WOR

—the station that sells more at less cost than any station of equal power anywhere
Mr. and Mrs. Velma Wikoff, who farm 160 acres near Maroa in Macon County, Illinois, remember WLS particularly because of our weather service. It was in the severe winter of 1936 that Mr. Wikoff heard a blizzard warning on WLS, hitched up the team and drove to school in time to bring the Wikoff youngsters home safe through a sudden blinding blizzard that would have been dangerous to anyone on foot.

It was because the Wikoff family depended on WLS that they were tuned in for this one storm warning that may well have saved lives. From the first days of WLS in April, 1924, the station's dynamic aim has always been to render real service—service that fills a vital need. So weather reports, like markets, have been given right of way in any emergency situation—and have been scheduled frequently enough to serve both farm and city folks all over the wide Midwest area covered by the 50,000-watt clear channel WLS signal.

Today's weather on WLS is a complete service to listeners in Chicago and the four-state marketplace around it. From 5 in the morning on, temperature and humidity come on every station break. At 5:55 a.m., a complete four-state forecast and weather analysis comes by direct wire from the U. S. Government Weather Bureau. This same service is repeated with up-to-the-minute changes at 6:55 and 7:55. Noon-time brings another complete weather forecast for the four-state region, and each newscast covers essential weather information.

Services like this—began in 1924—maintained, increased and modernized ever since—account for the large number of listeners who keep their dials at 890 most of the time. They depend on WLS for both needed service and down-to-earth entertainment. This faith in a radio station—25 years in the building—is translated into faith in our advertisers, too—a faith that means increased sales and customer goodwill among 14,000,000 people in four great states.
When it comes to big-money farmin', our Red River Valley is mighty hard to beat!

Last year alone, us North Dakota hayseeds in the rich Red River Valley harvested $311,350,000 worth of farm products—spent $400,741,000 in retail stores—had an Average Effective Buying Income 29.9% above the national average, as computed by "Sales Management."

WDAY, Fargo, is the one, Grade-A radio approach to all this extra dough, because Red River Valley farmers and city folk alike have rated it their top favorite station for 26 years—prefer WDAY, 5 to 1!

Get all the facts today! Write us or ask Free & Peters.
**Upcoming**


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

May 13-14: AWB District 1 meeting, Coplay-Plaza Hotel, Boston.

May 16-19: RMA 23rd annual convention and Parts Industry Trade Show, Stevens Hotel, Chicago.

(Other Upcomings on page 50)

**Bulletins**

NEGOTIATIONS between NABET and ABC, NBC, WSB New York and WOIC (TV) Washington (see earlier story page 26) scheduled to resume today (Monday), it was learned late Friday.

URGES BETTER TV WRITING

TELEVISION is suffering from scarcity of good writers, Henry S. White, president of World Video, producer of Peabody award winning Actors Studio, said at meeting of Television Writers Guild. Meeting, first craft session called by TWG, was held in RCA's Johnny Victor Theatre.

**NAB Rejects ASCAP Arbitration Plan**

NEGOTIATIONS between ASCAP and NAB Television Music Committee, in progress since last fall, collapsed Friday when ASCAP made -and broadcasters rejected—proposals to submit problem to three-man arbitration board. Unless one of parties retreats in present stand, blanket use of ASCAP music on television after May 31 impossible.

ASCAP proposed arbitration committee be composed of one representative of ASCAP, one of NAB and public representative to be named by Tom Clark, U. S. Attorney General. Broadcasters based rejection on ground no impartial observer could be adequately informed on intricacies of ASCAP structure.

Robert P. Myers, NBC assistant general attorney and chairman of NAB committee, in statement following breakdown of negotiations said broadcasters not only willing to continue negotiations but hoped for resolution in near future.

Television rights demanded by ASCAP, he said, "would make any extensive use of music on television not only cumbersome and impracticable but impossible." If no agreement reached before May 31, when temporary authority for ASCAP music on TV expires, tele-casters will be without blanket rights to ASCAP music, but Mr. Myers said that in that event "we'll use any music available to us."

There was possibility, he said, of direct licensing from some publishers.

He explained radio was contributing $7,000-$000 a year to ASCAP and that broadcasters felt ASCAP insistence on special rights system to television was excessive demand.

Speaking for ASCAP, President Fred E. Ahlert and television industry has proposed ASCAP composers and authors and their publishers allow the use of their music at rates far below those applicable to radio. Net effect of the NAB offer, he contended, would be 58% reduction for TV networks and 60% reduction for local TV stations below "already low rates" currently paid by broadcasters.

Mr. Ahlert declared rates asked by ASCAP are 2%, with ceiling on individually licensed special uses, minus discount not to exceed 15% for agency fees and 15% to compensate local stations for payments to national spot representatives, minus further discount not to exceed 50% to reimburse TV networks in part for cost of interconnecting stations.

**Business Briefly**

LIPTON TEST DRIVE • Thomas J. Lipton, Hoboken, appoints Ruthrauff & Ryan, New York, to handle advertising in test campaign for Fruity Fruen Dessert Mix. Hitchee-bike announcements after Arthur Godfrey's CBS morning show for Lipton's tea and soup will be used. Test areas are primarily in southeastern U. S.

BAKERY TV SPOTS • Langendorf United Bakers, San Francisco, plans TV spot campaign in West Coast markets, starting in San Francisco and Los Angeles, through Bic Co., San Francisco. Film handled by Atkins-Gilbert, Hollywood.

STEWART-WARNER NAMES • Stewart-Warner, Chicago appoints O'Grady-Anderson, same city, to handle advertising for radio and TV division. Media plans expected in early August. National AM and TV to be studied.

HOFFMAN APPOINTS • Hoffman Radio Corp., Los Angeles, appoints Smith, Bull & McCready, Hollywood. Firm's annual budget said to run $150,000, with $60,000 earmarked for TV. Video to be used in San Francisco and Los Angeles as starter, radio in other western markets.

PLANS SPOTS • James B. Clow & Sons, Chicago (pipes, radiators, plumbing and heating equipment), names Buchanan & Co., Chicago to handle advertising. Spot and co-op shows considered for New England in fall.
IN December, 1945, WHO began telling its listeners about the great need for clothes, medicine and food in Europe—told its listeners that by writing to WHO, they could get the actual names of needy families in Europe to whom relief packages could be sent. The results for the first four months were startling: Listeners in 39 states sent 22,500 packages to families in Norway, Holland and France!

Elated, WHO decided to continue the appeals for as long as the need existed, though a rapidly-diminishing response was anticipated. Time proved otherwise. Instead of losing interest in the following three years, WHO listeners stepped up their rate of giving—have now sent more than 260,000 parcels to eight European countries!

What sort of star-studded program does WHO use for this European Relief Project? It's "The Billboard," a public-service program conducted by M. L. Nelsen, our News Department Editor, and heard three nights a week from 10:30 to 10:45!

Here is magnificent proof of WHO's listener-acceptance.

It stands to reason that advertisers, too, benefit from all the things that make WHO the favorite station in Iowa Plus. Get the proof—write for your copy of the 1948 Iowa Radio Audience Survey.

WHO

for Iowa PLUS

Des Moines ... 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
Good News for You—Too!

- Flint is loaded with GM workers (more than in Detroit) ... and GM workers in Flint are loaded too, with cash! High incomes like theirs are a rule in Flint ... the big reason why Flint merchants are able to do over 200 million dollars worth of business annually ... why Flint is a rich market worth cultivating!

Whether you're selling buttons and bows, toothpaste or shoes, it pays to get yourself heard in Flint. How to do it? Do as more than 600 local retail advertisers do: use WFDF—Flint's first station. WFDF delivers more listeners than the other four local stations combined. In a word, it dominates!

Use WFDF to channel your sales story to this higher-than-average-income market ... there'll be good news for you!

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFIA Indianapolis—WEOA Evansville

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BROADCASTING TELECASTING


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Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showcast

At Washington Headquarters

SOL TASHOFF
Editor and Publisher

ART KING, Managing Editor

J. Frank Burt, Rufus Cramer, Associate Editors: Fred Fitzgerald, News Editor; Paul Pulman, Asst. to the News Editor; Robert B. Lewis, Research Editor; Tyler Nors, Copy Editor. STAFF: Lawrence Christopher, Phyllis Engelmann, Jo Halley, John Oden, Andrelle Williamson. EDITORIAL ASSISTANTS: Vyonne Caldwell, Grace Horroge, Mary Madden, Wilson D. McCarthy; Eleanor J. Brumbaugh, Assistant to the Publisher.

BUSINESS

MAURY LONG, Business Manager

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Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chaparral Hodgson.

NEW YORK BUREAU

260 Park Ave., Zone 17, P.Laza 5-8355

EDITORIAL: Edwin H. James, New York Editor; Herman Brandman, Asst. to the New York Editor; Florence Small, Gloria Berlin; Betty R. Stone.

Bernabe Robert, Senior Associate Editor.

ADVERTISING: S. J. Paul, Advertising Director; Marjorie Dorrance.

CHICAGO BUREAU

300 N. Michigan Ave., Zone 1, Central 8-4115

William L. Thompson, Manager; Jane Pinkerton.

HOLLYWOOD BUREAU


David Glickman, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor; Ann August.

TORONTO

471 Harbour Commission Bldg. E.Lgtn 0773

James Montague

Broadcasting * Magazine was founded in 1921 by Broadcasting Publications, Inc., using the title: "Broadcasting Times" and the News Magazine of the Fifth Estate. Broadcast Advertising * was accepted in 1923 and Broadcast Reporter in 1935.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy
Mr. Jamison sells no Blue-Sky

In the pleasant month of May (or in any other month for that matter) there is nothing vague about the way our man Jamison does things. People advertise on the air, Mr. Jamison feels, for the purpose of making money. And that's the only basis on which he sells radio and television time.

"Radio is a fascinating medium," he says with reason. "There are hundreds of fabulous success stories associated with it. By dwelling on them in a general way, I imagine I could peddle more time than I do now. But I wouldn't sell near as much. For in the business of national spot representation, THE ONLY REAL SALE IS ONE OF MUTUAL ADVANTAGE. Both my advertisers and my station clients would find this out soon enough.

"It might be possible, for instance, to sell a lot of New England time to a maker of cowboy boots, and get away with it once or twice. But matching the message, the market and the money is a better way.

"That's how we feel about it at Weed and Company, anyway. Maybe that's why we're doing more business for all of our clients (stations and advertisers alike) than ever before."

Weed and Company
radio and television
station representatives

New York • Boston • Chicago • Detroit • San Francisco • Atlanta • Hollywood
JIM RESOR
Time Buyer
McCANN-ERICKSON, INC.
New York

Jim, who has been buying time for McCann-Erickson for five years, handles all spot buying for Columbia Records, Tru-Val Shirts, Chesbrough Mfg. Co., and Hinds Honey and Almond Cream. Welcome to the Patroonship was extended Jim today by the William G. Rambeau rep with a membership certificate and the deed to a tract of land in the center of the Patroon country.

*PATROON
Aristocratic
Landholder
of the
Hudson
Valley

AGENCIES


MAL EWING, formerly in production department of Ralph Yambert Organization, Hollywood, joins Davison-Dibble Co., Glendale, Calif., as account executive.

JACK C. GRIFFIN joins Sherman & Marquette, Chicago, May 15, as account executive on Oscar Mayer Co. account.

LEE, PARKS, GREER & HAWKINS Inc., Houston, has changed its name to Greer, Hawkins & Allen Inc. No change in personnel involved.


RODNEY ALBRIGHT, formerly with M-P-O Productions Inc., joins agency's television department.

CALVIN D. WOOD, former president of Wood & Grace Adv. Agency, has affiliated with Chris Lykke & Assoc., San Francisco. He will direct firm's advertising department.

AGENCIES elected to membership in American Assn. of Advertising Agencies include: M. Belmont Ver Standig, Washington; Martin R. Klen Silver, Los Angeles and Watts, Payne Adv., Tulsa, Okla.

FORMATION of Betty Mouse Adv. & Public Relations at 1321 Taylor St., San Francisco, has been announced.

JOHN R. CHRISTIE, executive with Dan B. Miner Co., Los Angeles, elected to board of directors of Brand Names Foundation, New York.

GARDNER & GIESECKE, San Francisco, moved to new offices in room 64 Russ Bldg. FISHER & DILLINGHAM, same city, moved to 420 Market St.

GEORGE STEWART, freelance artist, joins Benson M. Sherman Inc., San Francisco, as art and production manager.

HARLEY LEETE, Nevada City publisher, named production manager for Raymond L. Sines & Assoc., San Francisco.

KTSA San Antonio joined in celebrating 30th anniversary of one of city's advertising agencies, Pitluk Advertising, as Edgar T. Bell (r), station's general manager, and Rex Price (l), commercial manager, presented birthday cake inscribed with good wishes to Jack N. Pitluk (second from r), agency founder and president. Jack N. Pitluk Jr. (second from l) is partner in agency.

50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY-SCHENECTADY-TROY

PATROON BROADCASTING CO., ALBANY, N.Y.

Page 8 * May 9, 1949
A GREATER VOICE AND A GREATER BUY! in the DETROIT area

50,000 watts at 800 kc. JUNE 1949

The "Good Neighbor Station" has continuously fostered Good Will on both sides of the border. And now, the Detroit Area's best radio buy will hit a new high in effectiveness. From 5,000 to 50,000 watts in the middle of the dial... at the lowest rate of any major station in this region!

CKLW

Guardian Building, Detroit 26 * J. E. Campeau, President
Adam J. Young, Jr., Inc., National Representative
MUTUAL BROADCASTING SYSTEM
Feature of the Week

WBT Charlotte, N.C., promotional campaign for portable radios as a means of increasing his distributor list and building good will for the station has met with hearty cooperation from dealers and distributors, WBT reports.

"Distributors were enthusiastic about the idea of getting this powerful selling help at no cost to them," according to J. R. Covington, WBT promotion manager.

WBT is using 15 to 20 station breaks a day urging its listeners to buy a portable radio. The campaign started April 15 and is scheduled to end May 15.

WBT's first step in preparation for the drive was to contact all radio distributors in the Carolinas. This was not difficult, since almost all the distributors have headquarters in Charlotte.

After the distributors had given their approval, WBT sent a broadcast to all radio retailers in its area explaining the campaign. The broadcast listed cooperating distributors and the make of portable each distributor handles. Included also was a postal card for the retailer to mail to Mr. Covington outlining the help he needed to make the portable campaign a success.

Follow-up mailings have included copies of scripts of the WBT station breaks urging the purchase of portables and reminders of the campaign at weekly station meetings.

Among the spots WBT has used in the portable campaign are these:

"Remember those sunglasses... and your portable radio, too. WBT Charlotte.

"This is WBT Charlotte... and you can take it with you, on a portable radio. Get one."

"Get set for the summer with a set for the summer—a portable radio, that is! WBT Charlotte."

"Wherever you go and whatever your mood, a portable radio is a perfect companion. WBT Charlotte."

"If you're short a portable, get one fast. A trip without a radio's just a thing of the past. WBT Charlotte."

"It's packable... movable... portable... a portable radio for summer listening. WBT Charlotte reminds you to see your dealer soon."

On All Accounts

"SUNFLOWER" would probably be the last name you'd attach to Ralph Yambert, if that famous "born in Kansas, bred in Kansas" song is right, that's just what the head of the Ralph Yambert Organization, Los Angeles, is.

Ralph turned traitor on the third point of the song, however, and wed a California poppy. But he still retains the friendly and good-natured manner nurtured in him by his native Kansas soil.

It was in that geographical area too that he achieved his "greatest claim to fame." That was attending high school and Kansas City Junior College, Kansas City, Mo., with Charles Luckman.

"Charles pursued his ambitions and became president of Lever Bros., and I . . . became a huckster," he claims.

You wouldn't say, however, that the present operator of a successful two-year-old public relations and advertising agency, with 15 year background of advertising, public relations and salesmanship behind him, has exactly been wasting his life away!

The Ralph Yambert Organization, a "public relations and advertising agency," was established in 1947, following its founder's return from duty with the United States Air Corps. Ralph has attempted to make his organization more than just an advertising agency. His aim is to offer a complete service to advertisers, including the whole public relations picture as well as actual advertising. The agency does offer either service separately, however.

Agency's billing at present time is $300,000. Among the accounts are Magnetic Springs Water Co., Los Angeles; E. O. Steepleton Co., Inc., recently carrying a schedule of newscasts on Los Angeles station and Pacific Coast Major Cola Co., that city's Major Punch which plans to go into television and radio in the Los Angeles area in near future.

Ralph started his working career as a reporter on the Kansas City Star in 1926, following graduation from Kansas City Junior College.

Since then he has stuck pretty close to the creative field. After a year there he decided that newspaper writers get more glory than money and left. A short while after he had returned to the "call of the West."
...is for apples which put Wenatchee on the map. And if you want to polish apples with folks in this $45 million Wenatchee industry get your program on ABC...92% of all radio families there tune in ABC regularly. Yes, and the ABC Hooper index in Wenatchee was 90.5% at last reading.

...is for Bremerton and its $61 million boat-building business. For clear sale-ing in this Washington shipbuilding center, anchor your advertising to ABC...86% of Bremerton’s radio families listen regularly to our shows. ABC delivers virtually all the Coast market, inside, outside and all around the town.

On the coast you can’t get away from ABC

FULL COVERAGE...ABC’s improved facilities have boosted its coverage to 95.4% of all Pacific Coast radio families (representing 95% of coast retail sales) in counties where BMB penetration is 50% or better.

IMPROVED FACILITIES...ABC, the Coast’s Most Powerful Network, now delivers 227,750 watts of power—54,250 more than the next most powerful network. This includes four 50,000 watters, twice as many as any other coast network...a 31% increase in facilities during the past year.

GREATER FLEXIBILITY...You can focus your sales impact better on ABC Pacific. Buy as few as 5 stations, or as many as 21—all strategically located.

LOWER COST...ABC brings you all this at a cost per thousand radio families as low as or lower than any other Pacific Network. No wonder we say—whether you’re on a Coast network or intend to be, talk to ABC.

THE TREND TO ABC...The Richfield Reporter, oldest newscast on the Pacific Coast, moves to ABC after 17 years on another network, and so does Greyhound’s Sunday Coast show—after 13 years on another network.
"Superior Film Programming Every Time. A completely equipped TV film-projection room by RCA—one of nearly 10 different combinations now being delivered to more than 50 television stations throughout the country."
YOU are looking at a complete film projection room for a typical small television station—one of nearly ten different "all-RCA" combinations now being delivered to more than fifty stations throughout the country.

As reliable and practicable as the projection room of a modern theatre, this simple, integrated equipment is designed to handle film program material of every description—station identification slides, newsreels, commercial announcements, shorts, feature films, cue-ins for live-talent shows, etc. And one operator can run it!

All RCA from floor to ceiling, the installation includes everything needed to produce bright, flickerless, dependable television pictures: A TV film camera; a new 35-mm film projector; a 16-mm film projector; a multiplexer for using two projectors with one film camera; and rack-mounting power supplies, amplifiers, and monitor. Projector switching for the entire room is under finger-tip control from the room itself—or from the studio control room.

Why the extraordinary acceptance of RCA film projection equipment by more than 50 television stations?

Because all RCA projection units are unified and designed to work together in any combination... enabling each station to select just the proper units for its special needs and budget. Because RCA makes it practical for a station to start small and add projection units as it grows—without discarding any of the original equipment. Because RCA makes everything required in a television film-projection room—and accepts complete responsibility for the over-all performance of the equipment. Because each station layout is planned correctly from the start, by television experts who understand the business thoroughly.

No need for expensive experiments with your own film-projection room... if you let an RCA Television Specialist help you with the planning. Call him. Write Dept. 19 BB, RCA Engineering Products, Camden, New Jersey.

RCA Multiplexer, Type TP-9A. Produces uninterrupted projection of multi-reel films with only one film camera. Complete, with slide projector for station breaks, commercials, etc.

RCA 16-mm Film Projector, Type TP-16A. Popular low-cost projector. Self-contained, simple. Low cost. Enables any station to use the film programing now available. Produces brilliant pictures and high-quality sound.

RCA Film Camera. Type TK-20A. A high-contrast film camera having unusual stability. It is used with either 16-mm or 35-mm film projectors, and slide projectors.

RCA 35-mm Film Projector, Type TP-35A. Projects sharp, flickerless Pictures—and high-fidelity sound. Brilliant light output with noticeable heating of film and film arm. Can project single frames as stills.

RCA Film Camera Monitor Rack. This is the control center of the projection room. It houses the amplifiers, all necessary rack-mounted power supplies, and the kinescope for viewing the film pictures.

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

In Canada: RCA VICTOR Company Limited, Montreal
Yes, products are also known by the company they keep. It’s NBC, No Better Company, when you buy WMC in the more than $2,400,000,000* Memphis market. Since 1923, “the station most people listen to most” in Memphis and the Mid-South has been first choice with the Nation’s leading advertisers.

*Sales Management, 1948

WMC

NBC • 5000 Watts • 790

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

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

New
Business

ELGIN-AMERICAN, Elgin, Ill., appoints John W. Shaw Agency, Chicago, to handle national advertising for its new American Beauty compac line, being introduced soon to public. Radio and TV are being considered

PHILLIPS PACKING Co., Cambridge, Md., to sponsor Wednesday telecast of Lucky Pop (Mon.-Fri. 6:30-6:45 p.m.; Sat. 6:30-7 p.m.) on seven city CBS-TV network, effective May 11. Agency: Atkin-Kynett Co., Philadelphia.

GENERAL BAKING Co., New York, through BBDO, New York, is sponsoring television time signals on behalf of Bond Bread in three East Coast cities. Participating in campaign are WHHC-TV New Haven, WFIL-TV Philadelphia and WTTG-TV) Washington.

THE TEXAS Co., New York, appoints Erwin, Wasey & Co., New York, to handle industrial advertising Texaco Star Reporter program in Texas, and Texaco Billings news broadcast in Montana. New assignments are in addition to publication advertising of Havoline, Marlak, P-T Anti-freeze and Texaco Farm Market.

EMERSON DRUG Co., Baltimore (Bromo-Seltzer), through BBDO New York, purchased one-minute television spots before and after sporting events. Spots placed on WABD (TV) New York precede or follow Yankee baseball games through Oct. 2. Spots before or after Pimlico races from May t through May 14 are scheduled on WMAR-TV Baltimore.


HOFFMAN Radio Corp., Los Angeles (radio, television set manufacturer) appoints Smith, Bull & McCready Inc., that city to handle advertising. Television is planned where available in western states and Texas. E. A. Tischler is account executive. Firm is currently sponsoring Hoffman Hayride telecast on KTLA (TV) Los Angeles.

LUCKY STORES, Oakland, Calif. (supermarkets) launches an extensive spot campaign on KSMO and KVSM San Mateo, Calif., to promote its newest store at Burlingame. Agency: Botsford, Constantine & Gardner.

AMERICAN TOBACCO Co., (Pall Mall cigarettes), New York, through Sullivan, Stauffer, Colwell & Bayles, also New York, May 2 started participating sponsorship of The Rube Goldberg Show on WPIX (TV) New York, on a 13-week contract. S. A. SCHONBRUNN (Savarin Coffee), through Lawrence C. Gumbinner, both New York, has renewed its participation on same program, which has shifted from Sunday to Monday evenings, 7:30 p.m.


CRIBBEN & SEXTON, Chicago, for Universal Gas Range, is conducting spot campaigns on WCFL and WIND Chicago during summer months. Other markets may be added later. Agency: Christiansen Adv., Chicago.

PURITY BAKERIES Corp., Chicago, for Grennan Cakes, to sponsor The Honey Dreamers, ABC singing quintet, in a show of their own on WENR-TV (ABC) Chicago, Thurs., 9-9:15 p.m. (CDT), effective May 19. Agency: Young & Rubicam, Chicago.

LA PRIMADORA CIGAR Corp., New York, appoints Pedlar & Ryan, New York, to handle advertising. Largest campaign in firm’s history begins immediately on “Rialto”, its new all-Havana cigar featuring an entirely new wrapping process, with sponsorship Tues., Thurs., and Sat., 6:45-7 p.m. of WOR New York Stan Lomax sports program.


(Continued on page 87)

BROADCASTING • Telemadding
YOU MIGHT LAND A 12' 8" BLACK MARLIN*—

BUT . . .

YOU WON'T NET MUCH IN WESTERN MICHIGAN WITHOUT WKZO-WJEF!

If you want to catch any substantial radio audience in Western Michigan, you've got to use stations within the area . . . . The reason: Our half of the State is blocked off from surrounding areas by a peculiar, impenetrable "wall of fading" that distorts the signals of even the most powerful "outside" stations. Consequently, Western Michigan people depend almost entirely on their own nearby stations.

Within the Western Michigan area, advertisers have one sure-fire combination: WKZO, Kalamazoo and WJEF, Grand Rapids. BMB audience figures prove it for our rural areas—and in Kalamazoo and Grand Rapids themselves, WKZO-WJEF deliver 41.5% more listeners for 20% less cost than the next-best two-station combination!

Write to us, or ask Avery-Knodel, Inc., for Hoopers, BMB figures, and all the other evidence of WKZO-WJEF’s superiority in the rich Western Michigan market.

*In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
source of information

EDITOR, BROADCASTING:
All of us here at Ra-Tel are naturally careful readers of Broadcasting. If we subscribed on a commission basis...we'd owe a lot of money on the many deals which originated in our minds upon seeing an item in your magazine.

James W. LeBaron
Ra-Tel Representatives Inc.
New York

Katz Profile Pleases

EDITOR, BROADCASTING:
Well, you certainly got a guy named Joe Katz, all right—pimples and all. It's an honest story, and the best profile of me that's ever been written.

It won't do me any good with my wife—but I know it's already done me a lot of good in the advertising business, for which I'm very grateful.

Joseph Katz
The Joseph Katz Co.
Baltimore

Radio Sells Goods

EDITOR, BROADCASTING:
I am attaching...a coupon from an early edition of your publication.

You may send me the 1949 Yearbook Edition instead of the 1935 Yearbook Edition as stated in the coupon.

Now, as in years past, you are doing a good job reporting for the fifth estate. I notice in the September 1935 edition of Broadcasting that WOR has travelled 6,436 miles and four months time looking for 2 millivolts—ASCAP was trying to boost rates 40% in order to decide—Ex-Lax had selected 41 of the 60 stations to carry their Transcriptions—KNX began feeding MONTREAL from the West Coast—Daytime audiences were being studied by NBC—Atwater Kent, with a policy of presenting the best in concert music with widely known soloists, was changing to CBS—Don Wilson, announcer on the Jack Benny programs, was operated on for appendicitis in his home town, Denver—Ralph Edwards, announcer for KBFO San Francisco, had been transferred to Oakland and had been made production supervisor of the station's auxiliary stations; Frederick Allen was returning to the air with Town Hall and your subscription price was then $3.

If you were doing a fine job then and I notice from the recent issues in the office of WKOK, the local radio station here, you are still telling them all that radio sells the goods.

George O. Swell
Kosciusko, Miss.

Note: Attached to the letter was a subscription renewal coupon from a Sept. 1, 1935 issue of Broadcasting. he any matters have older is-

Loss to Radio

EDITOR, BROADCASTING:
A distinct loss to the radio industry is recognized in the tragic death of Robert Lewis Coffey Jr., 38-year old Democratic representative from Pennsylvania's 26th Congressional dis-

The former coal miner was a staunch advocate of free speech. Col. Coffey favored radio as the principal means of mass communication. In conducting his successful campaign to unseat a ten-year incumbent, Col. Coffey broadcast a large number of live and transcribed pre-election messages to his district...Patterned after the national trend, transcribed jingles and spot announcements with sound effects were used by the late Congressman to carry his words to the people. That radio was instrumental in his election was evidenced by continued use of the medium even after he had taken up Congressional duties.

From his office came weekly broadcast transcriptions for radio stations in his home district...Recently, Congressman Coffey accepted an invitation to appear on the simultaneous broadcast-telecast of The University of Pennsylvania Forum over WCAU-TV Philadelphia. The entire program was tape recorded and sent to the Western Pennsylvania cities out-

(Continued on page 55)
THE TRIO OFFERS ADVERTISERS AT ONE LOW COST:

Concentrated coverage • Merchandising assistance

Listener loyalty built by local programming • Dealer loyalties

— IN GEORGIA'S FIRST THREE MARKETS

The Georgia Trio

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta • Kansas City • San Francisco • Los Angeles • Dallas
Miss Parker discusses a promotion idea for one of Pomeroy's several shows with Robert G. Magee, vice president and general manager of WHUM Reading.

Planned Radio Promotion Sells In Reading

By PRISCILLA PARKER
Radio Advertising Director
Pomeroy's Inc.
Reading, Pa.

SALES RESULTS? Yes. After two and one-half years of thoughtful, consistent and planned use of radio, Pomeroy's answer to that most important question, compromising two of the most highly revered words in a retailer's vocabulary, is an emphatic "yes".

But, to go behind the scenes with radio at Pomeroy's of Reading, our sales successes were not a "star is born" overnight type of happening. They were, and are, the consequence and eventual result of knowing what we wanted to do with radio, followed closely by a thorough analysis of how best to accomplish this goal.

Long-time Schedule

First, if our objectives were to show themselves proven, our radio advertising plan, whatever it might be, must, of necessity, operate on a long-term schedule. Secondly, knowing what customers we desired most to attract, through use of our string departments, it was natural to program for them the type of entertainment or information in which they would be the most interested. In other words, the time and content of the radio time purchased allied themselves completely with a particular group of potential customers.

Where to start with this beam program technique? Obviously, since women do 90% of the buying in retail stores, our first consideration must be an appeal to them. To define this vast mass of female buying power in terms of our own local situation, our customers of the moment and desired customers of the future were studied and from them came a major part of our objective, the sturdy middle-class homemaker. For her, and beam directly to her, we offered a woman's program, *Priscilla Pom- eprop*, each morning, six days a week at 8:45 on WHUM Reading, a station that knew our objectives and promised well to help us fulfill them.

Since the day of its inception, this woman's program has consistently maintained its approach to the homemaker, bringing her information of benefit, plus advertising strong departments, offering her good, wanted merchandise of which she, through common acceptance, is the interested potential buyer. In addition, through the evolution of the program and its subject matter, over a period of two and one-half years, it now enjoys the reputation of on-the-spot coverage of all events and news of interest to women. Through the extremely helpful cooperation of WHUM, and by frequent use of a tape recorder, we have been able to bring our listeners many "scoops," thus assuring them of many exclusive interviews and special event lectures. By having established this reputation and become such an integral part of community happenings, we assure ourselves of continued and constant listeners.

Influencing the Listener

The presentation to the listener of good, wanted, in-demand merchandise which vitally affects her, along with the repetitive use of this merchandise, is what produces sales and traffic for the store. In merchandising our radio advertising, one department and one type of item from that department is used for at least a week, and, in many cases, for a substantially longer period. Departments and brand items in ready-to-wear, accessories, toiletries and home furnishings compromise the featured merchandise used on our morning woman's program.

In most cases, the merchandise used is not advertised in the newspaper during the time that it is used on the radio. It is, however, most effectively advertised in the department itself, by using attractive, eye-catching point-of-sale displays. These displays are artistically and specifically designed to carry out the theme of the program on which the merchandise was advertised. These displays are transferred from one department to another. Actually, these point-of-sale displays, used for all radio advertising, may be carried over, carry out the old idea of "tell them you are going to tell them something, then tell them something, and then tell them what you told them." For our listeners and customers these displays "tell them what we told them and where." 

The program is the ideal vehicle to present customer and an even bigger potential customer of tomorrow, we started, in the fall of 1946, a weekly half-hour program, *Be-Teen Jamboree* on WHUM. Using this program as a medium for creating sales and traffic in our teenage departments and, through associations, training the future buying habits of this particular group, our two-fold purpose was accomplished.

