A client of ours said: "You fellows keep proving to us in your ads that you can sell—sell more to more people at less cost than any high-powered station anywhere. Good heavens, man, we know it!"

"Hold that latest, will you? Good day, you've already wiped out our $250,000.00 inventory* of a household appliance in 8-weeks and the dealers are hollering all over the place."

To which WOR politely retorts: If radio can sell a product like that—and it can—it can sell a message, slogan, or idea, too. It can peg your trademark into people's minds; it can make 'em remember and remember and remember. It can...

Oh, come, Gentlemen, pick up your phone, your quill, or pedal your cycle to

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

*That's a fact! Ask us to prove it, if you wish.
A LITTLE girl in Weirton, West Virginia, a quarter century ago, was intrigued by her uncle's big, new Atwater Kent radio with its batteries and horn. What amazed her most was the announcer at WLS in Chicago . . . for instead of following the pattern of most stations with "This is WLS," he would say, "You are listening to WLS."

It took Mildred's uncle months to convince her that the friendly WLS announcer could not actually tell that she was listening. "He always sounded like he just knew I was listening to WLS," Mildred says now. Meantime, she has moved to 2131 West Evergreen in Chicago, and is Mrs. Frank Gross—still a daily listener to Lulu Belle and Scotty, Bob Atcher and other WLS stars.

Mrs. Gross put into words one of the basic reasons for WLS acceptence in millions of Midwest homes—the friendly voices that take a personal interest in the listener. Whether it's Jack Holden or Hal Culver, Stilwill or Brinkley or Baker or Bailey, Al Tiffany, Larry McDonald, Dinner Bell's Arthur C. Page—listeners feel a friendly personality is talking to them.

For twenty-five years, in every WLS program, this thought has stayed uppermost—not that WLS is broadcasting—but that "You are listening—"

This WLS attitude accounts for the strong personal loyalty of millions of our listeners, and their always immediate response to the friendly voices that sell for our advertisers, in city, town and farm throughout Illinois, Indiana, Michigan and Wisconsin.

A Clear Channel Station

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE

REPRESENTED BY JOHN BLAIR & CO.
1. **D'ESTREHAN**, historical mansion near New Orleans, exemplifies West Indian architecture. Built in the 1820's by the pioneer family for whom it was named.

2. **THE FUR INDUSTRY IN LOUISIANA**—largest fur-producing state in the nation. Provides income for 100,000 people, adding $10,000,000 gross spending power annually. Another reason why WWL-land exceeds national average in increased income, buying power, general prosperity.

3. **WWL’S COVERAGE OF THE DEEP SOUTH**

50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

*Note: Coverage mapped by Broadcast Measurement Bureau. Some scattered counties, covered by WWL, are not shown.*
Closed Circuit

DECISION expected shortly on appointment of new president and general manager of WQAU Philadelphia (AM-TX-FM) to succeed Dr. Leon Levy who's desire of relinquishing day-to-day operations to devote more time to personal investments and family interests. Several topflighters in station management under consideration but speculation is premature since there has been no meeting of Philadelphia Bulletin minds.

EXTENT to which banks may be sensitive to competitive radio picture reflected in report that within hours after M. H. Aylesworth's prediction of radio doomsday in three years because of television, plus FCC Chairman Coy's optimistic TV outlook, one banker contacted station client and called his loan. Broadcaster cited this as indication of need of offsetting such "destructive propaganda."

CLARIFICATION of Cuba's position with respect to extension of NARRA pact, governing continental broadcast allocations, may be sought by U.S. State Dept. and FCC officials considering desirability of asking high-level Cuban communications officials to talk informally since there's been no clear-cut expression of views from Cuba.

PHONY STORIES about what FCC is alleged to be doing are causing that agency no little anguish. Fortnight ago there was published report that FCC had decided to retain editorializing ban, which was diametrically opposed to planned action (which won't be taken final until this week). Last week there were headlines about what FCC had done on giveaway issue when that matter hasn't even been discussed since March 29 at which time FCC directed its staff to study state and federal cases dealing with lotteries; nothing more.

CHAIRMAN ED JOHNSON of Senate Interstate & Foreign Commerce Committee has shot another letter question at FCC of He wants to know when Commission will lift TV freeze, in force since last September and which was to have thawed weeks ago based on FCC's original promises. Answer may come any day.

IT LOOKS certain that NAB Sales Managers and Small Markets committees will be merged into overall Broadcast Advertising Bureau committee. Unofficial board vote heavily favors idea.

CIGARETTE-PALMOLIVE-PETT Co., considering half-hour television show featuring Hollywood name star.

MORS ASSOCIATES, New York, advertising agency, preparing five-minute television program for Seneca Watch Corp, New York, for fall presentation. Network not yet selected.

WILLIAM H. WEINTRAUB CO., New York, understood to be lining up five advertisers to participate in sponsorship of Vanity Fair TV show on West Coast.

UPCOMING: FCC action on 18-month-old (Continued on page 82)

Upcoming

May 23-25: Broadcast Engineers Conference, Biltmore Hotel, Atlanta.
May 25-26: Ohio Assn. of Broadcasters, Columbus.
May 26-27: Virginia Assn. of Broadcasters, Tidewater Inn, Virginia Beach.
May 29-June 1: Advertising Federation of America 45th annual convention, Rice Hotel, Houston, Tex.

(Bulleted followed on page 61)

Bulletins

WMOR, Chicago's newest FM station, has signed with Consumer's Aid for store broadcasting in Jewel food chain for two years, starting May 30. Programmed to be fed to 150-plus stores Mondays through Saturdays, 8:15 a.m. to 6:15 p.m. (CDT).

IBEW AND CBS DIVIDE NATIONAL, LOCAL ISSUES

IBEW and CBS negotiations took unprecedented turn Friday. Parties decided to split negotiations for 500 engineers into "national" and "local" items. Local items, such as wages, grievances, days off, to be negotiated in New York, Chicago, San Francisco, St. Louis, Minneapolis, Boston. National items, such as union recognition and membership, to be negotiated separately. One result of splitting negotiations might be pay differentials for various cities.

Talks began Monday as scheduled after both sides gave proper notice under contract to reopen certain clauses. Matters not reopened continue in effect from year to year. New clauses decided upon will become effective May 29, birthday of contract, and retroactively if necessary.

Among matters reopened are wages, seniority, penalty payments and posting of days off. Wages and seniority are regarded as more important points.

IBEW asks increase up to $35 weekly in some categories, it was said. Company is seeking to maintain status quo, for most part, so far as wages is concerned, with pay differentials for various cities. Seniority question involves in part status of television employees. CBS wishes to divorce TV and AM operations in this respect, it was said. By doing so, layoff of AM engineer with more seniority than TV engineer would be possible. IBEW opposes this in favor of strict seniority applicable to engineers regardless of type of operation.

NLRB ELECTIONS CERTIFIED

CERTIFICATION of elections at WBT Charlotte, N. C., and WOLF Syracuse, N. Y., reported by NLRB regional directors. IBEW certified for technicians at WBT, AFRA for announcers at WOLF.

Business Briefly


LEE PHARMACAL ADDS • Lee Pharmacal Co., Beverly Hills (Spray-A-Wave), to sponsor added 15-minute segment of CBS Arthur Godfrey morning show, five times weekly, 10:15-11:30 a.m. effective May 30. Dancer-Fitzgerald-Sample is agency. Other sponsors are Gold Seal Wax, National Biscuit Co. and Liggett & Myers (half-hour).

WWBZ APPOINTS • WWBZ Vineyard, N.J., names Joseph Hershey McGillivra Inc. as national representative.


SUN-RAY DRIVE • Sun-Ray Hair Preparations Co., New York, planning extensive mail-ordered sales drive which would include possible use of 10 or 15-minute programs considered. All major markets to be covered, including New York, Chicago, Detroit, Cleveland, Philadelphia, St. Louis, Los Angeles, San Francisco, St. Louis, Indianapolis, Detroit, Buffalo and stations in Texas. Agency, Casper Pinkser Adv., New York.

SPOT TEST • Ted Bates Inc., New York, preparing TV spot announcements for Continental Baking Co. If approved, TV spots to be tested in New York area.

ROSS CHANGES MIND

AFTER Norman Ross and NBC announced earlier in week he was resigning from 300 Hour as m.c., Mr. Ross and Chicago & North Western Railway announced late Friday they had agreed on terms of new contract (see early story page 74).

NABET, WOR-WOIC STILL SEEKING AGREEMENT

NABET sent Clarence Westover, its national executive secretary, to aid in deadlocked negotiations for 115 engineers at WOR New York and WOIC (TV) Washington [Broadcasting, May 9].

Highest level WOR official, including President Theodore C. Streibert, joined talks Friday at which Bernard Forman, of Federal Mediation and Conciliation Service, was trying to keep parties together. With strike vote already taken, situation was regarded as tense.

It was learned that NABET still was holding out for 15% wage increase while management is said to have made no salary offer. Following caucuses by both sides Friday afternoon, in which they both re-examined their positions, talks were resumed. When session adjourned Friday for weekend, J. R. Poppele, vice president and chief engineer of WOR, reported some progress had been made. Talks resume today (Monday).

Page 4 • May 23, 1949
BY LISTENERS IN 5 BIG MARKET-AREAS!

In the PHILADELPHIA area
Listeners like plenty of music, daytime and night-time. They get it, smoothly leavened with sales-producing commercials, in KYW's new Midday Review, starring Johnnie Deegan (12:05-1:30, Mon. thru Fri.) and in Tom Rodgers' new evening platter show at 11:05 (Mon. thru Sat.).

In the PORTLAND market
Kids and grown-ups alike heard a newcomer named Bob Amsberry. Everybody liked him! KEX now gives him two shows daily - a dawn-hour platter program (6:00-6:45) and an afternoon juvenile (4:30-5:00).

In the MIDWEST
Listeners like to keep up-to-the-minute with popular music. WOWO, Fort Wayne, meets the demand with a new daily disc show at 6:15 PM. Roy Harvey's "Top Two" airs the region's two best-selling records of the day.

In the PITTSBURGH market
Radio fans wanted more of that sensational pair, Buzz and Bill. KDKA obliges, with a 45-minute program featuring Buzz and Bill every weekday morning (8:45-9:30).

In NEW ENGLAND
Audiences like to start their day with cheerful music and light-hearted comment. They get both (interspersed with serious reports on news and weather) on the new Carl deSuze show, 7:05 AM, Mon. thru Sat., on WBZ, Boston, and WBZA, Springfield.

REWARDS!
For advertisers, Westinghouse stations' development of new programs and new talent spells new sales opportunities! Ask Free & Peters for information on these and other new programs... and on the fast-growing audiences attracted by these Westinghouse stations.

WESTINGHOUSE RADIO STATIONS INC
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
2nd Year of the Midwest's Biggest Sports Package "Sportlog"

Tremendous results the first year! Now, Webber Motors' "Sportlog" starts its second year greater than ever. Two new features have been added—Football and a Hunting and Fishing series.

A combination of all KOIL's sports programs—"Sportlog" is 100% sponsored by Webber Motors, Omaha, distributor and dealer of Dodge and Plymouth cars and trucks. Webber Motors is just one of the many local advertisers who buy local shows on KOIL IN A BIG WAY year after year.

KOIL Builds Programming That Pays Off!

105 advertisers use KOIL today. 30 have received continuous service for over 5 years. KOIL is top ABC station in the nation in morning and afternoon audience...it's second at night (Jan.-Feb., '49 Hoop.) Ask about KOIL shows that will pay off for you in the Omaha area.

KOIL
OMAHA & COUNCIL BLUFFS BASIC ABC 5000 WATTS
Represented by Edward Petry & Co.

FEATURE CALENDAR
First issue of the month: AM Network Showsheet Second issue: Network Boxscore; Public Interest Third issue: Trends Survey Last issue: Telecasting Showsheet

At Washington Headquarters
SOL TAIROSSH Editor and Publisher

EDITORIAL ART KING, Managing Editor
J. Frank Beaty, Rufus Creater, Associate Editors; Fred Fitzgerald, News Editor; Paul Fulcorner, Asst. 16
ROYAL Films Editor; Robert B. Luce, Research Editor; Tyler Nourse, Copy Editor. STAFF: Lawrence Christopher, Publicity Manager, John Osborne, Arnetta Willman. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Mary Madden, Wilson D. McCarthy, Eleanor J. Brumbaugh, Assistant to the Publisher.

BUSINESS MAURY LONG, Business Manager
Winfield F. Levi, Assistant Advertising Manager; Harry Steen, Classified Advertising Manager; Eleanor Schall, Virginia Dooley, B. T. Tashoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Roland Weston.

SPECIAL PUBLICATIONS BERNARD PLATT, Director
Estelle Markowitz.

CIRCULATIONS AND READERS' SERVICE JOHN P. COSGROVE, Manager
Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapaler Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, Plaza 5-3333
EDITORIAL: Edwin H. James, New York Editor; Herman Brandchaus, Asst. to the New York Editor; Florence Small, Gloria Berlin, Betty R. Stone.
Bruce Robertson, Senior Associate Editor, ADVERTISING: S. J. Paul, Advertising Director; Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, Central 6-4115
William L. Thompson, Manager; Jane Pinterton.

Hollywood BUREAU
Taft Building, Hollywood and Vine, Zone 28, Hollywood 3-8181
David Gluckman, West Coast Manager; Ralph C. Tushman, Hollywood News Editor; Ann August.

TORONTO
417 Harbour Commission Bldg. Elgin 0715
James Montagne.

Broadcasting Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: The Broadcasting—The News, Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1935 and Broadcast Reporter in 1939.

* Reg. U. S. Patent Office

Copyright 1949 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy

BROADCASTING • Telecasting •
A Winner

... of the coveted Sigma Delta Chi journalism award for an outstanding job of radio reporting...

"George J. O'Connor, News Editor of Station WINR, Binghamton, N. Y., was judged to have done an outstanding job of radio reporting when he anticipated that a flood was moving towards Binghamton and other communities and went ahead on his own authority to warn the public and perform a spirited public service."

Quoted from Sigma Delta Chi release to the Press, May 6, 1949

on WINR

IN THE TRIPLE CITIES
People Listen to WINR

BINGHAMTON • ENDICOTT • JOHNSON CITY
George P. Hollingbery, National Representative

BINGHAMTON, N. Y.
C. A. Bengtson, General Manager

THE 73rd NBC MARKET

Broadcasting • Telecasting

May 23, 1949 • Page 7
Albuquerque  KOB  NBC
Beaumont  KFDM  ABC
Boise  KDSH  CBS
Boston-Springfield  WHZ-WBZA  NBC
Buffalo  WGR  CBS
Charleston, S. C.  WCSC  CBS
Columbia, S. C.  WIS  NBC
Corpus Christi  KRIS  NBC
Davenport  WOC  NBC
Des Moines  WHO  NBC
Denver  KVOD  ABC
Duluth  WDSM  ABC
Fargo  WDAY  NBC
Ft. Wayne  WOWO  ABC
Ft. Worth-Dallas  WBAP  ABC-NBC
Honolulu-Hilo  KGMB-KHBC  CBS
Houston  KXYZ  ABC
Indianapolis  WISH  ABC
Kansas City  KMBC-KFRM  CBS
Louisville  WAVE  NBC
Milwaukee  WMAW  ABC
Minneapolis-St. Paul  WTCN  ABC
New York  WMCA  IND
Norfolk  WGH  ABC
Omaha  KFAB  CBS
Peoria-Tuscola  WMBD-WDZ  CBS
Philadelphia  KYW  NBC
Pittsburgh  KDKA  NBC
Portland, Ore.  KEX  ABC
Raleigh  WPTF  NBC
Roanoke  WDBJ  CBS
St. Louis  KSD  NBC
Seattle  KIRO  CBS
Syracuse  WFBL  CBS

Television

Baltimore  WAAM
Fort Worth-Dallas  WBAP-TV
Louisville  WAVE-TV
Minneapolis-St. Paul  WTCN-TV

New York  WPIX
St. Louis  KSD-TV
San Francisco  KRON-TV
This message is being written on March 28, 1949. Yesterday’s temperature was 85 in Richmond, 76 in New York, 56 in San Francisco, 83 in Washington, D. C., and 41 in Minneapolis. In some areas, it’s time to talk about the “warm-weather advantages” of your products, be they dairy-goods or deodorants. . . . In other areas, ice is still on the ponds.

Whether it’s in March, August or December, almost any day of the year is “different” in vast America. And with national spot (Bull’s-Eye) radio, you can make that difference help you to sell goods.

Here at Free & Peters there’s nothing we like better than talking to advertising people who want to quit generalizing in their radio selling—who want to capitalize on the fact that sales are made in local stores, and for just such local reasons as the local temperature. How about it?

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

New York  Chicago
Atlanta  Detroit  Ft. Worth  Hollywood  San Francisco
WINNER for second consecutive year of Los Angeles Ad Women's "Lulu" award for her radio advertising campaign for Don Lee network, Joy Berghoff of R. W. Webster Adv. is congratulated by Herb Sonnenberg of Don Lee.

WORKING out commercial format for News of Washington, WOL Washington series, are Henry V. Scay (l), WOL account executive, and Robert C. Jones, senior partner, Robert C. Jones & Co. investment firm, show's new sponsor.

AWARD for operating 297,629 man hours without loss time accident is presented WRVA Richmond by Liberty Mutual Insurance Co. L to r: Walter Bishop, David Woods, WRVA; Ernest Cutler, Liberty Co.; C. F. Lucas, WBVA gen. mgr.; Sam Carey, WRVA.

GIVING okay to Graybar Electric Co. contract for Breakfast Party on WHK Cleveland are (l to r) standing—Everett Jarrett, Gerst Adv.; Saul Giants, WHK; Jack Mauer, WHK; seated—Roy Blaha (center), Graybar; Bob and Rena Ledyard, show's stars.

KTUC Tucson's "roving reporter" Ralph Radcliffe (l), Tucson mgr. of American Airlines, receives equipment from Lee Little, KTUC pres. Mr. Radcliffe will record shows for KTUC while in Europe on airlines inspection. He will air all the recordings to Tucson for airing on KTUC.

NEWLY elected member of Di Gamma Kappa, national radio fraternity, is George B. Storer Jr., son of Fort Industry Co. head. Mr. Storer, 23, is station manager of Fort Industry Co.'s WAGA-TV Atlanta, Ga., which opened in March. He was elected to fraternity's charter chapter at U. of Georgia during the Radio Institute May 12-14.

ON BEHALF of the radio industry, NAB President Justin Miller (l) presents plaque to Wallace H. White Jr., who retired last January as Republican Senator from Maine. Presentation was made at a dinner tendered by Judge Miller [BROADCASTING, May 16].

ADDRESSING Advertising Club of Baltimore on "Arrow Beer Day," celebrating brewery's anniversary, is Joseph Katz, president of Katz Agency which handles Arrow account. At left is Dale Carnegie, who was the speaker of the day.

DISCUSSING spot broadcasting at Boston dinner meeting of Waltham Co. and National Assn. of Radio Station Representatives [BROADCASTING, May 16] are (l to r) John J. Hagerty, Waltham president; T. F. Flanagan, NARSQ managing director; C. Keefe Hurley, Waltham trustee; Robert Foster, Paul H. Raymond Co.; Art Smith, Edward Petry & Co.; Dana Baird, Weed & Co., and Frank M. Headley, Headley-Reed president and president of NARSQ.

CITATIONS for meritorious achievement in radio and television are presented to three Syracuse U. Radio Center alumni at annual Radio Day celebration. L to r: Vice Chancellor Finla G. Crawford, who made presentations; Prof. Kenneth G. Bartlett, SU director of radio and TV; recipients, Marty Glickman, WMGM New York; John Warrant, sales manager, WNBC WNB TV New York, and Simon Goldman, manager of WJTN WJTN-FM Jamestown, N. Y.
Announcing....

Independent Metropolitan Sales

Established to better serve the

**ADVERTISING AGENCY**... Our facilities will be
go to present the true picture of the Metropolitan Independent—its vital importance in the community—its outstanding
achancements in competing with "piped" programming—its sound
value as an investment of your client’s advertising dollar. Our
limited list will assure you of maximum service on each station.

**METROPOLITAN INDEPENDENT**... We are
pledged to represent only Independents in major markets, and
only a restricted list of Independents. Our member stations retain
the right to qualify a new station (it must be good!) and limit the
number of stations (one small list). We have one picture to
present—the successful Metropolitan Independent.

"INDIE SALES" invites your Independent inquiries.

Independent Metropolitan Sales

"The Nation’s Popular Stations"

Jack Koste, Pres.
55 West 42nd Street
New York 18, New York
LOngacre 3-6741

Jack Mulholland, Mgr.
75 East Wacker Drive
Chicago, Ill.
ANdover 3-7169
GENEVIEVE LEMPER
Time Buyer,
FOOTE, CONE & BELDING,
Chicago

Miss Lemper, with her thorough knowledge of radio, does a very capable job of time buying for all radio users in the Chicago office. The William G. Rambeau rep today presented Miss Lemper with a certificate of membership in the Honorary Order of Patrons and with the deed to a tract of land in the heart of Patroon country.

AMROSIA BREWING Co., Chicago (Nectar Premium beer), appoints Malcolm-Howard Adv., Chicago, to handle advertising. Intensive radio and TV campaign in Chicago area will be used. Arthur M. Holland is account executive.

FRONT-BUTLER Corp., Cincinnati tire distributor, appoints Associated Adv. Agency, Cincinnati, as advertising counsel. Regional spot campaign will be used. Sam Malcolm Levy is account executive.

ALBERS SUPER MARKETS of Cincinnati appoints Hugo Wagenseil & Assoc., Dayton, to handle advertising. Firm sponsors Win Your Dinner on WON Dayton. ANDERSON PIANO Co., Dayton, also appoints HWAA to handle advertising. Piano firm is sponsoring 49, the Magazine of Television on WLWD(TV) Dayton.

BRISTOL-MYERS, New York (Ipana toothpaste), contracts for Lucky Pup to be telecast on WGN-TV Chicago, Tuesdays and Thursdays, 5:30-5:45 p.m. (CST) for 52 weeks effective June 26. Agency: Deherty, Clifford & Shenfield, New York.


SIGNAL OIL Co., Los Angeles, through Barton A. Stabbins Adv., same city, June 5 renew The Whistler on 16 Columbia Pacific Network stations for 52 weeks.


REGAL AMBER BREWING Co., San Francisco, sponsor of San Francisco Seals baseball games on KSFO San Francisco, extended its sponsorship May 11 to include coverage of games by KPIX, TV affiliate of KSFO. Previously games on KPIX were sustaining.

FORT PITT BREWING Co., Pittsburgh, through BBDO, sponsoring wrestling bouts on WDTV (TV) Pittsburgh, Wednesdays from 9:30 p.m. to conclusion.

FIVE department stores contract to sponsor one five-minute, six one-minute TV film spots on Catalina Inc. (Los Angeles) swim suits. ZCMI Salt Lake City, to place spots on KDYL-TV Salt Lake City; La Salle & Koch, Toledo, on WSPD-TV Toledo; Bon Marche, Seattle, on KREC-TV Seattle; Gimbel's Milwaukee, on WTMJ-TV Milwaukee; Hecht Co., Washington, on WNBW (TV) Washington.

THE DILL Co., Norristown, Pa., appoints Street & Finney, New York, to handle advertising for its Dus-Kil insecticide.

(Continued on page 17)
DESIGNED with almost every known device for cutting your high-fidelity reproductions, this professional recorder has everything you need for versatile control of cutting to meet any recording situation.

For instance, a new improved cam-operated lowering device prevents stylus damage and overcutting...because it enables you to lower the flutter-proof cutting head gently with decreasing speed as the head approaches the spinning record.

For instance, start and finish spiralling is controlled by a separate motor...push-button operated. Spiralling pitch: approximately 6 lines per inch at 78 rpm and 2.5 lines per inch at 33⅓ rpm.

For instance, you can change cutting from inside out to outside in by the simple turn of a dial...without adjusting the lead screw or driving gears. The pitch is continuously variable, while recording, from 96 to 152 lines per inch to handle program overruns. During actual running, too, you can adjust the stylus cutting angle and cutting depth. Groove grouping is eliminated because the head rides smoothly along a tubular enclosure that protects the feed screw. An automatic equalizer...available on special order...compensates for recording-level variations due to changes in surface speeds.

For additional facts ask your RCA Broadcast Sales Engineer for Bulletin 1J3137...or write Dept. 119-ED.

RCA Type 73-B

CHECK THESE SPECIFICATIONS

Frequency response...30 to 10,000 cycles, ±2 db
Head sensitivity (groove velocity 6.3 cm/sec., 0.00079" peak to peak at 1000 cps)......+30 dbm (1.0) watt
Turntable accuracy......± 1/2% 33⅓ or 78 rpm
Speed regulation (wows).....0.14% rms at 33⅓ rpm
Turntable drive......2 hysteresis type synchronous motors, using rim drive through rubber idler rollers
Type of stylus.............Sapphire or Steel
Microscope.................36 power Spencer
Open Mike

Letters are welcomed. Editors reserve the right to use only the most pertinent portions.

Well Read

EDITOR, Broadcasting:

... It seems that everybody in the radio business reads Broadcasting... I was visiting in Indianapolis, Cincinnati and St. Louis. Every agency I called on had read the story [Pearson Co. changes, Broadcasting, May 9] and commented on it...

John E. Pearson
John E. Pearson Co.
Chicago

On Elgin American

EDITOR, Broadcasting:

... The Shaw Agency was appointed [Broadcasting, May 9, page 14] by the Illinois Watch Case Co. to direct the advertising for Elgin American's new American Beauty line of compacts, cigarette cases and dresser sets. However, Weiss & Geller, Chicago, continues to handle the Elgin American line of compacts, cigarette cases, lighter sets and dresser sets. We also continue to direct the Groucho Marx radio program and all Elgin American visual and television advertising...

Irving D. Auspitz
Executive Vice President
Weiss & Geller
Chicago

Very Useful

EDITOR, Broadcasting:

... I see your publication regularly, and it is, indeed, very well informed and tremendously useful.

