effective means available than radio. Certainly this medium, which has become the most potent 'voice' in the broad field of public relations, can be used with equal sincerity and effectiveness in creating sound employer-employee relations."

Mr. Mason advised broadcasters to attain community leadership not only by community cooperation but also by stimulation of civic projects and evaluation and coordination of various community activities.

"Leadership is won by originating and creating and by stimulating others to action," he declared. "There still seems to be no clear decision as to the right of the broadcaster to editorialize. But I believe broadcasters must editorialize if they would win leadership."

He pointed out that he had been editorializing for the last 25 months.

E. V. Vadeboncoeur of WSYR Syracuse, chairman of the NAB Radio News Committee, reviewed highlights of the association's news activities of the past four years. In that time, he said, news clinics have been held in 35 states. He also called attention to the news internship program, reporting that this year there are more applications than stations which have thus far indicated willingness to participate in the project.

Value Stressed

NAB was commended for its activities of the past year in a score of messages received by President Justin Miller during the Chicago convention.

Those wiring Judge Miller included John R. Steelman, assistant to President Truman, who said "Radio is deserving of a vote of thanks for the fine support given to public service programs"; George V. Allen, Assistant Secretary of State, "for the splendid cooperation given the State Dept."; Vernon L. Clark, national director of U. S. Savings Bond Division; Charles F. Brannan, Secretary of Agriculture; Maurice J. Tobin, Secretary of Labor; Basil O'Connor, president of the National Foundation for Infants' Paralysis; Walter King, radio-television director of the American Cancer Society; Ned H. Dearborn, president of the National Safety Council; Dr. James E. Perkins, managing director of the National Tuberculosis Assn.; John J. Lee, president of the National Society for Crippled Children and Adults; Joseph G. Norby, president of the American Hospital Assn.; Howard Bonham, vice president, American

AFRA FEES

Sustainer Shows An Issue

DISPUTE between NBC and AFRA over fees to be paid for transcribing sustaining shows is still under negotiation with both sides scheduled to meet again some day this week. The single issue is whether transcriptions of sustaining shows should be paid for at the sustaining rate or at the higher transcription rate.

The network position is that since the shows are sustaining rates should apply. The union position is that recording such shows throws them into the transcription category and that therefore the transcription rate must apply.

NAB THANKED

By Many Groups for Aid Given in Past Year


Credit for help in reducing forest fires by 25,000 in 1948 as compared to the previous year was given NAB by Lyle F. Watts, chief of U. S. Forest Service.
ET PROBLEMS

Investigation Committee To Be Named

Southern Independent

$50,000.00

An attractive independent facility in an outstanding southern market. A very unusual opportunity that is realistically priced. Financing arranged.

UNFAIR RADIO

Quinones Cites Government

CHARGING the Puerto Rican government with unfair competition against private commercial stations, Jose Quinones of WQAM, San Juan and president of the Puerto Rican Broadcasting Assn., spoke Tuesday at the NAB Convention.

He urged Judge Justin Miller to adopt a policy: "Against granting any license to any branch of the federal or territorial government for a broadcasting station to be directly or indirectly operated commercially, and that any such license already granted may be modified to prohibit commercial operation in competition with privately owned stations."

Mr. Quinones cited the advantages of the 10 kw AM stations at San Juan, owned and operated by the Puerto Rican Communications Authority as authorized by the territorial government as requiring no payment of interest on loans, tax free importation of radio equipment, levy of a 12% income tax on visiting performers (as contrasted with 29% for private stations), low income tax for personnel, no property tax. Private stations, he asserted, pay a 19.8% tax on equipment imports and personnel pay "a high income tax."

A budget of $50,000 was allocated recently by the legislature to insular government departments and agencies for purchase of radio time. "Do you wonder on what station this taxpayer's money will be spent?" he queried. "The democratic principle and the American ideal of freedom is being violated under protection of a franchise authorized and issued by the FCC," he charged.

LASKER NAMED

WBMS Boston Vice President

GEORGE LASKER has been appointed a vice president of WBMS, Boston, N. A. Berkman, president of The Friendly Group, owner of WBMS and four other stations, announced last Tuesday, Arthur E. Haley will continue as WBMS general manager.

Formerly manager of WORL Boston, Mr. Lasker last January became national sales manager and eastern executive of The Friendly Group. His appointment to the WBMS post was voted at a meeting of the group's board of directors.

The Friendly Group maintains headquarters in Steubenville, Ohio, and, in addition to WBMS, owns WTVT Steubenville, WPIT Pittsburgh, WFGP Atlantic City, and WKNY Kingston, N. Y.

BROADCASTING * Telecasting
April 14 Applications ...

ACCEP TED FOR FILIN G

Transfer of Control

WQW-WMA-AM-FM Washington, D. C.

Transfer of control of present voting common stock to new group of Class A stockholders.

Modification of CP.

WMBD-Pearl Island—Mod. CP increase power, for extension of completion date.

KSA Salina, Kan.—Same.

SSA-1030 kc

KSWW-Corpus Christi, Tex.—License to cover request for extension SSA 1030 kc 59 kc from local Juniper Boston to local sunset Corpus Christi.

AM-1280 kc

Missouri Basin Boat Co., Minot, N. D.—CP new AM station 930 kc 1 kc AM AMENDED re stockholders.

License for CP.

WCF Fall River, Mass.—License for CP new FM station.

KADA-AM Aka, Okla.—Mod. CP new FM station change ERP 435 w.

TENDERED FOR FILING

Transfer of Control


AM-1280 kc

KSDK Arkansas City, Kans.—ACP change from 1290 kc 1 kw D to 1290 kc 1 kw w.

APPLICATIONS DISMISSED

Assignment of License

WRO-L and KNOW-MT, Twin Falls, Idaho—DISMISSED application for assignment of license from S. E. Aderick to/for Stuart Best, Co. to Knoxville Pub. Co.

KOPP-Am-FM Orem, Utah—DISMISSED application for assignment of license from James B. Littlejohn to KOPP Inc.

Sales Clinic

(Continued from page 29)

The day's wind-up session featured a "broad and butter" discussion of advertising by Maurice Mitchell, NAB director of broadcast advertising; Lee Hart, assistant director, and Herman M. Paris, general sales manager of WDCB Washington.

"You are not the best salesman in the business," Mr. Mitchell told the audience. "You must know your own business, when to sell your time, how to service the advertiser after it’s sold, and how to keep him with you even after he’s sold. Many of you feel that a license to broadcast is a free license to make money, not to run a radio station. Nothing is impossible to a station that knows the score."

He said small stations should emphasize local angles, and advised local outlets to throw away rate cards adapted from those of the national networks and forget the price cards which will fit their own positions.

"Go out and get advertising that is now going into other media, he advised, "Dealer cooperative advertising offers a virtually untapped radio field."

Mr. Paris emphasized that "network affiliation or lack of it isn’t, in my humble opinion, a critical factor in the commercial success of a radio station. The advantages

Saratoga

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

Page 76 * April 18, 1949

SUMMARY TO APRIL 14

Summary of Authorization, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>Total On Air</th>
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<th>Grants</th>
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**Box Score**

**Saratoga**

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

Radio Central Building

Saratoga, Wash.

National Representatives: Edward Petry & Co. Inc.
AM GRANTS

THREE new AM stations were granted by the FCC last week and two other changes in facilities, one involving power reduction.

The new station permits went to 500 kHz at 1250 kc at Bay City, Mich., Minnesota Valley Broadcasting Co., for 1 kw full-time on 1420 kc directional night at Mankato, Minn.; and Ellis County Broadcasting Co., for 500 w daytime on 1390 kc, directional, at Waxahachie, Tex.

WNLK Norwalk, Conn., was granted a permit from 500 w daytime on 1350 kc to 500 w full-time on that channel, using directional antenna at night. WKJF Mayaguez, P.R., licensed on 1340 kc with 250 w and holder of permit for 10 kw on 710 kc, was granted permission to reduce power on 710 kc to 1 kw day, 500 w night. WKJF also would change from full-time directional array to non-directional antenna. Station also was given extension of completion date.

Meanwhile, the Commission also has approved two other new standard stations within the last fortnight which previously have not been reported. The grants are for Charlottesville, Va., and Turlock, Calif. Details of the new authorizations and ownership follow:

Charlottesville, Va.—Grinner-Dillon Broadcasting Co., for Broadcasting Corp., 1200 kc, 1 kw, daytime; estimated cost $72,000. Principals: John Dillon, president; Robert A. S. Parker, Jr., president and general manager; Fred White, treasurer; and Donald G. Haye, secretary.

WJDR Turlock, Calif.—Turlock Broadcasting Co., 1340 kc, 1 kw, unlimited, directional night. Principals: Wallace N. Lindsey, 30%, Lillian B. Greene, 20%, Gordon E. Mower, 15%, Elmer A. Tyler, 15%, August Lindsjo, 15%, C. H. Linderen, 15%, Wilbur Merrill, 15%, and Gilbert Woody, 5%.

Bay City, Mich.—Grinner-Dillon Broadcasting Co., 1380 kc, 5 kw, daytime; estimated cost $41,214. Principals: Robert D. Grinner, president and 50% owner, is co-owner of WABJ Adrian, Mich., and partner in the Floral Broadcasting Co., applicant at Monroe, Mich. He will divest himself of these interests. Edward T. Dulle, WABJ engineer, holds 45% and Margarette Grinner, 5%. Mankato, Minn.—Minnesota Valley Broadcasting Co., 1420 kc, 1 kw, unlimited, directional night. Estimated cost $43,500. Principals: Robert D. Kesney, president 61%; Oscar B. Illand, secretary-treasurer 31%; Palmer S. Illand, director 1%. CBD Westby 13.8%. There are four more minority holders.


NAB PROGRAM EXECUTIVE COMMITTEE

Gazetteer Announced; Program Clinic Set

A PRONOUNCING gazetteer with colloquial forms of all names and places in the United States is being prepared by NAB in collaboration with the Dept. of Interior, the NAB Program Executive Committee announced April 11.

Primarily for news announcers, who usually take pronunciations of words from dictionaries and gazetteers without regard to native accents and inflections, the new volume is expected to be available by fall, the committee said.

A tentative agenda for NAB's program clinic at Northwestern U.'s downtown Chicago campus, June 27-29, was discussed by the group. A suggested title for the introductory address was "What Management Expects of the Program Director." A "government services" session is expected to bring together representatives of the Library of Congress, armed services, Treasury Dept., Office of Education, and Agriculture, Interior and Commerce departments. Foreign government services of Britain, France, Australia, Canada and New Zealand will be described by speakers from those countries as well as from the United Nations. Public service organizations will be represented by Advertising Council, Red Cross and American Legion spokesmen.

A news services clinic will explore specialized services available from AP, UP, INS and Trans-Radio, as well as availability of special Washington correspondents and recording facilities at the Capital. BMI, ASCAP and SESAC officials will speak for copyright societies. The heads of leading transcription and recording companies will appear. NAB's services for program directors will be described by A. D. Willard Jr., executive vice president of the association.

A session on techniques will be broken down into discussion sessions on engineering tools for programming, integration of available services into program formats, public service broadcasting, research for programming, promotion techniques, selling techniques, farm service programming and disc jockey programming.

Final section listed in the tentative agenda is "Horizons," featuring a symposium on programming in the future, by a panel of trade paper editors. Addressers on television, NAB's Standards of Practice, experimentation and an address by NAB President Justin Miller also are scheduled.

Harold Fair, director of NAB's program department, disclosed that two sessions may be added. One would deal with the problem of audibility—taking up such new theories as black noise, mood programming and audience flow. The other session would explore special events and sports as to their importance to audience, station, and client.

(continued on page 78)
High Frequency Meet
(Continued from page 28)

ference follows a pattern familiar to all who experienced similar acts on the part of Hitler-Germany during the war.

The FCC representative said "even during the time the Soviet delegation has participated in the meetings of this conference and repeatedly affirmed its desire for world understanding and international cooperation, the Soviet Union has not only maintained its "jamming" activities but "it has increased such activities."

The conference was asked by Comr. Sterling to "consider the real implication, of jamming." He called it "an affront to the free interchange of information among countries" and "in essence a crime perpetrated against the ideals of freedom of speech ... a freedom which my country prizes among its most cherished possessions."

Two earlier attempts were made to break up the conference, in session since last Oct. 22. The more serious, initiated by the Russians [BROADCASTING, Feb. 14] while the other previous attempt was reported made by Argentina [BROADCASTING, Dec. 6, 1948]. Last December a theme of harmony was adopted to smooth over the rift and Russia's chief delegate, Sergey Stoyanov, personally conferred with A. Sterling on his technical contributions to the session. The Russian delegation also sent a message to the U. S. department congratulating it for its technical cooperation.

Gives Technical Data

The U. S. did give a tremendous wealth of technical data and experience to the conference. Some $13,000 worth of propagation charts alone were presented to have been contributed. The 35-man U. S. delegation further worked out six complete plans for the assignment of frequencies involving 6,000-8,000 channel hours, and finally submitted two plans. Chairman of the delegation was U. S. Ambassador to Mexico Walter Thornton.

The conference plan, called wholly unworkable by Comr. Sterling from a technical standpoint, charted the use of some 235 channels in various groups of frequencies from 6 mc to 26 mc. The top two bands, 21 mc and 26 mc, in which the U. S. received many assignments, although technically superior are considered inferior from a program standpoint since there are relatively few receivers in the world which can get 21 mc and as yet practically none which can get 26 mc. The channel hour appropriation, however, did not include 26 mc assignments.

The pilot plan adopted by the conference is for the "June 70" sunspot cycle which falls in the summer of 1950. It's doubted the plan could become effective before the end of that year. This pilot plan is to be used by the Technical Planning Group to draw up five other plans. Two would cover the equinox (spring and fall) and December 1500. The other three would run through the 1951 period.

Each plan consists of channel assignments based upon the propagation characteristics and other factors involved during each sunspot cycle phase. The sunspot cycle high was in 1947 and it now is running toward its minimum period. The more activity the more interference there is caused to high frequency broadcasting.

Whatever plan may eventually be ratified will contain provisions for extension through the high frequency conference which is expected to convene in Buenos Aires in 1952. Modifications to adjust to the sunspot cycle would be made from time to time by whatever implementing organization might be set up by the Geneva group.

STEVENS lobbyists at NAB convention included (1 to r): O. L. Taylor, KGNC Ame,illo, Tex.; Paul D. Spearman, radio attorney; Storm Whaley, KUOA Siloam Springs, Ark.

Sell Radio
(Continued from page 24)

feeling the results of intense local newspaper promotion.

William B. Maillefert, operator of WVET Rochester and a former NAB exter (Continued from page 23)

radio. This problem stems mainly from other media, particularly newspapers, with recognition that television poses a revenue problem for sound radio.

Leo Cherne, an economist, provided the general business background by declaring that concern over current business prospects is unwarranted. Practically all U. S. prosperity has been during a buyer's market, he said, predicting rising business in the next few months. "Television will be less of a factor in your gross income than the amount that you realize if you use facilities at your disposal," he said. "If you in this room are overwhelmingly certain there will be a business recession, you can have it that way."

Mr. Thomas said radio is trying to climb higher during a downswing of the business cycle, with the goal capable of achievement "if we show other American industries how broadcasting will help them to advertise economically in the keenly competitive year before us."

Radio's basic role in the American way of life was delineated by Mr. Thomas, who reminded that there are more than 700,000 radio outlets in U. S. and 71 million in all the rest of the world. He pointed out that retailers especially value the medium because it brings customers to their store.

Local advertising has grown more in the last five years than network and national non-network advertising, he said.

Howard P. Abrahams, manager of the Sales Promotion, Visual Merchandising Group, National Retail Dry Goods Assn., urged broadcasters to father a project by which thousands of future retail advertisers could be boarded and doctrinated at universities in the art of radio advertising. He offered to give the benefit of his professional experience to a broad group. Out of this would come a handbook for teaching as part of the long-range educational program. "The younger generation, now in the university, will make future advertising managers of retail stores," he said. "These people grew up in a radio world. They do not have prejudices in starting new ideas. They are the potential media buyers and you aren't doing a thing to convert them into radio users. I don't know how you can be so short sighted. I don't know if one retailing college that gives a complete course on retail radio."