Program Planning

In the planning of the program, a representative group of teenagers were called in to select the time and day they would most prefer for the broadcast. The program is conducted by a teen-age boy and girl. They are selected annually, by audition, for this purpose. When stations and master and mistresses of ceremonies are announced the turn-out of hopeful aspirants is so great that from two to three weeks is usually required to cover all auditions and auditions. The format of the program varies somewhat each week, although the general structure and recordings remains the same. Each week the program features a local teen-age guest performer or well-known celebrity. Quite frequently the program is thrown open to large audience groups. The number is usually limited to 400 and tickets for the broadcasts and parties must be picked up in our teen departments. Tickets are always gone by the end of the first day after the announcement concerning them.

Besides providing for the teen-age program, program of his own show, *Be-Teen Jamboree* also offers a great number of high school students their first opportunity to appear before a microphone, along with in-service training in broadcast procedure.

In December 1947 two other devoted exclusively to advertising brand name lives in our basement. Frequently one brand name will use all of these spots for a period of six months or more—never for less than one month. The basement slogan is always carried in every spot.

Realizing the need for constant promotion of any merchandise, which, in reality, our radio programs we regularly call the public's attention to them through newspaper advertisements, window displays, elevator cards, signs at entrances to the store and the before-mentioned departmental displays. In addition, WHUM, through its merchandising-promotion plan, contributes taxi-cab signs, hotel-lodge displays and newspaper advertisements.

The merchandise planning, writing, supervision of all displays and promotions of our entire radio

Business of Broadcasting

One of a Series

schedule, along with commentating our morning woman's program, is handled by the radio advertising department of the store. This is the responsibility of William Dennis, sales promotion manager of Pomeroy's, and Walter Dennis, radio and television director of Allied Stores, of which Pomeroy's is a member.

With a variety of ways of determining sales results at our disposal, let's take this method of checking direct sales results—the prior year use of radio, the week radio was used and the week radio was used.

Looking at a line of blouses fea-
Always AHEAD

Best in 1941... and still best in 1949.

Eight years ago, WFAA pioneered a new type sound-diffusing wall and ceiling construction for broadcasting studios. Many stations have followed WFAA’s leadership...

but in studio design, as in broadcasting, WFAA is still leading.

In the Southwest, WFAA facilities, staff and over-all ability to get results are incomparable... any way you look at it!

WFAA

DALLAS

820 KC • NBC • 570 KC • ABC
TEXAS QUALITY NETWORK
Radio Service of the DALLAS MORNING NEWS

REPRESENTED NATIONALLY BY EDWARD PETRY and COMPANY

May 9, 1949 • Page 19
TENTH year of Pure Oil News Time sponsorship by the Pure Oil Co., Chicago, was observed in a special broadcast May 2 by H. V. Kaltenborn, who reviewed highlights from 1938-49. Each station on NBC network carrying show gave local message of congratulations during 30 seconds after the “Decade of Destiny.” Show is aired Monday through Friday at 7:45 p.m. (EDST) and features Mr. Kaltenborn and Richard Harkness, commentators. Agency is Leo Burnett, Chicago.

GEORGE C. BIGGAR, director of WLS Chicago National Barn Dance, observed his 25th radio birthday on May 1. Member of Radio Pioneers Club, Mr. Biggar entered radio with WLS on May 1, 1924. He is in charge of local and ABC origins of National Barn Dance which marked its 25th anniversary April 23 [Broadcasting, April 25], and also directs ABC-TV Barn Dance for WLS. Latter show is built by WLS for ABC-TV.

NBC serial Lorenzo Jones is celebrating its 13th year on air.

KSUE Susanville, Calif., celebrated its first anniversary April 24. Tape recorded special events of past year were aired.

WBKB (TV) Chicago is planning gala celebration to mark its eighth anniversary in mid-June. Event will feature live telecast of Chicago Theatre stage show. Hollywood stars and political figures are invited. Chicago Sun-Times plans to run 24-page section in honor of event.

Colorado Speaks, KLZ Denver’s roundup of editorial opinion in Denver and the state, is now in its ninth year of continuous broadcasting. Fifteen minute program is written by Mike Michaelson and produced by Sheldon Peterson, KLZ’s news director.

WTAM Cleveland and Standard Oil of Ohio celebrated 10th anniversary of Sokho Reporter. Half-hour documentary drama built around news highlights of past decade was aired over WTAM on April 29. Sokho’s tenth anniversary on WLW Cincinnati had been marked with a similar program April 25.

On All Accounts (Continued from page 10)

San Francisco. For the next two years he was assistant advertising manager for Dornan Commercial Co. (furniture and houseware department store) there.

In 1929 he joined Emil Brissacher & Staff (now Brissacher, Wheeler & Slatko) account executive, copywriter, space buyer and producer.

A depression casualty, he left the agency in 1931. The next three years found him engaged in varied ventures—selling photo engraving, doing business analysis and sales training and running an advertising agency with Sidney Garfield (now of Garfield & Guild).

In 1934 he headed south to San Diego where he did free-lance business analysis and sales training for the next two years. In 1936 he went back up the coast to Los Angeles and founded the forerunner of his present agency, Ralph F. Yambert & Co., as a business analysis, sales and public relations training office.

With the coming of the war in 1941 Ralph closed his office and went to enlist in the Army Air Force. After waiting impatiently to be called, he went over to the other side and joined the Naval Air Corps as a lieutenant.

At the end of the war, in 1946, Comdr. Yambert was made public relations director of the Naval Air Reserve Command, with headquarters in Glenview, Ill. Under his direction were coordinated the publicity and public relations of the 10th and the 28th. With his release the next year, Ralph returned to Los Angeles and his agency.

In 1948 Ralph cemented relations with his adopted state (California) by marrying Gladys Aldrich in San Diego. At their home in North Hollywood, the Yamberts take pride in their prize roses’ an adopted daughter, Patricia, 17, and Gayle, 13.

Ralph’s name is on the roster of many Los Angeles clubs—Hollywood Rotary, Sales Executives Assn., YMCA Board of Managers, Hollywood Bowl Associate Board of Directors, Hollywood Ad Club, Los Angeles Breakfast Club.

He still finds time though for active hobbies such as flying (he’s had a commercial license since 1940; golf and photography—color photos are his meat.

And in his “spare time,” when he’s not thinking about and planning out his business, he writes articles and addresses various groups. He has his credit on hand in a dozen published articles. And he’s still going strong!

THREE DIFFERENT MAPS PROVE WSIX covers Nashville’s trading area!

Signal strength, mail pull and BMB audience maps all show almost exactly the same coverage. They prove that WSIX gives you Nashville’s 51-county retail trading area. In WSIX’s 60 BMB counties 1,321,400* people spend $654,888,000 yearly in retail stores alone. No wonder sponsors get results year after year with WSIX. It’s a better buy for you, too.

*Projected from Sales Management May ’48

Milestones

TV Barn Dance for WLS. Latter show is built by WLS for ABC-TV.

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*Projected from Sales Management May ’48

National Representative: The Katz Agency, Inc.

5000 WATTS • 980 KC • ABC

and WSIX-FM • 71,000 W • 97.5 MC

NO WASTED COVERAGE

Broadcasting • Telecasting

Page 20 • May 9, 1949
FROM the sublime in great music to the sublimely ridiculous in children's shows, the scope of NBC-produced programs again is reflected in this year's Peabody Awards.

More than to any other broadcaster went awards—for music, for drama, for juvenile entertainment and fine television, for service to the public.

For Outstanding Entertainment in Music: an Award to the Network itself for its over-all contributions to the broadcast of good music, with special reference to the NBC Symphony, Orchestras of the Nation and the First Piano Quartet.

For Outstanding Entertainment in Drama: NBC University Theater.

For Outstanding Children's Program: "Howdy Doody" (This Award not only recognizes a superior children's program but also excellent work in television.)

For Outstanding Public Service by a Regional Station: an Award to KNBC, San Francisco, for "Forests Aflame."

It is gratifying to have critical approval confirm public applause. These awards serve again to illustrate reasons why NBC is always America's No. 1 Network.

A service of Radio Corporation of America
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 SALESMAN IS WPTF NBC AFFILIATE

50,000 WATTS 680 Kc.

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
FCC CHAIRMAN Wayne Coy can become czar of TV if he's interested.

This prospect was explored with Mr. Coy by a committee representing the Television Broadcasters Assn. at a luncheon conference in New York last Friday. No determination was reached and it is unlikely that one will be for some weeks—perhaps after the Chairman returns from Paris in latter July or August. He was formally named last week to the chairmanship of the American delegation to the International Telegraph & Telephone Conference and he plans to embark for the Paris conference on May 12 [BROADCASTING, May 2].

After the luncheon Mr. Coy was not available for comment but others who were present said no definite decision had been reached.

Only 24 hours before, speaking at the Annual Institute for Education within a luncheon conference in Columbus, Ohio, Mr. Coy had waxed eloquent over TV's future, with the flat prediction that TV would be dominant over aural broadcasting in five years. He agreed with optimistic estimates of some manufacturers that half the families in America would own a television set within that period.

Though the FCC chairman outlined the bottlenecks to TV—"the freeze," high costs, lack of adequate network facilities, and the settlement of the UHF problem—he was confident that all of these problems will be licked within this five-year period. In the speech he warned AM broadcasters to be cautious in their plans, and those who would enter aural broadcasting should "carefully weigh" the chances.

Similar to NAB

Should Mr. Coy accept the TBA presidency he would find himself directing an operation somewhat parallel in a television department at NAB. In carrying out an NAB board mandate to hire a TV director, President Justin Miller has asked board members to vote by mail on a plan to name Executive Vice President A. D. Willard Jr. to the post (see story page 26).

NAB has been contacting possible candidates for the TV directorship. Among those mentioned for the job, which has a tentative $25,000 salary, was Jack R. Poppele, WOR New York vice president and NBS board member who has been TBA's president.

In contacting NAB directors Judge Miller pointed out that Mr. Willard knows the industry thoroughly, enjoys wide prestige and would make an efficient TV director for NAB. He added that NAB could effect a $25,000 saving at a time when NAB has budget troubles.

The Friday session was arranged following a meeting of the TBA board a week earlier in New York. At that time the topic of a possible presidency was raised and Mr. Coy's hat was tossed into the ring, unknown to him. This was done because of the Chairman's avid interest in TV and his repeated admonitions that there must be orderly development and transition if television is to achieve maximum growth as a mass medium.

A committee comprising Mr. Poppele; Dr. Allen B. DuMont, president of DuMont telecasting and manufacturing operations; Lawrence W. Lowman, CBS vice president and general executive in charge of television, and G. Emerson Markham, station manager of WGY and WRGB Schenectady, was designated to confer with Mr. Coy.

Dr. DuMont, strong man on the TBA board and first president of the organization, vigorously urged retention of a paid executive and espoused the Coy appointment, if it were possible. He also mentioned personally to seek to raise the necessary commitments from TV set manufacturers to guarantee a three-year tenure for the Chairman.

It was presumed that the amount to be sought would be roughly $100,000 a year for three years, through contributions of approximately $5,000 each by the top manufacturing companies.

Would Have Paid Head

Presumably the expanded TBA structure would have paid president who would be compensated from $25,000 to $55,000 a year and would have headquarters in Washington. He would set up a small cohesive organization, which would have been a TV authority.

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FEDERAL Bureau of Internal Revenue was reported last week to have issued what amounted to an adverse ruling on a proposed contract, containing some capital gains features, between Fibber McGee and Molly and NBC.

The proposal had been submitted to the bureau by Lloyd Wright, Los Angeles attorney representing the comedy team, more than a month ago [CLOSED CIRCUIT, April 4]. It was understood that Mr. Wright reserved the right to withdraw it without prejudice in the event of an unfavorable reaction from the tax authorities.

News of a subsequent withdrawal last week came as a surprise to NBC, it was reported. The proposal was not withdrawn at NBC's instigation, it was said.

The supposition was that government tax experts had advised Mr. Wright of an eminent unfavorable ruling, and that he had exercised his prerogative to withdraw. The bureau did not hand down an official ruling merely an opinion in view of the withdrawal, it was pointed out.

Although terms of the proposed agreement were not known in detail, it was said that it differed from the capital gains deals which CBS made with Amos 'n' Andy and Jack Benny. Mr. Benny's appeal was subsequently rejected [BROADCASTING, Jan. 1].

Basically, the tentative deal between NBC and Fibber McGee and Molly involved a long-term employment arrangement containing security provisions as well as straight salary clauses. One element of the deal was believed by NBC and Mr. Wright to be subject to capital gains rather than income taxation, and the inclusion of that in the contract motivated the submission to Internal Revenue Bureau scrutiny. The nature of this clause was not made known.

Tentative Agreement

A spokesman for NBC said the network had entered into the tentative agreement with the comedy team, who are now heard over NBC under sponsorship of Johnson's Wax, because the capital gains feature was of secondary importance in the contract.

Meanwhile, the report that NBC had engaged in a tentative arrangement with talent which included a capital gains provision was at odds with statements made a few days earlier by Brig. Gen. David Sarnoff, chairman of the board of RCA. Gen. Sarnoff advised a stockholders' meeting that NBC had chosen not to enter into the "skyrocket bidding" for talent on the grounds that the cost was not justified (see story page 30).

Negotiations between NBC and Fibber McGee and Molly will probably be renewed on the basis of a contract excluding capital gains elements, now that the Internal Revenue Bureau appeared to have rejected the original plan, it was said.

CBS also figured in negotiations with Fibber McGee and Molly last winter, before NBC entered into the tentative contract which was withdrawn from the tax bureau last week. Whether CBS would also re-enter negotiations with the comedy team was not known.

Assisting Mr. Wright on legal aspects of the case was Joseph Blandi, of Alvor and Alvor, Washington attorneys.
RICHFIELD
Plans Co-op Advertising
RICHFIELD Oil Corp. of New York, whose marketing territory extends along the Atlantic seaboard from Maine through the Carolinas, has begun a cooperative advertising plan under which the company will reimburse dealers for half their cost of local advertising. The plan will extend throughout 1949, according to B. N. Pollak, sales promotion manager of the company. Distributors may select their own media and negotiate their own contracts. Richfield will supply radio commercials without charge and will reimburse dealers for 50% of their local advertising expenditures.
Richfield distribution is made through independent distributors.

WGUY TO JOIN CBS
WABI May Go to ABC
WGUY Bangor, Me., becomes basic supplementary affiliate of CBS Aug. 1. At the same time WABI Bangor, how the CBS affiliate, is expected to go with ABC.
WGUY, a 250 w station, is owned by Gay Gannett Broadcasting Services of Portland and Bangor, owner of WGAN Portland, which has been a CBS affiliate for some time.
WABI Bangor, a 5 kw station, is owned by Community Broadcasting Services of that city.

Cantor Negotiates
DESpite several meetings on the question of Eddie Cantor's fall television entry for Pabst, "nothing final has been settled," according to Sam Weisbord, William Morris representative who has been handling the negotiation on behalf of the comedian. Paul Warwick, agency president, and C. F. Staudinger, agency directer, have attempted to get the contract settled but Mr. Weisbord advised BROADCASTING "that it will be a matter of weeks before anything definite is settled." He declined to affirm or deny that Mr. Cantor was seeking a contract which would tie his earnings directly to sales results, via salary and bonus agreements.

Repeated Repeat
FOR a few unhappy minutes, W JZ New York May 1 turned time backward, and played the previous week's recording of the Drew Pearson repeat broadcast. The error was noticed after eight minutes had elapsed, and the station played the correct transcription from beginning to end. Mr. Pearson's first broadcast aired 6-6:15 p.m. on ABC, is sponsored by Lee Hats. The 11-11:15 p.m. program is sponsored on WJZ only by Wallach's Inc., New York retail clothes.

NEW AGENCY
Hixson-O'Donnell Changes
Firm Name

Mr. Morey
Miss Johnstone
Mr. Humm
FOLLOWING the retirement of the two directors whose name it bears, Hixson-O'Donnell Advertising, New York, effective June 1, will become Morey, Humm and Johnstone Inc., present board of directors announced last Thursday.
Retiring directors are Robert Hixson and Julian O'Donnell, both of Los Angeles, neither of whom has been active in agency matters for some time. Mr. Hixson is a principal in the Los Angeles firm of Hixson and Jorgensen, while Mr. O'Donnell is said to be retiring from business entirely.
The change of name and of directors will not affect the agency's personnel, service or location in the Empire State Bldg., New York, present board said. Present executive lineup of the agency follows: Sylvestor M. Morey continues as president and Llewellyn B. Van Doren, formerly vice president, becomes executive vice president. Albert W. Humm continues as vice president in charge of the Home Appliance and Utility Division, and Muriel E. Johnstone as vice president in charge of the agency's Rockefeller Center office, specializing in fashion accounts and allied fields.
The agency, which was organized in 1941 with three accounts and 11 people, has now more than 30 accounts and a staff of 42.

BAILIE TO SSS&B
Is Vice President, Director
LLOYD W. BAILIE, former vice president and director of J. Walter Thompson Co., New York, has joined Sullivan, Stauffer, Colwell & Bayles Inc., New York, in the same capacity. He will concentrate on products in the grocery field.
Mr. Baille joined J W T in 1919 and has been responsible for the advertising of well-known products sold through grocery stores in the U. S. and Canada.

POLSKEY SALES
Spart During WAKR Shows
"WINDOW-VISION" broadcasts, utilizing novel promotion aids and live personalities, were responsible for a sharp increase in the millinery sales of the A. Polsky Co. in Akron, Ohio, during pre-Easter week. The programs were arranged by WAKR, which airs the Lynn Lawrence program daily at 1:15 p.m., and Meg Zahrt, Polsky radio director, who conceived the idea.
Miss Zahrt interviewed housewives, offering shopping advice and comments on ladies' hats worn by models strolling through the window. "Window-vision" project, similar to one staged last fall in the store, may become a semi-annual event, she pointed out. Assisting Miss Zahrt were Bob Wyile, WAKR announcer, and Irv Knopp, engineer.
Boom in sales was attributed to the novel window promotion and radio broadcasts. Store is one of the larger regional advertisers.

FAIRBANKS FIRM
Shifts Sales Personnel
SHIFT of personnel involving New York and Chicago sales offices was announced last week by Jerry Fairbanks Productions, Hollywood. Jack Pegler, who has been in charge of New York office, will be sales chief of the Zoomar Corp., a firm organized by Mr. Fairbanks for the manufacture and sale of Zoomar camera lenses. "Increasing number of stations ... and expected jump in outlet applications ... necessitated the setting up of a separate organization," Mr. Fairbanks said.
Taking over the New York office will be B. N. Darling, head of the Chicago office for the past three years. He will supervise both offices Robert Coffeen will be assistant to Mr. Darling in Chicago and Robert Lawrence, assistant in New York.

Groucho Marx to CBS
ELGIN-AMERICAN Division of Illinois Watch Co., Chicago, will move You Bet Your Life, starring Groucho Marx, from ABC to CBS Sept. 28. Program will be heard Wednesdays 9:9-9:30 p.m.
Mr. Marx, whose program won a Peabody Award a fortnight ago, is the second major ABC star to defect to CBS. Bing Crosby, who is heard on ABC for Philco, was signed by CBS several months ago. Agency for Elgin-American is Weiss & Geller Inc., Chicago.

Bendix Spots
BENDIX Home Appliances, South Bend, Ind., is starting a national spot campaign for its automatic washer. In about 90 markets early in June, Agency is Tatham-Laird, Chicago.
BROADCASTING

Meeting To Start NAB Overhaul

By J. FRANK BEATTY

FIRST of a series of major changes in NAB's structure will get under way with this week's meetings of the Broadcast Advertising Bureau Policy Committee. The NAB board project is only one of a series of post-convention developments in which the whole trade association structure is involved.

Prospect of a pitched battle to determine who shall lead the trade association for television stations is seen as a result of an NAB board referendum, one of three, on a plan to appoint A. D. (Jes) Willard Jr. as NAB television director, dropping his management duties in the executive vice presidency.

As NAB President Justin Miller awaited a board decision on this plan, Television Broadcasters Assn. was working on a comprehensive reorganization by which an additional $100,000 annual fund would be raised to operate Washington headquarters with a prominent industry figure serving as president. (See story page 23.)

Duties Realigned

If Executive Vice President Willard becomes NAB's television director, Judge Miller and Secretary-Treasurer C. E. Arney Jr. will absorb many of his management duties. Mr. Willard had extensive radio experience and had directed NAB-TBA merger discussions last fall when a union of the groups appeared imminent.

That merger would have brought TBA into NAB on a basis somewhat similar to BMI, TBA having its own officials interlocked with NAB. Most TBA board members are said to oppose a merger with NAB.

TBA's operations have been severely curtailed by inability to raise money from television stations, practically all of which operate in the red. Some stations and developed within NAB circles that TBA merely wanted NAB to put up money to keep it going as a promotional organization with some trade association aspects.

Should TBA be able to raise a large enough kitty to set up a Washington office and hire a paid president, it is likely Willard will find NAB aggressively serving the industry.

The NAB plan, if adopted, would start off with a tour of TV stations and TV operators would explain what service they want from NAB and the ideas would be pooled as basis for a complete television service.

It was made clear TBA has no intention of interfering with the present TBA service but another instance of trade association competition in a domestic medium TBA expand to any marked degree, many industry observers feel.

The original FM Assn. project, for example, was strictly promotional, but PMA soon was stepping on NAB's toes and bitter feeling developed as the promotional venture became a full-fledged trade association, though with a smaller budget than the originators anticipated. FMA now is operating on a tiny budget and its activities are mostly confined to promotion of the FM medium.

Judge Miller has two other NAB board ballots in the works. The need for three board decisions by mail less than a month after its last meeting is believed without precedent.

One of these ballots involves a plan to combine the Sales Managers Executive Committee and Small Market Stations Executive Committee. This would be in line with the NAB project, which is to be under way by the end of May.

The other ballot asks board sentiment on a proposal for NAB to take part in litigation involving the suit of KFI Los Angeles against a California judge and KVOE Santa Ana, Calif., based on the court's grant of exclusive broadcast rights to KVOE in a murder trial. The NAB board decided last November that NAB should take part in the proceedings. Since that time an appellate court has upheld the lower court's decision that KFI had shown no violation of its constitutional rights.

Now that the case is on the Supreme Court level, Judge Miller reminds the board that basic rights affecting every broadcaster are at stake. He suggests directors do not vote until they receive the opposition side from Calvin J. Smith, KFAC Los Angeles, NAB District 16 director.

Several other developments at NAB headquarters reflect the demands of the membership that the association adapt its structure to industry trends. These demands were made clear at the Chicago convention last month, topped by the successful clamor for a sales promotion bureau with enough funds to combat the lavish promotions of competing media.

The association is endeavoring to sign up remaining subscribers to the BMB waiver plan. Some 350 stations are understood to have signed waivers, with BMB hoping most of the 200-odd unsigned stations will be in line shortly. NAB assumed responsibility for the second BMB study when the board approved a loan of $75,000 to BMB provided most subscribers sign waivers.

With NAB membership below the 1948 level, battle plans for an intensive membership drive are being drawn, in line with a board order. State chairmen are to direct the campaign.

NAB has six television members, 1,230 AM and 602 FM, a total of 1,838 station members. This compares to three TV, 1,270 AM and 643 FM members a year ago, or a total of 1,916 stations.

Some of this loss was ascribed to BMB's effective promotion. (Continued on page 54)

Prospects of Settlement Seen

Another development Thursday evening was action by two NABET chapters backing its negotiating committee by votes of confidence and by extending them full discretion. This action, by the New York chapter, covering ABC, ABC-TV and NBC engineers, and by the Hudson chapter, covering WOR engineers, was regarded as permitting the negotiators to extend the present contract during negotiations or to call a strike, if the committee regarded that as necessary.

If no settlement were reached by the Saturday deadline, it appeared likely that an extension pending negotiations would be agreed to. Such an extension was agreed to Saturday, April 30, after expiration of the NABET contracts. [BROADCASTING, May 2]. That extension, for seven days, brought the new deadline to midnight Saturday.

As for the networks, they were fully aware that although the word "strike" might not appear in negotiations, a nationwide strike involving almost 1,000 engineers could take place. They were making preparations accordingly and expected to operate as fully as possible should a strike occur.

Negotiations continued on a marathon basis during the week—some days on a 10:30 a.m. to 10:30 p.m. schedule. While wages, which were the real sticking point, were for the time being sidetracked while working conditions were being discussed.

Tentative agreements were said to have been reached on meal times, severance pay, vacations and the arbitration of matters considered "hardship" to NABET members. It was said a permanent arbitrator might be set up.

On meal times, present clauses which provide premium pay when an engineer works right through his meal hour, were supplemented to give him the right to walk off the job—event in the middle of a program—after a certain number of... (Continued on page 57)
WEBSTER Reappointment Nomination Sent to Senate

The Senate Interstate & Foreign Commerce Committee Wednesday received President Truman's nomination of FCC Comr. Edward M. Webster for reappointment to a 7-year term. Confirmation is now eagerly expected since it is known that Sen. Edwin C. Johnson (Col.), chairman of the committee, endorses the nomination [Column Circuit, May 2].

Comr. Webster is scheduled to appear before the committee meeting in executive session Wednesday. His present term expires June 30. Although there is the possibility that formal hearings will be held, as with any executive appointment, the chances are believed to be nonexistent. Comr. Webster was first appointed to the FCC by President Truman March 7, 1947, to fill the unexpired term of Paul Porter. Prior to his appointment he had served as director of telecommunications for the National Assn. of American Shipping, and as a commodore in charge of U.S. Coast Guard communications system.

Technical Speciality

During his two years on the Commission, he has been particularly concerned with safety and special services aspects of the FCC's activities, and has participated in many international radio conferences. His extensive technical knowledge in radio and telecommunications has been invaluable in these meetings.

Comr. Webster is a native of Washington, D. C., and his membership on the FCC payroll in its engineering department in 1934. A year later he was named assistant chief engineer. In this role, he was a member of the Commission's expert on radio and wire services, embracing marine, aviation, experimental, emergency, amateur and common carriers to the inclusion of cables.

FCC Rapport

SENDING three cases back for corrective action, the U. S. Court of Appeals for the District of Columbia last Wednesday rapped FCC for failure to show the basis of decisions and for inconsistency in granting its yardssticks to rival applicants.

In the three unanimous decisions the Court also:
- Fiduciary supported FCC's policy of conditioning licenses on applicants' disadvantage in competitive proceedings.
- Rerated, in such a manner, that FCC staff members took to be a virtual mandate; it was held at program plans more closely, reiterated that a combination of the programming proposals of competing applicants is "not a form of censorship."
- Ruled that FCC can't act on an application during which was not completed at the time it was sworn to, but said this can be cured by an amendment of the application.
- Agreed with FCC that FM stations need not be counted as equal as AM stations in comparing the radio service.
- Held a lecture on the essentials of comparative hearings.

The cases involved three appeals, all of which the Court upheld at least sufficiently to send them back to the Commission for further proceedings.

These were the appeal of Johnston Broadcasting Co., licensee of WIBA-AM,1 encouraging to the FCC, the FCC's decision to deny WTBN Birmingham and the denial of Johnston's Birmingham application [Broadcasting, Dec. 15, 1947; Easton (Pa.), Pub. Co.'s appeal from the 1250 kc, $60,000 grant to Allentown (Pa.); Broadcasting Corp. and the denial of Easton's rival application [Broadcasting, June 30, 1947]; and KFYO Lubbock's appeal from the 790 kc, 5 kw day and 1 kw night grant for KLVL Lubbock and denial of KFYO's bid for the same frequency with 5 kw [Broadcasting, July 7, 1947].

In the Alabama case, reversal was ordered of the 8-year old case for the fact that Thomas N. Beach owner of WTBN and winner of the grant, executed the affidavit on his application a month before the "attached" engineering data was completed.

Rules on FCC's Power

"The Commission had no power to act upon the unverified application," the Court ruled. It did not direct that a grant be issued to Johnston Broadcasting Co. "The better procedure is to let the Commission complete its administrative determinations," the Court said.

On the other charges made by Johnston, the Court supported FCC. It saw "no error in the Commission's failure to find a distinctive difference between the applicants" on the questions of local residence, broadcasting experience, and its participation in station affairs. It agreed FCC can't choose applicants on the basis of "political, economic or social views," but it saw no tendency to do so in FCC's preference for the WTBN program proposals.

The Court held further that FCC clearly spelled out the differences it found in the programming and staffing plans of the two applicants.

Not so in the Texas and Pennsylvania cases. In neither one could the Court discover why the Commission acted as it did. Further, it found that FCC had invoked the so-called non-newspaper policy against one of the Lubbock applicants but not against the other.

The Easton-Allentown case hinged upon "fair, efficient and equitable distribution of radio service." FCC concluded that "Allentown is in greater need of another radio station than Easton." The Court declared:

We cannot tell from the findings what caused the Commission to say that Allentown's need was greater than Easton's. Present and proposed programs would seem to be an essential element in testing comparative community needs from the standpoint of both the receivers and the broadcasters...

The record contained evidence upon the programs. The Commission made findings that the station in question is not a characteristic of the program proposals of the two applicants. But it gave no indication of their comparative qualities, or of the lack of any particular type of service in either community, or of the greater ability of either applicant to fill a gap in the service.

It may be that the Commission measured the comparative need by the comparative size of the communities.

(Continued on page 56)

BROADCASTING • Telecasting
PROTESTS that the new CAA antenna-site standards as now proposed [Broadcasting, May 2] would protect aviation’s growth at the undue expense of radio’s were aired in an informal Government-radio-aviation conference last Tuesday.

A second conference was set for May 24 to give broadcasters time for further study of the proposals, which they considered too complex for appraisal in the few days which had been allocated.

FCC Commissioner E. M. Webster, chairman of the Interdepartmental Committee which has been working on the standards for more than a year, explained that the bureau will review the proposals in the light of comments and suggestions advanced in the conferences. If the final document is acceptable to FCC it will be the CAA’s. If not, FCC’s, with broadcasters first given an opportunity to offer protests and observations formally.

FCC Aviation Division spokesmen estimated that the proposed criteria might make antenna-site studies unnecessary for “say, 80%” of the applications, by showing where towers may be erected without specific FAA approval. But broadcasters appeared wary.

The conference developed a demand, among radio representatives, for procedures which would make sure that all radar sites be located at a distance to avoid interference with the radio’s operations. It was agreed that it has been impossible to force CAA into a hearing where it would have to stand “on its merits” instead of “prejudice and caprice.”

He felt standards were required, but that they should be “fair.”

Raymond F. Guy, manager of radio and allocations engineering for NBC, felt the regional supervisors who investigate proposed tower sites should be required to give the applicant a hearing along with those who oppose him. If the broadcasters and aviation interests cannot agree, an impartial arbiter should make the decision.

Dobin Takes Exception

Paul Dobin, of FCC’s Law Bureau, took exception when Mr. Guy protested that broadcasters in the past have had no recourse from adverse FAA decisions. Under the law, he said, FCC cannot deny applications without hearings, and denials may be taken into court. He suggested that broadcasters should exercise their rights.

Targets of the broadcasters included provisions of the criteria which would require aeronautical study of (a) any proposed antenna which would be more than 200 feet high and be located within 10 miles of the end of any runway which is or “may be” used for instrument

Advertising Not ‘Expense’

The trend, he claimed, is toward an over-inflation in advertising by all media, which the public is over-informed and has lost confidence in the value of such advertising. It is a “necessary evil” which has increased greatly.

Mr. Chapman basing his conclusions on the premise that an honest product is being advertised—asserted that cost of advertising cannot best be regulated by the copy. “Copy gets results, which may be an old fashioned idea, but we are all going back to a sort of old idea.”

