why WOR sells more at less cost to more people than any other station of equal power in America today

1. Because WOR's base rate has not changed since 1939. Yet, the number of people able to hear WOR, has increased by 1,723,000 during the daytime and 1,833,000 during the nighttime since 1940.

2. Because WOR repeatedly provokes results for as low as $\frac{1}{12}$ of 1-cent per impact.

3. Because WOR can sell products or services to 36,000,000 people in 430 counties in 18 states, at the second lowest cost per thousand homes reached of any station of equal power in the United States.

4. Because WOR is heard by more people during the day and during the night, than any other station in America.

5. Because WOR carries more—and more complete—news programs than any station in America. And because almost twice as many people prefer to listen to this station's newscasts than to those of the next highest-ranking major news station in New York.
Top Favorites
IN THE GREAT OREGON COUNTRY

BOB AMSBERRY
2 SHOWS ON KEX

"THE EARLY BIRD"... 6 to 6:45 AM Mon. thru Fri. Good records and good-natured fun for early risers.

and... THE SENSATION OF 1949!!

"THE SQUIRREL CAGE"
4:30 each weekday afternoon

featuring "UNCLE BOB" and those "Amsberry Voices," "Gus the Goose" and "Gabby the Squirrel," and all those wonderful kid records.

"...the records you select are just what we want to hear..." 
(above, a grateful mother)

"Thank you for your very interesting and helpful program..." 
(...Sunday School class)

"Wholehearted congratulations..." 
(Parent-Teachers Association President)

"...my boys and girls are spellbound by your program. I like it too..." 
(above, mother of 47)

Peak interest is proved by stacks of mail from appreciative listeners.

Complete
SPORTS COVERAGE
for the
NORTHWEST

6 PM
Monday
thru
Friday

BARNEY KEEP
"KEEP-ing up with SPORTS"

- Monday — Baseball
- Tuesday — Boxing
- Wednesday — Golf
- Thursday — Hunting & Fishing
- Friday — General Sports Round-up

THESE PROGRAMS — plus many others — are making KEX the "listened to" station in the big Oregon country. For data on availabilities and sales response, call Eldon Campbell at KEX, or Free & Peters.

KEX
50,000 WATS • ABC AFFILATE
PORTLAND, ORE.

WESTINGHOUSE RADIO STATIONS Inc
KYW - KDKA - WBZ - WBZA - WOWO - KEX - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV, for WBZ-TV, NBC Spot Sales
WIS has the highest Hooper Index of any 4-station city in the U. S., Afternoons—

**2nd HIGHEST, MORNINGS — 3rd HIGHEST, EVENINGS!**

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PLUS THE GREATEST COVERAGE OBTAINABLE WITH ONE SOUTH CAROLINA STATION!

Write for all the facts, today!
Address WIS, or just ask
Free & Peters, Inc.

**WIS**

COLUMBIA, S. C.
NBC - 560 KC - 5000 WATTS

Plus WIS-fm

G. Richard Shafto, General Manager
J. Dudley Saumenig, Managing Director

FREE & PETERS, INC.
National Representatives
UPCOMING

April 25-27: All-Canada Radio Facilities production and sales meeting of mutually operated stations, Hotel Saskatchewan, Regina.
April 29: Frances Holmes Achievement Awards dinner, Roosevelt Hotel, Hollywood.
April 29: Third Annual Radio Conference, Lincolnwood College, St. Charles, Mo.
(Other Upcoming on page 50)

BULLETINS

RIGHT to take photos of court proceedings asserted by American Society of Newspaper Editors in resolution adopted during Washington convention (other story page 24). Society endorsed board's action in fighting Baltimore Gug contempt rule forbidding reporting of criminal actions between time of arrest and trial. Interference with press in Latin America was deplored.

ABC video series, Crusade in Europe, bought by Time and Life magazines, through Young and Rubicam. Series of 26 film episodes starts Thursday, May 6, at 9 p.m. and will be heard succeeding Thursdays. ABC facilities to be used will blanket 32 television areas, which network claims is new record for program series. Deal simmering several weeks [BROADCASTING, April 11].

SUPREME COURT HEARING

QUESTION whether FCC must accord hearing to any station which claims it would be "harmful" by grant of any pending application was argued Friday afternoon before U. S. Supreme Court by counsel for FCC and WJR Detroit. Solicitor General Philip Perlman, appearing for FCC, argued that U. S. Court of Appeals for D. C. erred in reversing FCC denial of WJR's objection to daytime grant at Tarboro, N. C., on WJR's 760 kc clear channel [BROADCASTING, Oct. 11, 1948, Jan. 10]. WJR had asked reconsideration of nonhearing grant and chance to be heard on intercession question.

Louis G. Caldwell, WJR counsel, while not arguing in support of lower court's findings, held FCC unjustly deprived WJR of chance to be heard.

AFA HOUSTON SESSION

TELEVISION session will be held May 31 during convention of Advertising Federation of America at Rice Hotel, Houston. Eugene S. Thomas, manager of VOIC (TV) Washington, will preside. A representative of the Katz Agency TV department will present case studies of television use by small advertisers. George Moskovich, manager of sales development of CBS-TV, will give talk titled "What About Television," with showing of the CBS film, "Television Today," to follow.

BUSINESS BRIEFLY

UNION REPORT • Textile Workers Union buys $30,000 p.m. period, May 14, on 160 ABC stations to air dramatic Ion-year activity report to members. Cost is over $11,500. Guests to include Eleanor Roosevelt and Gov. Chester Bowles of Connecticut.


WATCH CAMPAIGN • Babe Ruth Watch Co, New York (youth watches), starts extensive spot radio campaign to introduce new youth watches. Spots begin Thursday on 30 local, 12 national programs. Twenty-five percent of proceeds of sales goes to Babe Ruth's estate and foundation. Expenditures to be announced this week. Agency, Ted Neuhoff & Co., Baltimore, Md.


WBT-TV SLATED TO START IN 60 TO 90 DAYS

WBT-TV Charlotte, N.C., to start in 60 to 90 days, according to Charles H. Crutchfield, vice president of Jefferson Standard Broadcasting Co., licensee, and WBT general manager. Station is affiliated with CBS, but initially will offer programs of four TV networks on film. Mountain-top transmitter, 1867 feet above sea level and 14 miles from Charlotte, is expected to provide satisfactory reception to people within 50 miles, according to engineers. Already completed are building housing transmission equipment and 563-ft. tower. Remainder of equipment is scheduled for delivery this week.

WBT-TV will operate on Channel 3 with ERP of 16.3 kw visual and 8.2 kw aural. Licensee, which owns WBT WDT-FM, is subsidiary of Jefferson Standard Life Insurance Co., Greensboro, N. C. Broadcasting company officials are: Ralph C. Price, chairman of board; Joseph M. Bryan, president; Larry Walker, secretary and treasurer, and Mr. Crutchfield.

KERSTKA PROMOTED

NORAN E. KERSTKA, who last December joined William H. Weintraub & Co., New York, to organize its new television department, has been appointed vice president and director of radio and television. He will take over direction of radio and TV from Harry Trenner, vice president, transferred to agency's plans board and executive council.

Page 4 • April 25, 1949
Mr. Hooper will tell you... 
WGBI is LOADED with LISTENERS

IN THE RICH SCRANTON—WILKES-BARRE MARKET!

Mr. Hooper’s latest Station Audience Index for Scranton—Wilkes-Barre makes pleasant reading for WGBI... profitable reading for advertisers. It points out that in the morning, 56.6% of all radio sets in use are tuned to WGBI; in the afternoon, 59.0%; and in the evening, 72.0% — setting the record for all CBS stations studied!

The market WGBI reaches is a BIG market of 674,000 prosperous Pennsylvanians. It’s a market that can boost any sales curve, and you can sell it quickly, economically, profitably — morning, noon or night — on WGBI. Your John Blair man is ready with full facts and figures on WGBI and its rich Scranton—Wilkes-Barre market. Ask him about both today.

(CBS AFFILATE 910 KC 1000 WATTS DAY 500 WATTS NIGHT)

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES

MRS. M. E. MEGARGEE GEORGE D. COLEMAN
President General Manager

(Figures from Hooper Station Audience Index—Jan., Feb., 1949)
We Owe It All To a Splinter . . .

Many little splinters and many more little splinters make a mighty million—in fact some $30,000,000—in the mighty land of the WSPA-Piedmont area. Wood-processing of lumber, pulpwood, fuelwood, poles and piling cuts this trim figure for the wise and wealthy woodsmen of the South Carolina rich lands.

But the wheels of the wood mills saw off only a segment of the wealth of this area. Farmers brag about a gross income of 226 million a year. Together with the flourishing plastic and textile industries, wood processing helps nail down a billion dollar economy for the WSPA-Piedmont market.

That’s why, when the Piedmont people go shopping they draw on a $1,054,811.00 stockpile. And for the past 19 years they’ve listened to WSPA’s advice on where to shop. WSPA is South Carolina’s oldest station—dominant in 17 counties of the Carolina Piedmont.

John Blair & Company, National Representative
Harry E. Clumings, Southeastern Representative
Roger A. Shaffer, Managing Director
Guy Vaughan, Jr., Sales Manager
CBS Station for the Spartanburg-Greenville Market
GOOD GOD-frey!

WHAT A RATING

IN RAPID CITY (Population 26,616) HOOPER CALLED 6184 HOMES and found 33.4% sets in use between 8:00 and 10:00 A.M. (the Arthur Godfrey Show is on from 8:30 to 9:30 AM)

and 93.4% were tuned to KOTA!!!

MONDAY thru FRIDAY RATING—31.2

The lowest in the day (10 AM to 12 Noon) is 22.6—and the highest in the evening (6 to 8 PM) is 33.1 when KOTA has 85.0% of the 38.9% of sets in use Sun. thru Sat. During the daytime the next highest station has a rating of 1.6. The best any station does at night is 2.1—

AND IN A SIXTEEN COUNTY (132,338 POPULATION) HOOPER COVERAGE INDEX STUDY MADE DURING NOVEMBER—DECEMBER

HERE'S THE STORY

MORNING 6:00 AM TO 12:00 NOON

KOTA .................. 37%
Station B NBC ............ 12%
Station C NBC ............ 10%
Station D ABC ............ 9%
Station E CBS ............ 9%
Station F CBS ............ 4%
Station G (Bonus to KOTA) CBS .. 3%
Station H Ind. .......... 4%

AFTERNOON 12:00 NOON TO 6:00 PM

KOTA .................. 36%
Station B NBC ............ 12%
Station C NBC ............ 10%
Station D ABC ............ 11%
Station E CBS ............ 6%
Station F CBS ............ 4%
Station G (Bonus to KOTA) CBS .. 3%
Station H Ind. .......... 5%

EVENING 6:00 PM TO 12 MIDNIGHT

KOTA .................. 25%
Station B NBC ............ 24%
Station C NBC ............ 4%
Station D ABC ............ 3%
Station E CBS ............ 3%

AREA SURVEYED: 16 COUNTRIES SERVED BY KOTA
Authority for Area: KOTA—Rapid City, South Dakota
Radio Homes in Area: 30,040*

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<td>Syracuse</td>
<td>WFBL CBS</td>
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**Television**

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EVERYBODY thinks “my business is different,” and maybe everybody is correct—except on one point. It seems to us that the only uniform thing among all businesses is the lack of uniformity in their ease of selling goods, from market to market and from month to month.

That’s why every company needs versatile sales-management and versatile advertising—the kind of versatility that only National Spot Radio can give! It permits you to saturate one area while soft-pedalling another, or to reverse the process on a moment’s notice. You can change its theme, its time, its volume, even its accent, to fit regional circumstances. Its flexibility is unequalled by that of any other form of advertising.

Versatile spot radio has been a Free & Peters speciality for seventeen years. We helped pioneer it, and we know it, inside and out. Let us give you some suggestions, for any of the markets listed at the left.

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

ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
NEW YORK CHICAGO
THE EXCITING THRILLS OF THE OLD WEST! A full hour of fun for the entire family... a complete Western feature film each night. Frontier Theater brings thrills, suspense, and drama into Washington homes Monday thru Friday from 6 to 7 p.m. It's action packed and it's audience packed! For TV fans it offers top entertainment—for advertisers it offers top sponsorship. (Frontier Theater is available for full sponsorship OR for one minute commercial announcements.)

JIM GIBBONS—acclaimed as Washington's favorite TV sportscaster by popular poll now adds "The Sports Reel" (Tuesdays—Fridays, 7:15 p.m.) to his busy schedule. Jim, shown here interviewing noted sports columnist Walter Haight, brings TV fans up-to-the-minute sports results and news, and features outstanding sports personalities. (One minute commercial announcements are available.)

CHICAGO'S MAYOR Martin H. Kennelly greets Ruth Crane, gracious hostess of "The Modern Woman" television program (Tuesdays—9:30-10:00 p.m.) on her recent visit as President of the Association of Women Broadcasters. The popularity of "The Modern Woman" TV show is due in no small way to the leading role Ruth Crane has played in women's activities—she is truly the Modern Woman!

THE DICK MANSFIELD SHOW (Mondays—7:15 p.m.) is a child's delight... featuring the cartoons of jovial Dick Mansfield, who combines fun with safety education in a show which is now in its tenth month of sponsorship by Thompson's Dairy. Here Jackie Biller receives Dick Mansfield's weekly "Safety Award" for exemplifying the best all round safety service in Washington schools.
Milestones

Service, Montreal, is marking 25 years of Canadian radio service with CBC and its predecessors.

- WEPR Buffalo, N. Y., celebrated its first year as 5 kw station at 970 kc on April 4.
- Perry Kallison, San Antonio merchant and “The Old Trader” of Kallison’s Trading Post, completed 12 years of broadcasting over KTSA San Antonio. Program originates from Mr. Kallison’s store.
- Frank M. Russell, vice president in charge of NBC’s Washington office, observed his 20th year with network April 15. Mr. Russell has been vice president in charge of Washington office since 1929. Also marking 20 years is Mrs. Gladys Murphy Borras, Mr. Russell’s assistant and secretary since 1929. Observing 10 years with NBC are William R. McAndrew, NBC Washington general manager, and Washington Research Director James Seiler.
- Lt. Roland J. Schumacher of Traffic Education Div. of St. Louis Police Dept., marked his 50th consecutive weekly broadcast of So It Can’t Happen to You on KXOK St. Louis.
- WISN Milwaukee, Wis., received a commendation from The Common Council of the City of Milwaukee in a resolution marking first anniversary of Your Common Council public service programs.

SIXTH year of Libby, McNeill & Libby’s sponsorship of My True Story on ABC is anticipated by Gil Berry (standing), sales manager of ABC’s Central Division, and (1 to r, seated) John H. Norton Jr., Division’s vice president; Bill Wilson, ABC account executive, and Alex Rogers, LM&L advertising manager. Network entertained Libby executives at a cocktail party April 8.

Sure, some Chicago stations can “reach” South Bend...but the audience listens to WSBT!

You want listeners, not merely signal strength, for your radio dollars. Listeners are what you get on WSBT. This station is the overwhelming choice of listeners in the South Bend market. No other station—Chicago, local, or elsewhere—even comes close in Share of Audience. Want proof? See Hooper.
TOM LYNCH
Time Buyer
NEWELL-EMMETT COMPANY
New York

Starting as a messenger with Newell-Emmett fifteen years ago, Tom now has fifteen years of solid agency experience and is buying time for such national accounts as Beech-Nut, Sunshine Biscuits, Northwest Airlines, and Liggett & Myers Tobacco. The William G. Rambeau rep today welcomed Tom into Patroon membership with a scroll and the deed to a tract of ground in the heart of Patroonland.

*PATROON
Aristocratic Landholder of the Hudson Valley

The Fact of the week

An agency (name on request) says that out of a list of 175 stations carrying their campaign, WPTR was among the top five in pulling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

WPTR

The Patroon of the week

Bell & Howell Co., Chicago, for its motion picture cameras, projectors and other equipment, sponsoring Action Autographs over four ABC-TV stations: WENR-TV Chicago; WJZ-TV New York; WFil-TV Philadelphia, and WXYZ-TV Detroit, Sundays, 9-10 p.m. (CST). Agency: Henri, Hurst & McDonald, Chicago.


American Shops Inc., Newark, N. J., sponsoring telecasts of Wednesday night wrestling matches on WJZ-TV New York, increasing to three number of cities in which ABC-TV cooperative program is sponsored. Other sponsors are: Buckeye Garment Rental Co., Cleveland on WEWS (TV);Courtesy Motor Co., Chicago on WENR-TV. Agency for American is William M. Scheer, Adv., New York.

Beer-Boo Inc., New York, manufacturer of a beer shampoo for women appoints L. H. Hartman Co., Inc., New York, to handle its advertising. Plans for radio and television not yet formulated, but the media will be used, with probable emphasis on video.

Network Accounts • • •

Derby Foods, Chicago, for Peter Pan Peanut Butter, to sponsor second segment of Super Circus (4 to 5 p.m. CST, Sundays) on ABC-TV network from WENR-TV Chicago, effective May 1. Ten stations will telesat show for 52 weeks. Agency: Needham, Louis & Brody, Chicago. Canada Dry Ginger Ale sponsors the first portion.


Philip Morris Co. renew its Queen for a Day on MBS, Mon.-Fri., 2:30-3 p.m. Agency: Cecil & Fressrey, New York.

Mohawk Carpet & Rug Co., New York, to sponsor 7:30 p.m. period on NBC-TV, Mondays through Fridays, effective May 2, replacing Henry Morgan, who has been dropped. Monday, Wednesday and Friday, Morton Downey will be viewed, with Roberta Quinlan to be featured on Tuesday and Thursday. Contract placed through George Nelson, Schenectady, N. Y.

'T WAS a great day for the Irish in South Bend, Ind., when this group met to approve a contract for Sinclair Refining Co. sponsorship of Indiana high school basketball championship broadcasts over Whot South Bend. The clan includes (1 to r) Shaun Murphy, Whot salesman and native of Ireland; Charles Sweeney, Sinclair general agent and all-American end at Notre Dame in 1938; Cletus O'Neil, Sinclair merchandising representative, and James Devaney, manager of the Oliver Hotel, host to the group and who, incidentally, is also a native of Old Ireland.

Broadcasting • Telecasting
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.
IVORY TOWER LAMENT

By BRUCE ELLS

When I was Sales Manager of KHI, I worshipped at the new MBS shrine, and later as Business Manager of Young & Rubicam's West Coast radio I reverently annointed the feet of the wizards who jockeyed for scarce network availabilities. Just as at first did I try to tell 'em how we used to do it in Sioux City.

I soon learned that unless a man were a network or agency executive ensconced in Los Angeles, San Francisco, Chicago, or New York (later we forgot the Midwest and San Francisco) he simply couldn't have his finger on the pulse of the people in Cedar Rapids. When I remembered that "Bubbles" Dean had managed KSCI from scratch into a station where an advertiser could make $25.00 per week, return $2,000 in sales, he didn't really know what the listeners wanted; he was just lucky—consistently. I had to learn that I was now on the "national level." After 10 years of that I was bright as a new dollar. Closest I got to Sioux City were the times I flew over it on the way to New York to find out what we planned there for the entertainment and sales education of people—in Sioux City—for the coming year. In 10 years I successfully avoided asking people like Howard Roberson what went on in Amarillo. It was less distracting that way. Besides, how could Howard know how to please the people he lived with, without having gone to New York to find out what they wanted—in Amarillo?

Finally, a cousin of mine in Sioux City came out to California to see me. He'd built a several million dollar wholesale grocery business in Sioux City—using local radio time the networks didn't preempt. He said he didn't have an advertising agency but that the local station manager "was as smart as a whip." I didn't want to embarrass him so I didn't tell him about how you couldn't really be that smart unless you lived in an ivory tower in Los Angeles, Chicago or New York. During his visit I introduced him to Jack Benny, Burns and Allen, Eddie Cantor and Red Skelton. I would have introduced him to some more—but it was too embarrassing. Why? The ratings of the programs he sponsored were higher than theirs—in Sioux City.

Seems Jimmy was using transcribed shows he and some other advertisers around Iowa had pooled their resources to produce on a cooperative "cost-plus" basis. The character of 

PIONEER SUBSCRIBER. Leadoff subscriber Howard Roberson of KFDA, Amarillo, Texas, says, "I urged co-operative production ten years ago. BPS has justified my faith in its feasibility."

NEWEST MEMBER, Gene Trace, WBBW, Youngstown, Ohio: "Would've joined earlier, but didn't understand I would get 'the whole works' for the one fixed fee. The shows are worth a fortune."

ENTHUSIASTIC MANAGER, S. U. Oppenhuizen, WFUR, Grand Rapids, Michigan: "We should have little difficulty securing 500 stations. Success for one means success for all."

NBC AFFILIATE OPERATOR Karl Wyler, KTSM, El Paso, Texas waited until Syndicate had proved itself; came in with flags flying. Pleased with programs.

EARLY SUBSCRIBER "Red" Moore, WLTR, Bloomsburg, Pa.: "The Pat O'Brien series alone is worth more than our fee. Frontier Town and Adventures of Frank Race will bring revenue for years."

HARD-HITTING Earl Smith, WLCS, Baton Rouge, La.: "I joined the plan while Eells was field-testing it. The Syndicate's program output more than justifies my early faith in the idea.

ILLINOIS LEADER, W. Kenneth Patterson, WSIV, Pekin, Ill.: "We are using three of the shows. Everyone at the station agrees that the quality and production is the best of any transcribed shows we have heard."
Local Dollars vs. Network Pennies

The programs was based upon the judgement and opinion of station managers "on the local level." Seems that, ignorant as they were about how those things were figured out "scientifically" in Los Angeles, Chicago and New York for network advertisers, those managers somehow staggered along on what they knew about people in their own backyards.

I began to entertain the reasonable thought that "Bubbles" Dean of KSCI might make a pretty good network executive. In a moment of weakness, I even thought of several network and ad agency executives who might find some small merit in spending a few days loitering around the drugstore where George Valer's announcers hang out in Muscatine. Fortunately, I pulled myself together, nixed those errant thoughts, retrieved the office copy of "The Illusclaster," and returned my deliberations as to the best means for inducing one of our national advertisers to include all the basic "required" stations of a certain network notwithstanding he had no distribution in the area covered by 38 of them.

One day I got a letter from Jimmy so intelligently written it might have been prepared by one of our ivory tower group. It stated in essence that they were short of good talent, whereas Hollywood was loaded with the best; that most transcribed programs were too expensive to come out on; that local advertisers represented a purchasing power far in excess of all national advertisers put together; that if good—really good—transcribed shows were made available at a reasonable cost, local advertisers would spend more in radio and less in newspapers, and that national advertisers would divert millions of dollars per year from network and put it into spot radio at full network rates—buying only the markets they wanted; that stations individually would cooperate in every possible way in any effort that succeeded in bringing them 100% of their time, card—instead of 35%. He argued that I get into the business of producing top-quality, low-cost shows via transcriptions for local advertisers and for national advertisers on a spot basis.

Jimmy Moore had passed away by the time I got to Sioux City. I'm sorry he didn't live to learn that I did leave Young & Rubicam and that my organization now produces top-grade network-quality transcribed shows for NBC, CBS, MBS, and ABC affiliates and independent stations in 40 states and 8 Canadian provinces—on its "cast-plus" basis; that I drove a station-wagon over 12,000 miles last summer to get the advice of over a hundred of the smartest operators in the radio industry—the local station managers, that the advice and help they gave me has set a cooperative pattern that national advertisers and networks are studying with interest.

Of tremendous interest to Jimmy—and, I suspect, to the revelation that—together—our stations can finance and produce more and bigger radio shows than can be financed and produced by networks whose substance is being drained off by television: that there are many hundreds of AM and FM stations in markets that will not be covered by television for five years, that represent investments that must be protected, and that would be ready under their own cooperative production plan, the Broadcasters' Program Syndicate—they'd make local radio pay off more heavily than ever before. They'd take over the national advertiser's dollar on a spot basis and when they're ready, they'd take over television on the same basis.

The ivory tower operators are saying over.

**ASTUTE OWNER, A. J. Mosby, KGVO, Missoula, Montana: "BP's programs afford our local advertisers the same weight and quality we carry for network advertisers."**

**UNIQUE PRINCIPLE of no sales staff overhead is explained by Eells to John D. Keating, KPOA, Honolulu, and Paul Otiphant, WLAC, Nashville, Tenn., as Broad- casters Program Syndicate convention mascot Miss Alyce Gough beamed approval.**

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**BROADCASTERS PROGRAM SYNDICATE**

**Success Story...**

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.

Since its incorporation, the PAT O'BRIEN—FROM HOLLYWOOD, FRONTIER TOWN, AND ADVENTURES OF FRANK RACE series substantiate long-held convictions that—working together—millions of dollars in program values could pour into the coffers of each.

**BROADCASTERS PROGRAM SYNDICATE**

**Under Direction Of BRUCE ELLS & ASSOCIATES**

2217 Maravilla Dr. • Hollywood 28, Calif. • HO 9-5869

April 25, 1949 • Page 15
Lauds Research Work
EDITORS, Broadcasting:
I want to congratulate Bob Luce publicly for his very thorough article on the difficult subject of spot radio expenditures. It was extremely well done, and it should prove most valuable to stations and representatives in their efforts to promote increased use of the medium. I hope they make appropriate use of it because, from our experience, it's the precise type of information agencies need for recommending spot radio to their clients. Frankly, I am amazed at the scope of Broadcasting's research department.

N. Charles Rorabaugh
N. C. Rorabaugh Co.
New York, N. Y.

'Meaty' Issue
EDITORS, Broadcasting:
Congratulations on a very comprehensive Convention issue. Very meaty.
Philip Frank
New York State Asst. for Crippled Children Inc.
New York, N. Y.

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

More on ET Plan
EDITORS, Broadcasting:
RE: Transcription Library-Sales vs. Lease
As reported in Broadcasting April 4, 1949, transcription companies were little concerned over a proposal made by me at District #1 NAB Meeting in Boston about outright sale vs. rental of libraries. The facts are, of course, otherwise. Why would the companies as reported in Broadcasting say that we had not followed through at Boston? Is this an attempt to mislead? The record will show the motion passed unanimously to examine and study the feasibility of sale to the broadcaster rather than ever-ending feudalist rental of the transcription library. Further, the NAB District #1 Director, Harold E. Fellows, was requested to carry this unanimous vote of the District meeting to the Chicago Convention. Transmission companies may rest assured that such will be done in Chicago.

By actual conference, I have learned that some transcription people are seriously interested in the proposal and are at this moment studying a sales proposition to submit to broadcasters.

Milton H. Meyers
President & General Manager
WOCO Waterbury, Conn.

Sightmaster's Reply
EDITORS, Broadcasting:
Apparently the man who heads Zith is an ex-Navy man. I happen to be from Penn State. In my college days that meant one thing—a head-on collision.

In his statement in Broadcasting Mr. McDonald said Sightmaster has no engineers. Nothing could be further from the facts.

Sightmaster has the third most complete engineering staff in television today. The Sightmaster sets are the finished receivers with parts supplied by Transvision Inc., the famous TV kit manufacturer. There are 31 engineers and technicians in the combined engineering department. The engineering background is based on 70,000 TV kits and sets operating throughout the United States today.

Would Mr. McDonald care to make known how many Zenith TV sets are in operation today?

Sightmaster started making television sets in November 1947. When did Zenith start delivering to the trade its television set?

Sightmaster has contributed refinements and innovations to the television industry which are wide-

(Continued on page 41)

Unity for Red Cross
COMPETITIVE radio was forgotten for a day in Wichita Falls, Tex., as all local stations combined their facilities and efforts for the opening of the Red Cross drive. All station breaks for the day were tagged with "Give to the Red Cross," or a similar announcement. Local sponsors on all stations—KWFT, KWPT-FM, KTRN-FM, KFDF—donated portions of their programs. Climax was a three-hour entertainment program at the Municipal Auditorium sponsored by the five stations. Local talent groups plus the combined talent of the stations entertained the crowd of some 4,000 persons. One hour of the stage show was carried by all outlets.

What! No coverage in Samoa?
If you were selling grass skirts that might be important—but turn your eyes to Nashville. That's where WSIX shines. WSIX's 60 BMB counties more than cover the rich Nashville trade area, where 1,321,400 people spend $654,888,000 in retail outlets each year. That's a market worth reaching via WSIX!

Open Mike
(Primary Issue)

Open Mike
(Primary Issue)

Open Mike
(Primary Issue)

Open Mike
(Primary Issue)

Open Mike
(Primary Issue)
Feature of the Week

Recording contributions for iron lung #2 are (1 to r) Mrs. Hayes, Mr. Smith and Mr. Bondurant.

PATIENTS in Bloomington, Ind., hospitals are now assured of quick action when the aid of an iron lung is needed, as a result of a public service campaign staged by WJBC Bloomington.

A little over a month ago the area had only one iron lung which already was occupied by a patient. The need for a second unit was brought forcibly to the attention of Lyle Smith, WJBC staff pianist, when a member of his family became seriously ill and in need of the lung. Fortunately, the patient occupying the unit was able to be moved from the lung for extended service.

(Continued on page 75)

On All Accounts

ALTHOUGH a naturally inquisitive mind explains why she asks so many questions about television, Norine Freeman confesses the answers are not so easily produced when she's on the sending end. That's why she took up astrology. Now, as TV director of W. B. Doner & Co., Chicago, she scans horoscopes and astrological charts along with the more down-to-earth reports of Messrs. Nielsen and Hooper. The balance sheet, at this point, is about even.

The mind thus blessed was nurtured at LaFargeville, N. Y. ("You can't see it if there's a freight car in front") and Michigan State College in Lansing. Norine's father, county superintendent of schools and an upstate New York farmer, decided she should go the way of most female flesh and study home economics. "When I realized that all the home ec majors I knew ended up as dietitians in prisons or insane asylums, I swore to renounce chicken a la king forever."

59, after three years of college, at the age of 18, Norine took a day job at business college nights; she enrolled for afternoon art courses. This well-plotted mental diet was disrupted when both she and her brother became fascinated by the leading lady of a stock company—for different reasons. Norine wangled a job as second lead and toured the West for a year. She called it quits when substituting for her sister-in-law to be, she played an artist's model in "The Common Law" and was placed on a pedestal, literally, swathed only in a Spanish shawl (adroitness draped from the back).

Disgruntled, she decided to absorb drama intravenously by writing. Poetry, a creative mainstay since childhood, proved unrewarding.

NORINE

(Continued on page 75)
In the Public Interest

TINY Annie Rose Robinson, victim of leukemia, wanted some cotton candy. Her father tried to obtain some for her child who was given but 24 hours to live, hoping that what might be her last wish would somehow prolong her life. But his own attempts failed, so Mr. Robinson called WRBL Columbus, Ga., and asked for help. Hugh Batey, WRBL newsmen, broadcast Annie's story on his news show, Feature Story. Station reports it was immediately flooded with calls from listeners with all kinds of ideas. One listener suggested that Mr. Batey get in touch with candy firm in Atlanta, 115 miles away, that specialized in making candy for special occasions. Realizing that time was running out, Mr. Batey tried local amusement park and a circus in winter quarters nearby, but neither had the desired candy. Then he called local flying service to request they fly to Atlanta for candy. Service informed him that a bus was leaving Atlanta in 20 minutes and if he could get it on that bus it would arrive in Columbus before the plane could make the trip. A call to the Atlanta firm informed him that they couldn't have the candy ready in time to make the bus. So Mr. Batey called Georgia Highway Patrol, and within three hours after his first radio appeal Annie Rose had an ample supply of cotton. But, just five days after her dying wish had been granted, Annie died.

Town Meeting

ENTIRE proceedings of the annual town meeting of Greenfield, Mass., were broadcast by WHAI Greenfield last month. The broadcast was four and a quarter hours long and included complete proceedings. WHAI stated that as a result of the service the station was flooded with calls and letters from listeners thanking it for its public service. As an additional public service that week, WHAI offered a series of programs from campus of U. of Massachusetts during the annual recreational conference.

Art Awards

FOR second year, KGW Portland, Ore., covered award ceremony of the Annual Scholastic Art Exhibition held in that city. Contest is open to students in high school, and event is part of yearly National High School Art Exhibition of Carnegie Institute, Pittsburgh. KGW's chief announcer, Bob Thomson, broadcast the ceremonies from auditorium of Meier & Frank department store.

They Say . . .

AT ALBANY the Assembly has passed a bill sent to it by its Motor Vehicle Committee which would prohibit installation of television sets in automobiles if the screen is within view of the driver. . . . We wish we could say that this bill is well drawn. But is it? The bill, with its express and limited restriction, tactfully condones, if not approves, this new form of amusement for automobile passengers. To allow television at all in motor vehicles, particularly in pleasure cars, is hazardous.

From editorial in The New York Times

"It is conceivable that the Federal Communications Commission, after ponderously weighing all the pros and cons for years, may decide to open new [television] channel in the ultra high frequency band. . . ." it is highly unlikely that they will, or could, at the same time shut off the existing channels for which the present sets are built, any more than opening FM channels can shut down the existing AM channels. . . . Most of the present sets and those likely to be bought in the next few years will not last as long as they are supposed to last but will also find plenty of material in the air to which to tune. . . . To talk as if the sets now operating will be good only for the scrapheap in a few years is equivalent to saying that because the polar icecap is melting, all Baltimore is due for an inundation. Maybe there will be an inundation, but it won't come before the year 2000 A.D."

From an editorial in The Baltimore Sun

He Helped Increase Senatorial Mail by 800%

The assistant postmaster of the Senate judged it to be one of the biggest mail pulls in the history of the Senate post office. The House postmaster quoted no figures, but indicated that only one or two occasions in the past 12 years produced more mail. A sampling of 28 Senators and 4 Representatives showed receipt of an estimated 124,000 pieces of correspondence.

The subject: Taft-Hartley labor bill. The cause of the avalanche: Fulton Lewis, Jr. On just 2 broadcasts he requested his listeners to vote yes or no to 19 questions covering various phases of the labor bill controversy. Each Congressman was furnished with a printed key to the questions asked. The overwhelming response proved anew that the Lewis audience is large and articulate.

Currently sponsored on more than 300 stations, the Fulton Lewis, Jr. program affords local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are over 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client or yourself, investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1410 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).

GOVERNOR'S GIFT

WIBW Flies Good Will Flour

WIBW TOPEKA, Kan., served as go-between a fortnight ago in an exchange between the governors of Kansas and Oklahoma. The exchange was not words, however, but flour. Flour milled in Topeka from wheat grown on Kansas Gov. Frank Carlson's farm was flown in WIBW's plane, the "Flying Rooster," to Oklahoma City (see Radiograms, page 19). Upon arrival, Gene Shipley, WIBW farm service director, presented the flour to Oklahoma's Gov. Roy J. Turner, in behalf of Gov. Carlson.

Gov. Turner accepted the gift and asked Mr. Shipley to fly the flour to Tulsa where it was made into rolls and served at a banquet celebrating the premiere of the motion picture "Tulsa." Tape recordings were made by WIBW throughout the trip, including interviews with both governors and stars appearing in the motion picture.
ARRANGEMENTS for Red Top Brewing Co. airing of Lynchburg (Va.) Cardinals home games on WWOD Lynchburg are made by (I to r) Jack Weldon, WWOD mgr.; L. S. Benjamin of Red Top; Eli Cohen, Joseph Adv.