Terms Interest Limited

Mr. Abrahams told of the limited retail interest in radio, with newspapers getting more than half of advertising budgets and radio 5%. He added "that radio is growing and thatradio will get a 5% increase this year, as will newspapers."

Retail advertising men of today were "too set in their radio tech- 
iques, he said, and know very little about radio as a sales promotion tool. "You radio men have been guilty, along with us retailers, in thinking radio and advertising are a prestige building device. You and we must be taught how to use radio, like any other retail promotion device, as an immediate sales producing medium."

At NRDA, he said, more requests come for information about radio than any other medium. He referred to helpful efforts from NAB's Geller study and similar projects and urged broadcasters to learn more about retail stores. Then they can be ready to discuss radio with the retailer, he said.

Mr. Abrahams listed ten rules for successful radio programming: Radio produces best when stores promote their best items or strong- 
est departments or their best known services; when teamed tech-

BOND SALES Radio's Time Contribution Is $23 Million

Radio contributed more than half of the total value of time, talent and space devoted by all media to the promotion of U. S. Savings Bonds sales in 1948.

This was reported last week by Vernon L. Clark, national director of the Treasury Savings Bond Division, at a meeting in Chicago. Mr. Clark presented citations to NAB, representing the industry, and to executives of the four major networks for their continued assistance.

Time, talent and space valued at $45 million were devoted to the bond sales campaign by all media in 1948, Mr. Clark asserted. Of this, he said, broadcasting's contri-
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REPORTS that FCC Chairman Wayne Coy may soon resign were revised last week with disclosure that he had told a House appropriations subcommittee he could not continue "for any great length of time" to spend his savings on personal expenses.

He offered no comments on the resignations.

Meanwhile, however, action to boost the salaries of members of the FCC and other agencies appeared to be making progress on Capitol Hill last week (see story, page 32).

His statement to the appropriations group came after he had listed, at the subcommittee's request, the trips he had made during work-weeks since last July 1, together with any payments he received for them. Most of his trips were for investigations, mostly at government or his own expense. In a few instances he received other payments for expenses.

Mr. Coy's observations were made public last week with release of testimony and other data presented by the Commission during appropriations hearings before the House group in early March (see story, page 32). The subcommittee had asked for travel details from all the commissioners and all FCC attorneys [BROADCASTING, March 14]. Supplying the information, FCC said none received compensation (other than the per diem) from Mr. Coy, who received reimbursements in a few cases to help cover expenses.

Other Highlights

Other highlights of the testimony by Chairman Coy before the subcommittee included:

- In the near future it will be necessary to examine more closely the rules governing the relation between networks and their affiliates, particularly in regard to the new FM and TV networks.
- Opinion that a reorganization of the Commission along functional lines—as suggested by the Hoover Commission—would increase FCC efficiency from 10 to 15%.
- Estimate that with the present budget the Commission could not catch up with its backlog until 1951 despite the Congressional inaction to do so indicated by the subcommittee.
- Belief that revision of the rules and standards for AM broadcasting is most urgently needed and that such revision would do most toward dissolving the backlog that exists.
- Affirmation that the FCC's general counsel and four assistants general counsels are not presently seeking or negotiating for employments outside the government, supported by individual memoranda from those persons.
- Chairman Coy indicated he might not be able to continue long in his present position because of the financial burden. At the conclusion of his detailed letter to the subcommittee regarding his travel, he wrote:

  I should like to point out that each trip I have made at government expense has cost reparation of my own personal funds from $8 to $8 per day over and above the reimbursements which I received from the federal government. In some cases the cost per day has exceeded the $8 figure. I should like to point out further that in one instance that my present salary as a member of the Federal Communications Commission does not meet my personal living expenses and that my resources are inadequate to continue for any great length of time the expenditure of personal savings in order to maintain myself and my family.

- Mr. Coy told the subcommittee, under the chairmanship of Rep. Albert Thomas (D-Tex.), that FCC originally had asked the Budget Bureau for an appropriation of $7,971,000 for fiscal year 1950. But the bureau allowed only $6,683,000, some 20% less, he said.

- Workload Outstanding

  Rep. Thomas was particularly concerned about the FCC's work backlog and referred to the problem again and again during the inquiry. He formally asked whether the FCC field offices and personnel could be used to help cut Washington's burden and questioned the feasibility of remote research activities. In each instance Comr. Coy tried to explain that neither was practical nor desirable.

- Rep. Thomas informed his committee was tired of hearing about the FCC backlog year after year. He said to the FCC chairman: "I think you will agree with the committee that you ought to get current. It is distasteful to you; it is distasteful to the public; it is distasteful to the Congress to have people in the field write in and say they have sent in an application or request to the Communications Commission 3, 10, 15 months ago and nothing happened."

  Later while on the subject of how many people it would require to put FCC current on its workload, Rep. Thomas commented, "the committee is very anxious for you to get current in those big fields [broadcast, safety and special services], because, after all, those are the two big fields that the taxpayer is interested in."

  "They are the ones about which he knows something," the Congressman continued, "and when you are as behind as you now are that gives a poor impression of the effectiveness and usefulness of the Commission, and puts all of us in a bad light. That is why we want you to get current."

  Mr. Coy estimated that with an additional 60 people in each of the broadcast and special processing divisions the FCC would be current at the end of fiscal 1950. Because of the hearing cases in the broadcast field, he thought that group might be a little later. Rep. Thomas estimated the special service personnel increase to be $50-40% FCC under the proposed appropriation is cutting its overall personnel total slightly.

- Denies Overstaffing

  To further questioning on personnel, Comr. Coy denied that the FCC was overstaffed with lawyers. He explained that voluminous and detailed legal work was required in administration and litigation.

  His defense of the Commission's legal staff followed Rep. Thomas' inquiry of "how in the world can you possibly justify 69 lawyers in an outfit of less than 1,400 people." The Congressman indicated FCC "will be getting the reputation of having the most lawyer-laden outfit in the whole government set-up, and you do not want to take that spot away from the Maritime Commission."

  The subcommittee appeared concerned also about the turnover in FCC personnel, particularly in the engineering groups. It was brought out that the Commission has proven a training ground in many cases for industry and that the FCC salary scales were in large part responsible.

  While discussing the television situation and its problems, Comr. Coy testified he believed the freeze could be lifted "sometime in the month of May or perhaps early June." He estimated that, then new TV applications would be filed "in large numbers."

  Chairman Coy also stated that competition in the broadcast field would keep the number of new AM stations requests down from now on, while applications for sale or transfer of station properties would be on the increase.

  To a question whether the FCC has any rule which would require

Safest Council

Award Winners Announced

NBC and 48 stations have been cited by the National Safety Council for "exceptional leadership and support of the national safety movement last year" in the group's annual Public Interest Awards contest.

Stations are CKEY Toronto; KGO San Francisco; KHQ Spokane; KLZ Denver; KNMA Shennodoah, Iowa; KMMJ Grand Island, Neb.; NKE Scottsbluff, Neb.; KODY North Platte, Neb.; KQNB Portland, Ore.; KOMA Oklahoma City; WTOX Seattle; WWDC Des Moines; WKKW Pasadena; KUTC Chicago; WKG Wheeling, W. Va.; KBHI and WWJ Detroit; WQEX and WBZ Boston; WCCO and WCCO Chicago; WABC New York; WBBF Buffalo; WELM Elmira; WNTW Elmwood Park, N. J.; KNAB and WAGJ New York; WWVA Wheeling; WOGO and WOGO Dubuque; WWNO and WWNO New Orleans; WOR and WOR New York; WOKA-FM Chicago; WWJ Detroit.

Arthur C. Stringer, NAB special events director, and Wesley I. Nunn, executive manager for Standard Oil of Indiana and coordinator of the Advertising Council's "Stop Accidents" campaign, were among the judges.

WCCO received its award last Thursday night from Judge Levi M. Hall, president of the Greater Minneapolis Safety Council. A special station broadcast also included conferring of like honors on the Minneapolis applications and the Minneapolis Star. George W. Jamison, senior general manager of WCCO; David Silverman, managing editor of the Star, and William P. Stever, managing editor of the Tribune, participated.
prospective broadcasters to affirm they were not Communists, Comr. Coy replied there is nothing in the FCC forms which "requires such disclosure of information."

He continued, though, "that in terms of the information that is available" to the FCC, "we would know if it anyone were charged with being a Communist and had a license. I have yet to have any one say that anyone holding a license was a Communist. We have had some charges against some of our licensees, one or two instances and perhaps three, involving their belonging to certain groups that were held to be subversive, but there has been nothing shown that anyone were Communists or that they were disloyal to the United States."

To questioning about how the Commission planned to dispose of the long pending Arde Bulova case involving WNEW and WOV New York, Comr. Coy told the subcommittee "we will probably determine whether there will be a grant or renewal of the latter hearing on that renewal within the next six weeks and perhaps earlier than that."

He will go on record as saying that "as far as you have done a fine job," Rep. Thomas told Chairman Coy. He continued, "The Commission has grown in 10 years, and you have jumped from about a $2,000,000 budget to about $6,000,000 which is in the neighborhood of a 325% increase. I think you have done a fine job, however, and your staff have done a fine job. My hat is off to the Commission. I think that you are as hardworking as anybody I know of in the Government service. However, I doubt if your staff and all your employees are doing anything like a comparable amount of work to that the Commission itself does, and that is one point that your planners should do a little thinking about."

BEAUTY BEY

At NAB Convention Banquet
BROADCASTERS were welcomed to the NAB Convention banquet in the Hotel Stevens grand ballroom by a bevy of NAB Beauties, who displayed their ABC, CBS, NBC and BMI scrolls. The beauties introduced Dorothy Shay, "Park Ave. hillbilly," currently appearing at Chicago's Palmer House; Joe E. Lewis, star of the Chic. Paree, and Dick Haymes.

Lester Gottlieb, director of popular music and a talent scout at CBS, supervised the production, which also included the Broad Brothers, a dance act; Ben Blue, Patti Moore and Ben Lesser, in musical and comedy routines, and Leo D'Amico and his orchestra.

Carn Heraverin, president of BMI, headed the planning committee, which included Morgan Ryan, manager of commercial program sales for ABC; Jack Woll, ABC, and program director of MBS; Tom McCray, national program director of NBC, and Mr. Gottlieb.

NATIONAL NIELSEN-RATINGS TOP PROGRAMS

(TOTAL U. S. INC., SMALL-TOWN, FARM AND URBAN HOMES

—and including TELEVISION AND NON-TELEPHONE HOMES)

MARCH 6-12

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JOHN MIDLLEN
Opens D. C. Office

JOHN H. MIDLLEN, associated with the law offices of George O. Sutton since 1940 and specializing in radio, has announced the opening of his own law office in Washington at Suite 822 Munsey Bldg. Telephone: Sterling 5073.

Mr. Midlenn anounced that he will continue to specialize in radio and other administrative law.

Before joining the Sutton offices, Mr. Midlenn served in the Army's Judge Advocate General's Office from 1941 to 1945. His last assignment was in the office of the Secretary of War and he was released from the service as a lieutenant colonel.

Mr. Midlenn received a BS in economics from the Wharton School of the University of Pennsylvania and took his LLB at Georgetown Law School. From 1936 until entering the service he was engaged in private practice of law in the Capital. Mr. Midlenn was secretary of the Federal Communications Bar Assn. in 1941-45 and presently is a member of the committee on professional ethics and grievances for that association.

AD REQUITE

Opposed in Chicago

FCC'S PROPOSAL to require public advertising of major broadcast applications would create "frivo-lous proceedings" and be expensive and delaying, NAB members declared in a resolution adopted last Wednesday in Chicago.

The membership asked the NAB staff to "take appropriate steps against adoption of the Commis-

sion's plan.

The proposed new rules were issued in February [BROADCASTING, Feb. 29]. Time for filing comments extends to May 4, and the NAB legal department presumably will use this method of complying with the membership's mandate for opposition to the regulations (see separate story).

The proposed rules also provide for the establishment of 90-day cut-off dates for mutually exclusive applications.

Text follows:

WHEREAS, the FCC on Feb. 23, 1949, proposed to amend its Rules and Regulations so as to require advertising in the case of applications for (1) new stations; (2) change of frequency, power, antenna, pattern or move of a station from one community to another; (3) renewal of license, and (4) transfer applications, excepting these involving no substantial changes in interest or involuntary transfers due to death; and

WHEREAS, the imposition of such requirements would tend to create frivolous proceedings, unnecessary delays and expenses and other serious obstacles as to the operation of radio broadcast stations and would not result in benefit to the public;

BE IT RESOLVED, that the members of the NAB, in convention assembled, express their opposition to the said proposed requirements and request that the NAB take appropriate steps to oppose such amendment.

Get More Recording For Your Money

BY THE SENSATIONAL NEW COLUMBIA

Lp MICROGROOVE METHOD

Savings Like This!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record
12" Record Plays 20 Minutes, each side—
10" Plays 13 Minutes, each side.

Full Columbia Transcriptio

Quality Maintained Throughout.

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia transcriptions

A Division of Columbia Records, Inc. (C) Trade Mark "Columbia" and (C) Reg. U. S. Pat. Off. Marcus Kamradas & Tedra Mark

LONDON: 8723 Alden Drive New York 12, T. N.
Chicago: 799 Seventh Avenue, Chicago 19.
Boston: 878 Atlantic Avenue.

Braddock 2-3759

Circle 5-7300

Wigley Building

410 North Michigan Ave.

Whitehall 6000

April 18, 1949 • Page 81
DEFENDS FM

Medium Abused, Says Rep. Walter

"FM has been obstructed, stepped on, blocked, or ignored from the start" and obstacles to its development "might well be investigated by the Justice Dept's antitrust division," Rep. Francis E. Walter (D-Pa.) declared last Tuesday in the House.

"The Commission has been especially heavy in its efforts to obstruct FM," he said. "The Commission for ten years has been charging that delays in transmitting FM programs are due to the heavy delay in transmitting FM programs through the country. Three years ago, in an obviously stupid blunder, (it) moved FM broadcasting authorization to a new band without delay, thus delaying the quantity production of receiving sets at reasonable prices for several years," Rep. Walter asserted.

BMI

New Service Announced
In Haverlin Report

PLANS for a BMI United Nations good will music program were announced by BMI President Carl Haverlin at the NAB Convention business session in Chicago last Tuesday afternoon.

"BMI will write and distribute to all interested broadcasters a series of musical continuities," he explained. "Each continuity will be devoted to one or more of the United Nations. Each continuity will be carefully written, submitted to the national authorities and screened for any unseemly propaganda—leaving only the music of the program and the BMI catalog for each nation to speak up for peace and understanding between nations."

Before the programs are written and shipped to broadcasters with the continuity, at actual cost. "Let's suppose you had none of the several hundred records required," Mr. Haverlin said. "Your total cost, and under the discount policy, might not be much more than $100 for a year's series, paid as the records are delivered."

The programs can be sponsored, and will be distributed abroad through United Nations delegates.

The BMI head said the project has been endorsed by representatives of the State Dept., the United Nations, the U.S. Commission of UNESCO, the NAB, the National Federation of Music Clubs, the National Federation of Women's Clubs, and other organizations.

Mr. Haverlin pointed out that BMI now licenses 3,543 stations of all types in North America. All but 98 AM stations have renewed their licenses a year in advance. BMI performances in 1948 totaled 14,600,000 as against 11,000,000 in 1947, and average station use of BMI music increased more than 4% during the past year, he asserted. More than 10,000 new titles were added to the BMI catalog in 1948.

BMI has saved the industry more than $81 million since its formation in 1939, he said, "as a result of the industry not being forced to accept the 7 1/2% license contract offered in 1940." Because of the competition provided by BMI "you now have your ASCAP and BMI contracts renewed for nine years at the same rates existing in 1940," he told the broadcasters.