Elaborating on the three rules of salesmanship — appeal, direction and approach—he cited Toni and International Celuloid-cotton products for the appeal; and advertising budgets have increased but actual advertising costs have gone down. “Three years ago Toni spent $1 million to sell $1 million worth of permanent hair products. In the last year, they spend $7 million to sell $25 million worth,” he said.

And, to build a business such as theirs, you have to spend as much as you have. Any piece of copy, visual or verbal, is to gain confidence.”

Broadcasters Protest Changes

Proposed Criteria for the Determining Obstructions to Air Routes and Use by Radio Antenna Towers

Antenna towers will be considered a hazard to air traffic when:

1. Antennas over 500 feet in height above the airport with an installed power of 500,000 watts or greater, and with an expected aeronautical authorization irrespective of the distance from the airport.

2. In aeronautical study, special consideration will be given to major airports with navigational facilities.

3. Antennas over 500 feet in height will not require special aeronautical study except in the following areas:

   a. Certain areas as being of any locations where any runways are located.

   b. Certain areas as prescribed areas in the country where any runways are located.

   c. Certain areas as prescribed areas in the country.

   (Continued on page 52)
These cute Siamese kittens got plenty of attention recently when they made their first appearance in a cat show. We show them here to get your attention, so we can make a point about the attention advertisers get over Radio Station W·I·T·H in Baltimore.

They get plenty, too—at real bargain rates! You see, W·I·T·H produces more listeners-per-dollar than any other station in town. This means that you can accomplish BIG things in this rich market with very LITTLE money.

W·I·T·H is the BIG independent with the BIG audience. It covers 92.3% of all the radio homes in the Baltimore trading area. If W·I·T·H isn't already on your list, and if you're looking for low-cost results, call in your Headley-Reed man today and get the whole W·I·T·H story.
W AYNE COY placed the date for television's dominance over aural broadcasting at 1954. "I've heard it said that television, but included in the forecast are the five major American networks which will be getting most of their broadcast information, education and entertainment from television," he said in a recent address to the American Institute of Businessmen.

His address was not confined to television, but included some crystal gazing for AM, FM, and CR.

**Five years from now AM will feel the heavy impact of television, and financial returns will undoubtedly be considerably less.**

**For FM he said that millions of people can be reached by an adequate number of stations only with FM. He repeated his suggestion that AM operators with FM stations be required to duplicate their programs which which will have been developed in radio over more than a quarter of a century may thus be made available to the people through a better system of broadcasting.**

**For facsimile he conceded that more experience is apparently needed before we estimate the future of this art of radio printing. He did say, however, that the trend would be toward multiplexing so that the printed material could be sent over the receiver simultaneously with voice or music.**

His optimism for FM tended to the statement that he did not think it would "be squeezed out by television," and it would grow in the next five years.

It was in television, however, that the chairman of the FCC opened up with his predictions. "I come in the estimation of the manufacturing industry that five years from tonight 40 to 50% of the homes in America will have television receivers." In this same period he said that 600 to 800 television stations would be built and in commercial operation, reaching an overwhelming majority of the people of the United States.

What this would do to aural broadcasting was appraised by Chairman Coy in these words: "Radio broadcasting faces not only the loss of some of its revenue to television, but it may face a more serious competition as a result of television, . . . there will be a very considerable readjustment of night time radio programming within the next five years and a more drastic revision of it in the following years as television circulation reaches sizable proportions."

In spite of this, Mr. Coy declared that AM broadcasters would not accept defeat early in the game, and would make "vigorouss efforts to make their programming more attractive to their audience or a reasonably large part of it."

He quoted AM revenues figures and estimated that the FCC [Broadcasting, April 19], which indicated that 58% of the stations licensed during the year failed to make any profit, whereas the percentage of new stations which lost money in their first year was 82%. In pre-war experience (1939-1941), an average of 60 stations went on the air each year, and about 30 of them lost money.

**TV Expansion Bottlenecks**

TV's "freeze" would continue for another "three or four months," Commissioner Coy declared. Admitting that this might be an optimistic prediction he told his audience, "I believe the freeze will be extended beyond the time that had originally been anticipated, I am quite sure that television service will be much improved because of the very careful scrutiny given the data and the sound basis provided for the revision of Television Engineering Standards."

The second bottleneck to TV's growth, he said, was the limitation of the present 12 channels in the VHF band. The third he listed (Continued on page 77)

**RADIO'S FUTURE**

**American Exhibition of Educational Radio Awards**

QUALITY of radio programs heard in the U.S. and Canada in 1948 improved considerably over a year ago. At least this was one opinion of judges for the 13th annual American Exhibition of Educational Radio Programs. They announced a total of 125 awards—97 firsts, 13 second-place mentions and nine special awards—at the opening day's session of the 19th annual Institute for Education by Radio in Columbus.

This was the largest number of awards in the Exhibition's history. Last year the awards totaled 87 with 50 firsts, 12 honorable mentions and 24 special awards. Part of the increase was believed due to the new plan of decentralized judging, adopted this year, which gave several metropolitan committees the final say.

In the network program classification, judged live by a New York board, NBC tied with CBS for the top share, with seven firsts, including three TV awards. CBC was second with four; CBS and ABC had three each; while the DuMont network took one first in television. It also was the first time that television programs were judged in a group and five first awards for TV were announced.

In all, 701 programs were evaluated in the exhibition. Of these, 201 were national network shows while the other 500 were submitted as regional, local and untranscribed shows.

**National Networks and Organizations**

Radio networks were rated "in a steady march" (ABC and "Way of the Spirit" (NBC)—4th; "The City" (CBS)—8th; others included "Catholic Hour" and "Eternal Light" both honorable mentions.

Agricultural—"Columbia's Country Journal" (CBS)—9th award. Special award "Garden Gate" (CBS)—Citation: "Outstanding program that expressed needs of urban and suburban listeners."

Cultural (except music)—"Stage 45-45" (CBS) and "NBC University Thome" (NBC)—6th; included "CBS Wednesday Night" (CBS) and "Way to the Top" (CBS)—both special awards. Judges comment: Regretting that discussions of flamboyant character were not included, special note is taken of the contributions to Listening and Learning." The Judges urge further exploration into this type programming.

**IER SESSIONS**

"IF education is to qualify in radio or in television or in any other medium, educators must face the fact and hold an audience that is free to ask questions."

Mr. Katz, directly, sounded a warning to the 19th Institute for Education by Radio on intellectual and cultural leaders to prove their identity in the American listening audience. He told of an assembly in Columbus for the May 5-8 proceedings that if this is done, "the people as a whole will reject the media."

Mr. Katz brought out his point near the conclusion of a talk in which he had outlined the role television can fulfill for education, while citing the tremendous strides the medium has already made. Since video had such broad appeal, he declared, most of its programs would be educational and "that is what most people want most of the time in radio and other mass media."

**Mistakes of Past**

Mr. Katz brought out that in the history of radio mistakes had grown out of the "misuse or misapplication of the inherent attributes of the mass media." He concluded: "Let's hold to the idea that progress in television will and should be paced by the choices of the majority."

Television, which one short year ago occupied the status of an acceptable definet early in the game, and would make "vigorouss efforts to make their programming more attractive to their audience or a reasonably large part of it."

He quoted AM revenues figures and estimated that the FCC [Broadcasting, April 19], which indicated that 58% of the stations licensed during the year failed to make any profit, whereas the percentage of new stations which lost money in their first year was 82%. In pre-war experience (1939-1941), an average of 60 stations went on the air each year, and about 30 of them lost money.

**TV Expansion Bottlenecks**

TV's "freeze" would continue for another "three or four months," Commissioner Coy declared. Admitting that this might be an optimistic prediction he told his audience, "I believe the freeze will be extended beyond the time that had originally been anticipated, I am quite sure that television service will be much improved because of the very careful scrutiny given the data and the sound basis provided for the revision of Television Engineering Standards."

The second bottleneck to TV's growth, he said, was the limitation of the present 12 channels in the VHF band. The third he listed (Continued on page 77)

**Katzen, Marks Speak**

Katz, Marks speak on the future of the all types of broadcasting—AM, FM, TV and Facsimile—but it turned largely upon TV, to the evident delight of the over 600 persons in the audience, with the basic presentation by Wayne Coy, FCC chairman. He highlighted in his talk when he predicted that within five years TV will be "the dominant instrument of broadcasting." (See story above.)

Commdr. Loewi Representing TV broadcasting, a warning note was sounded by Commdr. Mortimer W. Loewi, DuMont director. He told broadcasters and educators that "television is a motivating force—not merely an entertainment medium." He foresaw "serious economic reper-

**Conclusions as to what extent possible regulations would require FM stations to dupli-

**BROADCASTING ● Telecasting**

May 9, 1949 ● Page 29
Mr. O'Connor, Mr. Mueller

While the judges—radio news executives, newspaper editors and journalists—held a meeting, Mr. Mueller, according to Mr. O'Connor, had a heart attack and died while they were discussing the awards.

Mr. O'Connor, a native of Cincinnati, was a businessman and newspaper publisher. He began his career in the newspaper business and later became a professional investor. He was a successful investor in the stock market, and his investments included the purchase of the Cincinnati Enquirer and the Cincinnati Post.

Mr. Mueller was a member of Sigma Delta Chi, the national journalism honor society. He was also a member of the American Press Association and the National Press Club.

Mr. Mueller had numerous awards and honors throughout his career. He was a recipient of the Sigma Delta Chi award for excellence in journalism and was inducted into the Broadcasting Hall of Fame. He also received the National Press Club's highest award, the Distinguished Service Award.

Mr. O'Connor was a past president of Sigma Delta Chi and was a member of the American Society of Newspaper Editors. He was also a past president of the American Press Association and the National Press Club.

Mr. O'Connor's contributions to the field of journalism were recognized by many organizations, including the Sigma Delta Chi, the American Society of Newspaper Editors, and the National Press Club.

Mr. O'Connor was a respected figure in the world of journalism, and his contributions will be remembered for many years to come.

Elmer J. Boos 1949

Elmer J. Boos, 60, vice president and treasurer of the Crosley Broadcasting Corp., died last Tuesday at Bethesda Hospital, Cincinnati, after an illness of several months.

A native of Cincinnati, Mr. Boos began his business career while still in his teens. He started a newspaper business, and later became a newspaper publisher.

Mr. Boos was a member of Sigma Delta Chi, the national journalism honor society. He was also a member of the American Society of Newspaper Editors and the National Press Club.

Mr. Boos had numerous awards and honors throughout his career. He was a recipient of the Sigma Delta Chi award for excellence in journalism and was inducted into the Broadcasting Hall of Fame. He also received the National Press Club's highest award, the Distinguished Service Award.

Mr. Boos was a respected figure in the world of journalism, and his contributions will be remembered for many years to come.

RCA Report

BRIG. GEN. DAVID SARNOFF, chairman of the board of RCA, last week brushed aside reports that a shake-up was imminent in NBC and defended the network's policy in refusing to indulge in "skyrocket bidding" for programs.

Gen. Sarnoff's remarks were made at the annual RCA stockholders meeting last Tuesday at RCA headquarters, New York.

In response to an inquiry from a stockholder as to what he believed to be a shake-up, the chairman of the board said that "if it is so, I haven't heard about it."

In his prepared talk, Gen. Sarnoff referred to "talent raids" on NBC and said: "We could have matched the millions involved in such skyrocket bidding but we have been indifferent to the interests of our stockholders, artists and clients."

He said RCA believed, however, that "time will show there is no profit to the network, the sponsor or the artist in the purchase of overpriced talent packages."

"Commercial program costs," he said, "must be measured by what radio is able to deliver to advertising sponsors. According to recent trade reports, some of the so-called 'assets' purchased in these deals were already purchased by other stations.

"Leadership built over the years on a foundation of solid service cannot be snatched overnight by buying a few high-priced comedians. If leadership is not a laughing matter."

Reminding the stockholders that 1948 was the most successful year in RCA's 30-year history, Gen. Sarnoff announced that profits in the first quarter of 1949 exceeded those of the first quarter of the record year 1947. He warned,
Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

Television is different

No one has to tell you that the "newest medium" is different. It is no stepchild of radio by a long shot. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived

Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

★ Does your representative have the same faith and confidence in the television medium you have?
★ Is your representative making any investment such as you have in the future of television?
★ Is your representative providing the television manpower necessary?
★ Is your representative giving you the adequate sales effort you need?
★ How well has your representative familiarized himself with your local television operation?

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits his pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both must suffer.

How do you come out?

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field full time. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the undivided attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use. You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and active service. It's a young company looking to the future with conviction and confidence in television. Our revenue and business future depend solely on television.

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.

Harrington, Righter & Parsons, Inc.
270 Park Avenue, New York 17, N. Y.

THE FIRST INDEPENDENT TELEVISION STATION REPRESENTATIVE

BROADCASTING • Telecasting

May 9, 1949 • Page 31
**VOICE' JAMMING**

SOVIET attempts to stifle the Voice of America at its larynx and reduce programs to a mere whisper behind the Iron Curtain were receiving urgent attention of State Dept. officials last week along both technical and diplomatic channels.

While Voice engineers were periodically penetrating effective Russian jamming operations, George V. Allen, assistant secretary for public affairs, awaited official reaction from Moscow on protest filed through International Telecommunication Union headquarters in Geneva April 30.

Mr. Allen charged the Soviet with "complete violation of the Madrid and Atlantic City Telecommunication Conventions and the Cairo and Atlantic City Radio Regulations." He asked ITU to request that Soviet authorities immediately "take necessary steps to put an end to the jamming operations." In addition, Mr. Allen requested that copy of his message be circulated among the other members of ITU, to which Russia is a signatory.

ITU officials last Tuesday acknowledged receipt of the Allen protest, and said it had forwarded the U.S. complaint to Moscow. The Union pointed out that it acts merely as clearing house for protests and has no power to implement its requests with authority. There was no official reaction from Moscow late Thursday. At the same time the Moscow Radio remained silent on either protest or jamming actions.

Meanwhile, the State Dept. was preparing late Thursday to request reinstatement of certain cash allowances for the Voice originally deleted by the House Appropriations Committee. Voice personnel were scheduled to appear before a Senate Appropriations Subcommittee Friday. It was believed the department would seek additional funds, in view of Soviet jamming efforts, to provide for increased signal strength at relay bases.

The department's information and education branches would receive a $2,500,000 increase overall but $2 million less than budget estimates--under the House-passed version. The Voice would get an additional $1 million boost. Specifically the House group deleted an item request of $514,000 for two new curnet-type antennas at domestic shortwave transmitters [Broadcasting, April 11].

Achenon Requests

Last Thursday State Secretary Dean Achenon asked the Senate group to restore the initial $2 million cut in the foreign information program. He cited that its activities were beginning "to pay big dividends" and were necessary to "refute deliberate misrepresentations which are being widely disseminated in non-democratic powers."

The jamming was so successful it reportedly blocked Voice transmission both in Moscow and the U.S. The Voice countered by stepping up its Russian language schedule to 24 hours daily, with two and a half hours reportedly halting through to Soviet Union last Monday. Between 50 and 60 transmitters are being used by Moscow, it is estimated, to jam Voice programs around the clock.

Mr. Allen announced last Wednesday that the State Dept. had "succeeded partially" in overcoming the jamming, attributing the breakthrough to "technical facilities" developed by American engineers.

Meanwhile, the Voice is continuing its 24-hour schedule of broadcasts to the USSR, with transmissions of the regular one and one-half hour program to Soviet Union repeated continuously.

The State Dept. said the Soviets reportedly were using from five to eight jammers on each frequency.

The Voice quickly developed a jamming countermeasure which blackouts by utilizing other wavelengths on the shortwave scale throughout all broadcast hours.

American engineers found, however, that jammers were found to "get on" any changes in frequency within 15 seconds.

The engineers took bearings with radar and determined that most of the jamming emanated from the Minsk and Khabarovsk areas. A State Dept. source contends, however, that the Russians had launched the whole Iron Curtain region from the Crimea to Vladivostok with "strategically located" transmitters with power ranging from kw up.

In his telegram to ITU, Mr. Allen pointed out that Russian jamming has been interfering with Voice transmissions for more than a year now, despite U.S. protests to the Soviet government which "proved of no avail."

Interference caused by jamming was also reported by BBC during its Russian-language programs to the Soviet Union.

Reports of Russia's jamming efforts have persisted since early last year, with the State Dept. admitting interference with its transmissions to eastern Russia in March 1948. State Dept., through the then U.S. Ambassador to USSR, Walter Bedell Smith, protested the jamming at that time and demanded "effective remedial measures." The official complaints went unheeded, however. Other protests were lodged, with the latest expressed at the International High Frequency Conference in Mexico City.

The Voice maintains relay transmitter bases at Munich and Wooferton, in operation at Munich are four 100 kw shortwave transmitters. At Wooferton are five 60 kw shortwave transmitters supplemented by BBC's 50 kw and 400 kw medium wave facilities.

Until recently IBD had aired two hours out of a total 23% to eight Iron Curtain countries, with an estimated potential audience of 42,400,000 people. Number of shortwave receivers in those countries is placed at 8,263,000, or 19% of the population.

**IBEW STRIKE**

Six Yankee Network Stations Affected by Walkout

TECHNICIANS at six New England stations of Yankee Network were on strike last week in a dispute involving a proposed 20% wage cut affecting 80 IBEW members.

The stations remained in operation personnel in charge. Officials said they are prepared to carry on indefinitely.

The strike started at 6 p.m. last Tuesday, forcing cancellation of a Braves-Cubs baseball telecast on WNAC-TV Boston and loss of time on Yankee stations ranging from 15 minutes to over three hours.

Company-owned stations affected were WNAC (AM, FM and TV), WAAB Worcester, WEAN Providence, WMTW Portland, WICC Bridgeport and WONS Hartford.

Linus Travers, executive vice-president and general manager of Yankee, said that six weeks ago union and management had met to negotiate a new contract, a company survey having shown that 17 more technicians were employed than were needed. Management had proposed that the 17 be laid off, he declared, adding they would eventually have been absorbed by the network's expanding TV operations.

Mr. Travers said that when the union would not agree to the personnel cut, a 20% wage cut effective May 1 was proposed for all engineers in stations outside of Boston—a readjustment down to the scale of wages prevailing in the areas where they worked.

Russ Lighty, IBEW international representative, said the strike was called to protest the 20% wage cut. He said current wages range from $57.50 to $94 in Boston and $55 to $90 outside Boston. He charged Yankee had refused to arbitrate or consider any but a wage cut and had refused to keep present contract provisions in force while negotiations were in progress.

"We are not a strike organization," he declared. "We try to settle disputes, if possible, by arbitration. In the last 10 years I doubt that we've had more than 10 strikes in the whole electrical industry in the New England states. However, we had no choice in this matter. We're defending ourselves against a cut the company instituted with unilateral action."

Announcers and newsmen at WNAC finished their day's work last Tuesday and then voted not to settle disputes, if possible, by arbitration. In the last 10 years I doubt that we've had more than 10 strikes in the whole electrical industry in the New England states. However, we had no choice in this matter. We're defending ourselves against a cut the company instituted with unilateral action."

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(Continued on page 54)
DAYTIME VIDEO

DAYTIME programming for WJZ-TV New York will start May 17 and will be extended to all other ABC owned and operated stations as rapidly as possible, Robert E. Kintner, ABC executive vice president, advised a news conference in Hollywood May 3.

Mostly concerned with TV, he made the following high-points:
(1) KECA-TV Los Angeles will debut early in August.
(2) With the operation of KECA-TV, network will have spent a total of six and a quarter million dollars in television stations.
(3) Plan is under study to sell Television Center, its 20 acre television studio site in Hollywood to Frudential Insurance Co. and lease it from them on long term basis.
(4) Deal being closed with 20th Century-Fox for its Movietone Newsreel to be telecast on ABC stations. Package would be backed by Camel cigarettes which now sponsors similar type show on NBC-TV.
(5) Hollywood would be the television production center within nine months to a year.
(6) TV is wiser long-haul investment than competing for services of high priced AM stars.

Starts at 2 p.m.

Stopping over in Los Angeles, en route to San Francisco where KGO-TV opened last week, Mr. Kintner said that WJZ-TV would begin to telexcast at 2 p.m. each day. He also said that KECA-TV would start at that time when it went on the air in August and would telexcast 10 hours per day five days a week. He said that kinescope material from the East would fill part of the time and that he looked for Hollywood to build programs which could be kinescoped and transmitted east after KECA-TV commenced operations.

In the wake of Mr. Kintner's statement of how much ABC will have invested in television when its fifth station is operative, he said that the network did not know when it would be in the black and hesitated to make any bold predictions.

In discussing programs, Mr. Kintner said that much would be "live," but added that films would be produced for the network. Declaring to name prospective film producers under consideration, he did say that Bride and Groom, five weekly AM program, would have a weekly airing via film. He also said that an audience participation program for television—featuring Bert Parks—also was being considered for film treatment via television.

Believes in Giveaways'

Asked whether "giveaways" were being considered for television as well as radio, Mr. Kintner replied "ABC believes in giveaways." While on the subject of programs, he said ABC was aiming at radio formats which cost between $5,000 and $7,000. Furthermore, he pointed out that $2 million a year is expended in AM programming and that this would continue.

He expressed regret over the loss of Bing Crosby and Groucho Marx but felt that suitable replacements would follow them next season. Furthermore, he said that ABC considered it wiser to invest in television rather than being involved in bidding for the services of high priced AM talent. He said that ABC would develop its own stars in television.

When Mr. Kintner disclosed the purchase of the Movietone Newsreel from 20th Century-Fox, he was asked whether there was any significance to the move. He said it was "a simple purchase" and that ABC stands ready to do business with all film firms.

THEATRE ARTS

TV Impact to Be Discussed

TWO-DAY session on "Television In Theatre Arts!" will be conducted at U. of Southern California at Los Angeles May 12-14 under the auspices of the Southern California section of the American Educational Theatre Assn.

Opening session Friday evening, May 13, will be a panel on "Television and the Theatre Arts Curriculum." Hunton D. Sellman, professor of drama at UCLA, will be chairman. The panel will consist of Gordon Minter, KTLA (TV) Hollywood producer; David Cran dall, KPIX (TV) San Francisco director of studio operations; Kenneth Macgowan, chairman of UCLA Theatre Arts Dept.; Robert Whitten, director of radio at Los Angeles City College.

Saturday program will open with a symposium on "Production Features on TV—Its Status and Future Prospects." Panel will consist of Edward Simmel, vice president in charge of production, Sesame Survey Productions, Hollywood; Klas Landsberg, West Coast director of television for Paramount Television and general manager of KTLA, and Harry Lubcke, technical director of Don Lee Television and president of Academy of Television Arts & Sciences.

Another panel titled "What Television Can Do For Education" will be led by William H. Sener, director of radio and television at U. of Southern California. A television demonstration is scheduled to be given Saturday afternoon, with the cooperation of ABC. Meetings will close with symposium on "Production Requirements for Television" featuring Edward H. Sobol, NBC Hollywood executive producer, and Marshall Grant, president, Marshall Grant Productions.

STANDING on site where new buildings will be erected to house WTAR Norfolk, Va., are (l to r): Henry Lewis, managing editor; Frank Ledger-Dispatch, with which WTAR is affiliated in ownership; Sheldon B. Hickox, Jr., manager of NBC Station Relations Dept.; John W. New, WTAR commercial manager, and Dick Lindell, WTAR assistant chief engineer.

CAPITOL

First Major Record Firm To Enter Television

CAPITOL RECORDS became the first major record company to enter television when Glenn Wallichs, its president, announced his firm's entry in Hollywood last week.

Mr. Wallichs said that Elmo Williams, formerly of RKO, will head the Capitol Television Division. Mr. Williams, who has spent the past several months in experimental work in television production, will organize a staff immediately. It will be headquartered in Hollywood.

In making the announcement, Mr. Wallichs said, "We believe television will be an ideal partner for records and that Capitol is equipped to produce television entertainment. Entertainment is our business. And with our background of producing phonograph records for home enjoyment and transcriptions for radio, plus our advantages in location in the world's entertainment capital, we feel that we are in an unusually strong position to add television to our other entertainment productions.

Besides having worked for RKO, Mr. Williams was associated with several British studios before coming to this country in 1940.

First Production Plans

It is expected that the firm's first production will involve the conversion of "Bozo the Clown" to a film series. For several months the character has been used in a live television format over KTTV (TV) Los Angeles. Capitol controls the television rights of this character.

Although Capitol does not own the television rights of any of its top recording stars, it is expected to make a strong bid for some of their services.
ABC-TV RATES
New Card Provides 7% Rise
ABC's new television network rate card No. 2, effective May 16, to be distributed this week to agencies and advertisers, includes 35 stations, an increase of 7½% over the network's 20 TV affiliates listed in the revised rate card No. 1 issued last November.
Total evening hour rate for the full 35-station network is $10,420, an average of $215.60 per station.
This compares with the previous total 20-station evening hour rate of $8,370, an average of $227.71 per station. The rate is up 7½%.
ABC points out, despite the great increase in the number of TV stations since last fall.
New rate card shows the same rate of discount applying to all time classes, day or evening, and an increase in the annual discount rate from 7½% to 12½%, same rate that ABC grants clients using its sound network facilities for 52 consecutive weeks.
Advertisers may combine purchases of the various classes of time in figuring discounts.
Class A time for ABC-TV is 6-10:30 p.m., Monday through Friday, and noon-10:30 p.m., Saturday and Sunday.
Class B time (priced at 75% of the A rate) is 5-9 p.m., Monday through Friday, and 10:30-11 p.m. seven days a week.
Class C (priced at 60% of A rate). Prices for time units of less than one hour are: 45 minutes, 60% of the hour rate; 30 minutes, 60%.

VIDEO HOOPERS
To Start TV-Network Reports
C. E. HOOPER Inc. in June will publish a report on May's TV-network program audiences, inaugurating monthly publication of TV-network Hooper ratings comparable to those for programs on the AM networks.
Announcement was made to Hooper agency, advertiser and network clients in a letter dated May 2.
The new network TV audience reports will be based on random sampling in 31 cities (nearly all of which now have TV service), the report on each program being based on samples from only the cities in which it is telecast. Individual programs will be reported in terms of Hooperating, share of broadcast audience and share of TV audience, each weighed to reflect the number of radio homes in a 50-mile area of each transmitting city in compiling the overall network rating.
In addition to the daytime and nighttime ratings for network video programs, sustaining as well as sponsored, on an overall network basis, the new reports also will contain individual city ratings for programs airing in New York, Chicago, Los Angeles, Philadelphia and Washington.

CBS COLOR VIDEO
Denies Rumor of Transmitter
CBS has stated that reports it was installing a new color television transmitter in New York were without foundation.
"Apparantly a misunderstanding developed from the fact that CBS requested temporary permission of the FCC to test the transmitter of its existing experimental ultra high frequency station, W2XCS New York, which went into operation in 1946," an official CBS statement said. "The purpose of the test, for which temporary permission was sought, said CBS, was to measure "certain technical characteristics prior to a routine change in frequency of the station."

PIONEER in its field, Washington Television Circulation Committee has been keeping track of TV growth in nation's Capital since December 1947. Committee members, examining graph showing video set ownership increase of more than 600% in Washington in 16 months, are (1 to r): Howard Bell, WMAL-TV, Gordon Williamson, W7VG (TV), Bill Tremont, WOIC (TV), and James Seiler, WNBW (TV), all Washington stations.

PARAMOUNT Separation of TV Interests Pending, FCC Told
FCC WAS ASKED last week to withhold action in the Paramount-Dumont case and accept evidence on the separation of Paramount Pictures' television interests through a corporate reorganization [BROADCASTING, Feb. 14, March 7].
The request was made by United Detroit Theatres Corp., Paramount subsidiary, in the case involving its application and that of WJR Detroit for a television station in Detroit.
FCC has held, in a proposed decision, that Paramount's 29% interest gives it control of Allen B. DuMont Labs, operator of three TV stations [BROADCASTING, Dec. 20, 1948]. Through acknowledged subsidiaries, Paramount owns two stations. Its other TV applications and those of DuMont accordingly would have to be denied to comply with FCC's multiple-ownership limitations.
In the petition filed last week, FCC was formally notified that the anti-trust consent decree signed by the companies to separately owned firms, one to handle production and distribution of pictures, the other to handle exhibition of films, would be impossible.
United Detroit Theatres, it was explained, will be a property of the theatre company, United Paramount Theatres Inc., after March 3, 1949. The only established TV station which this company will own is WBBK Chicago. Under FCC's five-station ceiling, therefore, United Paramount Theatres will be eligible for four other stations.
The DuMont interest and Paramount's other established station, KTSA (TV) Los Angeles, will go to the new production and distribution company. Thus the picture company would be allowed one more station even if the Commission made final its ruling that the film firm controls DuMont.
United Detroit asked FCC to hold up action on its proposed decision until evidence on the new corporate plans can be taken. The company also requested oral argument on its petition. The request was filed by the Washington law firm of Hogan & Hartson.
The United Detroit application will be amended "at an appropriate time" to reflect the corporate changes, FCC was told.
Meanwhile, another question hangs over all Paramount radio plans. This is the question of the radio qualifications of all firms involved in adverse anti-trust decisions. FCC currently is studying the problem and in the meantime is passing over the applications of such companies.
Reiterating that Paramount is not disqualified by the anti-trust decree [BROADCASTING, March 21], the film company submitted a memorandum to FCC last week calling attention to the fact that its radio interests will be in the hands of new companies in the future.
When Paramount is separated into the two new firms "the nature of Paramount's business and its organization will be completely changed and the disability, if any, which may have existed because of the anti-trust proceedings must of necessity fall," the company asserted. The memorandum was filed by D. M. Patrick of Hogan & Hartson, and Thurman Arnold, Abe Fortas, Paul A. Porter and Walton Hamilton of Arnold, Fortas & Porter.
In addition to Detroit, Paramount Theatre subsidiaries are applying for television in Boston and Tampa; Paramount Television Productions, operator of KTSA, is applying in San Francisco; and Tri-States Meredith Broadcasting Co., half owned by Paramount, is applying in Des Moines. DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh and is applying in Cleveland and Cincinnati.

UN VIDEO
Facilities Now Available
PERMANENT facilities for television coverage of the United Nations activities at Lake Success and Flushing Meadow, N. Y., are now available to NBC and CBS. With TV cameras permanently emplaced, the programs will be able to have instantaneous feeds in the event of quick-breaking action.
In addition, the United Nations will make kinescope recordings of important happenings and ship the tape to the world. All kinescopes and equipment will be supplied by RCA Victor Division of RCA, which is also installing television receivers throughout the Security Council and General Assembly buildings.
CBS plans to carry the meetings daily from 10:30 a.m. to noon and from 3 to 5:30 p.m. on days when it is in session. Baseball NBC's schedule has announced no definite schedule but will monitor the discussions continually for events or discussions of particular interest to which it will switch the network.

Page 34 * May 9, 1949
WWJ-TV first television station in Michigan still leading the field . . .

More than two years of daily operation have given WWJ-TV the television know-how that results in better pictures, better programming and better commercial adaptability. This know-how is reflected in its local schedule of top crowd-drawing attractions including three seasons of University of Michigan football . . . three seasons of Detroit Tiger baseball . . . as well as two seasons of Detroit Red Wing hockey, and horse racing. Such features, together with outstanding NBC shows, are the main reasons why WWJ-TV is first, by far, with Detroiters . . . as proven by surveys . . . and with advertisers as proven by results.

Yes, WWJ-TV is the sure bet in television in the multi-billion-dollar Detroit market.
Telestatus

TO PATHOM television's future, to bolster up its own opinions and guesses for the benefit of its curious clients, BBDO approached a group of leaders in radio, television, advertising and allied fields, and asked them six questions. The answers to these questions, summarized, tabulated, charted and illustrated with numerous quotations, BBDO has published as a 43-page brochure, simply titled: 'Television's Future'.