CHARLES CRUTCHFIELD (I), WBT Charlotte gen. mgr., chats with visiting CBS Radio Sales staffers (I to r) Alice Santti, Marie Plomin, Herb Carlberg.

ACCEPTING post of natl. radio consultant for Savings Bonds is Cornwall Jackson (2d from r), J. Walter Thompson v.p. Treasury men with him are (I to r) Nathan Colwell, chief, Radio Sec.; Edmund Lincoln, assoc. chief; Elihu Harris, advertising director.

MAIL pull of Jr. Parade show on WNHC-TV New Haven brings renewal by Chamberlain's Furniture Co. Giving okay are Robert E. Chamberlain Jr. (seated) and William Malo Jr. (I) and Aldo DeDominicis of WNHC-TV.

PLANNING promotion of vacation model GE portable radios on WPTR Albany and WBCA (FM) Schenectady are (I to r) Joseph Fife, WPTR com. mgr.; Leonard Aesch, WPTR v.p.; Horace Van Altstine, Havens Electric Co., Albany; Harry Chrysler, GE.

ENJOYING dessert after NAB sessions in Chicago are Waukillau LaHay (I), N. W. Ayer, New York, and Les Leary of ABC's Welcome Travelers.

FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.

DECKED out in promotional sombreros, account executives of Frederic W. Ziv Co. join their boss (second from I) at a kickoff meeting in Cincinnati for Ziv's new show, Cisco Kid. Left to right: Tom Privett, Atlanta; Mr. Ziv; Bert Samson, St. Louis; Hank Lukrman, Birmingham; Stan Friedlander, Louisville; Wayne Hutchinson, Huntington, W. Va. Other meetings were held in Kansas City, Chicago and New York.

PUTTING something in the pot is Mayor C. Prull Ernie as he seals the cornerstone for WLRP, new station to take the air next month at New Albany, Ind. Record of ceremony and good-luck penny are placed in stone as Roy Hickox, WLRP president, his wife and two children, Ronald and Lee Ann, give approval. L and R in call letters are for the Hickox children.

SMILIN' Eddie Hill displays products of Omega Flour Co., sponsor of his new hillbilly show over WMPS Memphis, Mon.-Fri., 1-3:15 p.m. Contract was signed by Gardner Adv., St. Louis, for Cole Milling Co., Chester, Ill.

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FLOUR, gift from Kansas Gov. Carlson to Oklahoma Gov. Turner, is loaded in WIBW Topeka's "Flying Rooster" by Gene Shipley, farm service director.
Everything for TV

WPX in nighttime action at the Roosevelt Raceway, Westbury, N. Y. RCA TV Field Equipment is used throughout.

Television Studio-on-Wheels. This special RCA TV field truck is handling the track sound-and-picture pick-up between Roosevelt Raceway grandstand and WPX in New York City. All RCA-equipped, it is designed to carry everything needed to operate up to 3 cameras in the field.
That exciting finish you see is being covered by television field equipment, all-RCA from camera to microwave relay antenna.

Thoroughly practical for quick, on-the-spot pick-ups, this highly compact and portable equipment is designed to handle outdoor telecasting under all sorts of conditions. Complete pick-up and relay equipment includes: two image orthicon cameras (with telephoto lens); camera tripods; camera control units; on-the-air master monitor; camera switching system; synchronizing generator; microwave relay equipment; associated power supplies; reels of cable—all carried in one special truck.

Why this preference for RCA field equipment among the majority of TV stations now in operation?

Because RCA TV Field Equipment has been worked out by television experts who know the business. All gear, for example, is completely portable and subdivided into small units for easy handling. All field cameras are equipped with 4-position turret lens and electronic view finders. There are complete switching facilities that help the operators deliver faster-moving shows. And there is a special truck that carries the equipment to location...with all the facilities required to run most of the equipment right from the vehicle itself. No wires needed to get the picture signals back to the station. High-efficiency microwave radio relay does it—airline!

Overlook none of the technical and economic advantages of correct initial station planning. Your RCA Television Specialist can help. Call him. Or write Dept. 1000 RCA Engineering Products, Camden, New Jersey.
Mr. Frank Daniel
Lennen & Mitchell, Inc.
17 East 45th St.
New York 17, N. Y.

Dear Frank:

Have you made vacation plans this year? If you are like hundreds of thousands of others, you will spend your vacation somewhere in WGY-land.

Did you ever stop to think that WGY is nicely centered in one of the largest resort areas in the world? Like spokes in a wheel, roads from Schenectady lead to the Finger Lakes region, the Adirondacks, the Green Mountains, the White Mountains, the Berkshires, and the Catskills. The summertime population in WGY-land grows to astronomical proportions.

Have you noticed that most camps and summer homes have radio? That a great many campers carry portable radios? That they travel in automobiles with car radios? There isn’t any listener survey on this, but you know it’s so.

And did you know that travel and resort spending in the state of New York alone runs around $1,000,000,000 each year? One billion dollars, Frank, one billion dollars. And there is only one radio station heard throughout most of this tremendous resort area. That’s why we call it WGY-land.

You see, Frank, there is no reason for your clients—or the clients of anyone else—to be out of touch with their customers during the vacation season. Certainly not if those customers are among the millions who invade WGY-land each summer. Jim McConnell and NBC Spot Sales are ready to chat with you on this point at any time.

Sincerely,

G. Emerson Markham

STATIONS MANAGER
FCC TAKEN TO WOODSHEd

By RUFS CRATER

IN A VICIOUS denunciation from the Senate floor, Sen. Edwin C. Johnson (D-Col.) accused FCC last week of "prostituting" democratic principles by practices that are "scandalous, shocking, and disgusting."

He called for a "house-cleaning" to return control of the agency from "three or four persons in key positions" to the Commissioners themselves, and for increased attention to business in the public interest as distinguished from what he considered regulation of the interstate market.

Specifically, he endorsed color television and opening of the UHF band to "prevent monopoly and tight control" of TV, and demanded a break-up of the clear channels to achieve a similar result in sound broadcasting.

The Commission, obviously smarting under one of the bluntest attacks it had ever endured, remained silent. There was immediate speculation of resignations, but it was doubted that any of the Commissioners would be inclined to quit under fire.

The attack came while FCC Chairman Wayne Coy was in Puerto Rico on a communications mission for the Navy, accompanied by Harry M. Plotkin, assistant general counsel in charge of broadcasting, and James E. Barr, chief of the Engineering Bureau's Standard Broadcast Division (see story page 30). Vice Chairman Paul A. Walker had no comment. He said the Commissioners had been "meeting all day, working hard," and at that time had had no chance to study the charges.

Sen. Johnson, who had information from the Commission's own files to draw upon, claimed FCC "has data and skilled engineering advice which says that color is ready; that the higher frequencies can be used."

He charged that the Commission is "almost ready" to hand down a "monstrous" decision favoring the "clear-channel lobby" in the clear-channel case. He said he understood Chairman Crane's position "at the moment" is that "the anticipated development of the radio art has made the super-power question academic." The issue, he maintained, is "at the moment" is that "the anticipated development of the radio art has made the super-power question academic." The issue, he maintained, is one for Congress, not FCC, to determine.

The chairman of the Senate Interstate & Foreign Commerce Committee, FCC's legislative guardian, delivered his 17-page castigation two days after introducing Monday a bill to boost the Commissioners' salaries from $10,000 a year to $15,000 (see story page 35). He described the Commissioners as "persons of highest character and integrity" individually, equipped with "superior qualities for the common task."

But, he charged:

- "The bewildered Commissioners, bogged down in the technicalities and red tape of their own creation, are the captives of their own staff." The staff in turn "is the captive of the high and the mighty in the very industry the Commission was created to regulate. The plow horse has usurped the plow handles and seized the whip, and the Commission is now pulling the plow."

- "It is easier to drive a camel through the eye of a needle than it is to get a decision out of the FCC;" but a larger staff under the present setup "would result only in more fingaling and wrangling and fewer decisions."

- Industry operates "in an atmosphere of fear of the Commission" and there is "even greater fear that the networks and the powerful manufacturing and patent-holding interests, working hand-in-glove with the Commission, can and do exact their own economic sanctions. . . . Nothing behind the Iron Curtain compares with it, except that in Russia physical punishment is invoked; over here the penalty is the threat of financial ruin."

- Absenteeism in FCC "has reached an alarming stage" and "when the Chairman is not making a speech . . . he is busy preparing one." The public "should be informed by official Commission action rather than by public speeches which may tend to commit or embarrass the Commission and confuse Congress and the industry."

- Referring to reports that Undersecretary James E. Webb has prodded the State Dept. into greater activity: "A driving spirit such as this in the FCC is a must." FCC "was hired to make tough decisions, not flatterling speeches."

(Continued on page 52)

BAB BATTLE PLAN

By J. FRANK BEATTY

BLUEPRINT for the first industry drive to sell radio aggressively on a level with competing media was submitted to the new Broadcast Advertising Bureau Committee at a May 11 meeting in Washington.

This board committee, headed by Robert D. Enoch, KTOK Oklahoma City, was named at the Chicago NAB board meeting to provide policy direction for the new NAB Broadcast Advertising Bureau (Broadcasting, April 19). Director of the new agency is Maurice B. Mitchell, present director of the supplanted NAB Dept. of Broadcast Advertising.

Even before this policy meeting, however, NAB was hard at work on the sales promotion project. Quick action to meet a serious media situation was demanded at Chicago by the NAB membership and by the board. And quick action is what they are getting, judging by activity at NAB headquarters last week.

Already it is clear that every sales promotion facility in the industry will eventually be drafted into BAB's campaign to sell radio directly and aggressively in every sphere of the country and town in the nation.

This may include everyone from top network executives to small-station salesmen. They will be asked to cooperate in the biggest drive in media history, if wishes of BAB's original sponsors are carried out.

The selling will be hard-hitting and positive, according to present thinking. It will be designed to bring new business into radio and to expand use of the medium by present and former sponsors.

If the tactics of competing media get rough, however, BAB may be forced to resort to negative selling in special cases. Actually the whole BAB project is designed purely to stimulate radio sales on a highly ethical level.

In setting up BAB, the board specified that it start functioning by June 1. First step at NAB headquarters was to call the BAB Committee to Washington, May 9 was specified at first as meeting date but this was changed to May 11.

The BAB policy group has a vacancy, the board having set up a five-man committee with four board members. The fifth member is the chairman of the Sales Managers Executive Committee (now vacant).

Created by Demand

BAB was created by the NAB board to meet a loud and widespread membership demand for a sales setup that would bring NAB's advertising promotion on an equal par with the well-heeled bureaus operated by the newspaper and magazine industries.

While BAB starts out with a relatively modest budget—$100,000 more than the Dept. of Broadcast Advertising receives—the board's

(Continued on page 42)
FREEDOM THREAT
Miller Warns ASNE

YOU may be next, NAB President Justin Miller warned the American Society of Newspaper Editors in a review of government inroads on free speech. Addressing the Society April 23 at its Washington convention, he recited the means taken by the nation's founders to permit freedom of communication and the devices used by governmental officials to evade this basic mandate.

"Most lawless of all branches of government, and least willing to accept the limitations of the Constitution, are the administrative agencies," he said. He described how courts are forbidden to interfere with these agencies except on appeal. Thus unconstitutional results are accomplished without amending the Constitution. "Herein lies the greatest present threat to free speech and press in this country," he said.

"The temptation to still the voices of criticism becomes very great," Judge Miller said. "It is easy for spokesmen of our own administrative agencies to rationalize their procedures of evasion. They avoid judicial review by clever devices, he continued, then warning, "the general trend, if it may well consider the possibilities as applied to your own domain."

Judge Miller said that if Congress changed appellate procedure, the Postmaster General might be instructed to base decisions affecting use of the mails on considerations of public interest, and necessity. Soon a line of administrative precedents would be built up.

Cites Example
Suppose an editor refused to be coerced, he suggested, the Postmaster General might deny use of mail on grounds of poor printing, unwillingness to print news of government importance or excessive advertising, for example. Such regulation has developed in broadcasting, and if Congress could move in on the press and "put rings in editorial noses." Precedents set up in radio will aid their purposes, he declared.

Opening the convention Thursday morning, Erwin D. Canham, Christian Science Monitor, ASNE president, pointed to danger that international law might be written on the subject of freedom of information "which will leave us farther back than when we started." He referred to the battle for freedom of information inside the United Nations where many countries fail to understand the significance of a free press.

-Basil L. Waite

SINDLINGER
Financing to Allow Expansion

ALBERT E. SINDLINGER, president of Sindlinger & Co., Inc., Philadelphia, exclusive licensor for Radox (new instantaneous electronic radio and television audience measuring device), announced April 25 a continuation of financing arrangements with a group of Chicago businessmen, following four months of negotiations.


These interests will be represented on the Sindlinger board of directors when final arrangements are consummated.

"National expansion of the Radox operation is contemplated," said Mr. Sindlinger, "but for the time being the company plans to concentrate within the Philadelphia area, with New York the second city on the timetable."

6000 SUNSET
Building Sold to Richters

SALE of building, studios and other facilities at 6000 Sunset Blvd, Hollywood, for approximately $500,000, was disclosed last week when new principals took over from J. Frank Burke, president of Radio Broadcasting & Recording Service Inc.

New owners are Dr. A. G. Richter, Beverly, California, and his brother, A. J. Richter, Sacramento rancher, who are president and vice president, respectively. J. S. Kettv (TV) is managing director. The former corporation, continues as such in addition to becoming secretary-treasurer of the new group. The Richters control two-thirds of the new operation, according to Mr. Fredericks.

Other new personnel at the plant, which includes AM and TV studio site, recording facilities, Claude Turner, formerly chief engineer of AFN in Europe and AFBS headquarters in Los Angeles, assistant general manager; Robert B. Rice, former commander of AFBS headquarters in Los Angeles, head of sales promotion.

Studio space is being expanded, increasing facilities from three to five. Equipment costing about $15,000 also is being added. CBS has working agreement with building for use of its audience studies department.

Los Angeles Times-CBS station originates three weekly programs there.

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New Board of Governors, Officers Named

ELECTION of new officers and governors of the American Assn. of Advertising Agencies has been completed by the group's six sectional councils. AAAA boards of governors are as follows:


Saul Heads Agency

ARTHUR ROSENBERG Co., New York, last Monday announced the election of William H. Saul, account executive, to the presidency of the agency. Harold Chartow, also an account executive, was elected treasurer, and Samuel Rubenstein was re-elected vice president.

Three governors of the Pacific Council are as follows:

chairman, J. L. McQuigg of Geyer, Newell & Ganger, Detroit; secretary-treasurer, F. W. Townesend of McCann-Erickson, Detroit.


Other governors: John L. Davis of the Griswold-Eshelman Co., Cleveland; Roland Taylor of Foote, Cone & Belding, Chicago; Oakleigh R. French of Oakleigh R. French & Assoc, St. Louis; John F. Whedon of Young & Rubicam, Chicago; Fergus Mead of The Buchen Co., Chicago; Clyde M. Joyce of Goodkind, Joyce & Morgan, Chicago.

"Calm yourself, Congressman... Our running that fertilizer spot right after your speech was pure coincidence!"
How's Business?

By ROBERT LUCE

NETWORK BUSINESS dropped slightly in the first two months of 1949, to total $33,834,531, a figure $435,000 below the comparable months in 1948, according to the latest figures from the Publishers Information Bureau.

The decline occurred in February, as the January totals were above January 1948. February's gross billings were $16,124,761 as compared with $16,715,535 in February 1948.

Product groups showing biggest reduction in February 1949 from February 1948 were Tolieteries, Automotive, Drugs, Foods, and Office Equipment. (See Table I.)

Radio and companion media may profit in buyer's market climate. More effort to bring in customers means more expenditures for advertising. Few presenters at AAAA's April meeting would predict a drop in advertising revenues for 1949. This is not to say the same for 1950—there was a definite awareness that some levelling or decline is in the cards. Board Chairman Clarence Goshorn, of Benton & Bowles, is convinced that 1949 is a year for advertising to demonstrate its ability to keep sales at high levels.

NAB's new Broadcast Advertising Bureau has the job to do for radio in buyer's market year, to demonstrate that radio will move goods.

More about advertising budgets. ANA's report shows that biggest advertisers are set to increase or keep budgets at same levels in 1949 as in 1948, while smaller companies aren't so sure. Only 9% of companies doing over $50 million sales say they'll cut ad budgets, but 20% of those doing less than $50 million sales say they'll probably reduce appropriations.

The FCC Chairman Wayne Coy's speech to the NAB Convention was prickly with uncomfortable statistics about broadcasting. In 1948, which was a banner year for every industry including radio, the FCC Chairman said one in every five AM outlets lost money. Most of these, he pointed out, had gone out in the air in 1948 or 1947, which takes most of the scare out of the figures. He definitely intends to discourage further AM expansion with these words, "There is a grave financial risk in starting a new aural radio station." Like Merlin H. Aylesworth, former president of NBC, he is optimistic about TV's potential, though he differed on the length of time it will take for TV to become predominant.

'Broadcasting' Study of the Business Climate

Now nearly everybody has picked his date for the demise of radio. But figures on TV do not indicate that its going to reach AM's volume for many years. TV did about $6 million in billings for the first quarter of 1949. With allowance for rapid and progressive increase in TV time sales it will be quite a few years before TV reaches the $400 million chalked up by radio in 1948.

For 1949, and probably 1950, radio's future is not so much linked to TV as it is to other business conditions. Price cuts were news in April. Auto manufacturers spurred spring sales with announcements of cuts ranging from $50 to $300. Appliance, radio and other durables also entered the lists as price cutting occurred.

Most cuts were well advertised, and same applied to Easter business in local field. Consumers hoped sporadic cuts would continue as they watched cost of living decline steadily. Dun & Bradstreet's food price index, which is good market-basket indicator, is now 16% below last year's level.

Consumer's price index which stood at 74.5 (1935-39=100) last September, was 169.0 Feb. 15, and would show a further drop in March. Meanwhile no major wage increases appeared in April as unions, too, were waiting to see if the price level would rise again.

Employment has increased some, economists say, and Federal Security Administration reports that claims for unemployment benefits have declined somewhat.

Easter's business was good. Detailed figures are not yet available, but one estimate shows Easter Week trade was as good as Easter Week year ago, if not slightly above than price cuts however, most retailers need more volume to produce equal return. March retail trade was estimated at $10,470,000 a shade below March 1948. Index of March sales was 929, compared to 330.7 in March 1948 and 340 in September. (See Table II.)

Independent retail stores, which are the local radio advertisers, are losing some business to chains and big department stores. Latest data shows sales in this category to be about 2½% below a year ago. Auto dealers are an exception to this rule, showing a 10% increase. "The auto industry has started 1949 with the highest rate of output since the end of the war," according to William Cronin, managing director of the Automobile Mfrs. Assn., "and as the industry approaches a balance between supply and demand, we think radio advertising programs are being broaden and intensified."

It's almost possible now to buy a car cheaper than a new model, which is indicative that customers can get new models with relatively short delivery time. Used car prices have declined steadily in 1949, without usual spring buying spurt.

Again, used car dealers need promotion to keep business up, and to tell public of new lower prices for good post-war models.

Personal incomes dropped off from the January level, and stood at an annual rate of $217 billion in February. This figure is well above the figure for 1948 which was $213.6 billion. This is still a healthy buying potential, and the problem rests with the consumers who may not spend their money until they feel prices have reached even lower level.

All this means that consumers will look and listen longer before they are convinced that now is time to buy. Effective selling copy on radio can tell consumers about lower prices, better supply, and technical improvements which make today's goods most satisfactory from consumer standpoint.

Construction shows a definite slowdown from the very high level (Continued on page 12)
Mr. Barit, Mr. Pratt

the importance of the salesmen of America in keeping the automobile

THE U. S. Supreme Court last Monday ruled that it would review a lower court's decision which had reversed FCC's denial of license renewal to WORL Boston. Summary argument was set for May 9.

FCC filed its request for writ of certiorari with SCOTUS in February asking review of a ruling by the U. S. Court of Appeals for the District of Columbia [BROADCASTING, Feb. 28]. The Court of Appeals reversed the Commission's WORL ruling last November with the opinion that FCC had acted arbitrarily, capriciously and without the support of "substantial" evidence in denying WORL.

The denial of license renewal to WORL by FCC was based on grounds of ownership concentration.

The Commission told SCOTUS that the Court of Appeals, in reversing the FCC ruling, improperly withheld from the Commission all the evidence and testimony of the Congress. FCC also pointed out that the lower court had failed to heed an earlier applicable ruling by SCOTUS in the WOKE Albany case.

WORL is owned by Harold A. Lafount, general manager of the Arden Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. WORL, assigned 1 kw daytime on 950 kc, has been given temporary extension of license to June 1.

TEENAGERS

TEENAGERS between 13 and 19 years old have a potential buying power of $8 billion annually and 64% of them have their own radios.

These findings are some of the results of a study conducted for NBC by the Gilbert Youth Research Organization. A nationwide investigation, 1200 teenagers were interviewed in 1948 in four cities, Chicago, Philadelphia, Pittsburgh and New York.

Average weekly buying power by boys was put at $14.65, compared with $10.77 for girls. Urban teenagers, accounting for about $6 billion annually, have weekly buying power of $12.71. City teenagers buying has a spread of from $4.05 weekly in the 13-15 age group to $35.56 at 18-19, the sharp increase reflecting the number of fulltime employees in the later groups.

Enthusiasm for radio was evidenced by high sponsor identification among youth, the study said. All programs studied had higher identification among girls than among boys with the exception for comedy programs. More girls than boys know the sponsors of popular music, dramatic, mystery and audience participation programs.

Of the ten top programs among boys, the comedy type predominated. Among girls, popular music was first, with comedy a close second.

Average number of sets in the teenagers homes covered was 2.7. Two or more radios were in 82% of their homes, while 50% of the homes had three or more radios. Peak availability of teenagers for listening was given as 6:00-7:00 p.m. and all days of the week. Boys buy more radios than boys are available in the home at all hours on all days.

Between 3 p.m. and midnight, an average of one out of five couples are tuned in on weekdays, 30% on Saturdays and 36% on Sundays. Availability from 3 to 5 p.m. is lower on weekdays than on weekends.

Buying habits among the teenagers differ with sex for all tested products except coffee and fruit drinks. Boys use more milk, ice cream, chocolate drinks and soft drinks than girls; girls use more tea and toothpaste. Urban teenagers alone; said the study, bought a total of $7.6 billion in glasses of milk annually, 3 billion servings of ice cream and over 2 billion glasses of soft drinks. More boys than girls have preferences for their soft drinks, while more girls have tea and fruit juice brand preferences.

Radio is used by 89% of the 15-year-old girls and 97% of 17 to 19 years, it was further reported. The study also noted that because of the intense loyalty of young people for their favorite programs, even a show with a relatively low rating may do a good sales job among the group.

HUGH M. BELVILLE, Jr., NBC director of research, said the findings will be used to aid NBC program officials in their study of radio's "impact on the young mind.

TERRY NAMED

To Attend World Radio Meet

HUGH B. TERRY, vice president and general manager of KLZ Denver, has been named by the State Dept. to represent this country at a worldwide meeting of radio representatives starting May 3 at UNESCO House in Paris.

A NAB board member (District 14), Mr. Terry will be the only American broadcast station attending.

He will leave New York April 30 and will be gone about two weeks. Mrs. Terry will accompany him.

This is the first time of the experts comprising the Radio Program Subcommission which will submit recommendations to the full commission at its Oct. 24 meeting in Paris.

SCHNEIDER

Confirmation Is Expected

OFFICIAL confirmation of the appointment of Douglas Schneider as mass communications director for UNESCO will be announced sometime this week, State Dept. sources indicate Thursday. Mr. Schneider's appointment, now verbal, is expected to be confirmed by Paris headquarters of the United Nations Educational, Scientific and Cultural Organization.

Mr. Schneider, who plans to leave for France early in May, has been with the State's Office of Educational Exchanges the last September as division chief dealing with cultural attaches. Prior to last year he spent three years as counselor of embassy in Paris in charge of cultural and informational matters.

His new duties will consist of exploitation of mass media, including radio, newspaper, periodicals and films. Radiowise he will continue UNESCO's policy of interesting stations and networks in allowing use of sustaining or program material, in programs implementing the organization's purposes. Included in that work is preparation of broadcast scripts inaugurated by UNESCO in recent months.

Mr. Schneider's base salary would be close to $10,000 per annum, a rate listed for the Grade 18 bracket, it was learned.
PEABODY

ABC, NBC Get Four Awards; Two Go to CBS

TEN George Foster Peabody awards and three citations were presented last Thursday in New York.

ABC and NBC won the most awards, each receiving four. CBS won two. For the first time in the history of the Peabody prizes, two television programs were honored—ABC’s Actors Studio and NBC’s Howdy Doody.

The presentations were made at a luncheon meeting of the New York Radio Executives Club, in accordance with the custom of the past three years. John E. Drewry, dean of the Henry W. Grady School of Journalism, U. of Georgia, which administers the awards, explained the history and purpose of the annual prizes and introduced Edward Weeks, editor of the Atlantic and chairman of the Peabody Advisory Board. Mr. Weeks introduced the winners and presented the awards.

ABC and NBC each broadcast 15-minute segments of the presentation ceremonies, held in the Roosevelt Hotel.

Citations also were presented to the Rocky Mountain Radio Council, Lowell Institute Cooperative Broadcasting Council for education through broadcasting, and to WNEW New York.

Niles Trammell, NBC president, received the awards for NBC’s University Theatre and its classical music programs. In accepting the latter, Mr. Trammell said credit belonged to Brig. Gen. David Sarnoff, chairman of the board of RCA, who was responsible for bringing Arturo Toscanini to the U. S. as conductor of the NBC Symphony. Gen. Sarnoff was present at the ceremonies but did not speak.

John Elwood, general manager of KNBC San Francisco, NBC’s owned and operated station, accepted the award to its program Forests Aflame. Bob Smith, creator of Howdy Doody, accepted that award.

Mark Woods, ABC president, spoke briefly. Awards to ABC were accepted by Robert Sauder, vice president in charge of public affairs, for Communism—U. S. Brand; by L. H. Thesmar, general manager of WDAR Savannah, ABC affiliate, for You and Youth, and by Donald Davis, producer of ABC-TV’s Actors Studio. Groucho Marx, star of the ABC program which won the comedy award, was heard by transcription.

Edward R. Murrow, newly elected member of the board of CBS and commentator, accepted his award for outstanding news broad-(Continued on page 88)

TOP PHOTO: ROBERT SAUDEK (r), ABC vice president in charge of public affairs and producer of Communism—U. S. Brand, consults with John Gaborn Turner (l), manager of ABC’s script and program promotion department, and Morton Winushorod, author of the documentary.

SECOND PHOTO: ADVISORY board of NBC University Theatre (l to r): Lionel Trilling, professor of English, Columbia U.; Dr. Robertson Strown (standing), professor of language and literature, Kansas State Teachers College; Dr. Harvey Webster, associate professor of English, U. of Louisville; Amy Loveman, editor of the Board of Literature. Cliffon Fadman, board member, is not shown.

MIDDLE PHOTO: MILTON BELLAM (standing, right), program director of WDAR Savannah, Ga., directs one of the You and Youth programs.

FOURTH PHOTO: CHARLES C. BARRY, ABC vice president in charge of television, points out a scene to Alex Segal, director of the Actors Studio.

BOTTOM PHOTO: TED COTT (center), vice president, WNEW New York, discusses “Little Songs About UN” with Peter Aylen (l), UN radio chief, and Andrew Cour- dier, assistant secretary-general of the UN.
SESAC CHARGED
Forced Into Contract—KOTA

CHARGE that it was pressured into signing a SESAC contract and that the rate charged is not the same as that paid by other stations in the same class is made by KOTA, Rapid City, S. D.

Replying to a SESAC suit for contract performance, KOTA claims the contract void because SESAC isn't required to own copyrights and because SESAC has failed to live up to an oral promise to provide records.

KOTA alleges in an answer and counterclaim as well as for dismissal that SESAC is not qualified to enter into contracts in South Dakota because it has not filed proper papers with the state.

The KOTA answer was filed in the case of SESAC Inc. v. Black Hills Broadcasting Co. (KOTA), Rapid City, S. D., Seventh Judicial Circuit of South Dakota. The state has no anti-ASCAP law.

In filing the paper, Botum & Botum, KOTA attorneys, claim SESAC promised the station the same rate other stations in the same category are charged by the copyright owner.

Undue influence was exercised by SESAC in exploiting its bargaining rights, according to the KOTA reply. This includes threats of quits, it is charged. The contract is described as void because it is indefinite, uncertain, not based on solid consideration and lacks a mutual obligation.

KOTA charges that "under terms of the alleged contract the plaintiff was not bound to hold or control any performance rights in any musical compositions, musical dramatic works or dramatic works; further, that under the terms of the alleged contract it was impossible for the defendant to ascertain what performance rights were or might be included in the grant of performance rights allegedly made by said contract."

SESAC asks KOTA to pay $470 allegedly due for nonpayment last February.

Heads Marshall Mission

BARRY BINGHAM, president of the Courier-Journal and Louisville Times Co., operating WHAS, Louisville, Ky., was named Thursday to be chief of the Marshall Plan Mission to France. He succeeds David K. E. Bruce, nominated by President Truman as Ambassador to France. Mr. Bingham will take over his new duties in Paris when Mr. Bruce's nomination is confirmed by the Senate. He will supervise the broadcasting of American recovery aid in France.

IMs Signs Nine

Pellegrin Predicts Others Will Join

Nine member stations of AIMS have formally signed with Independent Metropolitan Sales, new company major market independent learned Thursday. A tenth station has been committed, it was reported.

Headed by Jack Koste, formerly general manager of Forjoe and Co., New York, IMS has rented offices at 55 W. 45th St., that city. Chicago headquarters will be opened May 1.

Frank Pellegrin, president of KSTL St. Louis, disclosed that his station was the first to become associated with IMS, but he declined to name the other eight affiliates.

Though there is no direct connection between the two, it was understood that IMS will represent AIMS members exclusively, at least at the outset.

IMS, privately owned and operated by Mr. Koste, evolved from a desire of some AIMS members to have a mutual independent representative. Many other members are well satisfied with their present representative arrangements. Thus, spokesmen said, there is no obligation upon present or future AIMS members to switch to IMS.

The IMS plan contemplates representation of a limited list of major-market independents. Admission of new stations is to be subject to approval of a broadcast committee advising Mr. Koste and his staff.

Formation of IMS was announced at an AIMS meeting held in conjunction with the recent NAB Convention in Chicago. Enrollment of seven new stations in the association was reported at that time. AIMS boasts that it is more a self-help "committee" than a formal organization with constitution, officers and dues. It is composed of independent stations in cities of more than 100,000 population—one station to a city.

AIMS membership is by invitation only, extended by a committee of leading independents. For the present, no invitations have been extended to stations in the largest markets, such as New York, Chicago, Los Angeles, Detroit, and Philadelphia.

The membership now numbers 32 stations whose executives exchange monthly suggestions on programs, business, and operating practices. Its leaders attribute its growth to its freedom from legislative squabbles, absence of solicitations to contribute to or join various organizations, and its concentration solely on station management ideas, mistakes, successes, and business-building projects.

Members exchange monthly letters which are confidential to managers and owners. Any member skipping three letters is automatically dropped.

Stark Joins ABC

Quits Blaine-Thompson

CHARLES STARK, with WMCA New York for nearly a decade as sales manager and general manager, has joined ABC as an account executive. Since leaving WMCA last year, Mr. Stark has been radio and television director of Blaine-Thompson Co., New York.

Entering radio as a CBS salesman in 1929, Mr. Stark was sales manager of WNEW New York from 1933 to 1935 and national sales manager of WIN (now WMGM) New York from 1935 to 1939. He then joined WMCA as sales manager and in 1943 became general manager as well, serving in the dual capacity until last year.

Heinz Spots

Conducting Test Campaign

SPORADIC test campaign in spot radio is currently being conducted by H. J. Heinz Co., Pittsburgh, through its Hill Laboratories, Inc., Detroit. Hill's Parents is among the products being promoted in different markets, with Syracuse, Utica, Cleveland, Milwaukee and Grand Rapids now being covered for test periods. Spots, one from three to five stations in a city, are one-minute transcriptions, and are scheduled from five to ten times weekly on each station.

If results of the campaign are successful, the agency plans to go into spot radio "more seriously," and with more "continuity," it was learned. So far, the agency and client are happy with the results, it was reported.

John Carson

Hill Opposition Forming

STANCH opposition to nomination of John Carson to the Federal Trade Commission took shape on Cap Hill last week as Senate Interstate & Foreign Commerce Committee announced it would hold hearings shortly on President Truman's selection.

While Senate Chairman Edwin C. Johnson (D-Col.) issued a statement that his committee would conduct a "searching and thorough" investigation, congressmen, particularly Republicans, expressed concern over Mr. Carson's business views and philosophies, and submission of his name as an "independent" to fill a Republican vacancy caused by Robert Freer's resignation. In support of their opposition they quoted from testimony offered by the FTC candidate before Senate committee hearings on banking and currency, and housing.

Fulton Lewis, jr., MBS commentator, also leveled his guns at the FTC candidate before the U. S. Co- operative League, devoting a half dozen or more broadcasts to the controversy. Questioning Mr. Carson's economic beliefs, Mr. Lewis asserted that "Mr. Carson not only is a Republican—he is even farther to the left... than the left wing Democrats on the Federal Trade Commission."

Stantons to Europe

FRANK STANTON, CBS president, and Mrs. Stanton sailed Wednesday from New York aboard the Queen Mary for an extended vacation in Europe. Mr. and Mrs. Stanton will visit England, France, Italy and Germany and will be abroad more than a month. It is the longest vacation Mr. Stanton has taken since he became CBS president.
540 KC

U. S. ATTITUDE toward 540 kc in next September's conference to negotiate a new North American Regional Broadcasting Agreement may depend on existing prospects for its use to any considerable extent in this country.

This was the conclusion indicated last Thursday, at the second government-internationally sponsored preparatory conference, by a subcommittee assigned to explore the subject and come up with recommendations [BROADCASTING, Dec. 21, 1948].

The conference, held under the chairmanship of FCC Comr. Rosel H. Hyde, considered more than two dozen reports by subcommittees which had been named to study technical and procedural problems and make recommendations for changes in the U. S. NARBA proposals.

Non-renewal of the so-called "Gentlemen's Agreement" with Mexico was recommended by another subcommittee. This would be a victory for the Daytime Petitioners Association campaign for authority to operate fulltime on six American 1-A channels which, under the agreement, are now being used only on a day-time basis.

The 540 kc subcommittee, headed by Harrison T. Slaughter, Washington radio attorney, held that Mexico's current use of the new broadcast frequency is illegal and should be accorded no recognition at the NARBA conference unless an international arbiters rules in favor of Mexico in the meantime.

The U. S., it was disclosed, has requested that the dispute with Mexico be submitted for arbitration in accordance with the Madrid Convention. It would be the first instance of such a request since NARBA, which recently expired, went into effect in 1941.

Canada's Rights

The subcommittee felt that Canada, which has been using 540 kc since about 1932 under a special agreement with the U. S., must be accorded some rights on the channel, though not necessarily 1-A rights.