Television operators have "practically the unrestricted use of some 116,000 BMI compositions," Mr. Haverlin pointed out. Whereas ASCAP has TV rights in only part of the music of its members and TV use is "by special permission," he noted, BMI grants rights for AM-FM-FM use "at the same rates and under the same terms and conditions whether the broadcaster be in one or all of these categories."

BMI, he said, "will enter its 10th year in the most healthy, most aggressive and most competitive state it has ever enjoyed."

DISC STANDARDS

NAB Group Gives Approval

SERIES of standards covering recording and transcription techniques was given final approval by the full NAB Recording & Reproduction Committee April 9 at the NAB Engineering Conference concluded its four-day meeting.

The standards were previously been adopted by the recording group's executive committee headed by Robert M. Morris, ABC. The full committee, meeting Saturday afternoon, brought comment on the published standards, with a number of suggestions for revision and further study. Mr. Morris was chairman of this committee.

The committee voted in favor of studying standards for an 8-inch 33 1/3 rpm record with composite groove using most common sizes of needles, and demonstrated by James A. Miller, of Miller Recording Co., a brother of NAB President Justin Miller. The record goes to a 4-inch center.

The full committee voted to submit the standards [BROADCASTING, March 28] to the NAB board's meeting.

KOSTE NAMED

To Head New AIMS Group

JACK KOSTE, formerly general manager of Forjoe & Co., New York, will be president of Aims. Independent Broadcasters' Charter, a new organization being formed to represent member stations of AIMS, was decided at an association meeting held in conjunction with the NAB Convention. New representative firm will headquartered in New York.

With seven new members enrolled during the NAB meetings, AIMS now has a membership of 32. New additions are KXL Portland, Ore.; WACE Springfield, Mass.; WFMU Long Branch, N.J.; WOLF Syracuse, KFJF Tulsa and WWSW Pittsburgh.

Preliminary steps were taken toward cooperative buying of equipment by AIMS members, and an exchange of tape programs by members was discussed. It was decided each station start preparing sample recordings. Much time at the AIMS sessions, held Saturday and Monday, was given over to exchange topics, basic facts and standard procedures. Each member stations reported in monthly "exchange letters." AIMS has fostered the practice of each station writing a monthly letter on independence to the top management of metropolitan independents. Copies of each letter, written on the management level, go to all members.

In many cases, stations composed of independent stations in cities of more than 100,000 population—one station to a city—is a "mutual organization without officers or dues." Stephen A. Cisler, vice president of WKYW Louisville, has been serving as chairman of the group with the title "Head of the Indie Group. The association will hold its next meeting in Chicago late in the summer.
ANNUCING who will broadcast 616 baseball games this season for the Atlantic Refining Co. were assembled on April 15 by N. W. Ayer & Son at the Warwick, Philadelphia. They received briefing in rules, the handling of commercials, the quality of products to be mentioned on the air, improvements in broadcasting techniques and other pertinent matters.

The announcement included Eastern Harum Saam and George Walsh, for broadcasting on the Eastern Pennsylvania network originating at WIBG Philadelphia; Claude Stakier, for WCAU-TV and WPTZ, WFIL-TV and WPTZ from all three Philadelphia stations. Bruce Brit, Tom Mussey and Leo Tran for the New England radio network originating at WIND Boston; Bob Anwrest, for the Western Pennsylvania network originating at WWSW Pittsburgh; Chuck Thompson for the Baltimore; Claude Haring for telecasts in Philadelphia; and George Walsh. The crew commissions the relationship for the Baltimore Orioles games.

The Northwest session was held at WIBG Chicago, with Atlantic Refining's Tom McMahon, president; Frank Burke, director of advertising; and Richard Borden, Atlantic Refining's advertising manager; Frank Burke, director of advertising.

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'Weight Day' Program offers over $2,000 in prizes for listeners who turn in biggest trout or bass. Special emphasis is directed toward improving relations between land owners and those who fish in inland waters. Joe Schaefer, WCRQ sportscaster, conducts program, which is aired Monday and Thursday evenings.

Juvenile Delinquency

IN COOPERATION with Citizens Crime Prevention Commission Inc., WGST Atlanta, Ga., is airing series of programs on causes of juvenile delinquency. Freedom Road presents, in dramatic form, what may result from over indulgent parents, neglect, community environment, companions and family antagonism. Local high schools are encouraging students to listen to the programs, and discussions are conducted following day, based on themes of program broadcast the previous evening. Series is aired Mondays, 8-8:30 p.m.

Safety Theme

NEWEST program on KKL Concord, N. H., is It Pays to Play Safe. Program features three-man panel from Concord Police Dept., Safety Council, and State Motor Vehicle Dept. Trio discusses courtesies of motorists on Concord streets during preceding week, as noted by Concord policemen. Sponsor, a local insurance firm, awards courtesy prizes to motorists chosen by the judges. Program is aired Fridays at 9:30 p.m. The broadcast is handled by Byrum Bradley.

'3 Tryout Time' Program offers over $2,000 in prizes for listeners who turn in biggest trout or bass. Special emphasis is directed toward improving relations between land owners and those who fish in inland waters. Joe Schaefer, WCRQ sportscaster, conducts program, which is aired Monday and Thursday evenings.

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Help Wanted

Managerial

California has 350 watt successful network station needs manager, preferably with experience in business, sales, organization, all-around experience highly desirable. Has possibility opportunity to take part ownership. Excellent opportunity. Full background to Box 785a, BROADCASTING.

Manager, Southwest fulltime network sales position. Full details about position. Send complete resume to Box 790a, BROADCASTING.

Opportunity for right man interested in fulltime sales position. No experience necessary. Experience in the west coast or other large market necessary. Send complete resume to Box 795a, BROADCASTING.

Salfelen

Permanent sales position open for time sale manager. Must be capable of handling fulltime operation in clean Massachusetts city of 60,000. Must have good voice, able to travel. Commission with starting draw guaranteed. Give all details in first phone and photo. Box 690a, BROADCASTING.

Salesman—100 watt fulltime network sales position. Atlantic Sunbelt radio market. Five years experience radio time salesman. Only applicant who has a proven track record in local accounts available to newcomer. Excellent opportunity for well established man with a desire to work. Salary in excess of $2000 and excellent commission. Box 693a, BROADCASTING.

Salesman for midwest independent station in rich market. Liberal commission and advancement opportunities. Box 746a, BROADCASTING.

Selling sales manager with 3 to 10 years experience. Must be capable of working in competitive market in central part of south. 300,000 in drive-in market. Must have fulltime position in music-news-sports-station. Commission position to be considered. Must have local experience to be considered. Send complete resume to Box 747a, BROADCASTING.

Salesmen—seeking several. Send complete resumes, background and disc. WMIL Dubuque, 2200.00. Box 750a, BROADCASTING.

Salesmen—Anywhere—Anytime. Big city, small market. Position available for right type. Send complete information, references, and photo. Box 762a, BROADCASTING.

Help Wanted

Managerial

Experienced announcer with first class ticket. Emphasis on announcing. Top 1000 watt daytime station. Texas. Must have all background, experience, and salary expectation. Box 736a, BROADCASTING.

Independent near Chicago needs vacation announcer. Must have thoroughly three months work building. Must have good rapport with disc jockey. Apply Box 738a, BROADCASTING.

Sports announcer, play-by-play baseball, football, basketball. Central Pennsylvania. Give experience, salary requirements. Box 802a, BROADCASTING.

Need two announcers with first class licenses. Write full details to Fred Wood, Box 803a, BROADCASTING.

We operate several stations in California's wonderful Sacramento Valley and are seeking high qualified announcers specifically with more than average experience. Top salary, grand career opportunity. Excellent climate. You think you can qualify and seek association with great stations? Send resumes with full, announcing and engineering background to Lincolin Dellar, KKOX, Sacramento.

Announcer, Good all around man with clear voice. Interested potentialities rather than experience. Base plus talent opportunities attractive. Outstanding financial position. Send complete resume. Box 804a, BROADCASTING.

1000 watt Mutual daytime freelance describes experiences, announces. Apply in person to WTOB, Winston-Salem, N. C.

Technical

Wanted—Engineer for 10 kw FM transmitter 10 miles from city. Apartment provisions, single, preferred. Part of salary if he desires by doing own work. Send complete details first letter. Box 841a, BROADCASTING.

Engineer-announcer wanted at once. Highest salaries paid in South Carolina. Audition for new station. Address Box 842a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressive station. Send further details contact Fred Wamble, KANA, Anacoma, Montana.

Engineer—first class ticket, experienced or inexperienced to be added to complete and operate the daytime station in west Texas. Average less than 5000 per month. Salary for right man. Write Manager, KAST, Denver, Colorado.

Mutual affiliate needs combination engineer-announcer about June 15, William C. Smith, Mutual, New Mexico.

Wanted—Highly qualified engineer of sufficient proven technical ability to install five kilowatt directional station and assist chief engineer's position thereafter. Definitely prefer person who additional good announcing voice. Able to take limited announcing shift. Send complete resume to Sacramento and San Francisco and Radio Station. Box 845a, Washington, radio Station. WMFN, Fayetteville, North Carolina.

Wanted—Experienced combination man with first class ticket wanted. Send complete resume of abilities, Single man preferred. Salary $5000 per year. Box 846a, BROADCASTING.

Have doubled station income to $6000 per month on daytime station in face of extreme competition. That’s my record. Want similar station in the future. Contact only. Box 850a, BROADCASTING.

National service organization will train experienced people who will experience to write for radio advertising copy. Must have imagination and good English background. Salary commensurate with ability. Inquiries strictly confidential. Also, present and future transcription. Recruit and train. Send complete resume. Box 852a, BROADCASTING.

Wanted—Combination program director and announcer for top 1000 watts, Texas station. Write giving full particulars, experience, salary desired and photo in first letter. Box 853a, BROADCASTING.

Mutual affiliate needs man or woman as secretary to owner. Heavy volume of advertising. Must be self initiated. Salary and promotions. Box 854a, BROADCASTING.

Now, there's a place where a young, able, bright man can make himself a name. WAGG, 5000 watts, Gilbert, Arizona. Wear your cap. Enter a big future. Reply with resume to Box 855a, BROADCASTING.

Comedy man—Here's where punch line is the thing. Our network station has immediate opening for a clever writer; Salary commensurate with ability. Send qualifications sample copy and photo to WDFD, Flint, Michigan.

Situations Wanted

Managerial

12 years experience in rural, urban and mixed markets. Veteran, three college degrees 30 years old, aggressive. Will serve as combination manager-program director-commercial manager of your independent operation. Have successful experience with air sale plan. Prefer station that is in red or one in top twenty market. Box 856a, BROADCASTING.

Successful manager—Ten years manager network affiliates plus broad experience in independent stations. College degree, preferably major in business, five years experience in sales manager, with future. Post box number to Box 857a, BROADCASTING.

Present sales manager of dominant station in midwest, seeking a new location for personal reasons. Twelve years experience. Will consider manager or sales manager of good operation. Unless position pays over ten thousand dollars per year, will not answer. Box 858a, BROADCASTING.

Manager—Assistant manager-program director wants managership prefer able to fill dual capacity of sales manager. With eight years radio station experience, will create bigger sales, good will, etc. Top references. Early bird. Send complete count executive experience. Box 859a, BROADCASTING.

Executive—Management and/or sales experience with network or national sales written undet. General manager and sales manager's position. Douglas, P. O. Box 860a, BROADCASTING.

Manager—Twenty years radio. Thoroughly experienced all departments. Prefer station on Pacific coast. Good reference. Box 861a, BROADCASTING.

Have doubled station income to $6000 per month on daytime station in face of extreme competition. That's my record. Want similar station in the future. Contact only. Box 765a, BROADCASTING.

Situations Wanted (Cont'd)

Situations Wanted

Managerial

Attention Illinois, Indiana, Michigan or Ohio. Money maker, civic minded, sales manager for busy and growing markets. 20 Desires change. Box 805a, BROADCASTING.

Combination man, first phone wanted. Send complete resume of qualifications. Reference WMBL, Morehead City, N. C.

Production-Programming, others

Newscaster & editor, prefer man between 25 and 45 with newspaper reporting background. Must have responsibility for newsroom of top network. Salary commensurate with ability. Inquiries strict confidence, also transcription. Recent photographs and complete resume to Box 785a, BROADCASTING.

Situations Wanted

Salesmen


Salesman, 25 years old, married, no experience in advertising, now in show business, employed wants larger market. My experience has equipped me with some announcing duties on the side. Prefer large markets in the Midwest. Box 765a, BROADCASTING.

Announcer

Announcer, 22, single. Experience with network and independent stations. Prefer board, Prefer Texas station. Box 310a, BROADCASTING.

Experienced announcer, scriptwriter. Specialize in adlib, disc shows, audience participation, tests, etc. Available immediately. Transcription, photo, scripts and references will be sent. Box 695a, BROADCASTING.

Announcer - writer-producer, 5 years top experience. Comps, commercials, jingles, etc. Versatile. Box 640a, BROADCASTING.

Announcer, 27, married, dependable all-round announcer, good sportman. Will take limited announcing shift. GIleBill. to ox finish BROADCASTING. Box 785a, BROADCASTING.

Announcer, married, thorough experience on network and independent stations, also experienced disc jockey, preferred. Box 485a, BROADCASTING.

Announcer - Music director-librarian. Network independent station. Good music background. Must be clean cut, 28, single, radio-music degree, prefers east or west coast. Box 750a, BROADCASTING.

Sportscaster—Experienced all play-by-play. Also experienced all phases general announcing, special events. Box 761a, BROADCASTING.

Harken! Announcer—Available—Unlimited time. Good all around abilities. Large remuneration, short hours. Box 740a, BROADCASTING.

Combination man—FM phone license. Eight years announcing experience. Now employed by CBS affiliate. Mar- ried. $75.00 per week. Box 753a, BROADCASTING.

Two announcers—Young, single, experienced. Will work all phases of broadcasting. Box 735a, BROADCASTING.

Announcer, twenty-two. Thoroughly experienced in every phase of broadcasting. Box 734a, BROADCASTING.

Announcer—3 years experience, all phases. Desires to finish college. Will work part time in field of radio. GI Bill. Box 783a, BROADCASTING.

Announcer, young man, 24, natural voice. Experience in all phases. Have ambition, intelligence and ideas needed. Experienced. Prefer midwest small market positions. Box 742a, BROADCASTING.

Announcer—Experienced. Presently working for busy news station in large progressive station. Box 744a, BROADCASTING.

Sincere young announcer-major award winner with extensive experience in radio. Looking to future. Desires broader field of experience. Must be capable of commensurate with ability, efforts expected to equal result. Box 743a, BROADCASTING.

Announcer—6 years all-round staff net and independent seeks position with large station with future. Top pay. Morning, Mail to prove. Box 806a, BROADCASTING.