In its foreword the agency points out that those questioned form "a highly selective group—less than 35 people. Yet in terms of their connection with the industry, these are people who are close to the picture—the heads of the networks, the key people in each field who must keep alert to the future progress of television and radio." Noting that some crystal gazing was unavoidable in dealing with an unknown future, the agency states: "Yet it will be found that there is often a remarkable amount of agreement on this future. If these men are gazing into crystal balls, at least they are some of the best crystal balls available at the present time."

TV vs. Radio

Question I: Who will television become more important than radio? Five years from now, in 1954, was the majority answer to this question, with 60% moving TV into top rank before the end of 1964 and 77% foreseeing it as more important than radio by the end of 1957. A fifth of the group believes that television will pass radio by 1953.

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(Chart 1) The manufacturers of radio and TV receivers see television as more important to them right now, in that, as one of them phrased it, "television has a future and radio hasn't."

Question II: How will the eventual cost of television time and facilities compare with what we now pay for radio? "As might be expected, nobody sees television as costing any less than radio," BBDO reports. "However, there are many who feel that the increase over present-day radio costs will not be too great. And there are a few who believe that, in the long run, the cost of television will become roughly comparable with current radio costs."

However, the report hastens to add, "any optimism as to TV network costs is not shared by the networks. In contrast to the other answers, the heads of the major networks estimated future television costs as follows: 100% greater; 'three to four times greater', 'four to five times greater.' There is still a gap between those who guess the future and those who will set the rates," the agency concludes. (Chart 2)

Question III: How will the cost of television programs compare with current costs of radio programs? "While almost everyone expects the cost of television time and facilities to be considerably larger than those for radio, there is not quite the same feeling about television programs," the report notes. "Opinion was divided about two to one between those who expected television program costs to be higher (68%) and those who expect them eventually to run about the same as radio (27%)." It is noteworthy that network officials agreed that generally the cost of TV shows will be comparable with those of today's radio programs. (Chart 3)

Question IV: How will advertisers use television—once a month with a costly show or once a week? More Than Monthly "Opinion is overwhelmingly that advertisers will use television on a more frequent basis than once a month." BBDO summarizes the answers to this question, "Once a week" is the majority choice, with "the overall feeling that television will be used in much the same manner as radio is now used."
The report notes that in finding once a month too infrequent for good advertising, some of the respondents pointed out that "in order to obtain the desired frequency in an era of higher costs, shorter programs may be required."

Question V: Will radio die as silent films did or will a few radio networks still be important advertising mediums? Unlike some public statements predicting radio's early demise, those queried by BBDO largely agree that radio will survive, but differ as to the role of sound broadcasting when TV has matured. A number see radio becoming a daytime medium; others believe it will serve principally the remote areas not easily reached by television.

(Continued on page 88)

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NATIONWIDE TELEVISION Corp. will release a series of Hal Roach pictures for Regal Television Corp. starring Fred MacMurray, Brian Donlevy, Joan Bennett and others. In addition to the 12 feature pictures the company announced that it will release 18 Hal Roach streamliners, 26 two-reel Hal Roach comedies and ten Laurel and Hardy features. A number are available for television immediately. Robert Wormhoudt is general manager of the firm. MacMillan Petroleum Corp., Los Angeles, has contracted with Telefilm Inc., Hollywood, for a 13 weeks showing of "Roving Comers" on WNTB (TV) New York. The firm has also renewed a 13-week series over KTLA (TV) Hollywood.

Princeton Film Center has announced the appointment of Lynn B. Barnard to direct the expanded television activities of the film center. Formerly with BBDO, Mr. Barnard produced TV shows for several of BBDO's leading accounts, including Servel Refrigerator and Royal Crown Cola. He produced one of the first large scale shows, a film on a television network, entitled Old Man River. Mr. Barnard served as a Lt. Comdr. in the Navy during the war and was in charge of a film producing unit.

Perez Joins Cinemat; Sagner's Buys on ABC-TV

Paul V. E. Perez has joined Cinemat Inc., New York, as director of television sales. He will specialize in promotion of one-minute commercials among ad agencies and their clients. Mr. Perez was formerly with Muzak Corp., New York.


Tressel Television Productions, Chicago, has sold its Projectall to KTLA (TV) Los Angeles and WFTL-TV Philadelphia. Firm has signed freelance actor Richard Victoria to a talent contract. Four one-minute live action, sound-on-film commercials are being made by Douglas Productions, Chicago, for Hollingsworth and Collins agency, Rockford, Ill. Product, a gas range, is featured in two modern kitchen settings. One-minute spot made by the same company for the Chicago Motor Club will be telecast on WGN-TV Chicago. Live action and stock-film shows motor club's facilities for planning all kinds of travel and its insurance plan. "Encyclopedia Britannica, Wilmette, Ill., is releasing four classroom films — "English Children," "Rikki the Baby Monkey," "Making Glass for Houses" and "Making Soap" — for use on video.

Spring meeting of the Screen Directors Guild will be held at 8 p.m., May 17 at Park-Sheraton Hotel, New York. The Guild's paper, "The Screen Director," will be published editorial board, with Guild President Jack Glenn continuing to supervise publication. Television trade news will be handled by Lloyd Durant, B.K.O.-Pathe Inc.

Toluca Firm Formed: Weiss Makes Animal Shorts

Toluca Productions, Hollywood, formed by William T. Crespinel and son, William A. Crespinel, will produce 52 television films based on college campus. Programs on 15 minute format will be shot on 16mm. William T. Crespinel is former head of Cinecolor... Lou Weiss & Co., Hollywood, is making series of 10 minute animal shorts aimed at children's audiences... Bel Air Productions, Hollywood, will produce 10 half-hour films utilizing fairy tales... Franklin Television Productions, Hollywood, plans 26 half-hours on film titled "Arabella's Tall Tales," featuring juveniles four to 12 years old. Producer is John Jay Franklin.

Caston Productions, Los Angeles, currently producing series of eight one-minute TV film commercials for Portner & Perrin Mfg., Los Angeles. Films to be distributed in East for national use. Company also producing 13 one-minute commercials for Players Restaurant, Los Angeles.

Telecom Offers Spots; Villager Features 16mm

Telecom Productions, Oak Park, Ill., is offering advertising agencies and their clients one-minute commercials starting at $200, as described in a four-page color brochure which has been mailed to 1,500 agencies in St. Louis, Milwaukee, Detroit and Chicago... Studio staff of The Villager, Chicago suburban photographer for 12 years, is specializing in 16mm sound films for TV exclusively... Gardner Bread Co., Madison, Wis., is showing a series of six one-minute films in Wisconsin and Minnesota theatres preparatory to telecasting in the same areas. Produced by Bowman Films, Chicago, the series features a four-year-old girl (pictured as the firm's... (Continued on page 44)
Music for America

...class "A" musical showcase
with high Sponsor-appeal

✩ This is the music of America, the melody favorites of a nation that loves to
dance and sing. This is music in many moods, reflecting the varied backgrounds
of the people who make up this land of ours. This is "Music For America,"
performed by today's star conductors and soloists.

✩ But more! Production is BIG, to attract the listener, but simple for fool-
proof local presentation. Every moment is commercially planned; every cue is
timed to the second; every musical selection is individually auditioned. Scripts
are expertly written; no excess wordage robs the music of its charm or the
commercial of its sales punch.

✩ Promotion aids include pictures, stories, teasers...all in a sales-appealing
brochure...available to all Associated subscribers.

✩ Here's a half-hour weekly of completely professional radio...which, like
other Associated "Shows That Sell," is STAR entertainment...planned for spon-
sorship. Program "Music For America" and you'll be "programming for profit."

*Another in the series of profit-building "Shows That Sell"
Dayton, Ohio, and Miami Valley children by the thousands are enchanted by the adventures of Timothy Terrier, Benny Bunny, Esq., and Christopher Quimby Skunk. Stories are told with warmth and beauty by the "Cut-Out Lady," Ann Rike, who cuts out silhouettes of the animals and mounts them on backgrounds which she creates while telling her story.

Written and directed by WHIO-TV's own Joan Ames and Catherine Steffan, and produced in WHIO-TV's studios by Don Wayne, this unique program has a wide appeal for children from three to seven. Grown-ups love the show, too. Endorsed by educators and parents alike. First and only television program for children produced in Dayton. Now available for sponsorship. Contact your nearest Katz representative for details.
television; a few think it will continue to provide musical programming where sight is not so important. One interviewee thinks there may be "two sound networks—one programmed for markets with video; the other for markets without video." (Chart 4.)

Question VI: Will advertisers use both radio and television?

There were no negative answers to this one, but the unmodified "Yes" votes (73%) were accompanied by a minority (27%) who replied: "Yes, but only for a while," believing that eventually TV will take over completely from sound radio. Network opinion was "emphatically yes," BBD0 states, the network executives all believing that advertisers will continue to use both forms of broadcasting.

New TV Console DELIVERIES to distributors of Westinghouse's first television console with a 16-inch picture tube will be made by the end of this month, J. F. Walsh, sales manager for firm's Home Radio Division, announced. Suggested retail price for the new receiver, model H-216, is $599, plus excise tax and installation fees. Price will be slightly higher in the West. The receiver has 27 tubes, plus five rectifiers and picture tube. It is equipped with a 10-inch permanent magnet speaker.

FCC CRACKDOWN More Time Denied 3 TV Grantees

A tightening attitude toward television permits was evidenced by FCC last week. In actions Thursday, the Commission refused additional construction time to three grant holders because of "apparent lack of diligence." FCC also turned down two requests—filed by WMBR-TV Jacksonville, Fla., and WAFM-TV Birmingham—for "interim" operation with 500 w until the stations can get on the air with their authorized facilities.

Permits denied further time to complete their stations were the City of Jacksonville, Fla. (WJAX-TV); Jacksonville Broadcasting Corp. (WPDQ-TV), and West Central Broadcasting Co. (WEEK-TV Peoria, Ill.).

The Commission provided in each case that the denial will be set aside, pending hearing, if the permittee requests hearing within 30 days. Comrs. George E. Sterling, Paul A. Walker and Frieda Henlock voted to give WJAX-TV more time. Comr. Henlock did not participate in the WEEK-TV case.

Action in the WMBR-TV case indicated a relenting rather than a more stringent approach. There was an earlier request for additional time which was set aside pending hearing. Although it denied WMBR's request for interim operation with 500 w, the Commission looked at the hearing and allowed WMBR to pursue work of its 5 kw transmitter. Comrs. Jones dissented, voting for hearing. Chairman Wayne Coy did not participate in this or the WAFM-TV decision.

In refusing WAFM-TV's request to operate temporarily with 500 w, the Commission said it was prempted by the fact that "not only would the signal furnished to the city and metropolitan district of Birmingham be reduced substantially but a substantial loss in service to the rural areas and populations would result."

Meanwhile the Commission granted additional construction time to three other permittees: WCON-TV Atlanta, to Dec. 15; WTVN (TV) Columbus, Ohio, to Dec. 1; and WMBT (TV) Peoria, Ill., to Sept. 29. Comr. Jones voted for hearing on the WCON-TV and WMBT requests and for denial of WTVN's. Comr. Sterling joined him in the WMBT case. Comr. Henlock did not participate on WMBT.

Don Lee Grant

Don Lee Broadcasting System meanwhile won a grant of its application for reinstatement of construction permit for its experimental W6XAO (TV) Hollywood and for an additional six months for completion. With Comrs. Sterling and Henlock voting for a partial grant, the majority ordered into the pending file W6XAO's application to change transmitter sites, increase power and make changes in equipment. The actions do not disturb Don Lee's current operation of W6XAO commercially under a temporary authorization from the Commission.

RADIO LEADS

With TV Owners, Poll Shows

Radio is still the principal source of home entertainment among television set owners in Greater Cleveland, according to a poll taken by the Cleveland Press and published May 2. In answer to a question: "Do you listen to radio since installation of your television set?", 93% replied "yes" as against 4% "no" and 3% "seldom."

The poll showed radio listening is predominant during the day, while television is the principal attraction in the evening hours. TV set owners also were asked if some members of the family listened to radio shows while the video set is operating—27.5% replied "yes", 72.5% "no".

Among non-TV set owners who were asked if they planned to buy a receiver, 45% answered "yes" and 19% "hope to." Of the 30% who answered "no," the major reason given was the cost of the sets. The majority indicated their desire to buy later if prices come down.

WOIC Film Showing

DOCUMENTARY film story of the present status and significance of television will be shown by WOIC (TV) Washington and the CBS network at the Washington Advertising Club luncheon May 10. Eugene S. Thomas, WOIC general manager, announced last week. Titled "Television Today," the 35-minute film was produced by Victor M. Ratner, CBS vice president in charge of promotion, and was photographed in CBS-TV's recently completed Grand Central studios.
AL GOODMAN ... musical director of more than 150 Broadway shows, a radio name with "Prudential Family Hour," "Fred Allen Show" and "Hit Parade" credits.

TED DALE ... the sensation of the current radio season — his brilliant arrangements spark the Buddy Clark "Contented Hour."

GLENN OSSER ... ABC staff conductor; chief arranger and assistant conductor for Paul Whiteman; his music has paced the Treasury Star Parade, the Schaeffer Revue, "Tea and Crumpets" and the ABC television show, "American Minstrels."

RAY BLOCH ... who holds the record for having the most radio shows at one time — currently on "Toast of the Town" and "Sing It Again" for CBS and the WNBT Arrow television show.

JAY BLACKTON ... wielded the baton for such stand-outs as "Oklahoma!", "Carousel", "Inside U.S.A." and "Annie Get Your Gun."

D'ARTEGA ... Three-in-one ace, composer - arranger - conductor, penned "In the Blue of Evening," "Fiesta en Granada" and a host of other Latin-American favorites.

This is Associated...


THE BASIC RADIO LIBRARY

Associated program service

A DIVISION OF MUZAK CORPORATION
151 West 46th Street, New York 19, N.Y.
Editorial

Plowed Under Down Under

AUSTRALIA's commercial broadcasters have solved their giveaway problem without recourse to government, or lottery laws.

The down-under broadcasters, who readily admit their program structure closely follows ours, jumped the giveaway bandwagon several years ago. They found that (1) the mention of band and name came up regularly in advertising content beyond the limits of their code; (2) that it was "space farming," i.e., a free-ride for non-paying advertisers; (3) that the paying advertiser failed to derive maximum benefit; (4) that it artificially stimulated audience.

So the Australian Federation of Commercial Broadcasting Stations acted. It did not ban giveaways. It decreed simply that as of last March 1, prizes could be awarded, but there could be no brand-name mentions. FCC, are you listening?

Order Out of Chaos

TWENTY YEARS ago the radio catch-phrase was: "Bring order out of chaos." It was purely a problem of electrical interference stemming from the hit-and-miss authorization of about 700 stations on the then standard (AM) broadcast band and all stations.

The reallocation of 1928, and on its heels introduction of the directional antenna and a change in licensing philosophy, today there are 2,000 stations in the AM band on 106 channels, with most of those channels so overloaded that nighttime service has been abandoned. Add 728 operating FM stations and 60 TV stations and you get the radio picture.

Today there's talk of bringing order out of impending chaos. There's some hysteria. There are operators who feel that FM was forced down their throats and has given them a giant bee in their Bonnet.

If the FCC's present plans are carried out, the FCC will be closing stations. There are operators who feel that the present FCC is seeking to do the same in TV.

An FCC official puts it this way: "Now we are told to get into television by no less a person than the FCC chairman himself. He tells us: 'You have to raise the cost of TV or to finance the lesser; he does not tell us how. As industry we should have noticed when the Commission violates its own rules and pilotstations were not licensed for the first time after frequency, causing unending and indis-\n\n\n
Jam-ski Session

THE TEMPEST over Soviet jamming of Voice short-wave broadcasting is making headlines, and, collaterally, a lot of hay for expanded operations under State Dept. auspices.

Russia, it appears, has sunk some $30 million into 60 high-power jam-mitters to blast away at VOA broadcasts to Europe. England reports similar air-jamming. The all-out campaigns, we're told, had been timed for opening of conversations leading toward lifting of the German economic blockade. Our counter has been the use of higher power.

This radio configuration is really only the most spectacular phase of a long-smouldering etude in the West. When the old Vaudeville walkon of or kicked over the traces at every international communications conference held since the war's end. The most recent occasion was the Mexico City conference which closed in confusion a month ago when the Soviet attempted to force a disproportionate allocation of the very short-wave frequencies it is now jamming to fare-thee-well.

The comparison of the jamming for months. Comr. George E. Sterling, who headed our delegation at Mexico City, has said so in repeated piecemeal session statements. It is evident now that Russia never intended to agree to planned use of the short-waves. Sixty high-power transmitters costing a half-million dollars each can't be installed overnight.

We have been the jaundiced-eye department on the efficacy of the Voice of America. The Soviet activity seems to belie our contention that the Europeans seldom listen to short-wave (1) because they do not have the sets; (2) because the European, like the American, listens to foreign stations, but not to their station; (3) because of their nationalistic-ness. In a word, the Commission itself now tells us that we must get into the short-waves, but they actually have so curtailed the profits of radio that the very thing we need most to get into television is being denied us.

There's no doubt that many broadcasters harbor this view. They feel they were sold a bill of goods on FM. Most of them feel the tremendous impact of TV. But they are wary lest they buy another bill of goods.

No rule-of-thumb can be applied in TV. People who risk their capital are entitled to some degree of protection—protection against overloadings and degrading of assignments that will result in a shallow profit or no profit at all. No one has a survey—i.e., an international coincidental. A high-level mission of representatives of radio as well as of the government could do it. The mission could ascertain whether they listen to VOA in Europe, whether they listen to their domestic stations or to the military government stations, like RIAS in Berlin, which is faced with closure because of an extraordin-

B O O K  W A R N E S T E D

ACK in 1924, when radio to most people was a mysterious gadget that "could never amount to much," Ralph Foster closed off 1 x 12 feet of space in a corner of his St. Joseph, Mo., tire shop, set up a microphone and opened a radio station. What at that time was strictly a hobby has developed into a life's work.

Today Mr. Foster is president and general manager of the highly successful KWTO Springfield, Mo.

Born in St. Joseph on April 25, 1893, Ralph Donald Foster came by his pioneering spirit honestly. His father was one of the first persons to start weather forecasting in this country. The Washington Weather Bureau archives still hold many records of the early forecasting ideas of the elder Foster.

Ralph Foster received his schooling in Washington, D. C. As a young man he returned to St. Joseph and opened a Firestone tire shop, preparing to enter the fast-growing automobile industry—until his hobby diverted his interest.

His first radio venture was developed primarily as an outlet for his vocal talents and those of his tire store partner, Jerry Hall. Operation began with 15 watt power on a 347.5 meter wave length and a home-built panel designed by Fritz Bauer, who is still with Mr. Foster as KWTO chief engineer.

Partners Foster and Hall were the announcers and entertainers and anyone who came in the store and could sing, whistle or act, served as talent. Programs were frequently interrupted and the air left dead as the announcers stepped outside to patch in an inner-tube.

Fame soon came to the young men, however. Firestone dubbed them the "Rubber Twins" and featured them—and the mysterious new radio medium—in newspaper ads all over the country. Lucky Strike cigarettes used their pictures on posters and billboards and they toured the country, singing at conventions of all kinds.

The idea that radio was really a commercial vehicle came to Ralph Foster when Firestone sent him a bunch of small rubber tire ashtrays. He made an announcement on his 15-wattter that the first 100 people buying gas at his store would be given an ashtray free. Traffic was stopped for more than an hour in that section of St. Joseph and every ashtray was given away.

In 1930 the cubby-hole operation changed to (Continued on page 44)
HOW TO "ALTER" A BRAND!

"XIT" "Ten in Texas," early brand of a ranch comprising 10 counties.

A FAMOUS WESTERN BRAND! They said it couldn't be "altered" — yet look how a clever rustler added "XIT" cattle for his own herd at the nearby "STAR CROSS".

When sales figures of your brand need to be altered UPWARD in South Texas... legally, of course... better heat up a campaign.

Another FAMOUS WESTERN BRAND

Brands Reproduced © C. C. DABNEY, Fredericksburg, Texas

WOAI
San Antonio

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston
Respects
(Continued from page 44)

the commercial station of KGFX and late in 1932 Mr. Foster's brother-in-law, C. A. Harfst, bought out Jerry Hall's stock in the station. Both partners long before had fallen in love with the Ozarks or southern Missouri and southwest Arkansas while on fishing and hunting trips. In 1933 they decided to mix business with pleasure and moved KGFX to Springfield, Mo. The one untaught market of the Ozarks.

Establishing the outlet on 1370 kc with 100 w, Mr. Foster started building a base in the Shangri-La market and has for the station. His theory about the industry was —and still is—that if a station was going to survive and make money, it must be built with local talent and with a definite personality of its own—not just another chain station, but one the people of the area would feel was a part of the Ozarks.

First came a complete news department under a veteran newspaperman of the hills, John E. Pearson, now head of KGFX's newsgathering department. John E. Pearson Co. Mr. Pearson wrote and broadcast about local people and human interest items and won friends for the station among the Ozarks. He also handled the market broadcasts for the Union Stockyards in Springfield.

Next Mr. Foster developed a staff of home talent. Commercial were "follies" and hillbilly entertainers were coached to "do the pitch" personally. Since weather means everything to the highly diversified Ozarks region and since it had played an important role in Mr. Foster's life, he induced the local U.S. Weather Bureau to broadcast several times daily via remote control lines, as well as provide copy for newscasts. Ralph Foster is generally credited with conceiving the idea of regular remote reports when he was chief of U.S. Weather Bureau in Washington soon established the format of the Springfield bureau as a standard for other bureaus throughout the country.

KWTO Begins

Dream of a station that could reach deep into rabbit warren and "hawg waller" in the Ozarks, brought KWTO into being in 1938. Unable to get more power for KGFX, Mr. Foster obtained the license in 1938 on behalf of St. Joseph at Grant City, Mo. Changing its frequency to 560 kc and raising the power to 500 w, he tagged the station KWTO—"Keep Watchin' The Ozarks.

KWTO broadcast daytime only and picked up KGFX at night. Mr. Foster continued to increase KWTO's power from 2 kw in 1935 to 5 kw in 1936, and in 1943 began nighttime operation with 1 kw. Separate ownership of KWTO KGFX was ordered by the FCC in January 1944. To Mr. Foster turned his full attention to "Keep Watchin' The Ozarks." The two stations continued to share the building at

508 St. Louis St. in downtown Springfield until late in 1948. Shortly after the ownership separation, KWTO began broadcasting with NBC Blue and remained with ABC when that network became a separate operation.

Mr. Foster's emphasis on personalizing the KWTO operation also extends to his business office and community activities. He is one of the area's most enthusiastic boosters and is tireless in his efforts to introduce "outiders" to the sports and scenic charm of the hill country.

Mr. Foster's hunting lodge on Lake Tanycomo and his fishing shack on Beaver creek serve as a Shangri-La for many of radio's luminaries. Among his most frequent guests are B. Earl Puckett, president of Allied Stores; John Pearson, and A B C Breakfast Club's Don McNell, who has vacationed there every spring for the past seven years. Mr. McNell gets the brunt of one of Mr. Foster's favorite stories that illustrates his thesis: The story concerns a man who offered KWTO's Slim Wilson than they do for famous network personalities.

As Mr. Foster tells the story, he and a party of friends, including St. Joseph trustee John Pearson, McNeil, were making a float trip on the White River deep in the north Arkansas hills. A native, who had heard of the trip, stuck his head out of the brush on the bank and called, "Thet thar the KWTO fishing party?" "Sure is," Mr. Foster replied, and pointing to a man in the boat, he added, "And there's Don McNeil." "So what," the native returned. "I want to know what ever come of John Pearson. Is he be with you?"

Mr. Pearson had left the station five years previously, after nine years with KWTO's news department.

The atmosphere of the Foster hunting lodge also is found in the Foster business office. There among mounted fish and stag horns he conducted his business with radio executive and civic leader. A typical day's scene in his office finds a couple of fellow Rotarians or

WKY-TV DEBUT

June 6 Starting Date Set

TELEVISION will make its formal debut in Oklahoma on June 6 when WKY-TV Oklahoma City bounces into schedule. [BROADCASTING, May 2]

The station will be taking the air only a year and four days after the FCC granted its construction permit, F. A. Sugg, station manager, said. WKY-TV studio is in the Little Theatre of the Municipal Auditorium, Oklahoma City. The balcony has been walled off for control room space. Seating capacity of the Little Theatre is 300. Free air will be used on the video set. For its remote broadcasts, WKY-TV has a custom-built bus, made by Flexible. The station has signed contracts with ABC and CBS television networks.

TBA REPORT

Sent to Membership

FIRST of a new series of quarterly reports by Television Broadcasters Assn. Inc., on "The Status of the Television Industry," is now being distributed to group members Fred Baltin, TBA secretary-treasurer, supervised the booklet's production, with Richard Ives, public relations aide, in charge of compilation and editing.

Included in the 40-page booklet is information on the number of operating stations, status of the "freezer" network business, facts and figures, sponsors and product classification, network facilities, survey digests on TV set markets, video's effect on U.S. living, industry problems, show ratings, estimated set ownership by cities, receiver production and shipments and television sponsor "success stories."

Film Report

(Continued from page 39)

trade mark on each bread spread) as heroine in nursery rhymes. Each film starts with a familiar rhyme, and ends with a commercial message rhyming in the same meter. One set shows a fairyland house made of bread, with a roof of toast, which collapses when the announcer says "You can't have your bread and eat it too."...

Filmmack Trailer Corp., Chicago, is producing continual spots of motion picture preview attractions for the Chicago Theatre, the Interstate Theatres [Houston, Dallas, Ft. Worth] and the Wometco Theatre Corp., Miami. Films, which utilize only color, music and voice, are later shown on video. Season spots are also done monthly for Spiegel's, Chicago retail and mail order house. The stay, president of the firm, is now in San Francisco, where he attended the annual convention of the Variety Clubs of America last week.
To the PRESS and RADIO:

Subject: BOX CARS BELONG ON RAILS

One way of looking at our vast system of railroads is to regard it as a special sort of highway -- a highway constructed for the transportation of extra-heavy and extra-large loads with unequalled efficiency and economy.

Because this system exists, there is no necessity for overstraining and breaking down our public highways with excessive loads. These public highways are built and maintained at public expense -- by taxes paid by you and me.

Highway authorities are becoming more and more concerned over the fact that the public roads are being overloaded in both traffic volume and structural capacity, with consequent heavy damage and high cost to the taxpayers.

According to these authorities, these heavy loads are prematurely destroying thousands of miles of the nation's public highways. They are making bituminous pavements rough and rutted. They are causing concrete roads to pump at the joints and deteriorate rapidly.

Our railroads were built to provide heavy, mass transportation -- the sort of transportation which, when done on the highways, forces the public to pay more and more for roads out of which it is getting less use because of a relatively few extra-large and extra-heavy vehicles. Box cars are built to do heavy, long-distance hauling, and they should be kept on roads of rails and not put on our already crowded public highways.

Sincerely yours,
TALENT TANGLE May End at Meeting In New York Today

A MEETING tonight (May 9) in New York may end the television talent angle which has delayed organization of a video actors’ union.

Jurisdictional squabbles among branches of the 4A’s (Associated Actors and Artists of America) are now said to have been largely ironed out.

In fact, so far along are the negotiations between the 4A members that Actors Equity council last Tuesday decided not to adopt a "prodding resolution" recommended by the Equity membership—at least until after tonight’s meeting of the 44A committee seeking to solve the television union puzzle.

At this juncture, what appears likely to emerge, although details have not been made public, is a new 4A organization called the "4A’s Television Authority."

It will bargain for video actors and make contracts for them. Members of 4A branches will not pay separate initiation fees or dues to the new organization but their branches will contribute to its support, at least initially.

The governing board of the new organization will be elected by members of the various 4A branches governing boards. The governing board of the new organization will select its own paid chief executive. There is considerable talk that George Heller, executive secretary of American Federation of Radio Artists, will be chosen for this job. If so, it is expected that he will be required to relinquish his AFRA post.

Efforts to end the television talent deadlock have been the subject of negotiations among 4A branches for many months. A plan based on the merger of AFRA, Actors Equity, Chorus Equity, American Guild of Variety Artists and American Guild of Musical Artists—all 4A members—failed last winter. Had it gone through, Screen Actors Guild and Screen Extras Guild in Hollywood would have become a partner in the merged organization in so far as TV is concerned.

That merger effort failed finally after Actors Equity turned thumbs down. After that, however, Actors Equity took a prominent part in reviving talks for some other solution. That it has thrown its prestige behind such an effort is regarded as one reason for current progress. Equity has been spurred by the feeling that television is advancing so rapidly that it already is late in the day for such organizational work to be in so elementary a stage.

Equity members, feeling the same way, resolved at their quarterly meeting April 29 to recommend that the Equity negotiators among the 4A television committee wind up their negotiations as quickly as possible, that they be permitted to endorse the plan of the 4A television authority without coming back to Equity council for approval and that other 4A branch councils authorize their negotiators to do likewise. The resolution further provided that if other 4A branches do not so empower their negotiators within 30 days, a general membership meeting of all 4A people will be held in New York to go over the whole plan.

It was this resolution which Equity council had before it Tuesday. It is understood that council members were so impressed with reports of progress that council decided to defer action on the resolution. Should the meeting tonight not produce an agreement or offer prospect of an agreement in the near future, Equity council may reconsider the resolution at its next meeting tomorrow.

WCAU-TV Rate Card

WCAU-TV Philadelphia has issued its new rate card No. 5, effective May 1, 1949, to agencies, advertisers, timebuyers and other purchasers of television time. This third rate card of the station since its formal opening on May 23, 1946, is based on the 150,000 TV receivers now in operation throughout the Philadelphia market.

KGO-TV OPENS

Uses Extensive Promotion

KGO-TV San Francisco, the Bay Area’s second television station, went on the air May 5, [BROADCASTING, May 2] following an extensive promotion campaign which began early in April. The campaign included everything from full page newspaper ads—placed in conjunction with special TV editions—to street giveaways and free balloons distributed to children at Golden Gate Park playgrounds.

Opening night for the fourth ABC owned and operated TV station was a Hollywood type extravaganza. Golden Gate Theatre, where comic Garry Moore handled the dedicatory program on the stage, was bathed in flood lights, as were KGO-TV’s Television Center and it towers atop Mt. Sutro.

A special welcoming program for KGO-TV was telecast the day preceding the debut by KPIX(TV), San Francisco’s first television station. Guests on the program were Robert E. Kintner, ABC executive vice president; Robert H. Hinckley, ABC vice president, and Gayle V. Grubb, general manager of KGO-AM-FM-TV. They were greeted by Philip G. Lasky, vice president and general manager of KPIX and KSFO.

KGO-TV operates on Channel 7 (174-180 mc).
TV FILM MAKERS
In Hollywood Elect Board

ELECTION of a new board of directors and setting up of four-man panels to negotiate with four movie unions took place at meetings last week of Television Film Producers Assn., Hollywood.

Re-elected to board were Hal Roach Jr., Hal Roach Studios, president; Carl Dudley, Dudley Pictures, vice president; Roland Reed, Roland Reed Productions, treasurer; Wallace Woreley, of Amtelco Productions, Bernard Carr, of Cascade Pictures, and Herbert Streck, of Imppro Inc., board members.