It cannot be known yet, the subcommittee said, whether the restriction currently proposed for 540 kc in the U. S. will permit "any substantial use" of the frequency in this country. The proposed limitations would prohibit the use of 540 kc within 25 miles of more than 200 specified military installations and otherwise would keep power to a limited maximum [BROADCASTING, Feb. 28].

In any event, it was felt the military installations to be protected under the domestic proposal should be accorded the same protection against interference from outside the country, and that a provision to this effect should be written into the new NARBA.

The 540 kc channel was added to the broadcast band by the Atlantic City Conference in 1947, subject to agreement among the interested nations as to its use. Though conferences on the subject are not slated until the NARBA conference in September, Mexico has assigned a 150-kw station to that channel at San Luis Potosí, 350 miles below the U. S. border. The station is now operating with a reported 50 kw.

Committee Recommends

Non-renewal of the "Gentlemen's Agreement" was recommended by a subcommittee under the acting chairmanship of R. Russell Egan, Washington attorney. This group endorsed a U. S. proposal which would bar nighttime stations on other nations' 1-A channels only if the stations were located within 850 miles of the nearest border of the nation having 1-A rights.

Nations which participated in NARBA are slated to circulate their proposals for a new agreement by May 2. It was for the purpose of helping FCC and the State Dept. to formulate these proposals that the industry-government conferences and studies have been held.

No recommendations could be offered on several questions, however, since FCC has not yet decided the clear-channel case. FCC spokesmen have indicated this decision may be available by May 1, though others feel more time will be necessary.

Several of the subcommittees were unable to complete their studies in time for the meeting but promised to have reports available before the September conference.

Among these are studies of the advisability of reducing channel width from 10 to 9 kc (which would add about 10 or 15 channels to the band but which most authorities appear to consider impractical), and questions relating to horizontal polarization, use of the unused channels for stations on regional channels, vertical antenna performance, and directional antenna stability.

Reports which were offered included:

- Recommendation that the new NARBA be written so its principles will continue in effect until a majority of the participating nations request a new treaty. Technical provisions, however, would be put into an appendix and be reviewable whenever necessary or desirable.

- Recommendation that synchronized operations be legalized and encouraged, enabling groups of co-channel stations carrying the same programs to operate with minimum interference and greater frequency economy.

- Recommendation that each nation signify its intent to make a specific assignment by notifying the other nations at the time the technical feasibility of such an assignment is determined. Heretofore the U. S. has delayed notification until grants were actually made; this, because of the lag between application and grants, has often worked to this country's disadvantage. Further, Mexico and some other countries do not wait until the grant to assert their right to an unassigned frequency.

Disagreements Policy

- Recommended that disagreements between NARBA nations be settled, as a last resort, by arbitration or by submission to the International Court of Justice. In the case of arbitration, technical matters would be decided by the North American Regional Broadcasting Engineering Committee, who se recommendations would be referred to the arbitrators for use in reaching their decision.

Chairman Hyde thanked the various committees for their "conscientious and excellent work" and asked them to remain available for further assignments if any arise.

No further meetings of the full committee are expected until the reports not yet completed have been submitted, probably in August.

BMB CAMPAIGN

SALES campaign to bring hundreds of new subscribers into the BMB fold is in the planning stage at NAB headquarters in Washington. NAB last week assumed responsibility for the financing and execution of the second study as a result of NAB board approval of a $75,000 loan to the research group [BROADCASTING, April 18].

NAB also will spark the drive to obtain waivers from all 540 AM station subscribers. These waivers delete from present BMB contracts a 90-day cancellation clause. The waiver plan was authorized by the NAB board.

Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, last week wrote subscribers asking them to sign the waiver. About 100 stations had signed waivers at Chicago. Dr. Baker explained that the waiver will enable the station to continue its BMB payments through June 1950. By securing them from all subscribers, BMB will avoid cancellations which might otherwise occur this fall after completion of the second nationwide study.

The waiver campaign received a shot in the arm last week with an announcement that WLW Cincinnati has subscribed to BMB and has paid its privileges. In signing the BMB contract, Robert E. Dunville, WLW vice president and assistant manager, lauded addition to the second BMB study of several new features, including total weekly and daily audience figures, according to Cortlandt Langley, assistant to the president of BMB.

Returns Telegrams

In sending his waiver request letter to subscribers, Dr. Baker returned the telegrams they had sent BMB a month ago. These telegrams were acceptances of a plan to underwrite payment of federal taxes should BMB's claim for tax exemption as a non-profit organization be denied.

Guarantee of regular payments until the termination of station contracts on June 30, 1950, will enable BMB to set up a reserve against this unexpected contingency, Dr. Baker explained, making the pledges no longer necessary.

He said he was returning the tele-

NEW MEMBERS OF NAB board sought by Broadcasting's cameraman during post-convention meeting of directors at Chicago (l. to r.): Merrill Lindsey, WSOY Decatur, Ill.; Frank U. Fletcher, WARL-FM Arlington, Va.; Kenyon Brown, KWFT Wichita Falls, Tex.; Allen M. Woodall, WDAX Columbus, Ga.; Glenn Shaw, KIX Oakland; James D. Shouse, WLYW Cincinnati.

April 25, 1949 • Page 29
A DECREASE of 45% in net income for the first quarter of 1949—attributed to expanded costs of television and substantial reductions in earnings of its record-manufacturing subsidiary—was reported last week by CBS.

At the company's annual stockholders meeting in New York last Wednesday, William S. Paley, chairman of the CBS board, presented a financial statement for the first quarter.

The statement showed CBS net income for the three months ending April 2, 1949, as $16,557,644, compared with $5,553,686 in a similar period in 1948.

Gross income for the 1949 quarter was above that of 1948, but operating expenses and cost of goods sold and administrative expenses rose sharply. In the first three months of 1949 gross income was $27,018,288; in the similar period last year it was $26,252,456.

Expenses Rise

But expenses in 1949 amounted to $17,488,983 whereas they were $16,250,994 in the first quarter of 1948. And time discounts and commissions, record returns, allowances and other discounts ran to $8,216,195 in the first three months of 1949, compared with $7,578,695 in the same quarter of 1948.

Earnings per share for the 1949 quarter were 50 cents; they were 90 cents for the same quarter last year.

In response to questions from stockholders, Mr. Paley said that television costs were still increasing, but that the company was hoping that 1949 would be the year in which television operations reached the point of maximum loss.

"We are hoping that next year the loss curve will turn downward," Mr. Paley said.

The decreased earnings of Columbia Records Inc., which is owned subsidiary, were occasioned by a general slackening in the home record business and by the diversion of funds into the development and promotion of Columbia's long-playing records, Mr. Paley said.

The earnings of the record manufacturing subsidiary were not disclosed, although Mr. Paley said that the expansion program for CBS—Columbia Records contributed about 18 or 20% of the company's revenue.

The general outlook for 1949, according to Mr. Paley, is that CBS radio will attract bigger revenue than in 1948, Columbia Records will not do as well, and CBS television will lose much more.

**Answers Benny Reports**

Answering another inquiry, Mr. Paley characterized press reports that CBS had made heavy rebate to American Tobacco Co. because of depreciated ratings on the Jack Benny show as "inaccurate."

He admitted, however, that "we gave certain assurances to Jack Benny's sponsor covering a very short period." It has been reported that the network wrote an "insurance" policy to American Tobacco guaranteeing to indemnify the sponsor for rating points lost by Mr. Benny in his change from NBC to CBS.

Mr. Paley would not amplify his explanation on the grounds that to do so would be to disclose valuable information "to our competitors."

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**Richard's Plan**

A LIKELIHOOD that FCC approval would be forthcoming was next week as counsel for G. A. Richards filed applications for consent to the transfer of control of his three stations to three trustees.

Mr. Richards, whose news policies have been under investigation by the Commission, would resign as officer and director of the stations immediately upon FCC approval.

The stations are KMPC Los Angeles, WGAN Cleveland and WJRT Detroit.

The trustees are Dr. John A. Hannah, president of Michigan State College, East Lansing; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, Detroit; and Harry J. Klingler, president of General Motors and general manager of the GM Pontiac Motor Division.

The hearing which FCC had called to investigate charges that Mr. Richards ordered KMPC staff members to slant news against the Roosevelt family and certain minority groups was cancelled in March when Mr. Richards' counsel proposed the trusteeship plan (BROADCASTING, March 21).

The applications and details of the trusteeship arrangement were filed with the Commission last Monday—the deadline set by FCC when it cancelled the March hearing.

The Commission said then that it would decide, after the trust plan was filed, whether the transfer should be consolidated for hearing with the news-policy question, and that it would also set a new hearing date.

There were indications last week, however, that the hearing may be continued indefinitely, although the case has not come up for consideration since the applications were filed. A basic factor again is Mr. Richards' health. His physicians have told FCC that a hearing of the scope it had contemplated might well cost him his life. Mr. Richards has been suffering from a heart condition for a number of years.

It seemed probable that Commission action, if it is to come in the near future, will come before mid-May. FCC Chairman Wayne Coy and Vice Chairman Paul A. Walker, together with a contingent of staff executives including General Counsel Benedict F. Cottle, are slated to leave for the International Telephone and Telegraph Conference in Paris on May 12 and may be away until August.

Mr. Cottle had been slated to serve as Commission counsel at the hearing, which was cancelled. He was on the West Coast, preparing for the case, when the cancellation order came through.

When the trusteeship plan was first broached, FCC was told that Mr. Richards had long planned to retire from active participation in the radio business upon his 60th birthday, which occurred March 19. FCC was therefore engaged in the radio broadcasting business for more than a quarter of a century," Mr. Richards declared last week. "I no longer wish to be in the business."

I have seen the industry develop as a major factor in national public opinion. In that development, our (Continued on page 16)
BASEBALL
More Coverage Announced
FOUR television and five audio broadcast schedules of baseball games were announced by stations last week.

WABC-TV New York will televise the National League games between the National League games between the Chicago Cubs and the New York Giants, the St. Louis Cardinals and the New York Giants, and the Cincinnati Reds and the Philadelphia Phillies.

ROAD GAMES of the Memphis Chicks will be carried by WHHM Memphis under sponsorship of Not Buring Packing Co. Completing arrangements are (1 to 1): Pat O'Malley, WHHM general manager; Norton Rosengarten, president, Rosengarten & Steinke, Buring's agency; Not Buring, head of packing firm, and George Mooney, sportscaster.

DAR
SELLING DEMOCRACY through the medium of radio was the predominant note of addresses presented before the Radio Committee of the 58th Continental Congress, American Revolution, last week.

At the conclusion of the 58th congress, how Radio Committee will be known as the Radio and Television Committee which makes the NSDR the national women's organizations in the country to recognize the importance of visual radio to broadcasting.

The principal speakers were Pat Griffith, director of women's activities, NAB, and executive secretary of the National Assn. of Women Broadcasters; Barbara Pryor, special assistant to the chief of the Division of International Broadcasting, Dept. of State, and Margaret Carter, chief of the Division of Public Liaison, State Dept.

Miss Griffith gave an overall picture of the history of radio and its far reaching effect on the people. She pointed out that more time is spent in listening to the radio than doing anything else with the exception of sleeping and working.

Miss Griffith also gave some timely advice on the preparation and presentation of radio programs and closed her address with the remark, "You can sell democracy just the same way that you sell soap."

Mrs. Carter gave a resume of the functions of the Public Liaison Office established in 1944.

Another section, dealing with the 15% war tax rate, would be amended by deletion of certain items. Excluded would be taxes on domestic telegraph, cable or radio dispatches, as well as leased wires and long distance telephone. Measure was referred to the Senate Finance Committee.

BILLY TO OUST TAX
On Radio Facilities Offered
REGULAR 20% tax on domestic radio, cable, telegraph and telephone facilities would be removed under provisions of a bill introduced in the Senate last Monday by Sen. William Langer (R-N.D.).

The bill (S 1603) would reduce certain taxes and eliminate others by repealing a section of the Internal Revenue Code.

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AFM Lobby
THREE officers of James C. Pe-trillo's American Federation of Musicians — Richard McCann, J. Elmer Martin and Paul J. Schwartz — have registered as lobbyists with the office of the Senate Secretary.

The union officials currently are in Washington, D.C., in connection with hearings on fair labor standards to repeal Taft-Hartley Act.

CONSENT was granted by FCC last week to assignment of license of KIOX Bay City, Tex., from partnership of John George Long, T. L. Redfern Jr. to Mr. Long individually for $12,878.

Meanwhile, the Commission also has approved transfers of five other stations, as reported last week. These include WOOF Dothan, Ala.; WCRB Waltham, Mass.; KERN San Jose, Calif.; WCFM (FM) Washington, and WENK Union City, Tenn.

Details of the transactions follow:
KIOX Bay City, Tex. — Granted assignment of license from partnership of John George Long, T. L. Redfern Jr. to Mr. Long individually for $12,878.

WCRB Waltham, Mass. — Granted assignment from Richard and Paulo St. C. Luce of WSSR Watertown, Conn., to William C. Brooks of WSSR Watertown, Conn., for $20,000.

KERN San Jose, Calif. — Granted assignment of license from WCFM (FM) Washington to sparks brothers, Jr., for $50,000.

WCFM (FM) Washington — Granted consent to corporate reorganization of Cooperative Broadcasting Assn., permitting change in form of operation from nonprofit to for-profit, with affiliation and control by preferred stockholders. No consideration involved. Both common and preferred units to be sold at par value of $500, with amount raised by sale to be determined.

WKKK (FM) Charlotte, N.C. — Granted assignment of license from WKKK Broadcasting Co., Inc. to Robert H. Kibler for $7,000.

WENK Union City, Tenn. — Granted consent to transfer of controlling interest of WENK Union City Broadcasting Co., Inc. license to WENK Union City Broadcasting Co., Inc. and WENK Union City Broadcasting Co., Inc. and WENK Union City Broadcasting Co., Inc. and WENK Union City Broadcasting Co., Inc. and WENK Union City Broadcasting Co., Inc.

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FCC to Woodshed
(Continued from page 28)
to the industry it regulates." It has a "mountain of unfinished business right here in Washington which demands its undivided attention for months."

FCC faces guilt of "tantalizing" and "pernicious" practices, winking at its own rules and finding ways to expedite action for friends of the staff and to hold up applications of others. It is guilty of "regulation by dictum.

- The staff—the lawyers, mainly—"runs the Commission" and is "too adroit and cunning to permit a real investigation to take place."

- The staff "uses the industry, big and little, when the Commission faces an investigation," while industry undertakes to "prostitute" the Commission out of fear of it. "That is why the big boys" move heaven and earth to get a friendly appointee on the Commission; why they wine and dine the Commissioners, and pretend to consult them not only about their aches and pains, but about their most informal views on the most casual matters."

- In many decisions, as in the Port Huron case, FCC is guilty of "judicial law-making" whereby it brings the industry by dictum, written into an unappealable decision involving a single licensee. This is "an undemocratic and immoral procedure," a "destruction of the legislative process," and "bureaucratic tyranny."

- Decisions are written not by the Commission but by its staff. "Unfortunately, some Commissioners have been confused by involved legal arguments" advanced by the staff. "There is significance in the fact: that the Commission's legal staff strongly resisted the efforts of the Hoyts to or the Senate Interstate & Foreign Commerce Committee to tighten up the procedural and appellate provisions."

- The Commission allows "chicanery" in licenses and construction permits, which ought not to be "sold over the bargain counter like beans in the corner grocery." The field for this "particularly nefarious practice" is broadened by the advent of TV.

Sen. Johnson told the Senate he felt "compelled to employ the harsh rhetoric of conditions existing which the evils which have grown up" because "conditions in this agency... have grown from bad to worse."

He said: "It would appear to me that an honest and sincere evaluation of all these challenges and implications and their relative worth in the public interest and in the light of the evils which have grown up... has grown from bad to worse."

The Coloradoan devoted some pages of his 17-page address to release and investigation of its attacks on clear channel stations and the "unsatisfactory" bid for power above 50 kw. Another four pages were devoted to the television situation, also one of his favorite themes.

Sens. Warren G. Magnuson (D-Wash.), a member of the commerce committee, and Joseph C. O'Mahoney (D-Wyo.), who testified in FCC's clear-channel hearings, came to Sen. Johnson's support in his discussion of the clear-channel case.

"Clear," O'Mahoney said not only the clear channels but "all forms of radio and television" are controlled by a few. He claimed "four or five large advertising firms actually control from 60 to 90% of all the programs upon radio." Sen. Johnson thought the figures "are just a little low."

A rollicking following the address estimated 63 Senators present.

The commerce committee chairman told the Senate that the "regime of former Commissioner Chairman Charles Denny," now NBC executive vice president, defeated a television allocation plan which "could not stand up."

The allocation was subsequently expanded, but "this is still a long way from giving competitive television service to the people of the U. S."

Sen. Johnson devoted a half-hour committee study to questions which have arisen.

But, he said, this "committee of experts finds itself in a quandary. Their new engineering data appears to be at sharp variance with the data that was used several years before to support the original television allocation..."

He added:

"Perhaps the committee of experts hesitates to write a report which will make clear that the present television allocation scheme just will not work; that too many stations have been allocated on the same channel in cities too close to each other."

"Such a finding would buttress engineering documentation the frequently repeated charge that the original television allocation was and is a monopoly device. Also such a finding would make obvious the need for a quick shift into color and the UHF so that a non-monopolistic and truly nationwide TV service might become available."

"But why should the Commission be blind?"

"In FCC's television hearing yesterday," Johnson said, "those who had urged previously that color television be permitted in the present channels were strangely silent."

Memoranda from some of the Commission's own technical people showing that color could be used and that additional frequencies could be employed were tabled upon, and the serious problem of patent controls was hushed up. Everyone in the industry was actively pushing for no one was left behind in the race for the lucrative profits that were anticipated from advertising."

Sheppard's Bill

Sen. Johnson said he could see why Rep. Harry R. Sheppard (D-Calif.) introduced his bill to break up manufacturers from owning stations (HR 2410). But he saw "no objection" to networks getting into television.

"On the contrary," he said, "we should encourage them that they took the initiative and risked their capital, and I commend them for it. But I do not want the Commission to be their pawns. I do not want the Commission to wait until the last boat in this fascinating field has put to sea with none of the little fellows aboard."

Sheppard's bill—rejected by FCC Chairman Coy in his NAB speech in Chicago (BROADCASTING, April 18)—that "if there is to be a preferred class for television licenses, then those who pioneered in the radio industry, those who have rendered a magnificent public service in the broadcast field and entitled to consideration."

He continued:

"The grandfather tradition must not be excluded. The Commission has indicated that its first allocation plan is now being abandoned in that plan which is also was; while there is nothing wrong with that mistake it might give consideration to a plan which will allow the average broadcaster in the non-balloon cities to get into television and promote the same very satisfactory competition we enjoy in radio today. Color television will help us do this. Opening up the UHF to commercial operation with the new television license to get in and develop the UHF initially to exploit first the lower frequencies."

Sen. Johnson saw "other disadvantages to this monopoly picture:"

"Broadcasters who have been convicted of anti-trust violations are given licenses; others, who have accepted consent decrees under which they have complied without conviction, are denied the right to get into television; networks "move in" to exert even greater

**KTBS SHREVEPORT**

Ups Power on New Frequency

BUILDING of KTBS Shreveport's new plant has been completed, and the station is now operating with increased power, 10 kw day and 5 kw night, on its new frequency, 710 kc. KTBS formerly was on 1480 kc with 1 kw fulltime.

Work on the station's new $300,000 studio building, which also houses the management offices, was completed last fall (BROADCASTING, Sept. 20, 1946). Broadcast operations under the old frequency and power continued from the studio building until completion of new transmitting facilities.

The studio building, designed by a Shreveport architect, Lester C. Haas, is said to represent one of the most modern radio centers in the nation. Interior acoustical design of the studios was handled by Dr. C. P. Bomer, U. of Texas, originator of polycylindrical diffusers, a treatment carried out in all KTBS studios.

Station's entire expansion and reorganization program was under the supervision of C. K. Beaver, formerly of WOAi San Antonio, who took over management of KTBS in August 1946.
control of their affiliates by becoming brokers for advertising.

The Communications Act itself makes it clear that a required monopoly should not hold licenses. But strangely enough, the Commission has promulgated a rule which would set up a monopoly for all its own interests.

In its denunciation of the Commission and particularly its staff, Sen. Johnson maintained that "citizens doing business with the Commission should be guided by its rights and duties." But they don't, he charged:

"Ask any member of the communications bar here in Washington, they will advise a client how the Commission may be 'handled.' Ask them privately; don't ask them in an open hearing, for then testimony will become known.

"They criticize Commission public cases, in which they are interested, and suddenly become friends of the parties. But they don't, and yet most devious of all, the case will just not come off, because the heavy workload piled up on the Commission.

"These tantalizing procedures are common practice and the so-called "regulation by the lifted eyebrow." If some bright young man on the staff likes the color of your hair, or wears the same outside controls, he will be in the right place and yet most devious of all, the case will just not come off, because the heavy workload piled up on the Commission.

"This explains, in part, why a particular application might go for two weeks while another application might be rendered within one day. These periods are not exaggerated; the record bears them out.

"No action and no decision on a case, he contended, "are far worse and far more deadly than an adverse decision" because of the expense and money ocasioned by delays.

"He claimed that the idea that radio is a "complicated, involved technical matter!" has been fostered both inside and outside the Commission "to shut out prying minds."

"Every member of Congress can understand it once it is stripped of its technical jargon and deliberately distorted complexities," he insisted. "Simply put, a series of basic policy decisions and alert, industrious and honest administration are all that is required. Most em- phatically I say that we had better seek to understand it lest by complacency we allow an anti-democratic system to grow into a Frankenstein.

Sen. Johnson held the Commission rather than the staff responsible in "the final analysis," he declared:

"Every succeeding chairman and many of the members have been appointed with the avowed purpose of cleaning out the Augean stables. The long list of personnel has been written the decisions and guiding the staff. The people have become so imperative in effecting a shakeup."

"About the time he understands the job, the chairman is given the crown prince to succeed him, moves on to another Senate committee back where it started and doing business with the changes in the law is too awkward, ponderous way, under the full glare of where their testimony staff.

"Nor did he think the staff "as a whole" should be severely criti- cized. Most of them, he said, "are civil servants, working their way up and largely content to do their day-by-day tasks to the best of their ability."

"He thought it "human and entirely commendable" that they are "on the lookout to better themselves," and he realized that the best possible opportunities for legal and engineering expertise are "either not present or being used with well established legal firms."

"But," he said, the Commission "should realize the temptations inherent in such a situtation and govern itself accordingly."

"On the subject of absenteeism, "weeks may go by without a quorum," Sen. Johnson cited the round of international conferences which have demanded the attention of Commissioners, and which still do. "There is just one international conference after another," he observed.

"He thought FCC's field engineering and monitoring work "could be cut down considerably without any serious consequences" and that "changes in organization to make better use, with more direct control, of the staff now employed, rather than have the same old faces in the same old capacities, will cure some of the trouble."

"Sen. Johnson said he favored salary increases "as a matter of fairness and justice," particularly in FCC "where expertise and good judgment are so necessary."

"But he said he was not "foolish enough to believe that the salaries will mean different employees."

"When salaries go up, as I hope most earnestly they will, we shall see the same old faces with the change in the administrative attitude toward progress and the same outside controls operating."

"He charged that the Chicago Tribune (WGN Chicago) is "the spearhead of the lobby seeking super-power."

"But he said "there are not enough hours in the 19-hour broadcast day to give local as well as network service to all the communities reached."

LOOKING OVER a Lever Bros. sales promotion piece following Pittsburgh Advertising Club luncheon April 5 ore (I to r ) Carl M. Dozer, WCAE Pittsburgh sales manager, program chairman; Frederick A. Schneller, Lever merchandising director, and Norman L. Klages, president of the ad club and advertising director, Re- liance Life Insurance Co. Ad club is celebrating its 40th anniversary.
mission discretionary power to modify licenses and construction permits (after giving the licensee or permittee an opportunity to oppose the modification). Failure to institute a proceeding to complete the new bill, it was felt, may provoke opposition from both FCC and at least some industry sources.

The original White bill would have evoked this provision over into the proposed new law along with the cease-and-desist provisions. When hearings were held, NAB presented its proposed yellow portions but suggested that the revocation section—which also is identical with Sen. Johnson's present proposal—be changed so that revocations would be handled as civil proceedings in U.S. District Courts [Broadcasting, June 23, 1947].

In drafting the bill after hearing the committee, cut out the modification provision but left the revocation and cease-and-desist portions intact.

Under the plan, FCC could issue show-cause orders against stations which fails to agree with the terms of their licenses or which violate any FCC rules or international treaties. The order would require the licensee to appear on a specific date to present evidence.

If the hearing convinced FCC that a cease-and-desist order should be issued, the Commission would make a written finding stating the cause for the proposed revocation and cease and desist.

Such a license may be revoked upon the filing of a written application stating the cause for the proposed revocation and cease and desist within 30 days for a hearing upon, and upon a decision of the license and cease and desist order of revocation, no further hearing. Upon the conclusion of said hearing the Commission may reaffirm, modify, or revoke said order of revocation.

(b) Where a station licensee (1) has failed to operate substantially as set forth in the license and (2) has failed to observe any of the restrictions and conditions of this Act or acts thereby to injure by reason of the failure the effective operation of the Commission authorized by this Act, the Commission may institute a proceeding by serving upon the licensee a notice in the manner prescribed in this section, to show cause why it should not cease and desist from such violations.

The Commission determines that a cease-and-desist order should issue, it shall make a report accompanied by a statement of the particular violations and matters with respect to which the Commission is inquiring and shall call upon the licensee to appear before the Commission at a time and place therein stated, but in no event less than 30 days after receipt of such notice, and give evidence upon the matter specified in said order. If, after hearing, or a waiver thereof, the Commission determines that a cease-and-desist order should issue, it shall make a report accompanied by a statement of the reasons why the Commission and the grounds on which it is concluded that the conditions prescribed in the order are not fulfilled.

Sen. Johnson's new radio fraud statute would be achieved by inserting the following new section in the Criminal Code:

**Fraud by Radio**

Sec. 1343. Whoever, having devised or drawing up to devise a scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, shall transmit or cause to be transmitted by means of radio communication or interstate wire communication, any writing, schemes, signs, signals, pictures, or sounds for the purpose of executing such scheme or artifice, or whoever operating any radio station or transmitting device, or whatever required by any of the U.S. knowing or in suspicious of execution of such scheme or artifice, and licensed under the Act of July 19, 1934, if made, and not more than five years, or both.

New AM Grant

The new AM Grant

CONSTRUCTION PERMIT for new AM station at Mount Pleasant, Mich., on 1150 kc with 500 w daytime was granted by FCC last week to Paul A. Brandt, owner of Economy 56, 104 and $1 Store there. Estimated cost is $27,500.

DESPITE SEN. Edwin C. Johnson's lengthy attack on FCC on the Senate floor last week (see page 25) and the newly-introduced Johnson bill, interpreting some of the features of the old White bill, there appeared to be little indication last Thursday that the Senate Interstate & Foreign Commerce Committee was pressing for an early "probe" of radio.

A subcommittee, headed by Sen. Ernest W. McFarland (D.-Ariz.), will probably turn attention first to a consideration of matters dealing with telegraph, and the common carrier communications operating in domestic and international fields. It is believed unkindly by Mr. Johnson, which will launch its study for another week or two.

The subcommittee was appointed by Sen. Johnson, full committee chairman, to study matters relating to radio, telegraph and telephone communications, [Broadcasting, April 18]. Others serving, in addition to Sen. Johnson, include Charles W. Tobey (R.-N.H.), Homer E. Capehart (R.-Ind.) and Estes Kefauver (D.-Tenn.).

No Plans Yet

Sen. McFarland said he had no plans at present for a meeting of the subcommittee, but felt the question of the "foremost immediacy." He said he had no idea whether a hearing might be necessary but, in any event, constituted the "most urgent" issue. What phase of radio might draw first consideration, and how penetrating the study would be, was also a moot question, he added. Sen. McFarland currently is concerned with matters dealing with waterways, and expects to devote his attention to that this week.

Much would depend on whether Sen. Johnson decide to conduct hearings on S 1525, his new measure amending the Communications Act, or to assign it to the McFarland subcommittee, it was pointed out.

Meanwhile, the full House last week continued its hearings on the financial condition and operating efficiency of the airlines industry, one of the four projects authorized for study in SRes. 50. Others besides communications are the U. S. Merchant Marine and domestic land and water transportation.

Further developments on radio and allied studies are considered a possibility after the regular Wednesday executive meeting of the Senate Committee, but held to be unlikely.

Sen. McFarland pointed out that last year's subcommittee, of which he was a member, had given considerable thought to radio broadcast legislation, and some of the recommendations were incorporated in the latest Johnson bill. Assignment of the question to Sen. McFarland's subcommittee would have little effect on any plan it might formulate to delve into radio problems, it was indicated.

Under provisions of SRes. 50, NAMED MANAGER

Barber to Head New Outlet

B. GEORGE BARBER JR. has resigned as promotion manager of WOCU Columbia, S. C., effective May 1. He becomes general manager of WJAY, Mullins, S. C., now under construction and slated to begin operation about June 1.

WJAY will be a 1 kw daytimer on 1280 kc, with studios, offices and transmitter on U. S. highway 76 midway between Mullins and Marion, S. C. Permittee is the Mullins & Marion Broadcasting Co., which holds an FM construction permit.

Before joining WOCU, Mr. Barber had served as commercial manager of WKIX and WNOK, both Columbia, S. C.

MEXICO SIGNALS

**Problem Not Mine—Truman**

INTERFERENCE to daytime stations arising from high-power Mexican signals is a matter for the State Dept. and FCC, President Truman said at his Thursday press conference in reply to a question asked on behalf of daytime Petitioners' Assn.

The President said he knew nothing about the interference problem. Over 100 daytime stations are suffering because Mexico has violated a gentleman's agreement with them, the President was told.
Recently one of Richmond's department stores ran a Dollar Days promotion. They advertised it over WLEE. When the event was over, we were proud to receive a letter from the store manager which read:

"I would like to say thanks for the remarkable job your radio station did for us during our Dollar Days Promotion. We have used radio in several towns, and different stations in Richmond, but this promotion over your station was the most successful I have ever witnessed."

Throughout the entire store, this company did the best three days business since Christmas!

Local Richmond merchants get this kind of quick, profitable action from WLEE all the time. More and more national advertisers are following their lead. Are you? See your Forjoe man today for the whole WLEE story.
THE LATEST WCKY STORY

HIGH RATINGS AND LOW RATES MAKE WCKY YOUR LOWEST COST PER THOUSAND BUY IN CINCINNATI

LOOK AT THE AVERAGE COST PER THOUSAND TUNED-IN HOMES, 8.00AM-8.00PM MONDAY-FRIDAY, FOR A FIFTEEN MINUTE PROGRAM ON THE CINCINNATI STATIONS*:

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WCKY GIVES YOU A COST PER THOUSAND 20% LOWER THAN ITS NEAREST COMPETITOR IN CINCINNATI — PLUS A FREE BONUS OUTSIDE COVERAGE OF 50,000 WATTS.

("— Based on Jan.-Feb. Pulse Rating. 260 time 15-minute national rate. Radio Homes in 2.0 millivolt daytime area of each station.)

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

**FOR MUSIC**
The Makebelieve Ballroom, 10 to 12 noon and 3 to 5 PM each day. With an average rating Monday-Friday for the 20 quarter-hours of 5.7.

**Sponsored By:**

- ADAM HATS
- AMERICAN CHICLE
- CARTER PRODUCTS
- COLGATE AJAX
- MGM PICTURES
- ROBERT HALL CLOTHES
- WELCH CANDY
- UNITED FRUIT
- COLGATE DENTAL CREAM
- CONTINENTAL BAKING CO.
- EX-LAX
- FREEZONE
- GRENNAN CAKES
- ROMAN CLEANSER
- AIREX
- REDDI-WIP

**FOR NEWS**
WCKY has 15 newscasts a day, with an average Monday-Friday rating of 5.4.

**Sponsored By:**

- CHASE & SANBORN COFFEE
- BAVARIAN BEER

- FLOYD & CO—SERVEL
- MUELLER’S MACARONI
- NASH KELVINATOR

**MORE AND MORE ADVERTISERS ARE BUYING WCKY FOR HIGHER RATINGS, LOWER COST PER THOUSAND**

**WCKY SETS THE PACE IN 1949!**

Call Collect Tom Welstead
53 E. 51st St.
New York City
TWX: NY 1-1688
Phone: Eldorado 5-1127

or C. H. “Top” Topmiller
Cincinnati, Cherry 6565
TWX: CI 281

**FIFTY THOUSAND WATTS OF SELLING POWER**
AN AMAZING MAN is Sen. Edwin C. (Big Ed) Johnson of Colorado. Last Monday he introduced a bill to raise the pay of members of the FCC by 50% (the chairman 76%). Forty-eight hours later he launched a vitriolic attack against the FCC, and more particularly its chairman.

We see these actions as contradictory, or perhaps mutually exclusive. Any reader of these columns knows we have never been over the quality, efficiency or objectivity of this Commission or any of its predecessors. We do believe this Commission, man for man, is the best yet. By the same token we think, as does Sen. Johnson, that this Commission is led too much by certain of its lawyers.

In this respect, and in others, Sen. Johnson shows an amazing insight into Commission affairs. The Senate committee has probed many practices which we have attacked over the years—practices which are capricious, arbitrary, unfair to applicants and licensees, and unwise economically as well. It has also exposed the FCC's pittance of revenue, and which should be rooted out for all time.

Sen. Johnson proposes to increase the FCC pay because, we presume, he feels the present $16,000 stipend is niggardly. He must also feel that without an increase the FCC will lose some of its good men, or, conversely, that the President will be unable to entice qualified men to replace them.

If that is so, how can he condemn the Commission for absenteeism and for "playing ball with the industry!" Certainly the FCC has blundered, and present members must assume responsibility for the sins and omissions of their predecessors. Certainly the TV allocations were not optimum. But to say this Commission loads on the job is, in our book, in palpable error. The Commissioners may be inept, but they don't have time to be lazy.

Chairman Wayne Coy is quoted for his speaking-away from Washington. We know of no public official who works harder or longer, Saturdays included. Mr. Coy may have a penchant for speaking (and he does it mightily well). The estimable Chairman of the Senate Interstate & Foreign Commerce Committee happens to like baseball and sees nearly every game of the Washington Senators. He may not be a big supporter of the FCC, but he is a well-known baseball fan and is, no doubt, a captive of the sport.

Sen. Johnson's castigation of the FCC is not to be taken lightly. There may be far-reaching consequences. Most of the FCC members do not have to take starvation pay and Senatorial assault and battery too.

Sen. Johnson has accused FCC licensing and allocations functions, which are unquestionably within its legislative purview. In so doing it is giving the FCC a dose of its own medicine, because that agency over the years has included its way toward control of the programs and business operations of stations—functions which are the responsibility of the licensee. There is serious question whether these fall within the FCC's regulatory jurisdiction.

Chairman Johnson has been tossing interrogatories at the FCC covering the full range of its functions. Now the Senator has attacked on the floor.