B. Cohen
Assistant Secretary-General for Public Information
United Nations
Lake Success, N. Y.

Information Source

EDITOR, Broadcasting:

... It is certainly true that without Broadcasting most of us would find it impossible to keep informed on day-to-day activities within our own industry.

Maurice B. Mitchell
Director, Broadcast Advertising Bureau
NAB, Washington

Re RIAS Budget

EDITOR, Broadcasting:

I have read Mr. S. A. Cisler's recent letter to you [Broadcasting, (continued on opposite page)]

Page 14 • May 23, 1949

For more impact on more people more often, the nation's leading advertisers use SPOT RADIO.

For complete information on the nation's major stations in the nation's major markets, they usually call NBC SPOT SALES first.

NBC

representing WTAM, Cleveland • WNBC, New York • WGY, Schenectady

Broadcasting • Telecasting
May 21 in which he calls the budget for RIAS, Berlin, in the middle of the Russian Zone of Germany, "Operation Rathole."

I believe Mr. Cisler's feeling a natural one... It was my reaction before I went to RIAS and the four other stations in our zone last year resolved to improve the situation.

Mr. Cisler wonders who is in charge of RIAS. For the last three years, it has been William F. Heimlich, former colonel, G-2, Berlin, whom many commercial executives remember as a darn good radio man with plenty of practical experience before the war. There are only three other Americans at the station.

I soon discovered, as Mr. Heimlich had known for some time, that radio in Germany is not radio in the U.S. Here are a few sample difficulties:

1. Where are you going to get radio staff after you have thrown out the Nazis, have replaced them with their sharpest opponents, and then, after training these, have found that many of them have left to be thrown out because they are Communists. Absenteeism is a high following years of malnutrition.

2. A part of the 600 are drivers of cars used to haul talent to work and back, or the public address cars, which are the only ways of getting the news to the people when electrical current is off all day...

3. Probable the thing to do is use less people for various program types. What are all those people doing in educational school radio, for example? When radio stations must themselves provide schools for schools with book shortages, where does Mr. Cisler propose to get this material? There are no agencies, networks, syndicates, or school studios to help.

What are all those people doing in news and political commentary? Has Mr. Cisler ever tried to answer several hundred Russian lies a day, spread by a 100,000 w station just across the river?

What is RIAS doing with a symphony orchestra and other musical groups as well? With symphonies of their own at Radio Berlin (the tremendous station in the Russian Sector), Radio Leipzig, and a dozen other Russian-controlled stations, twice as large and twice as well-paid as anything our home has to offer, one begins to realize how thoroughly good, original music is a part of German life...

RIAS has at least eight commentators who draw salaries comparable to those of outstanding radio men in the U.S. But for that fare these Germans, Hungarians, Romanians, etc. risk their lives every day... We can keep them or let the Russians have them and their following.

4. American occupation authorities broke up the cartels and combines they felt dangerous. One of the toughest was the Nazi Radio Network. There is no longer any network. Each station, and German stations are often 100,000 watters, now is in effect a network production center, creating from scratch all it broadcasts...

Both RIAS and the air lift are uneconomical, admittedly... But anyone who has seen any of the scores of prisoners escaped from Russian Uranium mines who come to RIAS, as the one place they know about, for help... realizes the impact of this station...

Since the Office of Military Government has invited me to suggest other experts, I am recommending Mr. Cisler and the project he suggests (the flying of American radio men to Berlin, to "clean up the waste") with the warning, however, that unless diagnosis, is based on at least a few weeks of observation, preferably by persons who can

(Continued from opposite page)
ON THE WASHINGTON SCREEN

"You have to keep a sharp eye on the television listings to keep up with WMAL-TV's science shows, since they are not on a regular schedule, but they are superlative jobs of experimental television and well worth watching for."

—Sonia Stein
The Washington Post
April 10, 1949

FOR THE FIRST TIME, television fans in the Nation's Capital have seen for themselves the differences between cancer cells and healthy, normal cells of the human body. This was made possible through the twin eyes of the television camera and the microscope, (at left), a combination never before used on television. The program was produced with the cooperation of the U.S. National Cancer Institute and the American Cancer Society.

WHEN WMAL-TV ATTACHED A TELEVISION PICK-UP CAMERA (at right) to the face plate of the 46-inch reflecting telescope at the United States Naval Observatory in Washington in March 1948, television watchers were able to see at close range Mars, Saturn, and the Moon. WMAL-TV had successfully demonstrated a new use for the medium of television. Captain Guy W. Clark, superintendent of the Observatory described the telecast as a "step forward in the teaching of astronomy." The WMAL-TV "first" was repeated on April 12, 1949, for a total lunar eclipse, but was only partly successful due to atmospheric conditions.

Another FIRST! Longest single relay in TV history!

THE FAMOUS SHENENDOAH APPLE BLOSSOM FESTIVAL this April in Winchester, Virginia was televised by WMAL-TV and two unique achievements were accomplished. The first 57 mile relay was the longest single relay circuit ever used in a television broadcast and the entire 74 mile span from Winchester to Washington established a record in micro-wave relay transmission for a single broadcast. The picture was micro-waved 17 air miles to a fire look-out on Signal Mountain, 2,400 feet above sea level. There it was transmitted by another micro-wave relay 57 miles to the WMAL-TV transmitter in Washington from which it was radiated to TV receivers in the Washington area.

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

AGENCIES

HAROLD M. WALKER, formerly with Ruthrauff & Ryan, Seattle, named general manager of Ibreedes & Davis, San Francisco.

JAMES G. COMINOS, vice president in charge of radio and television at Le-Valley Inc., Chicago, appointed general manager of agency. He will supervise agency's radio and TV advertising, and continue as a vice president and account executive.

DELBERT J. COOK, formerly director of advertising and public relations of Ringan & Co., Indianapolis, joins Jim Baker & Assoe, Milwaukee, as account executive.


JOHN DUFFY, former KALL Salt Lake City and Inter-mountain Network news announcer and writer, joins Cooper & Crowe Adv., Salt Lake City, as radio director and account executive.

JACK SCRUGGS, timebuyer, Foote, Cone & Belding, Los Angeles, leaves agency at end of this month for year's leave of absence to complete studies in Business Administration at U. of Southern California, Los Angeles.

CLAIRE KOREN, radio assistant, replaces him during that time.

BETTY SMITH joins copy department of David S. Hillman Inc., Los Angeles. She was formerly in copy department of Model Adv., that city.

PATIENCE ABBE, co-author of Around the World in Eleven Years, joins John O'Rourke & Assoe, San Francisco.

RUSSELL K. JONES, Newell-Emmett Co., New York, account executive, and C. McKim Norton, well-known yachtsman, have written The Cruising Cookbook which was published earlier this month by W. W. Norton Co.

TIM ELLIOT joins public relations staff of Norman Malone & Assoe., Akron, Ohio. He was formerly with WAKR Akron, as news director.

WILLIAM ESTY Co., New York, added three to its television department. They are: SAMUEL NORTHCROSS, formerly with Young & Rubicam Inc., in audience research group; WILLIAM L. STUART, former free-lance writer; CHARLES RUSSELL, recently with Monica McCall literary agency.

KENNETH E. MOORE, account executive at Fuller & Smith & Ross, New York, will transfer to company's Cleveland staff. He has been with the agency since November. Mr. Moore will serve newly-acquired Sherwin-Williams paint account.

WILFRED WEISS, formerly free-lance magazine writer, joins public relations staff at Kuiner Agency, New York.

COUNCIL of Advertising Agency Librarians, New York, elected following officers to serve for one year: ROSALIND MORRISON, Doherty, Clifford & Shenfield Inc., president; KATHERINE D. FRANKENSTEIN, BBDO, vice president; VERA HALLORAN, J. M. Mathes Inc., secretary.

AGENCIES moving offices to new locations: Los Angeles—BBDO to 6363 Wilshire Blvd., telephone, Webster 1-1234; Lee Ringer Adv. to 3142 Wilshire Blvd; Washington—Gardner Adv. Co. to 1516 K St. about June 1.

FRANCIS J. WALSH, account executive with McCann-Erickson for the past eight years, joins Advertisers Production Services Inc., New York, in executive capacity effective June 1.

ELLIS T. GASH named a vice president of Burnett-Kuhn Agency, Chicago. He is former account executive at Campbell-Mithun, Minneapolis, and was president of the Chicago agency bearing his name for 12 years.


MICHAEL FLEMING, formerly with J. Walter Thompson Co., appointed copy chief of Grey Adv., effective June 1. FREDERIC J. TRUMP, formerly with McCann-Erickson, joins Grey as account executive.
New Business
(Continued from page 12)

MILWAUKEE FURNITURE Co. of San Francisco, sponsoring Design for Living, Thursdays on KPIX(TV) San Francisco.

REFINADORA de OLEOS, Brazil, S. A., appoints McCann-Erickson's Sao Paulo office to handle advertising for its "Corduba de Coca Brasil," a cacao-oil product. Radio will be used.

SINGER SEWING MACHINE Co., Puerto Rico, appoints San Juan office of McCann-Erickson to handle its radio and publications advertising in Puerto Rico and the Virgin Islands.

Adpeople . . .

FRANCIS L. CONGDON appointed advertising and merchandising director of Altes Brewing Co., Detroit and San Diego, after 11 years with Maxon Inc., Detroit.

They Say . . .

"THE $2,800,000 lawsuit by (former) Jersey City Mayor Frank Hague Eggers against . . . WAAT— for permitting an allegedly slanderous political broadcast—focuses attention on a grave legal dilemma facing radio stations in this state and elsewhere.

"The (FCC) . . . interprets the Federal Communications Act of 1934 as forbidding stations from exercising any censorship whatever over political broadcasts. . . . Yet the stations are exposed to huge suits if the candidate buying radio time makes slanderous or libelous statements. . . . Stations do have the right, within certain limitations, to reject such scripts in toto. But it is virtually impossible for station personnel, particularly in the hundreds of smaller stations, to make sure that scripts contain no possible slander . . . ad-libbing obviously presents enormous further difficulty. . . ."

". . . The strict FCC ruling on censorship is definitely in the public interest. The overwhelming majority of stations do not want the right to interfere with the free expression of views by political candidates . . . Responsibility for any slanderous political statements clearly should rest with the party making the offense. Radio stations should be relieved of legal responsibility in such cases if they follow reasonable procedures which might be prescribed.

"From an editorial appearing in The Elizabeth (N. J.) Daily Journal"

". . . THE RADIO broadcasters are the most abused and worst treated of all American businesses. Especially is this true of about 1,500 independent stations. Thousands of business firms and commercial-trade associations spend millions each year in printing, labor and postage on material to be sent to radio stations . . . in hopes their material will be used, and thus they can gain radio publicity without paying for it . . . The Government is the biggest abuser of the radio broadcasters. The Government thinks nothing of paying transcription companies (for) programs they expect the stations to run free of charge . . . It spends eight to ten millions in magazines and newspapers each year in recruiting, with little of the recruiting going to radio. It is expected to work free . . . Radio broadcasters outperformed all public-information media during the war, and it appears now the businessmen are quick to forget this fact, and that Congress has forgotten it, too."

"Statement by W. L. Gleeson, President, Broadcasting Corp. of America, Riverside, Calif.

Quoted by Rep. Eugene J. Keogh (D-N.Y.)
In House of Representatives

HARRY JACKSON (r), vice president of Jackson Furniture Co., Sacramento, Calif., approves contract for one of the biggest retail radio merchandising programs in history of Sacramento radio. Jackson's is sponsoring two quarter-hour strips, Deems Taylor Contest and participation in G. F. Potter Party on KXOA, Sacramento. Mert Sidney, KXOA's general sales manager, beams approval.

WFBL SYRACUSE, N.Y.
1ST in HOOPER RATINGS
OCTOBER 1948 THROUGH FEBRUARY 1949
in 27 of 40 quarter hour daytime periods—Mon. thru Fri.
2nd in 10 periods
3rd in 3 periods
WFBL had 13 Quarter-Hour Periods with a rating of 9 or better. No other Syracuse station had a single period with this rating.

Free & Peters will be glad to show you the complete quarter-hour breakdown.


WEEDAY—MONDAY THRU FRIDAY

WFBL Station B Station C Station D Station E
Morning 40.2 28.6 20.6 7.1 3.2
Afternoon 38.4 19.4 19.2 12.9 9.6

Ask Free & Peters for the WFBL Market Booklet and Availabilitys.

WFBL BASIC CBS
IN SYRACUSE . . . THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING

BROADCASTING • Telecasting

May 23, 1949 • Page 17
on the cash register . . .

You can go out to dealers, hundreds of miles from Nashville, or right in town—and there you can see the WSM story on cash registers. They ring up 650 so regularly, these merchants, they know the station has a special power to sell their customers. Go take a look for yourself, as we have, and you'll find it in store after store—all through the Central South.

It isn't just our 50,000 watt, clear channel power, nor the excellent reception we provide dependably over an area that otherwise would be poorly served. Nor the fact that our programs are good, balanced, and specially designed for the audience we know so well.

The reason they act when they listen is that they know they can trust and believe and buy what we sell them.
PUBLIC service has reached such a point in the daily operation of WATO Oak Ridge, Tenn., that it bids well to engulf all other station activity at “The Atomic City,” according to Marshall Pengra, WATO president and general manager.

Only last May 10 a construction crew, building new houses in the station area, blew down the WATO power lines in the ear-shattering process of blasting some rock for removal from housing sites. If the station entertains any lawsuit ideas, it may well think twice—for Uncle Sam is the only landlord at Oak Ridge.

The Atomic City seems to develop a crisis “every hour on the hour,” Mr. Pengra says. And despite the fact that no resident, businessman or operating company owns real property in the area, the citizenry glues a watchful, if sometimes suspicious, eye on the top brass, he reports.

When the Atomic Energy Commission recently announced a recent increase for dormitory residents of the city, WATO dutifully produced special tape-recorded broadcasts of the meetings between AEC and the dorm committees. There followed a congressional hearing held in Oak Ridge by a subcommittee of a joint Congressional Committee on Atomic Energy. Interest ran so high that the station tape-recorded the session and carried a full four-hour broadcast.

In fact, public interest appeared exceeded only by listener reaction. WATO described the response as “terrific,” in view of phone calls and mail. One listener commented: “Your public service broadcasts, particularly of the dormitory hearing, are much appreciated. WATO is the best thing that ever happened to Oak Ridge.”

Even the Atomic Energy Commission was moved to adulation. Fred Ford, AEC director of community affairs, called the station (Continued on page 76)

On All Accounts

WHEN they pulled the carpet from under Ely Landau, head of the television department for Moss Assoc., in 1946, he didn’t call for a chiropractor or hurry to the nearest all-night lawyer. He bought the carpet.

The carpet in this case was television, and its support was denied him when Mr. Landau, then an advertising man, found unforeseen manufacturing difficulties with his product, Popcorn Chips. Retiring his business interests, he jumped into the medium that had made his business interesting. He became a television executive with Ray Nelson Productions.

His video experience with Popcorn Chips, the experience that sold him on television—involvement with WCBS-TV, New York immediately following the World Series baseball games. As a result of his exclusive use of that promotion more than 2,750 new markets in the New York area alone were opened to his product in less than three months.

After working with the Nelson organization as a production associate on such shows as Fashions on Parade and Television Auction, Mr. Landau published a capsule report on video called The Television Story. The writing venture paid off substantially beyond prevailing literary rates. He was offered attractive positions with several advertising agencies, and finally chose to ally himself with Moss Assoc. in a capacity designed to utilize both his selling and creative talents.

Currently, he is agency executive on the following accounts: Ziploc Watch Strap Co., which uses spots on video preceding gift season for men; Paterson Motors, New York, sponsor of a spot campaign on WABD (TV) from New York, which in addition, increased its auto service more than 20% as a direct result of its use of a one-minute film prepared by the agency; and Purified Products, a participating advertiser. In addition Mr. Landau is preparing a fifteen-minute program for Semco Clock Co.

Mr. Landau is married to the former Hannah Klein. They have a son, Neil, 2½ years old.

A reformed professional basketball star, Mr. Landau devotes his moments away from television to watching sporting events. Watching them on television, of course.

For its, in the new visual medium that the energetic head of television executive foresees even greater things to come in selling.
There's Pay Dirt in the NEW 1949 GATES SA-40 Console

The New SA-40 Speech Input Console is one of the many new Gates items for this year.

There is indeed pay dirt for each broadcasting station that will install this newest of Speech Input Equipment—Gates Model SA-40.

Added facilities such as new control board ideas, greater ease in servicing and most important, an easy-to-use console, make the SA-40 the ultimate in engineering desirability.

The SA-40 has many new features including two specials... all major circuits are so terminated that the engineer may install a patch panel without removing a wire, and three turntable channels each with a cue type control.

Add to this... plug-in type muting relays, complete remote and network override, adjustable remote cue level control, recording facilities, higher gain, plus many more of the items never found in a speech input console and you have the reason why more broadcasting stations each day are making Gates their first choice.

When you plan on building new or changing your present equipment, investigate this newest Gates Product. A line or two on your letterhead will bring the complete story of Gates Equipment and a large leather-bound catalog listing hundreds of Modern Gates Products for Broadcasting Stations.
Looking for the leader?

New York’s highest-rated woman commentator is WCBS’ Margaret Arlen.

*Sustained leadership: throughout the year, an audience 32% greater than her nearest competition is Margaret Arlen’s record in her highly competitive program category. A.C. Nielsen shows that every month she holds first place among woman commentators.*

**Average 1 hour ratings, Feb. ’48—Jan. ’49**

- Margaret Arlen: 3.7
- Woman Commentator B: 2.1
- Man-Wife Team A: 2.8
- Woman Commentator C: 2.1
- Man-Wife Team B: 2.7
- (All others below 2.0 avg. hr.)

 Nielsen Radio Index—N.Y. Station Area Reports

Represented by Radio Sales
UNREST STIRS STATIONS

By SOL TAISHOFF

DISSENSIO which may flare into open revolt is brewing among old-line network affiliates who regard themselves as the backbone of American radio.

Many broadcasters—not in TV markets, but from all geographical areas—are becoming more outspoken in their end of contract that what they term the artificial stimulation of television. They also condemn talk about reduction of AM rates by the networks to compensate for TV's effect on their business. Whereas those who are in non-TV markets oppose any substantial expenditure of NAB funds for video exploitation, those who happen to be in TV argue the opposite point—that NAB is not sufficiently interested in television to justify their membership.

Portents of this unrest followed the NAB Convention in Chicago last month. There have been a number of resignations of important stations. Additional resignations are believed imminent. Among hitherto unannounced resignations are WOAI San Antonio, WIP Philadelphia, and NBC affiliates in Detroit, Chicago and Philadelphia independent.

The resignation of WWJ posed an immediate problem for the NAB, as Harry Bannister, general manager, is a member of the board of directors. Mr. Bannister in his letter of resignation to NAB President Justin Miller, said:

"Our decision to withdraw has been made with reluctance and regret. It is forced upon us by a deepening realization that the objectives of our business and the aspirations of its management are not the objectives and aspirations of an overwhelming majority in the NAB membership."

Mr. Bannister did not amplify this statement but the resignation was believed to be premised upon a combination of high cost of membership plus his view that the NAB has become a sprawling organization and was spread too thin to be effective.

Last week in Shreveport, La., there developed tangible evidence of the feeling being whipped up among major network affiliates. At a group of NBC-affiliated stations met there Saturday, May 14, at the call of William B. Way, vice president and general manager of the 500 kw KVOO Tulsa and a former NAB board member. The session was held in conjunction with the formal dedication of the new studios and plant of KTRS, Shreveport NBC outlet. Host to the group was Cecil K. Beaver, KTBS general manager (see story page 54).

General Reaction

What transpired at the Shreveport session crystallized clearly and with reaction from other areas following the NAB Convention. The session was given added importance by virtue of the presence of Martin Campbell, WBAA Dallas, chairman of NAB's SPAC committee; Edward Petry, president of Edward Petry & Co., pioneer station representative; and Sheldon B. Hickox Jr., manager of NBC station relations. Among other representatives of south central and southwestern NBC affiliates who participated were: Hugh A. L. Half, WOAI; Jack Harris, KPRC Houston; G. E. Zimmerman, KARK Little Rock; Roy Baus, WBAP (AM and TV) Fort Worth; Harold Wheelahan, WSMN New Orleans; and Mr. Beaver. Others present at the session were: Sales Managers Ralph Nimmons, of WFAA, Jack Kessler, WOAI, and Jack McGrew of WPRC.

Mr. Way, an old campaigner, pulled no punches in launching the hair-drying-down session. He flayed the networks for overplaying TV which he felt would not be a factor for some years in the Southwest and in other areas remote from the talent centers. He criticized trade papers for devoting too much space to television. He lashed out against the NAB and questioned whether the present command hadn't served.

(Continued on page 84)

RADIO'S FUTURE

Balcom Sees Vast Growth

By JANE PINKERTON

THE MAKERS of the nation's radio and television sets are prepared to include every new technical development in their products, but they will not cause "deliberate obsolescence," Max Balcom, retiring president of Radio Manufacturers Assn., pledged as the association wound up its Silver Anniversary convention in Chicago last week.

Supported by a suggestion from President Truman to the progress of manufacturers and the power of radio and television in the nation's daily life and economy, Mr. Balcom said that suggesting that this session put broadcasting out of business. He predicted radio will continue "indefinitely" and at the same time forecast operation of 8,000,000 TV receivers by 1956.

Raymond C. Cosgrove, executive vice president of Avco Mfg. Co. was elected to his fourth term as RMA president at the RMA board meeting Thursday afternoon, succeeding Mr. Balcom. The board session wound up a four-day convention held at the Stevens Hotel, Chicago.

Mr. Cosgrove headed the group from 1944 until 1947, and directed the industry's wartime and postwar reconversion activities. Other re-elected officers were Leslie F. Muter, president of The Muter Co., Chicago, as treasurer for the 15th term, and Bond Geddes of Washington, D. C., executive vice president and secretary. John W. Van Allen of Buffalo was re-appointed general counsel.

Nine directors were re-elected. Five new ones are J. B. Elliott, vice president, RCA Victor; W. J. Halligan, president, Hallcrafters Co.; Richard A. O'Connor, president, Magnavox, all representing the set division. In the parts division, R. L. Triplet, president, Triplet Electrical Instrument Co., and Richard A. O'Connor, president, Magnavox, all representing the set division, A. Liberman, president, Talk-A-Phone, were elected.

New vice presidents, in addition (Continued on page 84)

Mr. COSGROVE

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Unrest Stirred Stations
(Continued from page 22)
its purpose and perhaps finished its usefulness. He left practically nothing unsaid (we were there). On some of Mr. Way's points there was unanimity, though several present disagreed with his contention that TV would not be a factor in their areas for some time, or that trade papers [BROADCASTING] were named specifically) were devoting too much space to TV. Only one telecaster was present—Mr. Baes of WBAP, the Fort Worth Star Telegram AM and TV operations. He disagreed with the contention that TV is unduly overplayed but conceded it was confusing. WBAP's experience, he said, is that TV's impact can't be minimized or discounted. He observed, however, that there is a "fatigue factor" and he felt that television would not be as widespread as listening. He anticipated more "selective looking" than selective listening.

There were disputing references to the two forms of radio as "sound" and "unsound." But, after the smoke had cleared, there was general agreement that progress could not be stopped; that television constituted progress; that TV is the heritage of the broadcaster; and that, while many zealots were going to extremes, it nevertheless behaved all in radio who want to remain in it to keep abreast of the new art and do something about TV.

On the matter of AM ratings the discussion became heated. Mr. Petry asserted that network talk of a reduction in station rates during evening hours, whether it be 1% or 20%, because of video competition, was dangerous and unjustified. He argued that station rates always have been too low when contrasted with those of other media and that stations should not take a single step backward on rate structure. It was evident from the comments made that any move to cut AM rates would be stoutly resisted.

Mr. Harris pointed out that KPRC is a television applicant and that he, therefore, is fully conscious of the job ahead. The principal job for sound radio, he said, is to promote it by building programs and increasing tune-up. He urged NBC and other networks to build and pretest programs and he admonished those present to beware the fate of the buggy whip manufacturer in the day of the automobile's advent.

Mr. Hickox vigorously defended his network's position on simultaneous development of TV along with AM. He said the network now is in the process of "un-integrating" its operations except at the top level where it will be integrated. Hence, he said, AM and TV will function separately as to sales and programming within the network. He insisted NBC has not forsaken its unmediating effort to sell AM and promote it and discussed, off-the-record, a couple of new program ideas in the works.

"New York" Influence Hit:

There was also revival of talk about the "New York influence" in programming becoming even more severe in TV than in AM. People away from the show business centers do not relish the infusion of "city slicker" influence, it was argued.

Mr. Halff explained that he had withheld announcement of his resignation from the NAB last December because he did not want to be the bellwether of a possible general exodus. Others present at the Shreveport meeting indicated that they would be disposed to follow Mr. Halff if the NAB continues in its present groove. It was argued that the dues of major network affiliates, generally in the higher brackets, are being disbursed to "build up competitors," mainly among the newcomers. And the newcomers and the independents, it was alleged flatly, had taken over "control of the NAB operations and management."

Last Thursday (May 19) Mr. Harris wrote NAB Secretary C. E. Arney Jr., that KPRC had decided to resign, effective June 1, because of the feeling that the association "was falling short of doing a job for the radio industry and also was falling completely in being of any real service to us."

There wasn't even enthusiasm for the new Broadcast Advertising Bureau, with several of the Southwesterners harboring the view that this also was designed to benefit the smaller entities. But the competition with newspapers was generally recognized and it was the consensus that such a project, under competent management, could be fruitful. There was some praise voiced for Maurice (Continued on page 55)
Business?

By ROBERT LUCE

WHAT HAPPENED to the economy in the first three months of the year is a clear story. Government figures for the first quarter are published, and they show that the steady rise in this nation's economic activity has been halted in many respects.

The basic measurement of the business level—the gross national product—dropped $9 billion on an annual rate from the previous quarter's record high of $264.9 billion. "GNP" is the measurement of the value of all goods and services produced in the economy. This drop of $9 billion was the most severe of the postwar period.

Even with this rapid decline, the dollar value of goods and services for the first quarter is above the average for 1948, and nearly triple the 1939 total. Such a perspective is necessary to a proper understanding of the extremely high level on which our economy has been operating in the postwar period.