New members include Glenn E. Miller, Jerry Fairbanks Productions, secretary; Al Herman, Wilding Pictures, and Perry King, Perry King Productions, board members. Negotiating panels which will meet regularly with movie unions during next 30 days have been set up as follows: For IATSE—Mr. Roach, Mr. Miller, Guy Thayer, of Roland Reed Productions, and Mr. Herman; IATSE alternates, Mr. Stock and Rudy Able, of Grant-Realm Productions; for SAG—Mr. Dudley, Mr. Roach, Marshall Grant, Grant-Realm Productions, and Mr. Reed; SAG alternates, Mr. Carr and Harlow Wilcox, Rockett Pictures; for SDG—Mr. Worsley, Vernon Keays of Vernon Keays Productions, Turner B. Shelton of Screen Adetics, and Hiram Brown.

MOVIE SERVICE

NBC last week announced its willingness to provide television program service to theatres.

In a letter to Gael Sullivan, executive director of the Theatre Owners of America Inc., Charles R. Denny, lined "potential" program services which the network may make available.

Mr. Denny said there were three principal types of programs which NBC may provide to theatres: (1) shows built by NBC on special order for the primary use of theaters; (2) special event programs, like a Presidential inauguration or an important address, that are not sponsored, and (3) regular commercial or sustaining shows.

In the first category, Mr. Denny wrote, NBC would present programs for exclusive theatrical use, and these would not be generally telecast. The second and third categories would be programs primarily designed for telecasting and their use by theaters for either simultaneous or subsequent showing.

Showcase Productions; SDG alternates, William Cameron Menzies, Menzies-Finney Productions, and Charles Hardwell, John Sutherland Productions; for SWG—Harlan Thompson, of Imppro Inc., Fred Kline, Fred Kline Productions, Joe Parker of Valley Video, and Harper, Sentinel Productions; alternates, Paul Parry and George Frank of Telefeatures.

NBC Possibilities Listed by Denny

NBC executive vice president, out-putings could be arranged under special license from NBC.

Any commercial television program would have to be shown in theatres in its entirety, Mr. Denny said, with commercial announcements included. Naturally, the consent of advertisers would be a prerequisite to the theatrical presentation of sponsored programs.

As to special events programs, Mr. Denny said that in "appropriate cases" NBC would license theatres to use them, providing NBC owned or could clear all rights for theatre showing. In cases where NBC was one of several broadcasters carrying a program, theatres would, of course, have to make arrangements with all members of the group.

The question of television rights for theatrical presentations, Mr. Denny pointed out, "is still largely unexplored." He foresaw that negotiations on this subject would be required in each instance.

"In addition," said Mr. Denny, "there may be union problems which would have to be resolved in connection with theatre showings of television programs. On its part, NBC would be willing to supply these programs as indicated in this letter, and if theatres so desired, NBC would in appropriate cases attempt to negotiate the clearing of necessary rights, the interested theatres to pay any added costs for the acquisition of these rights."

On the subject of fees, Mr. Denny said NBC would set them on the basis of covering the network's expenses in providing programs to theatres plus "a fair profit." Initially, at least, he said, fees would be subject to negotiation in each case.

Mr. Denny emphasized that NBC would not permit use of its television programs in theatre auditoriums without licenses, whether the program is picked up by the theatre from the telecast or delivered by other means. He pointed out, however, that the network had not objected to the showing of its programs on "home television instruments installed in theatre lounges and lobbies."

"NBC has treated the use of its television programs in theatre lounges or lobbies, where no additional admission or other charges are levied, as more akin to normal home television reception than to theatre television," he said. The network has not taken steps to prevent this use.

"Arthur Smith and His Crackerjacks" are so exceptional that last year The Billboard awarded them two first prizes as the best group of their kind on any 50,000-watt station in the country!

The prize with these Crackerjacks is a TOP rating!

Buy this WBT prize package and you win a Charlotte Hooper of 6.7—a bigger rating than you'll find on any competing station all afternoon long! In 94 "outside" counties, Arthur ("Guitar Boogie") Smith and his boys have virtually no Charlotte competition.

To get the big prize that comes with these Crackerjacks, get in touch with us or Radio Sales. Before they're sold.
LIMITED-UHF

FCC WAS TOLD last week that with 10% of the UHF television spectrum, plus present VHF channels, it could accommodate TV’s growth avoid the need for setting UHF information available.

New TV Allocation Plan Offered by McKenna

turb as little as possible the present VHF allocation plan.”

He said “full-scale UHF allocates to this time would be a technical mistake because of the lack of sufficient experimental data and on which to base long-term standards.”

Mr. McKenna thought there are about 30 cities not adequately provided for in the present VHF allocations:

If a minimum of one channel were made available for each of the cities with a population of less than 100,000 television sets, Mr. McKenna believed, would be adequate

This, he said, would make it necessary to allocate two channels to UHF, one to approximately six cities, a second channel to about 24 cities of more than 100,000, and a “minimum of one channel to three cities of less than 100,000 population.”

Allocation of the whole of the UHF, Mr. McKenna said, “would diminish the incentive of fee channels in the future.”

Allocating a few channels now will produce “the same relative benefits of competition during the next three to five years that might be obtained from the allocation of the entire UHF band,” he said.

Further, he said, the “principal part” of the high band could thus be reserved for color or high-definition monochrome television.

To allocate the entire UHF region now and to allocate UHF channels to cities which have several VHF services already, he said, would give the public little incentive to buy UHF receivers and broadcasters little incentive to establish UHF stations. He continued:

“It seems probable that the only way that UHF can succeed suffered a fate in these areas similar to that of which television sets with high-definition monochrome, new or so much superior to that now being provided that there will be little incentive for telecasters to construct UHF stations and to purchase UHF receivers. This can be made possible by not technical advances, but it will take time.

Mr. McKenna cautioned FCC not to trust the number of pending VHF applications as an “indication that channels equal to or in excess of that number are needed or deemed necessary in those cities.”

He felt “there can no real doubt that the reaction which would follow the allocation of a substantially increased number of channels to the present cities and the dismissal of many of the applications now pending and reluctance on the part of those who have obtained grants, or will obtain grants, to proceed with construction.”

He said he realized that there is no “easy solution” to the television problem. But he noted that the matter will come before the FCC in May 6 that the Commission announced its proposed revised VHF plan and its UHF hearing.” Both remain unsettled. “Television, although newer than ever, and continually growing, can stand only so much artificial restraint,” he told the Commission.

HIGH-BAND TV

Experimental Grant to NBC

OPERATION of television’s first high-band “satellite” station was authorized by FCC last Thursday in a grant to NBC.

The station, an experimental operation, will be established near Bridgeport, Conn. to pick up and rebroadcast programs of NBC’s commercial, low band WNBW New York.

In conjunction with RCA, its parent corporation, NBC will disperse the signal to several special high-band receivers in the area so that results of the operation may be observed.

The plan has been viewed as a possible precedent to RCA entry into high-band transmitting and receiving operations on a production-line basis [BROADCASTING, Feb. 4]. The sets may become RCA’s first commercial line in that field if the tests are successful and if FCC opens the high band on commercial standards.

FCC said “the Commission has requested NBC to advise it immediately should RCA decide to sell receive sets in that area capable of receiving the UHF signal.”

The test operation will be conducted at about $29, at the lower end of the 475-580 mc UHF television band. Cost of the satellite is expected to approximate $220,000 including $145,000 for an entirely new transmitter but exclusive of operating costs.

The commission refused to allow identification of the station as WNB!-1. This, FCC said, would violate the Atlantic City Convention and Commission rules. Call letters will be assigned in accordance with usual procedure. FCC also denied a request that the requirement of hourly announcements be waived.

In addition to observation of the operation on special sets, measurements of the satellite’s signal will be made under varying conditions to obtain data on UHF propagation, the Commission explained.

RCA-NBC authorities have indicated belief that they have surmounted tube difficulties experienced in their high-band experiment in Washington last fall, when excessive heat was blamed for tube failures. In the Bridgeport tests they planned a cluster of tubes expected to develop about 1 kw power. Antenna gain would raise effective radiated power to 16 to 20 kw.
WIL • • FIRST IN ST. LOUIS

First . . . Commercial Station in St. Louis
First . . . . . . . . Play by Play Major Baseball
First . . . . . . . . Blow by Blow Boxing
First . . . . . . . . Election Returns
First . . Washington News Correspondent
First . . . . . . . . Remote Broadcast

and

KEY STATION FOR THE WORLD'S LARGEST BASEBALL NETWORK

INSTALLS COMPLETE

GATES
5 K.W.
EQUIPMENT

Established in 1922 — WIL, St. Louis is a prestige station — with a background as glamorous as the history of radio itself. Its choice of Gates equipment excellently ties in with the WIL progressive attitude through 27 years of broadcasting. The new 5000 watt voice of WIL beamed over the rich St. Louis area is headed by L. A. Benson who at 14 was in radio, at 17 pounded brass on Lake Michigan, at 19 held the first commercial operator's license in St. Louis and at 20 broadcast the Harding election returns over WEB (forerunner to WIL).

We at Gates feel — the WIL choice of all Gates equipment by an oldtimer is symbolic. Two oldtimers join hands to do a job — WIL, St. Louis established 1922. Gates, Quincy, Ill. established 1922.
Assisting Mr. Lee in engineering will be James Duncan, formerly an engineer with KTLA (TV) Hollywood. He will become chief transmitter engineer of KFMB-TV. Gary Gramm, formerly of WISH, Indianapolis, also has joined engineering staff.

Al King, former sales manager of KMB, is sales coordinator of KFMB-TV.

Pomeroy’s (Continued from page 18) tuned on Priailla Pomeroy, we see that the week radio was used, with no newspaper advertising, sales jumped 100%. Another three-week checking period, when a “name” group of shoes was sold, showed 255 pairs sold was the week radio was used exclusively, against 216 pairs the preceding week when a large newspaper ad was run, and against 244 pairs the following week, when another large newspaper ad was used.

On Be-Teen Jamboree, with one company having 25 cotton dresses were sold in three days. After another program, 500 Humphrey Hats were sold in the boy’s department. After plugging a forgotten child, the record department, on Be-Teen Jamboree, the increase in departmental sales was 123%.

Highlights in Harmony almost doubled sales of a certain house-hold cleaning device the week the brand name was advertised on the program. Another week, when a

WHAM-TV BASIC NBC Planning June 11 Start STROMBERG-CARLSON Co., has announced that its Rochester, N.Y., television station, whose call letters have been changed from WHTM (TV) to WHAM, is being taken over by NBC, as it is its Rochester AM outlet, WHAM.

Company also announced that it has bought the station to carry certain other TV network programs, including those of CBS [BROADCASTING, May 2].

WHAM-TV is now on the air with local patterns and will open commercially June 11 with both local and network shows, the management announced. Station is assigned Channel 6 (62-89 mc).

national brand coat was used, the increase in that line was over 100%.

During a week of advertising a certain brand of shirts on our men’s newsand, 234 shirts were sold against 154 during the week prior to radio.

After promotion on our base- ment spot schedule, 1,500 pieces of just one style blouses were sold in a month.

These are only a very small part of the consistently excellent direct sales results obtained from our programs and spot announcements. There are many, many more, plus substantial increases in departmental figures, another method of determining radio’s pulling power. As a tribute to our individual radio programs, the NRDGA has awarded, in the past three years of the annual contest held in conjunction with the NAB, seven awards to Pomeroy’s of Reading.

The complete cooperation from WHUM in the handling of our radio schedule has contributed immeasurably to its success, and the thorough understanding on the part of the management of the station of our objectives and how we hoped to achieve them has played no small part, either.

Upcoming

May 18: Massachusetts Committee, George Foster Peabody Awards for Radio award dinner Hotel Statler, Boston.

May 19: Southern California AAAA meeting, Los Angeles.

May 20: AFRA Ball, Hotel Astor, New York.

May 25: Broadcast Enclosures, Billmore Hotel, Atlanta, GA.


May 29-June 11 Advertising Federation of America 46th annual convention, Houston, Texas.

June 1: Kentucky Broadcasters Assn., Louisville.

June 13-14: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, Toronto.


July 8-9: Ontario Broadcasters Assn., U. of Notre Dame, South Bend, Ind.

Aug. 8-10: Annual convention, Palace Hotel, San Francisco.

Sept. 10: Western Assn. Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.

Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 8 meeting, Northshore Hotel, Three Lakes, Wis.


Timely Scoop

IN THE WAKE of the expiration of the contract of 32 NBC Chicago staff members Monday after a Central Division personnel slash, an alert crew in the news and special events department came up with a local scoop. A fire was blazing furiously in the unemployment offices at the Merchandise Mart, site of NBC’s mid-west offices.

HAYES ELECTED

WTOP Inc. Vice President

JOHN S. HAYES, general manager of WTOP, Washington CBS outlet, was elected vice president and a member of the board of WTOP Inc. at the corporation’s regular meeting last Thursday.

Mr. Hayes, former manager of WINX under Washington Post ownership, assumes the same post at WTOP with the approval of the transfer of that station to Post control last February. Mr. Hayes, former sole owner of WTOP, now holds a 46% interest in the station. Its stock, however, is voted by Philip Graham, president and publisher of the Post and owner of WTOP Inc.

Mr. Hayes joined the Post organization as its radio head in December 1941. He left WQXR, New York Times station, to assume his Washington connection where he succeeded Wayne Coy, now PCC chairman. During the war he was in charge of the American Forces Network in the European theatre.

OPERA RIGHTS

For TV Secured by DuMont

DUMONT Television Network has secured full rights to a series of grand operas, produced for video by H. R. H. Television Features Corp., New York. To be telecast from DuMont’s Adelphi Playhouse, the opera will be sung in English and run will run 50 minutes in length, for presentation as an hour-long program.

Principals in H. R. H. are Gustave Haenschen, president; Paul Rosen, general production director, and Delores Hayward, talent director.

Gordon to DuMont

MAX GORDON, veteran Broadway producer, joins the DuMont television network today (May 9) as consultant on programs, Mortimer W. Loewi, director of the network, announced last week. Producer of many hit plays, including the current success “Born Yesterday,” Mr. Gordon will continue as producer of plans for New York theatre in addition to his duties at DuMont.

Modern Radio Advertising

A PRINTERS’ INK BUSINESS BOOK

"Required Reading for everyone in the radio field.”

s says EDGAR KOBAK

President of Mutual Broadcasting System

PACKED with up-to-date facts, ideas and techniques, this new book has the practical, detailed information advertisers, admen and broadcasters want to know about planning radio campaigns, buying radio time, writing radio commercials, and testing radio advertising for better results. In addition, it gives a complete current analysis of television advertising, its impact, circulation, techniques, costs and potentials.

Among the specific information it gives are 38 uses and advantages of spot radio, 16 steps in a radio campaign, advantages and disadvantages of radio commercials, etc. "Not only the newest and largest but the most useful book ever written on how to get better advertising results from radio and television."—John Caples, Vice Pres., BBD&D.

Sends this coupon today

SEND THIS COUPON TODAY

FORT & WAGNALLS Co. Dept. B99 153 East 42nd St., New York 17, N. Y.

PHOTOGRAPHIC AND RADIO TELEVISION ADVERTISING. After ten days I will send $7.50 plus a few cents postage or return the coupon enclosed. If remittance is enclosed, I pay the postage. Same remittance stated.

Name

Address

City Zone

State

Position

Company

Broadcasting • Telecasting

Page 50 • May 9, 1949

TV IN SAN DIEGO

KFMB-TV to Start May 16

KFMB-TV, San Diego’s first television station, will start televising May 16 with at least 50% of its time commercial, Jack Gross, owner and general manager, advised broadcasting late last week.

Coincident with station’s opening, the San Diego Chamber of Commerce will co-sponsor a dinner May 16 in recognition of the event.

Harold Starkey, president of the Chamber; Harley Knox, San Diego mayor, and Clark Chamberlin, head of the Bureau of Radio and Electrical Appliance, will officiate.

While details of locally sponsored programs have not yet been announced, Mr. Gross said the following national advertisers’ programs will be presented via kinescope: Admiral Radio’s Broadway Revue, General Electric’s Fred Waring Show, Croley Division’s Who Said That, and Time & Life’s Crusade in Europe.

Personal added to handle TV operations, according to Mr. Gross, are: Alvin G. Flanagan, formerly at KTSL (TV) Hollywood, program coordinator, and Dick Darley, formerly on production staff of KTSL, production supervisor. John Bainbridge program director of KFMB, will extend supervision to include television. Similarly Bob Lee, chief engineer of the standard station, will oversee television as well.

bf

b
NBC LAYOFFS

SOME 60 NBC employees reportedly were released last week as a step in the network's plan to reduce operating overhead by $1 million [CLOSED CIRCUIT, May 2].

The heaviest blow fell in Chicago where approximately 10% of the network's staff of 332 was eliminated. A dozen employees were released in New York. Other staff reductions in Washington, Cleveland and San Francisco offices of the network and its owned and operated stations were said to have brought the total to at least 60.

NBC's West Coast operations were reportedly affected by the economy move. Lewis Frost, assistant to Sidney N. Strotz, vice president in charge of the Western Division, said there have been "some minor reductions in tightening personnel operations". He was optimistic that television and "increased activity in building house packages" would bring about some increase in staff. Discussing the general situation in Hollywood and San Francisco he pointed out that the gradual reduction which started after the war had not assumed the proportions of a drastic staff cut.

Although there was no official comment on the staff eliminations or on the $1 million economy plan, it was understood that RCA had assigned efficiency experts to investigate the operations of its wholly-owned subsidiary, NBC. The investigation is being conducted by Booz, Allen & Hamilton, a management consultant firm which last year was paid $147,651.38 by RCA for services in other divisions of the corporation.

Booz, Allen & Hamilton have been at work in NBC for several weeks, it was understood, and their investigation will continue for another month at least. Their presence aroused the belief that further staff reductions, realignments or both would ensue.

A majority of the employees who already have been relieved were understood to have been in the lower grades—clerks, typists, receptionists and the like. In Chicago, staff members of higher levels were also involved.

Before the discharges, NBC had 2,667 on its payroll. These were divided among the network's divisions and stations as follows: New York (including foreign service), 1,678; Washington, 143; Cleveland, 122; Chicago, 392; Denver, 64; San Francisco, 146, and Hollywood 282.

The NBC economy campaign is in harmony with statements made by Brig. Gen. David Sarnoff, chairman of the board of RCA, early last week to stockholders that RCA expected 1949 to be a difficult year (see story page 30).

Revenue for NBC in 1948 was $70,946,218, a $5,259,217 increase over 1947, the annual review of the company, released last week, reported.

Departments hardest hit in Chicago, where 32 AM staffers were dropped Monday, were Guest Relations and Program and Press, according to I. E. Showmer, Central Division vice president.

H. D. Livenk, Guest Relations head, was laid off, while in Programs William Murphy, continuity editor, was assigned to staff writing. His work will be handled by Robert Gilbert, continuity acceptance editor. In Press, six of the present nine staff members will be eliminated "as quickly as reorganization allows," Press Chief Jack Ryan said. Mr. Ryan has made provisions, however, for four of the six to be transferred to other Central Division departments.

The Chicago layoffs also involved personnel of WMAQ's owned and operated outlet. The cost of television is "largely responsible" for the layoffs, Mr. Showmer said. He explained that several jobs were being transferred to New York for handling.

Denying that another major layoff will take place before June, Mr. Showmer added that "no more changes are even being considered, except perhaps for the Agriculture Dept." That department is headed by William Drips, national NBC farm director, who works with an assistant and a secretary. It has been suggested that agricultural activity in the Midwest, which centers on production of the National Farm and Home Hour, be directed from New York.

New York will also handle all legal matters, as Thomas Compe has been released as attorney for the Central Division. No eliminations were made on the talent line-up, according to Jules Herbeneaux, TV manager.

Most of those dismissed in Chicago are believed to have left the same day with severance pay.

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CHAMBER MEET

THERE is no serious danger of a depression, most speakers from private industry agreed last week at the annual meeting of the U. S. Chamber of Commerce in Washington.

On the other hand, two U. S. ment must reduce spending or run the risk of a major recession.

Harry A. Britt, chairman of the board, General Mills, predicted a prosperous economy for the next three years.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, said that if the "present military spending spree and the European aid program are not drastically re-duced by next year this nation will be launched on the wildest inflationary binge in all history." The result will be depression and high prices, he said. Sen. Johnson did not refer to radio regulation or legislation in his talk.

Sen. Harry F. Byrd (D-Va.) predicted an increase in taxes would bring a major recession and called for a drastic reduction in public spending.

Fieda B. Hennock, FCC commissioner, told the chamber's women's luncheon that government should help business "where it must, and then step out and let business carry the ball." Miss Hennock said she is "firmly convinced" that America's economic future is bright. Spontaneous self-discipline by business and whole-hearted cooperation with government are necessarily counteract periodic maladjustments," she declared.

"I look for one of the greatest eras in our country's long productive history, during the next three years," Mr. Bullis said. "I look for a higher standard of living, for predict a vast flow of industrial goods at prices that more people will be willing to pay."

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Central Division Hardest Hit

Spending Must Be Cut, Senators Warn

Senators warned that the govern-

- He continued "Business should win public favor by telling its operating story and accepting its full social responsibilities." He also urged business to lower its prices wherever possible, to maintain purchases for plant and expansion, to maintain full productive employment and to extend corporate ownership to smaller investors.

General Mills spent more than $7 million on network radio in 1948. That level would be maintained was indicated in Mr. Bullis' warning that retrenchment in business expenditures might start a serious trend, and should be avoided where possible.

Government should aid in maintaining prosperity by reducing taxes, removing barriers to investment, giving assurance that industry would not be crippled by control and adopting economy in its own operations, Mr. Bullis said.

In a series of resolutions the Chamber called for government reorganization in the interests of economy and efficiency; termed it essential that the commercial and economic value of advertising be acknowledged and its key role in the future economy of the nation recognized; endorsed the program of "regular" census statistics; declared government can best serve by encouraging maximum opportunity for the individual.

Herman W. Stenkenbus, president of Bridgeport's Brina Co., Bridgeport, Conn., was elected Chamber president for the coming year.

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FOR SALE

This transmitter is now operating at WBKB and will be available May 15, 1949 when WBKB switches to its new equipment.

TELEVISION TRANSMITTER, sound and picture, now operating on Channel 4, Chicago. Power output 4Kw. Includes RCA 6 bay super turnstile antenna, 600 foot 1½" air coax, Blaw-Knox self-supporting two-hundred foot tower, complete cooling equipment. Excellent condition. Ready to operate immediately at existing tower. High "reasonable" offers considered.

WRITE OR WIRE JOHN H. MITCHELL

BALABAN & KATZ TELEVISION THEATER
WBKB CHICAGO

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BROADCASTING • Teletcasting
Antenna Plan
(Continued from page 57)
less than is required for National Military Establishment and Coast Guard operations conducted from air stations located within 20 miles of the Atlantic, Pacific, and Gulf Coasts. These corridors will be 16 miles wide, or a total distance extending from coastal air stations to the nearby seacoast.

Airport and airport approach areas (Fig. 3, below).

1. Structures under 170 feet in height above ground will not be considered hazards to air navigation or require painting and marking except in areas outlined in paragraph 3 below. Antenna structures 170 feet in height or greater but not exceeding 900 feet in height will require painting and marking in accordance with regulations.

3. Antennas in airport and airport approach areas, as defined in paragraphs 2 and 4 below, if considered hazards to air navigation and requiring special aerodrome shall study if they project above the following elevations above ground or are higher than the highest point of other airport or instrument landing area.

a. In instrument approach areas, more than 100 feet above the ground or 100 feet above the elevation of the approach end of the runway, whichever gives the higher elevation of the structure, within three miles of the approach end, and increasing in height above ground in the proportion of 25 feet for each 100 feet of the distance outward from the runway; but not to exceed 200 feet within ten miles of the runway end.

b. More than 170 feet above the green light and elevated airport elevation, whichever, gives the higher elevation of the structure, within three miles of the reference point of the runway or other instrument landing area, for each additional mile of distance of the airport or but not to exceed a maximum of 600 feet above ground.

c. Antenna structure of an elevation which would increase the final approach minimum flight altitude within one nautical mile of the reference point of the highest point within five miles of the centerline of the final approach course of the radio facility under normal operations for an airport, and extending for a distance of 10 miles along the course outward from the radio facility, will be considered additional hazard to air navigation and require special aeronautical study.

d. In addition to the requirements mentioned above, antennas which project above the landing area or any of the imaginary surfaces outlined will be considered hazards to air navigation and will require painting and marking, as above, at those points.

(1) Approach Surfaces—The approach surface is an inclined plane located directly above the approach end of the runway. The dimensions of the approach area are determined by the following factors:

(a) Length—The approach area has a total width of 10,000 feet, beginning at a distance of 290 feet (1,000 feet for regular National and Coast Guard Air Bases) from the end of the runway, and extending outward, ending at a point 10,200 feet (11,000 feet for regular National and Coast Guard Air Bases) from the end of the runway on the extended centerline of the runway. In addition, there shall be an additional area 200 feet wide which may be used for instrument operations and contain additional 40,000 feet. The approach area requirements for instrument runway operated shall apply to all runways which may be instrument operated and to both ends of such runways.

(b) Width—The approach surface is uniformly located with respect to the runway centerline, and for all instrument runways with a total width of 3,000 feet (1,500 feet for regular National and Coast Guard Air Bases) at the end adjacent to the runway.

The approach area has a total width of 5,000 feet at the end of the 10,000-foot section and to a total width of 16,000 feet at the end of the additional 40,000-foot section. For all other runways not intended for instrument operation, the approach area has a total width at the end adjacent to the runway of 5,000 feet, and at the approach end, respectively, as follows: for feeder air carrier services, as indicated in TSO-NAs, larger airports, 500 feet and 2,000 feet for trunk line feeder air carrier service airports, 400 feet and 2,000 feet for feeder air carrier service airports, 300 feet and 2,000 feet for secondary airports 250 feet and 2,000 feet and for personal air transportation service at airports.

(c) Slope—For instrument runways the slope of the approach surface along the runway centerline, corrected for wind, is 1.50:1 for the inner 10,000-foot section, and 1.90:1 for the outer 40,000-foot section. All other runways, not intended for instrument operation, which meet or exceed the minimum landing area standards of requirements for feeder air carriers in TSO-NAs, may have a slope of 1:40. On airports with short runways, those specified for feeder air carrier operations only, the slope of the approach surface is 1:50 for all runways.

(2) Horizontal Surface—The horizontal surface is a plane circular in shape, with a height of 190 feet above the established airport elevation having a radius of 190 feet from the reference point as indicated in the following:

Intercontinental express airports
National and Military Establishment Air Bases
10,000 feet
13,000 feet
15,000 feet
Express airports
6,000 feet
Trunk Line airports
7,000 feet
All smaller airports
9,000 feet

(3) Conical Surface—The conical surface extends upward and outward from the horizontal surface with a slope of 1:20 measured in a vertical plane parallel to the approach course outward from the reference point. Measuring radially outward, from the center of the horizontal surface, the conical surface extends a horizontal distance of 7,000 feet for intercontinental express airports, intercontinental airports (in accordance with TSO-NAs) and National and Military Establishment Air Bases; and 5,000 feet for continental, express airports, trunk line and feeder airports, and 3,000 feet for all small airports.

(4) Transitional Surfaces—The transitional surfaces are inclined planes with a slope of 1:20 measured in a vertical plane parallel to the approach course outward from the reference point. The transitional surfaces, symmetrically located on either side of the runway, extended outward and upward from the center of the horizontal surface, extend upward and lengthen as the tower’s centerline. These parallel lines are at a horizontal distance from the runway centerline equal to one-half of the minimum width of the approach area indicated in 2d (1) (b) above. Transitional surfaces extend outward from the edges of all approach surfaces upward 200 feet, measured in the same manner as the horizontal surfaces or the conical surfaces. The approach surfaces for instrument runways projected through the intersection of the conical surface shall have 1.7 transitional surfaces extending outward from the horizontal surface edges of the approach surfaces and at right angles to the runway.

Airports will follow the following chart of assistance to them in determining where the proposed and sites lie with respect to airport and approach areas:

1. Aeronautical Chart Areas
2. Aeronautical Local Charts

MCCONKEY
PROGRAM CHIEFS
NAB Plans Chicago Clinic

NAB is completing plans for the first NAB Program Directors' Clinic, to be held June 27-29 on the downtown Chicago campus of Northwestern U, according to Harold Fair, NAB Program Dept. di-rector.

Programmed on a shingle-leve basis, the clinics will be devoted exclusively to discussions designed to improve program structures at local stations and aid program di-

Topics to be covered include pro-

NAB President John Miller will adddress the delegates.

MITCHELL
Addresses Wichita Group

MAKING HIS first appearance since being named director of NAB's new Broad Advertising Bureau, Maurice Mitchell addressed a Wednesday luncheon of Wichita, Kan, broadcasters. He was invited by a group of visiting broadcasters.

Guests included 25 prominent Wichita retailers and broadcast personnel.

Five radio advertising axioms were emphasized by Mr. Mitchell in his address: have an objective; be able to communicate with the audience that is desired; feature wanted items—strong lines of merchandise—rather than "white ele-

Mr. Mitchell was present with a Western-style engraved and hand-

took, metal tool from the four stations.

Frank V. Webb, general manager of "Brevard County News" arranged the ar-

arrangements for Mr. Mitchell's visit, in cooperation with managers. Ake

TODD OF KAKE, Kake Fyke of KFBF and Archie J. Taylor of KANS.

NARDIS Slaters Miller

NAB President John Miller will adddress the 1940 convention of the National Association of Records Directors in New York Nov. 11-13.

Survey, Department of Commerce.

Washington, D. C.

Manual may be obtained from the US. Government Print-

Office, Washington 25, D. C.

eligibility of the foregoing criteria to individual stations.

NAB plans to make every applica-

the applicant consult the Commissioning Off-

CIVIL AERONAUTICAL ADMINISTRATION.
LEGAL AIDES
For FCC Commissioners Ok'd ASSIGNMENT of a legal assistant to each of FCC's seven Commissioners [Clearanc Circuit, April 26] was approved by the Commission last week, with assignments to be worked out probably this week.

The Commissioners will choose their assistants from within the Law Bureau. It will be for each Commissioner to decide whether his assistant devotes fulltime to these duties or divides his time between these and Law Bureau assignments.

Comr. Frieda B. Hennock has led the move for special legal aids, contending that the Commissioners can operate more efficiently under their current workload if they have expert and experienced assistants, particularly on the complex legal problems involved. Comr. Robert F. Jones also has urged the need of special counsel.

The plan has been under study for some time but doubtless was given impetus by the charges of Edward C. Johnson [B-Con], that the Commission currently is dominated by the Law Bureau [Broadcasting, April 23]. Backers of the proposal see it as a means of permitting the Commissioners to get counsel and assistance independent of the Law Bureau.

The assistants picked by the Commissioners presumably will take up their new duties at their present salaries, subject to later promotion in accordance with customary Civil Service procedures.

NEW REC SLATE
Karol Is Named President

Radio Executives Club last Thursday unanimously elected a new officer slate for the coming year. Installation of officers is to be held May 19.

Those elected at the club's luncheon meeting at the Roosevelt Hotel, New York, were: John Karol, CBS sales manager, president; Gordon Mills, general manager, radio department, Kudner Agency, vice president; Lewis H. Avery, Avery-Knodel, treasurer, and Claude Barrere, talent representative, secretary.

Carl Haverlin, outgoing presidnt, who presided at Thursday's meeting, announced that REC roster is in the mail this week, and that since more than 95% of the membership had objected to the suggestion that the club's name be Radio and Television Executives Club, its present title stands.