Two courses of action seem appropriate. We respectfully suggest that that portion of the Johnson bill which would increase the pay scale be detached from other proposed amendments. It should have easy sailing through both houses.

Then, if Sen. Johnson's charges are correct, if FCC is bewildered, if it is the captive of its own staff, if undue outside influences are brought to bear, if there is "regulation by the lifted eyebrow"—there ought to be a new Commission in every sense, and these should be preceded by evidence, openly given, and FCC in fairness deserves an opportunity to defend itself on any counts that it can. A public hearing would seem to be in order.

A RECAP of the NAB Convention in Chicago a fortnight ago makes abundantly clear that the trade association has confronting it an economic recovery problem.

The board, at its post-convention session, earmarked funds totaling about $200,000 over and above present budgetary commitments. Of its $800,000 of annual income expectancy there is an ordinary balance of about $30,000. Thus, all other things equal, there's an indicated deficiency of $170,000. Of course, the $75,000 advanced to bail out BMB is to be repaid, and hopefully may be covered through (1) increases in paying membership; (2) equivalent reduction in other NAB functions.

The board action in allotting another $100,000 to the newly created Broadcast Advertising Bureau, which would give it an initial stipend of $220,000 to exploit radio as an advertising medium, is a move to be generally applauded. It is a logical first step, in contrast to that being spent by competitive printed media. Eventually, the BAB should be something apart from the NAB. That may entail a two or three year haul. Its function is essentially that of a SMB and competitive with the NAB must operate on all fronts, the most important of which must always be the basic freedom of radio. For without a free radio there can be no commercial competitive radio.

Angry words were uttered over the $75,000 advance to BMB, designed to assure a second study. Many broadcasters, nevertheless, are disposed to forget the ugly past, now that Dr. Kenneth H. Baker has taken over the BMB presidency, and has imparted to it professional, efficient direction. Ponderous problems are yet to be coped with in paying for the Fletcher-Heath loan, and his successor to the government's $75,000 may make the problem even more acute; since NAB funds have been advanced to sustain life in BMB—funds of nearly 2,000 members—there's a delicate legal question whether all NAB members cannot participate in the second study simply by paying current assessments rather than retroactive ones dating from the 1947 survey.

The tragic experience of BMB is bound to have repercussions. Advertisers, agencies and stations are of one mind on the desirability of an audience measurement yardstick. Inevitably there will be a successor to BMB operating under a different pay structure. Its creators cannot help but profit from the BMB background. There will be more intelligent, prudent consideration. A stronger measurement service, the scope of which need not be confined to listenerability, is certain to result.

NAB President Justin Miller has before him a big prescription which he must fill by board mandate. He must find means of raising the capital to pay that step. It has been apparent of some members that the estimated $400,000 disbursed by delegates to attend the Chicago convention was money ill-spent. He has a TV Department to create as well as a BMB organization to cope with and keep alive.

Soon there should be upcoming the Miller Plan for radio's economic recovery.
The Billboard honors WOV

The Billboard in presenting two first awards to WOV, one for sales promotion and one for public service promotion in its 11th annual radio and television promotion competition, honors WOV for the 7th and 8th times.

WOV accepts these distinguished recognitions with understandable pride. We express our gratitude to the agency and sponsor executives who selected WOV as the only dual first award winners in this competition.

We of WOV renew our pledge to all of radio and advertising to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.
Richards' Plan
(Continued from page 30)
good will stations have always
received to the highest and fairest
standards of broadcasting."
He cited awards received by
the stations to attest to the public
service they have performed. "I am
confident that my successors
will continue to carry on these
constructive policies," he declared.
Mr. Richards has owned WJR
since 1936; he founded WJR in
1930, and acquired KMPC in 1937.
All three now operate with 50 kw
power. He owns 71.64% of WGAR
and 84.86% of KMPC, while he and
his wife own 62.39% of WJR. Both
WGAR and WJR are CBS affiliates,
operating on 1220 and 760 kc re-
spectively; KMPC, an independent,
is on 710 kc.

Only his own stock interests in
the three stations are being trans-
ferred to the trustees. These
amount to control in all but WJR,
where he has 28.66%. Minority
interests of his family and others
are not involved.
The trustees named by Mr. Rich-
ards would, with FCC approval,
take over control of the three
stations with Mr. Richards as
beneficiary. They would be paid $5,000
a year. The trustees would re-
main effective throughout Mr.
Richards' lifetime, but provisions
are made to permit his sale of
minority or controlling interests
(with FCC approval) in any or all
three stations. Upon his death the
agreement would automatically
terminate.
The trustees would not be held

VIRGIN ISLES

MIXED REACTION has been evidenced to FCC's proposed rules changes
to allow low power broadcasting in the Virgin Islands [BROADCASTING,
March 28].

General approval of the proposals,
which involve waiver of many of
the Commission's technical stand-
rards, has been expressed in notices
filed with the Commission by Act-
ing Virgin Islands Gov. Morris P.
de Castro and a new proposed
station applicant there, Radio
Virgin Islands. The intent is per-
sonally liable for any actions
they may take or fail to take under
the agreement, except for their own
negligence or willful misconduct.
In the event of a trustee's resigna-
tion, Mr. Richards would name the
successor and notify the Commis-
sion.
Dr. Hannah has a wide reputa-
tion as an educator. He is presi-
dent of the Land Grant Colleges
and Universities, president of the
Michigan State Board of Agricul-
ture, and a member of the Michigan
State Council of Defense, the
Michigan Council of Education, and
the Michigan State Board of Control
for Vocational Education.
Mr. Fisher, one-time general
manager of the Cadillac Motor Car
Division of General Motors, retired
as a GM vice president in 1944 but
remains a director of the com-
pany. Mr. Klingler has been gen-
eral manager of Pontiac Division
since 1933.

The applications were submitted
to FCC by Burton K. Wheeler, for-
mer Montana Senator now prac-
ticing law in Washington.

CORRESPONDENT

My wife used to darn my socks,
do the laundry, clean up the house
and have dinner ready on time.
She was a real helpmate. Now she
just sits and listens to KKOK
day all long. Either KKOK goes
off the air, or I'm giving my wife
the air... naming KKOK as correspon-
dent.

Irate Husband

Dear Irate:
Don't blame your wife. Hundreds of thousands of women are in
your daytime programming. KKOK's daytime Hooper
listening index has increased three years in a row. Any John Blair
representative will make a good witness for you.

KKOK, St. Louis
630 on your dial

FCC Proposal Opposed
By NAB, IBEW

BOND DRIVE

Treasury Outlines Plans

PLANS for the Treasury Dept.'s
May 16-June 30 "Opportunity
Savings Bond Drive" were outlined
last week to representatives of ra-
dio, advertising and other fields
in both local and national lev-
els.

President Truman addressed na-
tional volunteers of the U. S. S.
avings Bond Drive April 19 at an
honorary dinner tendered by Secre-
tary of the Treasury John W.
nyder at Washington's Hotel
Statler. The President's brief
message was carried at 10 p.m. by
the four networks and telecast lo-
cally by WTTG (TV) Washington.

The same evening throughout
the nation the governors of the various
states honored bond volunteer
and committees at state dinners.

Extensive radio and television
promotion is being organized for
the campaign by Treasury in co-
operation with the Advertisers
Council and various task force
agencies. Special series of quarter-
hour Treasury Guest Star Parade
disks have been made, featuring top
radio-movie talent. Radio kit of
live and transcoded material is in
preparation along with visual ma-
terial for TV.

Edmund J. Linehan, ex-program
director of KSO Des Moines, is
newly appointed associate chief of
radio-TV at Treasury, assisting
Nathan Colwell. Mr. Colwell is in
preparing the radio campaign.

Counsel Jackson, vice president
and manager of the Hollywood of-
lice of Telepictures and Thompson
Co., has been appointed special radio
consultant to Treasury for the
drive. He is to direct planning of
network kickoff program for May
15 white use by Presi-
dent, Secretary Snyder and out-
standing talent.

NAB said it recognized "that
the Virgin Islands may have need
for a broadcast service of its own
and that a power somewhat lower
than that authorized in the con-
tinental United States may suc-
cessfully provide this service.
"However, it is our position that
waiver of other technical re-
quirements such as frequency mon-
tors, antenna requirements and
qualifications of engineers was not
desirable.

NAB said such waivers would "con-
stitute a variance from this country's
policy of encouraging the use of all
countries of high power (engineering)
standards. In view of the forthcoming
NARBA conference, and the engineer-
ing proposals now in preparation [See-
story page 29], it would be ill-
advised for this country at this
time to take any action which
would jeopardize our existing
policy, upon which the whole stand-
ard band allocation structure is based."

IBEW Objects

IBEW objected chiefly to the
relaxation of operator require-
ments. The union said there is "no
showing or indica-
tion in the Commission's notice
pointing to the need or necessity
of any waiver of the present
rules of the Commission in the
area." The union said fur-
ther: "On the contrary there is
good reason to believe that there
is now available, for ample supply
of operators licensed under the
present rules to handle all the
operation of broadcast facilities
that may be installed in the Virgin
Islands."

IBEW gave detailed reasons
based on safety and public interest
for not allowing " inexperienced"
employees to handle technical op-
erations.

Two applications already
have been filed with FCC for AM sta-
tions in the Virgin Islands, both at
Charlotte Amalie, St. John's.

BROADCASTING 
Teletesting

Taylor's Statement

IN the report on the Wednesday television panel session at the NAB
Convention [BROADCASTING, April 18] Bert Taylor, manager of trans-
mitter sales for DuMont, was quoted as saying that TV station
operators "will be tapped on the shoulder within a short time and
told to move to another part of the spectrum." Mr. Taylor has advised
BROADCASTING that he said, instead,
that "it is not likely that television
station operators will be tapped, etc. . . ."
ly followed. It was the first to make a set with the built-up picture; the first to market a built-in lens television set; the first to make a ten-inch model with FM radio; the first to market a 15-inch table model for the home; and the first to produce a TV receiver with the Sightmirror principle by which the glare from a direct-view tube is eliminated and the picture area, when not used to receive a program, is a mirror and attractive rather than dead-space.

If Mr. McDonald's engineering staff has contributed anything which is being used in presently operating sets, would he please let us know? We have examined the Zenith turret tuner. It may be of interest to Zenith to know that in late 1947 we used a turret tuner but discontinued it.

Michael L. Kaplan
President
Sightmaster Corp.

[Editor's Note: Michael L. Kaplan's letter is in response to a statement by Commodt F. E. McDonald Jr., president of Zenith Radio Corp., which was printed in Broadcasting.]

Aims of AIMS
EDITOR, Broadcasting:

In your current issue there appears a story headed “Kosie Named To Head New AIMS Group” which, in my opinion, needs some clarification.

Principally, AIMS has existed as an interchange of informative letters between independent metropolitan stations. WWDC has been and will continue to be one of these stations.

Some of the members of AIMS have now also banded together to be represented in the national field by the organization to which your article refers.

Not all of the stations that exchange letters within AIMS will be represented by this new organization. WWDC will continue to be represented in the national field by Forjoe & Co.

Ben Strawser
General Manager
WWDC Washington, D. C.

On FM 'Fidelity'
EDITOR, Broadcasting:

I would like to correct your reporting of the tape demonstration at the FM session of the NAB Convention.

That demonstration showed much more than the “superior fidelity as compared to AM,” as quoted on page 72 of your last issue. Briefly, the recording demonstrated that the New York FM stations of the two major networks gave far greater coverage than their 50 kw AM stations during the periods of the normal summer static encountered on the Long Island and Jersey coast. This superiority of coverage was so conclusively demonstrated that it is difficult to understand how it could be reported as a demonstration of fidelity.

While most of your readers either have discovered or will discover during the coming summer months the superiority of FM coverage, if anyone has any doubts about it I will be glad to make available the recording used at Chicago for further examination.

Edwin H. Armstrong
Dept. of Electrical Engineering
Columbia U., New York

Apologies to KENO-FM
EDITOR, Broadcasting:

In a clear, undistorted, and high-quality voice, we ask “What do you have against KENO-FM?”

Your map published on page 88 of the April issue of Broadcasting cuts us to the quick.

Here we are—doing a bang-up job on FM, one of the original 64 FM stations granted by the FCC, the first FM station in Nevada, and on the air since November 1947, and you overlook us completely!

For shame.
Maxwell Kelch
General Manager
KENO AM & FM Las Vegas, Nev.

[Editor's Note: Our apologies to KENO-FM. A correction by WASH-FM.]

FEUDIN’ GAL
WMBR Gets Shay Souvenir

MONEY can’t buy the tape recording that Ted Chapeau presented on his Lazy Bones program over WMBR Jacksonville, Fla. The tape, featuring Dorothy Shay, the Park Avenue Hillbilly, was made in Miss Shay’s suite in Chicago’s Palmer House during the NAB Convention.

William B. Lodge, CBS engineer, vice president, was “at the controls.” Here’s how it happened:

After Miss Shay had sung at the NAB banquet April 12 in the Hotel Stevens, Mr. Chapeau, public relations director at WMBR, went backstage to remind her of an incident in 1938. Barely past the pigtail stage, Miss Shay had appeared on his junior radio hour at WJAX Jacksonville. The famous singer remembered Mr. Chapeau well, and invited him and his party to join her later. Included were Frank King, WMBR’s general manager, as well as Meers, Lodge and Chapeau.

During the course of the evening, Miss Shay disclosed she had recently been presented with a tape recorder, but couldn’t work it. Mr. Lodge said he would instruct her “at no charge if she would promise to put some of her songs on the tape as a souvenier of the occasion. Miss Shay taped 10 minutes of her Sunday best ditties, and Mr. Lodge gave the roll to Mr. Chapeau for use on his Lazy Bones program.
EARTHQUAKE
Radio Meets Crisis; KJR Hit

CHALLENGE of the Northwest's severest earthquake, which hit the area April 15, was met effectively by radio stations in the Puget Sound area. Seattle affiliates loaded several accounts of the quake to their national networks and all stations carried on-the-spot local broadcasts.

Most severely damaged was KJR Seattle, whose tower on Harbor Island looked like this (see photo). This quake bent the tower 40 feet from the top and caused it to buckle 100 feet down. Repairs began immediately.

Despite the damage, KJR stayed on the air all that day and evening, although other stations were forced off for periods ranging from 30 seconds to several minutes. The next day, however, KJR interrupted its schedule briefly about noon time to switch over to its other tower, ordinarily used for the nighttime directional signal.

Five minutes after the quake KVI aired a half hour of observations from both its Seattle and Tacoma studios. KIRO, which reported its "towers were galloping and guy wires waving," was off the air for two minutes, but fed several news shows to CBS. KOMO supplied news to NBC as well as to WMAQ Chicago, WKY Oklahoma City and KHQ Spokane. KING reported several on-the-spot broadcasts, as did KMNO and KTBV, both in Tacoma.

Charles A. Batson, assistant director; Lee Hart, NAB retail specialist, and secretarial staff. Miss Hart has acquired wide recognition for her pioneering of retail-radio techniques. She has sparked NAB's drive to acquaint retailers with the value of the broadcast medium and has conducted clinics for retail executives and station staffs.

Mr. Batson is completing an extensive survey of television costs and techniques. These have been published in series, with the two final installments to appear in the near future. Mr. Batson conducted TV clinics at the district meetings held last summer and fall. He has extensive station background.

Location of BAB's headquarters will be up to the policy committee and NAB management. Sale of funds may force location in Washington for the time being. The BAB plan, however, envisages a main office in New York with the heavy share of advertising originates. In any case, an office will be set up in New York as soon as possible. Another office is planned in Chicago. Each will be manned by an experienced radio sales executive. Possibility of a West Coast tieup with the Southern California Broadcasters Assn. is being considered, though such an office would be expected to cover the entire West Coast.

Considers Separation

The idea of eventually separating BAB from direct NAB management control was seriously considered by BAB's directors, but the idea was killed by absorbing BAB into the All-Radio Presentation Corp. now being chartered under direction of the NAB Legal Dept. All-Radio at first was a NAB unit, financed by special fees, but its new structure provides separate operation under NAB supervision similar to the BMB, a unit not connected with the NAB, but founded as the offspring, but AAAA and ANA each have one-third voting power on the BMB board.

Separate BAB operation, according to sponsors of the idea, would keep the sales promotion project free from the cliques, schisms and group influences that might hamper its functioning. This is the idea that has been successfully carried at ANPA, where the Bureau of Advertising does an overall newspaper promotion without worrying about the special in-house interests of the ANPA organization itself.

BAB's operation, as conceived by the board, will cover all broadcast industry elements—AM, FM and TV. The main idea is to arm every station to fight back against competitive selling at any level.

One of Mr. Batson's first jobs will be a study of station rate cards and practices in television. This is only one of a long list of individual industry-wide projects headed by a major audio advertising presentation utilizing new slide or easel material to be used by every NAB member station in areas.

NAB management was closely scanning the association's budget last week in an effort to find ways of raising the $100,000 earmarked by the board from present funds. This, the NAB board felt, final dollar will have a chance to take part in this shore. Clair R. McCollough, WGAL Lancaster, Pa., committee chairman, resigned the post after the board had decided to loan BMB another $75,000 and give BAB $100,000. It is understood Pres. Miller wants him to remain on the committee.

NAB's budget now operates on a fiscal year starting July 1. BAB is organized at least partly self-supporting by providing special services for individual or cooperative station use in community, and regional arrangements, with the plan being devised by which BAB's services to other NAB headquarters units are charged to those who utilize the services.

WHAT IS THE LOWEST COST PER THOUSAND
STATION IN CINCINNATI?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

50,000 WATTS OF SELLING POWER

WEB Wilson

CINCINNATI

BROADCASTING  Telecasting
NABET

Federal mediation entered the three-week-old negotiations between NABET and ABC and NBC networks Wednesday at the request of the union.

Walter Maggiolo, commissioner of the Federal Mediation and Conciliation Service, was assigned to the case to help stimulate a settlement on matters concerning the network's engineers.

Negotiations concerning sound effects men and traffic employees, also NABET members, will proceed without the intervention of the Mediation Service, it was learned.

It was understood that NABET became dissatisfied with the pace of progress in negotiations although parleys were being held morning, afternoon and evening. There was no call on the Mediation Service.

A network's spokesman said progress during the week was

Confucius says:

Even networks can't interpret same way Hooper figures...must find new denominator for judging programs.

Yes, there seems to be plenty of confusion—even the network presidents can't agree.

But in Milwaukee

Hooper ratings and sales results both prove the power of the only full-time independent.

1. WEMP carries more sponsored sports than any other station, such as: Football—Soony Vacuum . . . Basketball—Household Finance and Kueseel-Coal . . . Hockey—East Side Chevrolet . . . Baseball—Miller Brewing, Gimbel's Department Store, and Kool Cigarettes . . . and sportscasts for Hudson Motor Co. and Checker Cab.


3. WEMP carries the news for sponsors like Sinclair Refining Co., The Milwaukee Road, and Mountain Valley Water.

The programming gets the audience—the sponsors get results!

WEMP AM-FM

Hugh Boice
General Manager

Headley-Reed Inc. . . . National Representatives

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Selecting the best settings for your television clients' commercial messages is an all-important responsibility. Your NBC Spot salesman is anxious to assist you in finding the right program at the right time. To make your job easier he has assembled all of the data listed at the right on the finest local programs in television.

Your NBC Spot salesman will also offer you the opportunity of developing new program ideas through consultation with the programming experts of America's number one television network. The use of this valuable service is another important reason why most Spot television advertisers consult their NBC Spot salesman first. Whether your schedule calls for a 20-second station break, a five-minute weather report, a half-hour musical show or a two-hour sports event,
you'll find the programs best suited to your clients' needs on television stations represented by NBC Spot Sales... and you'll find the best informed television representative in the industry is your NBC Spot salesman.

the nation's major television stations in the nation's major markets are represented by

SPOT SALES

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

- WPTZ—Philadelphia • WBZ-TV—Boston • WNBK—Cleveland • WNBW—Washington • WRGB—Schenectady • WTVR—Richmond

Television Program Check List

PROGRAM FORMAT
- biographies of talent
- description of format
- photographs of talent
- photographs of set

AUDIENCE
- type of audience appeal
- ratings
- special surveys
- response to offers
- weekly mail count
- fan letters
- adjacencies
- promotion and merchandising

COMMERCIAL
- success stories
- testimonials from sponsors
- list of current and past sponsors
- sponsors of adjacent programs
- competition
- types of commercials accepted
- costs (talent, rehearsal, time)

PROGRAM ADVISORY SERVICE
- tested program ideas
- talent available
- writers available
- producers and directors available
- studio personnel required
- studio equipment required
- set design suggestions
- stage properties required
- costume suggestions
- production cost estimates
- television films available
- commercial film ideas
- film animation
Respects
(Continued from page 38)

frenzy to an orderly array of detail.

Where Joseph Katz is, excitement prevails. Where Joseph Katz was, orderly thinking prevails. The processes are chaotic, but the results are simple, direct and effective.

Take the other half of the Katz agency's front office! All around are antiques, curios, a violent caviar-culture of Joseph Katz (there's no middle name), a bust of Lincoln, art pieces, bundles of old magazines piled on the floor, a beautiful painting of the port of Baltimore, and directly behind the boss' desk a little radio of vast antiquity and probably one of the first to grace an agency front office in the early 20s. The walls are scarred, obviously from the impact of a million Katzian expletives.

It's a decorator's nightmare, but it's home to Joseph Katz and he thinks explosively in straight lines and hard words as his eyes languidly drool over a stack of vintage Police Gazette.

The stories centered around this advertising dynamo are legion. Most of them end up with a single theme—a job was done, not without fuss, but definitely without frills.

Joseph Katz was born June 24, 1888, in Lithuania. At the age of three he was romping in the streets of East Baltimore, an oldish part of the city he still worships. At the age of 11 he wrote his first advertisement, entering it in the monthly St. Nicholas contest and winning a silver badge. The ad had this theme—"A good name shines in the dark." Handly with a pencil, he sketched an auto with headlights shining down a dark alley.

The ad that really shot him into advertising in a big way was written for a struggling tailor. It pointedly asked why the owners of ready-to-wear clothing stores wear tailor-made suits. He was hired by a big ready-to-wear store while the storm had subsided.

In 1912 he married Kate Kropman of Baltimore. They have two sons and one daughter, Ruth, who is married to Ben Strouse, manager of WWDC Washington.

The formal education of Joseph Katz stopped at Baltimore High School. That accounts for his hatred of big words. "I can't understand them," he insists. Confidentially, he conceals behind that admission a knowledge of multi-syllable terms even larger than his extensive collection of idioms, profanity and one-syllable words. His familiarity with se- remy of WJAS Philadelphia and WFPG Atlantic City.

Top Tune Time is the property and brain child of Edward R. French, Ocean City, N. J., a real estate man, who conceived the idea after trying unsuccessfully to have a song published for a friend, even though Mr. French had a relative in the song business in New York. Mr. French has had the weekly 30-minute radio contest for amateur song writers registered in the U. S. Copyright Office and licensed in Pennsylvania and New Jersey. Associated with him are Jack Newton, a pianist, and Jimmy Loughran, a Philadelphia booking agent.

Each week four songs are selected from those submitted by amateur writers. They are played and aired on the air and listeners are invited to vote for the songs by postcard. On the fifth week, the winning tunes of the previous four weeks are played and the audience is invited to select from them the "Top Tune of the Month."

Author of the winning song on each of the four preliminary shows gets a cash award of $25. On an additional $50, plus a radio, is given if his song wins the monthly contest. Each week's winning song is published and the author receives a royalty on each copy sold.

War Advertising Council. His public service, charitable and artis- tic activities run into the hundreds, many of them known only to him. He is active in the AAAA and has held office in the association.

He is a diligent student of advertising and maintains a collection of advertising lore. And he is constantly watching the growth and habits of media, including television. "AM and FM are being sold short," he says. "If television has a better story in costs and sales, it will beat out sound radio. My guess is that they'll all be here, competing for the eyes and ears of listeners. Television has a hell of a good start but it must outgrow the three-people-on-a-couch stage."

WWDC Interest

He is a stockholder, incidentally, in WWDC Washington. He figures nighttime power to 1 kw isn't taking advantage of radio. "Most of them use it as a cathartic instead of a food," he deplores.

At 60 Joseph Katz hasn't slowed down perceptibly, though he may spend more hours at home. Even there he's jotting down copy on the back of envelopes as his chronic mind keeps up its production rate. Some of his best copy was written that way.

WSKB McComb
Ups Daytime Power to 5 kw

WSKB McComb, Miss., is now on a new frequency, 1250 kc, with higher power, 5 kw daytime and 500 kw nighttime. Station formerly operated with 250 w on 1230 kc. Switch was made Easter Sunday. Station plans to increase nighttime power to 1 kw soon, according to George Blumenstock, general manager.

Mr. Blumenstock, Robert Louis Sanders, chief engineer, and Julia B. Blumenstock, program music di- rector, original founders and owners of WSKB, started the station with 10 kw 11 years ago.

Award to Lazarsfeld

THE 1948 Research Award of Kappa Tau Alpha, national honorary journalism society, will be awarded to Dr. Paul P. Lazarsfeld of Columbia U. for his book Radio Listening in America. Announcement was made Friday by Dean Frank L. Mott of the U. of Missouri's School of Journalism. Dr. Lazarsfeld won the award for "the best book on scholarly research in the field of communications." Presentation will be made May 6 during the 40th annual Journalism Week program to be held at the U. of Missouri, Co- bass, on Thursday, May 6.

The Gateway to New England

Representative: J. P. McKINNEY & SON

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Broadcasting & Teletasking
IER PLANS

FCC CHAIRMAN Wayne Coy will address the first general session of the Institute for Education by Radio in Columbus May 5 on "The Future of Broadcasting—AM, FM, TV and Tax." Speakers are William Ware, president of the FCC, and general manager of WFMY, Council Bluffs, Iowa; Comm. Mortimer W. Lowel, executive assistant to the director of DuMont Television Network, and John Hogan, president of Radio Inventions, New York.

A highlight of the four-day conference (May 5-8) will be a report on the 19th Annual American Exhibition of Educational Radio Programs at a meeting to be conducted by Dr. I. Keith Tyler, conference director.

"What Will Television Do to American Life?" will be explored by Oscar Katz, CBS research director. Julian Bryan, executive director of the International Film Foundation, will outline implications of television with Martin Gosch, president of the Independent Television Producers Assn. ITP's general counsel—former FCC Chairman James Lawrence Fly, will preside. Two films, an educational documentary produced by Mr. Bryan and his associates and CBS Television Today, will precede the video session.

"Operation Classroom," recently launched TV project in Philadelphia's public and parochial schools, will be described in a work study session. The project provides specifically-tailored television programs for classrooms.

Ruth Weir Miller, educational director of WCAU Philadelphia, will describe the "operation." Other questions to be considered at the TV sessions are: How television can be used to supplement traditional teaching tools, how it can aid in furthering adult education, and what steps college and university educators should take in using TV.

Dr. Tyler will take part in a "Television and Education" meeting, in which he will analyze educational potentials and limitations of the medium. A symposium on "Practical Steps for Educators" is scheduled to cover discussions of institutionally-owned TV stations.

 Those participating will include Carl Menzer, director of WSU, U. of Iowa; Kenneth Bartlett, director of the Syracuse U. Radio Workshop; Elizabeth Marshall, program director of WBEZ, Chicago Board of Education station, and Robert Wagner, director of motion picture production at Ohio State U.

The General International session Saturday morning, May 7, will feature Norman Luker, North American director of the BBC, and Pierre Crenesse, French commentator who heads the French Radio System in North America. Topic is "Can Radio Contribute to World Peace?" Elik Barnouw, Columbia U. radio director, will submit findings of the U. S. Public Health Service's "Radio in Adult Education" campaign in a general session on "How Educators Can Use Radio Effectively." A panel on this subject will include Edward L. Berrays, New York public relations consultant; Charles F. Schrank, director of educational and research at KMBC and KFYR; Kansas City; Woodrow Strickler, adult education director, U. of Louisville; Richard B. Hull, NAEB president, and James F. MacAndrew, coordinator of broadcasts for the New York City Board of Education.

More than 1,000 broadcasters and educators are expected to attend, Dr. Tyler said.

COLLEGE RADIO

WESTERN college radio men convened April 23 at Stanford U. for a special meeting of Region 9 of the Intercollegiate Broadcasting System. Meeting was scheduled to hear a talk by George Abraham, national chairman of IBS.

Representatives attending afternoon and evening sessions met in special groups to discuss their specific problems — station management, sales and advertising, publicity, engineering, programming, traffic, music and continuity. At an opening general session Mr. Abraham was scheduled to discuss college radio generally from a national viewpoint and report on current FCC activities, particularly as regards revision of carrier-current regulations.

Amateur Operators

A RESOLUTION expressing gratitude to amateur radio operators has been reported favorably by the House of Representatives by the Interstate- and Foreign Commerce Committee. The report (410) was referred to the House Calendar.

WTHI Terre Haute, Ind., completes negotiations with CBS to become affiliate of that network Sept. 23. L to r: Herbert V. Akersberg, CBS vice president in charge of station relations; Joseph Higgins, WTHI general manager, and William A. Schutz Jr., CBS director of station relations. WTHI, on 1480 kc with 1 kw fulltime, is now an ABC affiliate.

JUDGES NAMED

By IER for Program Entries

JUDGES of entries in the annual exhibition of educational radio programs at Ohio State U.'s Institute for Education by Radio (Broad-casting, April 11) have been announced by I. Keith Tyler, Institute director.

They are Dominy Feddersen, radio director, Northwestern U.; Kenneth Gapen, assistant director of information, U. S. Dept. of Agriculture; Hazel Kenyon Markel, WTOP Washington; Armand Hunter, Temple U.; Seymour Siegel, WNYC New York; Parker Wheatley, director of Lowell (Mass.) Institute's cooperative broadcasting council; E. W. Ziebart, U. of Minnesota; Sig Mickelson, WCCO Minneapolis; R. Russell Porter, U. of Denver; H. C. McCarty, WHA Madison, Wisc.; Thomas Richworth, U. of Texas; Elizabeth Marshall, WBEZ Chicago; Paul Reed, Rochester, board of education; Edwin F. Heiman, Cleveland board of education. James MacAndrew, manager of WNYE (FM) New York, is coordinator.

WSAM WITH NEW AND GREATER TRANSMITTING FACILITIES.

SAGINAW'S FIRST STATION COVERING THE TRI-CITIES OF SAGINAW BAY CITY MIDLAND AND THE RICH SAGINAW VALLEY WITH NBC.

COMPLETE FM DUPLICATION

NATIONAL REPRESENTATIVE

HEADLEY-REED CO.

NBC WSAM 1400

RADIO BUILDING

SAGINAW, MICH.

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ATHEIST SCOTT
KSFO Under Fire

ATHEIST Robert H. Scott of San Francisco—subject of FCC's controversial Scott Decision and who for years has crusaded for radio time to answer religious broadcasts—has asked the Commission not to renew the license of another station, KSFO San Francisco.

The charge: That KSFO has refused to give him radio time "for atheism and similar views although it regularly broadcasts religious programs, thus disregarding and defying the Commission's sufficiently clear instructions" in its Scott Decision.

The ruling referred to was that given by the Commission in mid-1948 denying Mr. Scott's request that the licenses of three other San Francisco stations (KQW KPO KFRC) be revoked on similar grounds. The FCC in that ruling, however, held that stations should give all views an opportunity to be heard, weighing each request according to the extent of interest in the listening area and the qualifications of the speaker [BROADCASTING, July 22, 1946]. The Scott Decision evoked widespread criticism and comment and was highlighted last fall during the proceedings of the House Select Committee to investigate the FCC [BROADCASTING, Sept. 6, 1948].

Mr. Scott said he applied for and was denied air time at KSFO last November. He held that the denial "clearly disqualifies that station under certain provisions" of the Communications Act "for a renewal of its license." He asked that "the operating license of radio station KSFO...be not renewed when it expires on May 1, 1949, except, perhaps, for a temporary renewal if a hearing or inquiry into this complaint should be ordered by the Commission." Mr. Scott indicated he had informed FCC Chairman Wayne Coy by letter in December that KSFO had denied him air time.

Mr. Scott's complaint against KSFO, now KQW, KPO and KFRC was filed with the Commission in early 1945. He holds that the existence of a Divine Being is a public controversial issue.

School Radio Book

RADIO IN CANADIAN SCHOOLS, by

RICHARD LAMBERT, supervisor of school broadcasts, Canadian Broadcasting Corp., Toronto, deals with all phases of school broadcasting in his booklet Radio in Canadian Schools. Divided into five chapters, the publication concludes with a specimen school script prepared by CBC for the British Broadcasting Corp. on Niagara Falls. Topics covered in the booklet include reasons for radio in the classroom, types of programs available, suitable receiving equipment, using the broadcasts, other educational uses of radio, and preparation and follow-up of broadcasts.

WSB LABOR CASE

NLRB Orders Policy Change

THE NATIONAL Labor Relations Board April 11 ordered the Atlanta Journal Co., operating WSB Atlanta, to stop certain practices in its relationships with its employees and to bargain collectively, upon request, with the Atlanta local, American Federation of Radio Artists.

Specifically, NLRB said WSB must cease: (1) "Interrogating its employees or applicants for employment as to their union membership..."; (2) "Threatening its employees with reduction in salaries or loss of pay in the event they choose" AFRA or any other labor organization; (3) "Refusing to bargain collectively with the Atlanta local of AFRA "as the exclusive representative of all...staff announcers, excluding the barn dance announcee, the barn dance master of ceremonies, temporary announcers" and certain others, and (4) "In any other manner interfering with, restraining, or coercing its employees in the exercise of the right to self-organization, to form labor organizations, or to join or assist Atlanta local...[of AFRA]...or any other labor organization..."

Budget Hearings

HEARINGS on House-passed legislation covering appropriations for State, Commerce and Justice Dept. are slated to begin Wednesday or Thursday, the Senate Appropriations Committee indicated last week. The measure (HR 4016) calls for $9,500,000,000 for State Dept.'s information and education branches, to include the Voice of America [BROADCASTING, April 11]. Last week the committee held hearings on a similar bill dealing with Agriculture's budget. They are expected to continue into this week.

ROBERT J. LEDER has resigned as account executive at WVNZ Newark, N. J., to become a partner and sales director of National Television Assoc., New York.

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AGREEMENT
On ASCAP Music Extended

TELEVISION committees of NAB and ASCAP have agreed to extend another month the present arrangement which permits the use of ASCAP music on television without licenses. However, when an agreement is reached, fees will be retroactive to Jan. 1, 1949.

Original gratis television licenses were terminated by ASCAP as of the end of last year. The interim arrangement became effective Jan. 1, running to March 31, when it was extended through March, then through April and now through May.

Two major difficulties confront the committees: (1) the broadcasters desire to make dramatic musical presentations, involving rights which ASCAP does not control, and (2) a suitable formula for setting video fees must be found. The NAB delegation is said to favor retention of the formula used for sound broadcasting, with the ASCAP group feeling that the peculiar problems arising from visual as well as aural presentation of their tunes call for new licensing procedures. Both sides, however, report that their meetings are harmonious.