Much of the decline is centered in the manufacturing industries. The index of industrial production has dropped from a high of 196 in October 1944 (1939 = 100). The decline is general in both durable and nondurable goods production, although some upturn was evident in April's figures for mining.

Root of Unemployment

This decline in production is at the root of the unemployment figures that have made headlines in past months. The Bureau of Labor Statistics reports manufacturing employment for March continued a six-month downward drift to reach a figure 1.2 million below the postwar peak in September 1948. Spring has brought total unemployment down about 200,000 to a shade over three million, according to April reports.

These declines have injected caution and jumpiness into the business picture to a degree that has not been felt since the end of the war. Expenditures for capital equipment of all kinds, plant expansion and modernization, housing, inventories have been reduced sharply in the first quarter—largely as a result of this hesitancy.

Purchasing Power Up

In the midst of this series of economic changes, a new development appears. The average per capita disposable income reached its highest point since the end of OPA, in terms of purchasing power. (See chart.) The slight drop in the price level is partly responsible for this development. Using 1948 as 100, the first quarter 1949 consumer's price index is 95.2. Average per capita disposable income in the first quarter reached $1,347, only slightly below the 1946 figure of $1,351 in these same 1948 dollars.

This is on the credit side of the ledger, and it is a reassuring factor. The bottom has by no means dropped out of the market for consumer goods. The money is there. National income has declined somewhat in dollar terms, to be sure, but it does not compare to the drop shown in industrial production. Personal income is at an annual rate of about $217 billion, equal to July of last year, and considerably above March 1948. Farm incomes are about equal to March 1948.

What have consumers done with their income? They have saved an increased portion, and spent somewhat less. In the fourth quarter of 1948, consumers spent at an annual rate of $181 billion and saved at an annual rate of $34.8 billion. Thus they saved approximately 9%. In the first quarter of 1949, they spent at the rate of $178 billion per year and saved $20 billion, saving a little over 10%. Why?

The uncertainty that is apparent in business expenditures is also reflected in consumer buying plans. Much of the reduction in both cases is a matter of waiting until prices come down to a new level. Why buy a refrigerator today for $300 if it might sell for $250 in two months? Or why build a new addition to a plant now when materials and labor may be cheaper in 1950? These are the kind of decisions that affect the economic picture, and the kind that are being made daily in 1949.

Effects Economy

Such a postponement of major expenditures can have a snowballing effect on the economy. The good old days of $3,500 houses and $200 automobiles are not going to come back, and consumers should be educated through intelligent advertising that current prices, though they may decline even more, have a lot of the "water" shaken out of them, and in many cases represent rock bottom on today's market.

Publishers Information Bureau figures for AM network advertising show a $500,000 (1%) decline in this year's first three months compared to a similar 1948 period (see story page 25). This decline is not in itself indicative of further drop—the March total is about even with March 1948. The decline occurred primarily in the February figures.

The first quarter net income reports for major industries were unmistakably divergent. Iron and steel reported a 65% increase in January-March last year. Textiles showed a 32% decline. Railway equipment was up 27%, pulp and paper products down 24%. On the whole, income of 500 leading corporations was 6.5% above the first quarter of 1948.

Apparently the economy is making an adjustment, industry by industry, to what is loosely called the "buyer's market." Even the steel industry, which has been far behind demand, is catching up, and the machinery manufacturers indicate that their backlogs of orders are filled for the most part. Textiles have apparently overproduced at present prices, and it is not certain how much demand exists at lower prices.

In Washington doubts that the flower of the post-war boom has wilted somewhat. There also is confidence that the roots and stalk are healthy. The talk in Washington has reached the stage of earnest hope that we will maintain present levels of prosperity, with the fear of further inflation almost completely gone.

Pessimism in our economic decision-making could bring about the very thing that is feared. This being our first postwar experience with a major readjustment in business, quite naturally it has made business, labor and government uncertain and jumpy.

Confidence Vital

Confidence is a vital ingredient in prosperity, and our total economic picture to date justifies a temperate confidence in future American prosperity at levels near those of the past three years.

Standard & Poor's Corp., in a recent analysis of the economy, said that the business price adjustment now taking place would result in a period of good business lasting several years. "We are convinced that a depression as severe as in 1920-21 or 1929-32 is out of the question." We are in complete agreement with this viewpoint.

1949

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Purchasing Power

(Per Capita Disposable Personal Income in 1948 Dollars)

BROADCASTING • Telecasting

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FIRST QUARTER AM network time sales are 1% below 1948’s first three months, according to Publishers Information Bureau figures. The difference of $500,000 in the first three months of the year occurred primarily in the February total, although the March figures for 1949 are about $100,000 below the same month in 1948.

Major product groups have shown some marked changes. Food advertising is running 6.1% below the 1948 first quarter; toiletries are up 12.2% below the figure for the same period in 1948; drugs and remedies are about 12.2% below the 1948 level. Automotive advertising, which was expected to rise, is running a slight 2.7% below 1948.

Tobacco advertising is running well ahead of 1948 (15.2% above) and the same is true of the household soaps and cleansers group, which has shown a 12.5% increase over January-March 1948.

Smoking materials advertising has moved up to third place in volume of network advertising in 1949.

Last year it was fifth ranking at the first quarter mark. Even with its 6% drop, food is the head and shoulders leader, followed by toiletries.

Overall the outlook is about the same this year as last in the AM network advertising picture. The major product groups have shown an increase, and 12 have declined. The decline of $500,000 is not enough to warrant any conclusions about network business; two or three increased appropriations, or one large account could bring the total back to the 1948 level immediately.

AFL DISC SERIES
Coy Speaks on First Program

No single group in American society should have sole access to radio as an avenue for presentation of issues, whether it’s labor or another group, FCC Chairman Wayne Coy declared in a transcription opening a new series of AFL discs covering 140 stations.

Radio broadcasting is potentially our most powerful medium of public education, Chairman Coy said, reminding that 95% of homes and 80% of adults have sets. “We need to have one viewpoint presented, not only as a matter of fair play but also because we have proved to the world that such practice in the long run results in soundest decisions.”

Referring to the AFL series, he lauded organized labor for “helping strengthen our democracy in assisting its members and the people generally to understand public issues... what management has to say may be controversial. What labor has to say may be controversial, but both are entitled to present their case to the public.”

The AFL discs, produced by Labor’s League for Political Education, are sent to local AFL groups which request time from stations in their communities.

Mr. Rosemonz points out Amariillo headquarters for Southwestern Public Service Co. and KGNC, as he discusses “program” network for utility firm’s transcribed series with Ed Weber (l), Southwestern advertising manager, and Mr. Watson.

UTILITY FIRM

To Use 14-Station Hookup

A “PROGRAM” network of 14 stations in three Southwest states will be launched June 5 to handle a new series of transcribed programs for the Southwestern Public Service Co., A. R. Watson, vice president of the electric utility firm, has announced.

KGNC Amarillo, home city for the company, will serve as key originating station for the network, covering outlets in Texas, Oklahoma and New Mexico. Monte Rosenthal of Southwest Advertisers Agency, Amarillo, will announce the show, to be aired Sunday mornings from 10:45 a.m. to 12:45 p.m., locally, the two commercial stations will be done “live” from KGNC. Utility company recently appointed the agency to handle its radio advertising.

The 14-station hookup, to be known as “Your Public Service Company Network,” is reportedly the first of its type to be employed by a regional advertiser in the Texas Panhandle, New Mexico and Oklahoma areas. Stations to be used are: KGNC, KHUZ Borger, KXTD Dalhart, KDDD Dumas, KFYO Lubbock, KDPM Pampa, KPAN Hereford, KVOP Plainview, KVOW Littlefield, (all Texas); KICA Clovis, KGLF Roswell, KSVP Artesia, KAVE Carlsbad, (all N. M.); KGYN Guymon (Okla.).

Program is titled Hymns of the World, and is a Teleways production featuring John Charles Thomas and the King’s Men. Amarillo office of Southwestern Bell Telephone Co. is setting up lines to service the network.

New ABC Business

THE VOICE OF PROPHESY Inc., Los Angeles, through Western Advertising Agency of that city, has signed a 92-week contract with ABC for Sunday morning religious broadcasts. The programs, to be called The Voice of Prophecy, will begin airing Sundays, 9:30-10 a.m., and will feature religious sermons and music.
PUBLIC UTILITIES CASE

Radio Brings Understanding

By JAN GILBERT
Radio-Television Director, Harold Cabot & Co., Boston

Radio should be a “must” in every public utility advertising budget!

The words “public utility” to many people are something overpowering in scope—something just not understood. This lack of understanding should be non-existent today if the use of such a large medium as radio is employed to educate the public. A carefully planned radio campaign should be a part of advertising budgets for all utilities.

Radio reaches everyone. It appeals to young and old; literate and illiterate; healthy and invalid. It is a grass root medium... it is an all level medium. Because radio reaches such a cross section of the population, it can be used as an educational medium.

The word “educational” is not meant to imply necessarily the high brow or so called long-hair appeal. The flexibility of radio permits it.

**Some people even attended costume parties dressed as “Timetable Mable.”**

The method employed was a one-minute jingle for the New England Electric System. It is a friendly, warm jingle which tells people in an entertaining manner just how a wonderful life can be with electricity.

In this instance, the New England Electric System wanted a way in which to impress upon people the fact that electricity is inexpensive, that appliances are flexible, and that electricity works make easier, life brighter, or, in sum total, an appreciation of electricity.

The jingle goes like this:

Once an old Yankee closed his eyes
And the darkness made him realize
How bright our life can be.

So he jumped up the steep.
And he shouted to the people
When standing on the landin’
Down below
“Boys thank your lucky rabbit that you’ve got the ‘light’ quit.
For that washin’ keeps your cottage all clean.
And there’s toasters and heaters,
To make the house feel bright.
‘Frigerators, percolators, blankets
In the night... how bright
Our life can be.
To use Electricity.”

**Business of Broadcasting**

One of a Series

to bring a message, educational or otherwise, to the population in almost any manner which is believed desirable. A firm’s message can be delivered humorously, seriously, or in the form of a quiz program, variety show, newscast, or in the form of one-minute announcements or station breaks which can be used in the selling copy or in the familiar jingle form.

**Railroad Example**

A good example of how radio can be used to sell two problems which might appear to be rather dull was the Boston and Maine Railroad’s campaign of two years ago. The Boston and Maine wanted to get across two points: (1) dependability of train travel and (2) the friendliness of the railroad.

The method employed was a one-minute jingle—“Timetable Mable,” the girl who’s in love with a train; and, incidentally, the train happened to be the Boston and Maine.

This jingle was scheduled on over 20 stations throughout the Boston and Maine territory. During a period of nine months the jingle was broadcast some 5,000 times—and the results were astounding. The stations received requests for the music, requests for recordings, and even requests that it be played on request programs.

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And there’s toasters and heaters,
To make the house feel bright.
‘Frigerators, percolators, blankets
In the night... how bright
Our life can be.
To use Electricity.”

**Uses Different Approach**

An entirely different approach to the use of radio by a utility, and equally effective, was taken by the Boston Consolidated Gas Co. They scheduled a 15-minute comedy quiz, "Quizzing the Wives," five days a week on WNAC Boston. Their guests were club women selected from the towns or cities served by the Boston Consolidated. The ladies are given the opportunity to win cash awards for their own club, a chance to be on radio, which, by the way, is a treat for some people.

They are exposed during the broadcast to the commercial messages of the Boston Consolidated, and following each broadcast they hear an economic talk by a representative of the Boston Gas. We estimate that this program, which has been on the air for more than 15 years, reaches approximately 6,000 women directly a year, and 26,000 indirectly and directly a year.

Radio broadcasting is effective. We recently had a spot over Cabot & Co., put it to a great test last winter when the snow fell so fast and so often it was impossible for the permanent snow removal crews, the Boston and Maine Railroad to keep its yards clear. We used radio to hire, of all things, snow shovelers.

By the use of radio as a medium, we were able to deliver enough snow shovelers for the Boston and Maine to keep its trains running. We also found an interesting indication as to how people listen to the radio.

Our copy read: “Attention—temporary snow shovelers are urgently needed tomorrow morning by the Boston and Maine Railroad. Men 15 to 18 and over can earn extra money. Report at the rear of 150 Causeway St., properly dressed morning at 6:00 a.m.” In spite of the fact that we stated “tomorrow morning,” men were flocking to the yards at 6:00 p.m. that night. We deleted the word “urgent” and solved the problem.

During 47 snowbound days, no less than 45 emergencies arose needing radio assistance. We prepared spot announcements for four utility and semi-utility accounts, airing 761 announcements over a dozen or more New England stations. In many instances, announcements were on the air every half hour.

Station cooperation was splendid. Roads were cleared by shovelers hired by radio; motorists kept off traffic lanes; people understood the fuel and milk situations—accepted them gracefully.

The question for utilities is not, ‘Should a utility use radio as an advertising medium?’ That should be an accepted fact. The question should be, ‘Which of the many techniques in radio advertising will best solve problems?’

**Stresses Friendliness**

Whatever the individual problems are, the underlying theme should be friendly. Utilities should not mean something overpowering that they have to talk about. It should not be a thing that people groan about paying for because in their opinions it costs too much.

The word “utility” should instead spell to everybody old and young, the warm, bright light in the window replacing the old oil lamp; the modern gas range instead of the less efficient, slower cooking methods; a friendly telephone call from a loving mother informing her son that a bus will be at the railroad station when his dependable train arrives.

Radio—because of its impact, its ability to reach the masses, its flexibility—should be a part of all utility advertising budgets and tailored to best meet each firm’s needs.

**BASEBALL**

Chandler Clarifies Rights

A MINOR LEAGUE baseball team has the final word on whether broadcasts of major league games may be carried by stations in its own home territory, but has nothing to say about which local stations may carry such broadcasts.

This is the ruling handed down by Baseball Commissioner A. B. Chandler and being circulated last week. It applies to telecasts as well as broadcasts. It is also applicable to non-television rights with respect to local broadcasts and telecasts of games in which they are not engaged.

Once the local club has given permission for the “outside” games to be carried locally, the selection of the local station or stations is up to the organization which holds the broadcast rights—usually the major league home club in the game being broadcast, or the major league itself. Only exception would be where the local club is the property of the team holding broadcast rights.

Commissioner Chandler said:

The one minor league club that does not need to see how to handle an application for a television game broadcast in its area should be a member of either the American or National League, or has been designated by those organizations, the major league home club, or the major league, as the case may be, may disregard the attempted limitation on this occurrence. A station may consider the consent which has been given as an authority for the broadcast of the game, and telecast, and may broadcast or telecast such game without further limitations in the home territory of the minor league.

Mr. Chandler made it clear that the local minor league club does not have to give its consent on an all-or-none basis.

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Woods, Kintner, Priaulx for Five Years

consolidated income rises over $1 million. Thus, if ABC consolidated income were to hit $2 million, Mr. Woods would be paid his $75,000 salary plus an additional $50,000, or a total of $95,000. In no case, however, can his salary rise over a total of $100,000, the contract stipulates.

The same feature applies to Mr. Kintner’s terms of employment. If ABC earns $35,000 each of the three executives respectively, pledged “to devote his best efforts to such employment during the life of the agreement.”

Although nowhere in the contracts was it stated what precise title each executive shall have or what his exact duties are to be, it was stated that he may serve as a director and/or officer of other corporations in which ABC is, or may become interested by reason of stock ownership or otherwise without further compensation, so that he will devote his full business time and attention to ABC and its corporations as he has heretofore done.

Since the contracts all were dated Dec. 6, 1948, at a time when there were efforts by 20th Century-FOX Film Corp. to buy ABC, it could be speculated that the employment agreements might have had as their purpose two main aims: (1) to assure continuity of top direction, and (2) to provide proper security and incentive to top-level executives to stick by the corporation.

Ownership Change Effect

It could be speculated that if ABC ownership should eventually be transferred, the three executives’ claims on ABC would continue good either against ABC or its successor. The CBS contract with Mr. Stanton, however, differed in this respect, for it came right out with a specific provision that the contract was binding on any corporation which succeeded CBS either through merger, absorption or sale.

Also one feature in the Stanton contracts not in the ABC agreements is the “consultative clauses.” By them, Mr. Stanton is to be retained by CBS for 10 years after termination of his main contract to act as a consultant for CBS at $25,000 a year.
SUMMER REVAMPS

BY BETTY STONE

AS RARE as a day in June is a sponsored comedian in July, judging from the advance schedules of the radio and television networks, currently involved in journaling, revamping and revising programs for hot-weather consumption.

Present status of summer programming is shown on the accompanying chart. Not indicated are programs that switched from one network to another, or those being dropped, along with the time, by sponsors. Such programs include the Fred Allen Show, sponsored by Ford, which continues with its June 26 broadcast. According to the network, although Ford has dropped the time, Mr. Allen will retain NBC "when he returns to radio."

The RCA Victor Show on NBC, originally scheduled to vacation starting May 29, has been dropped by the sponsor. The U.S. Steel-sponsored Theatre Guild of the Air switches from ABC to NBC in the fall, with the firm sponsoring the NBC Symphony on that network during the summer. The symphony will be scheduled for the 8:30-9 Sunday evening slot early in June, when Henry Morgan goes off for a spell before replacing Duffy's Tavern for Bristol-Myers on Wednesdays at 9 p.m. When Mr. Allen vacates the 8:30-30 spot, U.S. Steel might increase sponsorship of the symphony to a full 9-9 hour.

With the better-known sponsored comedians being replaced by musical shows and mysteries, i.e., Jack Benny, Phil Harris, Amos 'n Andy, etc., newer comics are to be aired by networks on a sustaining basis. The Lux Radio Theatre hiatus from CBS, Mondays, 9-10 p.m., for instance, gives the network opportunity to test a new format for comedienne Joan Davis in the role of a department store salesclerk (Leave It To Joan, 9-9:30), and to re-introduce its newly signed comedian-songster, Abe Burrows. In a whimsically titled program Breakfast with Burrows—He Gets Up Late, 9:30-10 p.m. The irresistible Henry Morgan gets a reprieve from his sponsorless existence when he moves into the Duffy's Tavern spot. The ungrammatical Ed Gardner and his tavern cronies are being dropped by Bristol-Myers, which is seeking a new show for the fall. Whether Mr. Morgan will be heard permanently in that spot depends on his summer behavior, it was ascertained.

ABC Leases Space

SIGNING of a five-year lease for additional studio space was announced late last week by ABC, New York Elysee Theatre at 202 W. 58th St. has been rented from Edin Films Inc., for use primarily as a radio studio, but will be available to the video network as well. Engineering and client's booths, installed when ABC previously rented the property from 1946 to 1948, are still intact.

BROADCASTING • Telecasting

REGISTRATION complete happiness is this trio as Fredrick Martin's Showtime From Hollywood goes on the air over WSAI Cincinnati on behalf of the city's Pontiac dealers. Seated in a new Pontiac convertible are (l to r) Fredrick Martin; Joseph Koller, account executive for Frederic W. Ziv Co., producer of show, and Robert Acomb, agency head who handles Pontiac account.

BICYCLE SCRIPTS

BICYCLE INSTITUTE of America has prepared a comprehensive program kit containing radio scripts, background material and stories about bicycle safety for distribution to station program directors free of charge. The radio programs included a half-hour script on the adventures of Bicycle Bill, a quarter-hour interview and a group of safety shorts, one minute and less in length. Kit can be obtained by writing to Bicycle Information Bureau, One East 57 St., New York 22, N. Y.

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**BRONZE plaque marking 20 years of affiliation of WPTF Raleigh, N. C., with NBC is presented to S. B. Coley (I), WPTF vice president, and Station Manager R. H. Mason by Easton C. Woolley (r), NBC director of station relations. Presentation was made at a luncheon May 17 celebrating the anniversary. Gov. W. Kerr Scott of North Carolina was the main luncheon speaker.**

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**MILES HIATUS**

**Savings To Expand Video**

MILES LABS, Elkhart, Ind., will take its NBC Quiz Kids off the air this summer for 11 weeks and use the money for an expanded TV version of the juvenile series in the fall, according to Oliver T. Capelle, Miles sales promotion manager.

Mr. Capelle termed the move "a sound swap" and made it clear that Miles is maintaining a heavy summer schedule from 16 network broadcasts every week. He added that it in no sense indicates a preference for Miles for television over AM radio.

Miles has had the Quiz Kids on TV since their debut, but not every Sunday afternoon the program is broadcast. Now, according to Mr. Capelle, the network will have the Quiz Kids on TV for at least the next two years.

"However, our summertime radio schedule will still be a powerful one. In addition to shows in local areas, Alka-Seltzer will have 20 network broadcasts every week from our News of the World on NBC, Queen for a Day on MBS, Hilltop House on CBS and a summer show for Herb Skinner on CBS, which is now under consideration."

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**COLE LIBRARY**

**Station Purchase Plan Set**

HARRY S. GOODMAN Radio Productions, New York, last week announced a plan whereby radio stations may purchase outright the M. M. Cole Library. Goodman recently took over the library's sales distribution.

The library is in accordance with resolution unanimously passed at the NAB convention covering the outright sale of transcription libraries. At a fee of $30 per month for 30 months regardless of the market size, immediate shipment will be made of 1,800 selections to be followed by 200 selections a month until the library contains more than 2,000 numbers. After final payment, the library becomes the property of the buyer. For 15 months thereafter, Capelle will replace all defective or broken platters at no charge. More than 200 stations have subscribed to the plan to date.
Success story: Can WLEE sell magazines? You bet WLEE can! Just read this:

Recently a national women's magazine participated in WLEE's "Northside Man-on-the-Street" program for just one day. This program is broadcast from the street in the northern section of Richmond.

Result: Sales of the magazine in the northside section were 13% greater than the average for the city!

This is the kind of immediate action WLEE produces regularly for local and national advertisers. If you want to get results fast in Richmond, use WLEE. Call in your Forjoe man today for the whole story.

WLEE

MUTUAL IN RICHMOND

TOM TINSLEY, President • IRVIN G. ABELOFF, General Manager • FORJOE & CO., Representatives
ASCAP Extends

By BRUCE ROBERTSON

ASCAP has extended until June 15 the temporary licenses authorizing the use of the music of ASCAP members on their sight-and-sound programs.

Move, announced Thursday by Fred E. Ahlert, ASCAP president, put off for two weeks at least the threat of a withdrawal of ASCAP tunes from the air. Since the society's cancellation of its long-standing blanket license agreement with the broadcasters on Dec. 31, 1948, it has continued to permit its music to be telecast by a series of extensions—the first for three months, followed by two of one month each—while negotiations were in progress between TV music committees of NAB and ASCAP.

Pointed down in these negotiations on May 6 [Broadcasting, May 9, May 16] led to belief that June 1 might find television in a situation comparable to that of the sound broadcasters. The recent move, which might still permit the right to use ASCAP music withdrawn. Both groups, however, have striven to avert such an event.

ASCAP's prompt invitation to the networks to negotiate individual contracts was promptly accepted and meetings of network and ASCAP committees at the top executive level began last week. A friendly attitude was expressed as negotiations began.

First Effect

First effect of the extension was the restoration of ASCAP music to many programs which, in addition to their live telecasts, are kinescoped—recorded on film from the face of a receiver tube—for delayed broadcast by non-interconnected stations. As the normal time for such delayed broadcasts is two weeks after the date of the original performance, ASCAP tunes had been ruled off these programs after May 17, as two weeks from that date would be June 1, as feared, such delayed broadcast would have constituted infringements.

On Tuesday, ASCAP was host to a score of executives of New York advertising agencies, to whom Mr. Ahlert outlined the difficulties confronting his organization and the TV broadcasters in arriving at a mutually satisfactory system for licensing the use of ASCAP music on television. One agency radio TV executive who attended the luncheon said that it impressed him largely as a public relations venture on the society's part, to the broadcasting of the fact that the problem is complicated and difficult and that it is not a matter of unreasonable demands on TV by the music copyright group.

Contrasts Attitudes

Contrasting the present attitude of ASCAP preceding its break with radio nine years ago, he said that the ASCAP position expressed at the luncheon was that both sides are trying to find a workable TV licensing plan and that they will continue to do so despite the failure of the original negotiating committees. There was none of the belligerence of a decade ago, he reported, expressing the belief that before ASCAP would allow the TV problem to involve it in a serious dispute with the broadcasting industry which last year contributed some $7 million of the ASCAP revenue, it would step out of the video picture and return the TV licensing rights to its members to handle individually.

The idea that ASCAP might withdraw from the video licensing field, which cropped up repeatedly in New York radio-music circles last week, was brushed aside as "ridiculous" by an ASCAP spokesmen quoted by Broadcasting. Rather than dropping this admission, station operators have decided that ASCAP executives are determined to work out a solution acceptable to the TV broadcasters as well as to their own membership. "We've got to face it eventually," he pointed out, "so there's no reason to try to dodge it now."

Representing the TV networks at last week's meetings were Charles R. Denny, NBC executive vice president; Joseph H. Ream, CBS executive vice president; Mark Woods, ABC president; Mortimer W. Loewi, director, DuMont TV Network; Theodore C. Streibert, president, WOR New York; [WOR-TV, WOIC (TV) Washington]. ASCAP was represented by Mr. Ahlert; Oscar Rubenstein, II, board member; Herman Finkelstein, resident counsel; Richard F. Murray.

Statement reviewing the ASCAP TV negotiations was issued Thursday by NAB Washington headquarters. It included text of letters exchanged by Robert P. Myers, NBC, chairman of the NAB Television Music Committee, and Mr. Ahlert; an introductory statement by NAB Executive Vice President A. D. Willard Jr. and a report by Mr. Myers to the NAB board.

Mr. Myers told the board the committee could not accept ASCAP's proposal for two basic reasons—the proposal was too expensive; it could not recommend acceptance of the principle of special-use licensing. Costs were estimated at 2½ times the amount ASCAP would receive under sound broadcasting contracts on the same gross billing.

The committee held the special-use proposal was not unacceptable as a matter of principle as to be an improper subject of arbitration and that selection of an inexperienced third party for arbitration would have been impractical.