The meeting paid tribute to the United Nations, Speakers were Dr. Herbert Evatt of Australia, president, UN General Assembly, and Mrs. Eleanor Roosevelt, of the American delegation. Both acknowledged the efforts of radio on behalf of the UN.
FCC Rapped
(Continued from page 26)
But difference in size does not necessarily spell a difference in need.
But the Court rejected suggestions that FCC must make a "mathematical evaluation of existing service" by putting unit values on power, hours, etc.
Nor did the Court think, as Easton Publishing had urged, that FCC should count the FM as well as the AM stations in the two communities when comparing the amount of radio service in each.
The Court approached this decision from behind. The law does not require FCC to consider the available AM service in making FM assignments, the decision con-
ccluded. If it did, the Court said, "the development of the newer system in areas which have shown progress in establishing the old, would be greatly impeded."
Having established the converse, the Court ruled on the original question. "What is true of the concern in true of the proposition in this instance," the decision as-
serted.
The Court conceded that there could be times when "the general overall situation"—AM plus FM—"might in the last analysis, after all the facts are viewed, be the controlling feature in the deter-
mination. But the Commission is not required to ignore the basic difference between the two services.

If the comparison is for the purpose of locating an AM station, and if one community has an FM station, the Commission is not re-
quired to consider that community as though it had an AM station.
In the Lubbeck case the grantee, KVLU, had based its program plans on the assumption that it would affiliate with Mutual. Before the grant was made final, another Lubbeck station got the Mutual affiliation. KFYO contended this made it impossible for KVLU to fulfill its program proposals.
FCC granted KVLU anyway, holding that in any event KVLU's plans indicated "a well-rounded and balanced program service."

Said the Court:

... The proposal made by [KVLU] was "based upon" a Mutual network contract. The final decision of the Commission recites the improbability of such contract and rests upon "the type of programming" proposed and the probability that the applicant will provide a "well-rounded and balanced program service."
We are not told by any findings what type of program [KVLU] proposes, absent the Mutual network affiliation.
Moreover, this is a negative finding, and the question is not whether the applicant will bring well-rounded program but whether its proposals will better serve the public interest than those of another applicant.

How can a conclusion be reached as to which proposal is better, if the nature of one of them is not known? Perhaps a mere finding that an applicant will present a well-rounded program would suffice, if the decision related merely to the bare qualification of the type of service offered. But that is not the inquiry here. The Commission is making a comparison, and it says, correctly, that the comparison of the program proposals is an impor-
tant criterion in that determination. We think, it must make a finding which will be based on the findings which are relevant to the determination.
The Court also took FCC to task for applying its non-newspaper preference against KFYO and not against KVLU. The non-
news-propelled policies as designed by FCC require concentration of the media of mass communications. Yet, the Court noted, FCC gave no weight to the preference of the owners of KVLU which was seeking to be identified with the ownership of stations at Brownwood, Waco and Austin, and with newspapers at Brownwood, Del Rio, and Lamesa, Tex.
The decision upheld FCC's right to consider the fact that some 74% of the increased service area which KFYO was seeking is served by KGNC Amarillo, commonly owned with KFYO.
We think that competition in service is a feature which may be considered by the Commission, among other factors, in reaching a choice between applicants," the Court declared.

KFYO's Protest

KFYO also had protested that FCC granted KVLU 5 kw day whereas KFYO was restricted to 4 kw. The Court agreed "generally" that FCC is confined by law to the application as made and that it could not find KVLU qualified for 5 kw on the basis of evidence relating solely to 1 kw. But it also agreed with FCC that the Commis-
sion can grant facilities which are "reasonably related" to those requested—provided, the Court said, that "reasonably related" means "within the ambit of the issues and the evidence."
In this case, the Court said, "our difficulty is that we cannot tell from anything brought to our attention in this record whether operation at 1 kw is reasonably related to operation at 5 kw."

In its decisions, all written by Associate Justice E. Barrett Prettymen, the Court made plain that competitive cases involve "more than the bare qualifications of each applicant," though "bare qualifications" may be enough when application is uncontested. For comparative decisions, the Court laid down these "essentials" (in the Alabama case):
1. The bases or reasons for the final conclusion must be clearly stated.
2. The commission must make a rational result from the findings of ultimate facts, and those not clearly insufficient in number and substance to support the conclusion.
3. The ultimate facts as found must answer the essential differences from the findings of basic facts.
4. The basic differences which must be supported by substantial evi-
dence.
5. Findings must be made in respect to every difference, except those which are trivial or unimportant, and no finding must be made without the application made.
6. The essential differences must be upon a composite consideration of the findings in the general difference, pro and con each applicant.

But the Court felt it is the compet-
ing applicants' task, in competitive cases, to point out the essential differences between the rivals. The Commission is not bound to look for differences, dur-
ing the course of the hearing, "al-
though in its discretion it may do so." The Court explained:

In sum, we think that there are no established principles which will enable the Court to determine the choice between the applicants must be made. In this respect, our decision differs from the determination of traditional qualifications for a permit. A choice can properly be made between applicants having substantially equivalent qualifications advanced by the parties as reasons for the choice. A choice among applicants presents a matter of the relative financial resources of himself and his adversary, the Commission need not make and a finding of the party for whom it is likely for more qualifications. It may assume that there is a choice between the applicants at that point.

If the choice is not between two applicants alone, but also between communities, then "still further considerations are involved," says the Court said in the Easton case. Thus there may have to be "a determina-
tion of the relative needs of the communities for more service and the relative abilities of the applicants to meet the greater need."

AWB DIST.
4th Annual Meet May 13-14
FOURTH annual convention of District 1, Association of Women Broad-
casters, will be held in Boston May 13-14.
At the opening session at the Copley Plaza Hotel, the New Eng-
l and women delegates will hear: Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, Portland, Me., describe the success of the Employers of Portland, and her department store in a talk, "A Sponsor Endorses Radio."
A cocktail party and dinner will follow the program. The din-
er, featuring a skit on "Mike and His Women," will include a welcoming address by A. Ni Arm-
strong Jr., commercial manager of WTOP Washington, District 1 AWB counsel-
sor, and greetings from Paul Moreen, general manager of WTIC Hartford.
Principal speakers at the dinner meeting will be Claire Lawrence, general manager of WTOP, discussing "Women in Radio," and Frances Farmer Wilder, vice pres-
ident and director of Social Re-
search Inc., on "Social Research and Radio."
The Saturday morning sessions will be transferred to WERI Bos-
to, where the women broadcasters will attend an early-morning broad-
cast of the station's Beefsteak Breakfast meeting which will be held at which Pat Griffith, NAB director of women's activities and AWB executive secretary, will explain the new NAB-AWB set-up.
The convention will close with a panel discussion on "Women on Both Sides of the Microphone" by Herbert Krueger, commercial man-
ager of WOR New York; Sally Larkin, vice president of H. B. Humphrey agency; Nona Kirby, regional sales manager of WLAW Lawrence, and Julie Blake of WMUR Manchester.
Ray Clark, WBCL Bristol, Conn., and AWB District 1 chairman, will preside.
Graybar recommends
KARP CABINETS

with these 11 features!

- Easily removable double doors permit installation close to wall.
- Extensively louvered doors and ventilated top allow heat dissipation.
- Polished stainless steel top trim, side trim optional.
- Bright aluminum interior finish for improved illumination.
- Attractive, light, aluminum gray (Western Electric) exterior finish; other finishes furnished to order.
- Handy spare tube socket supports (6 sockets each).
- Side knockouts facilitate inter-wiring of adjacent mounted racks.
- Cable forms each side.
- 110 volt receptacle box.
- Two ground terminations.
- Two large 6" x 6" cable entrances.

Here are excellent-quality, reasonably priced rack cabinets to facilitate the operation and enhance the appearance of your broadcasting and sound system equipment. Designed in accordance with R. M. A. "specs," they simplify problems of mounting and of servicing the apparatus.

Immediate deliveries of standard types, models, and sizes are now available from Graybar. Optional accessories include rear-panel rack mountings, front-mounted doors, drawer, power, and audio terminal mounting. Graybar also can provide cabinets of any special designs you want.

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way — for a small maintenance job or a complete new station — call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

GRAYBAR BRINGS YOU BROADCASTING'S BEST:
Amplifiers (1) (See key to numbers at right)  
Antenna Equipment (1)  
Cabinets (3)  
Covers (1)  
Loudspeakers and Accessories (1, 2)  
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)  
Monitors (1, 4)  
Recorders and Accessories (9)  
Speech Input Equipment (1)  
Test Equipment (6, 10)  
Towers (Vertical Radiators) (11)  
Tower Lighting Equipment (2, 12)  
Transmission Line and Accessories (13)  
Transmitters, AM and FM (1)  
Tubes (1, 2, 18)  
Turntables, Reproducers, and Accessories (1)  
Wiring Supplies and Devices (5, 8, 14, 15, 16, 17)

MANUFACTURED BY:
(1) Western Electric  
(2) General Electric (3) Whitney Blake;  
(4) General Radio; (5) Karp Metals;  
(6) Hugh Lyons; (7) Hubbell;  
(8) Hubbell; (9) Presto; (10) Weston;  
(11) Blow-Know; (12) Crouse-Hinds;  
(13) Communication Products;  
(14) General Cable;  
(15) National Electric Products;  
(16) Triangles; (17) Bryans; (18) Machtlett

Distributor of Western Electric Broadcast Equipment

Everything Electrical To keep you on the air

There are Graybar offices in over 100 principal cities.
These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA  
E. W. Stoba, Cypress 1751  
S. W. Lynch, Kenmore 6-4567  
CHICAGO  
E. H. Taylor, Canal 4104

CINCINNATI  
J. B. Thompson, Main 0600  
CLEVELAND  
W. S. Rockwell, Cherry 1360  
DALLAS  
C. C. Ross, Central 6434

DETOIT  
P. L. Gundy, Temple 1-5500  
JACKSONVILLE  
W. C. Winfree, Jacksonville 5-7180  
KANSAS CITY, MO.  
R. R. Uthig, Grand 0324

LOS ANGELES  
R. B. Thompson, Trinity 3221  
MINNEAPOLIS  
W. G. Pears, Geneva 1621  
NEW YORK  
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA  
G. J. Jones, Walnut 2-5405  
PITTSBURGH  
E. F. Grosselt, Court 4000  
RICHMOND  
E. C. Toms, Richmond 7-3491

SAN FRANCISCO  
K. G. Morrison, Market 5131  
SEATTLE  
D. C. Craig, Main 4635  
ST. LOUIS  
J. P. Leskiw, Newstead 4700

BROADCASTING • Telecasting  
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IBEW Strike
(Continued from page 33)
to cross the picket lines thrown around the station. The newsmen are members of the Boston Editorial Writers Assn., like IBEW an AFL union, with announcers belonging to AFRA.

WNAc's AM and FM operations were off the air 56 minutes Tuesday, with WNAc TV off for three hours. WAAB Worcester was silenced from 6 p.m. to 9:15 p.m.; WEAN Providence resumed at 7:30 p.m. and WICC and WONS lost about 15 minutes.

Thomas F. O'Neill, Yankee vice president, said he had pointed out in a letter to Mr. Lighty that the company "had failed to secure the union's agreement to any plans permitting the elimination of an-needed personnel." This required interim measures, the letter continued, if the company was to preserve its status and identity in the industry pending a final contract with the union.

"In view of these facts the company ordered an adjustment of wages in Portland, Hartford, Worcester, Bridgeport and Providence to correspond with the average wages for like work prevailing in these cities," he said. "The readjustment does not apply to Bos-
ton." Mr. O'Neill explained efficient use of personnel requires a realignment of jurisdictional duties between IBEW and AFRA "so that, when feasible, one man would perform those duties for which two men have been required by virtue of jurisdictional restrictions in our union contracts. He said:

Factors beyond the control of management made unnecessary any decision as to whether these combined duties should be assigned to IBEW or AFRA. In that AFRA has outstanding contracts in all of our stations which are not subject to negotiations for a number of months. This fact alone made a decision that the combined duties be assigned to AFRA members, except at WEAN where the announcers are members of IBEW.

With reference to WEAN, you will recall that management there proposed that if the announcers and engineers employed at that station desired, competitive auditions would be conducted among all such personnel to determine which were best qualified for the duties in question...

It is believed fair to state that the union categorically refused to consider any proposal which would reduce its jurisdiction although it was admitted that the combination duties proposed by the company were possible and that, while IBEW was not seeking duties now assigned to other unions, it would be willing to consider such additional duties as proposed by management if management desired to assign such duties and pay for their performance.

IBEW said negotiations have been under way for some time, the union asking changes only in the 1942 contracts where amendments were made. The company gave notice of termination on the anniversary date, April 30, according to IBEW. The union declared it offered to refer all disputed issues to an arbitration panel but that the company refused all such proposals by IBEW as well as by a federal conciliator who entered the case in the latter stages. The union denied that any of the jurisdictional restrictions were back of the rupture in negotiations and accused the company of attempting to inject issues that had not been raised during the negotiations.

BAB Policy Group
(Continued from page 25)
to the increased dues put in effect by the board and some to dissatisfaction with association services, particularly in the sales area.

Another pending project at NAB is appointment of a Standards of Practice information officer. The standards become completely effective covering all contracts, on May 19. This is the anniversary of the code's adoption at Los Angeles. At that time it was decided to have a year's grace of one year in force prior to formal adoption of the standards.

The Standards of Practice Committee recommended that an information officer be hired but the board revised the idea by referring the matter to program office. This likely means that the Program Dept. will do the code job. Harold Fair, director, and Ben Miller, assistant director, have handled much of the code work since its conception nearly three years ago.

Affecting composition of the board itself is a proposed amendment to permit directors-at-large to serve two years instead of one. The By-Laws Committee is to draft a by-laws amendment for membership consideration.

Though interest is running high in NAB's television future, there still is pending a general reorganization of the Sales Managers and Small Market Stations Executive Committees. NAB officials declared the merger idea in no sense implies abandonment of the small market stations. It was claimed that the merger will effect economies and that BAB will be able to provide better service in the sales promotion field. Other committees will absorb non-sales activities, if the board approves the merger plan. The service to small market stations will be expanded, it was stated.

After BAB is formally constituted, a new BAB Executive Committee of five persons will replace the sales manager group.

All developments add up to a major adjustment of the industry's trade methods of the times. Many of the ideas cost money. The new board finance committee [BROADCASTING, May 2] has the job of finding the money. Committee chairman is John F. Meagher, KYSM Mankato, Minn., District 11 director, who succeeds Clair McCollough, WQAL Lancaster, Pa., and President Mac transcripted from the committee after looking over the board's list of financial demands.

IBEW Wins at WTOP

TECHNICIANS of WTOP Washington voted for a union shop, the National Labor Relations Board announced last week. Of 81 employees eligible to vote, 77 voted, two were challenged and no votes were cast against the union shop. The International Brotherhood of Electrical Workers local at WTOP is authorized to represent employees with WTOP by which union membership is a required condition of continued employment, it was stated.

is going ahead with several projects. These include a slip-easel sales promotion pitch for station use and preparation of TV contract forms.

The policy committee will take up a list of proposed projects covering AM, FM and television. Some of the TV proposals were suggested by Washington TV station managers [BROADCASTING, May 2].

Starting off the BAB activity with $5,000 in advance of the previous broadcast advertising budget, the BAB committee will consider the plan to set up offices in New York, Washington and possibly obtain West Coast representatives. These cities originate the bulk of national business.

BAB's sponsors originally favored New York headquarters, with a setup similar to that of national representatives. For economy reasons BAB headquarters likely will be kept in Washington for the time being.

The policy committee will make recommendations to NAB management, which is expected to supervise BAB in cooperation with the committee's wishes.

At the weekend NAB headquarters had not yet disclosed board action to combine the Sales Managers and Small Market Stations Executive Committees. NAB officials declared the merger idea in no sense implies abandonment of the small market stations. It was claimed that the merger will effect economies and that BAB will be able to provide better service in the sales promotion field. Other committees will absorb non-sales activities, if the board approves the merger plan. The service to small market stations will be expanded, it was stated.

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IN THE SPOTLIGHT

WITH AWARD FOR AUDIENCE PROMOTION

Jerry Franken, Radio Television Editor, telegram reads:

WSGN has been awarded second place for regional promotion in a network affiliates in the audience promotion category for The Billboard's Eleventh Annual Radio and Television Promotion Competition...

WSON
THE NEWS • AGE • HERALD STATIONS

WSON-FM • Birmingham, Ala. • Headly Reed, National Reps.

Page 54 • May 9, 1949

BROADCASTING • Teletacing
### Pacific Northwest Kilowatt

**For Sale**

$150,000.00

*Complete erection of 5 tons of supporting steel and carbon steel antennas—600 feet above street level.*

<table>
<thead>
<tr>
<th>City</th>
<th>Antennas and Towers</th>
<th>Carbide and Carbon Blg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td></td>
<td></td>
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<tr>
<td>St. Louis</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**News Notes**

- **WNWL Progress**
  - WNLW, known for its high-quality sound and innovative programming, has expanded its reach by acquiring two new stations. The station's management has announced plans for a major expansion, including the construction of a new studio facility. The expansion is expected to cost $12 million and is scheduled to be completed by the end of the year.

- **Coy Approached**
  - Mr. Coy, a well-known producer in the entertainment industry, has been approached by several major networks about hosting a new talk show. Coy is known for his ability to engage with audiences and has a loyal following across multiple platforms. The negotiations are reportedly ongoing, with several offers on the table. Coy is expected to make a decision in the coming weeks.

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**Broadcasting**

**Contact Information**

- **Blackburn-Hamilton Company, Inc.**
  - San Francisco, CA
  - Phone: 415-555-1234

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**CBS Engineers**

**Practical Classroom Training**

- **CBS Engineers Gift Starts Radio Courses**
  - The CBS Engineers Foundation has initiated a new program to provide practical classroom training in radio engineering and technology. The program is designed to help upcoming engineers develop the skills necessary for success in the industry. The courses will be offered at major universities across the country, with the first course starting in the fall.

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**NAB Talks**

**Contract Talks to Start**

- Negotiations are expected to begin in the coming weeks for the contract renewal between NAB and a major broadcasting company. The discussions will focus on issues such as wages, benefits, and the role of union representatives. The union is expected to be more aggressive in its demands for better working conditions and increased job security.

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**The Sky Is the Limit**

- **Mr. Dana Approached**
  - Mr. Dana, a well-known engineer in the industry, has been approached by several companies about taking on a new project. Dana is known for his expertise in signal transmission and is expected to make a decision in the coming months. The negotiations are reportedly ongoing, with several offers on the table.
A CHORUS of protests was directed at FCC’s proposed new application-advertising and cutoff procedures [BROADCASTING, Feb. 28], charging they are complex and time consuming. In nine petitions and letters received at the May 4 deadline for comments, there was none endorsing the Commission’s proposals fully. In three filed previously the plan got full endorsement only from Frank U. Fletcher, Washington radio attorney and half owner of WARL Arlington, Va. [BROADCASTING, April 18].

Main target of attack was the proposal to require local advertising of all major broadcast applications. The principle of cutoff dates for mutually exclusive applications was generally endorsed, though it was thought the 90-day waiting period proposed by FCC in such cases is far too long.

There was no rigorous objection to the Commission’s plan to eliminate competitive bidding on stations that are up for sale. But the idea of competitive bidding was defended by one group of stations who denied that the Arco Rule on station transfers has failed.

In comments prepared by former FCC Chairman Paul A. Porter and his colleagues in the Washington law firm of Arnold, Fortas & Porter, ARB maintained that “the proposed revision appears in general to increase rather than to reduce the administrative burden. Complexity and ambiguity seem to have been achieved instead of simplifying and understandable plan.”

ABC asked the Commission to issue a statement showing what its proposals are driving at, so they can be understood and properly appraised.

The network felt the advertising requirement would serve no useful purpose. It pointed the “apparent purpose” of cutoff dates but thought the present rule—which permits mutually exclusive applications unless filed within 20 days before the hearing on the application with which they conflict—is more reasonable than FCC’s proposed allowance of 90 days from advertisement of the first application.

The Federal Communications Bar Assn. suggested a cutoff period extending for 20 days after the original application is set for hearing. It opposed the advertising requirement as one that would be “an invitation to the curious, the envious and the meddlesome, creating unnecessary burdens on the proper activities of the applicant.” The public has ample opportunity to register complaints against broadcasters without having to be invited to do so via advertisements, the bar group said.

PCBA, comments, involving a detailed analysis of the Commission's proposals, were prepared by a committee headed by Leonard H. Marks and including Percy Russell, Ralph L. Walker and Charles E. Thompson. The brief was filed by FCBA President Guilford S. Jameson.

A group of stations represented by Harry, McKee & Wilkinson thought the proposal would be a “dismal failure” if designed to expedite FCC work, but would “succeed admirably” if its purpose is to “provide more bureau- cracy and red tape” on broadcasters and applicants.

They defended the competitive bidding principle of the Arco Rule on auction sales by the FCC to project advertising requirement and considered the cutoff provisions “too complex and too involved.”

The group is composed of KCMO Kansas City, KQDS St Paul, Wash.; KMA Shenandoah, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Gary, Ind.

NAB endorsed the repeal of the Arco Rule but asked FCC to take no action on the rest of its plan. It asked that the cutoff provision be set down for hearing in a separate proceeding. The brief was filed by Don Pettry, Vail Pischke and Richard Jenkins, NAB attorneys.

Neither NBC nor CBS could see any benefit derived from the advertising proposal.

“The operator of a broadcasting station is on trial before the public each day,” NBC said in brief by General Counsel Justus F. May and Attorneys Robert G. Zeller and James F. E. Greeley. “When the public is discredited, either the broadcaster or the Commission soon hears about it.”

Julius F. Brauner, CBS general attorney, felt the cutoff principle is “sound” but that 90 days from the time an application is accepted for filing would be a more reasonable waiting period than the 90 days proposed by the Commission.

Stephen Tuhy Jr., counsel for WGTI Kannapolis, N.C., and another station, said his clients “strongly protest the advertising plan and bitternesly reject the proposal that applications be posted locally for home-town inspection. The latter provision, he said, would give “competition” and purely curiosity seekers access to financial and similar data.

George S. Smith, a member of the executive committee of FCBA, filed a comment and a “complete agreement” with the FCBA position and offer terms that show actual experience on time-lag practices and institutional arrangements.

William E. Benrs Jr., secretary of WVOK Birmingham, told FCC he supported all of its proposal except provisions relating to revising and renewing applications.

**NABRA Proposals**

FCC’s revised proposals for changes in the North American Regional Broadcasting Agreement, drawn up following lengthy FCC-industry studies and conferences [BROADCASTING, Dec. 13, 1945, April 9], were sent to the broadcasters last week. Pending FCC’s decision on the clear-channel case, they contain no references to specific channel uses, and like the last NABRA they contain nothing requiring or prohibiting power above 50 kw on clear channels.
GARDNER AGAIN

To Handle Service Accounts

For the second consecutive year, Gardner Advertising Co., St. Louis, has been awarded the advertising contract for recruiting and personnel placement for the U.S. Army and Air Force branches. The two services made the joint announcement last Wednesday.

Gardner was one of four agencies which made presentations to a board designated by the two department secretaries. Others were Ruthrauff & Ryan, N. W. Ayer & Son and The Caples Co. [Broadcasting, May 2]. Contract covers the fiscal year 1949-1950.

The two services said the amount is contingent on Congressional action on the 1950 budget, still pending, and whether Coast Guard and Navy budgets will be incorporated. The overall media appropriation is placed at roughly $2,363,000 with about $1,800,000 set aside for the national campaign, it is estimated. Total for 1948-49 is about $6 million, with about four-fifths allotted nationally. Radio is expected to get a fair share of all appropriations.

WBT PROMOTIONS

For Tredwell, Jorgenson

Mr. Jorgenson Mr. Tredwell

PROMOTIONS for two WBT Charlotte staffers were announced by Charles Cutchfield, general manager of the station, last week.

Ken Tredwell, assistant program director, has been named WBT AM program director, and Wally Jorgenson of the sales department has been promoted to local sales manager. He will report to Keith Byerly, general sales manager. John McCann Jr. has been assigned to the sales department to work with Mr. Jorgenson.

Mr. Tredwell joined WBT in the spring of 1947 as production manager and was made assistant program director Jan. 1, 1948. Mr. Jorgenson has been with the sales department since June 1948.

Puerto Rican Ad Assn.

SAN JUAN, P.R., office of McCann-Erickson, under direction of Sherman Helms, has instigated the formation of a Puerto Rican advertising association. Entitled "Asociacion Publicitaria de Puerto Rico," it is composed of agencies and commercial firm representatives on the island. Alberto Piliado, assistant manager of McCann's San Juan branch, was elected president at the first meeting.

E. J. (Mike) HUBER has been promoted from commercial to general manager of KTRI Sioux City, Iowa. He succeeds DIETRICK DIRKE, who has sold his interest in station. Mr. Hube has worked as general manager of WGIL Galesburg, Ill.; part- nger in Schoenfeld, Hube & Green agency, Chicago, and advertising and sales promoter of ABC. He was assistant advertising manager of Kellogg Co.

ALPHONSE QUIMET, assistant chief engineer of Canadian Broadcasting Corp., has been appointed coordinator of television for CBC.

LOREN B. STONE, general manager of KIRO Seattle, has been appointed to Washington State Adv. Advisory Committee by Gov. Arthur B. Langlie.

New Lewis Sponsors

WITH signing of 32 additional sponsors in the past three weeks for the Fulton Lewis, Jr. cooperative program (MBS, Mon.-Fri., 7-7:15 p.m.), the Washington commentator's advertisers now total 750 on the 366 Mutual stations carrying the program. The number is said to be the highest for any cooperatively sponsored show on any network, and the program, which started in 1937, is reported to be the first of its type to have been introduced on a network basis.

THE PULSE Inc. has announced that its Chicago television sample will be increased to 150 television homes for each day studied. Increase in Chicago from the present 100-home sample to 150 is effective with May report.
**ENGINEERS**

To Hold Ga. Meet May 23

A THREE-DAY broadcast Engineers Conference will be held under joint sponsorship of the Georgia Assn. of Broadcasters, the Atlanta section of Institute of Radio Engineers and the Georgia Institute of Technology beginning May 23 in Atlanta.

Purpose of the conference, scheduled for the Biltmore Hotel, is to present new technical developments and information in radio broadcasting, according to Ben Akerman, chief engineer at WGST Atlanta, general chairman. Manufacturers are expected to display equipment of interest to broadcasters during the meet.

Program will consist of about 20 technical papers, to include the following topics: studio design, AM-FM-TV test equipment; economics of computer, transmission and FM coverage; microwave relays; recording and playback; and new tube and components developments.

R. L. Holbrook, assistant chief engineer of WSB (AM-FM-TV) Atlanta, is in charge of arrangements, and Henry I. Mels, president of IRE's Georgia chapter, are other committee chairman.

**March Tube Output**

SALES of radio receiving tubes in March by Radio Mfrs. Asso. manufacturers totalled 14,605,349 compared to 12,643,788 in February and 18,308,842 in March a year ago. March sales for new sets totalled 9,847,000, with 3,429,863 replacements, 1,143,856 exports and 93,561 for government agencies. First quarter sales in 1949 totaled 40,688,045 compared to 51,311,230 a year ago.

**NETWORK BOXSCORE**

Number of commercials on the four nationwide networks, March 31 ... 285
Number of network commercials starting during April 12
Number of network commercials ending during April 12
Number of commercials on the four nationwide networks, April 30 278

**April Additions**

**Sponsor**

P. Leavitt Co.

International Harvester Co.

Albers Milling

Red Cross Brand

U.S. Tobacco Co.

**Program**

Big 'n Little Club

Meet the Masters

Edward Short

N. Y. Philharmonic

Wm. A. Wise Co.

How to Get More

Annuity Program

Net Worth

Out of Life

Wm. A. Wise Co.

Wm. A. Wise Co.

April One-Timers

**Agency**

Henderson Anderson

L. F. Whitney & Adams

Swett Co.

Amer. Bird Products

Flemming & Co.

Standard Oil Co.

Wm. A. Wise Co.

How to Get More

Wm. A. Wise Co.

Wm. A. Wise Co.

Hudson Meter Co.

**Time**

ABC 8:15 p.m.

NBS 5-20-6 p.m.

NBS Sat. 9:00-11:15 a.m.

NBS Sat. 2:45-5:15 p.m.

NBS Sat. 2:15-2:30 p.m.

NBS Mon. 18-13, 3:30 p.m.

**April Cancellations**

Dr. Passmore's Temperance Places for Children

Mars, Inc.

Swift & Co.

Pleasant Shirt Co.

Standard Oil Co.

Wm. A. Wise Co.

**Bolt Strikes WEAM**

WEAM Arlington, Va., was silenced for one hour last Monday night when lightning struck directional equipment at Minor Hill, East Falls Church, Va. The voltage surge from the power line burned out a transmitter control relay, according to Howard Stanley, general manager.

**FIVE POLIO PRECAUTIONS ARE LISTED FOR PARENTS**

Warming that the 1949 polio season is "just around the corner," the National Foundation for Infantile Paralysis today issued a list of precautionary measures to be observed by those in charge of children during the epidemic danger period which usually runs from May through October, reaching its peak during the hot, mid-summer months.

The five easy-to-follow health rules for parents are:

1. Avoid crowds and places where close contact with other persons is likely.
2. Avoid over-fatigue caused by too much play or exercise, or irregular hours.
3. Avoid swimming in polluted water. Use only beaches or public pools declared safe by local health authorities.
4. Avoid sudden chilling. Remove wet shoes and clothing at once and keep extra blankets and heavier clothing handy for sudden weather changes.
5. Observe the golden rule of personal cleanliness. Keep food tightly covered and safe from flies or other insects. Garbage should be securely covered and other disposal facilities are lacking, it should be buried or burned.

The National Foundation also listed the following precautions of infantile paralysis: headache, nausea or upset stomach, muscle weakness or stiffness, and unexplained fever. Should polio strike in your family, call a doctor immediately. Early diagnosis and prompt treatment by qualified medical personnel often prevent serious crippling, the Foundation noted.

The organization emphasized that fear and anxiety should be held to a minimum. A calm, confident attitude is conducive to health and recovery. Parents, it said, should remember that all of those who are stricken do not become crippled. A patient may recover completely, while another 25 per cent are left with only slight after effects.

If polio is actually diagnosed, contact the chapter of the National Foundation serving your community. The chapter will try to make out patient or family cannot meet.

**COY**

**Stresses Listeners' Role**

THE PUBLIC must look to broadcasters rather than to federal regulation for its standards of radio service and the preservation of frequencies as a "cherished" national resource, FCC Chairman Wayne Coy told a CBS radio audience May 1.

He spoke from WTOP Washington studios during intermission in the New York Philharmonic Symphony Orchestra broadcast.

Pointing out that "people spend more time listening to radio than doing anything else except sleeping and working," the FCC chairman noted his preferences for a variety of radio programs, and said all are "entitled to that radio which will fill their needs." Specifically he mentioned quiz shows, great music and comedy programs.

Broadcasters "hold in trust your interests in radio frequencies," he told listeners. "... They know that they must meet the needs of America. They know that the needs of America are dynamic. And the support given American radio by the people is assurance that by and large they have met those needs."

Chairman Coy concluded that if radio stations are not the "voice" of America, their State and their community, "they have not fulfilled their promise to serve the public interest. They must serve you. They do."
**Programs**

WBAL-TV's studios from 2:06-2:30 p.m. Following their teaching, other instructors in classroom will elaborate video lesson. Idea was conceived by Dr. David E. Wieglen, public service counselor for WBAL and WBAL-TV, and has received support of Board of Superintendents of Baltimore schools.

'Know Your Schools'

LISTENERS' questions on any phase of public school operations are answered in new WTMJ Milwaukee public service feature, Know Your Schools. The Milwaukee Journal station, cooperating with the Milwaukee Public Schools, presents a group of panelists weekly (Mondays, 9:30 to 10 p.m.). Dr. William Lamers, assistant superintendent of schools, moderates. Members of panel include supervisors, principals and teachers, who are changed each week.

'Stories to Remember'

THIRTEEN Stories to Remember of tolerance and racial understanding are being presented as weekly public service on KFRC, the San Francisco station.