POLK CASE
Not Closed Says Brother

DESpite the conviction of Gregory Stakopoulos, Greek newspaperman who was found guilty last Thursday of complicity in the murder of CBS Correspondent George Polk, "the case cannot be considered closed," William Polk, the victim's brother declared last Thursday. Mr. Stakopoulos was given life.

Two others, tried in absentia, were charged with the actual murder and sentenced to death, while Mr. Stakopoulos' mother was acquitted. Mr. Stakopoulos was accused of leading Mr. Polk to his death on the pretext of taking him to interview a Greek guerilla leader. The correspondent's body was found in Salonika Bay May 16.

WHAT IS THE LOWEST COST PER THOUSAND
STATION IN CINCINNATI?

See Centerspread This Issue

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

FISCU COLORAGE
Two TV Stations Honored

SCROLLS in recognition of television coverage of the Kathy Fiscus tragedy were presented to managers of two Hollywood, Calif. TV stations at a meeting of the Academy of Television Arts and Sciences in Hollywood last Tuesday.

Receiving the scrolls on behalf of their station were: Klaus Landsberg, KTLA (TV) general manager and West Coast director of Paramount Television, and Harry Witt, KTTV (TV) general manager. Presentations were made by Syd Cassyd, associate publisher of TV, a local television periodical.

Paul Mowrey, ABC national director of television operations, who addressed the meeting said the principal question networks are asking is: "How long will it take to get into the black?" Mr. Mowrey added that he thought television offered ABC a greater chance for decentralized programming in Chicago and Detroit than is the case in radio. Chicago, he said, is feeding eight and a half hours weekly to the eastern TV network through WGN TV.

Referring to San Francisco as the only city where TV set sales are at a virtual standstill, Mr. Mowrey declined to explain why.

What's Set Sales Potential
2,710,000 in 1949 — Sylvania Electric

AS MANY as 2,710,000 television sets could be sold by the industry in 1949—a figure more optimistic than previous estimates, according to a survey made by Sylvania Electric Products Inc.

The figures were given out April 7 in New York by Frank Mansfield, Sylvania director of sales research, who reported on a study directed by the company in "Attitudes of Nonowners of Television."

He explained, however, that the figure he gave out would not be realized under present conditions of salesmanship, promotion, programming, and confusion regarding pricing, frequencies and screen size.

Under present conditions, he said, the probable volume of set sales for the 12 month period would be 1,800,000.

The survey was made by interviewing a cross section of 1,688 non-set owners in eight television areas. It discovered a "terrific increase" in the interest in television since a 1946 Sylvania survey.

According to the current survey, three out of four families in television areas have purchased, intend to purchase or are aurally oriented toward television. In 1946, less than half had a comparable interest. In 1945 about 9,000,000 families could be considered prospects.
MARY PICKFORD
Files for N.C. Video Outlet

MARY PICKFORD, formerly the country's top motion picture actress, last week filed applications with FCC for new commercial television stations in Durham and Winston-Salem, N. C.

Channel 4 (86-72 mc) is requested at Durham with effective radiated power of 18.5 kw visual and 9.25 kw aural with antenna height above average terrain of 500 ft. At Winston-Salem, Channel 6 (82-88 mc) is requested with ERP and antenna same as Durham. Estimated cost of the Durham station is given as $200,000 and Winston-Salem $207,000. Both would cost $50,000 per year to operate at first. Expected revenue is unknown.

Filing under the name of Mary Pickford Rogers, the movie star told the Commission her net worth is $2,454,000, and net income for the past two years has been $500,000 annually. Miss Pickford is president and part owner of Comet Productions Inc., Triangle Productions Inc. and Artist Alliance Inc., all Hollywood, and is 50% owner of United Artists Corp., New York.

RTDG AGREEMENT
Terms Reached With ABC

Long drawn-out negotiations between Radio and Television Directors Guild and ABC have been concluded. All TV directors will start at $120 weekly, get $125 after six months and $130 after nine months.

As associate directors and floor managers are to be paid $80 upon being hired, $87.50 after six months and $95 after nine months. The contract is retroactive to Jan. 22 and will expire Dec. 31, when all RTDG network agreements terminate.

Upcoming

May 2-4: Radio Farm Directors session, Raleigh Hotel, Washington, D.C.

May 3-4: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

May 5-7: Florida Assn. of Broadcasters, Forta Vida's Hotel, Jacksonville, Fla.


May 12-14: Georgia Radio Institute, Henry W. Grady School of Journalism, U. of Georgia, Athens.

May 18-19: RCA 50th annual convention and Parts Industry Trade show, Stevens Hotel, Chicago.

May 19: Southern California AAA advertising luncheon, Los Angeles.


May 29-June 1: Advertising Federation of America 40th annual convention, Houston, Texas.

June 12-13: Canadian Assn. of Broadcasters convention, Algonquin Hotel, Montreal, Quebec.


Sept. 14-16: Illinois and Wisconsin Broadcasters, and NAB District 9 meeting, Nothernite Hotel, Three Lakes, Wis.

Sept. 30-Oct. 2: Second Annual National Television and Electrical Liveness show, Chicago Coliseum, Chicago.


WOR-TV

Details of Tower Construction Revealed by Station

WOR-TV New York last Friday unveiled details about its 720 foot steel tower, now being constructed on the rim of New Jersey's Palisades, to be higher than the Eiffel Tower, and within 200 feet Bldg., the tower has now risen to 380 feet and is rising at the rate of 30 to 60 feet a week.

On its completion, expected this summer, the structure will be topped by a 50-foot, six-bay turn-stile television antenna. The tower's total height of 1,050 feet above sea level makes its height second only to that of WNBT (TV) New York for the area.

With its 20,000 ton base imbedded in solid granite, the tower itself will weigh more than 420 tons. It will withstand winds up to 120 m.p.h., faster than any ever recorded in this area. In addition, it is guarded against electrical storms and will act as a protecting lightning rod for North Bergen and surrounding towns.

The structure will house an official thermomter and wind speed indicator for use of U. S. Weather Bureau officials. Also at the 55 foot level, a glass-enclosed microwave relay station will pick up broadcasts from mobile units and remote originations for re-telecast. The microwave relay station will also serve as an electrical distribution unit, feeding power to the tower's lights, sign and other facilities. The structure will also house one-bay circular antenna for WOR FM. Antennas, TV and FM alike, will be equipped with carbon resistors to prevent ice formations on the bays.

At the tower's base, a one-story brick and glass transmitter building, with 5,000 square feet of floor space, will house a complete kitchen and garage space for the station's mobile units as well as a 5 kw GE Type 6B visual transmitter operating at 2.04 kw, and a 2.5 kw GE Type 6B aural transmitter to operate at 2.5 kw. Output of both will be combined in a diplexer unit for simultaneous transmission.

The tower was designed by the Lehigh Structural Steel Co., Allen-town, Pa., and is being erected by the Terry Steel Erectors Co., New York. Nahoney-Troast Co., Passaic, N. J. is general contractor. Architects for the building are Voorhees, Walker & Smith, New York, who designed WOR's transmitter building at Carteret, N. J.

L. A. VIDEO PLAN
Wide Promotion Shaping

CHALLENGING all cities for the number one spot in television is Los Angeles, where the city's Chamber of Commerce and the Hollywood chamber are shaping a campaign around "Make Hollywood the Television Capital of the World."

Chairman of the committee is Glenn Wallych, president of Capitol Records. Working with the committee is John Kingsley, president of Hollywood C. of C. At monthly meetings of the Academy of Television Arts & Sciences, Mr. Kingsley talked about the campaign but gave no clue how it could be done. Other members of the committee with Mr. Wallych are: Syd Cassday, associate publisher TV magazine, vice chairman; Elmo Williams of Dunn-Williams Productions; Vid Rosner, display director, Joyce Shops; John Goetz of Televentures.

TALENT UNION
TV Plan Gets 'Equity' Okay

PLAN for the 4As television authority, which would be a permanent union for video talent, has been given the editorial blessing of Equity, the official organ of Actor's Equity.

The editorial was headlined "Television Agreement Must Have Its Chance" and it indicated that Actor's Equity believed all members of the 4As were striving in good faith and in a spirit of cooperation for a television solution.

Significance of the Equity position is that no talent solution in television is possible without its consent. Failure of Equity finally to go along on a much buffsed proposal for talent unions to merge killed such an effort last winter.

At present, a committee composed of members of Actor's Equity, Chorus Equity, American Federation of Radio Artists, American Guild of Variety Artists and American Guild of Musical Artists is working out the details of the new authority [BROADCASTING, March 21]. These unions are all members of the Associated Actors and Artists of America.

The editorial also referred to the merger, saying:

"For those who believe that ultimate merger of all branches into one big union is still the goal which should be sought, this essay is no more than a preliminary step in a new organization and administration of television, it will be a stabler and easier step to expand that cooperation to other matters. But first of all that committee has to meet and solve those problems on the level of television."
reflection

the real behind-the-scenes view of NBC Television reveals more network advertisers, more top-rated programs, and far more sponsored hours than any other television network.
Here's a letter received recently from Edmund H. Rogers, of Gray & Rogers, Philadelphia advertising agency. We think it speaks for itself.

"THOUGHT perhaps you would like to know the opinion of the Agency and our client Barbey's, Inc., brewers of Sunshine Beer, Reading, Penna., in regard to the value of their television program which has been televised over WPTZ for 52 consecutive weeks.

"We all feel that the Sunshine Sportsman's Show has done more to identify the name 'Sunshine' in the Philadelphia area than any other advertising we have done in the past few years. It undoubtedly has made Philadelphians more conscious of the fact that there is a beer by the brand name 'Sunshine' than they have ever been before.

"The fact that we have expanded the time of this show and have renewed it for another 52 weeks is ample testimony to our continued faith in this show and your station."

We'd like to add that if you are interested in television's second largest market and how WPTZ's experience and facilities can help you make the most of it, please drop us a line or see your NBC Spot Sales representative.

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

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
FAIR REPORT

L. H. FOSTER
Sales Promotion Manager
The Fair

The Fair started experimenting with television in December 1945 when there was just one station [WBKB] in Chicago and only about 400 receiving sets. We agreed to fill up 15 minutes of time and that's about all it amounted to.

In order to acquaint as many people as possible in the Fair Store with television we called for volunteers to write scripts and act in what amounted to straight fifteen-minute commercials on various products found in the store.

Since the writing was amateurish and the acting was amateurish what came out of the receiving sets was pure and unadulterated corn, but at least a great many people in our organization learned about what could and couldn't be done at that time.

Ultimatum

The station finally delivered an ultimatum that we had to at least attempt a more professional program and we took our radio newspaper, Bill Hamilton, and set up twelve minutes of Fair Store News followed by a three-minute commercial.

By the use of maps and still photographs furnished by one of the newspapers, we gradually built a presentable news program but the commercials continued to be a very serious problem.

In the fall of 1947 we contracted with NBC in New York to fly us up each week a duplicate print of their own television newsreel. We followed these with three or four-minute commercials presented by professional actors and actresses. We continued this until the spring of 1948 when the increased time charges and the increased cost of producing the commercials grew all out of proportion to the sales results.

We also felt that we had received the maximum returns in publicity and prestige and therefore decided to discontinue our programs until the number of sets increased materially.

Several months later WBKB started an hour program every day in the morning slanted to the feminine audience. Fifteen minutes of this program was called Shopping With Dinny and was started as a participating quarter-hour.

Dinny supposedly shopped the various stores in Chicago and brought to the studio interesting gadgets, articles of apparel, luggage etc. that she thought her audience would be interested in. The cost was only about one tenth of the cost of our own program and, much to our surprise, the immediate results were just as great and,.

AN EARLY experimenter in television advertising, the Fair Store in Chicago began using the medium in December 1945 when there was only one video station in the area and only about 400 receiving sets. Mr. Foster here reports on the growth of the store's television activities, explaining step-by-step the change from "amateurish" to professional production. He predicts that consumer advertising "could easily be revolutionized in the next few years" if television continues to change living habits as it has done to date.

advertising budget to radio and TV. When the Fair started TV programming (and all during the war in an experimental stage to December 1946), there were 485 TV sets in Chicago, as compared with 57,000 (as of Nov. 30, 1948), all in two years. When the Fair started its program the time was free and production costs amounted to only about $25 weekly. At the time the program was dropped, the Fair was spending $250 weekly, about $10,000 annually, including time costs and production.

These conclusions of relative costs etc. naturally apply to television. In other words, our problem, that of getting enough people into one single store, is a little different from the problem of cigarette manufacturers, a beverage distributor or the wholesaler of a food product. With thousands of outlets in the Chicago territory, they can afford a much higher cost in producing an individual show than we can where we have to funnel the sales response into one and only one location.

We are very much interested and very much sold on television. Judging by the change in the living habits of my own family and those of my business associates who have television at home, I feel safe in predicting that consumer advertising could easily be revolutionized in the next few years if television continues to change the home life of the masses in the same way that it has changed the reading and listening habits of the owners of present day television sets.

OLSEN, JOHNSON

To Be on NBC TV Network

BUICK MOTORS Division of General Motors, Flint, Mich., through its agency, would place a week-long Olsen and Johnson telecast on NBC-TV, rather than CBS-TV, as previously expected. Time clearance difficulties at the latter network made the switch necessary.

The Olsen and Johnson show will take the time slot vacated by the Milton Berle show sponsored by the Texas Co., also through Kudner, Tuesdays, 8-9 p.m. Mr. Berle will take a 13-week vacation after his June 14 telecast, with Olsen and Johnson moving in on June 28. When the Texaco show returns in the fall Kudner plans to move Olsen and Johnson to an 8-9 p.m. time spot on Thursday or Friday, if the former, but will remain on NBC-TV

'WPIX THEATRE'

Two Sign for Film Series

NASH-Kelvinator Corp., Detroit (refrigerators), and American Tobacco Co., New York (Pall Mall cigarettes), are participating sponsors of WPIX Film Theatre, weekly series of 36 British films telecasting Friday evenings on WPIX (TV) New York. Geyer, Newell & Ganger, New York, is agency for Kelvinator Refrigerators; Sullivan, Stauffer, Colwell & Bayless, New York, for Pall Malls.

In addition to securing the New York video rights for this series of British films, which began telecasting April 22, WPIX also telecasts Sir Alexander Korda films each Wednesday evening and a daily Sue Gun Playhouse series of Westerns.

TWG Meetings

RCA's Johnny Victor Theatre in New York has been made available to the Television Writers Guild for the new union's craft meetings on video writing. Meetings will be held May 5, May 19, June 5, June 23, and July 14 [Broadcasting, April 18].

Mr. FOSTER

April 25, 1949 • Page 53
TEN YEARS ago this week a full-page advertisement in New York's daily newspapers carried the headline: "TELEVISION GIVES ITS COMING-OUT PARTY" SUNDAY.

New York looks forward to next Sunday as its proudest day; the day when Mr. Grover Whalen will ring up the curtain on the world's greatest World's Fair," the text began.

"But," the advertisement continued, "April 30th, 1939, will glint in the pages of history for an entirely different reason. It will be commemorated as the day when Television gave its first real coming-out party in the U.S.A. At 12:30 p.m. next Sunday, the National Broadcasting Company launches a new Telecast series with a program to cover the World's Fair opening, featuring a sight-and-sound address by the Nation's President."

This glowing tribute to the inception of regular television broadcasting in New York, first regular video service ever offered in this country, was given not by NBC nor by its parent company RCA but by a rival set manufacturing company, Allen B. DuMont Labs. The ad noted that "seated in easy chairs before DuMont Television Receivers, and in many leading stores, scores of New Yorkers will see and hear a three-and-one-half hour panorama of these dedicatory ceremonies."

ANOTHER big event for NBC-TV was the Republican National Convention in 1940, which was telecast from Philadelphia.

In its first year of regular telecasting, W2XBS, which became WNBT when commercial TV licenses were issued, broadcast 601 hours of programs, including at least one live studio dramatic program a week. NBC's record of the year's highlights, however, lists chiefly remote pickups—six-day bicycle races, a baseball game, a tennis match, a football game, a hockey game, Macy's Thanksgiving Day parade, etc.

1940 Simulcast
An exception was Lowell Thomas, who on Feb. 21, 1940, began the first simulcast series in American television when his commentaries for Sun Oil were broadcast before the camera as well as the microphone. Like other sponsors then experimenting with television in those days before full commercialization was permitted, Sun Oil paid only the costs of the studio presentation for television; the TV station carried the program as a sustaining program until July 1, 1941, when the FCC authorized commercial telecasting.

Within two months after that date, WNBT had broadcast commercial TV programs sponsored by Adam Hat Stores, Bulova Watch Co. (whose TV time signal was the first video commercial ever telecast), Botany Worsted Mills, Frank H. Lee Hat Co., Lever Bros., Procter & Gamble Co., Ivory Soap, Sun Oil Co., and Blommingdales and Abraham & Straus department stores.

At that time WNBT was presenting 15 hours of programs a week, of which 45% was outdoor pickup, 32% studio programs and 21% films. There were then some 4,700 sets in the New York area, with 80% tuned to evening and 65% to daytime programs. Audience response cards were sent out each week by NBC and returned by viewers who checked the programs as excellent (3), good (2), fair (1) or poor (0). A tabulation of returns produced an average rating of 2.07 for the summer's telecasts.

With the advent of the war, production of video sets stopped and television broadcasting settled down to a skeleton schedule of a few hours a week, marking time for the duration. WNBT demonstrated the value of television as an educational medium by telecasting a training course for New York's air raid wardens. Most of them witnessed the training programs via 80 video receivers installed by NBC in the city's police precinct stations. Begun in the mid months of 1942, this course was taken by 16,000 wardens before its climax in 1943. A two-month fire guard course, broadcast by WNBT immediately following that for air raid wardens, aided in training 14,000 fire guards.

In October 1943, WNBT began a series of sports telecasts, installing sets in military hospitals around New York so the programs could be enjoyed by wounded service men. Official Army and Navy films also were telecast in a weekly series, The War As It Happens.

In June 1940, WNBT had telecast the Republican National Convention in Philadelphia, making its first use of AT&T's coaxial cable between Philadelphia and New York to bring convention scenes to viewers in the New York area. In 1944, when both major political parties held their conventions in Chicago, special video newsreels were flown to New York and telecast by WNBT.

14 Hours on V-E Day
On May 8, 1945, V-E Day, WNBT aired the longest continuous telecast attempted by television to that time—14 hours of prayers, speeches, interviews, music and pick-ups of the crowds in Times Square. A similar but shorter telecast marked V-J Day.

With the return of peace, WNBT stepped up its video schedule, which had dropped from 500 hours of programs in 1941 to 420 in 1942, 210 in 1943 and 270 in 1944. In 1946, the station aired 598 program hours and 721 in 1948. By the spring of 1948, WNBT's program schedule comprised 35 hours a week. This spring, 1949, it is up to 66 hours a week, with 125 individual programs being telecast.

On Feb. 12, 1946, the coaxial cable between New York and Washington was opened for video use.
with a pickup of the Lincoln's Birthday ceremonies in Washington. The program was telecast simultaneously by WNBT, WCBS-TV (CBS) and WABD (DuMont), all New York. WCBS-TV and WABD, like WNBT, had begun operations shortly before the war and had carried on through the war years with limited program schedules. In 1948 they were joined by three more TV stations serving New York viewers—WJZ-TV, WPIX and WATV. The final station allocated to that metropolitan area, WOR-TV, is scheduled to begin operations this June.

With the extension of network facilities, by radio relay as well as coaxial cable, linking New York to Boston and Indianapolis in the East and to Chicago and St. Louis in the Midwest, WNBT now serves primarily as the originating station of NBC's video network programs. It confines its purely local service to the hours of 5:45 p.m. and 6:30 p.m. on weekdays and 10 a.m. to noon on Sundays. Station has dropped baseball from its schedule this year so as not to interfere with its network programs.

"Television is here," the DuMont advertisement declared in the last week of April in 1948. And with prophetic vision, it continued: "Sooner than you realize it will play a vital part in the life of the average American, enriching his daily opportunity to see and hear what's going on in the world. Sooner than you realize ... regular television schedules will include "on-the-spot" telecasts of every major event in the news, in sports or in the entertainment field."

**TV PROGRESS**

Johnson Urges Action

THE GOVERNMENT should "push forward a program" to assure for the public every development and improvement in television "as soon as possible" as well as to prevent "monopoly control" of transmission and reception equipment and program material, Sen. Edwin C. Johnson (D-Col.) declared in a telegram to Minneapolis Labor Review.

In reply to the newspaper's request for a statement on television set purchases, Sen. Johnson, head of Senate Interstate & Foreign Commerce Committee, expressed views which appeared to be the calm before the storm on the Senate floor last Wednesday when he took FCC to task generally for its policies on radio and television and for alleged monopoly sympathies (see separate story).

"Commission and industry have been trumpeting for years that present 12 channels will not provide nationwide service," he stated. "... Now idle upper frequencies will provide space for some additional 70 channels and make possible not only nationwide service but more independent operation by hundreds of individual owners rather than network control by a few corporations."

**Warns Against Delay**

Warning that "delay in such matters plays into the hands of certain large interests in this industry," Sen. Johnson contended that when ultra high frequencies are opened up and color is authorized, "billions of dollars now being invested by the people will be lost to them." Switch would require major changes in today's TV sets or replacement by entirely new sets, he asserted.

"Styles in television will change like Paris dictated women's styles in clothes," he said. "Commission's reluctance to inform public fully and simply and their leisurely consideration of authorizing more channels and color is deplorable particularly when every informed person knows it must and will be done."

Sen. Johnson termed it obvious that "after present lower channels and non-color has been exploited fully the change will be made and the second skimming of the cream will begin."

He said it is "imperative that the government push forward a program to make certain not only that the public has every development and improvement in this great art as soon as possible but also that monopoly be prevented."

**TELEVISION SCIENCE course started by Seattle Local 184 of IATSE has won "exceptional" response, according J. H. Simpson, Local's secretary.**

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*WGN-TV's "Television Mystery Players" is:

the *highest* rated local dramatic program

in Chicago, and the *third highest* rated dramatic show in *all* Chicago television.*

*... a top notch performance ... well worth considering when you plan your Chicago advertising campaign.*

"Television Mystery Players" is currently available for your sponsorship. If you are looking for a high rated program ... a great family audience ... at an amazingly low cost ... this show will fill the bill.

*Two different surveys show that there are only two higher rated dramatic shows (higher by a small margin) in Chicago—and these are both network originations costing ten times as much.*

---

**OLYMPUS MINSTRELS**

Here is entertainment that capitalizes on the new "look-at" technique ... and captivates Sunday evening audiences of WLW-T. The troupe of twenty five is complete with interlocutor, end men, soloists, quartet and 15-piece orchestra. With all of the sight and sound appeal of the old-time minstrels, this half-hour show is a natural for selling the WLW-T market.

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**Tele-Tips from WLW-T**

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**TELECASTING**
CANADIAN TV Licensing of Independents Again Defered

Licensing of Canadian independent television stations has been deferred again by the board of governors of the Canadian Broadcasting Corp., it was reported April 11. The ruling was made after private broadcasters had urged that all border TV channels be assigned at once.

The CBC board, which held hearings on television at Ottawa April 7-9, stated that applicants at Toronto and Montreal should co-operate to build and operate a single station under one license for a trial period and until a newly appointed Royal commission recommends a permanent Canadian TV policy.

The position taken by the CBC board was based upon economic reasons, and, it was believed, also upon the fact that border allocation agreements with the U.S. still are to be finalized. The proposed changes in border allocations within the two countries and the tentative agreement itself met with heated opposition within the U.S. last summer when it was made public by the FCC [Broadcasting, July 12, 1948].

Completion of the negotiations appears to be chiefly dependent upon the U.S. and FCC at the present. Specifically, the border proposals are incorporated in the Commission's plan to reallocate television throughout the country, based on new engineering data, which has been under study for some time. Whatever revision in standards and allocations which the FCC decides upon in lifting the current "freeze" on TV grants would affect the border negotiations.

The CBC board at a meeting April 10 assured the present applicants that they would have priority if more independent stations were to be licenced in one city. The board indicated that it felt commercial revenue possibilities were very slim at the present in Toronto and Montreal because there are few TV receivers in those areas.

The CBC board indicated it would not allow more than one independent and one government-owned CBC station in each city for the near future. CBC Chairman Dave Dunton at Toronto stated that the first CBC outlets would be operating by fall of 1950 at the latest and that certain independent stations might be telecasting before that time, dependent upon equipment availability.

Before the CBC board session, the independent Canadian broad- casters who have TV requests pending for Toronto and Montreal had met in those cities to consider the problem. They suggested to the CBC board that the policy of one independent TV outlet per city be changed so Canada would not lose any of the three channels assigned to Toronto and any of the five assigned to Montreal. While urging multiple grants, they did suggest to CBC that pooled facilities be allowed as an economy measure.

This suggestion was that the best transmitter site be picked in each city and one transmitter building and studio building be constructed to house jointly all facilities of the several stations.

The pending applicants which were heard by the CBC board include: CKWY and CGBR Toronto, CKAC and CFCF Montreal, CHML Hamilton, CKLW Windsor-Detroit and Canadian Famous Players Corp., Toronto, having movie picture interests.

Meanwhile it also was reported that the Canadian musicians' union has intimated that it will require all television stations in that country to employ only Canadian musi- cians.

Sheraton Video

THE SHERATON and Penn-Sheraton Hotels, Philadelphia, are looking into the problem of installing TV sets or screens in rooms. A video system is being tested by which room sets would be attached to a central receiving unit. A closed circuit transmitter also would telecast menus, news of hotel events, conventions, etc.

WEEPING STATUE WHEN Telecasts 'Miracle'

THE NOW famous crying statue of St. Anne wept for television cameras of WHEN Syracuse on Thursday, April 14, before an estimated 50,000 viewers in the Syracuse area. The statue is owned and operated by Meredith-Syracuse Television Corp. Shirley Ann Martin, Syracuse child, attracted national attention when reports told of a seeming miracle—-tears coming from the eyes of a three-months-old statue head when the child kissed it.

Throngs, including reporters and photographers, whom the station haft to have come, jammed the studio, and 450 people crossed the lounge to witness the telecast. More than 5,000 persons milling about the girl's house dispersed when they learned of the telecast, rushing for available receivers. Over 700 telephone calls flooded the station's switchboard with inquiries how to tune to the telecast that people could view the telecast. Some headed for the nearest bars, while sets in dealer's windows drew people ten-deep before them.

Aural radio also covered the event. Bob Ives, newsman at WFLR and Alma, jammed the studio, and, breaking the story on his newscast April 13. In addition to special coverage by all stations, WFLR fed two live reports to CBS, and NBC picked up a delayed broadcast from WSYR.

TACOMA VIDEO

Scripps' Plans Unchanged

Despite the suspension of the Tacoma Times, one of the two dailies in Tacoma, Wash., [Broadcasting, April 4], plans of the Scripps League of Newspapers, former owner of the Times, for a Tacoma television station, are unchanged. J. G. Scripps has told Broadcasting that the company, publisher of the Coeur d'Alene (Ida.) Press and owner, through Coeur d'Alene Broadcasting Co., of KVNI in that city and KNEW in Spokane, is equal partner with KTBI Tacoma in Television Tacoma Inc., applying for video channel 4.

Burl Hagedon, who some weeks before the suspension of the Times became president of the Tacoma paper, remains as publisher of the Coeur d'Alene Press and owner of the daily in Spokane. Viewers were rewarded with a clear picture of the statue weeping, station reports.

Aural radio also covered the event. Bob Ives, newsman at WFLR and Alma, jammed the studio, and, breaking the story on his newscast April 13. In addition to special coverage by all stations, WFLR fed two live reports to CBS, and NBC picked up a delayed broadcast from WSYR.

TELECasting
Sure, Television's amazing

-and it's practical, too!

(TOP TO SEE HOW PRACTICAL, TURN TO BACK PAGE OF PROGRAM SCHEDULE)
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**Program notes:**

- Saturday, May 5: The Goof and the Goober of the Week.
- Sunday, May 6: No programming.
- Monday, May 7: The Goof and the Goober of the Week.
- Tuesday, May 8: The Goof and the Goober of the Week.
- Wednesday, May 9: The Goof and the Goober of the Week.
- Thursday, May 10: The Goof and the Goober of the Week.
- Friday, May 11: The Goof and the Goober of the Week.

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**CBS Daytime Schedule:**

- Monday through Friday, 11:30 a.m. to 4:30 p.m.
- Saturday, 11:30 a.m. to 1:30 p.m.
- Sunday, 11:30 a.m. to 1:30 p.m.

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**Daytime Schedule:**

- Monday through Friday, 11:30 a.m. to 1:30 p.m.
- Saturday, 11:30 a.m. to 1:30 p.m.
- Sunday, 11:30 a.m. to 1:30 p.m.
<table>
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<tr>
<th>Time</th>
<th>Single ( \text{L (E-M)} )</th>
<th>Reah ( \text{Gulf (E-M)} )</th>
<th>Magic in Velvet ( \text{L (E-M)} )</th>
<th>Bowling Headliners ( \text{L (E-M)} )</th>
<th>Edith Head's ( \text{L (E-M)} )</th>
<th>Bowling Headliners ( \text{L (E-M)} )</th>
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- **Bowling Headliners**
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- **Edith Head's**
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- **Bowling Headliners**
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**OTHER TELEVISION HOMES**

**DO TELEVISION HOMES LISTEN TO THE RADIO?**

**LET'S LOOK AT THE RECORD**

HERE are Pulse 3-city Network figures for total Radio Sets in Use during the three highest rated hours in television (March, 1949).

<table>
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<th>Principal TV Competition</th>
<th>Total Radio Sets-in-use</th>
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<td><strong>STAR</strong></td>
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<td><strong>THEATRE</strong></td>
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<td><strong>GODFREY</strong></td>
<td>8:45</td>
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<td><strong>AND HIS</strong></td>
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<td><strong>FRIENDS</strong></td>
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<td><strong>BROADWAY</strong></td>
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**LOOK** for the Cincinnati TelePulse in May, and monthly thereafter. Other TelePulse cities are New York, Philadelphia and Chicago.

For information about these services and for other Telefacts—

Ask The Pulse

**THE PULSE INCORPORATED**

**ONE TEN FULTON STREET**

**NEW YORK SEVEN**
Once advertisers get a taste of CBS-TV impact, the word gets around fast. CBS-TV sponsors have multiplied six times over during the past 11 months. Today the total number of sponsors reaping rich benefits from CBS-TV's big and loyal audiences comes to 23, including many of the country's leading advertisers.
Membership To Get Official Slate

OFFICIAL slate of officers and directors for 1949-50 will be presented to membership of the American Television Society this Wednesday evening (April 27) at a meeting called for 7:30 p.m. at the Park Sheraton Hotel, New York. Meeting also will be called upon to act on proposals that ATS improve its financial position by increasing initiation fees and annual dues and by accepting sustaining memberships from commercial organizations. Aim of the increased revenue is to enable ATS to employ a full-time director of society affairs, to function under the guidance of the officers and board.

Nominees for ATS officers and directors for the coming year will be presented to the membership by Don McClure, television director, N. W. Ayers & Son, and chairman of the ATS nominating committee. Officers selected by the committee includes: President, David Hale Haiper, Owen & Chappell; vice president, Donald D. Hyndman, Eastman Kodak Co.; secretary, David Hale Haiper, NBC; treasurer, Doug Day, Buchanan & Co.

Official nominees for directors are: Charles Durban, United States Rubber Co., retiring president; Ralph Austrian, Ralph Austrian Inc.; Warren Caro, Theatre Guild Inc.; Emerson Yorke, Emerson Yorke Studio; Charles Allicote, Film Daily; Jerry A. Danzig, CBS; Maurice E. Stribby, AT&T; E. P. H. James, MBS.

Other nominations may be made from the floor at the April meeting. Any additional candidates, endorsed by ten or more members, will be included in the ballot for the election May 26.

The board proposal on membership payments is that the present initiation fee of $5 be increased to $10, and the annual dues be boosted from $10 to $15. The board also proposes that the associate member classification, originally proposed for younger people, students and those seeking employment in television, be discontinued.

Regarding sustaining memberships, the board proposes that they be offered to commercial organizations such as broadcasters, advertising agencies and advertisers, who would be accepted into ATS membership as individual companies, not associations or groups.

Move is designed to provide funds for the maintenance of an ATS office, with a full-time employee to handle details of ATS activities.

These proposals require changing the organization's by-laws and must be acted on by the membership and not by the board alone.

TV AGREEMENTS

IATSE Empowers Walsh

EXECUTIVE BOARD of IATSE empowered President Richard F. Walsh to enter into jurisdictional agreements in the television field with other unions, it was reported in the spring issue of the IATSE Bulletin.

The executive board authorization was voted at its Jan. 31-Feb. 5 meeting in New Orleans. Currently, IATSE (International Alliance of Theatrical Stage Employees), American Communications Assn., International Brotherhood of Electrical Workers and National Assn. of Broadcast Engineers and Technicians are contending for jurisdiction in television.

TV Job Prospects

INCREASE in sales of television sets has been accompanied by a boost in the job prospects for persons with training in television, according to an Occupational Outlook Handbook prepared for Veterans Administration by the Bureau of Labor Statistics of the U. S. Dept. of Labor. The handbook states, "Hundreds of specially trained television men are likely to be needed within the next year or two." The handbook is available for $1.75 from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

The BMI license with television stations covers all performances both live and mechanical and whether by means of records, transcriptions, or film soundtrack.

It provides for the performance of BMI-licensed compositions without special clearance headaches.

The catalog of music licensed by BMI contains over one hundred thousand copyrighted titles ranging from folk music and be-bop to classical.

BMI offers to television film producers all the information and help they need in obtaining the right to record music on films from individual copyright proprietors.

BMI's television Service Department is headquarters for complete information on performing and other rights in the music of BMI, AMP, and the hundreds of publishers affiliated with BMI.

For Music On TV

Consult BMI Television Service

BROADCAST MUSIC, INC.

580 Fifth Avenue • New York 19, N. Y.
PL 7-1800
TABLE I

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Network Hrs./Min.</th>
<th>Special &amp; Local Hrs./Min.</th>
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TABLE II

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<td>Live &amp; Film</td>
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<tr>
<td>Sports Remotes</td>
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<td>Slide Production</td>
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TABLE III

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<td>Slide Production</td>
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TABLE IV

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<th>No. of Repeating Stations</th>
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<th>March Total</th>
<th>February Total</th>
<th>Gain or Loss</th>
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NOTE: These advertisers who bought both network and selective (spot) time are counted twice in the "Total" column. Those network advertisers spending more than one show in a given market are counted once in the "Network" column.

NETWORK-originated programming occupied about 60% of all sponsored air time on television in the month of March, increasing its dominance in the television picture. There were 57 shows on the four networks, sponsored by 49 national advertisers.

Since Jan. 1, 29 new network shows have gone on the air, ten of them in March. The N. C. Rorbaugh Co., publishers of the Report on Television Advertising, from which these figures are derived, estimated that network time cost advertisers $818,196 in that month.

Among the newest TV sponsors are The Delta Mfg. Co., That's O'Pole (ABC, six stations); Electric Auto-Lite Co., Suspense (CBS, 10 stations); Household Finance Corp., Backstage With Barry (CBS, 10 stations); Lincoln-Mercury Div. of Ford Motor Co., Toast of the Town (CBS, 15 stations); Miles Labs Inc., Quiz Kids (NBC, three stations); U. S. Rubber Co., Lucky Pulp (CBS, seven stations); and Wine Advisory Board, Dining with Cooking Program (CBS, five stations). Chesebrough Mfg. Co. also joined Great Falls of the Continent on NBC April 1.