CO-CHANNEL TV

RCA Has 'Off-Frequency' Plan

A system of "off-frequency" co-channel television assignments has been developed by RCA Labs which it says is confident will reduce interference at least as much as synchronization, without simultaneity's extra expense.

Not yet formally announced because work is still in progress, the plan is believed capable of permitting co-channel operations at spacings of approximately 150 miles—the separation FCC aimed at in its original allocation.

Dr. C. R. Jolliffe, executive vice president in charge of RCA Labs, told Broadcasting that the heart of the plan is to stagger the carrier frequencies of co-channel stations by about one-half the line frequency. Thus, he said, the Venetian-blind pattern arising from mutual interference is reduced to about the width of a scanning line, and disappears.

Dr. Jolliffe said the new system has been in operation on RCA-NBC's WNET (NY) New York and WBTV (TV) Washington for about two months. The results, he said, are fully as good as were obtained by the exact synchronization allocation provided for spacings narrower than the goal of 150 miles for co-channels and 75 miles for adjacent channels.

Since FCC called the current TV freeze last fall and with industry's aid launched intensive studies of the interference problems, there has been considerable speculation that co-channel separations in the order of 200 miles or more may be needed.

Meanwhile there was still little likelihood that FCC could lift the television freeze before this fall, at the earliest. The commissioners, including the engineer members, George E. Sterling and E. M. Web- ster, who are directing the TV work conferred Friday with key staff members for another viewing session.

The most recent target date for action is August. Since notice must be given and hearings held, this makes it unlikely that there could be a return to normal licensing before October or November, and protracted hearings would mean even greater delay.
GLENN WALLICHS, president of Capitol Records, told Broadcasting before leaving on five-week TV survey of East and Midwest, that firm expects to increase film production within six months after study of program needs. No budget has been set, but firm will “appropriate money as need presents itself.”

Cahill company limits activity to film production and will not venture into kinescope programming, Mr. Wallichs said.

Dynamic has released for video and general distribution, first of series of dance motion pictures in 16mm color. National Society for Crippled Children and Adults, is accepting bids from film companies coast-to-coast for production of 20-minute case history movie for their patients. Campbell-Cahill, Chicago, has just completed 50-second spot for the First Federal Savings and Loan Assn., using live action with dissolves and montages.


Old Gold Cigarettes reportedly interested in second week film series being prepared by Paul Parry Productions, Hollywood. Films entitled “Adventures on Cocos Island” run 13 minutes and are semi-documentary. Same firm is reading audition films. Aimed at national advertisers each is 13 minutes in length. Two of the films are “A Day in Photography” a fashion film, and “Plantation Days,” a musical.

Five Star Productions, Hollywood film firm, is in three-way competition with itself. Commercials which it made for Magicomb, Ford and Acme Breweries are spotted at same time on three Hollywood stations, opposite each other.

G. P. Floersheimer, head of sales and promotion for Hayes-Parnell Inc., Hollywood, is in East for ten days contacting stations and agencies.

... Joseph G. Frankel, managing director of Michael H. Goodman Film Productions Ltd., London, England, currently in Los Angeles (Ambassador Hotel) arranging for showing of firm’s film of 15-round Mills-Woodeck heavyweight championship bout, to be held June 2 in London. Toni Hamilton Inc., New York, is firm’s western hemisphere representative.

Henry W. Anderson has joined the visual education staff of Vogue-Wright Studios, Chicago, as a salesmen. ... Sara Inc., same city.

108 Sponsors

TOTAL of 108 sponsors the first week in a 13-week run by WPT2 (TV) Philadelphia. Station reports that in April it had 91 sponsors and as of first week in May, 17 new accounts were added.

BROADCASTING  Teletcasting

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Fastest start in all television
Zoom! Up went Los Angeles TV set ownership during KTTV's first 100 days—now note the whopping 58.5% gain! Today Los Angeles is 126,249 sets big—and still growing lightning-fast! * KTTV is setting the pace for all Los Angeles television. Which is just what you'd expect from a station owned by The Los Angeles Times and the Columbia Broadcasting System. Like this...


Longest Uninterrupted Broadcast In TV History—24 hours and 50 minutes of continuous on-the-spot coverage of the San Marino well tragedy.

Full CBS-TV Network Schedule—blended with KTTV local shows with the "Hollywood touch."

Exclusive Rose Bowl Commercial Telecast—the first in history—seen by 88% of all Los Angeles television homes, with an average of 9.8 people per set.

Small wonder that 75 advertisers have successfully used KTTV during its first 100 days—the fastest start in all television. To make your sales go up equally fast in America's fastest-growing television market, ask Radio Sales about KTTV.

*May 1
SPORT FEES TAX

Bill is Blocked In Calif.

A BILL regulating television contracts for boxing and wrestling matches has been successfully blocked on the floor of the California State Senate and returned to committee.

The bill was backed by the California Athletic Commission and the California Managers’ Ass’n. It would levy a 5% tax on all fees paid by broadcasters for rights to matches and would give the Athletic Commission power to approve or disapprove such contracts [BROADCASTING, May 2].

The bill, strongly opposed by the California State Broadcasters Ass’n, went to the Senate floor with a “do pass” recommendation. Before being returned to committee for further hearings and possible revision it was twice amended on the Senate floor.

Arthur Westlund, general manager of KEV Berkeley and president of the broadcasters association, said the amendments removed two sections to which the broadcasters objected most strongly.

CHICAGO MOVIE TV

WBKB (TV) Marks Birthday

THE Chicago Theatre will present theatre television from its screen June 16, employing Paramount’s exclusive Teletranscription technique, John Balaban, director of WBKB (TV) Chicago, announced Thursday. The new entertainment medium, previously used only at the Paramount Theatre in New York, will be a regular feature at the theatre when major sports events occur, he said.

The June 16 show will be part of a mammoth television celebration planned by Balaban & Katz, owner of both WBKB and the Chicago Theatre. Eighth anniversary of the TV station, Chicago’s first, will be observed and WBKB will officially begin operation of a new high-powered transmitter atop the American National Bank Bldg. The new unit will be the highest in Chicago, station claims, dwarfing by 313 feet WBKB’s present tower on the State-Lake Bldg. Tower of a star-studded Chicago theatre stage revue direct from the stage also will be presented.

KLEENEX TELEVISION

To Back ‘Funn for the Money’

NEW audience participation program with a baseball format, Fun for the Money, will be sponsored by ABC-TV by International Cellucotton Products Co., manufacturer of Kleenex. The program, to start June 17, will be telecast on Fridays, 9:30-10 p.m., over the eastern and midwestern video networks. It is packaged by the James L. Saphier Agency, Chicago, and produced by Steve Hatos. The show will originate in Chicago.

Fun for the Money will be carried by ABC-owned and operated stations WJZ-TV New York, WENR-TV Chicago and WXYZ-TV Detroit, and by affiliates WPX-TV Philadelphia, WKB- TV Washington, WANN-TV Baltimore and WNAF-TV Boston. Other stations are expected to join the line-up.

INDUSTRIAL TV

St. Louis Sees Monsanto

KSD-TV St. Louis has presented a 30-minute program from an industrial plant, using facilities of two remote cameras. The show included demonstrations of Monsanto Chemical Co.’s fertilizers and plastics and examples of wood decay.

Most of the program originated in the new research pilot plant of the John F. Queeny plant, adjacent to Monsanto’s main office building in South St. Louis. In addition, being seen by St. Louis televisioners, the show was picked up at Hotel Jefferson, where the American Wood Preservers’ Ass’n was holding its national convention.

TELECINE CORP.

New TV Package Formed

TELECINE Corp. of America, new video package outfit, has set up offices at 745 Fifth Ave., New York, with Benn Jacobson, former story and talent executive of MGM and Eagle Lion studios, as president. John M. Gray, formerly with the war savings staff of the U. S. Treasury, and, during the war, Air Force public relations officer, is secretary-treasurer.

According to Mr. Jacobson, who says he switched from movies to television because he believes that television techniques will be built on moviemakers’ art, video within the next few years will be ready for color. By then, he says, the new art, having monopolized so much of the entertainment audience, will have passed the movies as a producer and the radio as an advertising medium.

MOWREY ON TV

Speaks at Oakland Ad Club

"THE FASTEST WAY to build a television audience is to offer a comprehensive schedule of sports events,” this opinion was voiced by Paul B. Mowrey, national director of television for ABC, in a talk before the Oakland Advertising Club on “The Future of Television in the Bay Area.” After television becomes more firmly established, he said, the emphasis will be shifted to other video features such as drama, news and variety shows.

Mr. Mowrey has been in San Francisco for the past month in conjunction with the debut of KGO-TV, ABC’s Bay Area television affiliate. He was introduced to Ad Club members by Gayle V. Grubb, general manager of KGO and KGO-TV.

DuMont Summer Plans

DuMONT Television Network last Wednesday announced a complete revision of programs for the summer months. Plans include three new programs, now in rehearsal, to premiere within the next two weeks; eight new programs already written and cast, to be showcased, one a week, starting about the middle of June; 50 new programs already planned and scripted; and under consideration by the network’s program board; and the remaining of shows currently on the air.

tv components

standardization sought

subcommittee of the engineering committee of television broadcasters ass'n. has been named to study the problem of securing standardization of components of television equipment with the goal of interchangeability, so far as is feasible. appointed to tba engineer chairman raymond f. guy, nbc's manager of radio and allocations engineering, the subcommittee was charged with querying all of the country's tv stations about their technical operating procedures and gathering their recommendations for achieving interchangeability.

f. j. bingley, chief tv engineer of bamberger broadcasting corp. (wotv new york, wotc tv washington), was appointed chairman of the subcommittee. other members are: howard a. chinn, cbs; donald castle, nbc; rodney chipp, dumont; robert morris abc; william purel, wrgb schenectady; thomas howard, wpix new york. two more members will be added from at&t and from wtpt philadelphia.

frank marx, abc vice president in charge of engineering, was appointed tba representative on a committee of new york tv broadcasters which is working with engineers of the city to amend the city's electrical code to cover tv installations at various locations throughout the city. all appointments were made wednesday at a meeting of the full engineering committee.

wtps-tv denial

denial of additional time to times-picayne pub. co. to complete construction of wtps-tv new orleans was set aside by fec last week and the station's application was designated for hearing. the refusal to extend completion date was made by the commission in early april [broadcasting, april 18]. the applicant told fec it sought the television extension because it was financially unable to build the tv outlet at this time. substantial losses in its am and fm station operation were cited.

a chicken in every pot!

what station can do it?

see centerspread this issue

on the air everywhere 24 hours a day

l.b. wilson

wcky

cincinnati

50,000 watts of selling power

page 36 • may 23, 1949
NOW TELECASTING!

KGO-TV

CHANNEL 7 — SAN FRANCISCO

One More ABC Owned & Operated Television Station in a Strategic Sales Market . . . Another Powerful Link in the Fast-Growing ABC Television Network

When television was in the planning stages at ABC, it was decided that in order to serve advertisers best, TV stations should be located in mass buying markets.

With the opening of KGO-TV and the soon-to-be-on-the-air KECA-TV, Los Angeles, ABC will have Owned & Operated television stations in five of the six major markets in America. A distribution of TV stations not matched by any other broadcasting company!

By using ABC-TV facilities you buy from one representative . . . one organization to cover America’s top buying markets. All your television problems are handled under one roof.

The simple, efficient way to sell your products is to use ABC-TV

| ...in New York WJZ-TV CHANNEL 7 | Finest TV Studio Facilities in the World |
| ...in Chicago WENR-TV CHANNEL 7 | Tallest TV Tower in Chicago |
| ...in Detroit WXYZ-TV CHANNEL 7 | Most Modern Studio Equipment in Detroit |
| ...in San Francisco KGO-TV CHANNEL 7 | Atop Highest Point in San Francisco County |
| ...in Los Angeles KECA-TV CHANNEL 7 | A Movie Lot for a Studio |

ABC TELEVISION

American Broadcasting Company
VAUDEVILLE for television, often classified as variety, is becoming for television what vaudeville is to radio. With a regularity that is astounding, new variety shows have hit the TV networks. As a result, it has become the top entertainment for the television audience.

On the networks, 219 of the 559 hours of programming during April were live variety shows. (See Table I) Among the sponsors of these fast-paced creations of the new medium are Texaco, Admiral, Ford, Lincoln-Mercury, Chevrolet, Arrow Shirts, General Electric, General Foods, Gulf Oil Co., Household Finance Co., The Swift Co., and Whitehall Pharmaceuticals.

In March, variety programming edged out sports as the top in number of sponsored hours on network, spot and local broadcasts. Variety shows held this position in April too, but as the baseball season opened, sports programs increased. Of the total of 298 hours of programming, sports programs occupied 212 hours. In March, sports programming totaled 179 hours. Most of this sports programming is local. Stations pick up wrestling, boxing, racing, baseball or roller derbies from their local areas, tracks or stadiums. Of the total in April, 55 hours was network broadcasting, 55 locally sponsored, and 105 hours spot advertising, with the beer companies doing much of the buying for this type of broadcast.

Local activity in variety programming is slight: about 16 sponsored hours of variety programming were shown during a sample week in April. Variety programming in some of these local shows was brought to the networks by the syndication of local programs, such as the series of radio programs produced by The Committee for the American Theatre (C.A.T.), which is currently being syndicated into various cities.

The ARRANGEMENTS Аналогичны local stations provide more variety programming than the sponsored total indicates. Some of the local shows are built gradually and finally achieve sponsor- ship, much the same as in AM.

Dramatic Next

Next most popular form of sponsored program is the dramatic show. About 80% of 119 hours devoted to dramatic programming in network, spot and local broadcasting, most of it live. Productions of Shakespeare, mystery, and original dramatic shows, both light comedy and serious, are being syndicated. Some of these “message” shows have been seen on the video screen.

Most of the 15 hours of local dramatic programming is on film, with re-runs of newer pictures and local films. A few have bought special 15 minute and half-hour film packaged shows.

TV has been kind to the kids—there is as much, if not more, TV as dramatic programming. The now famous Howdy-Doody and others have captured the hearts of the juvenile viewers, and it would seem that there is a better future for this type of programming, with its clowns, puppets, and picture- book characters than there is on AM.

News programming is frequent on TV, and a kind that has been sold to local sponsors. About half of all news is network-sponsored, but another 14 or 15 of the 51 hours total is locally bought. Some of the shows use newscast, others straight talk from the

**ACTOR BARGAINING**

4 A’s Blueprint Agreement

The 4 A’s committee charged with drafting the blueprint for a video actors union reached an agreement Wednesday night in New York.

The Committee then sent the agreement to the international governing board of the 4 A’s (Associated Actors and Artists of America).

At the same time, the committee sent the 4 A’s board two unresolved problems: what should be the makeup of the new union’s governing board and (2) what should be the bargaining agent for announcers doing TV but primarily working in AM.

The 4 A’s board will submit the agreement to all the various 4 A’s branches for their action, and meanwhile, will try to work out an accord on the two unresolved problems. After the 4 A’s branches pass on the main agreement, it will come to the international board for final action. It was said that the whole process could be completed in a month.

Thus, a new union, to be called the 4 A’s Television Authority, would come into existence to bargain for video actors.

Such a union would end the danger of jurisdictional rivalry between such 4 A’s branches as Actors Equity, American Federation of Radio Artists, American Guild of Variety Artists and others. The 4 A’s committee which worked out the agreement for the new union was itself composed of the presidents and members of each of the

**TABLE I**

<table>
<thead>
<tr>
<th>Type of Program</th>
<th>Network</th>
<th>Spot</th>
<th>Local</th>
<th>Total</th>
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<tr>
<td>Variety</td>
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<td>7.22</td>
<td>16.43</td>
<td>242.85</td>
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<tr>
<td>Sports</td>
<td>52.00</td>
<td>105.30</td>
<td>55.11</td>
<td>211.41</td>
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<tr>
<td>Musical</td>
<td>20.45</td>
<td>59.45</td>
<td>6.45</td>
<td>86.35</td>
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<tr>
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<td>17.35</td>
<td>14.23</td>
<td>72.93</td>
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<td>Discussion</td>
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<tr>
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<td>96.25</td>
<td>34.25</td>
<td>422.70</td>
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<td>7.22</td>
</tr>
<tr>
<td>Total</td>
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Note: Slides were used in combination with live and film presentation in about hour of commercial presentation.

**TABLE II**

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**Analysis of April Program Type**

(Report 60)

**THE 4 A’s**

**BROADCASTING**
All home games of Atlanta's Southern League Crackers are Telecast by WSB-TV. Brown Distributing Company (PHILCO for Georgia) is the sponsor.

Owned and operated by The Atlanta Journal Co. Represented nationally by Edu. Petry & Co., Inc.
HOW OLD IS TV IN BUFFALO?

ONE YEAR!

How Big is TV in Buffalo?

it's a GIANT!

WBEN-TV

NBC BASIC • CHANNEL 4
GALVIN PREDICTS

"Video Won't Kill Radio"

TELEVISION, "which doesn't spell the end of radio," will change the character of the industry "but certainly will not kill it," Paul V. Galvin, president of Motorola Inc., said at the firm's anniversary celebration in Quincy, III. Occasion marked the first year of operation of two Motorola plants there.

Mr. Galvin also predicted: "Automobile radios will continue to be popular, and we may expect to see auto TV sets visible to the driver gradually legislated against throughout the nation." The moral and social effects of video "can not be over-estimated." In time, no community "can afford to be without it." In concluding, he asserted that every farm in the Mississippi Valley will be "able to enjoy the medium within five to seven years. Present-day television receivers will not soon be obsoleted, nor is any radical change in the quality or prices to be expected." The public can, however, expect a steady improvement in value for every dollar invested in new models, he said.

KSL-TV PLANS

Prepares for June 1 Opening

INSTALLATION of KSL-TV Salt Lake City transmitter was completed earlier this month and final preparations are being made to run test patterns with plans for June 1 opening, station has announced. KSL-TV will begin operations with 7 1/2 hours of evening telecasts as well as an afternoon test pattern, with an expanded schedule to be effected by Sept. 1. Station has exclusive agreements with CBS, ABC and DuMont networks for release of their programs, and kinescope films of major network shows will be flown to the city for release. There are approximately 4,200 TV receivers in Salt Lake Valley, according to KSL-TV.

Files for TV Station

APPLICATION for use of Channel 7 for a new television station serving Raleigh and Durham, N. C, areas was filed with FCC May 6 by Harold H. Thomas, owner of WHHT, 1 kw full-time MBS outlet on 1580 kc at Durham. Site of the proposed new TV station is midway between Raleigh and Durham on Carpenter's Pond Road. The 327-ft. tower will be on an elevation giving it an overall height of 608 feet above over- age terrain, Mr. Thomas said. Equipment will be General Electric throughout.

'Dealers Hear Bonfig

H. C. BONFIG, Zenith vice president and director of sales, was principal speaker at a meeting of 200 dealers in San Antonio. Panel of speakers at the session included J. R. Duncan, who will direct programming for WOAI-TV when the San Antonio station commences operation in the fall.

'Broadcasting * Telecasting

May 23, 1949 * Page 41
THE LATEST WCKY STORY

THE JAMBOREE DOES IT AGAIN!

4,143,100 BABY CHICKS

Yes, WCKY SOLD OVER FOUR MILLION BABY CHICKS

From January 3 To April 29, 1949

FOR ONE ADVERTISER—

Black's Poultry Company of Columbia, S. C.

INVEST YOUR AD DOLLAR WCKY'S-LY
THE LATEST WCKY STORY

WOULD YOU LIKE TO KNOW ABOUT OUR JAMBOREE LISTENERS?

I. THEY OWN CARS

THE JAMBOREE HAS SOLD OVER 36,858 AUTO SEAT COVERS.

II. THEY LIKE TO READ

THE JAMBOREE HAS SOLD OVER 83,176 ASSORTED BOOKS.

III. BUSINESS PROBLEMS INTEREST THEM

THE JAMBOREE HAS SOLD OVER 9,274 BUSINESS ENCYCLOPEDIAS IN ONLY 13 WEEKS.

IV. THEY HAVE GARDENS

THE JAMBOREE HAS SOLD OVER 22,980 PLANTS AND FRUIT TREES ORDERS.

V. THEY LIKE TO SEW

THE JAMBOREE HAS SOLD OVER 14,234 SEWING KITS AND 53,513 ORDERS FOR QUILT PATCHES.

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

FIFTY THOUSAND WATTS OF SELLING POWER
Prince or Pauper

SOME OF the more glamorous but less savory features of show-bizness as practiced in Hollywood are rubbing off on radio. The newspaper headlines shout about $440,000 salaries for Arthur Godfrey, and $420,000 for Lowell Thomas. Don McNeill knocked off $180,000, and Paul Whiteman a neat $145,000. All these figures are from the corporate notices filed by CBS and ABC with the Securities & Exchange Commission, as required by its regulations. It's just like the Hollywood super-starchophoric figures, it seems.

But is it?

These reports do not say that Mr. Godfrey, for his cool 440 grand, paid off his staff, his orchestra, his talent, not to mention his income tax. He is the contractor for his organization, as are the Benny's, the Allens, the Amos 'n' Andy's Commentator Thomas, for example, draws his 420 grand as "gross," which covers his staff, his wire-line charges when he's on tour, reporting, which is most of the time.

Contrast these reports with the release a few weeks ago of the Bureau of Labor Statistics, Dept. of Labor. It bemoaned extensive unemployment among singers and actors in radio, based largely upon AFRA research. It talked about paltry average pay. It was designed to make radio appear the Shylock of show business.

Now the SEC reports, at least as reflected in clipped sentences of the news report, scream the other extreme.

Somewhere between the two you'll get the answer. And we confidently predict that it will show that radio, from page boy to president, pays better than any other pursuit.

NAB Survival

SWERTNESS and light is losing ground to dark shadows. Those who misjudge the signs all along radio's perimeter are kidding themselves.

There's unhappiness and fear. Unhappiness breeds swift. Fear is deadly. The radio experience has been that when these elements are present a whipping boy must be found. The NAB is now, as always, the main target. And with some justification.

It's the old story of whose ox is gored. Broadcasters in non-TV markets fear the dislocations that will follow in the wake of video. Those in TV want nothing in their path.

And it's when the pocketbook is hit or threatened that dissemination sets in. Talk of cut-backs in network evening rates to compensate for losses in AM ratings to television is the latest bombshell to explode in affiliates' ranks. It is the stock-in-trade of advertisers to beat down rates. And it is up to media to justify them.

Actually, nothing yet has happened industry-wide to cause a coast-to-coast wave of unrest. There has been localized leveling off. Many network stations are finding the going tough. And some business is harder to get. But overall radio business is keeping pace.

Business-wise, there's nothing in the current situation that sales ingenuity and program-mindedness can't handle. Newspapers and magazines have accomplished it with less to talk about. Their competitive problem, with the introduction of television, is ten times as vexatious as that which confronts radio. TV is a selling and demonstrating medium, and even at this early date it is getting the bulk from sources heretofore untapped by radio. It's new money for radio (and that embraces TV).

As for the NAB, the pendulum swings again. Several years ago, the charge was that the networks dominated the association. So, three years ago, the networks found themselves acquisitively to associate membership, with no automatic representation on the board of directors.

Now the charge, from older stations, is that the NAB is "dominated" by non-network stations and by the overwhelming majority voice of the newcomers, many of whom are pleading for succor.

We think a mistake was made at Chicago last month when the board failed to follow through on a functional reorganization—a project that had been in the works for months. Defections from the NAB are not without some valid reason. Steps must be taken to restore confidence and hold the membership of old-line stations, who by virtue of high income, have always carried a major portion of the load.

The alternative is an inevitable move toward a new trade association. Such a move doesn't get underway overnight. It gathers momentum. Telecasters generally are dissatisfied with the NAB. They could be expected, for the most part, to throw their weight behind a revitalized organization, particularly if it entices FCC Chairman Wayne Coy to take the helm.

It would be calamitous to have more than one trade association. The wise course is to remodel the NAB. The answer could be through its separation into units—AM, FM and TV; affiliated and non-affiliated. Then let each unit pay its own way, with a portion of the dues to go to the general administrative operation.

What the old-liners want is a healthy cut in their dues and a corresponding cut in NAB plush activities.

In less than two months the newly constituted NAB board meets again. No board since the reorganization of 1928 has faced a more arduous task. It is a task of survival.

Borsch TV Circuit

NOW COMES the voice of the Kremlin with the claim that television was invented by a Russian. This follows the claim that radio was the brain-child of Soviet inventiveness; that a Russian did the telephone job, and that borsch-soupers invent everything save the hot-dog.

If, by a Russian, the Kremlin means Zwerkow, or that Sarnoff's foresight was responsible for its economic evolution, or that Goldmark had something to do with electronic color, we would understand. But these eminent Americans, who had their antecedents in the Old World, were wise enough to leave for the Land of Opportunity, where they could give rela to their genius.

These Kremlin connoisseurs also seem to have overlooked such names as Farnsworth, the young inventor who put together an electronic TV system in the Twenties, and DuMont, who was the genius behind the cathode ray tube—the heart of modern TV.

Oh, yes. The name of this Russian inventor is Boris Roseng. Could it be that Stalin's previcators are looking at TV through Roseng colored glasses?

(Continued on page 68)
OHIO STATE UNIVERSITY'S
19th Institute for Education by Radio

SPECIAL AWARD
to WOV
for
"THE MAN NEXT DOOR"

"A pioneering effort . . . an authoritative and intensely human series of programs which build up the democratic tradition and fight prejudice and discrimination."

WOV is honored to receive this distinguished award from one of America's great institutions of learning. It is appropriate for us to rededicate ourselves to a further and continuing effort toward our basic policy of radio broadcasting that in serving the public interest we best serve listeners and sponsors alike.

Originators of
Audited Audiences

WOV
NEW YORK

RALPH N. WEIL, Gen. Mgr. • The Bolling Company, National Representatives
WNHC-TV ADDS ABC
Affiliations Total 34
WNHC-TV New Haven has signed an affiliation agreement with ABC-TV, bringing to 34 stations, 24 of which are on the air, the network's current total of affiliates, including owned and operated stations.
Station, owned by the Elm City Broadcasting Corp, is managed by James T. Mlne and operates on Channel 6. WNHC-TV is also affiliated with DuMont, CBS and NBC.