'Looking Back'

A new program, Looking Back, is added to the week's offerings. It features interviews with prominent personalities of yesterday, and offers a glimpse of events that might have been predicted but were not.

'Baseball Scoreboard'

NEWEST show on WXYZ-TV Detroit is Baseball Scoreboard. Program features WXYZ's sports director, Don Wattrick, in resumé of day's ball games. Sixteen different scoreboards are used, one for each game of day. Users are superimposed during program to break monotony of "face-on" show. Cartoons of an umpire holding an umbrella are used whenever a game is rained out. News that a night game score is not complete is signaled by same umpire equipped with a lantern. John Pivl produces and Art Socrates directs shows.

'Hoover Report'

WPAT, N.J., with permission of CBS, has transmitted network's series of discussions of the "Hoover Report." Series was rebroadcast May 2-7 from 7:30-7:45 p.m.
In a BOOKLET, Your Bank's Advertising, distributed last week by the American Banking Assn., banks were advised to make full use of radio.

ABA suggests that banks employ local newscasts, variety programs featuring request musical numbers, or chatter programs in which poems and letters from local listeners are read.

ABA has prepared for sale to individual banks and local organizations more than 50 transcriptions in two series for use on local stations. Prices range from $150 for one bank in a city under 20,000 population to $485 for four or more banks in a city of 60,000 population and over.

In a discussion of the principles of effective radio use by banks, the booklet declares that lack of continuity is the major criticism of bank advertising. The medium, ABA says, should be given a fair time trial.

PULSE SURVEYS
Away-from-Home Listening

SPECIAL survey conducted for WNEW New York by The Pulse Inc. has indicated a large listenership by people away from home. In response to the question, "Do you listen to the radio anywhere out of your home either today or last night after 7 p.m.?," 28.7% of those interviewed said yes.

Places where the away-from-home audience did its listening were: Automobiles, 38.7%; while visiting, 32.1%; at work, 26.5%; bars and restaurants, 7.5%; clubs and schools, 1.4%; and outdoors (portable radios) 1%. Claire Himmel, WNEW research director, said that away-from-home listening would increase with the approach of summer.

Information Sources


SIX-PAGE article in the May 10 issue of Look Magazine concerns "Don McNell, King of Corn." Written by Ben Wickes, article covers all phases of format of ABC's Breakfast Club, which Mr. McNell emcees.
AD COUNCIL

Promotes Democracy, Clubs Told

WORK of the Advertising Council in using advertising techniques to promote democratic ideals has "forged a new weapon in the arsenal of democracy," John Willard, NAB executive vice president, told a joint luncheon May 4 of the Chicago Radio Management Club and Federated Advertising Club.

Mr. Willard was introduced by William A. McGuire, commercial manager of WGN Chicago and president of the Radio Management Club. He also presented persons at the speakers table—James Stirton, general manager of ABC's Central Division and president of the Chicago Television Council; Walter Schimmel, of Schimmel & Scott, president of radio features; Wesley Nunn, advertising manager of Standard Oil of Indiana; Walter Wade, executive vice president of WGN Advertising; William White, division vice president of WABD and president of the Federated Advertising Club; Melvin Broby, executive vice president of Needham, Louis & Broby; Reuben Richmond, advertising manager of WBBM-AM, and Mrs. L. S. Schwartz, Chicago representative of Advertising Council.

A tape recording of Mr. Willard's address was broadcast on WGN Wednesday night.

The formula for meeting the problems of democracy was found during the war, Mr. Willard said, when it was discovered that advertising techniques could give people the will to work, fight, and win. It had become apparent that news broadcasts, commentators, news columns, editorials and magazines, and propaganda weren't enough, he said.

"Only the profession of advertising had learned to repeatedly hammer messages home and still hold audience and interest," he continued. "Only the profession of advertising had learned the techniques of appealing to the conscious and the subconscious over and over again—from every imaginable psychological approach."

Today, he warned, "there is ample and increasing evidence of a disconcerting lack of understanding of the very function of advertising by our people." He ascribed this to lack of knowledge, to sincere but misguided motives of economic reform and to coldly calculated and carefully propagandized efforts to undermine "our individual, political and economic heritage."

The current fad in important educational and governmental circles, he said, is "to disassociate all advertising matter from the public interest concept. He cited a bill in Congress designed to increase postal revenues from second-class mailings. This bill, he explained, "would withhold that privilege entirely from publications which exceed stipulated requirements concerning advertising content."

Another bill, he continued, would prevent business from using penny-sized advertising purposes. The FCC's "Blue Book" sought to determine the public interest status of radio stations by the percentages of sustaining versus commercial program content, he recalled.

Mr. Willard told of a proposal of the Joint Navy-Army Audit Coordination Committee to disallow most advertising expense as a cost item in cost-plus contracts with the government. This was modified only after urgent appeal by media, he continued.

"It is almost beyond belief that a responsible group of Army, Navy and Air Force officers and their civilian advisers would need to be educated to the value of advertising, the spark plug of our American economic system," he said. "They simply forget that the great mass production industrial machine upon which they rely in time of war exists only because mass distribution, created by mass advertising, builds it in time of peace."

"They forget that the great mass media—radio, newspapers, magazines—upon which they depend to stimulate and activate the people to the supreme war effort would shrivel up and die without advertising support; leaving only the grim alternative of a government subsidized radio and press—an alternative completely abhorrent to the American people in war or peace."

Mr. Willard added that the American economic system is the "only real barrier to Marxist domination in all the world."
April 29 Decisions . . .
BY COMMISSION EN BANC
Extension of License
WXYT Livonia, Mich.—Temporary
extension of license to Sept. 1, pending
reconsideration of information.
KIVI Seattle, Wash.—Same.
WMCA New York—Same.

License Renewal
KSFQ—San Diego, Calif.—Granted
renewal of license for regular period.
WMAL Washington, D. C.—Granted
renewal of license for temporary
broadcast station license to Sept. 1, pending
reconsideration of information.

License Renewal
WXXK Louisville, Ky.—Granted
renewal of license for regular period.
KOMO Seattle, Wash.—Same.

License Renewal
WMT Cedar Rapids, Iowa.—Temporary
extension of license to Sept. 1, pending
receipt of requested information.

License Renewal
WJBW New Orleans, La.—Upon petition
for regular license for temporary lic-
cense for period of 30 days.

License Renewal
WMC Memphis, Tenn.—Same.
WBYX New York—Granted
renewal of license for regular period.

Extension of Licenses
Licenses of following stations were
extended on temporary basis to Sept. 1:
KNX Los Angeles, Calif.; KALX Billings,
Mont.; WFLR Louisville, Ky.; WHKF
Seattle, Wash.; WQAM-AM Miami, Fla.;
WIFD Columbia, S.C.; WFLA Tampa, Fla.;
KLZ Denver, Colo.; WACX Richmond, Va.;
WTUL Milwaukee, Wis.; WYYS and SY-
X Los Angeles, Calif.; KYKN and KYKI
Kansas City, Mo.; WHKQ and WHKL
Houston, Tex.; KHOC Reno, Nev.; KTNX
Richmond, Va.; WHMV and WERE
Washington, D.C.; and WMGK and
WMEU Philadelphia, Pa. Extension of
license to Austin, Tex., granted for
night use, specify studio location and
extension of commencement of license
expiration.

Extension of SSA
KFAI Fairbanks, Alaska.—Granted
extension of SSA No. 6721, effective March
1, 1965, to operate on 660 kc with 10 kw,
unlimited time.

Hearing Designated
WXTL Milwaukee, Wis.—Designated
for hearing application for change of
operating agreement by Metropolitan
Co. of Indianapolis, Ind., to transfer
licensing of station to Interstate Ray, Wls.,
and Rock River Valley, Inc.

Petition Denied
Bay State Bond Corp., New Bedford,
Mass.—Denied petition for reconsidera-
tion of decision granting without further
hearing license on 1330 kc 100 kw.

Petition Denied
Wilken-Barrs, Pa.—Adopted memorandum
opinion and order granting
petition of Wilken-Barrs for
issuance of Amateur Station License on
146.8 MHz for limited period.

Petition Denied
KSR, Des Moines, Iowa.—Denied petition
for reconsideration of decision
reaching on 145 MHz.

Petition Denied
New York—Denied petition for
issuance of Amateur License on
60 MHz.

License for CP
WIC—Richmond, Va.—Same.

License for CP
WMAL—Washington, D. C.—Same.

License for CP
KSB—Kalamazoo, Mich.—Same.

License for CP
KSL—Salt Lake City, Utah.—Same.

License for CP
WAMU—Washington, D. C.—Same.

License for CP
WGCH—New Haven, Conn.—Same.

License for CP
WESP—Eisenhower, Ill.—Same.

License for CP
WKNR—Newark, N. J.—Same.

License for CP
WIB—Bismarck, N. D.—Same.

License for CP
WMG—Wichita, Kan.—Same.

License for CP
WIB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.

License for CP
WHB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.

License for CP
WHB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.

License for CP
WHB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.

License for CP
WHB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.

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KBS—Bismarck, N. D.—Same.

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WDP—Bismarck, N. D.—Same.

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WDP—Bismarck, N. D.—Same.

License for CP
WHB—Bismarck, N. D.—Same.

License for CP
KBS—Bismarck, N. D.—Same.

License for CP
WDP—Bismarck, N. D.—Same.
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<th>Name</th>
<th>Address</th>
<th>City, State</th>
<th>Phone</th>
<th>Notes</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building</td>
<td>Washington, D.C.</td>
<td>Adams 2414</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>RADIO ENGINEERS</td>
<td>906 Natl. Press Bldg.</td>
<td>Washington, D.C.</td>
<td>1407 Pacific Ave.</td>
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<td>GEORGE C. DAVIS</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio Engineering</td>
<td>MUNSEY BLDG., REPUBLIC 2347</td>
<td>Washington 4, D. C.</td>
<td>Member AFCEB*</td>
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<td>Croven, Lohnes &amp; Culver</td>
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<td>MUNSEY BUILDING DISTRICT 8215</td>
<td>Washington 4, D. C.</td>
<td>Member AFCEB*</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>Warner Bldg., Wash., D. C.</td>
<td>National 6513</td>
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<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1757 K ST., N. W.</td>
<td>National 0196</td>
<td>Washington 6, D. C.</td>
<td>Member AFCEB*</td>
</tr>
<tr>
<td>Worthington C. Lent</td>
<td>Consulting Engineers</td>
<td>OFFICE &amp; LABORATORIES</td>
<td>4813 Bethesda Ave., Bethesda 14, Md.</td>
<td>OLiver 8200</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. deMARS</td>
<td>ASSOCIATE</td>
<td>1469 CHURCH ST., N. W. DE. 1234</td>
<td>Washington 6, D. C.</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>363 E. 75th St.</td>
<td>Triangle 4600</td>
<td>CHICAGO 19, ILLINOIS</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N. W.</td>
<td>STERLING 7932</td>
<td>Washington 6, D. C.</td>
<td>Member AFCEB*</td>
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<tr>
<td>William E. Benns, Jr.</td>
<td>&amp; ASSOCIATES</td>
<td>3728 Konawa St., N. W.</td>
<td>Oldway 8071</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>LEE E. BAKER</td>
<td>Consulting Radio Engineer</td>
<td>826-28 Lansdown Bldg.—Ph. 3621</td>
<td>SPRINGFIELD, MISSOURI</td>
<td></td>
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<tr>
<td>GUY C. HUTCHeson</td>
<td>1100 W. ABRAM ST. PHONE 1218</td>
<td>ARLINGTON, TEXAS</td>
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<tr>
<td>GEORGE P. ADAIR</td>
<td>Radio Engineering Consultant</td>
<td>Executive 5551</td>
<td>1833 M STREET, N. W.</td>
<td>Executive 1230 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>H. V. ANDERSON</td>
<td>AND ASSOCIATES</td>
<td>Consulting Radio Engineers</td>
<td>134 Clarence St., Phone 7-277</td>
<td>Lake Charles, La.</td>
</tr>
<tr>
<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
<td>1011 New Hampshire Ave. RE.</td>
<td>6646</td>
<td>Washington, D. C.</td>
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<td>Philip Merryman &amp; Associates</td>
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<tr>
<td>GAUTNEY RAY &amp; PRICE</td>
<td>(successors to John Barron)</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1052 Warner Bldg.</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>FRANK H. MCINTOSH</td>
<td></td>
<td></td>
<td>710 14th St., N. W.—Metropolitan 4477</td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td></td>
<td></td>
<td>1025 CONNECTICUT AVE., N. W.</td>
<td>WASHINGTON 6, D. C. NA. 7161</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>WASHINGTON, D. C.</td>
<td>1605 Connecticut Ave.</td>
<td>MI 4151</td>
<td>DALLAS, TEXAS</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>BOND BLDG. EXECUTIVE 5670</td>
<td>WASHINGTON 5, D. C.</td>
<td>Member AFCEB*</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td></td>
<td>927 15th St., N. W.</td>
<td>REPUBLIC 3883</td>
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RELIGIOUS RADIO
Make It Listenable—Keating
RELIGIOUS broadcasts should be more listenable, the Catholic Broadcasters Assn. Middle Atlantic regional meeting was told by Joseph F. Keating, assistant commercial program supervisor of WIRS. Meeting was held April 30 at Seton Hall College, South Orange, N. J.
He urged that the religious message be combined with showmanship.
Sessions were further highlighted by reports on the importance television will have in religious broadcasting.
James R. Rynall, director of public relations of WNJ Newark, counselled that the preaching and round-table type of religious presentation was not good radio and did not succeed as well as did the program which wrapped its serious message up in entertainment form.
Irene Petroff, television technician formerly with DuMont and RCA, said presentation of religion on television is more effective than radio—but more difficult. She stressed the importance of considering the visual elements of programming in telecasting.
Sister M. Nina of Corpus Christi High School, New York, who produced the Catholic division of Lamp Unto My Feet on the CBS television network, acclaimed video as “important new messenger of religion.”
Among others who took part in the conference: Dr. Adolph M. Williford, professor of radio at St. Joseph’s College, Philadelphia, who was chairman; A. Dorothy Arthur, Wilmington, Del., coordinator for CBS; the Rev. Terence Cummings, director of Ave Maria Hour; Joseph A. Murphy, acting director of Institute of Sacred Music in the Archdiocese of Newark; Raymond P. Lukis, drama director of WSOU-FM Seton Hall College; the Rev. Anthony Osterhale, Philadelphia, and the Rev. Dr. John L. McNulty, president of Seton Hall.
CKMR Newcastle, N. B., new 230 w station on 1540 kc, went on the air early in April. Art Martin is manager and station is represented nationally by William Wright, Toronto.

New Business
(Continued from page 14)
PEIRCE SCHOOL of Business Administration, Philadelphia, appoints Gray & Rogers, Philadelphia, to handle advertising, publicity and public relations.

Network Accounts • • •
REXALL DRUG Co., Los Angeles, sponsoring Guy Lombardo and his orchestra as summer replacement for Phil Harris-Alice Faye Show on NBC, Sun., 7:30-8 p.m., effective July 3. Agency: BBDI, Los Angeles. Harris-Faye show returns this fall in same time slot.

LIGGETT & MYERS TOBACCO Co., New York, through Newell-Emmett Co., New York, renews its sponsorship of five-weekly Arthur Godfrey morning series on CBS for 52 weeks, effective May 24. Program sponsored by Chesterfield cigarettes, from 11-11:30 a.m., with Gold Seal Co. and National Biscuit Co. sponsoring quarter hours during show’s first half hour, 10:30-11 a.m.

GENERAL MILLS renews 9-9:15 a.m. (CDT) portion of the Breakfast Club on 229 ABC stations May 30 for 52 weeks through Tatham-Laird, Chicago. Don McNeill is hostmaster of show, aired daily, 8 to 9 a.m. Firm has sponsored first segment since last August.

CANADA DRY GINGER ALE Inc., New York, extends 13-week contract with ABC-TV for Sunday 5-5:30 p.m. portion of hour-long Super Circus to 52 weeks. DERBY FOODS, Chicago, sponsors second portion on 52 week basis.


Adpeople • • •
O. PARKER McCOMAS, executive vice president of Philip Morris & Co., New York, elected president to succeed ALFRED E. LION, who becomes chairman of board.

J. R. CARRINGER, vice president and assistant to the president of Esso Standard Oil Co., retired May 1 after 45 years with firm.

IT “PAYS” TO BE A GOOD LISTENER
But it pays better to Buy
the “good listeners” in Memphis
who always listen to

WMPS 10,000 WATTS DAY
5,000 WATTS NIGHT
689 KILOCYCLES
AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

BROADCASTING • Telecasting

ONE WORLD
Awards To Be Presented
ONE WORLD awards for outstanding contributions to the cause of international understanding will be presented to Ira Hirschmann, president and manager of WABF-FM New York; Bartley Crum, ex-publisher of the New York Star, and John Huston, motion picture director and writer, at the fifth annual One World awards dinner, May 11 at New York’s Plaza Hotel.
Mr. Hirschmann and Mr. Crum will receive silver trophies. Mr. Hirschmann’s award is given in view of his “outstanding record of public service in community and international affairs, his leadership in cultural progress as a founder of the University From Abroad and as founder and president of the New Friends of Music and WABF-FM, and particularly his humanitarian services to the victims of Nazi persecution during the war as special envoy to the Near East, and to the displaced person of Europe as inspector general of UNRRA.”
Mr. Crum’s award is given “in recognition of his outstanding record of liberalism...and his valiant efforts to perpetuate the American tradition of crusading journalism.”
Hon. Benjamin Cohen, assistant secretary general of UN, will be dinner chairman. Awards will be presented by Prof. James H. Sheldon, chairman of the nominations committee, and writer Norman Corwin, who is a previous winner.

NLRB ORDER
WVO To Hold Election
NATIONAL Labor Relations Board last Thursday directed that a secret ballot election be held within 30 days among radio technicians employed at WVO New York to determine whether they wish to have Radio & Television Broadcast Engineers Union, Local 1212, IHEW (AFL), as their bargaining representative. Fourteen technicians, including the control room and transmitter supervisors, are involved.

NLRB denied the American Communications Assn. (CIO) a place on the ballot on the grounds that it had not complied with registration and filing requirements. The association had sought dismissal of the broadcast engineers union petition asking that the union be designated as exclusive bargaining agent. ACA contended that the 14 employees in the proposed unit “do not constitute a homogeneous grouping of craft employees,” and further, “the history of collective bargaining...between the intervenor [ACA] and the employer [WVO] covering a broader unit of employees renders a separate unit of radio technicians inappropriate.”

OPERATOR JOBS
Field Limited, Says USES
JOB prospects for radio operators are limited at the present time, according to an analysis of this field completed by the U. S. Employment Service. Report on the analysis is presented in the April issue of the Labor Market, published by the Bureau of Employment Security and affiliated State Employment Security Agencies.
“Most areas throughout the country report very little demand for radio operators and more than enough qualified applicants to fill both replacement openings and the few jobs that develop through expansion,” the article states.
The broadcasting field, which now employs some 11,000 operators, is expanding and a “considerable number of openings is expected in the near future, according to Labor Market. Prospect of new jobs is seen in the opening of new FM and television stations for operators especially trained in those fields.

A PAYING PROPOSITION
KILZ
DENVER
Ask the Katz Agency
CBS 560 kc

May 9, 1949 • Page 67
CIVIL RIGHTS

Bills Affecting FCC Introduced

CIVIL rights legislation, looking toward fair employment practices in communications and other fields, and toward study of employment policies in such independent agencies as FCC and FTC, was introduced in both houses of Congress April 29.

A Commission on Civil Rights would be set up under a measure (S-1784) introduced by Sen. Hubert H. Humphrey (D-Minn.). The Commission would be empowered to conduct studies and investigations on civil rights and to investigate discrimination in employment. It would be known as the Fair Employment Practice Act, with provisions covering all interstate trade, commerce and communication.

Recent studies showed the Commission should be used for Tuesday by the House Education and Labor Committee.

DuMONT REPORT

First Quarter Gain Shown

ALLEN B. DuMONT Labs had in the first quarter of 1949 had net earnings almost three times those for corresponding period of 1948. Gross sales were two and a half times as large, Dr. Allen B. DuMont, company's president, told the annual stockholders' meeting May 2.

Net income, he reported, was $1,481,000 for the period Jan. 3-March 27, 1949, equal to 70 cents a share after preferred dividends, compared with a net of $588,000, or 27 cents a share for the like period of 1948. First quarter sales for 1949 totaled $1,092,000, 50 per cent more than in 1948. Increase stems from accelerated production of tubes and receivers made possible by expanded plant facilities, Dr. DuMont said.

CITY OF TULSA

PUBLIC INFORMATION CENTER

By adding the unique feature of a public information center to the Building, the City of Tulsa has provided a public service which is of considerable value to citizens. The center is operated by the City of Tulsa Parks and Recreation Department.

The center is located on the second floor of the building, and is open to the public from 8:30 a.m. to 5:00 p.m., Monday through Friday. The center provides a variety of services to the public, including information about City programs, events, and services. It also provides a place for citizens to meet and discuss issues of concern to them. The public information center is a valuable resource for the City of Tulsa, and is an example of the City's commitment to providing quality services to its residents.

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ROBERT TINCHER
Heads S.D. Broadcasters

ROBERT TINCHER, vice president and manager of WNAX Yankton, S. D., was elected president of the South Dakota Broadcasters Assn. at the group's second annual conference held at the Carpenter Hotel, Sioux Falls.

Other new officers include Robert D. Egan, president of KO TA Rapid City, vice president; and Irving Merrill, KUSD, U. of South Dakota, secretary-treasurer. Mr. Tincher and Mr. Dean, two-year directors, will work with Ida A. McNell, KGFX Pierre, two-year; Mr. Merrill and Jim Sweet, KIHO Sioux Falls, one-year directors.

S. Fantle Jr., president and general manager of KELO Sioux

UNION DEMANDS

UE Representatives Meet

CONFERENCES of representatives of local unions, representing electrical workers at General Electric, Westinghouse Corp., RCA and Sylvania Electric [Broadcasting, May 2], will be held sometime this week to work out contract demands prior to opening of negotiations. Albert J. Fitzgerald, president of United Electrical, Radio and Machine Workers of America (CIO), announced the meeting last Monday.

Union proposals call for a $500 annual increase per employee to include "wages and salaries, pension improvement and health programs and other economic benefits," according to the UE general executive board. UE employment was described by James J. Matles, organization director, as "steady" in manufacture of heavy equipment but declining in factories producing household appliances and other consumer goods.

Falls, conducted a forum on "South Dakota Radio in 1949" at the opening session April 22. Panelists discussed "What Radio Expects to Realize That Same Year." At the banquet Paul Elliott, commercial manager of KRNT Des Moines, Iowa, outlined "Radio Relations on the Local Level." During the business sessions, Mr. Merrill reported on the radio training activities of the U. of South Dakota and introduced Stephen J. Graf; KUSD technical advisor, who described the new radio engineering course which will be offered in the fall.

KFAB Contest

MORE than 15,000 letters were submitted from nine states in KFAB Omaha's recently completed $11,000 Farm Service contest, the station reports. Contest was part of the "Thanks to Bill Macdonald" campaign commemorating the first year of Farm Radio's first day of public service. Letters were written on "What Farm Service Programs I Listen to Most and Why." The 59 prize winners were announced in an hour-long program April 22.

HOOPLA ODES OF STARS 1948-49

By Categories As Announced April 29 [Broadcasting, May 2]

NEWS COMMENTATOR
1. Walter Winchell........ 35.7
2. Edward R. Murrow........ 26.8
3. Harry V. Palitano........ 21.0

PLAYS
1. Radio Theatre........... 23.5
2. First Nighter............ 11.6
3. Curtain Time............. 10.1
4. Hallmark Playhouse........ 9.1
5. Theatre Guild on the Air.... 8.3

VARIETY
1. Jack Benny.............. 17.0
2. Fibber McGee & Molly..... 16.1
3. Bob Hope Shows......... 13.6
4. Arthur Godfrey's Talent Scouts 12.1

EVENING DRAMATIC SKITS
1. My Favorite Wife............. 18.9
2. Amos 'n Andy.............. 17.5
3. A Day in the Life of Donald Lyman 14.7

AUDIENCE PARTICIPATION
1. Step the Music (8:00-9:00 p.m.)... 17.9
2. Louella Parsons Show........ 16.6
3. Bob Hawk Show........... 13.8
4. Truth or Consequences .... 12.1

MYSTERY
1. Mr. District Attorney..... 16.8
2. Crime Photographer...... 10.9
3. Suspense................ 13.0
4. Mr. Keen................. 9.7

MALE SINGER
1. Bing Crosby.............. 14.3
2. Blue Ivan................ 13.9
3. Jack Smith.............. 13.0
4. Club 15 (Bob Crosby)..... 12.0

EVENING POPULAR MUSIC
1. Your Hit Parade........... 13.6
2. Vaughn Monroe............ 9.9
3. American Album of Favorites 8.3

FEMALE SINGER
1. Club 15 (Margaret Whiting) 10.1
2. Supper Club (Jo Stafford) 9.9
3. Club 15 (Andrew Sisters-MWF) 9.3

NEWS REPORTER
1. Edward R. Murrow......... 8.5
2. Lowell Thomas............ 8.0

CONCERT MUSIC
1. Telephone Hour........... 8.0
2. Voice of Firestone....... 5.7
3. Navy Forty................ 5.1

CHILDREN'S PROGRAM
1. Lone Ranger............... 10.8
2. The Great Gompers........ 9.8
3. Let's Pretend............. 9.5

WEEKDAY SERIAL
1. Ma Perkins (CBS).......... 8.5
2. Our Gal, Sunday.......... 8.0
3. Our A Girl Friends........ 7.8
4. Big Sister................. 7.4
5. Stella Dallas............. 6.6
6. Romance of Helen Trent.. 7.1
7.袭击 of Danny and the Damsels 7.0
8. Portia Faces Life........ 7.0
9. Rosemary................ 7.0

DAYTIME DRAMATIC SKITS
1. Grand Central Station... 8.1
2. Theatre of the Stars..... 7.8
3. One Man's Family......... 7.0

WEEKDAY VARIETY
1. Arthur Godfrey (9:30-10:00 a.m.) 7.8
2. Breakfast Club (9:00-9:30 a.m.)... 5.3
3. Herb Shriner.............. 4.5

SPORTS
1. Bill Stern................. 5.1
2. Brownie Bennett......... 5.1

WEEKDAY AUDIENCE PARTICIPATION
1. Grand Slam................ 7.0
2. Get and Take.............. 6.6
4. True or False............. 4.9
5. Arizona Teenagers......... 4.9
6. Bride & Groom............ 4.6

1 Rating includes second broadcast to Pacific Coast.

AT&T ANSWER

Trade Restraint Denied

AT&T has denied that it was violating anti-trust laws in an answer to a civil suit brought by the U. S. government seeking separation of Western Electric Co. from the Bell System. The government complaint, filed in U. S. District Court, Newark, N. J., charged restraint of trade and monopoly in the manufacturing and sale of telephone equipment.

"It is necessary for the Bell System to include a manufacturing and supply unit if nationwide telephone service is to continue to be of the highest quality at low cost," the company's answer said.

CAB Meet

SALES and programming were featured at the Maritime regional meeting of the Canadian Assn of Broadcasters held at the New Brunswick Hotel, Moncton, N. B., May 2 and 3. Meet was under chairmanship of Malcolm Neill, CFMB Fredericton, and was attended by most Maritime stations and executives of CAB Ottawa and Toronto.

97,410 Radio Homes in the area served by KMLB

— the station with more listeners than all other stations combined —

IN N. E. LOUISIANA

Right in Monroe, you can reach on audible with buying power comparable to Kansas City, Missouri. 17.10, porches and 3 Ark. counties are within KMLB's mile volt contour. Sell it on KMLB!
UNUSUAL coverage map distributed by KYW Philadelphia is in form of a "dread pattern." Pattern is enclosed in McCaill's wrapper and labeled "Sise—Substantially Larger!" On back of pattern is legend, "Very, Very Popular in four states. Always in season from seashore to mountain. ... Pattern" was distributed by Harvey Mccall, KYW sales manager. Attached to pattern is note from Mr. McCaill stating station's pride in its coverage.

Television Campaign
In effort to boost the number of television advertisers and set owners in Southern California the six Los Angeles television stations and Southern California Radio and Electrical Appliance Assn. are cooperating in an industry-wide promotion campaign during month of May. Joint announcement of campaign was made last Monday by Harry W. Witt, KTTV (TV) general manager, and W. J. "Bill" Quinn, managing director of association—composed of distributors wholesalers and television receiver manufacturers. Video stations participating are KFIL-TV, KLAC-TV, KTLM, KKBH, KTLV, KTTV. Theme of campaign is "Over 500,000 people are enjoying TV entertainment in Southern California. Is your home a Television Home?" Retail set distributors in Los Angeles area will be invited to cooperate with campaign through use of folders, cooperative advertising, window stickers and floor displays.

Award Trip
First place winner in WAXY Yankee-Trojan-Sioux City, third annual Spring Workshop, a forum competition sponsored by WAXY and Fourth District of Iowa Congress of Parents and Teachers, is looking forward to 10-day trip to Washington and New York. Winner, Bill Kruse, Sioux City high school student, was accompanied by WAXY News Director Art Smith. Workshop was climax of weekly forum radio "airing day" by stations in WAXY, featuring four students from a different high school in WAXY area on each program. At all-day workshop students discussed "Are We Americans Losing Our Basic Freedoms," after which one representative from each school participated in round robin competition from which four finalists were chosen for panel discussion on same subject.

Listeners' Queries
In response to listeners' queries about reception, WAAM (TV) Baltimore has issued a letter based on reports of Baltimore Television Survey. Letter reads "... a leading Consulting Engineering firm has found our station to be of top quality and strength ... we suggest you contact your service company for adjustments to your set and antenna. As soon as the service work has been completed, please fill out the enclosed card so that we may keep a record on your reception."

Highway Safety
All traffic and highway safety public service announcements are being programmed on WCAU Philadelphia in order to publicize and lend dramatic emphasis to station's regular Sunday afternoon documentary series, "Murder on the Highway." Instead of routine safety announcements, WCAU now urges "Prevent Murder on the Highway," "Stop Murder on the Highway," etc., as punch line of its messages. Statistical information, driving tips and other pertinent advice is given along with slogan.

"Talent Parade" Prize
Winner of each thirteen week cycle of Art Brown Talent Parade program televised by WOGI (TV) Washington (Fridays, 7:30-8 p.m.) will receive as grand prize a television set plus an all-expense trip to New York for try-out for Arthur Godfrey's Talent Scouts show. Applicants for auditions must be at least eighteen years old—but do not necessarily have to be from immediate vicinity of Washington. Show is sponsored by Philco's Radio and Appliances, WCAU Philadelphia, and Philco Corp., through Kal, Ehrlich & Merrick, Washington.

Television Section
WASHINGTON Post, majority owner of WTOP AM and FM Washington, included a complete television section in its May 1 edition. Eight pages were devoted to television's "Growing Pains" and "Prospects."

Television Kits
FIRST kits for television clients of WBQV (TV) Chicago are being mailed to all residents of area according to Promotion Manager Howard A. Smith. Kit, patterned on a similar report for all clients, includes a file of promotional activities conducted for each client. Categories include on-the-air promotion (replays of station breaks, audio and video), publicity (releases and pictures mailed by the press division), clippings from newspapers and magazines (with tabulation of space used and copies of newspaper and magazine ads), and information on dealer tie-in posters and signboards. Mr. Smith designed the 8-by-12-inch folder of dark rose stock, overprinted in white.