Total network telecasts occupied 544 hours on all stations used during the sample week in March, according to figures derived from the Rorbaugh Report (See Table 1). In the corresponding February week, network programs totaled 401 hours.

Variety shows topped all other forms of network programming, with a total of 197 hours telecast. Next in frequency were children's programs with 86 hours; dramatic programs, 84 hours; and sports broadcasting, 704 hours.

Nearly all network programming was live. A total of 58 1/2 hours were on film, and 20 hours were a combination of live and film production. Sixty-six hours were remote sports broadcasting, mainly from Madison Square Garden, and the rest of the 544 hours were live production. Of course, in many instances, shows were kinescoped and shown later in cities not linked by coaxial cable.

By contrast, about 40% of local and spot programming was sports remote, about 25% live, and about 25% film. (See Table II for comparisons, and for total.)

Agencies

Top agencies in the network field were J. Walter Thompson, with six accounts using television, and Young & Rubicam, with the same number of TV accounts.

In spot television the following agencies had the largest number of accounts in March:


Overall TV in March

Total sponsored TV time in March, including local and spot network, was 803 hours and 48 minutes. Total expenditures were $2,086,744, according to the Rorbaugh estimates. There were 1,023 advertisers using video in the sample week early in March, and additional four network advertisers bought time in the month, bringing the March figure to 1,027 for all forms of advertising. There were 711 local advertisers and 267 spot advertisers.

Spot advertisers made a total of 656 separate insertions on the 55 TV stations. One hundred ninety-four agencies were used in TV spot placements.

Of total sponsored time, 4.8% was bought in announcements, the remainder in programing of one type or another. This is about the same ratio that has applied for the past several months.

Leading TV Markets

Six markets have reached the 100-account level in March. New York, with six outlets and 178 accounts, is the leading market for TV. Next in order: Philadelphia, three stations, 149 accounts; Baltimore, three stations, 129 advertisers; Los Angeles, six outlets, 128 accounts; Washington, four stations, 120 accounts; Detroit, three stations, 102 accounts. Detroit is a newcomer to the over-100 group (See Table IV).

Best record for a single station market is held by Milwaukee with 85 accounts; next best single-station record is Toledo, with 63 accounts.

Los Angeles has the most local retail advertisers using television, with 83. New York and Philadelphia both have 58 local retail advertisers, and Baltimore has 54.

Heaviest spot market is New York, with 72 of this type accounts on the six stations. Next ranking in spot advertising is Philadelphia with 46, and Detroit with 30 spot advertisers.

New York, of course, leads in network insertions, having 48 in the sample week. Philadelphia and Baltimore and Washington had 47, and Boston, 41. In the Midwest the leading markets for sponsored network shows were Chicago, 55, Cleveland, 35, and Detroit, 37.

On the West Coast, Los Angeles carries 16 network shows, and Seattle 9. San Francisco’s one outlet carries seven network shows.

The following markets showed a net gain in accounts of more than 20 from February to March: Cleveland, 27; Detroit, 23; Buffalo, 22.

TELECASTING

Program Analyses for March (Report 56)
WSB-TV, *Atlanta*,

will not break even in 1949...

Sales progress already this year has been most gratifying. Audience acceptance of our programs has been almost unanimous . . . and favorable.

But with or without assistance, we are pledged to a plan of establishing circulation in this market . . . and this can be done only by an outstanding programming job.

We will continue to plow back into improved program services all of the revenue and resources available to us. Set sales in the Atlanta area reflect the soundness of this approach. We are not intrigued by any accounting legerdemain.

On WSB-TV *Television is Sellovision*—the best buy in the South today.

Owned and operated by The Atlanta Journal Co. Represented nationally by Edw. Petry & Co., Inc.
FOR creation of the highly successful Milton Berle television show, J. H. S. Ellis (1), president of Kudner Agency, receives an award from the Fifth Annual City College of New York Radio-Television and Business Conference [BROADCASTING, April 4].

Making the presentation is Dr. John Gray Peatman, college's associate dean and awards chairman.
CONSTRUCTION on a plant for KBTW (TV) Dallas was scheduled to begin last week, and Tom Potter, head of Lacy-Potter Television, said "we hope to make our first tests by June 15." Mr. Potter, Texas oilman, has interests in stations at Center, Tex., and Seminole, Okla.

An 85-by-85-foot studio building for KBTW will be built in the 3000 block of Harry Hines Blvd. on high ground northwest of downtown Dallas. The station, on Channel 6, will serve the Dallas-Fort Worth area.

A 377-foot tower is being erected by International Derrick & Equipment Co., Dallas office. It will have an above-sea-level height of nearly 900 feet.

A $82,000 mobile Telecruser has been ordered from Allen B. DuMont Labs, Passaic, N. J., for spot coverage of sports and news events. A DuMont representative, Lewis E. Petz, visited Dallas with a Telecruser to confer with Mr. Potter on the station's equipment needs. The studio grounds will cover some 54,000 square feet and the building will contain 5,500 square feet, including a 25-by-38-foot studio.

RESORT SELLING

WATV Starts Weekly TV Show

FIRST in a series of weekly hour-long television variety shows originating from a resort hotel was scheduled for presentation last night (April 24) on WATV (TV) Newark, N. J.

The series, sponsored by American Shops, Newark, and featuring tapas or similar m.c.s. in the 10-11 p.m. Sunday spot. It originates at the Golden Hotel, Pleasantdale, N. J., and the entertainers, besides Mr. Waters, include name acts appearing on weekends at the Goldenman.

The hotel is responsible for supplying all the talent, an arrangement said to be the first of its kind in television. Producer of the series is Harry Goldman, operator of the hotel. Don Lane and his orchestra supply musical background.

TV IN LIBRARIES

Louisville Plan a Success

INSTALLATION of three television sets in the Louisville Free Public Library's main library and one in each of its ten branches in order to provide additional stimulus to community use of library facilities has proved to be "a sensational drawing card and an unexpectedly effective public service,"

Clarence R. Graham, Free Public Library librarian, and William Hodapp, WAVE Louisville continuity writer, stated this conclusion in a joint article, "Television's Town Hall," in a recent issue of Library Journal.

"TV in the libraries was an instantaneous success and the crowds overflowed library facilities when the libraries added the TV sets to the equipment of its audio-visual department after WAVE inaugurated television last Nov. 24, the article states.

Mr. Graham and Mr. Hodapp make these further observations: "In spite of the increased facilities needed for the convenience of the libraries' televisers, the added attendance has greatly stimulated interest in and use of regular library services. Book circulation has increased markedly; the audio-visual department has vastly more films on loan; there has been a run on classical records and TV aids. This growing library use has become significant as a force in affecting future programming on TV." . . .

TELECASTING

FELTIS TV VIEWS

Says Ad Patterns to Change

HUGH FELTIS, newly appointed general manager of KING Seattle, in his first public appearance since returning to the Pacific Northwest, Tuesday told the Seattle Advertising and Sales Club television will markedly change advertising patterns in every market where it appears.

"When television hits a home the pattern of sound radio listening changes overnight," he said, but added that "AM broadcasting as we know it will remain for our lifetimes at least." Mr. Feltis cited vast areas where video will never be seen and will never disturb sound broadcasting. (KRGB-TV is now the only video outlet operating in Seattle but KING has one of six applications for remaining television stations before FCC). Referring to BMB experience Mr. Feltis disclosed KING plans to experiment in what he called "home research and suggested the ad club pioneer in Seattle, adding with grin that he would not serve on committee.

Among significant trends Mr. Feltis noted television hit New York two years "like a windstorm" but observed he does not feel the same hysteria in Seattle as New York or Chicago.

TALENT UNIONS

Paid Officers Brought Back

PAID officers and counsel of talent unions are being brought back into the committee planning to form one big television union, it was learned last week.

The paid executives and counsel were invited from the committee, composed of presidents and members of each of the key unions in the Associated Artists and Actors of America's efforts to merge some of the organizations failed. It was then thought that better progress could be made without them.

Apparently efforts to reach an agreement have now progressed so far that it was thought advisable to bring the paid union technicians back. Late last week it was believed that a new and permanent union to be called the "Four A's Television Authority" would be closer to realization than ever before.

Cincinnati Telepuls

MONTHLY Telepuls reports by The Pulse Inc. will be issued for the Cincinnati metropolitan district, beginning in May. The fourth such district to be serviced by Telepuls reports, Cincinnati's markets will be surveyed and quarter hour TV ratings will be quoted for an entire week from 12 noon to 12 midnight. Quarter hour ratings will be based on 100 TV homes.

BILL WELSH, KTAL (TV) Los Angeles sportscaster and special events reporter, was honored at "Bill Welsh Night" given by the Phil Silvers Foundation, at the Fine Auditorium for aiding in increasing interest in ice hockey games in California area.

Page 66 • April 25, 1949
Centenarian Dies
DEATH struck at CBS last Monday night during rehearsals for "We, The People," scheduled for 9 p.m. Tuesday night. Henry R. Roe, 101 years of age, and described in yellowed newspaper clippings as "President Lincoln's personal spy," collapsed on the 21st floor of the CBS building as he waited, with other members of Tuesday's cast, for an elevator. He was pronounced dead by Dr. Jack Nelson, CBS physician.

EDWARD LLOYD
Named Nielsen Exec. V.P.

Dr. EDWARD L. LLOYD, managing director of the A. C. Nielsen Co. Ltd. in Great Britain, has been named executive vice president of the Chicago research firm, President Arthur Nielsen announced last week.

Dr. Lloyd, who was recently named vice chairman of the Great Britain and Australia Nielsen concerns, will be responsible for all operations abroad, including extension of marketing research services to new countries.

Dr. Lloyd worked as chief of the Market Data section of the Bureau of Foreign and Domestic Commerce in Washington before joining the Nielsen company in 1938. He lives in Oxford, England. He returned recently from Australia, where he established the food and drug index services offered by the firm.

Voice Jobs Open

STATE Dept.'s Voice of America has job openings for radio broadcast technicians with civil service ratings of CAP-5 through CAP-15, paying from $2,574 through $7,482 annually. Particulars about examinations for the jobs may be had from the executive secretary, Board of State Civil Service Examiners, Dept. of State, 250 West 57th St., New York 19, N. Y.

N. Y. MANAGERS
Hold Organizational Meet

NEW YORK Radio Station Managers Committee met last Monday and decided to form an organization to meet on a regular basis and act on problems of common interest in New York.

Eldon A. Park, general manager of WINS, chairman of the committee, was empowered to send out a letter to all station managers in the entire metropolitan area to enlist their participation. Among problems which will concern the committee at first are the channelizing of public service drives, music and labor matters. Norman Boggs, WMCA, president at the meeting for Mr. Park, who could not attend because of illness. Others who attended:

G. Richard Swift, director, WCBS; Richard Connell, personnel director, WOR; Charles Belden, assistant manager, WHOM; K. T. Murphy, business manager, WINS; Alphonso S. Wells, general manager, WOY; Henry Greenfield, general manager, WEVD; William L. Moore, general manager, WBYN; John W. Kiek, station manager; and Norman S. McGee, vice president, WQXR, and Herman M. Dens, general manager, WJLB.

WOLFE CHAIRMAN
Heads Mich. AAAA Council

RALPH L. WOLFE, president of Wolfe-Jickling-Conkey Inc., has been elected chairman of the Michigan Council of the American Assn. of Advertising Agencies for the fiscal year 1949-50 according to an announcement by the council.

Other officers elected include: John L. McQuigg, vice president of Geyer, Newell & Ganger, vice chairman; Frank W. Townsend, vice president, McCann-Erickson, secretary-treasurer; Willard S. French, Brooke, Smith, French & Dorrance, and Henry G. Little, executive vice president of Campbell-Engel Co., and retiring chairman, were elected governors of the council.

JOSEPH L. MERKLE
Formerly with NBC's station relations department, has been appointed station relations manager of DuMont Television Network, a new post. He had been with NBC for 12 years.

JOHN CARRINGTON, who has been commercial manager of WORD and WDXY (FM) Spartanburg, N. C., has been appointed station manager. He succeeds JOHN W. KIRKPATRICK, who resigned to become manager of WVOV Montgomery, Ala. [Broadcasting, April 11.]

J. W. PARRIS JR., has been appointed commercial manager.

WALTER HAASE, station manager of WDRB Hartford, Conn., has been named chairman of Greater Hartford Fund Drive Review Council, which investigates and reports on any fund appeal in area.

JACK S. YOUNTS, president and general manager of WEEB Southern Pines, N. C., and Mrs. Younts, program and promotion manager, are parents of a girl, Sandra Louise, born April 18.

NBC'S MacVANE
Named President of ARNA

JOHN MacVANE, NBC news analyst, has been elected president of the Assn. of Radio News Analysts. Other officers named include: chairman of the executive committee — H. V. Kateinborn, NBC; executive committee members — Bill Henry, MBS; Ned Calmer, CBS; and Richard C. Hotlter, CBS; vice presidents — John Daly, CBS; and William S. Hillman, MBS; treasurer — Cecil Brown, MBS; assistant treasurer — Quincy Howe, CBS; secretary — George Hamilton Combs, WMGM New York, and assistant secretary — Thomas J. Hamilton, WQXR New York.

ARNA's purpose is the maintenance of professional standards in news analysis, and the representation of its members in matters affecting those standards.

Kobak Named

EDGAR KOBAK, retiring MBS president, has been elected a director-at-large of The Advertising Council. Mr. Kobak, who served as a sponsor member of the council during 1945-46, was elected a director, representing radio, the following year. He has served on the board ever since. He was vice chairman of the Industries Relations Committee during 1947 and a member of last year's council Promotion Committee.
April 15 Decisions

DOCKET CASE ACTIONS

AM-1290 kHz
Adopted memorandum opinion and order denying petition of WRAK Redding, Pa., for condemnation of property as just compensation in oral argument. For similar order in case of WFAA. Consolidated, one on exceptions filed by Foulkrod Radio Engineering Co., (WFL), Philadelphia, to proposed decision in re order to show cause.

AM-1580 kHz
Adopted memorandum opinion and order denying petition of WIBF 1520 kHz, Miami, Fla., for condemnation of property in order to show cause.

AM-1490 kHz
Granted application of Douglas L. Crews to increase power to 2 kW, to be known as WLOE, to be located in Leesville, N. C., to be known as WLLOE, for assignment of call letters."}

March 18 Decisions

DOCKET CASE ACTIONS

AM-1290 kHz
Adopted decision and order denying as in default application of Cordola Corp., etc., for reconsideration of decision of April 1, 1952, in this Commission's order.In the event it has been issued to Cordola Corp., etc., April 21, by decision of the court.

AM-600 kHz
Adopted order denying motion of Scripps-Howard Radio Inc., Cleveland, Ohio, for stay of issuance of CP for or recall of CP in this case and has been issued to Scripps-Howard Radio Inc., etc., April 27, by decision of the court.

AM-1480 kHz
Granted application of WATCJ, Long, for change of main WFCJ to 650 kHz, where the station in the Shiloh-Bollinger Hotel, Providence, R. I., No. 1, with a grant of 1360 kHz 5 kW to the station. DA is involved.

AM-1450 kHz
Granted application of WATCJ, Long, for change of main WFCI to 450 kHz, including the station in the Shiloh-Bollinger Hotel, Providence, R. I., No. 1, with the station in operation at 1450 kHz and licensed to 1360 kHz. DA is involved.

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CHUCK CROSBY, sports director of WCOP Boston since 1946, has been assigned to become assistant sports director of CBS-TV.

BARBARA FROST, formerly with ABC press department, has joined WOR News. She will serve as news editor.

THOMAS C. FLYNN, formerly WOR trade news editor, has been appointed news editor of WOR-TV, scheduled to begin broadcasting June 17. WALTER V. BENNETT Jr., formerly WOR news editor, has assumed Mr. Flynn's previous post as trade news editor.

BILL PLATT, formerly with KOCY Oklahoma City, has joined WBBZ-Pomona City, Okla., as sports director.

HOWARD HOLSCHEID has joined new staff of KNBC San Francisco.

JAMES P. FOLEY, formerly on news staff of KECA Los Angeles, has been appointed news editor of KGO San Francisco.

RAX OWENS, news director of WFLR Syracuse, N. Y., is the father of a boy, Ray Jr.

AGRICULTURE
Maps Plans for RFDs, IER

PLANS covering radio and television discussions for both the Radio Farm Directors Association house in Washington and agricultural workshop sessions at the Institute for Education by Radio at Columbus, Ohio, were announced last week by Agriculture Information Office.

The two events are dovetailed, with RFDs gathering in Washington May 2-4 just prior to IER's meeting, which is slated for May 5-8.

Open house program includes a congressional session arranged for visiting farm broadcasters by National Assn. of Radio Farm Directors, and a Wednesday session on "Project 255 Moves Ahead," dealing with the department's television project. Tom Noone and Maynard Speece, USDA TV information specialists, will speak.

Radio workshops at Columbus are set for May 6 and 7, with an RFD meeting scheduled on the latter for Saturday morning. Friday session will be devoted to discussion of video, experience reports and kinescopes. Special recordings are to be featured in a Saturday clinic.

Canadian Set Permits

INCREASE of 116,817 in number of receiving set licenses was reported last week by Canada's Dept. of Transport Radio Division. Total issued in fiscal 1948-49 to March 31 was reported as 2,851,583. Total licenses issued for same period last year was 1,932,236. Province of Ontario reported largest number of licenses with 703,374.

GOODAWAYS

PROPOSALS of FCC discussed By 'Stanford Law Review'

FCC will exceed its authority if it adopts its proposed anti-giveaway rules [BROADCASTING, Aug. 9, 1948], the Stanford Law Review concludes in its April issue.

In an 11-page study of the problem, the Review concludes that legislation is needed to "lay down a general standard to guide the Commission in regard to its authority over program content." The article continues:

Any standard established should not permit the Commission to substitute its judgment for that of the radio audience, except in cases clearly detrimental to the public safety or morals. The proposed lottery regulations seem to strike at programs not properly within this exception.

It was pointed out that in 1940 FCC referred seven programs to the Justice Dept. for prosecution under the lottery laws. The Attorney General advised against prosecution. Yet at least some of these programs "would clearly come within the Commission's interpretation of the same statute" as indicated by its proposed rules, the Review declared.

It was felt "there would be a substantial basis for contesting the Commission's action as a form of censorship and a violation of Sec. 356 of the Communications Act."

The article said "the most vulnerable part" of FCC's proposed rules is their concept of "consideration":

The prevailing view, a valuable consideration, is of a probabilistic or nominal consideration, is required before "consideration" exists. This is in harmony with the concept of strict construction of criminal statutes. It seems clear that listening to or viewing a program, or answering a telephone is not valuable consideration. It is difficult to reconcile so broad an interpretation with the public policy behind lottery statutes—i.e., to protect the public from being cheated and defrauded of property, and to avoid allure of the public morals by stimulation of gambling spirit.

The Review concluded that there is "substantial possibility that the new lottery regulations have misinterpreted" the lottery law.

But if they are enacted, it was felt, "they would appear to offer an opportunity to put in issue [by court test] the authority of the Commission over program content."

Rules' Specifications

The proposed rules, currently under consideration by FCC after oral argument in which most industry spokesmen protested their enactment [BROADCASTING, Oct. 25, 1948], would specify the tests to be applied in deciding whether a program violates the law against lotteries.

It would be considered a violation if the winner's selection depends on any set or set lot or chance, and if the winner or winners must do any of the following: (1) furnish money or thing of value; (2) promote as a product of the FCC's proposed rules; (3) listen to or view the program; (4) answer a question correctly, if aid is given on a test, or (5) answer the telephone or write a letter if contents or substance of conversation or letter are broadcast.
NEW commercial show, Flight International, has been launched by KYSM San Mateo, Calif. Broadcast from San Francisco International Airport, program features interviews with passengers, pilots and various operation personnel at airport. Euclid Candy Co. (Lave Nest, Red Cap candy bars) is sponsoring program—its first use of radio in Northern California since 1943.

'Happiness Exchange'
BEGINNING May 1, "Big Joe" Rosenfield, who says he's the "happiest man in the world," will conduct Big Joe's Happiness Exchange on WQSR New York seven mornings a week. Show will feature recorded music, contests and telephone conversations with listeners who phone studio. Mr. Rosenfield will conduct a crutch exchange for disabled persons, and a rocking chair supply for elderly men and women as part of program.

'Growth of the Mind'
LIVES of two boys, traced since day of their birth, is subject of WNAR Norristown, Pa.'s Growth of the Mind program. Series shows influence of home, parents, family members, friends and school life on their lives. Each week some prominent guest speaker is featured and gives brief talk on a related field. Many psychiatrists have been featured.

Quiz Show in Reverse
ON weekday Julie n' Johnny show on WTAG Worcester, Mass., a board of musical experts are featured who try to answer questions sent in by listeners. On April 14 M.C. Julie Chase received a question with 11 folded pieces of mystery papers with numbers on them. Experts picked numbers at random, answering questions thereon, until fourth one opened said: "The expert picking this number gets a basket of peaches in August." By end of question, experts had also netted pure bred German shepherd puppy, box of homemade fudge and quartet of theater tickets.

Racing Classic
FAMOUS racing classic B. A. A. Marathon which is always held on Patriots' Day, was telecast April 19 by WNAC-TV Boston for the first time. Program started at 1:30 p.m. on Tuesday, about an hour before the winner was expected to cross finish line. Program was sponsored by the National Co. of Malden (Mass.), manufacturer of National Television Receivers and radio communication equipment.

Doughnut Time
NEW afternoon audience participation show, Doughnuts at Doc's, originating from Doc Higgenson's restaurant in Crossville, Ill., debuted over WROY Carni, Ill., early this month. Restaurant is filled daily with birthday parties, lodges and various organizations desiring to participate in the interviews, and music, and to compete for daily prizes. Show is aired Mon., Fri., 2-2:30 p.m., and is sponsored by Kuree Paints, Westinghouse Appliances and H. L. Rudolph Hardware Inc. of Crossville. WROY believes this is the first program of its kind emanating from a small farm village and beamed at metropolitan centers.

FARMERS SHOW
WKOW Madison, Wis., played host to annual meeting of Wisconsin AAA, attended by over 1,000 Wisconsin farmers, with special program broadcast by Lee Edwards, WKOW farm editor. Al Loveland, Under Secretary of Agriculture, and Lee Smith, director of Green Div. for U. S. Dept. of Agriculture, spoke. Local farm authorities also were guest speakers. Mr. Edwards broadcasts a regular farm program on WKOW.

'Automobile Hour'
WPIK Alexandria, Va.—Washington, D. C., has inaugurated program especially for automobile owners. Thirty-minute show is aired from 8:30-9 a.m., about time most people are driving to work. Automobile Hour features music, news, driving hints,
DAVID CRANDALL, formerly director of program operations at KTTV (TV) Los Angeles, has joined KGO-TV San Francisco as producer of studio telecasts. WILLIAM HOLLENBECK, formerly with WMRK-TV Chicago, has been named program producer of remote telecast, and JEANNE LEFEVRE, formerly with WPRX (TV) New York, has been named program coordinator. KGO-TV begins regular programming May 1.

ROG LAMBERT, former program director and sportscaster at KORN Fremont, Neb., has been appointed program director at KLO Grand Rapids, N. D.

F. CHASE TAYLOR Jr., copy chief at WTVT Rochester, N. Y., has assumed post of production manager in addition to his other duties.

DENNIS KANE has been promoted from stage manager to assistant producer at WAAM (TV) Baltimore.

ROBERT SCHULTZ has joined station as assistant to BARRY MANSFIELD, scenic designer.

PHIL WALKER, formerly of KSBR FM San Bruno, Calif., has joined KNBC San Francisco as staff announcer.

WALTER N. NELSKOG, formerly program director at KEEK Spokane, Wash., has joined KING Seattle as announcer.

HOBACE H. F. JAYNE, vice director of New York's Metropolitan Museum for past eight years, has been appointed script writer and commentator for Chinese unit of State Dept.'s International Broadcasting Div. He will write and broadcast Voice of America programs for China.

WILLIAM C. MILL has joined announcing staff of WNOC Norwich, N. Y.

ELLIS LIND, former chief announcer at KAY San Francisco, has joined program staff of KKO Sacramento, Calif. GEORGE POSEY, former announcer-technician at KTRB Modesto, Calif., has also joined station's program staff.

BILL SCOTT has joined announcing staff of WBBM Chicago. He was formerly with KING Seattle and KLZ Denver.

MEL VENTER, program manager of KFRC San Francisco, has returned to active broadcasting after year's absence. He conducts early morning Breakfast Band on KFRC. Mr. Venter, who has been with station since early 1930's was previously active in many station's shows.

JOHN GRAY has been appointed a staff announcer at WFBF Syracuse, N. Y., replacing BILL THORPE who has joined station's sales staff.

DALE WIGHTS, comedian on KPIX (TV) San Francisco, is the father of a boy, Richard Ruf.

BILL MANNS and JOHN PAUL WEBER, staff announcers at WIP Philadelphia, are the fathers of girls.

CHARLES WILFONG, announcer at WKBK North Wilkesboro, N. C., and Betty Lou Blossman have announced their marriage.

WSNY CASE

Receivership Motion Denied

MOTION for a temporary receiver for WSNY Syracuse, N. Y., has been denied by Justice John Alexander of the New York State Supreme Court, WSNY announced last week. Leader of the group which had asked for the receivership is George R. Nelson, former vice president and director of the station.

The Nelson group brought action against Western Gateway Broadcasting Corp., WSNY licensee; Winslow Leighton, WSNY president and general manager, and others, charging that Mr. Leighton had taken over control of the station illegally.

Latest decision, WSNY said, means that operation of the station remains in the hands of Mr. Leighton and other directors elected at the last annual meeting of Western Gateway stockholders.

RENT LAW

Radio's Education Job Lauded by O'Brien

Radio did an outstanding job in helping landlords, tenants and veterans understand their rights and obligations under the Housing and Rent Act of 1948, John T. O'Brien, director of information for the Office of Housing Expediter, told Broadcasting last week.

The medium is continuing to do a great public service, he said, in explaining the changes in the 1940 law. Mr. O'Brien estimated that at least 3,500 hours of local station time was donated last year for this purpose. No estimate has been made of the innumerable announcements and national and regional network shows which were in addition to the local station efforts.

Although there were no enforcement provisions in the 1948 law, Mr. O'Brien indicated that the magnificent job done by radio in reiterating the rent regulations for both tenants and landlords helped tremendously in maintaining a high degree of compliance with the Act.

"Even the 3,500-hour estimate for radio time given the 1948 law is low, if anything," Mr. O'Brien stated, "because when that law went into effect there were several changes over the 1947 law. Many stations gave added time, as they now are doing and we don't have reliable estimates for the extra coverage." He said the OHE figure is based on the average of the last seven months of the 1948 law, which expired March 31 when 330 stations carried five or fifteen minute broadcasts once weekly for a total of more than 47 hours every seven days.

He guessed that with spots and network shows added in the total contribution would run 5,000 hours. Mr. O'Brien further complimented the efforts of the television stations, pointing out that since the first of the year there have been a number of local TV shows as well as network.

Mr. O'Brien also expressed thanks for the many letters he received complimenting the quality of program material sent to stations by the OHE radio division.

VICKIE HUBBARD, former continuity writer at WNMP Evanston, Ill., has been appointed continuity editor for Hal Tate Productions, Chicago.

Feature of the Week

(Continued from page 17)

periods so that Mr. Smith's relative could be cared for.

The program impressed Mr. Smith's and the money to Hale Bon- durant, WJBC manager, to see what could be done. The station agreed to turn over a 15-minute period Monday through Friday, with Mr. Smith at the piano, a telephone installation in the studio, two announcers and Wally Rubens of the sales department, to handle pledges.

The program was called Iron Lung 91—it May Be For You. The need for a second iron lung was explained to listeners and contributions were solicited. Listeners were invited to request musical selections and at the same time make pledges to the fund.

Bob Meskill and Wendell Porter, staff announcers, handled requests and, as an added feature, Al Grabs, member of a local band, acted as the musical cash register, ringing up each pledge on a cowbell as it was phoned in.

The goal was $2,000. All but $50 had been pledged on Friday at the end of the third week—3% hours of broadcasting. The following Monday's mail contributions brought the total to $2,125. The auditing committee, composed of prominent women of the community, including Mrs. Mark Hayes, wife of Bloomington's mayor, decided that the extra money should be retained to cover freight and an extra attachment that could be used with iron lung #2.

Announcement was made that due to the goal that had been reached and no more money was needed. But, the station reports, contributions continued to roll in. These were returned to their senders with the suggestion that they might give the money to two current campaigns—the Red Cross and the Cancer Fund.
On All Accounts  
(Continued from page 17)
widely. As a result, Norine worked as a reporter for daily papers in Michigan and Ohio, eventually becoming a city editor. In Toledo she advised the lovelorn, started all kinds of stories and settled down to a normality which included such off-hour entertainment as playing rummy with four murderers (one a Toledoan) until 8 a.m. in the desolate cell of a small-town Indiana jail. She was their phantasy come to life, as the quartet listened avidly to WLTW Cincinnati’s Miss Riner—the No. 1 outlet for her poetry. (She still writes for it and Sammy Kaye’s Sunday Serenade).

It was also in Toledo that she married Perry Freeman, a newspaper colleague. The event remains historic in local journalistic annals because the matron-of-honor, another lovelorn advisor, tripped over a cuspidor in her haste to kiss the bridegroom. (The apparatus was in the court house press room.)

Perry, one of two sons, is a corporal with the Army of Occupation in Germany. He hopes to inherit the family poultry business. Richard was killed on a Japanese prison ship off the Philippines after surviving the Bataan and Corregidor campaigns. Mr. Freeman died of pneumonia in 1934.

Moved to Cincinnati

Norine dived into radio for the first time with a music and poetry show on WSPD, Toledo, using her own poems. Later, while on the Cincinnati station, she narrated and produced a woman’s news show and a second music-poetry program. Two of her serials, published by the paper, were adapted for air on WCPD Cincinnati. Each ran 15 weeks. At that time she was president of the Ohio Newspaper Women’s Assn. and housekeeper to three dogs, four black rabbits, a turtle, a parrot and Willie, a groundhog, who indulged his passion for dry onions despite streams of tears. She also made futile attempts to lure Falis, favorite dog of Mr. and Mrs. F. D. R., to her heartstone. She and the former President met several times in Cincinnati to discuss the merits of milk produced by Jerseys.

In 1944 Mrs. Freeman went to New York to become account executive for Earle Ferris (radio features), where she handled publicity for Metropolitan Opera stars. Movie stars, including Jane Russell, were on her roster a year later when she joined Carl Byor & Assoc., as assistant—and then—radio director. Still carrying on her extra-curricular writing and art work, she also took vocal lessons. These were superseded by sling-shooting, with pebbles aimed at a parrot in the next apartment who warbled full-scale imitations during her practice sessions.

Norine left Carl Byor to work as vice president of I. L. Chamberlain Inc., New York publicity and public relations firm, where she planned and operated America’s national goodwill tour of Prince Abdulrezza Pahlevi, brother of the Shah of Iran, and worked on other international accounts that kept her hopping cabs between Manhattan and UN Security Council sessions at Lake Success.

Last year, after setting up her own publicity office in Chicago and working on one of Doner’s accounts, she was offered the task of opening the agency’s first publicity and public relations department. Her attempt to direct business simultaneously in both offices failed because of a “ridiculous time limitation” (only 24 hours in the day), and she closed her own firm. Last fall she was named radio and television director of the Doner agency.

Handles Atlantic Account

Although she supervises two small accounts (Baby Sitters Inc. and Allied Inventory Corp.), Mrs. Freeman’s thoughts and deeds channel into TV. Her major video account is Atlantic Brewing Co., maker of Tavern Pale Beer, which inaugurated Chicago’s first TV beauty contest. The show, for which viewers nominate and vote on entrants, is telecast during intermission of Thursday night wrestling matches on WGN-TV, Chicago Tribune station. After the third contest more than 19,000 mail votes were tabbed.

Norine’s poetry production has slackened, her chameleons are lonely, she seldom paints and she still has half her lakefront apartment to fill with Chinese modern furniture. Problems resulting from television are the reason, along with a jangling phone. Chicago’s male elegibles are applying en masse for baby sitting jobs, still in hopes that at least some of the babies are the contest models.

LINDENWOOD  
Radio Conference Planned

OVER 250 delegates from universities, colleges, high schools and civic groups are expected to attend Lindenwood College’s third annual radio conference, to be held at St. Charles, Mo., Friday (Broadcasting, March 21). Meeting will be generally devoted to radio, “The Fifth Estate,” as a communication medium.

Judith Waller, public service director at NBC Central Division and one of radio’s pioneers, will be a guest of the conference and speak at a morning session. She is the author of the book, Radio, The Fifth Estate. That topic also will be explored in an evening panel session, to include Dr. Samuel Johnson, news commentator, KXOK St. Louis; Alfred Brandt, assistant news editor, KXOK St. Louis; David Shefrin, assistant director, NPRC, University of Missouri, in charge of facsimile newspapers, and Charles C. Clayton, St. Louis Globe-Democrat.

Radio production techniques are to be demonstrated at an afternoon session by Ted Wescott, director at KSD KSTV TV St. Louis. Program also calls for inspection of KCGL college’s radio station used as a laboratory for the radio department. Station is managed and operated by students of classes in script writing, announcing, production, and sales management.

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WJDX NBC AFFILIATE IN JACKSON MISSISSIPPI

When you buy WJDX, you get the big 10 years’ growth of the Jackson market at low 39 rates. Just to give you an idea of his market—Jackson’s per capita buying income has gained 166% since 1939.

5000 - DAY  
1000 - NIGHT  
19 YEARS’ LEADERSHIP

Represented Nationally by the George P. Hollingbery Co.

April 25, 1949 • Page 73
When you think of
RE-TUBE with...
AMPEREX
ALL TYPES - TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
35 WASHINGTON STREET, BROOKLYN 1, N. Y.

America's Leader in High-Grade Radio and Television Tubes

When you need REPAIR, TRIMMING, OR RE-WELDING your tubes, AMPEREX can help. We have a complete line of replacement tubes, including the new 2A30 and 2A31. Our experienced service staff can also assist you in selecting the right tube for your application. Whether you need tubes for broadcast equipment, industrial control systems, or any other electronic device, AMPEREX has the tube you need. Contact us today for more information. We are proud to be a leader in the tube industry, and we are always looking for ways to improve the quality of our products. Thank you for choosing AMPEREX.
WMIN TIME SALE
Gets Golden Rule Contract

THE GOLDEN RULE, St. Paul department store, has signed with WMIN St. Paul-Minneapolis for 11 half-hours, plus 27 one-minute spots a week, Cramer-Krasselt Co., Milwaukee, store's agency, announced last Monday.

The 28-week contract, effective May 1, is the first step in the store's campaign, which may eventually reach 15 or 18 hours a week in the twin cities area, the agency stated. Other programs on one or more additional stations are to be started in June or July.