Navy Games on TV
THE Baltimore Sunpapers' (WMAR-TV) have acquired local and network television rights to three U.S. Naval Academy 1949 football games. Games the Sunpapers' station will teletcast include; Princeton, at Baltimore Stadium Oct. 1; Duke, at Annapolis Oct. 8, and Columbia, at Annapolis Nov. 12.

Plan TV Forum
EDWIN S. SEVIERSON, chairman of the public relations and sales promotion committee of the retail council of Philadelphia Chamber of Commerce, has announced a television forum will be held at the Bellevue-Stratford during the week of Oct. 10. Purpose of the forum is to discuss the effects of the rapidly growing industry on the country's economy.

NO GUSH, NO MUSH, NO BLOOD, NO THUNDER, NO COMMENTATORS, NO ANALYSTS
BUT LOTS OF GOOD MUSIC! and lots of GOOD HOOPERS

Ask Jack Kiste in New York, or Jack Micoland in Chicago

KITE
SAN ANTONIO
1000 Watts at 930 on Any Dial
represented nationally by INDEPENDENT METROPOLITAN SALES

NO GUSH, NO MUSH, NO BLOOD, NO THUNDER, NO COMMENTATORS, NO ANALYSTS
BUT LOTS OF GOOD MUSIC! and lots of GOOD HOOPERS

NO GUSH, NO MUSH, NO BLOOD, NO THUNDER, NO COMMENTATORS, NO ANALYSTS
BUT LOTS OF GOOD MUSIC! and lots of GOOD HOOPERS

HOW AGENCY BUILDS A TV SHOW
Should Be Right From the Start—Nelson

TELEVISION shows ought to be right from the start. Mistakes should not be corrected "on the fifth or ten performance." That is the view of George R. Nelson, head of George R. Nelson Inc., Schenectady, N. Y. The agency's approach to the problem of producing TV programs has attracted the attention of industry leaders.

"Simple little shows of the type we're using could admittedly be done without a tremendous amount of rehearsal," said Mr. Nelson. "We have chosen to do it the hard way. We want every camera shot, every light trick, every bit of audio pickup to be as nearly perfect as possible."

Mr. Nelson was referring specifically to a program his agency developed for one of its clients, the Mohawk Carpet Mills, Amsterdam, N. Y., on a 62-week basis. The Monday – through Friday series (7:30–7:45 p.m., EDT), launched May 2, is telecast on the NBC eastern TV network.

Coaxial cable to the Middle West was not available at 7:30 p.m., but Mr. Nelson said his agency plans to kinescope for "many additional stations" until the cable does become available in the fall. "Effective Sept. 13," Mr. Nelson added, "we pick up the entire interconnected network, plus several additions, both by cable and kinescope."

Program features Morton Downey, in his first regular TV series, Mondays, Wednesdays and Fridays and Roberta Quinlan and guest stars on Tuesdays and Thursdays.

Commercial treatment on the show is somewhat unusual, according to Mr. Nelson. An attempt is made to "actually demonstrate and sell the product—carpets and rugs." And Mr. Nelson said his agency, after considerable experimentation, succeeded in "showing carpets and rugs pretty clearly."

The carpets and rugs are shown "live," because the Nelson agency believes that jumping from live to film to live is not good television "if it can be avoided."

Explains Preparation
Elaborating on how meticulously his agency goes about the preparation of even the "simple little shows," Mr. Nelson said: "We have gathered a number of television 'pioneers' who actually have spent weeks putting the shows together and cleaning them up. Among these folk are Ed Flynn and myself of this agency (George R. Nelson Inc.). We've been working with television...."
...over five million people listen to one station every week
... including your customers in Los Angeles County, where per capita automobile ownership is higher than in any other section of the United States. Los Angeles is second in the nation in automobile assembly, second in tire production and first in per capita purchase of gasoline and related products.

 KNX

Los Angeles • 50,000 Watts

COLUMBIA OWNED
Represented by RADIO SALES
### Facts About the QUAD-CITIES

- Over 230,000 metropolitan population
- Largest population market in Illinois and Iowa, outside Chicago
- Retail sales exceed $252 million annually
- Family income tops $6,560 per year
- In the heart of the rich corn belt

### Latest Quad-City Hooper

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<tr>
<th>Time</th>
<th>WHBF Local News</th>
<th>WHBF Station</th>
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<td>10:00 PM</td>
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<td>B</td>
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WHBF maintains a news staff of six full-time reporters and thirty regional correspondents. Their full news coverage and accuracy on-the-toe reporting counts for listener confidence, concentration and influence that pays off to WHBF advertisers.

### Professor, Fulton Lewis Lock Horns

**CommentatorParries‘Indiscretion’With‘Irresponsibility’**

GIRAUD CHESTER’s article pointing to “occasional indiscretions” by radio commentators and which analyzes some broadcasts and campaigns of Fulton Lewis Jr. in a not too favorable light, evoked this fiery counter-question from the MBS committee: “What constitutes irresponsibility in print?”

Mr. Chester, former assistant professor of speech at Cornell U., expressed his views in an article, “What Constitutes Irresponsibility on the Air?” in the current issue of Princeton U.’s Public Opinion Quarterly. Mr. Lewis, referring to the publication and article, said: “It evidently had taken Mr. Chester a long time to find a magazine willing to print such tripe.”

The article suggests that “a lesser commentator who indulged in Lewis’ free-wheeling and free-hitting style of broadcasts would have difficulty remaining on the air.” Mr. Chester concedes that some inaccuracies will creep into a commentator’s work and that “to limit the radio analyst to proven facts and matter-of-fact statements would be to dispense with many of his virtues as well as with his vices.”

He further asserts: “It is only when opportunities for fair correction are denied, a deliberate misstatement is repeated, or unfairness is there in power, that the commentaries do not become egregious.”

Mr. Lewis’ statement follows:

Giraud Chester came to my office about two years ago representing that he had a commission from a national magazine to do a story concerning my activities. After the editor of that national magazine told me recently that Chester had no such commission and that later when the article was submitted to them, it was rejected because it was “a gross misstatement and a misstatement,”

It evidently has taken Mr. Chester a long time to find a magazine willing to print, such tripe and so it comes to pass in the Public Opinion Quarterly of the University, whose journalistic standards obviously differ from those of most publications.

For instance, the free leaf of this magazine carrying the extraordinary disclaimer that “statements of FACT and opinion are made on the responsibility of the author alone and do not necessarily express the views of the magazine.”

So, may I ask, “What constitutes irresponsibility in print?”

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**GAG RULE**

DECISION of the Maryland Court of Appeals on the validity of the gag rule, under which broadcasters and newspapers are forbidden to print news about an arrested minor criminal, is expected within a month. Hearing on the contempt convictions of WHBF maintains a news staff of six full-time reporters and thirty regional correspondents. Their full news coverage and accuracy on-the-toe reporting counts for listener confidence, concentration and influence that pays off to WHBF advertisers.

The six-judge appellate court heard argument by the state that the gag rule is valid under the Constitution. The defendant stations claimed it was unconstitutional censorship and a blow at free speech. They argued the Baltimore Criminal Court in adopting the gag rule was following the "reasonable tendency" rule in contempt cases.

In its argument the state attempted to justify the "reasonable tendency" rule, rejected by the U. S. Supreme Court, by applying to it the philosophy of the "clear and present danger" content doctrine now in almost universal use by U. S. courts.

For the stations it was argued that impartial trials can only be found in nations with a free press. The state contended the printing and broadcasting of news about defendants prevents a fair and impartial jury trial.

The NAB brief included a comment refuting a claim by the State of the Constitution: does the case come within Rule 904 or under the power of the court (not clear in lower court's decision)?

Three questions remain to be answered by the appellate court: Is the gag (Rule 904) authorized by the State Constitution? does the case come within Rule 904 or under inherent power of the court (not clear in lower court's decision)?

The Court asked frequent questions centering on the extent of the state's proof that the broadcasts actually interfered with the administration of justice.

A fourth Baltimore station, WBAL, also stands convicted under the contempt procedure but obtained separate findings in the lower court. Its appeal will be heard soon. WSID Essex, suburban Baltimore station, was freed of contempt charges by the lower court on the grounds proof was not shown.

For the third time in the case as a friend of the court, as did Amer.-

**PROFESSOR, FULTON LEWIS LOCK HORN S**

**Commentator Parries ‘Indiscretion’ With ‘Irresponsibility’**

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---
The most powerful FM installation in the world recently completed on Red Mountain near Birmingham, Alabama for Station WBRC-FM brings static-free entertainment to residents in a transmission radius of 200 miles.

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

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX
ANTENNA TOWERS
Radio's Future

(Continued from page 22)

to two holdover ones, include R. E. Carlson, vice president, Tung-Sol Lamp Co.; W. J. Barkley, executive vice president, Collins Radio Co., and Mr. Liberman. Mr. Balcom was chosen chairman of the tube division. Other division chairmen: T. A. Smith, RCA Victor; amplifier and sound equipment, A. G. Schifino, Stromberg-Carlson.

The four-day Parts Show and RMA silver anniversary celebration was highlighted with a banquet in the Stevens Hotel grand ballroom Thursday evening. Mr. Mator, chairman of the convention committee, presented the guest speaker, Col. Herbert H. Frost of Washington, D. C., first president of the RMA.

Col. Frost, terming the anniversary as proof "of the solid foundation and flexible structure," outlined fallacious predictions made during the early years of radio. These were prompted by the "freethinkers" as "a threat" to the dissemination of education, entertainment, information and public services.

The predictions which failed—Radio will never be profitable, and must be subsidized by the manufacturers, stage and movie audiences will drop 50%, phonograph and recording businesses will fail, federal control of broadcasting will become a tool of Washington politicians.

After the dinner, Walter O'Keefe, NBC comedy star, acted as master of ceremonies, introducing the Dorben Dancers, Comedian Gil Lamb, Lew Breeze and his orchestra and variety acts.

Major business during the convention was appropriation of $15,000 by the board Wednesday for promotion of National Radio Week and the 28th birthday of radio broadcasting Oct. 20 to Nov. 5. Money will be used for dealer promotion and joint sponsorship of the Voice of Democracy contest sponsored by the NAB and the U. S. Junior Chamber of Commerce.

The board approved collection and release of TV statistical information every three months on the number of receivers shipped by manufacturers to each TV market. Data will be supplied by Traders' & Publishers' 48 areas, according to G. M. Gardner, chairman of the partition executive committee.

RMA statistics on TV receiver production will not provide more comprehensive data on the types of sets manufactured, especially those with AM facilities.

President Balcom will appoint a committee to work on the Town Meetings of radio technicians, six of which were sponsored by the RMA during the past 15 months. The board, which voted to continue the sessions, has proposed that the committee prepare 19 one-minute films explaining the operation and care of TV receivers for use on TV stations.

Keynote by Capehart

Sen. Homer E. Capehart (R-Ind.) keynote the members of broadcasting Thursday by asserting that government—and its mismanagement—is the biggest problem confronting radio and television manufacturers, and Americans in general.

Recognizing that "no other industry has done as much for the welfare and happiness of the American people," Sen. Capehart nevertheless charged that individuals in the industry are "doing nothing about maintaining our form of government. It, and not the plants or the money, is your greatest asset."

Saying that "the weight of our so-called economy will drive us down," Sen. Capehart deplored the dependency of people on the federal government and the national debt. He said his reason for entering politics was to save private enterprise.

Capehart is representing the broadcasting industry, and eight to ten labor leaders are running yours. And, as a result of the TV freeze, your government is bleeding tens of thousands of Americans out of jobs.

In conclusion, he said that manufacturers "can build a bigger and better industry only as individuals in it pay attention to and guard the form of government which makes it possible for this to be the greatest nation.

Topping the convention greetings from prominent officials was that of President Truman, who wrote President Balcom that radio manufacturing "has become one of our foremost industries both in war and peace. Its contribution toward the winning of World War II, through the production of $10.7 billion worth of electronic and communication equipment, was outstanding."

"Long before the last war, radio had become an integral part of our daily life in America, and today television seems likely to repeat radio's performance."

"The radio and television industries are a potent force also in our free enterprise economy, providing employment to thousands of technicians, both in factories and in the service trades, and to many more in the retail and wholesale trades."

President Balcom predicted there will be FM and television receivers in operation by 1951, in submitting his report to the RMA membership. Two million or more TV sets will be produced this year, he forecast, on top of 1,200,000 previously turned out (a million of them in 1948).

Mr. Balcom said he disagrees with the oft-heard theory that "radio is doomed," referring to the recent drop in radio set output.

"Rather, I feel confident that even with an assured and tremendous increase in television in the near future," he said, "radio will continue to provide a service for home entertainment indefinitely, especially so in the areas which, for technical and other reasons, cannot be reached by television in the near future."

RMA's president thanked FCC Chairman Wayne Coy for his "clarification of the issues involved in the proposed expansion of television broadcasting, and his assurance to the public that TV service on the present VHF channels will not be disturbed and that consequently television receivers bought today will continue to give good service for many years to come.

"We recognize that extension of television service on a national basis to provide a maximum of service, impossible in the present limited lower frequencies, is necessary and we hope it will come in the very near future. However, neither transmitters, tubes nor receivers for the future UHF, or ultra-high frequency bands, in which the normal future expansion of television service will appear, are now much beyond the laboratory and experimental stage and not probable for wide commercial or public application for at least several years."

Ready for Future

The manufacturing industry will prepare for future changes and not cause deliberate obsolescence, he said.

FM receiver output has increased rapidly, according to Mr. Balcom, "for this new and better type of broadcasting reception." He declared FM has been "out-paced in public acceptance by television, but the future possibilities of FM, enhanced by the public acceptance of television in which it is now largely used, offer large possibilities but, it is recognized, with difficulties for our associates in FM broadcasting."

"There have been substantial price reductions recently both for FM and television receivers, to the benefit of the public and its increasing enjoyment of these two new public services."

Mr. Balcom said manufacturers
are prepared to meet military needs, though orders are far below predictions. Release of military contracts is expected to increase considerably, he said, as a result of larger appropriations.

The Radio-in-Every-Room campaign of RMA has produced excellent results, he said, among home enthusiasts, along with other promotion and public relations projects. The Town Meetings for servicemen have been beneficial, he said, in training servicemen.

The National Radio Week and Voice of Democracy contests conducted in cooperation with NAB have been outstanding in public interest as well as sales promotion for manufacturers, jobbers and dealers," he said.

Plans to observe National Radio Week with all industry segments participating, were reviewed by the RMA Advertising Committee. Presiding at the committee meeting, held Tuesday, was Chairman Stanley H. Manser, Stromberg-Carlson Co. The Office of Education participates in the observance. Date is still tentative.

The committee went over results of the Voice of Democracy contest, which last year drew 200,000 entries in 2,000 communities. Expanded observance is planned this year.

National Radio Week activities of RMA are directed by W. B. McGill, advertising director of Westinghouse Radio Stations Inc. and chairman of the RMA-NAB Radio Week Committee in 1948.

Production of component parts should make the year one of the most profitable for parts manufacturers, though production of radio sets is declining as TV expands, according to Chairman A. D. Plamondon Jr., Indiana Steel Products Co., chairman of the RMA parts division. The average TV set uses 10 times as many components as the average radio and its price in 1948 was six times as much, he said, predicting TV output of 2,000,000 or more sets in 1949.

Sales of TV sets by manufacturers represent well over half the set industry's total income, and with some producers the dollar return ratio of TV and radio sets is 10 to 1, according to G. M. Gardner, Wells-Gardner & Co., chairman of the RMA Set Division.

Mr. Gardner said television development "into the fastest-growing American industry, with an incalculable future, has been the overall problem of the entire industry." He said it has "vitally affected" his industry as well as broadcasting, advertising, motion picture, newspaper, book publishing and other industries.

Reviewing overall business, the RMA Credit Committee reported eight radio set and component manufacturers had failed during the 10-month period ended March 31, in each case attributed to internal weaknesses, according to W. W. Paul, Radio Condenser Co., committee chairman.

RMA exports of radio sets are hampered by shortage of American dollars in foreign markets, leading to increased development of local set assembly industries, according to James E. Burke, Stewart-Warner Corp., chairman of the RMA Export Committee. Set exports dropped from 1,580,818 units valued at $65,557,000 in 1947 to 710,490 valued at $26,133,000 in 1948. He noted a trend toward industrialization in many countries, leading to embargoes on U. S. sets.

The Parts Show, of which the RMA is a section, attracted 4,000 persons, all termed highly price-conscious by conventioners.

Television, the "glamour girl" of the 294-booth display, attracted interest out of proportion to its present role in the parts field. Major attention centered on unofficial exhibits of large-screen, low-priced video receivers shown by four manufacturers.

Most of those attending, however, represented the jobbing or distributing element, and were followed in volume by sales representatives.

### NAB Agenda

(Continued from page 28)

procedure can be set in motion.

If even-numbered district directors decide to hold mail elections, NAB must be notified by Jan. 1 since the by-laws require that elections must be held at least 30 days prior to the convention.

The first of the summer committee meetings will be that of the AWB group, slated June 3 in Washington. Chairman of the committee is Katherine Fox, WLW Cincinnati.

Judge Miller has not completed appointment of members for the other committees other than to name John J. Gillin Jr., chairman of the Sales Managers Executive Committee so he could join the BAB Policy Committee as an automatic member at the group's May 11 meeting.

The complete schedule of district meetings follows:

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<th>Date</th>
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<tr>
<td>Sept. 8-9</td>
<td>Dist. 7</td>
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<td>Sept. 15-18</td>
<td>Dist. 9</td>
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<td>Sept. 23-29</td>
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<td>Nov. 21-22</td>
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<td>Nov. 21-22</td>
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<tr>
<td>Dec. 15-16</td>
<td>Dist. 15</td>
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Folks rave about WSIX!

...but you should hear how sponsors praise WSIX and the Nashville market area... The best proof is the way they use WSIX year in and year out to reach this rich sales territory... WSIX's 60 BMM counties more than cover the Nashville retail trade area where 1,321,400 people* pile up a total of $654,888,000* in retail sales each year... Check it any way you like, but for steady sales results it's WSIX!

*projected from Sales Management, May, 1948

Better Buy WSIX

ABC Affiliate 5000 W 980 KC
and WSIX-FM 71,000 W 97.5 MC
National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

BROADCASTING * TELECASTING
May 23, 1949  Page 53
**AM PROPOSALS**

**FCC Acts on Norman, Orange, KSTT Bids**

Proposed decisions were announced by FCC early last week looking toward:

- Grant of Cleveland County Broadcaster Co., application for new AM station at Norman, Okla., on 1480 kW with 250 kW full-time.
- Grant of new station application of James Madison Broadcasting Corp., Orange, Va., for 250 kW full-time on 1430.
- Grant of request of KSTT Davenport, Iowa, to switch from 250 kW day-time to 170 kW day-time.

In the Norman case, the Commission proposed to deny competitive bids of Norman Broadcaster Co. and University City Broadcasting Co., for the same facilities.

Cleveland County Broadcasting was preferred on basis of 100% integration of local ownership and operation.

The bid of Norman Broadcasting was disqualified because of non-resident ownership and in view of the fact that a principal stockholder, Byrne Ross, is owner of KLPR Oklahoma City, who would maintain day-time to the Norman station.

Between Cleveland County Broadcasting and University City, the FCC preferred the former because all of its three owners would devote full-time to the operation of the station. In spite of the greater local ownership aspect of University City, the Commission held this to be outweighed by the fact the owners would give only limited time to their station.

Further, the Commission preferred Cleveland County Broadcasting in order to assure greater diversification of news and information since University City is associated in ownership with the only daily paper, Transcript.

"Controlling ownership of this newspaper by the dominant owners of University City Broadcasting," the FCC said, "is not a disqualifying factor. However, having before us no considerations persuasive of a contrary conclusion, we believe that the public interest will be better served by the encouragement of a genuine and unfettered competition in the dissemination of news, information and ideas within the orbit of service of both the Norman Transcript and the proposed station."

The decision stated that FCC's policy of favoring non-newspaper applicants over newspaper applicants in such situations "has been so consistently and repeatedly stated as to be no longer open to question or challenge."

James Madison Broadcasting, to be owned about one-third by Frederick L. Allman, owner of WSVA Harrisonburg, Va., is controlled by a group of local businessmen and firms, FCC stated. Welford A. Sherman, in heating, plumbing and electrical appliance business, is president. Orange had a population of 1,980 according to the 1940 census.

Commission stated it found no grounds for denial of the new application on the basis of slight interference that would be caused to WINX Washington in view of multiple services available in the interference area as compared with single primary service available at Orange.

The Commission found no basis to one issue in the Orange proceeding as to whether the James Madison application would have been in good faith or for the purpose of delaying or preventing the establishment of a competitive service to WSVA. FCC said it was convinced that establishment of a broadcast station in Orange originated as a Chamber of Commerce community project and was disapproved.

A bid for 1340 kc in Harrisonburg had been filed and subsequently withdrawn, by Harrisonburg Broadcasting Co. in the Davenport case, the Commission found the KSTT, as proposed, would cause no interference to existing or proposed stations. However, extensive engineering conditions were outlined to be satisfied before the grant would become effective in order to insure skywave protection to KVOS Tulsa, Okla., and WWVA Wheeling, W. Va., Class I-B outlets. KSTT is licensed to the Davenport Broadcasting Co., Inc., chiefly owned by Hugh R. Norman, president, and A. M. McGregor of West Virginia.

Details of Norman applicants:

- Norman, Okla.—Norman Broadcasting, 1480 kW, 250 kW full-time. Principal: Sam G. Hale, Norman department store operator, 35%.
- Oklahoma City—Byrne Ross, owner KLPR Oklahoma City, 54%; son-in-law B. M. Wells Jr., commercial manager of KLPR 28%. There is total of 14 stockholders from Norman and Oklahoma City. FCC stated Messrs. Powell and Ross were original owners in Norman in significant, incorporating later to improve competitive position. Messrs. With University City was discussed, FCC said.

Details of University City applicants:

- Norman, Okla.—University City Broadcasting, 1430 kW, 250 kW full-time. Principal: Fred E. Tamman, editor-publisher and 49% owner Norman Leader, 21%.
- Oklahoma City—Byrne Ross, owner KLPR Oklahoma City, 54%; son-in-law B. M. Wells Jr., commercial manager of KLPR 28%. There is total of 14 stockholders from Norman and Oklahoma City. FCC stated Messrs. Powell and Ross were original owners in Norman in significant, incorporating later to improve competitive position. Messrs. With University City was discussed, FCC said.

**SOUTHWEST VIRGINIA's PIONEER RADIO STATION**

Here is the Distribution of audience in this nine-station area.

<table>
<thead>
<tr>
<th>Radio Stations</th>
<th>Morning</th>
<th>Afternoon</th>
<th>Night</th>
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<tr>
<td>WDBJ</td>
<td>37%</td>
<td>34%</td>
<td>24%</td>
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**FREE & PETERS, INC. National Representatives**
Unrest Stirs Stations

(Continued from page 51)

B. Mitchell, new BAB head, because of his familiarity with the competitive angle; and there was general approbation of the job done by Richard P. Doherty, employer-employee relations director.

NAB Revamping Mentioned

As to the overall NAB operation, there was some expression in favor of a general reorganization. Misgivings were expressed over the manner in which funds are being spent. There was talk about the possible effect of a full-scale trade association activity for TV by the Television Broadcasters Assn. and what might happen if FCC Chairman Coy decided to assume such a post [Broadcasting, May 9].

The question of proposed transfer of Executive Vice President A. D. (Jesse) Willard Jr. to the newly-created post of TV vice president in the NAB was discussed and the opinion appeared to be divided as to its desirability. Those most ardently opposed to TV felt that their funds should not be expended for the development of the visual art.

Mr. Halff, in explaining reasons for his resignation, said he had not engaged in a "fight" with the NAB. He said the industry, in his judgment, had become "too vast for one overall, all-encompassing organization that can hope to be all things to all people." He suggested that a more effective and more equitable setup would be to break down the organization into separate divisions, such as AM, FM and TV, and that those in turn be broken down into the necessary units, with each unit self-supporting and stations paying on the basis of the number of units to which they belong and in which they have a voice, plus an additional amount for the general administration of NAB, which would handle matters of interest to the entire industry and "be a front for the entire industry."

"Watch and Wait"

Wholly aside from the expression in Shreveport, other broadcasters have concluded to "watch and wait." One prominent New York State broadcaster, who asked that his name be withheld, said last week that the primary purpose of NAB was to "properly represent the independently-owned stations before government agencies and Congress" but that these functions "have been lost in the scramble to add new and questionable departments." He added that a few NAB departments are doing a good job and fulfill a need.

"To restore confidence and hold membership of old-line stronger stations," this broadcaster said, "NAB should promptly cut the budget and reduce dues. Changed business conditions and sharp competition resulting from too many stations on the air call for lower dues and a stop to the spending zeal at NAB. The war honeymoon is over, or at least the 'bloom is off the boom' enjoyed up to now by big and little stations generally. This has not yet fully penetrated to those in control of NAB policies. They don't know how hard it is to get an order today and how tough to trim station costs."

Edward C. Obrist, general manager of WPHN, in tendering his resignation to NAB last week, said that the "industry has so far outgrown the association in numbers of stations and diversity of interests and problems that tangible benefit no longer accrues either to the station or the association by continued active membership on the part of WPHN."

In NAB's last membership report (as of March 1) 783 of the 1892 station members were network affiliates, 444 nonaffiliates, 600 FM and 4 television. Two more TV stations have been added since March 1. Seventy-one percent of all affiliates are NAB members, compared to 43% of nonaffiliates and 63% of FM outlets. The four TV stations comprise about 3% of the 129 total including construction permits. Of these, however, 61 are on the air.

The association's 1949 budget of $774,000 compares to $722,000 in 1948. Of the 1948 budget, $39,000 was not spent. In the period between conventions—April 1, 1948 to March 1, 1949—NAB's income was $761,332, $106,840 in excess of expenditures during the period.

GEN. CLAY Radio, TV Cover Return

RADIO and television, under the guiding hand of the National Military Establishment, played an important part in the celebrated return of Gen. Lucius Clay to the U. S. last week, while simultaneously underscoring the effectiveness of the military's newly-coordinated information office realignment.