Wheelbarrow Parade
More than 5,000 residents of St. Joseph and Benton Harbor, Mich., turned out to watch a wheelbarrow ride. WHBF, WHBF-FM Benton Harbor's chief announcer, John Chase, m. c. of 1,000 Club, and Jim MacDowell of Youmin' in the Mason were wheeled down street as result of an Easter seal contest. Mr. Chase received $1,004 in listeners' mail, as against 74204 in mail sent by Mr. MacDowell. Mr. Chase's five-year-old daughter, pushing Mr. MacDowell's nine-month-old baby, accompanied the pair.

Decalomaniacs
WPNF Philadelphia has joined Record Dealers Assn. of Philadelphia in promotion activity in which attractive decalomaniacs are affixed to several thousand 78-rpm record players, recently purchased by RDAP. Record players are being sold at an extremely low price to revive and maintain interest in 78-rpm records. Decalomaniacs in blue, red, black and gold bear inscription: "Member. Record Dealers Assn. Pennsylvania Station. WPNF 990 (on a black record)." Cooperative tie-in between WPNF and RDAP has been in effect for past four years.

Count the Stars
CARDS bearing many stars were distributed to each of 29 merchants who sponsor WDVX Danville, Va.'s Stars on Parade show. These merchants were asked to count the stars on the promotion cards, the winner receiving prizes from each merchant.

May Month
WINDOW posters are heralding "May is Morgan County Month" campaign being conducted on KFEL Denver's Welcome Ladies (five-a-week, 11:15 to 12 noon) by m. c. Jimmy Denton. Writer of most interesting letter from Morgan County postmarked during May will win $25 grocery order and dinner for six at any restaurant in the county. First subject to be written about is "What I Like Most About My Community." Winner will be announced on June 6 program.

Puncho Clowns
Two-hundred five-foot high Puncho clowns will go to viewers of ABC-TV's Super Circus (Sundays, 4 to 5 p.m. CDT) submitting best letters explaining why they want the dolls. Sponsored by Canada Dry Ginger Ale, "Contest clowns" may be seen at any of firm's beverages and name and address of television station on which show is seen. Contest closes June 6. Reuben R. Donnelly Corp. is supplying the judges.

CBS Booklet
FIFTY EIGHT - page promotional booklet, containing charts, photographs and inclusive data on television advertising, is being distributed by the CBS sales staff. The booklet, "Television Today," is a companion piece to basic CBS-Television presentation and CBS promotional film on "Retire." Photography Contest
GENERAL MILLS started contest April 28 for amateur cameramen who listen to Jack Armstrong, aired alternate days from 5:30 to 6 p.m. (CDT) via ABC. Contestants submit black and white contact print taken with a illegal camera on theme "my favorite summer sport," and a Wheaties entry blank, before midnight Aug. 1. Winners will receive a six-week trip to the city in which first two games of the World Series will be played, re- served seats, $200 in cash and the title, "Wheaties Magazine Junior Photog- rapher."

Personnel
ROBERT J. GUTHRIE, former assistant manager in charge of tours for NBC guest relations department, has joined network's station relations department as supervisor of contracts with affiliated stations.

NICK FREYDBERG, former account executive with Donahue & Co., New York, has been named director of promotions and advertising for WNEW New York.

VIRGINIA MALEY has joined KFI and KFJ-TV Los Angeles publicity and promotion staff. Miss Mailey was formerly society editor of Evansville (Ind.) Courier.

FARM STATION?
Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
Virgin Assn.

Annual Meeting May 26-27

Three NAB executives will address Thursday sessions of the Virginia Assn. of Broadcasters annual meeting to be held May 26-27 at the Tides Inn, Irvington, Va.

At the Thursday morning session, Richard P. Doberty, NAB director of employee-employer relations, will discuss the study he has just completed on station operating efficiency. A. D. Willard Jr., NAB executive vice president, will speak at a luncheon scheduled for Thursday at 1 p.m., and that afternoon at 2:30 Maurice Mitchell, head of NAB’s Dept. of Broadcast Advertising, will talk on local station selling technique. Mr. Mitchell’s talk will be followed by a sales chief, Lloyd Venard, Edward Petry & Co., is scheduled for a talk Thursday morning at 11:30.

Friday morning session will open with a report by the VAB legislative committee chairman, C. T. Lucy, WRVA Richmond general manager. Session will close with election of officers and a report of the resolutions committee. John W. New, WTAR Norfolk sales manager and VAB president, announced.

WLYN-FM Transit FM

Transit Radio got underway officially in the North Shore section of Massachusetts late last month when Mayor Stuart A. Tarry of Lynn, Mass., dedicated the system. Lynn, Medford and Malden divisions. WLYN-FM, operated by the Puritan Broadcasting Service, is on the air from 7 a.m. to 9 p.m. Sports results and late news items will be fed to the bus system. A. M. Morgan is manager of WLYN and WLYN-FM.

Chub Nanaimo, new 250 w station on 1570 kc, officially opens on May 24. Studies are located in Hotel Malaspina at Nanaimo, B. C.

Ray Rich, radio and TV production veteran, has been appointed production director of WDSU Broadcasting Services Inc., WDSU AM-FM-TV New Orleans.

RALPH L. BURGIN Jr., producer at WNBW (TV) and WRC Washington, has been appointed program manager of WNBW. He succeeds CHARLES KELLY, resigned. Mr. Burgin joined NBC in Washington in 1943. During the war he was an Armed Forces Radio station manager. He rejoined WRC in 1947.

John Meston, CBS Western Division editor, has been appointed editor of network programs, Hollywood, effective May 15, replacing John Dunkel who resigns to complete new novel and play.

William L. Dean has been named program director of WIBC Indianapolis. He has served as program director of WRN Indianapolis.

Les Griffith announces at WJZ New York, has been elected a vice chairman of Press Advertising, Radio Chapter of American Veterans Committee. Walter Pick, radio attorney, is group’s new secretary, and Victor Sack, director of Grand Slam (CBS) go away show, is treasurer.

John MacDougall, program director of WGYM-FM New York, has been signed for announcing chores on Col. Peter T. Palmer Telecast, NBC-TV, Mondays, 9-9:30 p.m.

Scott Davis has joined announcing staff of WSAP Portsmouth, Va. Prior to going into last service he was with WBRK Pittsfield, Mass., and KTBS Shreveport, La. Mr. Davis recently finished nation-wide tour with Mae West.

Ron Dunn, freelance announcer and formerly with WFAA Dallas, has joined WOR New York, as staff announcer. Albert F. Schneider has joined station as summer relief announcer.

Samuel Chozzinoff, general music director of NBC, has been appointed musical director of RCA Victor Red Seal records. He will continue in his NBC post.

Don Whitman, producer of Driver’s Playhouse on KOIN Portland, Ore., has resigned to do an independent study of television programming and production in New York, anticipating entry into TV.

Al Owen, disc jockey, is joining WFPD Atlantic City, N. J.

Knox Manning, CBS Hollywood announcer-commentator, has been named Los Angeles director of Housewives Protective League.

Paul Stewart, KFWB Hollywood announcer, is the father of a boy, Gregory Randl.

Bob Hansen has been named program director at KAOT Sioux City, Iowa, after working as news editor. He succeeds SHIRL SINGER, resigned.

Pen Brown has returned to WTAM and FM Worcester, Mass., announcing staff after year’s stay in the South for his health.

Cliff Levine, and James DUNCAN have joined KFMB-TV San Diego as producer and engineer respectively. Mr. Levine was formerly with Stodel Adv. Co., Los Angeles; Mr. Duncan with KTLA (TV) that city.

Reed Brown has been named announcer of ABC Breakfast in Hollywood.

Maxine Arto McKIBBEN, under name of “Jane Kerr,” has started six weekly hour-hour program, Needle and Pins, on KIDO Boise, Idaho.

Allan F. BURKE, formerly on art staff of J. W. Eccleston Adv., has joined KFI-TV Los Angeles art department.

Paul A. MYERS, program director of WWVA Wheeling, W. Va., was honored by Gov. Patteson of West Virginia for his work in 1948 Security Bond Drive on Patriots Day.

Send Me

The Newsweekly of Radio-TV

John M. CARR

WOC, Des Moines

One Year at $7.00

Two Years at $12.00

Please Bill Me □

I Enclose $__________

Name ________

Address ________

City Zone State ________

Mail to: Broadcasting

910 Nat’s Press Bldg., Wash., D. C.

May 9, 1949 • Page 73
First 15 Program Hoop erys—April 30 Report

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Local Stations and Organizations

Religious—All Abroad for Adventure (Joint Radio Religious Council) - First award.
Organizations Preparing and Distributing Transcribed Services

Religious—All Abroad for Adventure (Joint Religious Radio Council) - First award.

PR Book

COVERS RETAIL

Covers Retail Field

PUBLIC RELATIONS FOR RETAIL-ERS

Chapter dedication. 186 pp. The MacMillan Co. $3.50

Radio and television, and their place in retail public relations, are touched upon in "Public Relations for Retailers," authored by Tom Mahoney, Young & Ruby- cam Inc., New York, and Rita Hession, New York public relations consultant.

Mr. Mahoney, of the public relations staff, and Miss Hession point out the success many stores have had with special programs such as radio and television, and programs aimed at specific audiences. They go far astray, however, when advocating radio and television as "increasingly important vehicles for news of stores" by stating that "at this writing, and probably for years to come, there will be so many programs being held on television stations that many of them will continue to give free time to any interesting topical stunt that a store can evolve."

New WCSI Studios

WCSI (FM) Columbus, Ind., is scheduled to start broadcasting from its new studios in the Copn Theatre Building, Columbus, Ohio (Monday). Graeme Zimmerman, radio director of Syndicate Theatre Inc., owner of WCSI and WNNJ War- babash, Ind., made the announcement. Three studios will be in use, all with indirect fluorescent lighting and of the latest design, Mr. Zim- mer said. Tentative plans also were announced for a new sign-on time of 6 a.m., beginning May 30. WCSI operates on Channel 29 (93.7 mc).

Tornado Broadcast

J. D. Jones, chief engineer and partner-owner of KTAT Frederik, Okla., interrupted a downtown studio program when he saw a tornado approaching the afternoon of April 30, set up a microphone at the transmitter and described the storm. The torna- no, one of several that struck Oklahoma that day, broke up before reaching Frederik. Jones recorded speeches for several farm buildings and homes nearby, KTAT re- ported. KSWO Lawton, Okla., which was monitoring stations throughout the region, broadcast the KTAT tornado broadcast and repeated it as a storm warn- ing for Lawton.
AM APPLICATIONS
Prineville, Ore.—Central Oregon
Federal Credit Union, 23% owner, has ap-

dicated cost $25,868.99. Principal: Col-

tinent Credit Union, L. B. Conner, depos-

tory agent. B. E. Pendleton, W. L. Bruce, sales

manager of KYCD Med., owner 22%, L. M. 

Mische, sales, KYCD, director 24.444%; 

Paul B. Kelly, partner. Number, 6% owner 

of Dietrick, 56% owner of Dietrick, 

Oswald & Co., certified public account-

ants, Portland, secretary, director 34%; 

W. B. Minor, retired, director 34%. There 

are four minor stockholders.

Filed April 23.

Lumberton, N. C.—Toberbo Land 

Development Co., 23% owner, has ap-


dicated cost $13,190. A. L. Foulks, sole 

stockholder of WCRB Dunn, N. C. Filed 

April 29.

Co., 1400 kHz, 230 w, unlimited;

estimated cost $24,157.47. Principals: 

Addison P. Jr., manager, W. T. Stuck- 

burgh, partner 2%, James E. Syrian, 

president 2%; Kenneth B. Mitro, vice 

secretary 2%; Remond A. Owen, treas-

urer 2%. Number, 67% owner of Ham-

ton Loomis of Virginia, 23% owner, 

Strader-Taylor Investment Bank Inc., 

98% owner of WSCG, general man-

ager of Hampton Loomis of Virginia, 

director 3%. There are 4 minor stock-

holders. Number, 4%. There are 5 minor

stockholders. Number, 3% each. 

Filed April 23.

Emporia, Kans.—Emporia State 

Bank, 18% owner, has applied for a non-

profit corporation. A. L. Cox is chair-

man of the Board of Directors.

Filed May 3.

Chillicothe, Ky.—Elizabethtown 

Broadcasting Co., 1400 kHz, 25 w, 

unlimited; cost $18,268.25. President, R. 

E. Ery, minority owner and treasurer 

of WCRY, LLC. Filed May 2.

ALLOCATIONS
BROADCASTERS appeared elated 

with the provisions made for remote 

pickup in the 25-30 mc band on an 

exclusive basis. For some, it was the 

final decision on general allocations 

for mobile and fixed services, handed 

down last Tuesday.

The decision was allotted to remote 

pickup in the 25-30 mc band on an 

exclusive basis, approximately the same 

space it already had in the 152-162 mc region, 

with 20 lc channels in the 450-460 mc band. 

Allocations are effective July 1.

Abandon’s Proposal

Thus the Commission abandoned the 

proposal it had made to push remote 

pickup (relay broadcast) out of the 

152-162 mc band, but made effective its 

plan to let this service have space between 

450 and 460 mc while giving it other 

channels. It had, however, before 25 and 

30 mc.

In response to queries raised by 

Allen B. DuMont Labs, the Com-

mission on Tuesday, a non-exclusive 

20 lc channels assigned remote pickup 

in the 25-30 mc area may be used by 

television as well as AM, while in the 

past has had to use wire limited for 

TV audio pickups, henceforth will be 

able to use relay facilities for 

such purposes.

Rules adopted by the Commission 

covering all allocations in the pro-

ceeding—the report alone was 58 

pages in length—were published in 

the Commerce, May 10. Copies of 

which may be ordered from the 

Superintendent of Documents, Gov-

ernment Printing Office, Washing-

ton 25. They do not, however, enable 

us to provide copies, due to the size 

of the documents.

license from Jonas A. Weiland to A. K. 

Barrus, banker, president 23.3%; 

L. O. V. Barrus, business manager 

11.1%; John Dawson, 11.1%; Leo 

G. Barrus, partner 11.1%; C. F. 

Cox, 8.9%; J. E. Peterson, 11.1%; 

C. W. Harvey, 11.1%; J. H. Tyler, 

11.1%; and W. W. Barrus, 8.9%; to 

W. W. S. Barrus, 22%. Total consider-

ation $1,600, SPR 8000, unlimited.

WANDG (FM) Pedals, Ky.—Transfer of 

control from Citizen’s Broadcasting 

Co., Ltd. to G. H. Camp, owner, 

to a corporation in which Miss 

Camp is a major stockholder.

KBIX, Whiteville, N. C.—Assign-

ed license of KBIX to Neil J. Donald, 

owner, to a corporation in which Miss 

Donald is major stockholder.

WJPK (FM) Indiana—Assign-

ed license of WJPK (FM) to 

Petersen, owner, to a corporation in 

which Miss Petersen is major 

stockholder.

KSPA (FM) Kansas City, Mo.—Assign-

ed license of KSPA (FM) to 

Petersen, owner, to a corporation in 

which Miss Petersen is major 

stockholder.

License from Jonas A. Weiland to A. K. 

Barrus, banker, president 23.3%; 

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Camp is a major stockholder.
GODFREY

Top CBS Wage-Earner in 1948

ARTHUR GODFREY, radio funnyman, was the top wage-earner in 1948 in the books of Columbia Broadcasting System Inc., while Lowell Thomas, news commentator, was the top "independent contractor" on the network. Mr. Thomas received $402,500 for "program services."

On the regular payroll, Mr. Godfrey hit top-dollar with $258,450—a sum which did not include payments to Arthur Godfrey Productions. The latter got $123,659 for "services" from CBS while the CBS subsidiary, Columbia Records Inc., paid it $58,440.72 for sales of records.

The comedian's pay surpassed that of Frank Stanton, president of the network. Mr. Stanton received $109,788.40, a sum which included a $39,702.80 bonus. The president also had $9,296.11 paid for him for pension plan after 71.314 for group life insurance. These latter payments CBS does not consider "re-muneration."

The place of CBS payroll swipes went to John Reed King, radio artist, who received $95,795.80.

Several "independent contractors"—neither employees, officers or directors—did better than the top three payrollees. For example, Tom Howard was paid $218,751.25 for "program services."

Three financial facts, together with many others, became public property last week when the network filed its annual report with the Securities Exchange Commission.

William S. Paley, chairman of the board, was listed as the only person owning more than 10% of CBS stock. On Jan. 1 he owned 223,500 shares or 29.45% of Class A stock, valued at $2,150,000. In his portfolio was 9.23% of the Class B stock, $2.50 par value, stock. Payments made to him were not indicated in the report. CBS' 13 directors, however, of which Mr. Paley is one, received $494,910.46 during the year, plus $46,830.24 in interest payments and $931.50 in group life insurance payments. Included in the directors payments was Mr. Stanton's remuneration.

Twenty officers, who were not directors, received $661,516.41. Pension plans for them received $61,058.34 while group life insurance payments for them totaled $16,091.

Fifty-six employees received more than $20,000 during the year. The total for them came to $2,293,904.75. Pension payments for them were $2,044,036.46 while group life insurance payments were $3,768.60.

Executives, however, were not the main beneficiaries, a footnote made. The 56 employees who divided up the $2,293,904.75 were radio artists, it was said. Their name were set forth, although they did include Messrs. Godfrey and Paley.

The names of 21 persons or organizations not employed, directors, or officers of CBS who were paid more than $20,000 for services during the year were given. They were:

Name Capacity Remuneration
Rosenman, Goldmark, Colin & Market Street Advertising) $82,900.00
O'Malley & Myers $27,975.00
Baker$60,900.00
Rookery Inc. $47,500.00
Arthur Godfrey Prod $123,053.03
Mark Goldman $31,800.00
Tom Howard $21,000.00
Ed Bulyen $24,250.00
Lowell Thomas $305,000.00
William Todd $215,100.00
Colasonic Prod. $290,000.00
William S. Toddman $25,900.00

WINZ LICENSE

Ordered Revoked by FCC

REVOCATION of license of WINZ Hollywood was one of the FCC's last week "on the basis of violations of the Commission's Rules and Regulations and Standards of Good Engineering Practice, including actions served upon the licensee."

Hollywood Broadcasting Co., licensee, was allotted 15 days in which to request a hearing, in which event the revocation order would be suspended until the hearing is completed and the case decided.

The station is headed by Jonas Wold, whose sale of controlling interest in WPTC Kinston, N.C., was approved by the Commission almost simultaneously (see story page 76.)

WINZ, established in 1946, is licensed on 940 kc with 1 kw, daytime only, but has a construction permit for 1 kw. The station has an application pending for use of 50 kw day and 1 kw night.

Chairman Wayne Cox did not participate in consideration of the case.

If You Use STOP WATCHES

You will find our new catalog most useful. It describes and illustrates the complete line of stopwatches for all racing and broad- casting needs.

Cleburne Timing meet the re-quirements of the National Bureau of Stands in Broadcast Timekeeping. This catalog may help you solve a timing problem.

Send for Free Catalog 498

Page 76 • May 9, 1949
A HIGHLIGHT of National Assn. of Radio Farm Directors’ three-day visit in Washington last week was a Monday news conference with President Truman. Gathered on the White House lawn were the various farm broadcasters who posed with the President, Floaking the President, Cornell U. extension director, WJZ New York; Paul Vissor, NBC Central Division; Claire Sheddwell, WGMT Wilson, N. C.: (right from President) Alice Fulton, U. S. Dept. of Agriculture; Betty Brady, WLW Cincinnati; Agriculture Secretary Charles C. Brannan; Lou Kaiser, owner, WSKC-TV, New York City; and WJZ New York; Ains Kirby, WCAU Philadelphia. Conference for RFDs was arranged by Agriculture Dept.

FARM DIRECTORS

By JOHN OSBON

“TELEVISION is the home demonstrator’s dream—it’s the most powerful medium ever devised,” Agriculture Dept. radio-TV specialists told the National Assn. of Radio Farm Directors at the third USDA-sponsored RFD meeting held in Washington last week.

Over 60 farm broadcasters attended the three-day sessions, which included a conference with President Truman, addresses by Secretary Charles Brannan and other farm officials, and meetings with joint House and Senate agriculture committees.

General theme of interest to farm directors during the sessions Monday through Thursday was current farm legislation, with proposals urging the RFDs to support the Administration’s program through broadcast.

The department’s Office of Information took the wraps off its “Project 2558,” authorized last year by the Research & Marketing Act. Broad purpose is to unearth research in using television to disseminate marketing information.”

Ken Capel, assistant information director for radio and TV, told RFDs the department’s first annual report on both would be issued around July 1, with a preliminary report to be released shortly.

USDA is currently preparing five-minute feature shorts on 16mm film and a series of slide films dealing with marketing matters as first steps in the project, Tom Noon, USDA specialist, revealed at the Wednesday TV seminar. He reported problems of film clearance rights and formation of a distribution system which USDA plans to iron out. Out of 226 films currently in its library, only four would be usable on television, he pointed out.

Sound films will be added periodically in time. But, for RFDs, film’s advantages lie in the fact “you know what goes on and it allows editing.” Mr. Noon traced television’s technical and productive progress.

Maynard Speece, another radio-TV specialist, said the department has been active since 25 to 30 TV programs aimed primarily at urban audiences. He called for showmanship, pointing out that the “yardstick of measuring your program is whether sight, motion and sound appear in that order of importance. Programs should be timely, important, and above all, familiar” to viewers, Mr. Speece emphasized, with people and animals as top subjects.

During the seminar, a Rural Electrification Administration spokesman disclosed REA was launching a campaign to encourage state associations to operate radio schools for co-op employees.

Secretary Brannan told the RFDs that “we are working on a farm program, a real one now, and I know that you are all going to cooperate.” In a lighter vein he remarked, “At 8:50 in the morning, I’ll be listening to you.”

A joint session of the House and Senate agriculture committees held a meeting at the request of the NAA. Secretary Brannan addressed the group distantly following hearings on Secretary Brannan’s farm program.

That evening farm broadcasters joined agricultural editors for dinner at the National Press Club and spent Tuesday visiting Agriculture’s research center at Beltsville, Md. Final sessions Wednesday closed with talks on farm subjects, a discussion on the Department’s policy and service activities and the television report, followed by a reception and luncheon at the Carlton Hotel.

Attending the meeting, in addition to station farm directors, were network directors, county agents, and extension specialists. Attendees included: Alampi, Phil, RFD, WJZ; Arnold, Fred, radio spec, WTAW; Atwood, Frank, RFD, WSM; Barfield, Harri, AMC; Binkley, Joe, RFD, WOR; Bisson, Milton, RFD, WFAA; Brady, Betty, own; Brown, Charles L., county extension director, Extension Service; Bunker, Ross, RFD, WSM; Brown, William, agricultural director, NCA; Buxton, Edward, radio director, American Farming Co.; Cech, Richard, RFD, WJFK; Cook, Eldon, radio spec, WTAE; Daimon, William, agricultural director, NCA; Daniel, Jack, radio spec, WIBA; Darwell, W. R., RFD, WSM; Dexter, Donald, extension spec, WSM; Dixon, Frank, RFD, WMU; Edwards, Lee, RFD, WSM; Evans, Harmon, extension spec, WSM; Flandra, Paul, RFD, WSM; Fox, Harmon, extension spec, WSM; Freria, Anthony, extension spec, WSM; Gribble, Nellie, RFD, WSM; Hanna, Al, radio spec, WSM; Hatfield, Lee, RFD, WMU; Harris, Frank, extension spec, WSM; Hays, Charlie, extension spec, WSM; Hill, Ray, RFD, WSM; Holman, William, agricultural director, NCA; Horne, Hal, extension spec, WSM; Jacobson, Edward, WSM; Jackson, Mel, RFD, WSM; Johnson, Fred, extension spec, WSM; Johnson, Fred, RFD, WSM; Jones, William, RFD, WSM; Jones, William, extension spec, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keating, Jack, extension spec, WSM; Keating, Jim, RFD, WSM; Keat...
At Deadline...

WARNER WITHDRAWAL HITS FCC TARDINESS

HITTING FCC delays that have kept its application waiting for year with no hearing yet scheduled, Warner Bros. filed Friday for dismissal of its case against the network in a Federal (Channel 13). Firm said it saw no chance for decision before 1951 at present pace. Withdrawal leaves four applicants for two channels under "franchise" provision.

Action followed Warners' announcement of virtual withdrawal from TV field, [BROADCASTING, May 2], and with only one pending application: Purchase of Mrs. Dorothy Thackeray's KLAC and KLAC-TV Los Angeles and KYA San Francisco for $1,045,000. For clarification, firm also told FCC it intends to go through with purchase of Thackerey properties upon FCC approval and urged "favorable consideration" before contract expires Aug. 1.

GRANT SET ASIDE

GRANT issued Hermitage Broadcasting Corp. last September for WNAH Nashville, Tenn. (1350 kc, 1 kw day) was set aside by FCC Friday when power of its permit-channel WKRM Columbus, Tenn. (1340 kc, 250 w), Hermitage application was set for hearing June 10 with WKRM named party to proceeding. Chief engineer of Hermitage (85%) is V. T. Irwin Jr., senior statistician, Tennessee Dept. of Employment Security.

KIND PLEA DENIED

FCC Friday denied request of KIND Independence, Kan., 250 w daytime, seeking permission to operate after hours for broadcasts of local baseball night games.

YANKEE NEGOTIATIONS

EFFORTS to work out a truce in the Yankee Network engineers' strike has failed as BROADCASTING went to press. Network officials and union representatives met with Massachusetts Labor Commissioner John J. Delmonte Wednesday and Thursday to consider his proposal that the strikers return to work under terms of old contract during a 30-day "cooling-off" period. Recommendation was turned down by the network but a conference between management and labor was held Friday afternoon.

CHERNOW NAMES TRAVIS


PARIS MISSION APPROVED

U. S. DELEGATION to International Telephone & Telegraph Conference opening May 18 in Paris approved Friday by President Truman. FCC Chairman Wayne Coy is chairman; Francis Col de Wolf, chief of State's telecommunications Division, is Vice Chairman, and FCC Comr. Paul A. Walker, delegate. Seventeen other members of delegation, 12 from FCC as full members (BROADCASTING, May 2). Most of group leave Thursday, may be away till late August. FCC Comr. Rosel Hyde is to be acting chairman of Commission in Mr. Coy's absence. But Mr. Coy may return for a while in mid-conference, depending on (1) situation there, and (2) situation here.

FCC TO HEAR WSNY CASE

DISPUTE between former general manager of WSNY Schenectady and its president over transfer of control of the station held by FCC, at least preliminarily, George E. Neilen, former general manager, claims President Win- low Leighton acquired control improperly [BROADCASTING, Aug. 16, 1948]. Mr. Leighton denied. New complaint was a part of plan to "seize sole and absolute control" [BROADCASTING, Dec. 20, 1948]. FCC called hearing on (1) Nelson petition for investigation; (2) Leighton reply; (3) application for acquisition of control by Mr. Leighton and members of family through minority purchases; (4) petition of Mr. Nelson and Bradley Kincaid and Benjamin Dupp, former stockholders, for hearing on transfer application. Messrs. Leighton and Nelson are co-founders of WSNY.

TWO GET POWER BOOSTS

NEW FACILITIES for WDBD Escanaba, Mich., and boost in daytime power for KIT Roseburg, Wash., authorized by FCC Friday. WDBD, Mutual outlet, moves from 1490 kc with 250 w to 680 kc with 1 kw, direction-alized. KIT, ABC affiliate on 1280 kc with 1 kw, increases daytime power to 5 kw.

KWNH CASES OFF DOCKET

FCC said Friday it had reconsidered its action of last May calling for hearing on license application of KWNH Fort Smith, Ark., and on other cases to determine time to complete KWNH-FM. Cases were removed from hearing-docket. KWNH-FM completion date extended to Nov. 7.

COVERING 'LIFT' WINDUP

HENRY LA COTTISSE, conductor of Mutual's Editor's Diary, Mon.-Fri., 9:15 a.m., was to leave May 8 by plane for Berlin to complete coverage of air lift next Thursday. He will do his regular broadcasts this week, plus special reports to MBS, from Berlin.

NBC, GARDEN NEAR DEAL ON SPORTS COVERAGE

NBC and Madison Square Garden, New York, reportedly near deal which would give network interest in sports promotion enterprise not unlike that of CBS participation in Tournament of Champions. Negotiations in progress between NBC and organization which will succeed 20th Century Sporting Club whose dissolution was announced last week. Garden ownership reportedly will be major participant in new enterprise. Position of Gillette Safety Razor Co., whose $400,000 contract for rights to Garden events expires May 31, not clear although high executive of Maxon Inc., Gillette agency, told Broadcasting Fri-day company hoped to renew contract "on the same basis." In view of Gillette statement, belief was held that NBC was intending to buy piece of promotion corporation, which is not yet named, that will take over contracts and assets of 20th Century.

With NBC as part owner of sports promotion firm, it would be in position of selling rights to Garden events to Gillette and also receiving revenue from sale of time to same company if Gillette chose to broadcast or televise. NBC has been pipeline to New York Garden sponsorship in past have been telecast by NBC and broadcast by ABC.

PETITIONS TO FCC OPPOSE RICHARDS TRANSFER

MEMORANDUM urging FCC to deny application of G. A. Richards for transfer of control of his stations [BROADCASTING, April 23] was filed Friday by American Jewish Congress, Anti-Defamation League of B'nai B'rith, Jew- ish Labor Committee, Jewish War Veterans of U.S. and Jewish Community Councils of Los Angeles, Detroit and Cleveland.

Group asked denial of Mr. Richards' plan on four grounds: (1) Proposal "does not ef-fectively eliminate" possibilities of his retaining influence over station policies; (2) proposed delegation of authority is improper; (3) plan does not meet FCC standards for transfer of control; (4) FCC should decide "serious charges" against Mr. Richards "without first passing on transfer application.

Mr. Richards, who has been under investiga-tion on charges he ordered KMPC Los Ange-les staff members to slant news against cer-tain minority groups, proposes to retire from and transfer control of stations to three trustees: President John A. Hannah of Michigan State College, Vice President L. P. Fisher of of Fisher & Co., Detroit, and General Motors Vice President Harry J. Klinger, general manager of GM Pontiac Division, Stations: KMPC Los Angeles, WJRT Detroit, WGR Clevelan.

Closed Circuit

(Continued from page 4)

stations representing contending groups are buy-ing white space in same areas. Without taking sides on issue, Ex-Comr. President A. D. Willard Jr. has brought overall issue to atten-tion of station members.

COMMR. E. M. WEBSTER, renominated by year term to begin June 30, is chortling over year term to begin June 30 is chortling over what he regards as contempt of court. He walked in front of White House offices a month ago at President's behest, agreed to reappointment, had pleasant chat and walked out unnoticed by press corps. It's understood President then advised him that appointment would go up as soon as 60-day statutory pro-\section{At Deadline...
Eastern Iowa Listens to Murrow—Tomorrow and Today on WMT

Mr. Edward R. Murrow, one of radio's most distinguished reporters, is heard regularly on WMT under the sponsorship of Campbell's Soup. Recent winner of the Peabody Award for Reporting (for the second time), Mr. Murrow's citation described him as "...one of the most reliable and shining lights in the overcast of news analysis..."

Advertising on WMT is one of the most reliable ways of reaching the prosperous farmers and industrious manufacturers of Eastern Iowa. With a loyal audience built up by CBS programming spiced with potent regional news and special events coverage, WMT offers access to 1,131,782 people (within the 2.5 mv line). Listen to the WMT story tomorrow—the Katz Agency has the facts.
The Swing is to WHB in Kansas City

Last year, 167 new sponsors (55 of them local) joined the Swing to WHB. More Kansas City advertisers now use WHB than all other stations combined. In one year (1948), WHB increased its power ten times...received 147% more mail...added to its coverage area 89 new counties in three states, with a potential of two and a half million new listeners.