Announcer—Experienced, excellent reference, college disc jockeying specialty. Prefer east. Box 670a, BROADCASTING.
**Situations Wanted (Cont'd)**

**Cast only. Versatile, veteran staffman. Able to cap-"tile and delivering authoritative news in dramatic personality, presently announcing metropolitan nightly news.**

**Box 78a, BROADCASTING.**

**Announcer—Seek permanent position. Can go anywhere. Prag-"tically experienced. No practical experience. Graduated last December.**

**Start with veteran's training if possible.**

**Experienced in all types announcing, some production. Young, single, versatile, skilled, also in writing and editing. Good voice and background. Thoroughly experienced.**

**Refers to above or for price of sample.**

**Box 88a, BROADCASTING.**

**Two announcers, single, staff jobs, preferably midwest. Will con-"tinue in the same line of work. Experience together, both writing and announcing. 2 years experience.**

**Box 78a, BROADCASTING.**

**Young man, 2 years of college, 10 months broadcasting school. Desires job as staff or announcing position. **

**Box 78a, BROADCASTING.**

**Announcer—Now pd announcer net station, desires change to progressive or progressive market. Experience all phases of announcing, Desire new city. Willing to travel.**

**Box 78a, BROADCASTING.**

**Eight years behind the sports mike. Four years class A baseball and all sport announcing plus play by play for two major sport stations. Prefer independent.**

**Box 78a, BROADCASTING.**

**Announcer—Disc jockey. Available immediately. Contact all offers.**

**Box 78a, BROADCASTING.**

**Experienced commercial announcer will relocate at any time. Strong on news, class A and light nuevo.**

**Strong on networking, all-round, con-"tents. Prefer prestige station and city.**

**Box 78a, BROADCASTING.**

**Announcer—Disc jockey. Experienced newscaster. Willing to move to any city, interested in city opportunity.**

**Box 51A, BROADCASTING.**

**Spring is here. Announce your oppor-"tunity to obtain announcer experienced in all phases of broadcasting.**

** fj and other.**

**Announce your opportunity to obtain announcer experienced in all phases of broadcasting.**

**Dj and other.**

**We all want to make money! My past record speaks for itself. You get what you pay for. You too in the form of increased audience and sales.**

**Good voice.**

**If you are in the business you know what I mean.**

**Box 88a, BROADCASTING.**

**Situations Wanted (Cont'd)**

**Production/Programming, others**

**Program director—5000 watt net affili-"ate. Desire position larger field, or member station. Top flight voice and sellability. Strong on newscasting, all-round, con-"sistent ability. Advancement opportunities.**

**Box 78a, BROADCASTING.**

**Continuity chief. Program and promo-"tion minded. Writes selling copy, strong shows. Now earning $75.**

**PREFERRED, to man. Box 78a, BROADCASTING.**

**Program director—13 years experience in pro-"duction, sales, promotion, announcing. Employed. Box 757a, BROADCASTING.**

**Program director—Announcer, program, producer, prestige builder. Currently employed. Box 78a, BROADCASTING.**

**Program director—announcer. 4½ years experience. In highly competitive midwest market. Family man wanting position with future.**

**Desires a net oraffiliate, available immediately. Box 78a, BROADCASTING.**

**Program director—Announcer, program, producer, prestige builder. Currently employed. Box 78a, BROADCASTING.**

**Continuity director. Wants full respon-"sibility in Programming. Strong programming knack.**

**Box 78a, BROADCASTING.**

**Special events and newspaper available. September ist to 5 kw or better station. Prefer smaller station.**

**Box 78a, BROADCASTING.**

**Program director—announcer specializing in sports. Seven years experience, Knows business. References, disc available.**

**Box 78a, BROADCASTING.**

**Experience copywriter with 5 kw reg-"ular net station. Highly commercial. Also own and run radio background.**

**Newspaper Sales**

**Cast for free.**

**Box 88a, BROADCASTING.**

**Newspaper Sales**

**Cast for free.**

**Box 88a, BROADCASTING.**

**Technical**

**Television transmitter engineer. Experience includes maintenance, operation, installa-"tion. Willing to travel. Thoroughly experienced.**

**Excellent AM, FM background. Desire TV supervisory position or chief new station. Minimum $5000.**

**Available two weeks. Box 78a, BROADCASTING.**

**For Sale**

**For Sale—Stations**

**Minority or controlling interest, thriving independent central Pacific Coast 250 watt station. Desirable building, grounds, city site, apartment in country.**

**Box 78a, BROADCASTING.**

**For Sale—Wanted. Established, profitable combination 1000 watt AM and FM sta-"tion, 10,000 listener coverage.**

**Box 78a, BROADCASTING.**

**For sale—Well established independent station microwave market. Will finance. Box 78a, BROADCASTING.**

**For Sale—10IC Federal field strength meter, 1C WE Frequency deviation monitor, 1C ME Modulation monitor.**

**Box 78a, BROADCASTING.**

**For sale—Three sets Universal pickups— RCA MI 4475G plus 3 replacement heads. Also two Phono-"graph recorders.**

**Sig B. G. Cunningham, KLOX, Pueblo, Colo.**

**Tower, self supporting. 179 feet. Blaw-"Knox, used, good condition with light-"ning equipment. WOBI, Oshkosh, Wis-"consin.**

**Wanted to Buy**

**Wanted—1 kw late model AM trans-"mitter. State all details. No composite job. Box 78a, BROADCASTING.**

**Tower & ground. 280 ft. un-"grounded, heavy duty. State condition, location, price, types. Also copper ground strap wire, and screen. Also need a good 4 meter vertical antenna. KFEL, Albany Hot-"ten.**

**Deal in all phases. Box 78a, BROADCASTING.**

**Employment Service**

**Spring house cleaning Mr. manager? Clean up with qualified personnel, No rubb-"ing them off. RRR-Radio TV Employ-"ee Service, Box 413, Philadelphia.**

**Openings: Announcer-deejays, **

**salesmen, copy writers, salesmen — all sales jobs—top salaries.**

**Owners—we can furnish ex-"perienced radio executives, general managers, advertising managers, sales man-"agers, program directors— with指的是什么？**

**Tell us your needs, Wilson Employment Service, Box 88, Commerce Building, Cleve-"land, Ohio.**

**Continued on next page**
**Help Wanted**

**Salesman**

Time Salesman Wanted. 25 year old midwestern national CBS affiliate has opening for an above average time salesman. The man we are looking for wants to become a permanent part of a fine community. He is aggressive but not pushy. He is experienced in solid sales and service. He will have the desire and existence of an on-going personal pursestring staff. However, he has the ability to originate and sell sound, practical radio advertising. If you think you are the man we want, you offer us an unusual opportunity with better than average compensation.

Write or wire your qualifications and references and an interview will be arranged.

Address Walter Rechtshaid, Station WTAD-WYAD-FM, Quincy, Illinois.

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**WANTED**

**PROGRAM DIRECTOR-ASS'T. MGR.**

Young, married man who has come up through announcing, writing, new, special events. Great opportunity, top working conditions. Complete background, reference, photo, disc, first letter.

WRITE

KNOE-NBC
Monroe, Louisiana

5000 WATTS FULLTIME—60 DAYS

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**For Sale**

**Equipment**

Western Electric 1 kw, 583 B-3 FM transmitter, complete with crystal for 190-40 Mc, operation and two complete sets tubes, as delivered from factory never installed. Immediate delivery at less than list price. Also, Western Electric 6A monitor.

BOX 726, BROADCASTING

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**School**

**FOR SALE**

Two fifty watt General Electric FM transmitter, type BFT-1Y. 1 set of new tubes for same. 1-BM-1A General Electric FM frequency and modulation monitor. 1 set of new tubes for same. One General Electric 1 bay circular antenna. One General Electric matching section. 80 feet 6% coaxial cable. One coaxial pressure gauge with relief valve. Four 3/8 inch coaxial straight couplings. One 90 degree angle with copper extensions. The above equipment for sale FOB, Miami, Fla., San Angelo, Texas, for $1,800.00.

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**RELIGIOUS RADIO**

**Chicago Meet Planned**

FIRST evangelical radio forum will be held Wednesday and Thursday (April 20-21) in Chicago under the sponsorship of the National Religious Broadcasters Inc., Dr. Theodore Elsner of Philadelphia, president of the religious broadcasters group, announced last Monday. The forum is being conducted in conjunction with the annual convention of the National Assn. of Evangelicals meeting in Chicago this week at the Congress Hotel.

The forum panel, according to Dr. Elsner, will include Robert Saudek, vice president and director of the Public Service Division of ABC, speaking on "The Ten Commandments of Religious Broadcasters"; Elsie Dick, director of education, women's and religious activities for MBS, "Who Is Really Listening to You"; and Robert Hudson, CBS director of education and opinion broadcasting, "Radio in a Democratic Society.”

The National Religious Broadcasters Inc. is composed of 150 religious broadcasters throughout the country. It is affiliated with the National Assn. of Evangelicals, whose membership is composed of representatives from 35 denominations and some 500 non-denominational churches, Dr. Elsner said.

STAFF of WIDE Biddeford, Me., has been awarded citation by Disabled American Veterans for "... Exceptional and Meritorious Conduct in The Performance of Outstanding Service For The Disabled American Veterans.”

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**REGIONAL MANAGERS (2)**

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATIONS COAST TO COAST, can use successful DISTRICT SALES MANAGERS.

Thorough knowledge of co-sponsored sales methods, plus ability to hire and train salesmen, ESSENTIAL.

To qualified producers, after brief training period (without loss of revenue), can compare earnings of our PRESENT MANAGERS from $7500 to $10,000 commission yearly.

All replies strictly confidential.

Box 905, BROADCASTING

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**NETWORK STATION FOR SALE IN NEW YORK STATE**

One station market * Good Earnings * Reasonably Priced * Financing can be arranged * Market not affected by television.

Box 701a BROADCASTING
BROADCASTING

Washington State Group Gives Its Views

WHEN a farmer tells a city feller something, that's news—except in the State of Washington, where it's been happening every week for seven years now. Since 1942 the Washington State Grange has been on the air regularly with public affairs programs of various types, and the current series—The Grange Forum—has been running on eight stations since Aug. 10, 1945.

Described as the sole example of a Grange organization consistently using radio commercially, the Forum has a simple format. It was developed by John L. King, Washington Grange director of radio and research, in conjunction with the agency, Advertising Counselors Inc., Seattle, Noel Schram is account executive.

The program, which is currently running on a combined time and production budget of $1,500, involves a weekly discussion, largely ad-lib, on a subject of current interest and importance. It's as broad as that, and in the past he covers many widely varied topics as soil conservation, universal military training, school finances and life in the State Penitentiary.

With Mr. King as moderator, Forum participants have included not only state celebrities and regional authorities but such national figures as then-Secretary of Agriculture Clinton P. Anderson; Albert S. Gooss, master of the National Grange; Brigadier General Herbert C. Holdridge, and U.S. Congressmen Walt Horan, Walter B. Humer, Henry Jackson and Hugh B. Mitchell.

Transcribed by John Keating Co., Seattle, the Grange Forum is heard regularly on KIRO Seattle, KPQ Seattle, KIT Yakima, KUJ Walla Walla, KWSU Pullman, KNEW Spokane, KWLK Longview and KVAN Vancouver.

Basic purpose of the show is to express the Grange's interest in developing a diversified economy in the state, plus the farmer organization's philosophy that labor, industry, and agriculture must work together. The Grange reports that fan mail, including suggestions of topics for future consideration, runs about 90% from city dwellers. Typical of listener enthusiasm for the show was a recent letter from Lady Willie Forbes of Seattle, in which the former State Senator commented: "I find myself unable longer to restrain a growing impulse to write you expressing my personal appreciation for the enlightening and popular forums. . . . The farmer profits in the same proportion as the city dweller by the promotion of industries in his area, the increase of payrolls, good labor relations, and shifts of population... The natural instrument to achieve these ends is the radio forum, for by this personal means he can talk to the non-farmer, the non-Granger and the city dweller; he can exchange ideas and broaden his own vision, and at the same time that of his fellow-man. I commend you for the wide range of your radio subjects and the sustained interest you provide for your listeners."

CUBAN AWARD

McCann-Erickson Gets Prize

CUBAN radio's most coveted prize has been awarded to the Havana office of McCann-Erickson in the annual advertising competition of the Asociacion de Anunciantes de Cuba, for Esso Rodeo Honor al Merito, sponsored by Esso Standard Oil Co. of Cuba. The prize was honored as "the greatest contribution to Cuban radio during 1948.

Cuba Products Refining Co.'s El Destino Esta en Sus Manos, a daily soap opera, was named as second-best daytime serial, and is likewise written and directed by McCann-Erickson.

NEWFOUNDLAND

Station Calls Are Changed

STATIONS of the Newfoundland Broadcasting Corp. had their call letters changed on April 1, when Canadian Broadcasting Corp. took over operation of the stations, as a supplementary group to the Atlantic region of the Trans-Canada network. VONF St. John's is now CBN; VORG Gander is now CBG; VOWN Corner Brook is CBY; and a new 1 kw outlet at Grand Falls, CBT, will be on the air at end of this month. The move coincided with Newfoundland becoming Canada's tenth province.

Commercial network programs started on the Newfoundland group on April 1, with the Toronto Symphony Concert (Robert Simpson Ltd., Toronto).

Other network programs carried now on the Newfoundland stations are Arthur Godfrey Talent Scouts (Lipton's Tea), NHL Hockey (Imperial Oil, Toronto), Lux Radio Theatre, Canadian Cavalade (Borden's Milk), and the following Monday-through-Friday programs: Breakfast Club (Swift Canadian), Big Sister, Life Can Be Beautiful, Ma Perkins, Pepper Young's Family, and Right to Happiness (Proc- ter & Gamble), and Laura Limited and Aunt Lucy (Lever Bros.).

NAB BOARD REUNION

Former Members BMI Guests

SOME 76 NAB board members and presidents who served between 1939 and 1949 were guests of BMI at an informal dinner gathering April 9 at the Ambassador Hotel in Chicago. Spokesmen indicated the dinner may become an annual event.

BMI President Carl Haverlin termed it a form of "salute to an industry which provided such representative men who, whether they served on the board offering close liaison between NAB and BMI or through district meetings, gave their whole-hearted cooperation."

EXCLUSIVE NEW ENGLAND DAYTIME STATION

ONLY $10,000 DOWN; $30,000 FULL PRICE

A 1000-watt daytime only radio station which went on the air five months ago...The only outlet in a prosperous New England community, with over 30,000 population and retail sales in 1947 in excess of $33,000,000... All new Gates equipment installed... The station is presently operating at a loss... The owners desire to sell because they believe that the unsuccessful financial operation is due to their lack of experience... Sales Price set at $30,000, free and clear of all liabilities. This price includes accounts receivable and any prepaid expense items, such as insurance. . . . $10,000 is the minimum acceptable down payment, with mutually acceptable terms to be arranged on the balance.

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President
Albert Zugsmith, Exec. Vice-Pres.
317 South Sixteenth Street
Phone Kingsley 6-1132
Philadelphia 2, Pa.
TO PUBLICIZE its "Eddie Newman Show," WPEN Philadelphia has gone into the "giveaway" business. As night club patrons leave various clubs around city, hat-check girls give away imitation WPEN records the size of a half-dollar. Quick spin of discs gives a resume of program. Another promotion stunt is WPEN's "funny money" in one and ten cent denominations, which Sun Ray Drug Stores in Philadelphia are distributing with customers' change.

'Name My Puppy' COMPETITION between four WOL Washington personalities, Art Brown, John Ball, Mike Hunnicutt and Bob Knight, was getting sharper as their "Name My Puppy" contest drew to a close. Each of men had a pedigreed cocker spaniel to give away to four persons choosing winning names. Result of contest has been a friendly competition for mail among the personalities. No entry boxes or other restrictions were required. Each of four conducted his contest in manner he thought would draw maximum number of all made special personal appearances in Washington with their dogs. Entry deadline was midnight April 16, and winners will be announced by WOL April 25.

Watch Time IN CONNECTION with Benrus Watch Co.'s sponsorship of time signals on

HOME TOWN FAN Uses Radio To Sell Ventura

THE SUCCESS story of Jane Smith, who used radio to get across the idea that her small home town, Ventura, Calif. (pop. 12,504), was a great place to shop, appeared in a recent issue of The Illustrated Press, New Orleans, a weekly publication for radio listeners.

In program spun on Ventura Reporter and Shopper, now a half-hour five-week show with a waiting list of sponsors, started in March 1948, as a Tuesday-Thursday quarter-hour on KVVC Ventura.

There was no sponsor at first, according to The Illustrated Press, but "in program caught on right away." Sponsors started buying one month at a time, but kept renewing. Soon all of Miss Smith's "hours" may and Thursday time was sold, and KVVC persuaded her to expand the program into a half-hour show.