Schedule will be used to promote national brand merchandise, storewide events and featured services. The WMIN broadcasts include a half-hour Melody Lane show, Monday through Saturday; Guests and Requests, half hour Monday through Tuesday and on Saturday; four spots daily, Monday through Thursday; five spots on Friday and six on Saturday.

Cramer-Krasselt also handles the account of another St. Paul department store, which is sponsoring five and a half hours a day on five Milwaukee stations.

CFCA-FM To Open

FIRST Canadian exclusive FM station is to go on the air tomorrow (April 26), with inauguration of CFCA-FM Kitchener, Ont. Pollock Enterprises Ltd., owner of the station which is affiliated with receiver manufacturing company, Dominion Electrohome Co. Ltd., is using General Electric BT-3-B transmitter on 106.1 mc with circular 4-bay antenna, and power of 10 kw. Staff includes Carl Pollock, vice president of Dominion Electrohome, manager; Chris Fairley, formerly of same company, commercial manager; Fred Russell, formerly of CKXN Wingham, program manager; Harold Wordell, formerly of CJCS Stratford, senior announcer; Len Starner, production manager, and John Becker, engineer.

Twice Honored

DISTINCTION of being named president of two organizations within four days went to M. M. (Manry) Marget, general manager of KVOX Moorhead, Minn. On March 27 Mr. Marget, who is well known for his sports broadcasts, was re-elected president of the North Central Baseball League of Minnesota, and on March 30 he was elected president of the Great Northern Broadcasting System, an organization of 12 stations in Minnesota and North Dakota. Mr. Marget has been manager of KVOX since station was founded in 1937.

Copper Interests

A REPRINT of Kansas Business Magazine's March issue, detailing the story of Copper Publications Inc. and its two stations—WIBW Topeka and KCKN Kansas City, Kan.—has been distributed by Ben Ludy, manager of Copper radio operations. Eight-page reprint includes sketches and pictures of Arthur Capper, former U. S. Senator, and his station, magazine and newspaper personnel. Piece also traces the history of "The House That Capper Built," its development and descriptions of publications. Firm publishes two daily newspapers, a weekly farm paper, household monthly, and five separate state farm papers, and is experimenting with idea of offering special on-the-job FM music as background to industrial plants.

CARRIER CURRENT

FCC Proposes Rule Changes

CLASSIFICATION and restriction of presently unlicensed carrier current broadcast stations, radio control and other devices which generate radio frequency electromagnetic fields are set forth by FCC in proposed changes of Commission rules.

Purpose of the rules clarification is to provide for the operation of low power devices without the likelihood of objectionable interference to established radio services, and to obtain information on the nature of such devices presently being operated. Comments on the proposals are invited to be filed at FCC by June 1.

Two categories of devices to be considered are incidental radiation devices and restricted radiation devices.

FCC proposes that no low power broadcasting such as campus "wired-wireless" or carrier current stations be permitted on any frequency other than in the band 535-1605 kc, and then only in accordance with the Commission's rules governing standard broadcast services. These rules may be amended to provide for such low power operations. It is expected they may be licensed similarly to the present low power FM stations which educational interests may operate.
HELP WANTED

Managed

Manager. Southwest fulltime network affiliate, smaller market. Good opportunity for energetic, sales- and be responsible for entire station. Box 788a, BROADCASTING.

Opportunity for right man interested in becoming manager of 250 watt going station, to take over program, do some announcing and handle matters of general nature in small station. Should be acquainted with network program. Congenial associates, pleasant surroundings, good salary $75 week. Full details, high- light and requirements, Box 769a, BROADCASTING.

SALES

Salaried for one kilowatt station in large market. Great Lakes region. Salary and commission open to right man. Box 860a, BROADCASTING.

SALESMEN

Permanent salaried position open for time salesmen in clean Massachusetts city of 60,000. Full time, new location with starting draw guaranteed. Give all details in first letter, references and photo. Box 860a, BROADCASTING.

WANTED

Wanted-Salesman for one kilowatt daytime station. Give details including salary. Box 860a, BROADCASTING.

Traveling representative; experienced man, program, sales and management background. Automobile essential. Please submit resume detailing experience and education. Box 860a, BROADCASTING.

ANNOUNCERS

Experienced announcer with first class ticket, emphasis on announcing. Top 1000 watt network affiliate. Must have car, good personality, and experience. Send résumé, Control Experience, Box 860a, BROADCASTING.

Chief engineer who can do some announcing. Excellent future with progressing station. For further details contact Fred Wamble, WFDQ, KANADA, Anaconda, Montana.

Engineer-First class ticket, experienced, combination engineer - announcer. May be fulltime or part-time. Experience in Radio Station KYVU, Eureka, Texas.

Wanted-Highly qualified engineer of progressive station. Experience in the Kill 50 watt directional station in daytime, close to downtown position thereafter. Definitely prefer person who additionally has good announcing voice. Able to take limited announcing shift. Top salary and opportunity with alert, growing organization located in California's Grand Sacramento Valley. Attractive living conditions, good audition disc and complete engineering education. Box 860a, BROADCASTING.


Production-Programmers

Wanted-Experienced copywriter-anouncer by western station. First or second class, top network. Box 860a, BROADCASTING.

We need a man or woman to handle announcements and promotion for our small station. Our city is in the heart of a major metropolitan area, and we are looking for a dynamic individual who is interested in joining our staff and willing to do the right man or woman with experience in the following areas. Box 860a, BROADCASTING.

Newscaster & editor, preferably experienced, for network-affiliated station in Chicago area. Must have clear, readable voice and ability to speak effectively in radio. Box 860a, BROADCASTING.

Wanted-Combination program director and sales manager. Must have local experience and proven record of success. Box 860a, BROADCASTING.

Continuity man-Here's where punch pays off. Long established 1000 watt progressive station in major city is looking for experienced "box" commercial writer-producer. Should have good writing ability. Send qualifications, sample copy and photo. Box 860a, BROADCASTING.

MANAGER

Combination manager-engineers wanted for one kilowatt station in New England state. Box 860a, BROADCASTING.

Combination engineer-announcers wanted for one kilowatt station in New England state. Box 860a, BROADCASTING.

COMBINED CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE - Checks and money orders only. Situation advertisement 10c each, minimum $1.00. Classified advertisement minimum $1.00 per word. Minimum 100 words. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to BROADCASTING, 60 East 42nd Street, New York, N. Y. Only replies to BROADCASTING are published. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Situations Wanted

Manager

Successful manager- Ten years management experience in major market. Should have experience in all departments. Dependable candidate must be college graduate. Box 861a, BROADCASTING.

Manager

12 years experience in rural, urban and mixed markets. Veteran, three college degrees, all in business. Desires to serve as combination manager-program director. Interested in independent operation. Has successful three and one half year background in station that is red in one or more of these markets. Box 862a, BROADCASTING.

Man 47, exceptionally qualified to manage busy station. Contact offices in town not less than 15,000. Needs busy station plus opportunity earn considerable more through independent operation. If interested please address Box 863a, BROADCASTING.

Manager-Assistant manager-program director wants managementhip competitive position in progressive market. Has developed talents in organization, sales, promotion, advertising, public relations, news. Excellent management and public speaking skills in judging public reaction and handling press situations. Backed by experience in entertainment, and in community service. Excellent references. Box 862a, BROADCASTING.

Executive-Management and/or sales now available. Last five years, until sales underwritten, general manager and sales salesman in the shock, announced transaction library. Please give complete details in first letter. Box 752a, BROADCASTING.

17 years with the same radio station—5 years in management. Good experience in sales. Excellent start-up manager and will create bigger sales, good will, etc. Top references. Bonus feature-Agency accent. Box 862a, BROADCASTING.

General-commercial manager for 12 years experience in station, plus constructing and reorganizing stations and increasing bottom line. Box 862a, BROADCASTING.

Successful in the black manager with knowledge and energy desired change to own manager. Must have experience in sales management, good public relations, and account relations. Box 862a, BROADCASTING.

Salesman-Excellent climate for alert growing organization. Will travel. box 753a, BROADCASTING.

Top salesman for highly progressive station. Must have sales experience, proved ability. In- box 753a, BROADCASTING.

Willing to travel. Two years experience in sales, with ability. In- box 753a, BROADCASTING.

Willing to travel. 1000 watt network, Chicago market. Experienced manager- program director. Box 753a, BROADCASTING.

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Willing to travel. Two years experience in sales, with ability. In- box 753a, BROADCASTING.
Situations Wanted (Cont'd)

2½ years announcer, writer, program director and production experience. Was employed in radio in large station in syagony, with emphasis on production. Will seek for production and announcement abilities. Presently employed as announcer for chain station. Box 857a, BROADCASTING.

Experienced play-by-play announcer employed, wants upper midwest. St. Paul, Minn. Box 860a, BROADCASTING.

Play-by-play announcer. Available in all phases of sports; college, high school, minor league and double as staff announcer. Have disc show and five years presentation experience. Will travel. Box 880a, BROADCASTING.

Announcer—Single, 24. 5 kw experience, university, independent college hockey. Available in two weeks. Box 890a, BROADCASTING.

Announcer-play-by-play, experienced in all phases of sports; college, high school and minor league. Double as staff announcer. Have disc show and five years presentation experience. Will travel. Box 880a, BROADCASTING.


Announcer, young veteran, good delivery, operate console, versatile, ambitious. Anywhere. No salary. Box 878a, BROADCASTING.

Announcer—Experienced all phases. Over Federal, per diem stock and advance on Manchester. Operator of established station. Not big name, but essential. Disc. photo. Presently employed AM-FM. Box 849a, BROADCASTING.

Sports announcer. Ten years play-by-play. Outstation. No sports experience. Box 892a, BROADCASTING.

Experienced sports announcer. Including play-by-play and baseball. Prefer west coast. Prefer east or northeast location. Box 882a, BROADCASTING.

Announcer—Presently employed. Desires advance with large station. Box 890a, BROADCASTING.


Available immediately. Vet. 25. Good voice. Can operate console. Prefer CW dispensing. Photo and disc on request. Box 894a, BROADCASTING.

Young ex GI with some experience would like announcing or copywriting job with small station. Will send disc, sample copy, and reference if employed. Write or wire to B. Milltown, Wisc.


Experienced announcer, go anywhere, interested opportunity more than salary, good ad man, disc jockey and newscaster. Experience gained largely midwest west coast. Will serve your West Coast. Will call Ivey, 207 Ave. B., Burbank, Texas.

Competent announcer. Experience. College education. Bob Millkorr, 804 W. 10th St., Mayaguez, P. R.

Versatile announcer, 23, well versed, sportscasting, newscasting, commercial messenger. Capable of handling all phases of the business. Box 849a, BROADCASTING.

Experienced announcer, anywhere interested opportunity more than salary, strong voice, disc jockey and newscaster. Box 850a, BROADCASTING.

Situations Wanted (Cont'd)


Engineer now employed as chief, first phone, active ham, single combination man for at least a progressive organization now functioning or undergoing CF with new license. After May 9. Box 828a, BROADCASTING.

Young man with first class telephone license desires position in AM and FM broadcasting. Box 829a, BROADCASTING.

Chief engineer—Age 31. Married, veteran, superb engineer, capable of operating new or established station. CREI 10 years experience. Thoroughly experienced announcer, strong in midwest. Box 832a, BROADCASTING.

Holder first class telephone desires any radio position at any location. Box 841a, BROADCASTING.

New Yorker—Looking for engineering position, 30, single. Married, young, married, intelligent, dependable, experienced, good. Good technical background. Presently employed with large stock and advance. Will relocate. Box 833a, BROADCASTING.

Announcer, desires move to coast. Desires move inland. Desires more money, more opportunity. Box 834a, BROADCASTING.

Announcer, 1st class telephone. Licensed in FM. Will travel. Box 840a, BROADCASTING.

Engineer—First class telephone. Licensed in AM. Will travel. Box 846a, BROADCASTING.

Engineer—one year transmitter experience. First phone. Car. Seeks permanent position. Box 855a, BROADCASTING.

Engineer, 15 months experience transmitter and remote. Presently employed. Require notice. Box 843a, BROADCASTING.

Engineer, first class radio telephone operator licensed, married, veteran, age 22. Hope to apply principles studied during month at Commercial Radio Television Institute, Omaha, Nebraska. John R. Simpson, 2608 8th St., Des Moines, Iowa.

Transmitter operator, experienced, active amateur, veteran, married, desires permanent position. Will operate station. Box 839a, BROADCASTING.

Engineer, desires move to coast. Seeks position with FM. Frank Daly, 628 E. Claredon St., Salem, Ohio.

Production—Programming, others

Program or operations manager — Unusual qualifications. Twenty years experience all departments including management. Well worth an inquiry. Box 617a, BROADCASTING.

Program Director available same or comparable position eastern metropolitans. Experience over 10 years. Over 15 years experience, program and production techniques. Knowledge of popular music and TV. Box 754a, BROADCASTING.


Technical

Construction chief engineer—Construct radio station. Built and operated station. Seven years radio. Live in broadcast. Engineer. $65,000. Box 851a, BROADCASTING.

Engineer 1st phone, 2nd telegraph, amateur licenses. Recent radio school graduate. Good voice. Single. Will travel. Box 816a, BROADCASTING.

Holder 1st phone, single with car. Six months electronic school. Will travel. Box 817a, BROADCASTING.

For Sale

Stations

For Sale—WRUL, New Orleans, La. 15 kw. Standard type B, 4800 kw. AM station. Good location, ideal for new owner. Box 827a, BROADCASTING.

For Sale—Well established independent station midwest market. Will finance. Box 821a, BROADCASTING.

Control of 1000 kw daytime station Newport, R. I. Exclusively serving commercial traffic. Excellent location. $10,000. Information advanced only those who appear personally. WRJN.

Equipment, etc.

For Sale—101C Federal Field strength meter, TV and FM program monitor. 731A General Radio modulation meter, 1774A Address, Box 774a, BROADCASTING.

New composite 250 watt transmitter, motor. Supply a crystal for your frequency, plus set of Simpson model 45 signal generator. Box 814a, BROADCASTING.

For Sale. New RCA equipment in Corporation w. T. O. Th. Th. 7 color, line equalizer $150.00. one 76-184 speech input console with power supply $100.00, eight RA-1A preamplifiers $400.00. Box 851a, BROADCASTING.

All FOB Pocatello, Idaho. One Austin tube tower lighting transmitter 3 kw, $60.00; three 1 kw, 3 meters with 400 foot black copper wire, soft drawn. 25 cents a foot. Price includes parts. Box 835a, Great Falls, Montana. 24 hour shipment and delivery. Box 898a, BROADCASTING.

Communicate with Henry II. Fish, WIBZ, Idaho Falls. Idaho.

Broadcasting equipment all used but all in good condition. RME-45 receiver purchased 1942, $350.00. 500 watt, 4 channel, 25 kw generator purchased 1942, $500.00; 15 kw generator purchased 1941, $800.00. 2638a, BROADCASTING.

For Sale—Two Western Electric type 38B program limiters. Best cash offer. Write 3808a, BROADCASTING.

Wanted

Wanted—One kilowatt AM transmitter, 800 meter grid, 7000 meter grid. Complete, in excellent condition, including impedance and date available immediately. Box 818a, BROADCASTING.

Desire to procure good stock and advance for small market station. Include all information. Box 819a, BROADCASTING.

Wanted—Complete package, used 250 watt AM broadcast equipment including transmitters, frequency and modulation monitors with rack and accessories. Must be late model in excellent condition. Box 860a, BROADCASTING.

Tower & ground 300 ft. unguayed, heavy duty. Station for which this is designed. Give price, type, weight, etc. Also copper tubing, 1½ inch, 2 inch, oval feeders, 2 inch, 4 inch, oscillator with 4 megacycle generator. TFPE 113a, BROADCASTING.

KPEL. Albany Hotel, Denver.

Modulation monitor General Radio 4864B. Give history and price. KPEL, Denver.

Employment Service

Recognized stations need—Announcers, , disc jockeys, program directors, sales men, producers, sales people, announcers, WTBK Radio Network. RRR-Radio-TV Employment Bureau, Box 839a, BROADCASTING.

Miscellaneous

Stations accepting percentage accounts write for information and details. Good opportunity and high merit and value by reputable factory. Box 825a, BROADCASTING.

(Continued on next page)
GROUNDBASED Computing Method Change Adopted by FCC

METHOD devised by BBC's H. L. Kirke to compute groundwave field intensity contours when a signal traverses a path having varied ground conductivities has been adopted by standards. The Commission called forth the new method has received favorable comment in general from the consulting engineering fraternity, FCC said [BROADCASTING, Oct. 4, 1948]. The change involves revision of Annex I of Section I of the FCC standards and is effective May 16.

The Commission stated that the new method of calculating groundwave signal intensity is not based "on a rigorous mathematical formula, but is, however, a simple formula which will give a solution to the problem with a degree of accuracy." The FCC added that "with full knowledge of its shortcomings it is believed the rule "will be a satisfactory administrative tool."

The standards were amended by the Commission as follows:

(a) The title of Annex I of Section I which reads: "Groundwave Signals" is deleted and the following, substituted: "Groundwave Signals and Wavefronts." The fourth paragraph of Annex I of Section I which reads: If the interfering signal traverses a path over which the ground conductivity is not given, is deleted with its associated footnote 14 and the following substituted:

When the signal traverses a path over which different conductivities are known to exist or are given by the map, the distance to the nearest point of the groundwave field intensity contour shall be determined by the equivalent distance method. Reasonably accurate results may be expected in determining field intensities at a distance from the antennas by application of the equivalent distance method to the unattenuated field of the transmitter, the various ground conductivities and the location of discontinuities are known. This method considers a wave to be propagated across a ground conductivity according to the curve for a homogeneous earth of the second conductivity. When the wave crosses from a region of greater conductivity to a region of a second conductivity the equivalent distance of the equivalent point from the transmitter changes abruptly but the field intensity does not. From a point just inside the second region the transmitter appears to be at a far distance where on the curve for a homogeneous earth of the second conductivity the field intensity equals the value that occurred just across the boundary in the first region. Thus the equivalent distance from the receiving point to the transmitter may be either greater or less than the actual distance. An imaginary transmitter is substituted to exist at that equivalent distance. The technique is not intended to be used as a means of evaluating unattenuated field to ground conductivity by the analysis of measured data. The technique to be used and the method of determining is given in Section 2 of these Standards.

(b) As an example of the use of the equivalent distance method suppose for a frequency of 10 kc an unattenuated field of 100 mv/m at one mile is radiated and that a path having a conductivity of 10 X 10^-6 e.m.u. for a distance of 15 miles, and 5 X 10^-6 e.m.u. thereabout, is desired to determine the distance to the 0.5 mv/m contour and the equivalent distance in Figure 1. It is shown that at a distance of 15 miles on the frequency of 10 kc, the field is 3.45 mv/m. The equivalent distance for a conductivity of 5 X 10^-6 e.m.u. is 11 miles. Continuing on the propagation curve for the second conductivity the 0.5 mv/m contour is determined at a distance of 7.9 miles from the imaginary transmitter. Since the imaginary transmitter was 4 miles nearer to the receiving point, the field at 0.5 mv/m is determined by continuing on the propagation curve for the second conductivity 4 miles to the east of the imaginary transmitter.

32-913

REGIONAL MANAGERS (2)

Fastest growing National Organization, whose promotional campaigns are familiar and ENDORSED BY MORE THAN 300 STATION'S 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
BUYERS' MARKET
Spots Are Answer—Flanagan
SPOT radio is the answer to the advertiser seeking to move goods in a buyers’ market, T. E. Flanagan, managing director, National Assn. of Radio Station Representatives, told the Radio Executives Club of Boston, W.1. W. W. Sound.

“The first thing we ought to have in mind is an increase in, and not a reduction in, the cost of advertising,” he said. “We ought to do it because it’s the buyers’ market; needs is an expansion of demand.”

Mr. Flanagan also decried what he considered flagellation of station operators at the recent NAB Convention by “bureaucrats, economists and employees of trade associations.”

“The poor station owners were lectured at, called down, bawled out, berated, disinfated, threatened, their early demise predicted if they ran AM stations, and their bankruptcy predicted if they ran TV stations,” he said.

He predicted despite the “exciting pitched battle” at the Chicago NAB Convention, which he said took place between television and AM radio, that sound radio will remain ahead of television for many years.

Atteberry Resigns
ELLIS ATTEBERRY, manager of KCKN Kansas City since 1936, has announced his resignation. He started his radio career in 1932 with Herb Hollister at WLBK Kansas City. Mr. Hollister sold the station to Capper Publications in 1935 and the call letters were changed to KC KN. Mr. Atteberry has remained as manager of KC Kn since that time. An active civic leader in Kansas City, Mr. Atteberry serves on the board of governors of the Safety Council and is a member of various civic clubs. His future plans have not been announced.

W O V CLINIC
WOV New York, following through on the projected collaboration between independent stations outlined at the NAB Chicago convention [Broadcasting, April 18], has announced a Foreign-Language Radio Clinic, to be held for foreign-language station operators throughout the country. The station’s research, commercial and program methods will be explained, as well as its “Audited Audiences” research techniques, which will be illustrated for guidance of other foreign-language broadcasters in their own markets. The clinic initiative will be offered to the Unaffiliated Stations Committee of the NAB.

Among the features of the forthcoming WOV clinic are a discussion of research methods in foreign language communities by Dr. Sidney Roslow, whose organization handles WOV’s basic statistical projects; an analysis of sociological trends in such communities, presented in cooperation with the Common Council for American Unity; analysis of foreign-language population trends, program methods and sources, and a study of the effect of TV on the specialized audience.

In announcing the clinic, Ralph Woll, WOV manager, said: “The methods that have paid off for WOV in the Italian field are applicable to other languages as well. Prospects for the independent broadcaster were never brighter, and that goes doubly for the foreign-language broadcaster who is willing to snap out of horse-and-buggy business habits. If we can help raise the level of foreign language broadcasting...we will ultimately also benefit. It’s our hope that independents who lead in other fields—sports, the various forms of music, and so on—will follow this up with similar clinics.”

The clinic is expected to be held in New York, but details about time and place are being discussed with Ted Cott, WNEW New York vice president and Unaffiliated Stations Committee chairman, and will be announced later.

‘Edgar’ Awarded
CBS mystery thriller, Inner Sanctum, sponsored on Mondays, 8-8:30 p.m. by Bromo Seltzer, was awarded an “Edgar” by the Mystery Writers of America. One of 17 such awards to be made by the group at its third annual Edgar Allen Poe Awards dinner held April 19 at New York’s Henry Hudson Hotel, the prize is a bust of Poe, honoring Inner Sanctum as the best mystery radio program.

SOUTHWEST VIRGINIA’S PIONEER RADIO STATION

old-timer with young ideas

We’re not resting on our service record of twenty-five years. We ablly complement our CBS schedule with shows built to the needs of our region; that includes one of the top news departments in Virginia.

We’re strong on promotion, too. So, for your share of the near billion our listeners spend each year—contact Free & Peters!

LARGE FLORIDA STATION

FOR QUICK SALE AT $200,000

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.
EARLY birds after WNOX Knoxville, Tenn.'s The Man on the Sidewalk "when" of $175.00 in cash and many items in merchandise gathered at 2 a.m. for the 11:10 broadcast on April 5. In order to win, contestants had to answer a riddle. The woman who answered correctly had arrived at 7:30 a.m. WNOX said an estimated 10,000 incorrect answers had been given during the week's contest had been running. Following day new jackpot of $60.00 with new riddle was announced. Jackpot is increased by $5.00 each day riddle goes unanswered.

Station Exchange

TRADING plugs back and forth, KFI-TV and KNBB (TV), both Los Angeles, are urging listeners to look at the other fellow's channel. KFI-TV, which is on daytime until 6 p.m., suggests to listeners they turn to KNBB, and when the latter signs off each night, listeners are urged to tune to KFI-TV for afternoon entertainment.

Journalism Contest

WINS New York, cooperating with Westchester Herald, is sponsoring a journalism contest for high school students. Winner will receive on-the-job training for one month at WINS and one month at the Herald, at regular staff wages. Contest runs April 1 to April 28. Three weekly winners during May, who will compete for the grand prize, will receive $100, $75, and $50. Listeners are urged to participate in special weekly broadcast.

America's Favorite Pasttime

AS A TIE-IN with opening of major league baseball season, WIP Philadelphia on April 19 had pretty models in baseball uniforms distribute 100 regulation and professional size baseball bats to advertising agencies in the city. Lettered across length of bats was "Philadelphia Slugger." A reduced reproduction in color of status most recent sport event on a card addressed to person receiving the bat. Stoney McClim, WIP sports director, distributed some of the bats to major league players during his 'Dugout Interviews, emanating from Shibe Park, where Philadelphia Athletics began the season.

'For the Ladies'

DISC jockey George Walker of WEIR Buffalo has launched a campaign aimed at eliminating taxes on such items as lipsticks, face powder, pocketbooks and compacts, so-called luxury items, but which women consider necessities, on his T.N.T. Show (Mon.-Sat., 7-10 a.m.). Mr. Walker has invited other disc jockeys throughout the area to try to join his campaign for the ladies.

Attendance Plus

MORE than 5,000 Iowans jammed the KRNT Theatre in Des Moines for two recent screenings of ABC's G. F. House Party with Art Linkletter. KRNT reports that lines started forming outside the theatre four and five hours before the 2:30 p.m. broadcast time. Mr. Linkletter made his only guest appearance on KRNT's Betty Welle Show.

Weekend Visit

WOR New York greeted delegates of Brand Names Foundation with an ad in the New York Times today, April 12. Occasion was annual meeting of Foundation in New York. Ad listed members of Foundation by product groups.

Betsy's Fan Mail

OFFER of 100"Frank Buck sun-dial watches" to first hundred children who wrote in and asked for them netted 2,000 cards and letters for 8-year-old Betsy King, who conducts her own hour-long Let's Have Fun show, with recorded music, stories and chatter for youngsters, every Sunday over WOCP Boston, 9-10 a.m. A letter of apology, stenciled in Betsy's handwriting, is being sent to the 2,000 who didn't receive the watches, expressing hope that they're "still friends."

Promotion

WLM's Auto Show

SHOWING of 1949 automobiles resulted in most successful auto show held in Lewiston-Auburn, Me. WLAM Lewiston-Auburn sponsored three-day showing in cooperation with local dealers. WLAM staged a non-profit basis, with dealers drawing lots for spaces in Lewiston Armory and paying flat rate per space to cover expenses. Tickets were distributed free by dealers and sold at door for nominal charge. WLAM was sole publicity and advertising medium used in promoting show, which prior to war had been newspaper sponsored. Station estimates some 15,000 people attended show. Dealers have signed with WLAM for a 1950 show.

'Newscaster'

WCMW Canton, Ohio, has established a "Newscaster" on the Cashilly Bdg. in Canton's Public Square. Three and a half foot letters flash news from 9 a.m. to 9 p.m. six days a week. Station estimates some 15,000 people attend show. Dealers have signed with WLAM for a 1950 show.

'Certificate Card'

NEAT blue and silver "certificate card" is being mailed by WBEN-TV Buffalo, N. Y., to "Buffalo-area television pioneers." Station reports it has received so much mail, specially in response to its Bouquets and Brickbats question and answer program, that it is mailing the mementos to the writers. Copy reads: "...This certificate is awarded in sincere appreciation of helpful technical and program suggestions offered to The Buffalo Evening News station in its first year."

Vacation Aid

MINIATURE pair of sun glasses has been distributed by WCCO Minneapolis-St. Paul, in conjunction with its April 11 ad in Broadcasting. Theme of ad is that "it's a vacation," and a person receiving it is "Have a wonderful time... Stay on WCCO all year 'round—without Summer Vacations...".

Wine Time

"COOKING WITH wine" may have its merits, but cooking with wine will prove more fruitful to 50 people in Southern California area with new contest on KLAC Hollywood Al Jarvis Make-Believe Ballroom. Contest, sponsored by Regina Wines, calls for submitting of recipe using wine. Fifty persons sending in best recipes will receive prizes ranging from washing machines to champagne. Contest closes May 3.

Public Relations

WARD A. COLEMAN, general manager of WENC Whiteville, N. C., is author of an article about station which appeared in The Tar Heel Woman, a state publication of the Business & Professional Women's Club. Article describes WENC's service to its listening area, programming and objectives.

Dedication Edition

SPECIAL dedication issue of television section which appeared in Los Angeles Times has been distributed to the trade by KTTV (TV) Los Angeles, licensed to Times.

PLAYBOY car donated for Transcription Society's Spring pin ball competition at the NAB Convention was won by Fred Stevenson, manager of KGRH Fayetteville.

Second place winners among NAB members who competed for high scores in the game are Ben Hoberman, WDET-FM Detroit; Aubrey Jackson, KGNC Ammarillo; Harry Goldman, WHOW Albany; Miss H. H. Hopkins, NBC New York. A fourth was scheduled to be selected in playoffs. They received no prizes.

Miniature cameras went to third and fourth place winners: Ed Mullin, WLAG La Grange, Ga.; Manny Margel, KVOX Moreno, Minn.; (a third to be announced); and David Potter, WNAE Warren, Pa.; Len Nasman, WMJF Youngstown, Ohio; Frank Conwell, KCLL Houston, La.; G. J. Umler, KGBK Tex.; John J. Garrett, P.WCB Anderson, Ind.; Galen Gilbert, KGER Long Beach, Calif.; Robert Thomas Jr., WOAY Oak Hill, W. Va.; Vic Diehm, WAZL Hilton Head, S. C. One is to be announced.

FAB Convention

ALBERT N. HALVERSTADT, manager of the radio and media department, Froster & Gamble Co., director, assistant director of NAB Broadcast Advertising Dept, will address the Friday afternoon session of the Florida Assn. of Broadcasters annual convention in Jacksonville. Convention will be held at the Ponte Vedra Hotel May 5-7. Friday morning will be devoted to FAB business, and a banquet is scheduled for Friday evening. On agenda for Saturday morning are election of officers and a talk by Ken Bal linger. Hotel reservations for the convention are to be made with Ted Chapeau, WMBR Jacksonville, acting secretary-treasurer of FAB.
**WRDW AUGUSTA**

Sold to Radio Augusta

WRDW AUGUSTA, Ga., has been sold to Radio Augusta Inc., according to W. Ray Ringson, company treasurer. The deal, said to involve $175,000, is subject to FCC approval.

Purchaser is a new Richmond County, Ga., corporation, headed by Ernest D. Black, Macon, president; Allen M. Woodall, Columbus, and Emmett McKenzie, Macon, vice presidents; Charles Pittman, Macon, secretary; and Mr. Ringson, treasurer. Mr. Ringson will also be general manager.

Messrs. Black and McKenzie own WMBL, the ABC outlet in Macon, and, in addition, Mr. Black is president of WCSS Columbia, S. C. (ABC), and vice president of WDAK Columbus, Ga. (ABC).

Mr. Woodall is president of WDKA Columbus and vice president of WCSS Columbia. He also is immediate past president of the Georgia Assn. of Broadcasters, chairman of the 1949 U. of Georgia Radio Institute, and has just been elected to the board of directors of NB.

Mr. McKenzie is president of WBML and vice president of WCSS, and Mr. Pittman is general manager of WBML and secretary-treasurer of WCSS. WRDW Augusta, established in 1930 and the city's first 5 kw station, will continue its affiliation with CBS, Mr. Ringson said.

**CUBAN OUTLETS**

Two Change, One Deleted

CHANGES in assignments of two Cuban Class II stations have been reported by FCC following notification by Cuba under provisions of the North American Regional Broadcasting Agreement. Another Class II station has been reported deleted.

CMBC Rancho Boyeros, Havana, in October is to switch from 1 kw night, 5 kw day on 740 kc to 10 kw fulltime on 690 kc, directional. CMCD Regla, Havana, at that time is to switch from 5 kw on 1280 kc to 740 kc with 10 kw fulltime, directional. Station authorization reported deleted was CMKT La Maya, Oriente, 250 w fulltime on 1520 kc.

**COLLEGE ASSN.**

A "UNIVERSITY Association for Professional Radio Education," an organization of 15 colleges and universities offering four-year professional training in broadcasting, was given permanent status and an official name during the NAB Convention.

The association, which had functioned under a provisional NAB status for nearly a year, is the result of education-industry conversations over a period of several years looking toward upgrading the calibre of professional radio education on the college level. It was promoted by NAB's educational standards committee.

The following colleges and universities are charter members: Baylor, Boston, Northwestern, Syracuse, Temple and Texas, Michigan State, Alabama, Denver, Miami, Oklahoma, Southern California, Tulsa, College of the Pacific and Texas College of Mines.

Russell Porter, U. of Denver, was named president; Donley Feddersen, Northwestern U., vice president; Tom Rishworth, U. of Texas, secretary, and William Sener, U. of Southern California, treasurer.

Ralph Hardy and Judith Waller of NAB's educational standards committee were named to serve on an 11-man board of directors, along with the officers and the following group:

Leo Martin, U. of Alabama; Armand Hunter, Temple U.; Kenneth Bartlett, Syracuse U.; Ben Henneke, U. of Tulsa, and John Bachman, Baylor U.

A final revision of the organization's constitution and membership standards was completed in three days of sessions, highlighted by a series of open meetings for all directors of college professional radio training programs. Members stressed the fact that the association is not an "accrediting" organization for radio training programs of other colleges.

"Associate" memberships were set up for colleges whose academic or radio education patterns are materially different from those of academic institutions, but who have signifyd their interest in the objectives of the association.

**MRS. ROOSEVELT**

To Get Human Rights Award

MRS. ELEANOR ROOSEVELT, wife of the former President, who is heard over ABC with her daughter, Anna Roosevelt Boettiger, in a series of interest to women, will be one of several recipients of awards from the Women's National Press Club May 14 in Washington. Presentations will be made at the club's annual dinner and sttunt party at Hotel Statler.

Mrs. Roosevelt will receive the club's "Woman of the Year" award for her work in 1948 as chairman of the United Nations Human Rights Commission. Some observers give the former First Lady major credit for the creation of the World Charter for Human Rights.

**GAB INSTITUTE**

Opens May 12 at U. of Ga.

FOURTH annual Georgia Radio Institute will be held May 12-14 at the Henry Grady School of Journalism, U. of Georgia, Athens, it was announced last week. A dinner featuring an address by Gov. Herman Talmadge will open the Institute, which is sponsored by the Georgia Assn. of Broadcasters.

Hosts for the dinner will be WGAU and WPRC Athens. Plans for the institute are being arranged by a committee headed by Allen M. Woodall, owner and manager of WDAK Columbus, and former GAB president. Other committee members include John Fulton of WGST Atlanta and GAB president; Lewis Doster, WGAU; R. W. Ringson, WRDW Augusta; Marcus Bartlett, WSB Atlanta; Harben Daniel, WSAX Savannah; Edwin Mullinax, WLAG LaGrange and WSAC Columbus; Fred Scott, WKTG Thomasville; Charles W. Pittman, WBML Macon, and Dean John E. Drewry, Henry W. Grady School of Journalism, ex-officio.

Program of the institute will include luncheons, dinners, discussions and addresses by several persons prominent in the broadcasting industry, the announcement stated.