John Adams, civilian deputy and formerly with CBS (see separate story), and Charles Dillon, director of the military's radio-TV activities, coordinated coverage of Gen. Clay's arrival, which included a radio-TV simulcast from Washington last Tuesday night.

ABC and MBS carried the radio side, and NBC-TV the telecast version of the Clay 25-minute report to the nation, heard from 10 to 10:30 p.m. EDT. Telecast was aired locally by WNBW (TV) and WMAL-TV. WNBW's telecast was offered to NBC-TV's Midwest feed. The general spoke from NBC-TV studios at the Wardman Park Hotel.

Army, Navy and Air Force personnel took part in supervision of the evening broadcast and telecast, as well as in morning and afternoon radio coverage. ABC produced a tape-recording of Gen. Clay's arrival at Washington airport as part of a pool, offering the tape to all networks. At 3 p.m. NME tape-recorded the general's news conference for use by radio.

No other station—Chicago or elsewhere—COVERS

only WSBT does that!

Sure, other stations can be heard in South Bend—but the exclusive access to WSBT! This station always has been, and still is, the overwhelming choice of listeners in the South Bend market. No other station even comes close in Share of Audience. Look at any South Bend Hooper for convincing proof.
TEXAS STAR

Grant Proposed at Dallas

PROPOSED decision was reported by FCC last Wednesday looking toward grant of the application of RKO, New York, for d/b/a as Texas Star Broadcasting Co., for new AM station at Dallas, Tex., on 740 kc with 10 kw day, 5 kw night signal.

The Commission would deny request of KTRH Houston, assigned 50 kw on 740 kc with fulltime directional array, to change its daytime directional array, by increasing its night time coverage. The FCC majority reversed the recommended decision of Hearing Examiner Hugh B. Hutchinson to deny Texas Star and grant KTRH.

Comra. Paul A. Walker and Robert F. Jones dissented from the majority in favor of the hearing examiner's recommendation.

Texas Star Broadcasting is licensee of KTHI Houston, permittee of KSOX Harlingen, Tex., and applicant for the new station. Hofheins and Hooper last week also received final grant for new AM outlet in New Orleans (see story page 37).

The FCC majority concluded the Texas Star grant at Dallas would result in a more fair and efficient distribution of radio facilities since Dallas and Houston are of comparable size and the former has only five outlets while the latter has eight. The new Dallas outlet would serve 82,013 persons daytime and 642,000 nighttime, FCC found, whereas the grant of daytime directional change to KTRH would add no new transmission facility and would increase rural coverage from between 374,492 to 427,197 persons.

The majorly decided it was aware of the 60 interference that was claimed would result to KSEO Durant, Okla., on adjacent channel 770 kc, but that even if it were as great as claimed by KREI, Dallas grant still was more in the public interest. FCC pointed out that the interference area was in the Dallas trade area only and that no loss of service would occur due to interference because, with the 10 kc separation involved, the Dallas service would be substituted for the Durant service.

This conflict in evidence concerning interference to KSEO prompted the hearing examiner to deny the Dallas proposal. Texas Star contended it would cause interference to KSEO within an area of 376 sq. mi., including a population of 12,100 or 5.1% of those present, within the remaining interference-free area of KSEO. The Durant station claimed it would receive interference within an area of 4,380 sq. mi., including 164,500 persons, or 64.6% of remainder.

The Dallas grant included several engineering conditions including acceptance of such interference as may be required from the operation of 740 kc of the new All-Oklahoma Broadcasting Co. station at Tulsa.

Mr. Frankel (l) holds the mike for victorious Franklin D. Roosevelt Jr., as he delivers his acceptance speech over New York's new FM outlet, WDFR.

6 NEW AM CPs

Granted by FCC

FIVE NEW AM daytime only stations and one new fulltime outlet were authorized last week by FCC. In addition changes in facilities were granted four existing outlets.

All of the new station grantees include persons who previously are identified with existing AM or FM stations.

KAMQ Amarillo, Tex., was granted switch from 1 kw day to 1010 kc day to 1050 kc, 5 kw night directional on that frequency fulltime. WDXJ Jackson, Tenn., was granted switch from 1 kw day to 1010 kc daytime.

WKMA Charleston, W. Va., was given daytime power increase from 1 kw to 5 kw on 1100 kc daytime.

WDXI Jackson, Tenn., was granted switch from 1 kw day to 1010 kc daytime. WKMA Charleston, W. Va., was given daytime power increase from 1 kw to 5 kw on 1100 kc daytime.
BROADCASTING • Telecasting

The Second Most Famous Amateur Pianist in Washington

Although his recitals are never reviewed by music critics, he, like the gentleman in the White House, plays to a vast audience. By Carnegie Hall standards his keyboard performance may be limited, but in his professional field his technique is widely admired.

As one of the networks' best known news commentators he displays the same desire to get behind the news that he discloses in his recreational curiosity about the ins and outs of a piano or organ keyboard. His nightly "top of the news as it looks from here" is heard by an estimated weekly audience of 14,000,000 listeners—and even his severest critics acknowledge his great influence.

His broadcast—the Fulton Lewis, Jr. program—is currently sponsored on more than 300 stations. As the original news "co-op" it offers local advertisers network prestige at local time cost, with pro-rated talent cost.

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

May 23, 1949 • Page 57
AWB DIST. 1 MEET

INCREASING importance of women broadcasters in a buyer's market and the need to sell radio as a medium was stressed by speakers at all sessions of the fourth annual convention of District 1, Assn. of Women Broadcasters, in Boston May 13-14 [Broadcasting, May 9]. It was the first AWB meeting to be held since the group became a full-fledged department of NAB.

Addressing delegates from all sections of New England, Craig Lawrence, general manager of WCOP Boston, told the women they must direct their actions to promoting broadcasting as a medium and to selling the merchandise and services radio advertisers need.

Although today's changing economy is taking us away from the lush days of the war years, "we don't have to be afraid in radio," he declared. "Radio had its most fruitful days during the depression when it went through its adolescence and adulthood, and we're better prepared now than we were then."

He outlined a three-point plan for selling women's programs:

1. Devote constant effort and imagination to program technique so that more women will want to listen.
2. Those who produce copy as well as those who are on the air should do a more aggressive selling job of advertised products on the air. Make people think and act the way you want them to and there won't be any need to worry about increased competition from other media, he advised.
3. Cultivate and develop new business from those who haven't been using broadcast advertising or who only use it sporadically. There's a great reservoir of advertisers who don't know the results radio can get and it's the job of women broadcasters as well as sales departments to explain the broadcasting medium to them.

Mrs. Benjamin A. Riggs, personnel director of Porteous, Mitchell & Braun, department store in Portland, Me., described the store's experiences with the Betty Mitchell program, a daily 10-minute morning show on WGAN Portland. Although the store's radio advertising is usually tied up with newspaper and other promotion so that it is difficult to separate the results of each, she said that items which arrived too late for printed ads gave the store a definite picture of the show's success.

Mrs. Riggs admonished radio salesmen who merely try to sell time to retailers without understanding their problems or offering time segments and programs that best meet their particular needs.

Harold E. Fellows, general manager of WEEL Boston and District 1 director of NAB, told the group the new AWB position within NAB brought them closer to management and that this was important because the industry "must get down to brass tacks and the closer you are the better idea you'll have of the realism of the situation."

Pat Griffith, NAB director of women's activities and AWB executive secretary, also placed emphasis on the advertising angle in the Saturday morning session. She told of the sales and advertising manual, called "The Feminine Touch," which NAB is preparing for women's programs.

Wildor Addresses Discussing "Social Research and Radio," Frances Farmer Wilder, vice president and director of Social Research Inc., told the delegates that if they know what American women are striving for, their impact on their audience will be stronger.

During a panel discussion of "Women on Both Sides of the Microphone," Sally Larkin, vice president of H. B. Humphrey Agency, Boston, declared the reason some commercials don't go to women's programs is because agencies aren't given enough presentations on the shows.

Also on the panel were Herbert "John Blair" station on WGAN Portland.
L. Krueger, commercial manager of WTAG Worcester; Julie Blake, WMUR Manchester, and Norah Kirby, regional sales manager of WLAW Lawrence.


**MICH. ASSN.**

**Meeting Slated May 24**

FIRST general meeting of the Michigan Assn. of Broadcasters will be held tomorrow (May 24) at the Burdick Hotel, Kalamazoo.

Morning sessions will feature talks by C. Bruce McConnell, former president of the Indiana State Assn. of Broadcasters, and Kenneth F. Schmidt, secretary of the Wisconsin Assn. of Broadcasters. Legislative roundtable discussion and general business meeting are also slated before lunch. Luncheon speaker will be Gerald Vanek, police and development director of the Standard Oil. In the afternoon Ernest Jones, account executive of McNam, John & Adam, is to speak on "The National Trend in Advertising," followed by a roundtable discussion.

KOMO Seattle received National Safety Council Award for leadership and support of safety efforts in 1948.

**It's Easy**

*to make a campaign in MILWAUKEE*

**SCRIPPS HOWARD**

**Must Choose In Cincinnati**

FCC last week reaffirmed its ruling that Scripps-Howard Radio Inc. must decide whether it wishes to pursue its application to switch WCPQ Cincinnati from 1230 kc to 630 kc or its bids to purchase WVLK Versailles, Ky., and move it to Cincinnati.

Scripps-Howard had petitioned for reconsideration of the FCC's decision on the earlier ruling on grounds that it had only the WCPQ bid pending and that the WVLK requests, filed by WVLK itself, had never been for this station. The FCC said that it was contingent upon decision in the 630 kc case at Cincinnati [BROADCASTING, Dec. 18, 1948].

The Scripps-Howard claim was denied and an order was made that Scripps-Howard must decide in 30 days which request it will pursue. Both the WCPQ and WVLK bids will be dismissed if no choice is made, FCC said. The majority on which may be chosen, the alternative application will be dismissed.

Also in the same proceeding, the FCC last week set aside a Motion to Dismiss denouncing action in WOCR Abilene, Tex., and denied request of Queen City Broadcasting Co. to amend its application for new station on 630 kc at Cincinnati so as to specify a new transmitter site. The action had been requested by WCPQ and WLAP Lexington, Ky., which seeks to switch to 630 kc from its present local assignment on 1460 kc. An original grant to WLAP for 630 kc had been set aside by FCC for further hearing last October [BROADCASTING, Oct. 25, 1948].

In denying the Queen City request to amend, the Commission majority pointed out that it had denied the request once before in November 1948 on grounds it had been filed too late. The majority further said the amendment was faulty and that further hearing would be required. Comr. Frieda B. Hennek dissented in this action and Chairman Wayne Coy and Comrs. Paul A. Walker and Robert F. Jones did not participate.

Meanwhile last week the Commission announced memorandum opinions and orders in three other docket case proceedings. The FCC: Denied petition of KNOW Austin, Tex., seeking rehearing of new station grant to Bee Broadcasting Co., Beeville, Tex.; denied petition of WBNF Buffalo, N. Y., seeking that FCC set aside its order dismissing WBNF's earlier petition for reconsideration of new station grant to Dunkirk Broadcasting Corp., Dunkirk, N. Y.; reopened record on technical issues in proceeding on new station applications of Antilles Broadcasters Inc., Rio Piedras, P. R., and Radio Americas Corp., San Juan.

**KNOW Claims**

KNOW, which claimed it would receive substantial interference from the new Beeville station [BROADCASTING, March 7], sought reconsideration on grounds of technical errors in FCC's finding. Comr. Rosel H. Hyde dissented from the majority's ruling to deny KNOW's petition on same issues he held in his dissent in the grant. WBNF alleged it would receive objectionable interference from the new Dunkirk grant [BROADCASTING, Dec. 28, 1948], but its petition was denied as not making sufficient technical showing according to FCC's rules and standards.

The Commission opened the Puerto Rico case for further hearing because of changed conditions involving ownership since the close of the record and various resulting petitions. It also wishes to investigate possible interference to the proposed new Navy communications station at Sabana Seca, P. R., and to certain foreign stations.

**NATIONAL DST**

**Staggers Bill in Congress**

CONGRESS would be authorized to establish daylight saving as standard time for all zones for any year, under provisions of a measure introduced in the House last Wednesday. Author of the bill, referred to House Interstate & Foreign Commerce, is Harley Staggers (D. W. Va.).

Time could be advanced not earlier than the last Sunday of April and not later than the last Sunday of September, with advanced time to be considered the standard time in all zones for such a period. In addition, private business in respective zones would be required to observe time as established by Congress. Officers and employees of the United States also would fall into the time set by the act.

**BUY A DOZEN**

*Geta Half-Million!*

In twelve counties along the southeast coast of Florida, 668,500 people have a net buying income of $778,561.00. In the same twelve counties in 1948... retail sales totaled $789,451,000!... When you buy WIOD... you buy solid coverage of this twelve-county market—coverage proved by results... by mail response... by engineering data! This was true yesterday—and it is today, too!

*Sales Management's 1949 Survey*

**HAROLD JOHNSON**

**WWNY WMRS Owner Dies**

HAROLD B. JOHNSON, 68, owner of WWNY Watertown and WMRS Massena, N. Y., died May 17 following a heart attack. Mr. Johnson, also publisher of the Watertown Daily Times suffered the seizure at his Henderson Harbor home.

Mr. Johnson, known as a champion of the dairy farmers, was mentioned in 1935 as a Republican nominee for the governorship but lost out in the party balloting. He was vice president of the board of directors of St. Lawrence University and president of the board of visitors of Oswego State Teachers College.

Surviving are his wife, Jessie R. Parson Johnson, and one son, John B. **BROADCASTING • Telecasting**

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FINAL decision was adopted by FCC last Tuesday approving application of Roy Hofheinz and W. N. Hooper d/b as Louisiana Broadcasting Co. for a new AM station at New Orleans on 1540 ke with 50 kw day, 25 kw night, directional fulltime.

In the same action, the Commission voted to approve bid of KGBC Galveston, Tex., to change operating frequency to 1540 ke from 1 kw day to 13 kw day and 250 w night, directional night. New station request of Bayou Broadcasting Co. Inc., for 50 kw day, 10 kw night, directional night, on 1540 ke at Baton Rouge, La., was denied. This was done after approval was given Bayou to amend its request from original bid for 250 w fulltime on 1540 ke.

Meanwhile last week the Commission also announced final decision to grant the application of East Liverpool Broadcasting Co. for a new station at East Liverpool, Ohio, on 1490 ke with 250 w fulltime and to deny a competitive bid for the same assignment there by Radio Courier Inc.

In still another final ruling, the Commission denied on technical grounds the bid of United Broadcasting Co. for a new AM station in Pittsburgh on 1470 ke with 5 kw day, 1 kw night, fulltime.

FOLLOWED PROPOSED ACTION

The Commission majority in the 1540 ke case in general followed conclusions of FCC's proposed decision to favor Louisiana and deny Bayou, but switched from proposed denial of KGBC to approval despite the high nighttime limitation which would result to the Galveston outlet [BROADCASTING, July 5, 1948]. In the final ruling both Comrs. Rosel H. Hyde and Robert F. Sharp joined in the majority. Comrs. Paul A. Walker and George E. Sterling did not participate.

Comr. Jones favored grant of KGBC but hit the majority's choice of Louisiana over Bayou. He considered the approval of "the highest nighttime mw/m contour of the Commission that has ever permitted in granting a Class II station" was unnecessary. He pointed out this could have been avoided by granting Bayou instead of Louisiana and objected to the technical disqualification of Bayou on grounds of objectionable interference to Mexican station XENC Celaya.

Comr. Jones pointed out that the majority failed to consider "the uncontroverted testimony of the Baton Rouge engineer, received without objection, that by a slight change of the array, objectionable interference could be practically minimized." He said the contention this was a new proposal which could not be considered without amendment "smacks of an adherance to technicality, which, in view of the practice of the Commission at the time of this hearing, is hardly appropriate under the circumstances of this case."

He favored the KGBC grant but voted for denial of both the New Orleans and Baton Rouge requests. He supported the majority's reason for denying Bayou but opposed approving the high nighttime limitation to KGBC from the Louisiana Broadcasting outlet.

The majority found that the new New Orleans outlet would serve 1,021,373 persons daytime and 432,847 at night, many in rural areas now receiving limited service. The KGBC grant, the majority said, would give Galveston a second local nighttime facility. KGBC would be limited at night to its 25.4 mw contour, including population of 60,282.

PROTECTION AFFORDED

Population within the nighttime normally protected and 25.4 mw contour is about 39% of the population within the interference-free 25.4 mw contour. FCC said, despite the 10% limit in the FCC standards. The majority said much of the area affected is swamp and is sparsely populated. KGBC would serve 95% of the area and 85% of the population of Galveston, the decision found.

A petition of KXEL Waterloo, Iowa, for a nighttime protection of its use of 1540 ke, was dismissed by the Commission since the conditions opposed were altered during the proceeding and same results were in effect obtained.

In the East Liverpool case, the Commission reconsidered its proposed decision to deny both applicants on engineering grounds and in substance accepted the hearing examiner's recommended findings to approve the application of East Liverpool Broadcasting [BROADCASTING, Sept. 13, 1948]. Grantee was favored over Radio Courier on the basis of experience, ownership diversification and participation in operation. In the final ruling FCC said it would condone a situation of mutual daytime interference with other stations since the city would get its first fulltime local station. A daytimer, WLO, already is operating there.

The Commission's denial of the United Broadcasting proposal for Pittsburgh followed the proposed ruling in the case [BROADCASTING, Nov. 8, 1948]. FCC found the station would not deliver the minimum field intensity of 5 to 10 mv/m required by the standards for "the most distant residential section" of the city. The proposed outlet, FCC said, would serve only 63% of the population of Pittsburgh at night, only 23.8% of the population of the metropolitan district at night and only 76.2% daytime, as compared to 90% required by standards.

Comr. Jones dissented from the majority's denial in the Pittsburgh case but no opinion was cited in the FCC report. Comrs. Sterling, Frieda B. Hennock and E. M. Web- ster did not participate in the ruling.

Ownership details of the applicants:

New Orleans, La.—Louisiana Broadcasting Co. granted 1540 ke, 50 kw day, 25 kw night, directional antenna day and night, fulltime. Partnership: W. N. Hooper, rancher and oil producer, 75%, and Roy Hofheinz, managing partner of Texas Star Broadcasting Co., in which he is associated with Mr. Hooper, 25%. Texas Star is licensee of KGBC and KBXM, Houston, Tex., and KXLO Harlingen, Tex. Texas Star has AM application pending at San Antonio, last week received proposed grant for new AM station at Dallas (see separate story this issue).

Bayou, La.—Bayou Broadcasting Co. Inc., denied 1540 ke, 50 kw day, 25 kw night, directional night, fulltime. Principals: John Fred Odum, chairman Democratic State Central Committee and supervisor, Louisiana State U. and Agricultural and Mechanical College, President; E. Ray Hooper, E. C. Dix and J. F. Hiedenreich, director. Old officers: John P. Celaya, vice president; Fred Weber, treasurer; J. B. Hatcher, president.

Orleans, La.—KGBC, owner W. W. Hatcher, president emeritus; Frieda B. Hennock, president; W. B. Hochsheider, vice president; J. O. Sanderson, secretary. New officers: W. W. Hatcher, president, W. W. Hatcher, Jr., attorney, former president of WDBU, Houston, Tex., and partner of WDBU for 18 years; Herman Moyse, vice president of City National Bank of Baton Rouge, treasurer 15%, J. S. Hatcher, Jr., attorney, former U. S. Congressmen on House Committee on Interstate Commerce, director 15%; W. B. Hochsheider, Jr., partner, KAXL, director 15%; Dr. W. B. Hochsheider, president emeritus of Louisiana State U.,
Upcoming

May 25: FTC hearing on proposed rules for radio industry, Rm. 222, FTC Bldg., Washington.
June 20-21: NAB Radio Institute, University of California, Berkeley.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
Aug. 22-26: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 28-Sept. 1: National Telecasting Convention, Civic Auditorium, San Francisco.
Sept. 10-13: Western Assn. of Broadcasters annual meeting, Biltmore Hotel, San Francisco.

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OPEN MIKE

(Continued from page 15)

Hearing on Suit Postponed

HEARING on a suit by SESAC Inc., for contract performance, filed against KOTA Rapid City, S. D., has been postponed by the Seventh Judicial Circuit Court in South Dakota to the term starting Nov. 1.

The station had charged it was pressured into signing a SESAC contract, that the rate charged is not the same as that paid by other stations in its category [BROADCASTING, April 25], and that SESAC is not qualified to enter into contracts in the state.

In answering the station's allegations, SESAC contends its contract negotiations with KOTA were carried on in New York or in interstate commerce. It holds the station is stopped from asserting its infirmities in the contract because it has exercised its license and has held "itself out to its advertisers and prospective advertisers as authorized" to use such license.

SESAC's reply asks that the KOTA counter-claims be dismissed and that it be granted judgment. The reply was filed for SESAC by Bangs & McCullen and Robert W. Gunderson, its counsel in Rapid City. General counsel for SESAC is Victor E. Whithold, of Holm, Whithold & Scarff, New York. Western SESAC counsel is David R. Milsten, of Milsten, Milsten, Johnston & Morehead, Tulsa. Representing KOTA is the firm of Bottum & Bottum.


Open Mike

“舶人-on-the-street,” rather than hear only "translations," far greater harm can be done than . . .

CO-OP AD PLAN

Jacobson To Back Dealers

COOPERATIVE advertising plan announced by F. Jacobson & Sons Inc., New York manufacturer of Jayson shirts and pajamas and Excello shirts, allows dealers to collect from the manufacturer one-half of amount spent on advertising up to 5% of the firm’s net shipment to them. Amount spent by the dealers in excess of the 5% are not to be included in computing the one-half manufacturer payment.

Jacobson also is sending to its dealers suggested commercial radio announcements, which can be used as is or rewritten. The company requires submission of broadcast scripts and proof-of-broadcast for payment of bill. One, 800 dealers in major markets across the country are being offered the plan, with most of the radio emphasis expected from the Midwest area.

According to John Northway, advertising manager, television advertising by dealers will be applied on an individual basis. Salesmen were told to have dealers contact the firm regarding reimbursement for TV advertising.
TRANSFER GRANTS KEPO, 12 Others Are Approved

TOTAL of 13 AM stations received approval by FCC last week for transfers of control and assignment of license to new owners. KEPO El Paso, Tex., was given approval for assignment of license to H. J. Griffith, sole owner, to new firm in which Mr. Griffith holds 54.5% interest. He originally held stock in firm, Mr. Agudo received additional shares and cancellation of $3,508.98 balance on obligation due firm for building outfit. Other stockholders are Alberto Diaz Athleis, physician, president, Domingo Daz Alexander, WENA general manager, secretary 1%; Gustavo Diaz Athleis, assistant manager, treasurer 1%; WENA is assigned 250 kW on 1560 kc fulltime.

KNOC Washington, Conn.—Granted assignment of license from W. Ross Perkins, N. Y., owner, to Hartford Establish Conn. N. Y., president; plus. WENA is assigned 250 kW on 1560 kc fulltime.

KEPO El Paso, Tex.—Granted assignment of license from H. J. Griffith, sole owner, to Bayamon Broadcasting Co., new firm in which Mr. Griffith holds 54.5% interest. He originally held stock in firm, Mr. Agudo received additional shares and cancellation of $3,508.98 balance on obligation due firm for building outfit. Other stockholders are Alberto Diaz Athleis, physician, president, Domingo Dáiez Alexander, WENA general manager, secretary 1%; Gustavo Diaz Athleis, assistant manager, treasurer 1%; WENA is assigned 250 kW on 1560 kc fulltime.

KNOC Washington, Conn.—Granted assignment of license from W. Ross Perkins, N. Y., owner, to Hartford Establish Conn. N. Y., president; plus. WENA is assigned 250 kW on 1560 kc fulltime.

ROOSEVELT Radio Credited in Victory

RADIO was described last week as having been an important factor in the successful campaign of Franklin D. Roosevelt Jr. for Congress from New York's 20th District. The use of radio by Mr. Roosevelt in his campaign, Morris L. Novik, radio consultant and chairman of Mr. Roosevelt's radio committee, said a total of $600,000 radio time was used, the investment was well made, Mr. Novik said.

For his money Mr. Roosevelt got five-quarter-hour programs and one half-hour program on WMCA New York and one quarter-hour program on WQXR New York and one quarter-hour Spanish language program on WHOM New York.

On the WMCA programs Mr. Roosevelt used famous personalities to pump for him, including Tallulah Bankhead, Melvyn Douglas, Quinn Reynolds and Robert Sherwood.
C. GLOVER DELANEY, general manager of WHTT Hartford, has been elected chairman of the Gannett Group radio stations for the coming year. He replaces Dale Taylor, general manager of WENY Elmira, and Robert J. Burbank, station manager and promotion manager of WDAN Danville, Ill., is the new secretary.

Officers were elected at the wind-up of a two-day radio conference held May 12-13 at the Statler Hotel, Washington, D.C., by the Gannett Group. Members of the FCC were honor guests at a dinner.

The conference agenda included a talk on Gannett radio operations by Paul Miller, Gannett Group vice president and coordinator of the six stations in the group. Gunnar O. Wiig, general manager of WHEC Rochester, called for closer group cooperation including legal and news services. Mr. Delaney reported on reduction of overhead at WHTT, with a roundtable on costs following his talk.

Bernard O'Brien, chief engineer at WHTC, outlined the stories of Gannett AM, FM and TV facilities.

Delaney, a prize radio combination in the rich industrial market of Central Pennsylvania.

A prize radio combination in the rich industrial market of Central Pennsylvania. Represented by ROBERT MEKIER ASSOCIATES

**SMALLER PRESSINGS + MORE PROGRAM = LOWER COST!**

Record Your Programs
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**BROADCASTING * Telecasting**

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May 13 Decisions . . .

DOCKET CASE ACTIONS

AM—940 kc

Announced proposed decision looking toward grant of applications of Northeast Radio Inc., for new station in Lawrence, Mass., 580 kc 1 kw D cond., and Enterprise Pub. Co., licensee WWBT Brockton, Mass., operating on 590 kc, to increase power from 250 kw D to 1 kw, install new trans.; and deny application of Viking Radio Co., for new station at Newport, R. I., 160 kc 50 kw D.