Miss Smith’s recipe for success, says the newspaper, is simply "liking people and liking my own town and believing in the people I advertise for . . . ." Miss Smith does not believe in the conventional type of commercials. "For a jewelry store, for instance, she discusses diamond mining; for furniture stores, how rugs are made, how wallpaper came into being . . . ."
NARND DIRECTORS
Hold Chicago Meet

METHODS of improving the service of radio news departments was the main theme at the spring meeting of the directors of Nat. Assn. of Radio News Directors in Chicago April 2 and 3.

Members of the board voted to hold the annual association convention in New York City November 11-13. Jack Shelley, WHO Des Moines, was chosen to head a convention executive committee consisting of Tom Eaton, WTIC Hartford; Ben Chatfield, WMAZ Macon, and Ron Cochran, WCOP Boston.

Major report presented at the meeting was by James Lawrence, KSD St. Louis, who disclosed that a survey of 60 TV and prospective TV stations showed that a majority of those operating in conjunction with an AM station use the same news staff for both operations. Only eight stations reported the existence of separate news staffs.

A progress report on the continuing study of wire service reports was commended by the directors. Plans for publishing of digests of radio news research by schools of journalism were approved. The directors decided to encourage publication of pronunciation guides of towns and counties in individual states with the aid of state universities. They named Lee Coney, WLCS Baton Rouge, La., chairman of the small stations committee after Sereno Gammell, WHTT Hartford, asked to be relieved from the post. Bob Johnson, WKBZ Muskegon, was added to the committee.

W. E. Hall Honored

WILTON E. HALL, owner of WAIM and WCAC (FM) Anderson, S. C., and publisher of the Anderson Daily Mail and Independent, has received a plaque from the city’s Junior Chamber of Commerce in recognition of outstanding service to his community also were approved. Presentation was made at a “Wilton E. Hall Night” banquet sponsored by the Jaycees.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 24 years. And it’s why they buy WBW-advertised goods.

THE old device of exchanging labels and box-tops for premiums is currently being turned to philanthropic purposes by three drives for worthy causes. In each case, premiums offered by household product manufacturers are donations to the cause in the form of either money or merchandise. Duane Jones, head of the agency behind his name, and newly appointed promotion committee chairman of the New York City Cancer Committee’s 1949 fund drive, has announced the first of these plans. By special arrangement, Mr. Jones revealed, manufacturers of goods ranging from cleaners to razor blades have agreed to contribute, during specific periods, the full retail price of every package of their products purchased in New York during that time. Gift periods and most instances are for two weeks.

The first two companies to participate in the cancer campaign tieup are B. T. Babitt Inc. and the Marlin Co., makers of Bab-O and of safety razors, respectively. The Bab-O campaign, which runs through April 18, provides that for every label mailed to Cancer, 17, N. Y., B. T. Babitt will donate to the fund the retail price of the cleaner.

Beginning on April 11, Marlin announced a similar tie-in, good through April 25, with consumers utilizing box-tops instead of labels. Other participating companies will be announced later.

Both offers are being announced simultaneously in sponsored radio time, as well as in newspapers.

Aiding Blind

Using similar tactics for a campaign entitled “Box Tops To Fight Blindness,” the P. J. Ritter Co. has announced that starting April 10 listeners to Betty Clark Sings (ABC, Sundays, 3:15 p.m. EST) would be asked to send box-tops and labels from the company’s products to that program, whose star is a 12-year old blind soprano. At the close of the campaign in May, sales profits accrued as indicated by listener purchase will be computed and a check for the amount will be presented by the sponsor to the National Council to Combat Blindness.

Lever Bros., Cambridge, through the star of their Swan Soap show, Bob Hope (Tuesdays, NBC, 9-9:30 p.m.) will send a bar of Swan soap to Europe’s needy children for every two Swan labels mailed to Mr. Hope in Boston. Campaign will be arranged through CARE, which will include the soap in overseas packages. An announcement of the drive was to be made April 12 on Mr. Hope’s program.

WWPA JOINS CBS

May 15 Effective Date

WWPA Williamsport, Pa., will join CBS as a basic supplementary station, effective Sunday, May 15. Herbert V. Akenberg, CBS vice president in charge of station relations, made the announcement.

The new addition brings the total of CBS affiliates to 182. WWPA is owned and operated by the Williamsport Radio Broadcasting Assoc., with Woodrow W. Ott at station general manager. It operates with 250 w on 1340 kc.

Mr. Herbert Goreppen Marshak and Pratts, Inc., New York City

Dear Herbie:

If you’d like to see a real genuine town, just drop down here to the heart of ole WCHS territory. This hilly country is really hominy and hunting is in its best vein. Why, even with things slammed down in other places, Charleston’s radio station gets the most for the least. The” short wave band has an actual increase last month! "Course, there’s lots of reasons for this, but one’s the most important is that there’s no other station on the air. Charleston’s station’s a proud one. W CHS just don’t let folks forget it. Charleston merchants! Yrs., Alg.

WCHS
Charleston, W. Va.

April 18, 1949  Page 89
Ralph L. F. McComb, former program annotator and publicity director for the Philadelphia Orchestra, has become chief of Music Unit of State Dept's International Broadcasting Div. He will select music for overseas broadcast by "Voice of America," and for distribution of records abroad.

William C. Wold has opened offices at 500 Fifth Ave., New York, where he will engage in representation, sales promotion and special projects under name of William C. Wold Assoc. Mr. Wold was formerly New York manager of Consolidated Vultee Aircraft Corp.

Jay Faggen, for past 20 years a principal in Sobol, Hartman & Faggen, New York (publicity), has opened publicity offices in Los Angeles at 1218 N. Highland Ave.

Equipment

Ab Waxman, former advertising manager and sales promotion manager for Wire Recording Corp. of America, has been appointed sales manager of Magnetic Recorder Div. of Air King Products Co., Brooklyn.

J. T. Pennoyer, assistant manager of General Electric Co.'s Buffalo Tube Works, has been appointed manager, succeeding the late R. O. Poag.

Edward W. Butler has been appointed director of Radio Div. Fed- eral Telephone & Radio Corp., Clifton, N. J., effective April 15. He was formerly with Sylvania Electronics Products Inc., New York.

North American Philips Co., New York, has leased two production units of the Protagram "optical box," which produces brilliant high-definition image of 200 sq. inches characteristics of Protagram-equipped receivers now on market.

Motorola Inc., Chicago, has announced opening of new research laboratory in Phoenix, Ariz., for electronic research in military fields.

Daniel E. Noble, director of research and vice president in charge of communications of Motorola's Communications and Electronics Div., will direct new lab. Dr. Angus C. Tregidga will be chief engineer and general manager.

Furst Electronics, Chicago, has moved headquarters to 12 S. Jefferson St.

Television

Bernice Cole, recently with United World Films, has been appointed by Sterling Films Inc., New York, to organize and head firm's new education division. She will develop production activities of Sterling Films Television Inc., new division of company set up to facilitate distribution of films by Sterling and other producers, to video stations.

Video Drama Productions has been formed in New York by group of independent writers, producers, directors, and promotion personnel, with Henri Marcuse, Harvey Janov, and William Y. Dow as heading firm in equal partnership. Mr. Marcuse will handle production, while Messrs. Janov and Dow will take care of direction and business activities respectively. Company has released two productions, both of which are currently for sale.

Canada AM Grants

Three new AM stations have been recommended for licenses at the April meeting of Canadian Broadcasting Corp. board of gov- ernors at Ottawa. Ralph Shelgrove, manager of CFRS Owen Sound, has been recommended for 250 w daytime, 100 w nighttime station on 1400 kc at Barrie, Ont. Bergman-Moffat Broadcasting Co. has been recommended for 1 kw on 1080 kc at Winnipeg, and Temis- caningue Broadcasting Inc. has recommended for license for 1 kw on 710 kc at Ville Marie, Que. Department of National Defense will be allowed a 100 w station at Brochet, Man.

Transitcasting

Hulbert Taft Jr., president of Transit Radio Inc., was elected chairman of the board of TR and Chet Thomas, vice president, was promoted to the presidency April 10 at a meeting of the corporation's directors held in connection with the NAB Convention.

Frank Pellegrin, national sales manager of Transit Radio, was elected vice president in charge of advertising and sales; Richard Crasler, treasurer, was named executive vice president in addition to his present duties; William M. O'Neil was elected vice president, and David Gamble, Cincinnati attorney, was named general counsel and secretary.

Realignments of TR's official family was announced at a dinner for 25 FM station operators, all of them either engaged in transitcasting or planning to enter the field. Principal speaker was Mr. Pellegrin, who announced that several new sponsors of national transitcasts, among them Swift & Co. and Fitch Shampoo, had been signed the previous week.

"National accounts are starting to break in our favor," he said. "Within the next few months we should have about $14,000 in new billings."

He termed the new medium "one of the most uniformly accepted in advertising history," but listed several "obstacles" that must be surmounted before transitcasting becomes a "national medium": Lack of markets; lack of complete installations (not one city is fully equipped, he said), and the facts that many advertisers' budgets are allocated. He reported, however, that the national sales staff is working with agencies in their planning, and that "transit radio is in the advertising picture."

Mr. Pellegrin urged standardization of rate cards by local affili- ates, and recommended wider use of "checkers" to get an accurate account of transit riders for the use of timebuyers.

"We should be able to report the exact number of listeners, of dif- ferent age groups, at specific minutes when spot announcements are being heard. Average ridership figures over an extended time are useless," he said.

Mr. Taft, who founded Transit Radio, is managing director of WKRC and WCTS (FM) Cincinnati. Mr. Thomas is general manager of KXOK and KXOK-FM St. Louis, and Mr. O'Neil is president of WW Cleveland.

Government Outlets

Transfer Bill Introduced

"PAPER" transfer of all rights, equipment and other property of certain Government-owned national broadcasting facilities is contained in a bill introduced in the Senate last week by Sen. Burnet R. Maybank (D.S.C.). The measure (S 1356) is a companion to one introduced in the House last February by the late Sol Bloom [Broadcasting, Feb. 14].

Like the House bill, transfer would be effected from the Re- construction Finance Corp. to the Secretary of State, with State Dept. assuming RFC obligations and without reimbursement of funds. The stations, ranging from 50 kw to 200 kw and located in Delano and Dixon, Calif., and in Bethany and Mason, Ohio, are licensed variously to NBC, CBS and Crosley Radio Corp. About 14 outlets are involved in the administrative transfer. The bill was referred to the Banking and Currency Committee.
FIRST in a planned series of unique local promotion stunts is being conducted by KYW Philadelphia, using its giant-sized microphone.

The Westinghouse outlet has erected a 7/4-foot mike atop a Willys Overland Jeepster and is parading it around the greater Philadelphia area to plug its local sponsors. The microphone is topped with a large call letter identification sign and the Jeepster, painted bright yellow, is properly adorned with display placards.

Initial tie-in for the campaign is Your Esso Reporter, sponsored daily on KYW by the Esso Standard Oil Co. of Pennsylvania. Start of the promotion was timed to coincide with the placing in operation of KYW’s two new 45-foot antenna towers recently completed.

First appearance of the giant mike was at the opening of a new Esso station in Wayne, Pa., a Philadelphia suburb. Seventy-seven other Esso stations throughout the area are being visited by the mike and KYW staffers, who contact proprietors of each station and distribute cards and promotion leaflets.

Duncan’s Groan

MISTAKEN identity poses some thorny problems—just ask J. R. Duncan, who moved from Cincinnati to San Antonio to become WOAI program director. Before returning to the Queen City for a visit, Mr. Duncan spotted a newspaper item which reported a courtroom groan had cost one J. R. Duncan $100 after speaking out of turn in a damage suit. WOAI’s Duncan took his kidding good-naturedly, then left for Cincinnati where Mrs. Duncan awaited him—clipping in hand. Seems the Inquirer had carried it, and he was hard pressed to answer phone calls from people inquiring, “So that’s what Texas has done to you?” Payoff came when he returned to San Antonio—only to find the other Duncan’s cancelled checks on his WOAI desk.

KYW’s giant mike attracts a gathering of Esso and Station officials at the opening of Thomas Ryan’s new Esso station at Wayne, Pa. L to r: Frank Steery, Esso salesman for Chester County; Mr. Ryan, proprietor of the new station; L. H. Merrick, assistant district manager for Esso; John Kirkley, Esso merchandising manager for Pennsylvania, and Harvey McCall Jr., KYW sales manager.

MENNEH DRIVE

To Promote Powder, Rattle

MENNEH CO. INC. will spend $300,000 to introduce its new baby powder can with a built-in rattle, according to Lewis F. Bonham, director of advertising and sales promotion.

He gave that figure to BROADCASTING following a news conference Tuesday in New York, where the new product was shown to newsmen for the first time.

At that meeting Herb Strauss, Grey Advertising, New York, outlined the promotional and advertising campaign which has been planned to sell the rattle-can.

He said that time has been bought on 47 key stations in big population centers as one phase of the radio campaign. Stations will carry 16-minute daily programs over a 24-week period.

A second phase of the radio drive will begin on May 1, when approximately 100 women’s programs will conduct a coast-to-coast two-week radio contest through Feature Bureau Syndicate. The contest will be on methods of getting baby’s attention during diapering.

An extensive magazine and newspaper schedule also is being planned.

SALES PROMOTION-PUBLICITY MERCHANDISING

on

WTYC 1000 W.
Rock Hills, S. C.

WGVM 1000 W.
Greenville, Miss.

KCOL 250 W.
Ft. Collins, Colo.

Thru

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

BROADCASTING • Telecasting

Kennon Keller, promotion consultant; Cy Langlois, Lang-Worth Feature Programs; Carl Haverlin, BMI; Ella Nelson, NAB administrative assistant; Natalie Gunzendorfer, KROW Oakland; Howard Frazier, station consultant; Alec Sherwood, Standard Radio, and Sol Taishoff, BROADCASTING.

IT’S A GREAT DAY WITH WLV AND WAL-FM

GRAND RAPIDS

WLV lead ALL stations in daytime share of audience in Michigan’s second market. (1947-1948 winter-spring Hooper)

W L A V — 28.1%  
Station B — 22.6%  
Station C — 22.2%  

Contact the John E. Pearson Co.
Production

VERN ERNEST of WIL St. Louis VERN King Show, has been ap-
pointed program director of sta-
tion.

DICK BOOTH, announcer at WNAS Philadelphia, has been appointed pro-
gram director.

LYNN CLEARY, former manager of sales and research for the DuMont
Television Network, has been named manager of the continuity acceptance
department.

HAROLD ASINE, formerly producer-
director at WTOP Washington, has joined prior to joining WTOP
station's time was program director for
WBAL Baltimore.

DIRK COURTENAY has joined an-
nouncing staff of WHFP Cicero, Ill. He is former late-night disc m.c. on
WEND and WJJD Chicago.

CHARLES WILFONG, announcer
at WKBK North Wilkesboro, N. C., has been appointed assistant program
manager. Mr. Wilfong replaces CLAY
WATTS who has joined WKBK in
Elkin, N. C., as regional sales mana-
ger.

FRANK POLLACK, former disc jockey in Milwaukee, Wis., has joined WONE
Dayton, Ohio.

GREG SMITH has joined announcing
staff of WIOU Kokomo, Ind., replac-
ing JACK RAB, resigned.

CARL IDE, WJNI Newark, N. J., disc
jockey, is the father of a boy, Thomas
Bishop.

ED PAULIN has been appointed chief
announcer at WCOM Ashland, Ky.

DOROTHY ABBANAT, formerly with
Columbia, Wash., is now membership
copy department of WBCK Battle
Creek, Mich.

DICK LOCKE, former disc director at
WKBK (TV) Chicago, has joined
WENR-TV Chicago, as TV floor man-
ger. JOE BYRNE replaces WILLIAM
JONES at WENR-TV. Mr. Hollenbeck has
been transferred to KGO-TV, ABC's San Francisco outlet.

EUGENE WALZ has been appointed
a producer at WLWT (TV) Cincinnati.
WALTER JACOBS has been
appointed to sales post at WLWC
(TV), Crosley station in Columbus, Ohio.