**INDEPENDENTS' meeting group at the NAB Chicago Convention fortnight ago included (1 to r) Ralph H. Well, WOV New York; Carl Burkland, Radio Sales; Linnea Nelson, J. Walter Thompson Co.; Joseph A. Beechner, WGAY Silver Spring, Md.; Maurice Mitchell, NAB.**

**The Sweetest Music This Side of Heaven is THE CASH REGISTER BELL!**

Ring the bell on sales in Memphis through **WMP**

10,000 WATTS DAY 6,000 WATTS NIGHT 680 KILOCYCLES

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY RADIO REPRESENTATIVES, INC.

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The Newsweekly of Radio-TV

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ONE YEAR AT $7.00

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870 Nat'1 Press Bldg., Wash., D. C.

April 25, 1949 • Page 81
L. O'HEARN, former sales manager of KORX Springfield, Mo., has joined Radio-Television Publicity Corp., Chicago, as district manager in Missouri, Kansas, Iowa and Nebraska. E. R. (Bill) MALONE, sales manager, will open West Coast office for firm May 1. He will headquarter in San Jose, Calif.

TELEWAYS RADIO PRODUCTIONS Inc., Hollywood, has announced production of Hymne of the World, transcribed series, featuring John Charles Thomas and The King's Men. Air Arts Inc. is preparing transcriptions. Series has been contracted for ten stations.

AMERICAN FEDERATION OF RADIO ARTISTS, Washington-Baltimore Local, has distributed a radio-television directory of those cities. Information includes stations, agencies, advertisers, talent personnel, casting directory and several articles on the industry.

Equipment

HERALD HEINDEL, chief engineer of Andrea Radio Corp., Long Island City, N.Y., has been appointed secretary of corporation.

PAUL L. PALMERTON, comptroller of Western Electric Co.'s purchasing and traffic division, has been appointed acting director of public relations

Mr. Sherwood

Mr. Wright

effective May 1. Mr. Palmerston succeeds FRED B. WRIGHT as director of public relations when he relinquishes post under company's age retirement rule on May 31.

ZENITH RADIO Corp., Chicago, has announced production of new "Micro Cobra" adapter, and an automatic record changer for 7 inch discs. Adapter is designed for use with Cobra-equipped record changers and plays either 33 1/3 or 45 rpm records in 7 inch size.

EDWIN J. SHERWOOD has been named television promotional manager of Admiral Corp., Chicago, with responsibility for conducting TV sales training programs for distributors in cooperation with regional sales managers. He formerly supervised Admiral account at Crutten & Eger, Chicago, where he was television director

WALTER E. PEEK Inc., Indianapolis, has been formed for manufacture of television antennas. New product of firm is Tele-Tape indoor antenna which may be concealed under rugs, on bookcases, etc., by means of adhesive backed metalized tape.

AMERICAN NATIONAL DISTRIBUTING Inc., New York, has organised for distribution of Wagner-Nichols micro-disc recorder in Metropolitan New York and northern Nebraska and Cincinnati, Chicago, Cleveland, Buffalo and Rochester. Officers of new firm are EDWIN SCHUEING, president; SIDNEY FEITELBERG, vice president of management; and ROBERT E. SCHUEING, vice president of operations. Address of new firm is 119 W. 57th St., in care of Apex Recording Studios Inc., visual educational dealer for new recorder.

ALLEN B. DU MONT Labs., Clifton N.J., has announced reduction in prices of its 12 and 12 inch cathode-ray TV tubes to $44.75 and $57.50, respectively.

WESTERN-CHICAGO Corp. has released seven-inch record changer that will play both RCA and Columbia discs. "Due-Seven" includes velocity trip, three-second cycle change, controlled tone-arm performance and non-record slipage.

To Tour RCA Labs

A DELEGATION of some 250 NBC New York employees will travel to Princeton, N.J., Wednesday afternoon, April 27, for a tour of the RCA Labs. RCA spokesmen stated that the trip is one of a series of "family parties" designed to familiarize employees of the various RCA divisions with overall activities of the company. They emphatically declared rumors that this tour would be the occasion for unveiling of a perfected system of color television, reporting that work on color TV was still very much in the laboratory stage.

FAMiLY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

ASDj EXPANSION

Seeks Broadcaster Affiliates

AMERICAN Society of Disc Jockeys, in its current efforts to expand from a fraternal type organization into a full-scale trade association, is seeking to obtain broadcasters' participation as affiliate members. Sam Picciani, executive secretary, said the association would serve as a clearing house for information as to how the disc jockey could be used to increase station revenue. ASDJ recently began an organizational campaign to set up regional administrations throughout the country. It has sought volunteers among disc jockeys to head regional set-ups and currently has 27 of a proposed 75 areas organized. Mr. Picciani said ASDJ's headquarters are in New York.

FARNSWORTH

Suits To Stop Sale Dismissed

SUITS to stop the sale of Farnsworth Television & Radio Corp. to International Telephone & Telegraph Corp. failed last week when New York Supreme Court Justice Bernard Botein dismissed stockholders' actions brought by Harry Hecht and Robert Kenny, the latter former Attorney General of California.

Justice Botein saw no conspiracy to defraud in the proposed transfer. He also asserted that there was no hint Farnsworth officers or directors would derive personal profit from the sale. He said he was not passing on whether or not the terms of the sale were adequate compensation, but noted that Farnsworth had entered negotiations with IT&T stripped of a good bargaining asset—a competing alternative. He also noted that the company lost $10,000,000 in the last four years and was currently losing $10,000 daily.

In Fort Wayne, Ind., a meeting of stockholders to pass on the proposed change was postponed for the second time to acquaint stockholders with the New York decision. New date for the stockholders' meeting is this Wednesday (April 27).

To Tour RCA Labs

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FAMiLY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
RELIGIOUS RADIO

E. R. BERTERMANN, a producer of the Lutheran Hour, was elected president of the National Religious Broadcasters meeting in annual convention at Chicago's Congress Hotel April 19-22.

Radio panels Wednesday and Thursday morning were conducted by the Rev. Theodore Elmer, retiring president, who broadcasts on WBBG Philadelphia and WCFI Chicago.

Robert Saudek, ABC's vice president in charge of public relations, outlined Wednesday "Ten Commandments" for religious broadcasters to follow.

They are: "Don't make enemies in your audience, all faiths live in glass houses, don't steal (quotations) without giving due credit, improve each minute, brevity is the soul of radio sermons, don't be a Peter Pan—he never grew up, stay out of political controversies on the air, strive to improve shows constantly, sopranos do not necessarily make music, and don't keep talking when the audience has left."

Miss Elaine Dick, MBS director of religious broadcasting, warned NRB members that "listeners are not your congregation." Emphasizing that only clarity and delivery show sincerity, she added that many sermons are understandable "even to people who go to church and certainly to those who don't."

"Radio has offered ministers a great opportunity to attract nonchurchgoers. It doesn't take the church's place, but it does inspire persons to take action."

She advocated church broadcasting which stresses practical application of faith in daily living.

Robert Hudson, CBS education director who spoke Thursday morning, suggested that religious broadcasters use the new method of making classical historical events current; that they recognize the broadcasting medium as a point-to-point means of communication, and that broadcasting and telecasting be used to create a receptivity for subsequent action. He recommended working with a central idea and building around it rather than diversifying subject matter.

Final address was given by Dr. Sherman P. Lawton, radio director at the U. of Oklahoma. He outlined methods and results of AM research in religious programming. Explaining that 5% of radio is devoted to religious shows, he added that 41 of 63 church councils in the U. S. use the medium.

Dr. Lawton concluded that NRB members should determine the character of the audience; vary types of shows and utilize professional production techniques.

After the seminar, winners in the transcribed program competition for the year were announced. Best all-around show was Light and Life, followed by Haven of Rest and Sermon in Songs. First prize in the new technique class was Quispiration, while best local shows included Musically Yours, Windows of the World and Missions Militant. Three firsts were awarded to WPTL (FM) Providence, R. I., 1-year-old station, for its Musically Yours, Story Lady (children's) and Mountain Climbers (youth).

FM DELETIONS

Eleven More Drop

ELEVEN more FM authorizations have been deleted by the FCC, bringing the total number of dropouts since the first of the year to 61 [BROADCASTING, April 1]. Ten of those deleted hold construction permits and one a conditional grant.

Four of the ten which automatically forfeited their permits through failure to proceed were: WJR-AM-F M Tuscaloosa, Ala.; KFNP-FM Shenandoah, Iowa; KPAC-FM Port Arthur, Tex., and KCBF-FM Lubbock, Tex.

WSAR-FM Fall River, Mass., requested cancellation after being on interim operation without acquiring a satisfactory FM audience. Review of this and the rapid month-to-month growth of television, it did not seem economically feasible to continue, FCC said.

WFYE Miami, Fla., withdrew because York L. Wilson, chief owner, wishes to devote attention to radio and television interests in Richmond, Va., FCC said.

WKPB Knoxville, Tenn., stated in its request for cancellation that although it has been on the air with temporary authorization, no time has been offered for sale due to its limited audience.

WMJJ Peoria, Ill., said it has been unable to complete negotiations with the Peoria Transportation Co. for establishment of transit FM prior to expiration of its permit. Station will apply for reinstatement as soon as feasible.

Details of FM deletions follow:

KYSM-FM San Mateo, Calif.—San Mateo County Broadcasters, CP, April 12, No reason.

KWDG St. Louis—Globe-Democrat Pub. Co., CP, April 12. Company has purchased stock in KWIR-FM in same city and intends to coordinate fully in development of these stations and proposed TV station.

WMEN-FM Peoria, Ill.—Mid-State Broadcasting Co., CP, April 13. Unable to complete negotiations for transit FM prior to expiration of permit.


WFYF (FM) Miami, Fla.—Tropical Broadcasting Co., CP, April 18. Other radio and television interests.


KPAC-FM Port Arthur, Tex.—Port Arthur College, CP, April 19. Forfeited.

A. S. ABELL CO.

Gets Commercial License

EIGHTH commercial television license was granted by FCC last week to WMAR-TV Baltimore, owned by A. S. Abell Co. Facilities covered are Channel 2 (54-60 mc) with effective radiated power of 16 kw visual, 10 kw aural and antenna height above average terrain of 408.

WMAR-TV was first granted construction permit by the Commission in 1947 and commenced operations in October of that year. A. S. Abell Co., publisher of the Baltimore Sunpapers, also was owner and operator of AM and FM stations there but the AM was subsequently given up [BROADCASTING, Nov. 29, 1948]. Former FCC Comm. E. K. Jett is vice president of Abell and director of radio.

KFNF MOVE

Opposed by KJSK

OPPOSITION to the proposed move of KFNF Shenandoah, Iowa, to Lincoln, Neb., has been filed with FCC by KJSK Columbus, Neb., stating that "KFNF proposes to advance itself by injury to KJSK." A hearing is requested.

KFNF, assigned 1 kw day, 500 w night on 920 kc, also seeks to boost its power on that frequency to 6 kw fulltime using directional antenna. The KJSK is assigned 1 kw daytime on 900 kc.

Attention Subscribers—

Mailing of the 1949 YEARBOOK has been completed

EVERY BROADCASTING subscriber on our books as of April 1 has received the 550-page 1949 Yearbook.

Effective April 2, the 1950 Yearbook (to be published next January) will be included with each new BROADCASTING subscription or renewal processed during the next 12 months.

YEARLY SUBSCRIPTION

52 weekly issues and 1950 Yearbook—$7.00

NOTE: A limited supply of 1949 Yearbooks is now available at $5.00 per copy.

NATIONAL PRESS BLDG.
WASHINGTON 4, D.C.

BROADCASTING • Telecasting

April 25, 1949 • Page 83
THE SKY IS THE LIMIT

FCC Actions (Continued from page 74)

Applications Cont.

Roy A. Kenneth W. McCrum, John K. Rickard, Vern Minor and Frank Fee d/b/o KWHK Bosq. Co. to James E. 

Assignment of License

KSTB Breckenridge, Tex.--Assignment of license from Robert W. Chinn, J. and Hannah L. Trammell, d/b/o as Stephens County Bosq. Co. to Stephens County Bosq. Co. Inc.

April 21 Decisions...

BY COMMISSION EN BANC

License Renewal

Following 30-day period of renewal of licenses for period ending May 1, 1952: WAKR and WAKR-FM, Dover, Ohio; WRIF and WRIF-FM, Detroit, Mich.; WBAI and WBAI-FM, New York City; WWL and WWL-FM, New Orleans, La.; WGN and WGN-FM, Chicago, Ill.; and WJAI and WJAI-FM, Troy, N.Y.

License Renewal


Assignment of License

KROX Dallas, Tex.--Assignment of license from John B. Goodwin, Jr. to John B. Goodwin, Jr. (all stock to John B. Goodwin, Jr.)

Assignment of License

KWAL San Francisco, Calif.--Assignment of license from Margaret M. Millar to Roy D. Millar, Jr.

Waiver Granted

WOA in Oak Park, Ill.--Granted request for temporary waiver of Section 2.321 governing FM stations.

Waiver Denied

KSFH San Francisco--Denied request for temporary waiver of Section 2.321 governing FM stations.

BY A BOARD

AM--1150 kc

Paul A. Brandt, M. Pleasant, Mich.--Granted CP new station 1150 kc 500 w d. ene. cond.; estimate cost $35,000.

Hearing Designated

WHYN Huntington, W. Va. and Pentpaugh Brothers, Huntington, W. Va.--Designated for hearing in consolidated proceeding application WHYN to change facilities, from 550 to 620 kc. D to un. DA-N, 1 kw with application for Pentpaugh Brothers Bosq. Co. for new station 1200 kc 1 kw un. DA.

Petition Denied

Suburban Bear Bosq., New Rochelle, N. Y.--Denied petition requesting reconsideration of broadcast facilities for its station without hearing of application for new station 1140 kc W. D.

April 21 Applications...

Accepted for Filing

AM--3280 kc

Radio Fitchburg Inc., Fitchburg, Mass.--Granted CP new station 3280 kc 500 w d. AM.

Box Score

Summary to April 21

Class

Total

On Air

Licensed

Con'd

Grants

Pending

Hearing

AM Stations

1,976

1,927

230

422

421

FM Stations

372

319

575

24

29

TV Stations

59

8

113

322

180

* 8 on air

Call Assignments: KELL Washachachoe, Tex. (Ellis County Broadcasting Co. 1900 kc, 50 kw w/ daytime); KAFV Lubbock, Tex. (Kathleen Broadcasting Co. 1250 kc, 250 kw, fulltime); WINA Charlottesville, Va. (Charlottesville Broadcasting Corp. 1250 kc, 1 kw w/ daytime); WNCQ Raleigh, N. C. (Knight Broadcasting Co. 1300 kc, 1 kw, daytime); WUSJ Lockport, N. Y. (Lockport Union-Sun and Journal Inc. 1350 kc, 1 kw, daytime); WZML-AM Ack, Ark. (Southwestern Broadcasting Co., Class B, Channel 231, 91.1 mc, ERP 9 kw) WSLH-AM Providence, R. I. (Beebe Broadcasting Co. 1290 kc, 5 kw, ERP 9.4 kw); WUSJ(FM) Lockport, N. Y., changed to WUSJ-FM (Lockport Union-Sun and Journal Inc.).

AM Applications

Ononta, N. Y.--Ononta Broadcasting Co., 1400 kc, $18,000.00

Otsego, N. Y.--Ononta Broadcasting Co. 1400 kc, $18,000.00

East St. Louis, Ill.--Sombrero Broadcasting Co., 1330 kc, 1 kw, daytime; estimated cost $18,000.00.

El Paso, Tex.--KSWL, 1350 kc, 1 kw, daytime; estimated cost $18,000.00.

La Porte, Ind.--KSWL, 1350 kc, 1 kw, daytime; estimated cost $18,000.00.

FCC Actions

Applications Continued

CIVICA OPER BLDG., CHICAGO

COMPLETE erection of 10 tons of supporting steel and FM-TV antenna--700 feet above street level.

ERECTION OF FM AND TV ANTENNAS AND TOWERS

BDN STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: Financial 6-3496

CHICAGO 2, ILLINOIS

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Broadcasting * Telecasting

CHICAGO AUDIENCE FACTS

Sunday

12 Noon to 5 P.M.

Network A. 1st

Network B. 2nd

WIND 3rd

Network C. 4th

Network D. 5th

Pulse

June 19, 49

24 hours a day
Peabody
(Continued from page 27)
casting. Davidson Taylor, CBS
vice president and director of pub-
cic affairs, announced the grants to
CBS for programs promoting
international understanding.
Broadcasters of the Mountain and
Plain states were consoled for
their activities during the 1949 bliz-
ard: They “distinguished them-
selves by rendering highly import-
sant service to the many isolated
communities,” Chairman Week
said. “For this distinguished ser-
vice, in this emergency, radio sta-
tions of the Mountain and Plain
states are to be strongly com-
mended.”

The citation to WNEW for its
Little Songs About the UN was re-
ceived by Richard Pack, the sta-
tion’s director of publicity and spe-
cial projects. Peter W. Whitney, ex-
ecutive secretary, accepted the
award to the Lowell Institute
Council, and Jack Lewis, director
of the Rocky Mountain Radio Coun-
cil, received its award.

Arthur Pryor, vice president in
charge of radio for BBDO and vice
president of the Radio Executives
Club, presided at the luncheon in
the absence of Carl Hassler, BMI
president, who is president of the
club.

The winners in the different cate-
gories, with citations:

Contribution to the Art of Television—George Swetman Studios (ABC), for its
inhibited and brilliant pioneering in
teaching television’s arts of direc-
tion, lighting, and production
showing the high order of resourcefulness. It is “the first to recognize that an
entertainment neither a stage nor a movie, but a separate and new form.”

Reporting and Interpretation of the
News—Edward R. Murrow (CBS)—For
more than a decade, Parker W. Whel-
s full and shining life in the over-
cast of news analysis.

Entertainment in Drama—The Two
Methods
(Stooges Studios, ABC)—For its
over-all contribution to broad-
casting of good music, such as special
radio plays, a series of records;

NBC Symphony, Orchestras of the Na-
tion and First Piano Quartet. Ideas
“easily recognized the need for spe-
cial instruments and special pro-
grams in classical music. . . . All in all, it is a complete contribution to the
art of radio.”

Educational Program—Communica-
tion (CBS, Inc.)—For its innovative
program, “learn to talk.”

It explained without exaggera-
tion what Communica is and how
influences and education reach our
country. The action throughout was
concentrated on improving the
voice which always introduced himself as a footnoto—an original and effective
device.

Special citation to Rocky Moun-
tain Radio Council. Organized in 1939, the council has developed an array
of broadcasters, utilizing the unlim-
ited resources of the educational
women’s clubs, farm groups, and the
library service.

A special citation to Lowell Insti-
tute Council. The council, incorpor-
ed in Boston, The Institute has recruited
the ablest teachers and scholars in a series
of investigatory programs, an en-
normous advance in adult education.

Children’s Program—Howdy Doody
(HBO)—This beguiling puppet show
has devised a formula that is frequently
educational, never offensive, and
to children themselves.

Promotion of International Under-
standing—CBS—Special reference to
Larry Leasner, “Metro From Lake Suc-
cess.” “Between the Dark and Day-
light,” “UN in Action.” Crusade for
Children.” “As Others See Us,” “An
American Abroad.” To CBS for its
work in the promotion of interna-
tional understanding around the
world.

A special citation to WNEW New
York, for initiative in creating “Little
Songs About the UN” in the interest
of international understanding.

Public Service by a Regional Station
NBC, San Francisco (“Forrests Affame”).
During the period of great
emergency, NBC provided nine weekly dramatic programs “For-
rests Affame” containing a vital mes-
 sage on conservation.

Public Service by a Local Station—
WDB Savannah, Ga. (“You and Youth.”)
WDB has not only con-
tributed wisely and helpfully to pro-
blems of juvenile delinquency, but
has provided a program pattern which has
attracted much favorable notice over
a wide area, and which can, with profit,
be studied and adapted by other broad-
casters.

SPORTS PACKAGE
Large KRNT Block Sold
PURCHASE of sports package,
including all sports events broad-
cast throughout the year by KRNT;
Des Moines, by the General Elec-
cric Supply Corp. has been an-
ounced by Bob Dillon, KRNT
manager. The contract, signed for
GESCO by Glenn Clark, Des
Moines branch manager, and Dan
Kelly, manager of the Omaha,
Neb., sales division, calls for more
than 100 action sports broadcasts.

Schedule begins with the April 19
opening of Des Moines Brains’
baseball season.

Al Coupee, KRNT sports di-
rector, is handling the play-by-play
sportscasting for the package, which
includes broadcasts of base-
ball, football, basketball, track and
tennis.

Bill Hiippe, KRNT represen-
tative, handled the sale with
GESCO’s agency, Allen & Rey-
olds, Omaha. Floyd Meullen is
account executive for the agency.

PETITIONS
Deep South, Scripps-Howard
Denied by FCC

PETITION of Deep South Broadcasting Co., seeking reconsideration of FCC’s January grant of new facilities to WNOE New Orleans, was denied by the Commission last week [Broadcasting, Jan. 31]. Errors in the decision alleged by Deep South were held to be “without merit.”

Meanwhile the Commission also
denied petition of Scripps-Howard
Radio Inc., Cleveland, for stay of
issuance of the construction permit
granted by FCC in January to
Cleveland Broadcasting Inc. for a
new AM station there on 1300 kc
with 5 kw fulltime [Broadcasting,
Jan. 31].

WNOE was granted switch from
250 kw fulltime on 1450 kc to 50 kw
day, 5 kw night directional, on
1960 kc. Deep South sought the
same facilities for a new outlet there.

WNOE is owned by former
Gov. James A. Noe, who also owns
KNOE Monroe, La. Deep South is
headed by John D. Ewing, trustee
and 25% owner of the Robert D.
Ewing Estate. The estate owns
KWKH Shreveport, La., and 80%
of KTHS Hot Springs, Ark., as
well as the Shreveport Times and
Monroe World and News-Star.

Coy, Hennock Concur

FCC Chairman Wayne Coy and
Comr. Frieda B. Hennock con-
curred with the majority to deny
the Deep South petition although
they did not originally favor the
WNOE grant. Comr. Coy had voted
to grant the bid of Deep South
while Comr. Hennock had voted
for further hearing.

Deep South requested rehearing,
reconsideration and grant of its
own application on grounds of three
alleged principal errors in the
Commission’s ruling favoring
WNOE. These were: FCC’s de-
cision to favor an existing station
over a new applicant was contrary
to public interest; the decision’s
finding that Deep South’s program
plans were not as definite as
WNOE’s was incorrect, and the
finding’s grant to Mr. Noe would
tend more to diversify the control
of mass media of communica-
tion was in error.

FCC PROPOSALS
1 Grant Made, 4 Denied

PROPOSED decisions were re-
ported by FCC last week to grant
1210 kc with 5 kw fulltime on
1340 kc at Ashland, Ohio, to
Beier & Koehl, licensee of WATG
(FM) there, and to deny request
for 880 kc, 50 kw fulltime, New-
Brownwick, N. J., for new AM sta-
tion on 1230 kc, 250 w fulltime.

In the Ashland case, the Com-
mision proposed to deny the mut-
ually exclusive applications of
The Mount Vernon Broadcasting Co.,
Mount Vernon; Mound Broad-
casting Corp., Newark, and The
Zanesville Broadcasting Co., Zen-
esville, all Ohio. Requests for the
Ohio bid were rejected on grounds
of excessive interference to exist-
ing stations.

Likewise, the Commission denied
the application of The Henri Pub.
Co., because the station pro-
posed would cause objectionable
adjacent channel interference to
WCAU Philadelphia, operating on
1210 kc.

FCC found that the proposed
Beier & Koehl station at Ashland
would cause slight interference to
WADC Akron, Ohio, but this was
not excessive or contrary to its
engineering standards.

Ownership of the new grantees
and the other applicants follows:

Ashland, Ohio—Beier & Koehl,
1946, a partnership of Robert W. Beier
and Harvey A. Koehl, as managing
agent of WATG (FM) Ashland, licensed
by FCC to operate a station in the
area. Beier & Koehl are partners of the
daily Times-Gazette there. Mr. Koehl
owns 85% in the new station.

Newark, Ohio—Mount Vernon
Broadcasting Co., 1340 kc, 250
w, unlimited. Principals are Mr.
John T. Burns, professor at Baldwin-
Wallace College, and Mrs. Marie C.
Burns, associate professor at Bald-
win-Wallace, treasurer 24%; Chlo-
rence A. Gilliam, transmitter supervi-
sor, WJW Cleveland, vice president
12%. There is group of minor stockholders
holding remainder.

Newark, Ohio—Mount Vernon
Broadcasting Co., 1340 kc, 250
w, unlimited. Principals are Mr.
William A. Hent, 58%, and Lytle B. Lee,
42%. Mr. Hunt was formerly assistant
manager of the Daily Times-Gazette
Co., and now is in local radio sales and
administration. Mr. Lee was formerly
announcer at WHIZ Zanesville and now is
a sales representative. The group is
led by William A. Hent.

New Brunswick, N. J.—The Home
News Pub. Co., 880 kc, 50 kw fulltime
limited. Applicant publishes daily
New Brunswick News, vice president
and chief stockholder is Elmer B.
Boyd.

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At Deadline...

**PROPOSED 540 KC LIMIT DEFENDED BY FCC**

FCC SIGNIFIED its belief Friday that proposed limitation on 540 kc [BROADCASTING, February 26] would be desirable, serving to immobilize the use of this new broadcast channel in this country (also see page 29).

Statement was in answer to charge made earlier by NAB [BROADCASTING, March 21]. NAB claimed 540 kc could be put to little effective use under proposed limitations, which would set 1 kw power ceiling and prohibit use altogether within 25 miles of 224 specified muffin installations.

FCC statement was in connection with proposals for Fourth Inter-American Radio Conference and Region 2 Conference which open in Washington today (Monday). FCC reiterated that only service allocations, not specific frequency uses, will be considered.

With respect to NAB plea that mobile frequencies be kept free from both domestic and international services, FCC said it has the needs of this service before it as background for the inter-American proposal and plans to consider these comments further in connection with preparation of a frequency assignment plan.

**Limited Role for Movies in TV Industry Urged**

QUESTION whether motion picture companies should be required to limit TV activities to production and distribution of program material was raised before FCC Friday in brief by four non-movie TV applicants.

Referring to FCC's current study of qualifications of major film producers and others found to have violated anti-trust laws, they said "the television industry is in active danger of becoming subject to the same restrictive forces that have warped the growth" of film industry.

FCC should not "permit an illegal pattern to grow up in television broadcasting" by granting TV stations to motion picture companies, "thus combining in a new medium exhibition and distribution," FCC was told.

Brief was filed in opposition to 30th Century-Fox Film Corp.'s request for declaratory ruling on whether movie films are disqualified because of anti-trust decisions [BROADCASTING, March 14]. 20th Century is TV applicant in Boston, San Francisco, Seattle, Kansas City, and St. Louis.

Four rivals of 20th Century submitted brief: Brooklyn Metropolitan Television Co.; Television California (San Francisco); KING Seattle, and KCMO Kansas City. It was filed by Washington law firm of Haley, McKenna & Wilkinson.

They claimed only possible function of declaratory ruling would be to "explain the provisions of the Communications Act to Fox's counsel." Film companies are not barred by Communications Act, brief said, but FCC could conclude that licensing them would violate public interest. Even so, it was noted, they would be entitled to hearing. Most effective approach would be to act on case-to-case basis, brief maintained.

**KOHLER HEADS VOICE**

FOY D. KOHLER, American charge d'affaires in Moscow, will return to U. S. to take charge of Voice of America broadcasts to foreign countries. Most of these broadcasts are intended to penetrate the iron curtain. Mr. Kohler, who was head of State Dept. Internation Broadcast Division, succeeding Charles W. Thayer, who becomes first secretary at U. S. Embassy in Athens.

**NEW SECURITY RULING**

REVISED security ruling made public Friday by Defense Secretary Louis Johnson's office provides civilian contractors must get approval from office before making public any information on military items they are manufacturing. Retired service officers required to submit military articles for review prior to publication. Reserve and national guard personnel must submit articles based on facts obtained through postwar training.

**KELLY JOINS WMAL**

CHARLES L. KELLY, formerly with WBNW Washington, appointed director of programming for WMAL WMAL-TV WMAL-FM, Evening Star stations in Washington, Kenneth Berkeley, vice president and general manager, announced Friday. He succeeds effective May 2, replacing Fred Shaw, resigned [Closd Circuit, March 21]. Mr. Kelly was named WBNW program manager in July 1948, and previously served with WTTG (TV) Washington and DuMont operations in New York.

**AT&T LIMIT ON COAXIAL CABLE DRAWS PROTEST**

ARRANGEMENTS limiting use of AT&T coaxial cables for network television origination eastbound from Chicago [BROADCASTING, April 16] have been protested by National Assn. of Broadcast Unions & Guilds in letter to FCC Chairman Wayne Coy. Letter, released Friday, said decision was "arbitrary and capricious" and was made solely in the interests of monopoly control. It asked for FCC probe.

ABUG said it had hoped Midwest talent would be enabled to compete with talent in eastern TV centers, but noted that under present plans there could be no network origination from Chicago before 9 p.m. on weekdays and only by special arrangement on Saturdays and Sundays. Time allocations on New York-Chicago channels, effective May 1, were worked out after lengthy discussions between representatives of TV networks and AT&T.

KGO-TV (ABC) San Francisco reports good reception of its test patterns as far away as Reno, Nev., about 220 miles. Station will begin regular programing May 5 as fourth ABC owned and operated video outlet.

**Closed Circuit**

(Continued from page 4)

which should mean minimum of new production.

APROPOS reports that WLIB, New York independent, will be transferred by Dorothy Schiff Thackrey to syndicate head by Morris Novik, New York radio consultant, latter states: "These rumors have been going on for years. This is just another one.”

WITH SPECIAL DEAL for one program already bagged, KPIX (TV) San Francisco President Wesley J. Dunham has CBS-TV affiliation in his pocket and CBS, its San Francisco TV application caught in freeze, thereby has Bay Area outlet in offing. KPIX Manager Philip G. Lasky took contract home from New York in 1948; regular affiliation pact, cancellable by either on three-month notice. If Mr. Dunham signs, CBS will start shipping kinescope recordings. In any event, arrangements Mr. Dumm completed for KPIX to carry films of General Electric's "Fred Waring Show," which GE wanted to reach San Francisco market.

That legal row over music copyright contract in South Dakota may have more sinister implications than $470 suit indicates. Legalities see chance of wholesale cancellations should court uphold station's charge contract is void due to coercion, lack of mutuality and failure to provide catalog (see page 28).

EVEN WITHOUT Sen. Johnson's blast about legal staff's domination of FCC, Commissioners were looking for means whereby each could get independent legal assistance on tough problems. This needed by assigning legal assistant to each Commissioner but there's some thought of setting up independent office to counsel personally with any Commissioner who needs legal advice on specific cases.

ONE PROPOSAL FCC itself has advanced but which has been collecting dust since last August might offer solution to this problem, or at least improve matters. One suggestion to that effect was that public examiners' recommended decisions stand as Commission's proposed decisions. Job of revising examiners' recommendations now engraves five who could be freed, at least partially, for other duties.
"SALLY BAKER" NAMED NEW
KMBC-KFRM HOME ECONOMIST

Sally Baker, new director for KMBC's nationally famous "Happy Kitchen" program, is Home Economist for the KMBC-KFRM Team. Miss Baker, a Home Economics graduate of Oklahoma A. & M. College, Stillwater, Oklahoma, joined the Team after serving as director of Women's Programs for WRFD, Worthington, Ohio.

Miss Baker's first radio experience was with another farm belt station—KWFT. She conducted a daily homemakers program on KWFT, and later did the same type of programs on KSPI, Stillwater, in addition to special events work in 4-H Club and women's club activities.

Miss Baker conducts Kansas City's "Food Scout" program, a daily fresh fruit and vegetable news service direct from the market. "Food Scout" is sponsored by Kaytee Bread, "Happy Kitchen" is a co-sponsorship feature which has been utilized by many national advertisers.

Still another KMBC-KFRM daily women's program is "Happy Home," conducted by KMBC's nationally famous Caroline Ellis. It, too, is a co-sponsorship feature, three programs per week of which are sponsored by Colanees. A pioneer in many types of radio programming, KMBC has for many years provided its listeners with interesting, informative women's homemakers programs. Especially prominent among the station's "alum-

10th Federal Reserve District Report Shows Tremendous Business Volume
KMBC-KFRM Team Only Kansas City Broadcaster Serving Entire Kansas City Primary Trade Area

Important to national advertisers is the basic fact that the KMBC-KFRM Team serves one of the richest, most productive land areas in the United States—quite rightfully known as the "Bread Basket" of America.

Selling out the fact that this area is highly important in our national economy is the 10th Federal Reserve District 1948 annual report issued in February.

The KMBC-KFRM Team, serving Kansas City's Primary Trade area, provides radio coverage for Western Missouri, all of Kansas, and parts of Oklahoma, Eastern Colorado and Southwest Nebraska, all within this highly important 10th Federal Reserve District.

Highlights of the 10th District report: The highest prices in history were paid for farm products in 1948. Thorough business is in peak prosperity.

Approximately 600 million bushels of corn were produced in the area last year. And, 1948 wheat production in the district was 36 per cent of the total national yield. The State of Kansas, lying wholly within the KMBC-KFRM coverage area, produced 221 million bushels of wheat, or 19 per cent of the national total.

Winter wheat acreage in Kansas this year will reach 15,805,000 acres, or an increase of 63 per cent over 1939!

In point out the national importance of the Kansas City livestock market, one of the top three in the nation, the Federal Reserve report indicated that choice beef steers in the summer of 1948 sold at $40.60 per hundred in Kansas City; the highest price ever paid for such market cattle.

The Farm mortgage debt is the lowest in 25 years in America, while farm land prices are at the highest level in history. In 1948 the area served by the KMBC-KFRM Team showed a 10 per cent increase in farm land prices.

The 10th District produced 19 per cent of the total American crude petroleum last year, with Oklahoma and Kansas the two highest states within the District.

Retail trade in the 10th District in 1948 approached 9 billion dollars, a six per cent rise over 1947. More than one-third of that dollar volume falls within the area served by the KMBC-KFRM Team.

That's why we say The KMBC-KFRM Team serves one of the richest areas in America— including 3,970,000 people in the Kansas City Primary Trade area—1,156-740 radio homes, with a purchasing power of $4,739,017,000, serving 202 counties in 6 States.

The KMBC-KFRM Team is the only single Kansas City broadcaster to provide complete, economical coverage throughout the great Kansas City Primary Trade area.

KMBC-KFRM Sports Head
Has Busy Schedule

Sam Molen, Sports director for The KMBC-KFRM Team, is actively engaged in a busy spring sports calendar. In addition to his two daily sports casts, Molen is covering outstanding spring sports events in the Kansas City area. Indoor and outdoor track, NAIA Basketball tourney, NCAA playoffs, boxing and spring training camp baseball highlights are among the many activities of this busy sports commentator. Molen, in 1946, won The Sporting News award as the outstanding sports broadcaster in the Middle West.
A powerful force... a potent market. This is a combination that makes advertising dollars produce results.

This is the combination you get when you buy KTSA, the voice of CBS in South Texas. Taylor-Borroff can show you why. Call them.