ACTIONS ON MOTIONS

By Commissioner Webster


WARJ-TV Huntington, W. Va.—On Commission's own motion scheduled hearing for June 27 re application for additional time in which to complete construction.

Wall Pekin Restc. Co., Inc., Pekin III.—Granted petition for leave to amend application for mod. CP to show revised financial and program data and to change proposed DA-DN.

May 16 Decisions . . .

DOCKET CASE ACTIONS

AM—1176 kc

Announced proposed decision looking toward grant of application of WMTH, Mt. Pleasant, Mich., for new station at Muskegon, Mich., 1400 kc 2 kw.

FM—915.5 mc

Mayo Restc. Corp., Mayodan, N. C.—Granted CP Class A station; Ch. 228 (915.5 mc) to Mayo Radio Inc., with authorized output of 1000 watts.

FM—100.9 mc

Voice of Eullman, Eullman, Ala.—Granted CP for new station Ch. 365 (100.9 mc) ERP 380 kw; antenna 260 ft.; with authorized output of 1000 watts.

FM—191.5 mc

Cornbelt Restc. Co., Storm Lake, Iowa—Amended tentative allocation plan for Class B station; Ch. 368 (191.5 mc) to Storm Lake, Iowa, is included therein; granted CP for new Class B station; Ch. 368 (191.5 mc) ERP 38 kw; antenna 390 ft.; subject to authorization to determine KAIL power by indirect methods and recommendation of FCC; upon completion of CP for new station in Storm Lake, Iowa.

Transfer of Control

KMAE McKinney, Tex.—Granted transfer control from Clay E. Thompson, Jr., and Noel E. Thompson to George W. Smith Jr. through sale of 50% of licensee's stock for $3,117.

WBTV Jacksonville, Fla.—Granted transfer control from J. Lyle Williams and 15 other stockholders to Reginald B. Martin and Leslie M. Smith; will pay $2,242 for 90% of voting stock.

WFT Thomasston, Ga.—Granted transfer control in which R. E. Hightower will sell 40% interest for $10,000 to Julian T. Hightower and estate of William H. Hightower Sr., will sell 60% interest for $15,000 to Julian T. Hightower.

(Continued on page 66)
Programs

BROADCASTING * Telecasting

NOTHING NEW in Clevelanders morning radio diet appeared over WHK Cleveland May 16 on its Breakfast Party (see Radiofax page 10). Breakfast Party originates in different home in Cleveland each day. Every morning Renea and Bob Ledger, he is WHK personality, visit some home, selected in advance from invitation letters from listeners. Hostess for the morning invites some of her own friends in for event. Besides these there also is special guest for day who is selected from circle of listeners who wish to attend the affair. Half-hour program is transcribed direct from the home and aired on WHK the following day. Special features of show include "Morning Mail Call," when the Ledger's read some of their mail, and a "Breakfast Bulletin" when guests at breakfast table discuss problems listeners have sent in.

Music Scholarships

TWO MUSICAL scholarships will be prize awards when WOL Washington produces series of 26 talent-hunt broadcasts next fall for Hamilton National Bank of Washington. Produced with cooperation of District of Columbia Board of Education, each broadcast will originate in public or parochial high school auditorium. Solo performers, both instrumental and vocal, will compete, and all public and parochial school students will be eligible. Two winners will be designated, one vocal and one instrumental. Awards will be scholarships to any accredited college or university here chosen, given by Hamilton National Bank. Trophies will be provided for runners-up, and special recognition will be accorded to schools providing the winners.

Golf Tourney

MOTOR CITY open golf tourney will be broadcast with the cooperation of District of Columbia Board of Education, each broadcast will originate in public or parochial high school auditorium. Solo performers, both instrumental and vocal, will compete, and all public and parochial school students will be eligible. Two winners will be designated, one vocal and one instrumental. Awards will be scholarships to any accredited college or university here chosen, given by Hamilton National Bank. Trophies will be provided for runners-up, and special recognition will be accorded to schools providing the winners.

Program Exchange

CO-OPERATIVE agreement between KMPC Hollywood and stations in Australia, Honolulu, New Zealand, South Africa and the Antipodes, for exchange of programs typical to each particular locale was announced by Jesse Butcher, KMPC's program director and program director of KMPC. Exclusive broadcasts will be titled World Panorama. Three KMPC programs, selected by Mr. Butcher as best typifying Southern California broadcasting, will be transcribed for airing on BBC and Australian Broadcasting Co. facilities. Programs are KMPC Westminster, Olvera Plaza and a synthesis of two motion picture premiere broadcasts. Programs being sent by the foreign stations have not been announced.

Labor and the Community

IN ATTEMPT to point up cooperation between labor and the community, KMVF (FM) Los Angeles is offering as public service two quarter-hour programs showing how the two groups work together. Program, Labor and You, brings in different representatives of the two groups each week who discuss how they work out mutual problems. This is Labor is program of tape-recorded visits to various industries, featuring on the spot interviews with employers and employees, showing people at work.

'London Dances Too'

BY TRANSCRIPTION, WPEN Philadelphia and British Broadcasting Corp., join hands in presenting London Dances Too, half-hour program of popular music recorded by top London orchestras, every Sunday from 11:30 p.m. to midnight. Program is direct outgrowth of International Quiz, which also is aired on WPEN in cooperation with BBC.

'Classified Caravan'

BILLED as lowest advertising rate on air—2 cents a word. The Classified Caravan on KRKL, Kirkland, Wash., offers listeners chance to buy, sell or swap their personal white elephants. Newly launched program is aired daily 5:30-8 p.m. and includes type of copy familiar to newspaper classified departments. Music ties the half-hour together. Show is not open to retail merchants or other straight commercial advertisers, however, being designed for individuals rather than businesses.

'Good Will Tour'

DENVER'S KZL, through the courtesy of KPOA Honolulu, greeted Denver Chamber of Commerce visitors as they docked at Pier 11 on a "good will tour" of the islands. In return, wire-recorded program, emceed by Announcer Jack Frawley of KPOA, allowed Denverites to send greetings homeward via KZL. Record was air-mail to Denver and surprised friends and relatives of travelers heard broadcast a few days later.

Children's Fund

AS PART of extended fund raising campaign of District of Columbia's crippled children's society, WMAL-TV Washington presented a half-hour TV documentary from 8:30-9 p.m. May 1-2. Bryson Rash, special features director for WMAL-TV, conducted program which featured group of experts in field of child cerebral palsy and its cures and corrections. Station televized another crippled child's program at beginning of campaign. Programs were produced by Van Beuren DeVries.

'Morning Recede'

PROGRAM which was started as 30-minute, six weekly show on WHTN Huntington, W. Va., has graduated to full hour, with several sponsors. Morning Recede is aired from local Box Car Cafe. Specials include Cake Box Cafe, Kirby Vacuum Cleaners and General Foods.

Israel News

FEATURING news from foreign countries and specializing in current events emanating from Israel is WDAS Philadelphia's new program, The Voice of Israel, a weekly program at 9 p.m. Service permits WDAS to air spot news from Israel during the day in English and to summarize days' events in Yiddish every evening at 9 p.m.

Cancer Forum

WEEKLY forum on prevention of cancer is being offered as public service on KFMY (FM) Los Angeles in cooperation with American Cancer Society. Half-hour program is conducted by Fred Johnson, executive director of Los Angeles Branch of the society, with different doctors, patients and members of patient's families participating each week. According to the Cancer Society, the half-hour program block is one of largest ever donated to it by a station.

Aid for Veterans

WITH hope of finding jobs for qualified blinded veterans, KAGH Pampa, Calif., has started quarter-hour weekly public service program Lights On for Blinded Veterans' Assn. Program features Bob Killeen, blinded vet, who divides his time between singing and interviewing members of the association and those interested in group. Program aims to bring to attention of listeners fact that there are many veterans qualified for various jobs.

Guest Appearance

INTERVIEW arranged by Lyn Roberts, women's commentator on WWOD Lynbrook, N. Y., Mrs. Arthur Stump of Lynbrook returned to city after 13 day visit in New York, gave listeners complete story of New York visit. Mrs. Stump told how she had attended 63 radio shows—56 of which were quiz shows—appeared on 13 and won prizes on 12! She won over 30 prizes during her visit.

"DJ" disks couple the cream of the RCA Victor hits for your turntables*
FCC Actions

Decisions Cont.: Assignment of License

WDBJ Dothan, Ala.—Granted assignment of license to Alabama Broadcasting Co., Inc., composed of Nellie B. Swope and Helen L. Savage, for $12,500.

WNOC Norwich, Conn.—Granted assignment of license from H. Ross Perkins, Jr. to Eastern Connecticut Broadcasting Co., Inc. (John Denne, Clifford C. Oat, and Russell L. Noyes) for $10,000.

WENA Bayamon, P. R.—Granted assignment of license to Bayamon Bestg. Corp. (Arnold Agudo, Alberto and Gustavo Alabastro, Lic. and Angel Alabastro, Lic.), with Agudo having 51.4% interest.


Hearing Designated

Edandal County Bestg. Co., Eastland, Tex.—Designated for hearing application for new station to operate on 730 kc. 250 w D.

Modification of CP

WBDT Jackson, Tenn.—Granted mod. Change power from 1 kw to 5 kw and change daytime eng. cond.

-590 kc.

WKNA Columbus, Ga.—Granted CP increase D power from 1 kw to 5 kw and change daytime eng. cond.

-1130 kc.

WBNW Milwaukee, Wis.—Granted CP makes changes in D; eng. cond.

-900 kc.

WBSW South Bend, Ind.—Granted CP makes changes in D; eng. cond.

-1130 kc.

WATD Talladega, Ala.—Granted application to change main studio location from Talladega to Akron, Ohio.

-610 kc.

KYDE Butte, Mont.—Granted extension of operating license for 1 year for construction of station 610 kc. 1 kw S, subject to filing within this period an application for mod. CP specifying trans. site and antenna requirements, and advising that no additional time will be granted in event application is not filed.

Hearing Designated

WISE Asheville, N. C. and WCTT Corbin, Ky.—Designated for hearing application of WISE to change facilities from 1230 kc. 250 w unlit, to 680 kc. 10 kw D-I D w. employing different DA pattern and specifying completion date for proposed new station of 9-29-49.

Petition Denied

KGBS Harlingen, Tex.—Denied petition for assignment of license, without hearing of its application, amended order permitting assignment of license.

-590 kc.

WGRB Austin, Tex.—Denied petition to change location of station.

-590 kc.

Applications

WNYR New York—Accepted memorandum order and application for change of frequency of WNYR from 1450 kc. to 1420 kc. 2 kw D.

-1130 kc.

Hearing Designated

KRLA Los Angeles—Denied application of Los Angeles Times newspapers to operate new station.

WKKO Mobile, Ala.—Denied license to increase power from 1 kw to 25 kw.

-1130 kc.

Transfer of Stock

WYDR Augusta, Ga.—Transfer of stock to WADC Augusta, Inc.

-1130 kc.

Transfer of Control

WBOJ Fort Worth, Texas—Transfer of stock to Colby and Helen Crump.

-1130 kc.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington, D. C.
Adams 2414
Member AFCCB

McNARY & WRATHALL
RADIO ENGINEERS
906 Natt. Press Bldg.
1407 Pacific Ave.
Washington 4, D.C.
Santa Cruz, Calif.
Member AFCCB

40 years of professional background
PAUL GODELY CO.
Upper Montclair, N. J.
Montclair 3-3000
Little Falls 4-1000
Lab:
Great Neck, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. D1. 1319
WASHINGTON, D. C.
PORTER BLDG. W. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 3347
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience
GLENN D. GILLET
AND ASSOCIATES
985 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCB

GAUTNEY, RAY & PRICE
(successors to John Barron)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
Member National 7757

RAYMOND M. WILMOTT
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, S. C.

ROTHROCK & BAILEY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCB

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCB

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCB

WORTHINGTON C. LENT
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
Oliver 8200
Member AFCCB

HERBERT L. WILSON
1025 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C.
Member AFCCB

Andrew Corporation
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangle 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., MI 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCB

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5570
WASHINGTON 6, D. C.
Member AFCCB

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2361
Member AFCCB

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCB

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS, TEXAS
JUSTIN 8-6108

WILLIAM I. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

John Creutz
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCB

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

H. V. ANDERSON
and Associates
Consulting Radio Engineers
134 Clarence St., Phone 7-277
Lake Charles, La.

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6644
Washington, D. C.

Philip Merryman & Associates
- Heatherdell Road
- ARDSLEY, N. Y.
- Dobbs Ferry 3-2273
RADIO CONSULTANTS

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

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephone — Kingswood 7631, 9341

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

LYNNE C. SMEBY
"Registered Professional Engineer"
820 12th St., N. W.
EX. 8072
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1823 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Landers Bldg.—Ph. 3621
SPRINGFIELD, MISSOURI

BROADCASTING • Telecasting
May 23, 1949 • Page 67
Help Wanted

Managerial

Our experience shows that the classified columns of BROADCASTING are a splendid source for obtaining personnel. We were in touch with a number of capable people looking for employment in the broadcasting field, including... [Text continues]

Salesmen

Salesman for Pennsylvania and Ohio district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for Utah and Montana district. ACS affiliate, 150,000 population. Box 100, BROADCASTING.

Salesman for Washington, Oregon, and Idaho district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Arizona and New Mexico district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for Montana and Idaho district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Oregon and Washington district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Nevada district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for California district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Oregon district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Washington, Oregon, and Idaho district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Nevada district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for Arizona and New Mexico district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for Utah and Montana district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Salesman for Montana and Idaho district. ACS affiliate, 100,000 population. Box 486, BROADCASTING.

Salesman for Oregon district. ACS affiliate, 150,000 population. Box 486, BROADCASTING.

Technical

Combination engineer-announcer-photographer, one kilowatt full time CBS affiliate. Anatone, 60,000,000. Full details first letter, Box 373, BROADCASTING.

Programmer-photographer, one kilowatt full time CBS affiliate. Anatone, 60,000,000. Full details first letter, Box 373, BROADCASTING.

General Manager

Manager, sales or operating, independent station. Time and dateline. Salary for market and independent stations. New York City.

Assistant General Manager

Assistant General Manager, independent station. Time and dateline. Salary for market and independent stations. New York City.

Technical Manager


Floor Manager

Floor Manager, independent station. Time and dateline. Salary for market and independent stations. New York City.

Sales Manager

Sales Manager, independent station. Time and dateline. Salary for market and independent stations. New York City.

Engineering Manager


Production Manager


Engineering Assistant


Production Assistant


Sales Assistant


Office Manager


Bookkeeper


Announcers

Announcer-Reporter-Photographer, one kilowatt full time CBS affiliate. Anatone, 60,000,000. Send complete application material to Box 373, BROADCASTING.

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Announcer-Reporter-Photographer, one kilowatt full time CBS affiliate. Anatone, 60,000,000. Send complete application material to Box 373, BROADCASTING.
Announcers—newscasters, early specialty—newscasting. Capable of con-

Announcer desires position for summer months

newscaster, midwest.

Tenn.

Best

BROADCASTING

Sports

Sober, single, Experienced, hill-billy

Announcer McComb, open-ings are.

sponse to

person.

Excellent

Experienced announcer

baseball, staff. BROADCASTING.

“I've always had

eastern

in

operation. you may

that

announcer.

references.

ad

ten replies following

the

announcer.

to stay.

BROADCASTING.

Wanted

10

5829

western

by 1012, 417-1201.

2

years directional

phone licence, high

I'm just

enior station.

I would like position. TV station, will

accept FM or AM. General Coast

will—willing to work anywhere. Not a

driver. Box 1418, BROADCASTING.

Engineer—Interested television station. Experienced broadcasting, marine, ann-

Skir Wie, ship FM transmission, television theory, degrees circle. Own

car, trailer 24', 8x8', 175E 14 Av.,

York, New York.

Production—Programming, others

highly trained in all phases of tele-

and studio operation. Formerly in AM, TV, also consider production deal. Box 1368,

BROADCASTING.

TV know—how. Young, college degree, experienced in live studio production, good references. Box 1749, BROAD-

CASTING.

For Sale

Equipment, etc.

new transmitter—10%—off—Brand new

radio telephone license, single, willing

to stay.

BROADCASTING.

For Sale—215 foot Winch-ter captive tower with guy and base radiator but no lighting. Used condition. Make offer. WLD2, Jacksonville, Illi-

For Sale—Tower, self-supporting, 179 feet.

Haw—Knox, used, good condition, needs equipment. WOSH, Osh-

Kosh, Wisconsin.

Recently the "Friendly Group" had

the class—interest in the group. Frankly, I was eagerly sur-

the purpose of the ad was accom-

all their hard work and interest in the

BROADCASTING.

Available im-

mediate.

**FOR SALE**

---

**Five KW Station**

- **Good frequency**
- **CBS affiliation**
- **Earnings in excess of $50,000.**
- **Price $450,000**
- **Terms if desired.**

---

**FOR SALE**

- **100-250 watt RCA used transmitter, 125 foot IDEXCO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.**

**Address BOX 170B, BROADCASTING**

---

**APPLAUSE METER**

- **Used one week**
  - 3' wide x 2' high
  - Red circular frame
  - Arrow in glass

**PRICE $250.00**

- **Delivered within 500 miles of Detroit**
- **Write Wm. H. Pisu**
- **4484 Cass Ave., Detroit 1**

---

**FOR SALE**

- **new unused equipment at 85% below cost.**
  - 1 Trance M-30 200 foot self-supporting tower complete to last nut and bolt with A-3 limiting, base and self-centering insulators if desired.
  - GE BT1A 200 watt FM Transmitter
  - GE BPSA FM Field Monitor
  - RCA BA32 Booster Amplifiers
  - RCA RA-1A Limiting Amplifier
  - RCA RAC4 Monitor Amplifier
  - RCA "ON AIR" Lights

**FOR SALE**

- **100-250 watt RCA used transmitter, 125 foot IDECO tower and all other transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.**

**Address BOX 170B, BROADCASTING**

---

**Complete FM Radio Station For Sale**

**At Best Price Offered**

Equipment practically new, used less than two years. General Electric 3 kilowatt transmitter, effective output 8,700 watts. Have studio, transmitter, building and two acres of ground. Building 28 x 44. Microphones, recording devices, extensive library of records, office equipment. Truscon Steel tower, 329 ft. high, etc. Will sell either as going station, or equipment to be removed. For further information, address

**BOX 162B, BROADCASTING**

---

**For Sale (Cont'd)**

**For Sale (Cont'd)**

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**White House**

Decay Sounds on WTOP Show

**Actual sounds, magnified 1,000 times, of White House structural disintegration were highlighted in the first of a new series, *Dear Mr. President*, which started May 13 on WTOP-AM-FM Washington. The sounds were recorded at the White House from a "microscope for sound" developed by the Naval Research Laboratory for use in hearing flaws in machinery.

Series, to be aired in four half-hour broadcasts, was conceived by John S. Hayes, WTOP general manager. Format for programs is a letter to President Truman, read by Narrator Maurice Jarvis, to help the President "catch up on some of the little out-of-the-way goings-on in Washington, the town right than Washington, the nation's capital." Tape-recorded sounds and interviews are worked into the series.

When informed of the series by Ted Koop, CBS Washington director of news and public affairs, Mr. Truman said he would try to listen to the shows, WTOP reports. Mr. Hayes also plans to bring the program to the President's attention and special transcriptions will be sent to the Chief Executive.

*Dear Mr. President* is written by Robert E. Nichols, WTOP-CBS newsmain, and produced by Larry Beckerman. Music is by John Salb, WTOP staff organist who has played for five presidents in the White House.

---

**Heads Omaha Ad Club**

JAMES D. FARRIS of The Capies Co. was elected president of the Omaha Advertising Club May 12, succeeding Ned Reynolds, Carpenter Paper Co. Robert Howard, of Northwestern Bell Telephone Co., Omaha, was named vice president. Other officers are Kenneth Flint, second vice president; John J. Henry, secretary, and Walter A. Youngstrom, treasurer. First woman director in club history is May Yard, manager of Western Newspaper Union, Omaha.
NEWLY-ELECTED president of Radio Executives Club (New York) [BROADCASTING, May 9] John J. Karol (center), CBS sales manager, is greeted by the outgoing president, Carl Haverlin, head of BMI. At left is William S. Foley, CBS board chairman.

PHILCO REPORT

Sales Down for Quarter

SALES of Philco Corp. in the first quarter of 1949 were $58,006,000 as compared with $58,661,000 in the first quarter a year ago. William Balderston, president, announced May 13.

Net income in the first quarter this year was $915,000 and was equivalent, after preferred dividends, to 49c per share common on the 1,678,779 shares outstanding on March 31, 1949. In the first quarter of 1948, net income totaled $1,959,000 after tax-paid reserves of $8,000,000 for inventory and $186,000 for future research development work. This was equivalent to $1.16 per common share on the 1,657,576 shares outstanding at the end of 1948, after preferred dividends.

"The sharp reduction in earnings in the first quarter of 1949," Mr. Balderston said, "was the result of reduced television output while production was changed over to our new wide-screen models with expanded viewing area, the heavy costs absorbed in... starting production of the entire new 1949 line of refrigerators and freezers, and the more-than-seasonal decline in the radio business. . . . With the demand for television continuously strong, and our new facilities nearing completion, the outlook for our over-all business in television and refrigeration products looks quite favorable."

AFRA Labor Bill Fight

MEMBERS of American Federation of Radio Artists were urged last week to write their Congressmen demanding support of the AFL position on repeal of the Taft-Hartley Law. Such an appeal was made by George Heller, national executive secretary of AFRA who also is a member of the AFL legislative council. The latter organization has been active in the fight to repeal T-H.

OUTLETS IN METROPOLITAN MARKETS

Highly Profitable

MIDDLE ATLANTIC

250 Watt AM-FM

Full-Time Independent

In The Black

SOUTH ATLANTIC

1000-Watt AM

Daytime Operation

SMALL PROPERTIES DIVISION

THE SMITH DAVIS CORPORATION

Smith Davis, President

Albert Zugsmith, Exec. Vice-Pres.

317 South Sixteenth Street

Phone Kingsley 6-1132

Philadelphia 2, Pa.

May 23, 1949 • Page 71
PRODUCTION

Mr. Hansen     Mr. Spillman

San Francisco. He replaces Keith Kerby, resigned (Broadcasting, May 21). Succeeding Mr. Kerby as acting program director of KFPIX, TV affiliate of KSFO, is San Francisco.

Jim Lounsbury, formerly disc jockey-announcer with WHAS Louisville and WLEX Lexington, Ky., will join the firm's Chicago operation May 29.

Barbara Stillson, formerly continuity director of WRUN Utica, N.Y., has joined WPTV Albany, N.Y., in same capacity.

Fred Greene, announcer at WHB Harrisburg, Pa., for past three years, has joined announcing staff of KYW Philadelphia as summer replacement. Mr. Greene and Patti Cranford, former vocalist with Clarence Fuhrman and KYW Orchestra, have announced their engagement.

Norm Evans, former announcer with WSID Essen, Md., has joined announcing staff of WAAM Baltimore.

Fred Levings has resigned as program director of KGM in Los Angeles, to join Don Lee Network where he will handle Cisco Kid, Freddie Figg Ty Co. syndicated program. William F. MacCristall, general manager of KGM, will absorb Mr. Levings' former duties temporarily.

Jim Lowe, formerly with KWTO Springfield, Mo., as disc m. e. and announcer, has joined WIND Indianapolis, in similar position.

Don Baker, formerly with CBS New York, has joined KNX Hollywood, as vacation relief announcer.

Homer Canfield, program manager for NBC Western Division, is the father of a girl, Kathleen.

Sam Zurch, announcer at WIS Columbus, S. C., is the father of a girl, Kathleen Ellen.

Radio Awards

9 Mass. Stations Honored

George Foster Peabody radio awards were presented to nine Massachusetts stations last Wednesday at the annual dinner at Boston's Hotel Statler. Citations were awarded by Dorothy Kraus, Massachusetts Committee, George Foster Peabody Awards for Radio, for meritorious public service through locally originated broadcasts.

Awards went to these stations: for public service (stations over 1 kw)—WNSP Boston for The Yankee Network Institute and WMLawrence for This Week in the State House; public service (stations 1 kw and under)—WSPR Springfield for The WSPR Community Forum; news and news reporting—WCPB Boston for The Monitor Views the News and WBZ Boston and WZBA Springfield for special broadcast of six programs, Berlin Journal; outstanding drama—WBSF for its first airing. Show, which features semi-classic and light opera music, was auditioned by 65 home office employees before its first airing. Agency for the insurance company is Pittluck Advertising, San Antonio.

A Chicken in every Pot?

What station can do it?

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

WCKY

Cincinnati

50,000 Watts of Selling Power
Liquor Ad Ban
Langer Introduces Bill

Legislation to outlaw alcoholic beverage advertisements on radio broadcasts, now pending in a House committee, was revived in a Senate bill introduced last Monday by Sen. William Langer (R.-N.D.).

The measure (S 1847), identical to one authored by Rep. Joseph Bynum (D.-S. C.) last January, was referred to the Senate Interstate & Foreign Commerce Committee for consideration. A source of perennial harassment to the industry, the proposal is given little chance by committee spokesmen for early action, not to mention eventual passage. The House counterpart bill has been languishing in House Interstate & Foreign Commerce, with little prospect of consideration. It has not been assigned to any subcommittee.

Both proposals would extend liability to advertisers and station operators alike, and cover beers, wines and liquors, the former two heavy users of radio. Newspapers, periodicals, newsreels, photographic films and records also would be affected.

Royal Commission
Collecting Radio Data

Canadian Association of Broadcasters will present a brief for the independent broadcasting stations to the Royal Commission on Broadcasting which is expected to start sittings in August, at Ottawa. Independent stations are now sending in material on their public service programs, their program and talent development activities, and other operations to be used by the CAB executives in preparing the brief. Stations also are preparing individual briefs to be presented to the Royal Commission when sittings are held in or near the city where each station is located.