BILL WOOD, formerly with KQBN
Fremont, Neb., has re-joined KODY
North Platte, Neb., as chief an-
nouncer.

MARK RUSSELL, former program di-
rector of WJCD Chicago, has joined
WEHS (FM) Chicago in same capac-
ty.

MILTON (Mende) BROWN, WOR New
York director-producer, is the father
of a girl, Dina.

DRUCY SNYDER, daughter of Secret-
ary of the Treasury, will conduct
Ice Cream Social on WTIG (TV)
Washington. Show will be aired at
5 p.m. every Thursday that WTIG tele-
casts a home game of Washington
Senators, professional baseball team.

ART ELMON, staff announcer at
WGBS Glens Falls, N. Y., and Grace
Elisabeth Shaw have announced their
marriage.

CHESTER BEHRMAN, former pro-
ducer at WANE Fort Wayne, Ind.,
has joined continuity staff of
WLLW Cincinnati.

PATRICIA DEANS has joined WPBC
Pittsburgh as copywriter. PAUL
RICHARDSON has joined station's
announcing staff.

JOE ELDRIEDGE, staff announcer at
WSIN St. Petersburg, Fla., is the
father of a girl, Karen.

SPORTS HEARING
Postponed Indefinitely

HEARINGS scheduled for last
Thursday on legislation to exempt
professional sports from interstate
commerce have been postponed
indefinitely, according to the House
 Interstate & Foreign Commerce
Committee. They were to be held
prior to opening of the major
league baseball season this week,
but no date has been set, sponsors
of the legislation indicated. Base-
ball Commissioner A. B. Chandler
and others are slated to testify.

The bills (HR 4018-4019), by
Rep. Wilbur D. Mills (D-Ark.) and
Rep. A. S. Herlong, Jr. (D-Fla.),
are designed to clarify controversy
arising out of complaints that
baseball is interstate commerce by
virtue of TV and aural broadcasts
Charges were made in suits
filed by three ex-major league
ballplayers who were suspended
prior to joining major league
Menawas, to amend Sec. 313 of the
Communications Act. would in-
effect assure legality of the reserve
clause in player contracts.

MUSICAL ARTISTS
Sign New Agreement

AMERICAN Guild of Musical Art-
ists has signed a new basic agree-
ment with concert managers on behalf of its members. The terms
provide for 10% commissions to
managers for radio, phonograph
and opera engagements, 16% for
civic and community concerts and
20% for regular concerts.

The agreement was reached
with three of the biggest concert bu-
reau in the country: Columbia Artist's Man-
agement, National Concert and Artist's
Corp., and W. Colaton Leigh.

The manager is entitled to his
commissions only if the artist gets
paid. AGMA, which has 8600
members, includes top concert artists, is
headed by Lawrence Tibbett, presi-
dent.

WKBK Remodels

WKBK North Wilkesboro, N. C.,
is remodeling its building and con-
trol room, station reports. Three
additional offices have been com-
pleted and a large auditorium has
been added to accommodate audi-
cence participation shows. WKBK,
a daytime station, is owned by the
Wilkes Broadcasting Co. and
operates on 810 kc with 1 kw.

‘RADIO THEATRE’

Top in Canada for March

U. S. NETWORK programs still
lead in popularity in Canada, ac-
cording to March national ratings
released April 7 by Elliott-Haynes
Ltd., Toronto. Of 43 sponsored
network programs heard in Cana-
da, the leading ten were Luz
TeatricalTHEATRE ratings with rating 26,
Pickford McGee & Molly 34.4, Bob
Hope 25.7, Amos ‘n Andy 26.2,
Fred Allen 26.2, Ozzie & Harriet
24.6, Ford Theatre 24.2, Twenty
Questions 23.7, Wayne & Shuster
23.2 (Canadian program), and Al-
bum of Familiar Music 20.4.

Of 14 daytime sponsored net-
work shows, the leaders in March
were Pepper Young’s Family 18,
Ma Perkins 17.9, Happy Gang
17.7 (Canadian program), Right
to Happiness 17.1, and Big Sister
16.9.

French-language sponsored even-
ing network shows, numbering
33, were led by Un Homme et Son
Petit 43.2, Radio Carabina 37.8,
Rollande du Rire 36.2, Enchante-
tant la Vivour 36.1, and Metro-
pole 32.8. Leading French lan-
guage daytime sponsored network
programs (14) in March, were
Jeunesse Dorée 30.5, Ete Princi-
pale 29.4, Grande Soeur 24.9, Les
Joyeux Troubadours 24.6, and A
L’Enseigne des Fins Gourmets
28.8.

GA. NETWORK
29 Stations Form Assn.

GEORGIA ASSN. of Local Sta-
tions, statewide network of 29 lead-
ing outlets, got underway April 11
when Governor Herman Talmadge
extended his official blessings pre-
ceding a dramatic opening cere-
monies.

The Governor spoke for two min-
utes before a 15-minute strip pur-
chased by E. H. Brown Advertis-
ing Agency for Georgia General
Stations, which sponsors mail-order
type of show. A two-hour pro-
gram consisting of live talent is
aired daily from 1:45 to 9:45 a.m.
over the network, with national
advertisers and spot users slated
to buy time. Contracts already
have been signed for chain breaks
during the program.

Sale of time was handled by
Friedenberg Agency Inc., recently
appointed representative for the
state network and WGLS Decatur.
To control the WGLS magic, heads
active network operations.

Kent Foundation

SUCCEEDING his father, A. At-
twater Kent Jr. will serve as presi-
dent of the Atwater Kent Founda-
tion. One of the foundation’s bene-
ficiaries is the annual competition
for vocalists and instrumentalists.

Competition is currently entering
the semi-finals with winners to re-
cieve Hollywood Bowl debuts this
summer.

WLS Listeners
Are Always
“Good Neighbors”

Arthur C. Page, conductor of WLS Dinner Bell Time, mentioned the
73rd birthday of William Meuser of Rantoul, Illinois. Briefly, Mr. Page
explained that Meuser had been an invalid 35 years, that the newspaper
mail, birthday greetings and sympathy cards, began pouring in. Within three days, Mr. Meuser had opened and read more than 500 messages from WLS listeners.

Small in itself, this incident is one in a huge chain that stretches back 25 years—a chain of services rendered to people, to communities, to bounties and groups. When a sudden blurred forced postpone-
ment of a DeKalb County Home
Makers’ meeting, the leader’s first
thought was WLS—and our quick
announcement saved 500 women from
attempting the trip. When a Wisconsin farmer needed baling wire
desperately during wartime, a WLS mention brought him more
than enough.

WLS listeners throughout Mid-
west America are good neighbors—and during 25 years of close and
intimate service, they have come
to look on WLS as the biggest good
neighbor of all.
CUBA KC RAID
Predicted by NAB Engineers

POSSIBILITY that Cuba may soon start making assignments on some U. S. or other nations' frequencies was seen (April 9) in the FCC-industry roundtable from which Mr. Howard termed the "you-know-where department." Mr. Barr thought FCC would decide its long-pending clear-channel case "well in advance" of the NARB conference scheduled for September in Canada. Asked whether the decision would come before Congress acts on the pending Johnson Bill to break down the clears and limit power to 50 kw, he said this was "a $256 question." "Nobody," according to FCC Acting Chief Engineer, John A. Willoughby, knows when the VHF television freeze is going to be lifted. E. W. Allen, chief of FCC's Technical Information Div., said the so-called "clear channels," FCC on the technical studies, hopes to have its summary reports on VHF troposphere and terrain effects ready when the Joint Technical Advisory Committee meets April 19.

Whether the "thaw" will come ahead of the UHF decision is a question for the Commission to decide, Mr. Allen said in reply to a question from E. K. Jett, former Commissioner and now vice president of radio for the Baltimore Sunpapers. He said he wondered whether it would be practical to lift the freeze and announce simultaneously, for example, that a certain number of channels would be specified later as available in UHF.

Thomas T. Goldsmith Jr., research director for Allen E. DuMont Labs, proposed that industry be allowed to help finance its UHF experimentation by operating UHF stations commercially on a temporary basis. This would promote the compilation of necessary data, he declared. "UHF is our only choice [for sufficient channels], so why not jump in without waiting for more data?" he asked.

Hart S. Cowperthwait, acting chief of the FCC TV Broadcast Div., thought this would be "one method" but "somewhat radical." Mr. Allen added that the operation would not "automatically" produce additional technical data.

10 Years Needed

At the present rate, Mr. Allen said, it may be 10 years before reasonably conclusive propagation data on UHF will be available.Allocations can be made before then, he said, but he called upon FCC and industry to "gear ourselves" for quicker results.

Asked by Mr. Goldsmith what UHF experimental program industry might adopt to assist FCC, Mr. Allen noted the need for further data on differences in atmospheric effects in various regions, information on coverage under varying terrain conditions, and equipment problems.

FCC spokesmen scotched reports—which H. C. Florance of KDFC (Fresno, Calif.) said he had heard—that the Commission may delete the AM broadcast band. "There's no such thought at all," Mr. Barr declared. Asked by A. J. Mosby of KGVO Missoula, Mont., about increasing the daytime power limit for regionals, Mr. Barr said there has been "no activity in that direction."

Nor did he expect a repetition of the 1948 "temporary expediting procedure," in which the filing of new AM applications was in effect halted for three months while FCC and industry engineers tackled the problem of processing those already on hand.

Mr. Barr thought there is a basic need for a change in the concept of FCC's engineering standards, so there will be a clear distinction between standards and allocations. FCC, he said, needs something to "keep us from putting our hands over our eyes" and saying a certain service area will be "held inviolate,"

On All Accounts

(Continued from page 90) looked for new fields to conquer. Remembering Horace Greeley's advice, "Go west, young man," Mr. Hussey turned to the West. This was just before the great depression of the late roaring '20s. He went to Southern California first in September 1926, driving across the country with a pal. Bob liked what he found, and after some West-East commuting decided to make his home in Hollywood.

He joined Warner Bros. as a publicist in 1930 and, for the next 14 years, worked in what he fondly calls "the film foundries." He functioned primarily in the publicity departments of four major motion picture studios. Bob is credited with organizing the first motion picture radio department in Hollywood at Paramount Studios in 1939.

It was in early 1943 that Mr. Hussey joined Universal Studios, and it was there that he had a hand in developing radio as a medium to exploit that firm's stars and properties.

Next he joined Young & Rubicam in April 1944 as West Coast talent supervisor. And his duties grew. It was in 1947 that he was made manager of the program development department for the agency's Hollywood office.

When he isn't making the social rounds, which give him his best talent contacts today, Bob enjoys life at home with Mrs. Hussey, the former Mary Lou McAdoo of Los Angeles, whom he married on March 6, 1937. The Husseys, with their two children, Judy Linda, age 10, and Janice Lynn, just 12 months old, make their home in the Outpost Hills section of Hollywood. Bob enjoys a round of golf and also includes hunting and fishing among his favorite sports. Swimming is another form of relaxation for him. A Mason and Shriner, Bob is an active member of the Hollywood Ad Club, too.
The Fred A. Palmer Co.
Columbus, Ohio
Radio Consultants
on
Management and Operation
(20 years experience)

- **SALES CAMPAIGNS**
- **SALES TRAINING**
- **SALES PROMOTION**

Post Office—Box 108, Worthington, Ohio
Telephone—Worthington 2-7346
HELPING to celebrate debut of the tiny Altex condenser microphone (on stand at left) at ABC broadcast of Academy Award presentations are (left to right): Frances Scully, commentator; Douglas Fairbanks Jr. (who won Oscar award for absent winner Lawrence Olivier); Jane Wyman, Award winner; Jean Hersholt, head of Academy of Motion Picture Arts and Sciences; Owen James, commentator. Four of the miniature microphones, which are the size of a stack of six dimes, were used for broadcast, providing an unobstructed view of participants.

CBC REPORT

Income, Costs Increase

COMMERCIAL PROGRAMS accounted for 18% of all service carried on Canadian stations during the fiscal year 1947-48, according to the annual report of the Canadian Broadcasting Corp. Of commercial network programs carried, 54% originated in the Dominion and the remainder were piped in from the U. S. The CBC report was filed with Parliament at Ottawa at the end of last month.

More than half the report is devoted to sustaining programs carried by CBC during the year, going into full detail in various entertainment, cultural and public service programs presented. Dealing with commercial programs, the report points to "a slight increase in the number of sponsored programs carried by CBC.

On exchange of programs, the report states that 2,842 hours were carried from American networks, a drop of 326 hours in the year. A total of 1,496 programs representing 251 hours were brought in from the British Broadcasting Corp. CBC almost doubled the programs sent to the United States, a total of 125 programs representing 60 hours, of which MBS carried 31 hours.

Operating costs have increased, the report points out, especially in the matter of salaries, which were upped considerably during the year. CBC on March 31, 1948, had 1,075 employees, an increase of 78 in the year.

Revenue shows license fees up $982,449 to $4,798,591, commercial broadcasting revenue at $1,842,558 (up from $1,781,290 in 1946-47) and miscellaneous revenue at $559,914. Total revenue is $6,786,763.

Expenditures are well up to a total of $6,348,593. Of this program account for 49.6%, engineering 18.5%, administration, press and information, commercial department 11%. Practically all of this is salaries and wages. Wire lines account for 14.3% of total.

BRAND NAMES

Re-elects Woods Director

MARK WOODS, ABC president, was re-elected director of the Brand Names Foundation at last Tuesday's Brand Names Day—1949, held at the Waldorf-Astoria Hotel, New York. Mr. Woods also was elected to the organization's executive committee at the group's annual meeting, which opened the day's activities.

At a luncheon, held in the hotel's grand ballroom, Bert Parks, ABC quizmaster of "Stop the Music and Break the Bank" fame, conducted a "Brand Names Quiz." The quiz, and an address by John Foster Dulles, U. S. delegate to the United Nations General Assembly, were broadcast by NBC and WQXR New York, and telecast by the -DuMont television network.

NATIONAL BROADCASTING COMPANY

In Program Department

TWO executive additions to the NBC program department were announced last week by Thomas C. McCray, the network's national program director.

Leslie Harris, former head of radio operations for Benton & Bowles, New York, was named assistant national program director. Mitchell Benson, formerly radio director and supervisor for Gale Inc. and William Morris Agency, was appointed administrative assistant to Mr. McCray and coordinator of new programs. Mr. Harris entered radio as a part-time announcer at WBDO Orlando, Fla. After joining CBS he handled Wendell Willie's southern campaign in 1940 and covered Gov. Dewey at the 1944 Chicago convention. He also served as announcer for the late Pres. Roosevelt.

At Benton & Bowles, Mr. Harris directed and produced such shows as "The Prudential Family Hour," "Glamor Manor," "Portia Faces Life" and others.

Mr. Benson's radio history, which was interrupted by World War II in motion pictures and theatre production, started with WOR New York, where he was commercial program director. Later he assumed the program directorship of WHN New York, now WMGM. From there, Mr. Benson held successive administrative posts in the radio and television departments of Foote, Cone & Belding and Mathes & Co., both New York agencies.

JONES VISITS TRUMAN

Jones Visits Truman

FCC COMR. Robert F. Jones paid a courtesy call on President Truman last Wednesday. The visit was occasioned by the President's fourth anniversary in office. It was indicated that no FCC business was discussed. Comr. Jones was accompanied on his call on the President by Rep. Michael J. Kirwan (D-Ohio).

SPRINGFIELD IS 185 MILES FROM CHICAGO

IF YOU DEPEND on a New York station to blanket Baltimore, perhaps you can convince yourself that a Chicago schedule will cover Illinois' Capital City.

EVERY LISTENER survey shows the contrary. WTXA invites you to check up. Also please note WTXA's dominant position in this $300,000,000 retail market. Sangamon County alone rolled up $150,000,000 retail sales in 1948.
DECLINES UAPRE
U. of Wis. Rejects Plan

U. OF WISCONSIN has declined an invitation of the University Ass'n for Professional Radio Educators to become a charter member of the organisation [Broadcasting, March 28], according to an announcement by H. L. Ewbank, chairman of the university's radio committee. In a letter to Prof. Tom D. Richworth of the U. of Texas and secretary of the association, the Wisconsin radio committee stated its reasons for its decision.

Among the reasons cited, the committee stated: "We are not convinced of the necessity, or value, at this time of an accrediting agency with power to grant certification to one institution and withhold it from another. Broadcasting involves many skills. An individual graduate from a non-accredited school may have better qualifications for a given position than one from a member institution. We do not believe that any group has the evidence to support any set of definite requirements for positions in the industry.

KGF UPS POWER
Now 5 kw Day, 1 kw Night

KGF, ABC outlet on 1380 kc at Pueblo, Col., has announced that it has increased its power to 6 kw day and 1 kw night. Station formerly operated with 1 kw day and 500 w night.

KGF has placed in operation a new Gates transmitter plus new phasing equipment and antenna system. Nighttime directional pattern involves a two tower array. The towers are 200-ft. Winchips. A new brick building houses the new equipment.

The station, which started in February at 1,250 w, also has modernized its studios and purchased a new console and transcription cutting facilities. KGF licensee is the Colorado Broadcasting Co. Gifford Phillips, of Denver, is president.

GREENBERG NAMED
Heads Broadcasters Guild

PROMOTION of Robert Greenberg, promotion manager of Broadcasters Guild, Hollywood, to post of general manager has been announced by James Parks, Hollywood vice president.

Mr. Greenberg will coordinate the Hollywood office functions, direct new program activities and will be in direct charge of sales. He will be assisted by Daniel E. Anderson, station relations director, recently appointed as part of the Guild's expansion. Mr. Parks, following the NAB sessions last week, left on month's tour of member stations in East and Midwest.

WRNY and WRNY-FM Rochester, N. Y., enter into three-year contract to broadcast Rochester Red Wing baseball games, with Genesse Brewing Co., Rochester, as sponsor.

TORNADO FUND
KTM6 Raises $3,605.35

RELIEF fund sponsored by KTM6 McAlester, Okla., for victims of a tornado which struck Pittsburg County late last month, far exceeded the expectations of the station. When the drive was started, the station hoped to raise $100. J. Stanley O'Neill, owner and general manager, reported. In less than a week, the fund amounted to $5,605.35.

KTM6 aired its first report of the tornado at sign-on the morning of the disaster and asked for clothing, bedding, trucks and man power. The response was so overwhelming, Mr. O'Neill said, it was necessary to announce at noon that no more trucks were needed. Tape interviews made at the scene of the disaster were aired on a 30-minute program in the afternoon and listeners were urged to call in contributions. Mr. O'Neill tells that toward the end of the drive "such show it was necessary to recall employees who had gone home to assist in the tabulation of calls.

A committee of local citizens was appointed by the station to distribute the funds for immediate needs. Cooperation from all local organizations was wholehearted, Mr. O'Neill said. He emphasized the aid given by the local newspaper, wherefore said to be an ardent appeal of the station. The paper contributed to the fund and carried several front-page stories promoting the drive.

Aiding living quarters where necessary, in addition to the construction of such stations and facilities, and for the improvement, furnishing, equipping and repairing of such stations and facilities and of laboratories and other related facilities (including construction of new subsidiary buildings and structures not exceeding in aggregate $350,000 in cost); and in connection with technical research and development, it being necessary to assure maintenance of the functions vested in the Commission as from time to time may be appropriate for by Congress.

Language is intended to authorize the Commission to expend sums eventually authorized by Congress for necessary improvements in laboratories and related facilities. Mr. Coy stated, "even where such improvements may require construction of satellite or subsidiary buildings or facilities not physically attached to the present laboratory buildings but required in order to carry out or implement new activities of existing (ones) . . ."

Any such construction would be limited, however, to $25,000 in any one instance, he added.

Lang-Worth's 6,000

LANG-WORTH PROGRAM Service lists over 6,000 individual selections instead of 600, as was incorrectly stated in a story on NAB in the April 1 issue of Broadcasting.
ADVERTISING

Three Briefs Filed With FCC

CONFLICTING views are expressed on the FCC's detailed proposal to change its rules so that most broadcast applications would be handled locally [BROADCASTING, Feb. 28].

Frank U. Fletcher, Washington radio attorney and co-owner of WARL-Arlington, Va., told the Commission he felt "the adoption of the rules as proposed would far too far toward expediting the consideration of broadcast applications by the Commission."

Opposite opinion was expressed by J. B. Fuqua, vice president and general manager of WAC GAUGUS, Ga., who said he was "opposed to all of the proposed advertising procedures on the grounds that they are superfluous," would "only complicate the work of the Commission as well as the applicants" and would "invite all types of interferences" and delaying procedures.

Mr. Fuqua, however, said the "Commission is to be commended for its proposal to eliminate the competitive bidding feature of the AVO rule." He felt that while the rule was made with good intention, "it has had a fair trial and the competitive bidding has proven of no value to the Commission, the buyer, the seller or the public."

Raytheon Mfg. Co., in a brief filed by F. D. Edes, its attorney, neither fully approved nor condemned the proposed changes. Raytheon instead suggested several modifications to ease certain restrictions and allow amendments in certain situations to more easily resolve conflicts.

The Commission announced its proposed changes in the rules on handling of applications about a month ago and set April 4 as deadline for the filing of comments by the industry. The date has since been extended to May 4 and briefs are expected from NAB, the Federal Communications Bar Assn., the major networks and perhaps Televison Broadcasters Assn., among others.

Specifically, the proposed rules changes would require local advertising of most broadcast applications and would establish 90-day cut-off dates for mutually exclusive

SPONSOR and sponsored get acquainted as Harry Clark (r), WCBS New York newscaster, greets Barney Rubin, president of Bond Stores Inc. Bond has signed for three-week sponsorship of Mr. Clark's daily news reports.

more than 30 days before a designated hearing date "may be unnecessarily restrictive in many situations."

Raytheon suggested provision be included to allow dismissal without prejudice when good cause is shown.

Regarding the proposal to require a station to start anew with the advertising procedure when making a major amendment to its application, Raytheon said such an applicant would be unduly penalized and the requirement would discourage amendments. Raytheon also urged under certain circumstances that amendments be allowed even after proposed decisions have been reported if the changes sought would disolve conflicts.

IMMUNITY BILL

To Be Pushed by Ohio Group

OHIO ASSN. of Radio News Editors has appointed Ed Wallace, WTAM Cleveland news director, chairman of a special committee to help secure passage in Ohio's legislature of a bill extending the immunity privilege to radio. Assisting Mr. Wallace is Will Henderson of the State News Bureau.

Under a proposal now before the Ohio House Judiciary Committee, the immunity now extended newspapermen not only would be refuted to radio newsmen but would be taken away from the press, according to Charles R. Day, WAGR Cleveland news director and ORANE president. The proposal was offered as an amendment by Rep. David M. Postlewaite (D-Columbus) at the first committee hearing on a radio privilege bill introduced by Rep. Robert Shaw, Columbus. Date for a second committee hearing has not been set.

SEVENTH in a series of television training courses will be conducted by RCA Engineering Products Dept. at RCA Victor, Camden, N. J., plant, May 9-13.

NEWS SOURCES

N. J. Radio Bill Beaten

FAILURE of Republicans in the New Jersey Senate to approve a bill giving radio newsmen protection of news sources drew the censure of the New Jersey Broadcasters Assn. April 11. The bill would have amended a law enacted by the legislature some time ago governing newspaper reporters only.

James Howe, association head and president and general manager of WCTC New Brunswick, N. J., characterized the action as "absolute discrimination" against NJBA's 17 members and said "the least the Republicans could have done would have been to allow the entire Senate to vote on the measure."

The measure cleared the lower house 46-2 but was killed in the judiciary committee of the senate.

Describing the legislation to protect newsmen as "basically sound," Mr. Howe pointed out that "of ten states which now have it on their statute books, five have already amended the measure to include radio, television and facsimile personnel. Safeguarding the news information sources is as essential to radio as it is to the press."

Mr. Howe served notice NJBA plans to enlist aid of the New Jersey Press Assn. will "keep hammering at the Senate Republicans to right the gross wrong . . ."
When It’s BMI It’s Yours

Another BMI “Pin Up” Hit—Published by Barron

YOU'RE SO UNDERSTANDING

On Transcriptions: Blue Barron — Long-Worth.

NAM REQUEST
Investigation of FTC Asked
NATIONAL Assn. of Manufacturers April 4 requested that Congress conduct an immediate and thorough investigation of Federal Trade Commission “to correct abuses of power and inefficiencies” disclosed by the Hoover Commission task force. The statement was filed by Raymond Smethurst, NAM counsel, with a subcommittee of the Senate Judiciary Committee.

Mr. Smethurst called for rectification of the commission “with a focusing of its functions and program, and a reorganizing of its operations and procedures in order to achieve the objectives for which it was originally established by Congress.” Findings of the task force indicate, the statement said, that the commission “has been proceeding in disregard of statutory requirements.”

L. L. ALTMANN (seated), Washington, Maryland & Annapolis Motor Lines president, looks over $7,800 contract for Transit Radio-WBZU (FM) Bradbury Heights, Md., broadcasts. Grouped around him are his secretary, Bernie Belcher (seated, l); William G. Kegel, WBZU commercial manager, and Sherry Bennett, secretary to the WMBA traffic manager.


NAB Battens Hatches

(Continued from page 23)

the way for expansion of this bureau in the future, perhaps with headquarters in New York and branches in two or three key business centers.

The bureau may even be divorced from direct NAB management control, as in the case of ANPA’s Bureau of Advertising.

The action marks the first time in NAB history that a serious effort has been made to match the aggressive sales tactics of competing media. The approximate $225,000 fund available to BAB is hardly a fifth of ANPA’s fund, but the board was said to have in mind a greatly expanded bureau.

A grant of $100,000 was authorized for BAB, to be produced by the board finance committee. Then there is the present $70,000 for NAB Broadcast Advertising Dept., which BAB supplants, plus another $50,000 from the general services fund for printing, travel and similar expenses. It was felt BAB will be able to provide special services and material designed for particular types of clients which will bring in important revenue.

‘Intermediate Step’

BAB is described as an “intermediate step” in the advertising conception. BMB constitutes a basic element in the project, and future industry measurements will be primary factors in the sales promotion activity.

Directing BAB will be Mr. Mitchell, present director of the Broadcast Advertising Dept. He will serve under a five-man policy group consisting of the chairman of the NAB Sales Managers Executive Committee and four board members representing all main industry facets. BAB will operate directly under NAB management, which will be guided by the five-man policy group to be known as the Broadcast Advertising Bureau Committee.

NAB will soon reconstitute all its executive committees, which might mean a change in chairmanship of the sales managers committees.

Large numbers of NAB delegates complained about an overdose of convention sameness last week, though relatively few of them swallowed the whole prescription. It was one speech after another, from 10:30 Sunday morning to Wednesday noon, including a night session and banquet. Each of the speeches were good—even wonderful—judging by the delegate reaction. Others weren’t so popular or informative, and the delegates said so.

Corridor and room groups were grouching about the cost of their big trade association. There were those who claimed they saw big cracks opening in NAB’s structure, apertures that portended a young industry earthquake. There were others less alarmed who saw a desperate need for a new type of operation.

The board members themselves, and NAB’s top executives, were aware of what was happening. But until they sat around the long table in the Stevens dining room, they didn’t know how well prepared they were to mend a fissure that might have developed into a major association and industry crisis.

During its post-convention meeting Wednesday, the board heard the arguments of a quickly mustered rank and file committee. This group had agitated on the convention to have $1,000 of association’s funds earmarked for sales promotion.

A five-man committee representative of NAB’s Sales Manager and Small Market Station Committees presented committee ideas on the need for sales expansion. Members were Frank E. Pellegrin, KSTL St. Louis and Transit Radio, William B. Maillefort, WVEV Rochester, N. Y., Simon Goldman, WJTN Jamestown, N. Y., Hugh Higgins, WMOA Marietta, Ohio, Odin S. Ramsland, KDAL Duluth. Each is now owner of one or more stations and most are general managers.

Urge Sales Activity

The two executive committees have tried for years to get the sales activity they feel NAB should provide, the board was told.

Mr. Mitchell presented three distinct plans to the board. They included the separate Broadcast Advertising Bureau idea with a separate budget and outside direct NAB control—a 40% or $300,000 annual fund for sales—$100,000 from NAB surplus to enlarge the department and get the expansion plan going.

The plan finally adopted included elements from all the proposals.

In acting on the BAB project Wednesday, the board had to solve the problem without knowing what it would do about the interlocking NAB reorganization plan. The bureau project was so important, directors felt, that it had to be worked out before the overall reorganization could be tackled.

Motion to adopt resolution creating BAB was made by Howard Lane, WJJD Chicago, director-at-large for large stations, and seconded by G. Richard Shafio, WSI Columbia, S. C., director-at-large for medium stations, who has been active in the work of reconstituting BMB.

During Mr. Mitchell’s appearance before the board, Mr. Shafio had asked him if BAB would be crippled without BAB. Mr. Mitchell quickly said, “yes.” “Do you think BAB or any uniform audience measurement project is essential to BMB?” Mr. Shafio asked. Mr. Mitchell replied, “emphatically and unequivocally yes”.

Mr. Mitchell emerges from the convention as a key man in the coming media battle. As a practical sales executive, he draws on a background that includes the CBS sales staff, general management of WTOP Washington and extensive newspaper advertising experience. Many of the board members have heard the now famous “Mitch’s Pitch,” a sales talk he has delivered in two score cities in the relatively few months he has been at NAB.

The board’s two-day session included a report on the serious international situation by Forney Rankin, international adviser to President Miller. The board called for full industry participation in the next NARBA, to be held in Canada, and demanded maintenance of U. S. technical standards.

It’s No Bull!

WMGW

Studios & Offices—First Nat’l Bank Bldg.

Meadville, Pa.

April 18, 1949 • Page 99

when we say there’s enough cows in Crawford County to make it THE leading dairy producing county in Pennsylvania. And Mr. Advertiser, now’s the time to get your share of the CREAMI ($22,000,000 in retail sales in Meadville alone). And too, don’t forget for one minute; We not only broadcast your shows...we promote them.
BMB has had to overcome numerous unforeseen reversals, but predicted this is the last call for help. If subscribers respond by signing waivers, success of Study No. 2 is assured, he said.

On behalf of BMB it was stated that the project will mark a major step forward in showing the industry's coverage of the national audience and that it will meet demands of advertising and agency groups who insist on having industry-wide figures to guide them in buying radio time. Against BMB was the argument that it has been mismanaged and that NAB should not bail it out once more when only a minority of NAB membership subscribed to the study.

BMB's supporters entered the NAB board room at Chicago last Thursday armed with 100 waivers out of 540 paying subscribers. Most of these had been obtained at the Tuesday afternoon business meeting. Before that meeting fell after BMB discussion ended, only a small portion of members had a chance to sign waivers on the spot. Others chose to take them back home. NBC offered to sign, and CBS said it was willing if most of the subscribers signed. ABC officials were not available at the time. The debate Tuesday afternoon was not extended. The vote of confidence in BMB drew only a few scattered objections.

The whole problem had been discussed at the meeting of the old board held the previous Saturday. Some members felt that any further demand for money to rescue BMB would bring wholesale resignations. One suggestion was made that action should be taken against former BMB officials. The board finally decided to approve the waiver idea, though the idea was advanced that agencies and advertisers should help underwrite final costs or help provide credit.

Some $3 million has been spent on BMB to date by broadcasters, it was declared. The board then left the matter for convention action.

Dr. Baker opened Tuesday afternoon by recalling the interest which Baker explained, was swamped and led to a greatly improved format for the No. 2 study now under way, he said. Main objection centered in the number of times per week basis of the first study, an objection that was removed by breaking the study into three groups—number of times heard one or two days a week, three to five days a week; six or seven days a week. These figures provide total number of times listened per week. Dr. Baker showed how the sharper formula works out in tests conducted in 28 cities.

Takes Inventory

When he took over BMB last March 21, he recalled, he took inventory and decided BMB was in trouble—that it had been planned on a 1,000 station basis but really had a 540-station segment paying fees.

Worst crisis was the presence in contracts of a 90-day cancellation clause based on an original five-year concept, with fear that a large number of stations might decide to exercise the privilege and leave the organization in the hole. Income was found to gross $200,000 less than anticipated. Dr. Baker went to the board which decided to put the problem up to the convention and ask members to waive the cancellation privilege. "We ask only that you refuse to withdraw," Dr. Baker explained, since banks and contractors want to see this evidence in writing.

Eugene J. Roth, KONO San Antonio, asked when the work would be done. Dr. Baker said 300,000 ballots were expected but it would take into the autumn, at a minimum, to tabulate them. Asked how many subscribers replied favorably to BMB's emergency demand last February for right to take about $100,000 tax reserve money out of escrow, he said 389 favored it unqualifiedly and 22 with qualifications.

Judge Miller said the Revenue Bureau had a $75,000 claim but the tabulating company had demanded 24-hour action and it was obtained. The telegram was worded, he conceded, and frightened many loyal subscribers. Mr. Rothe announced his station would yield its cancellation powers.

Dr. Baker listed ten dozen stations that have signed the cancellation waiver. CBS is ready, he said, and NAB feels the same way.

Mr. Shafo said the NAB board, of which he is a member, wanted evidence of convention sentiment on BMB. "Do you wish the BMB study to be completed?" he asked, drawing a rousing yes and applause. Little opposition was noted.

At this point Clair McCollough, WGAL, Lancaster, Pa., a board member and chairman of the NAB board finance committee, asked how many of the BMB members belong to NAB. Dr. Baker said about 60% of the subscribers belong to NAB, of which 2,000 NAB members, fewer than 300 belong to BMB. He did not consider the informal acclamation a mandate to the board, he said.

Jack Harris, KPBC Houston, said he had no assurance that if he paid for 14 months, the study would be completed. Dr. Baker said that when enough waivers are signed, the BMB executive committee will act promptly. BMB needs $218,000 to write off tax liability and complete the study, he said; adding that he had not counted in one cent of new business.

On the matter of nonsubscribers, he explained that subscribers may obtain the reports affecting non-subscribers in their own service areas. Judge Miller added that under the law the data must be available to nonsubscribers who will then pay what they should have paid in the first place.

Victor H. Diehm, WAZL Hazleton, Pa., asked about agency reaction. Dr. Baker said agencies liked the study and were vociferous in their demands for sharper data.

Henry Johnston, WSGN Birmingham, a board member, recalled his difficulty with BMB in the "Birmingham situation" but said he now supported BMB and will submit waivers on behalf of the two stations.

McCollough Objects

Mr. McCollough said he objected to BMB having support of only 10% of the membership and felt NAB should not plunder its treasury on behalf of 10% of the membership. He said he would subscribe to a standard bureau which would be representative of the membership. John B. Hughes, KXXX Colby, Kan., was first on the floor to offer to sign the waiver for Paul H. Goldman, KSYL Alexandria, La., asked what would happen to the money if the funds were over subscribed. Judge Miller explained it is not NAB money and that it would be returned to subscribers. NAB, ANA and AAA special BMB committees all feel the BMB concept must be supported, with NAB to act when decision is reached on what form the project should take.

Frank J. Prendergast, WTVN E. St. Louis, asked if stations can come in later. Mr. Shafo said they could, but with some penalties. At this point the discussion adjourned.

Text of the waiver agreement follows:

**AGREEMENT**

For good and valuable consideration the undersigned mutually agree that he is a member of American Radio BROADCASTING; and that he binds himself to make all payments to his Radio BROADCASTING, in accordance with the terms hereof, to the end that the Radio BROADCASTING may have and enjoy the benefits and advantages of membership therein, and that his Radio BROADCASTING is under no obligation to make any payments to him except as provided herein.

For good and valuable consideration the undersigned mutually agree that he is a member of American Radio BROADCASTING; and that he binds himself to make all payments to his Radio BROADCASTING, in accordance with the terms hereof, to the end that the Radio BROADCASTING may have and enjoy the benefits and advantages of membership therein, and that his Radio BROADCASTING is under no obligation to make any payments to him except as provided herein.
MEXICAN 1-AS

Fulltime Requests Planned

SEVERAL daytime stations on Mexican 1-A clear channels plan to apply to FCC for special service authorizations for fulltime use.

This was disclosed last Tuesday at a meeting of the Daytime Petitioners Assn., held in connection with the NAB Convention in Chicago. Some 26 stations were represented and five new ones indicated they will join the DPA, bringing total membership to 58 stations.

The group reviewed progress of committees working on proposed changes in the North American Regional Broadcasting Agreement, and made plans to be represented when the conference to draw up a new NARBA goes under way in Canada in September.

DPA is composed of stations on six channels to which, under the “Gentlemen’s Agreement,” with Mexico, the U. S. is making no fulltime assignments. DPA contends the agreement has expired and is petitioning FCC to change its rules to permit fulltime use. A resolution supporting the petition was adopted at a meeting of unaffiliated stations at the NAB meet.

At least six daytimers already have asked for fulltime use of these channels. WPXI Alexandria, Va., whose President Howard B. Hayes is also president of DPA, was the first. Its 142 annual contract, with URLN, N. C.; WPIT Pittsburgh, and WKY Louisville have filed similar requests.

GOLF TOURNAMENT

JOE HIGGINS, WTHI Terre Haute, won the 14th annual BROADCASTING- NAB golf tournament held at the Acacia Country Club in Chicago April 10. He scored a 78 for low gross honors.

Bruce Bryant of the Chicago Edward Petry office won low net with a 74, scoring an 85 gross with a 12 handicap.

BROADCASTING awarded Mr. Higgins a silver loving cup. A 19th hole party was held by BROADCASTING for the givers.

Some 44 radio golfers participated in the tournament with Mr. Higgins, a former Ohio and Indiana golf champ, showing the way with par on all but four holes.

Seven low gross honors were divided between Merrill Lindsay WSOY Decatur, Ill., and Smith, Smith Agency, Chicago, with 82’s.

Following low net winner Bruce Bryant’s 64 were Johnny Carey, WIND Chicago, and Bud Boote, WDAF Council Bluffs, Iowa, with 65’s.

Winners in the BROADCASTING-NAB golf tournament were Mr. Bryant (i) and Mr. Higgins.

Higgins Grosses 78; Bryant Nets 64

Radio Aid to ACS

THROUGH error, the value of time and talent contributed by radio and television to the American Cancer Society’s 1949 drive was reported as $15,500,000 in BROADCASTING April 11. The $14,500,000 is the total goal set by the society for collections in its 1949 drive. No monetary data of the value of radio and television contributions has been set, although Walter King, ACS radio director, describes it as “impressive.”

Golf tourney

JOE HIGGINS, WTHI Terre Haute, won the 14th annual BROADCASTING-NAB golf tournament held at the Acacia Country Club in Chicago April 10. He scored a 78 for low gross honors.

Bruce Bryant of the Chicago Edward Petry office won low net with a 74, scoring an 85 gross with a 12 handicap. Mr. Higgins only received a 12 handicap to go with his 78.

Complete golf scores are listed in table below.
At Deadline...

TWO NEW AM'S, WFCl MOVE, WHLO POWER BOOST GRANTED

FCC PROPOSES TO BAN NEW SHARE-TIME GRANTS

FCC proposes rules changes to preclude granting of additional share-time or specified-hours AM stations. Reasons, FCC said, are that such stations "are believed to be wasteful of spectrum space and particularly undesirable in view of the increasing crowding of the AM broadcast band." Existing share-timers not to be affected, said FCC. Comments invited by May 28.

BID FOR WROL DISMISSED

Bid of Knoxville Journal for $365,000 purchase of WROL-AM-FM Knoxville from S. E. Adcock dismissed by FCC at mutual request of parties. Rival Avco bid of Dempster-Johnson-Ward Broadcasters rendered ineffective. Principal in competitor is George R. Dempster, 50% owner WGAP Maryville, Tenn. The Journal earlier petitioned FCC to postpone action on its bid to allow Dempster group to negotiate agreement if possible and obviate hearing. FCC never ruled on petition.

QUINN, KASHEN TO R&R


WOR BUYS TV STUDIO SITE

WOR NEW YORK has purchased Manhattan block bounded by 67th St., 68th St., Broadway and Columbus Ave. as site for future WOR-TV office and studio building. Construction date to be set soon.

SPEAK FOR RADIO AT ANPA

NILES TRAMMELL, NBC president, and William C. Gittinger, CBS sales vice president, will present television and radio, respectively, at April 27 afternoon session of American Newspaper Publishers Assn. convention in New York. They will be among speakers at advertising session on theme, "Space and Time in the Buyer's Market." Convention is scheduled April 26-28 at Waldorf-Astoria.

KRAFT EYES DAYTIME RADIO

KRAFT CHEESE Co. may go into afternoon radio. It can find "right show," spokesman for Kraft agency, J. Walter Thompson, New York, said Friday. Six-year-old Kraft Music Hall, NBC Thurs., 9-9:30 p.m., leaving air after summer season, to be replaced for summer with program starring Nelson Eddy, Dorothy Kirsten and Robert Armbruster's orchestra, Great Gildersleeve, NBC Wed., 8:30-9 p.m., will advertise products previously promoted on Music Hall as well as those it now advertises.

ICTS RENEWS CHARGES

RENEWED demand made by International Catholic Truth Society for public hearing on renewal of Mr. Bulova's WNEW New York in support of renewal application with FCC Friday. Request charged: "For more than a decade, Mr. Bulova and his business associates and attorneys have repeatedly misrepresented and concealed from the Commission the true facts pertaining to his acquisition and control of not one, but everyone of his six or more present and past radio stations." Bulova case, with his WNEW and WOV New York both on time slot, was of special interest to FCC.

MANN-EllIS APPOINTMENTS

JEROME DOBIN, copy chief and account executive of Mann-Ellis, New York, appointed agency's vice president. Marvin L. Grant, formerly with Wm. H. Weintraub agency, joined Mann-Ellis as account executive and radio-TV director. Wally L. Wallisch appointed art director.

Closed Circuit

(Continued from page 4)

suit, bargaining talks will be stepped up to match proportions this week with sessions on three-a-day basis—morning, afternoon and evening.

AMERICAN Tobacco Co. (Lucky Strike cigarettes), through N. W. Ayer & Sons, dropping Your Show Time, NBC-TV Fridays, 9:30-10 p.m. New show being sought for use in time slot, which sponsor is retaining.

SURVEY of newspapers in 32 cities having TV revealed that radio columnists in past few months have devoted 70% of their space to TV and 30 to sound radio. Spot check was made by one of networks.

FULLTIME staff official at NAB to be assigned to interpret and provide information on NAB Standards of Practice. Routine code matters have been handled in NAB Program Dept., headed by Harold Fair.

WHILE MBS is not advertising terms of its presidential shift, it wasn't denied that outgoing President Edgar Kobak received full year's severance pay which will be adjusted over 32-month period. Incoming President Frank K. White's contract reportedly is for three years at roughly same stripped figure.

STATE DEPT. will be asked by NAB to send high-level diplomat to call on President of Cuba in effort to secure Cuba's adherence to terms of expired NARBA Interim Agreement.

FCC COMMR. George E. Sterling, resting at home from six-month tussle in Mexico City with Russians at High Frequency Broadcast Conference (see story page 28), expected to coordinate technical matters in television reallocation when Chairman Wayne Coy goes to Paris in May for telecommunications meet.

THOSE predictions about lifting television freeze by mid-year may be slightly jarred with word that ad hoc committee of Nov. 30-Dec. 3 engineering conference on reallocation has refused to approve draft reports as proposed. Few days ago there was hope reports could be circulated this week but now new subcommittees must reconsider. Data on terrain, troposphere factors, etc., involved.
WINS
MORNING MATINEE
EVERY DAY MONDAY thru SATURDAY 8:30 to 9:30 A.M.

WINS TO STRESS LOCAL INTEREST

ART SCANLON

Next month Art Scanlon comes of age in radio when he celebrates 21 years on the air. It was back in 1928, the hey-day of radio when Art first appeared on a network broadcast with the late Graham Mac Namee and Phillips Carlin. He has played in title roles on such radio shows as "March of Time," and "Cavalcade of America." Broadway and Hollywood have also been his beat, having appeared in "Young Sinners" and "Bright Honor." Joining WINS in 1944 Scanlon has quickly caught on with the listening public. His early morning show has become one of New York's popular programs. His knowledge of what New Yorkers like to hear and his presentation are ideally suited for the New York edition of Morning Matinee.

PATSY GARRETT

Patsy Garrett is currently starring with Jack Lacy on the WINS show, "Bushels of Fun." A fine comedienne, and talented vocalist, she is at her best with her new team mates Art Scanlon and Jo Halpin. When not good naturally needling her associates, she keeps the audience in the aisles with laughter.

Patsy Garrett has been in radio for ten years. As part of the Fred Waring show she toured the country with him as the featured vocalist. More recently she emceed the "Broadway Matinee" with Jim Ameche on CBS.

Morning Matinee is tailored to the fast and funny Patsy Garrett.

New Trio of New York Personalities to Headline Show

Local interest has been the paramount consideration in streamlining "Morning Matinee" for the New York audience. WINS will feature Patsy Garrett, Art Scanlon and Jo Halpin in this highly important morning show aired daily from 8:30-9:30 A.M. over the Crosley outlet in New York. Basically, it will be a music, news and comedy format, in which Patsy and Art Scanlon will star. However, one segment will be reserved for the talents of Jo Halpin. She will report the news, fashions and activities for women and interview famous name guests. Informality and community interest will be stressed, particularly in the music and comedy segments.

JO HALPIN

Jo Halpin always has something to say and says it well. A former woman radio commentator in St. Louis, she is widely known for her accurate and straightforward reporting of the news. She has always been successful in selling her advertisers' products. Testimonials from happy advertisers are numerous and gratifying.

Jo Halpin was one of the few women in the radio division of the UN. Until just recently she had the job of gathering news, interviewing personalities, writing scripts as well as acting as announcer. During World War II Miss Halpin went to Washington where she was employed as a radio newswriter by the office of inter-American affairs which was later absorbed by the St. Department. At the end of the war Halpin then became a feature writer and broadcaster for the UN.

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CROSLEY BROADCASTING CORPORATION
The remarkable background of "Madame X"

Now the identity of "Madame X," the unknown in a long search for tone perfection, has been revealed. From this quest emerges a completely integrated record-playing system—records and automatic player—the first system of recorded music entirely free of distortion to the trained musical ear.

The research began 11 years ago at RCA Laboratories. First, basic factors were determined—minimum diameters, at different speeds, of the groove spiral in the record—beyond which distortion would occur; size of stylus to be used; desired length of playing time. From these came the mathematical answer to the record's speed—45 turns a minute—and to the record's size, only 6½ inches in diameter.

With this speed and size, engineers could guarantee 5½ minutes of distortion-free performance, and the finest quality record in RCA Victor history!

The record itself is non-breakable vinyl plastic, wafer-thin. Yet it plays as long as a conventional 12-inch record. The automatic changer of the new record player holds up to 10 of the new records—1 hour and 40 minutes of playing time—and the player can be attached to almost any radio, phonograph, or television combination.

The records are free of surface noise. The record player is amazingly small, compact, and virtually foolproof. Records are changed quickly and quietly.

RCA Victor will continue to produce 78 rpm instruments and records. But the new "Madame X" development is one of hundreds which have grown from RCA research. Such leadership adds value beyond price to any product or service of RCA and RCA Victor.

"Madame X" was the code name, during research and development, for an entirely new system of recorded music... perfected by RCA.

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World Leader in Radio—First in Television