These briefs are considered of extreme importance, as the findings of the Royal Commission, probably late in 1960, will definitely set a policy for all phases of radio and television development in Canada. Procedure is expected to follow the 1929 Air Royal Commission which resulted in the present set-up of Canadian broadcasting with government and independent stations both in commercial radio broadcasting.

It's Easy
To Map a Campaign
In Milwaukee

Broadcasting • Telecasting

Milestones

➤ Franklin M. Doolittle, president and founder of WDRC Hartford, Conn., this month marks his 27th year with the station. He founded WDRC in 1922.

➤ Charles Messer, county agricultural agent in Cayuga County, N. Y., is observing his 23rd year of broadcasting over WMBO Auburn, N. Y.

➤ Harry Broderick, studio engineer at WDRC Hartford, Conn., is observing his eighth anniversary with station this month.

➤ John Ademy, singer-announcer-associate news editor, this month begins his third year of 5 p.m. mon.-sat. newscast on WCAO and WCAO-FM Baltimore.

➤ WLWD Ladysmith, Wis., celebrated its first birthday May 7. Station held open house at which 40 towns and cities were represented. Souvenir key chains and notebooks were given to all visitors.

Cake commemorating completion of his tenth year of broadcasting for Pure Oil Co. is presented to H. V. Kaltenborn (r.), NBC "Dean of commentators," by Francis Marling, Pure Oil advertising director. [Broadcasting, May 9]. Anniversary dinner, given Mr. and Mrs. Kaltenborn at their home, also was attended by William Wedell of Leo Burnett Advertising, agency handling the account; William F. Brooks, NBC vice president in charge of news and international relations, and Mrs. Brooks.

Greenberg

On Radio Service Marks


This article should be of interest to nearly everyone in station management. The author is not only a contributing editor of the Trade Mark Reporter, but is trade-mark attorney of RCA. The purpose of the article is to present the radio trade-mark, or as it is called in the new Lanham Trade-Mark Act of July 1946, the "radio service mark," in a setting of history, economic, legislative discussion and decided cases.

The article includes considerable references to source material for the history and economics of broadcasting. A complete transcript of the Lanham Act hearings relative to radio service marks is given. Finally, a discussion of all available radio "unfair competition" cases is included. Copies of this article may be secured from the U. S. Trade Mark Assn. at 522 Fifth Ave., New York.

Radio Institute

Set at U. of Calif.

Two courses in television are among 10 courses scheduled for the eighth successive Radio Institute offered by U. of California in cooperation with NBC. Classes will run from June 20 to July 29. Included are "Radio and Television Time Sales" and "Introduction to Television." Frank A. (Bud) Berend, NBC Western Division sales manager, instructs the former; latter, is instructed by a staff including following KNBH (TV), Los Angeles executives: Harold J. Bock, manager; Robert W. Clark, engineering supervisor; Robert V. Brown, program manager; Edward H. Sobel, executive producer; Howard E. Johnson, production facilities manager. Other courses cover radio writing, directing, announcing and engineering.

Read by more agency-advertiser executives than any other radio or TV journal

Only Broadcasting brings together the week in radio and TV. Spot news—largely unduplicated elsewhere—new business, agency-advertiser personnel changes, program, promotion ideas, talent news and costs . . . all easily read and quickly grasped.

Advertisers read broadcasting—to know everything that will make their radio-TV advertising more productive, more economical.

Advertising agencies read broadcasting—to do a better, more complete job for their clients.

Stations, networks, services read broadcasting—to learn quickly and reliably what is happening, week by week, in their business.

If your business concerns radio-television you need broadcasting-telecasting—the only authentic reporter of every significant development in the field of mass radio communications.

$7.00 includes 52 weekly issues and the 1950 Yearbook.

Name
Street
City Zone State
I enclose Please Bill Me

Broadcasting • Telecasting
National Press Bldg. Washington 4, D. C.

May 23, 1949 • Page 73
McCall's Campaign

On Roosevelt Memoirs

RADIO and television spot campaign will be launched by McCall's magazine, effective May 26, to promote the publication of Mrs. Eleanor Roosevelt's memoirs starting in the magazine's June issue.

The two week campaign includes 160 one-minute and 20-second television spot announcements on 22 stations in New York, Philadelphia, Boston, Washington, St. Louis, Chicago, Detroit, Cleveland, Minneapolis and St. Paul. Mrs. Roosevelt will appear on the screen via sound film shot at Hyde Park.

The one-minute radio announcements plus station breaks will be placed in 16 cities, the ten listed above plus San Francisco, New Orleans, Atlanta, Cincinnati, Houston and Atlanta.

Federal Ad. Agency, New York, is handling the campaign for McCall's.

KVAl to Join CBS

KVAl Amarillo, Tex., joins CBS July 15, the network announced last week. The new affiliate brings to 183 the total of CBS outlets. Owned and operated by the Plains Empire Broadcasting Co., the station is managed by Carl Benefiel. It operates on 940 kc with 1 kw fulltime. KVAl is also affiliated with Mutual.

NBC Changes

Drips Quits Central Div., Departments Shuffled

SHUFFLINGS in personnel continued at NBC Chicago last week [BROADCASTING, May 9] as William Drips, national farm director, resigned and the promotion department was integrated into sales.

Mr. Drips, director of agriculture since 1935, has supervised all of the network's farm shows. Specifically, the National Farm and Home Hour (Saturdays, 12-12:30 p.m. CDT) sponsored by Alia-Chalmers, Milwaukee. His resignation will go into effect as soon as possible after which he is now doing is completed, according to I. E. Mullen, vice president in charge of the Central Division.

Mr. Drips gave no reason for his leaving, and said he has no immediate plans. He succeeded Frank Mullen, the first national farm director. Mr. Mullen is now president of the G. A. Richards Lumber Co. Mr. Drips will remain at his home in suburban Wheaton. His work will be handled by his former assistant, Paul Visser.

Promotion activities will be correlated with sales in the future, Mr. Showman explained. David Lesley, network promotion director at the Central Division, will work with Paul McCluer, network sales manager. Harold Smith, who supervises local and spot promotion, will report to Oliver Norton, national spot sales manager.

Coincident with these changes, Norman Ross, m.c. on the 400 Hour (five-a-week, 7-7:55 a.m. CDT) since 1937 on the network's 600 AM outlet, WMAQ, announced his resignation from the classical music show. The sponsor, the Chicago & Northwestern Railway, is considering new talent.

Mr. Ross has appeared on the program continuously except for three years during the war when he was a colonel on Jimmy Doolittle's Army Air Force staff in Europe and the Pacific. His substitute then, "Patsy" Gallicchio, may replace him again. Mr. Ross plans to keep his other show, Music That Sings (five-a-week, 8:30-8:45 a.m. CDT) on the same station and do freelance work. He had a sponsored show on WGN Chicago last year.

NBC Chicago

Moves To Ease N. Y. Space

NBC hopes to move enough programs from New York to Chicago to free space in its New York headquarters for another television studio, it was reported last week.

First announcement of NBC's intention to transfer some shows to its midwestern stations came from Niles Trammell, NBC president [BROADCASTING, May 16]. A committee of NBC executives, including O. B. Hanson, vice president and chief engineer, and Thomas McCray, national program director, is at work on the problem.

The network believes it may be possible to shift not only sustaining but also commercial programs to Chicago, to relieve the strain on network facilities. Considerable studio space is now available in Chicago, it was said. Although the cramped situation in New York is acute, it was believed that the possible transfer of programs to Chicago would require a thorough investigation and that it would be some time before transfers began.

ARMY CONTRACTS

27 Lot in Four Cities

RCA VICTOR Div., Harrison, N. J., is among the firms awarded contracts $18,000 or more by Army Dept., National Military Establishment. Total of 27 contracts were let by government agencies in New York, Philadelphia, Detroit and Chicago.

RCA will provide 288,000 electron tubes costing $135,600. Other contracts: Western Electric New York, 25 AN/FRC-10 radio sets, $2,276,072; Hallcrafters Chicago, 700 R-274/FRR radio receivers, $259,905; Presto Recording Corp., Hackensack, N. J., 269 sound-locating sets, $1,097,192; Daven Co., Newark, 3,321 tube testers, $263,384.

Mrs. Samuel Kerner

MRS. SAMUEL KERNER, 35, wife of Samuel Kerner, formerly co-owner, KWIK Burbank, Calif., died May 11 in Temple Hospital, Los Angeles, following an accidental overdose of sleeping tablets. Besides her husband, she is survived by three children.

 jams Reproduced

TO INFORM its listeners how the Soviet jamming of Voice of America sounds, the WMCA New York has broadcast a transcription of a jammed program monitored by the State Dept. WMCA played the transcription of the garbled program on a 10:30 p.m. news show and then played a clear transcription of the program.

Loans to RCA

$40 Million Now Drawn

SIXTY MILLION dollars worth of loans have been taken from various investing institutions by RCA to prepay term bank loans amounting to roughly $40 million and to increase working capital, Brig. Gen. David Sarnoff, chairman of the RCA board, said last week.

RCA has drawn $40 million of the total $60 million it intends to get and will borrow the rest before Dec. 29, 1950, Gen. Sarnoff announced. The loans are being arranged through Lehman Bros., New York, investment bankers.

Promissory notes given by RCA will bear a 3% annual interest rate and will mature May 1, 1974. They will constitute the only long term debt of RCA, Gen. Sarnoff said.

Bank loans to be prepaid by the new loans mature from 1951 through 1956, according to Gen. Sarnoff. The $20 million additional that will be borrowed will be added to working capital and used for financing expansion.

Lever, GM Subscribe

LEVER BROS. Co. and General Mills Inc. are among the first national advertisers to enter subscriptions to TV-network Hearoentag, C. E. Hooper Inc. announced last Tuesday. The new service will begin its monthly publication June 28 and carry the May TV-network program audiences. Both daytime and nighttime sponsored shows will be included on an individual city basis as well as on a network basis.

"Vic" Diehm Says

Get in the Know - Now!

Yes, get in on your share of this $110,000,000 in marks now. Our 90% listening audience is a buying audience. Direct sales gains spent advertising dollar. For further information contact

Vic Diehm c/o WAFL
Robt. Meker Assoc.
521 Fifth Ave.
N. Y. C.
FRIDAY THE THIRTEENTH JINX

Day of Disruption
For Networks

FRIDAY THE THIRTEENTH JINX

In New York's Holland Tunnel at 9 a.m. touched off the day-long merry-go-round by disrupting network service for approximately a half-hour. At 2:07 p.m. an enthusiastic excavation contractor in Reno divorced the transcontinental lines of three of the major net-
works.

The first incident also affected television cables between New York and Philadelphia, and led network officials to expect extensive program switching over the weekend (May 14-15), but only ABC-TV reported loss of a video show. Stand by for Crime, Saturday night show originating in Chicago, was not seen in the East, and stations east of Cleveland had to substitute shows.

The two occurrences wreaked havoc at Mutual. Early, service was lost to Hazelton, Pottsville and Wilkes-Barre. The Reno affair af-
fected the Queen for a Day program, emanating from Hollywood, which was lost at the break-point at 2:07 p.m. daylight time. When transcontinental lines were re-
routed at 2:41 p.m. Say It With Music from Cleveland was on, the first 11 minutes of which went West only as far as Reno. Mu-
tual's fun started when it at-
temted to repeat Queen for stand-
ard time-stations and—very nearly accomplished it.

MBS, which tapes in New York, arranged with AT&T for special facility routing from Hollywood, which was accomplished as far as New Jersey. However, connection could not be completed into New York because of the morning tun-
ning of the 12-inch standard (12LP4) $6.00, and with aluminized screen (12KP4) $5.50.

FAIRCHILD RECORDING Equipment Corp., Whitestone, N.Y., has made available another unit to expand the "Utilized Audio System." Unit 628, 10K6, 6AU6, 6SN7, a near perfect automatic equalization necessary to com-
pense for loss in high frequency re-
production that occurs at inner dia-
meters while recording at 33 1/3 rpm.

Technical

RAYMOND LIMBERG, member of NBC Chicago engineering staff since 1948, has been named main-
tenance supervisor at TV engineering division. He succeeds PAUL BIONDI, now TV operations super-
vise. Mr. Limberg is former RCA marine radio operator.

JAMES BARRY, LEONARD CLEMSON, LOUIS HENNES, ROBERT PETRUSON, HARRY SCHUMACHER and WILLIAM THOMAS have joined AM engineering staff at ABC Chicago. New personnel on the TV engineering staff are PAUL BIONDI, CLIP-
FORD BRAUN, JAMES EDWARDS, CHARLIE KISER, BARBARA MARSH, EDWARD MOORE, ROBERT POPKE, ROBERT WADESON, MILLARD WELCH, ROBERT GREEN, FREDERICK SLINKARD and FRANK DUKEWICHI.

RAYMOND M. SCHAEFER and ANNE ARNOLD have joined ABC Hol-
low AM engineering staff. New additions to TV engineering staff include: LEWIS J. HAWWARD, transferred from ABC network engineering staff; ALLAN E. HESS and FRANK M. KENNEDY.

K. A. NORTON, chief, Frequency Utilization Research Section, National Bureau of Standards, Washington, spoke on "History and Develop-

ment of the Modern Personal Computer." 11 International Conference of new Electrical Engineering Bldg. at U. of Illinois. Ceremonies were held May 17.

RCA Tube Dept., Harrison, N. J., introduced new test-equipment rack at Chicago Parts show, May 17-20. It is designed to house any three pieces of RCA's matched line of test instruments.

AMPERITE Co., New York, has an-
nounced new microphone stand de-
igned for wall and floor use. COZENS & FARMER, Raytheon broadcast equipment representative for Mid-West, is now located at 720 Main St., Evanston, Ill. Telephone: Davis 8-4800.
LARGEST mail response in seven years was reported by WTMJ Milwaukee when 16,865 requests came in for the tart seed offer. Packets of seeds were offered by Gordon Thomas on Top o' the Morning for 13 days in an annual feature to promote gourd-growing for decorative purposes. In 1943, when gourds were first given, there were 6,005 requests. Last year, the previous high, 15,173 listeners responded. Seeds are given in both spring and fall when the Milwaukee Journal station conducts gourd exhibits at its Radio City.

KOACoverage

LATEST promotion piece for KOA-NBC Denver is folder distributed by NBC Spot Sales. Folder gives comparisons between KOA's area coverage and that of city's largest newspaper and nation's largest magazine. Maps of Colorado and surrounding states are used to illustrate comparisons.

'45 rpm Time'

COINCIDENT with release of RCA's 45 rpm record player, WKNA Charleston, W. Va., began airing its RCA Victor '45 rpm Time, half-hour dinner-time musical program sponsored by Van Zandt Supply Co., Huntington, W. Va. Arrangements for program and broad scale promotion plan were completed month in advance of record seller's unveiling. Promotion plans included air promotion, bus cards, newspaper ad pictures in Charleston store windows, newspaper ads, and articles and ads in Listen, WKNA's weekly radio news circular.

WTOP Top

SPINNING top, promoting its Sundial and Moonlight disc shows, has been displayed in WTOP Washington. Done in black, white and red, copy on top states "Spin the Sundial in the Morning... the Moonlight at Night." Both shows are conducted by WTOP personality Eddie Gallaher.

'Showroom' Promotion

PLANs for promotion of Sammy Skewer popcorn by WIBL Chrysler-Plymouth dealers throughout U.S., which debuted May 16, were underway when Mr. Kaye with Indianapolis, officially of WIBL Indianapolis, which carries Skewer in the area, introduced his plans. Mr. Kaye also made series of transcribed announcements pointing up his show, and met with Easy Gwynn, WIBL's disc jockey, who outlined his plans for build-up of show.

A Little Bit More

"WHAT Does Arthur Godfrey Have That Ernie Tannen Doesn't Have?" is question being asked by Mr. Tannen, morning man at WGGY Silver Spring, Md. Listener with best answer will receive $1 prize including 25 slightly used records and a table model radio with an unusual characteristic. "No matter where you tune in the dial, the prize radio tunes in only WGGY." WGGY reports that to date best answer to question appeared in Broadcasting in story on 1948 salaries at CBS. Mr. Godfrey received $258,450 bonus (Broadcasting) for "That puts him considerably ahead of Ernie for 1948."

'Moving Day'

TO ACQUAINT people of new time of three of its shows, WVOV New York carried large ad in New York Journal-American headed "Today is Moving Day on WVOV." Ad featured pictures of personalities who conduct shows, plus name of shows, new time, and notes on program content.

Tie-In With TV

NEWSPAPER promotion of its sponsorship of races from Garden City track over WFTL-TV Philadelphia is being tied by Hormone Brewing Co., Philadelphia. Ads, which have appeared in all local papers, tie in company's past TV advertising with present campaign, such as its beauty contest, and also point up coming features to be heard on WFTL and WFTL.

'Sewing Contest' Awards

SPECIAL awards broadcast honoring winners of Huntington (W. Va.) Dry Goods Co.'s "Sewing Contest" aired recently over WSAZ Huntington. This is fifth consecutive year that store and WSAZ have cooperated in contest. First prize winning entries were forwarded to New York for judging in Ninth Annual Sewing Contest.

Lobster Party

ANNUAL lobsters party for agency and network executives was held by CKCW Moncton, N. B., at Royal York Hotel, Toronto, May 15. "Closed the Lobster," CKCW trademark, was host to affair which had grown from small party to important industry affair, with repeat party at Montreal for broadcast-industry people in that city.

Sign-off Time

KYW Philadelphia has purchased sign-off announcements on WPTZ (TV), same city. Purpose is to promote pivotal local programs in KYW's daily broadcast time—and to increase listenership during late evening post-television hours. Picture slides of personalities are featured along with recorded announcements by each personality. In addition to plugging his own show, he suggests that viewers turn to KYW for best in late evening radio listening.

Coverage Map

WDXB Chattanooga, Tenn.'s program schedule for first week in May carried station's coverage map plus statistics on sales, products, resources, and population in area.

Personnel

PAUL BARON, former program director of WHUC Hudson, N. Y., has joined WOAI Albany, N. Y., as promotion manager and supervisor of continuity.

PATRICE NEELY, formerly of KPRO Riverside, Calif., and KREO Indio, Calif., has joined KFI and KFI-TV Los Angeles publicity and promotion staff.

SALES TRAINING Conducted by BAB Proposed

PROPOSAL that NAB's new Broadcasting Advertising Bureau conduct a sales training seminar has been advanced by Walter M. Windsor, WGBA and WGBA-FM Columbus, Ga.

Stations would send sales people to the NAB seminar at their own expense, with instruction and materials furnished by NAB, under the plan. Seminars could be held periodically, and possibly rotated among NAB districts. They would provide salesmen with basic facts needed in contacting clients.

The idea might include a placement service for qualified persons.

Feature of the Week

(Continued from page 80)

personally to say, "The broadcast was the best example of public service to a community that I have ever known through any means of public communication." Taking its cue from public interest, and AEC's power to explain, AEC then scheduled a half-hour session on WATO the day rent increases were announced. Listeners were invited to phone or write requests to be answered on the air by commission officials.

Deluge of Calls

The deluge of calls tied up WATO lines for a 10-hour period, according to Mr. Pengra. So many questions were received that the program had to be extended an ad- ditional hour—and even then, not all were answered.

Mr. Pengra observed: "I thought we hit our peak back on March 19 when we originated six hours of special remote pickups when the gates of Oak Ridge were officially opened to the public. We gave it the Broadway treatment with the help of six Knoxville stations and their staffs.

'... But that explosion was nothing compared to the roar that went up over the rent increases. Maybe we violated a lot of rules of good broadcasting, but the people of the atomic city... want to hear exactly what the man said. That's what we're trying to furnish them at WATO."

Mr. Windsor points out that many stations urgently need trained salesmen and would welcome NAB assistance. "You will be doing two big things," he said, "selling American business on radio more correctly and more quickly than ever before and providing the member stations with manpower to lick the critical salesmen shortage and the synonymous critical client shortage."

PASADENA, Calif. Institute for Radio is offering two full scholarships to graduates of California Junior colleges to begin with the term opening June 20.
AIR PATROL
4,000 in Emergency Network

SPEECHES at the annual dinner of the Civil Air Patrol Convention in Washington's Statler Hotel May 11 were carried over "the world's largest closed circuit" on CAP, by the Communications Div. of CAP, an auxiliary of the U. S. Air Force, the network numbers nearly 4,000 stations throughout the country and expects to have 5,000 licensed by July 1. Goal is 10,000 by the end of this year, according to Edwin Hullinger of the CAP public information office. Dinner speakers included high Air Force officials and an unexpected visit from President Truman, who spoke over the network.

Headquarters for the network are at boiling Field, in Washington, D. C., with Maj. Arthur Rhodes, director of the Communications Div. In charge, Maj. Rhodes is largely responsible for development of the network, whose purpose is to form a basis for air alert.

In its first year of operation, the network has demonstrated its effectiveness repeatedly by keeping up communications in disaster localities, Mr. Hullinger said. It is capable of maintaining effective communications on a local, regional or national basis even if all existing radio, telephone, telegraph and electric power systems were destroyed, he added, as most of the stations are mobile units and have their own portable power plants.

NEWS EDITORS
Meet June 25 at Kent U.

FIRST annual radio news editors conference will be held June 25 at Kent State U., Kent, Ohio. Sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB, the one-day session will be highlighted by a tailor-made television film, "Television—What Is It? Will It Mean to You?" Film was prepared by Floyd Weidman of WEWS (TV) Cleveland.

Sponsored speakers include Arthur Springett, NAB staff director, who will open the morning session with an address on "Planning The Sights of News Editors"; Robert Musch, MWM Marion, Ohio, speaking on the importance of news in programming, and Bill Crooks, WFMY Youngstown. "Television Newsroom Affiliates—Cooperation or Competition." Charles Day, news director of WGAR Cleveland and president of OBNE, will preside over the luncheon and introduce the speaker, Dave Keebler of WHAM Rochester.

In addition to the television film, the afternoon meeting will open with a general "grapes" session. National wire services have been invited to send representatives to answer questions of radio newsmen. Robert French, general manager of WVSK-FM Columbus and conference director, will monitor the session.

Afternoon meeting will close with an analysis of the legal aspects of radio broadcasting by Paul Ginger, a Columbus attorney. Eugene Carr, director of radio for Brush-Moore newspapers, will serve as toastmaster for the evening banquet at Akron's Mayflower Hotel. Speaker for the banquet has not been announced. Registration for the conference is now open to station managers, program directors and radio newsmen in Ohio, western Pennsylvania and eastern Michigan. Further information can be obtained from Prof. Carleton J. Smith, executive secretary, Kent State U.

K M L B
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT

National Representatives
AMERICAN BROADCASTING CO.
OLYMPUS MINSTRELS

All the lusty appeal of the traditional minstrel show of the gas light era has been captured by this half-hour TV production. Burnt cork humor, men gags, virile ballads, and other vintage vaudeville and minstrelsy devices--the kind that wowed them in the '90s--is wowing them again on WVL-T, every Sunday 8:30 to 9:00 P.M. Here's an excellent "ways and means" to sell the growing and enthusiasm odiude of WVL-T.

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A STILL TONGUE DECEIVES NO WISE HEAD,
Let "The Other Guy" Talk
while in Memphis you quietly
Buy

WMPR 0,000 WATTS DAY
5,000 WATTS NIGHT
680 KILOMETERS

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY
RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting
May 18 Applications

ACCEP TED FOR FILING
Assignment of license
KCRB Trinidad, Colo.—Assignment of license from H. L. Corley tv/as Corley Radio and Sound Service to Ernest M. Cooper and Berembert O. Coyle d/b/a Mel-Bert Bosง Co.

WRDW Augusta, Ga.—Assignment of license from Augusta Bosง Co. to Radio Augusta Inc. Contingent on grant of transfer of stock filed simultaneously.

KCHS Hot Springs, N. M.—Assignment of license from Leonard R. Trainer and Regional H. Shirk d/b/a Sierra Broadcast to Sierra Broadcast Co.

Transfer of Control
WGTV Greenville, Tenn.—Transfer of stock owned by R. W. Boykin to W. O. Boykin in Radio Greenville Inc. to Paul O. Callicott.


KXIL Clayton, Mo.—Transfer of control St. Louis County Bosง Co. from Guy Rumfelt and Gladys A. Run feet to Lee J. Sloan, Silas E. Sloan, and T. Virgil Sloan.

Assignment of CP
WPUE Pikeville, Ky.—Assignment of CP from John T. H. Smith, Oscar William Thompson and W. Frank Scott d/b/a East Kentucky Bosง Co. to East Kentucky Bosง Corp.

WNAF Providence, R. I.—Assignment of CP from Community Broadcast Service Co. to Narragansett Bay Bosง Co.

Transfer of Stock
WRDW Augusta, Ga.—Transfer of present stock in WRDW to Radio Augusta Inc.

WPFR Fayetteville, Tenn.—Transfer of 80 shares of common stock owned by R. A. Langen in Elk River Boผ語 Inc. to Arthur D. Smith.

License Renewal
KSON St. Louis—Application for license renewal.

WATN Watertown, N. Y.—Same.

Transfer of Control
WFBO Fort Smith, Ark.—Assignment of control to Seneca Radio Corp. from Lawrence W. Hardy to Andrew Emerine, Alfred Bersted and Arthur E.

Kaubisch through purchase of 52.8% of common stock.

Modification of CP
WDRO-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WJNO-FM West Palm Beach, Fla.—Same.

WMAZ-FM Macon, Ga.—Same.

KBTR Minneapolis, Minn.—Same.

WFMD-FM Wilmington, N. C.—Same.

WEST-FM Bethlehem, Pa.—Same.

WLTV Grand Rapids, Mich.—Mod. CP new commercial TV station for extension of completion date to Oct. 15.

KTVM Omaha, Neb.—Same to Oct. 12.

WHAM-Tv Rochester, N. Y.—Same to Dec. 5.

WHN Syracuse, N. Y.—Same to Dec. 12.

WKTV Utica, N. Y.—Same to Sept. 30.

WFTL-AM Philadelphia—Same to July 31.

TENDERED FOR FILING
AM—580 kc
KCNA Tucumcari, N. M.—CP new AM station to change from 1340 kc 250 w. unil. to 580 kc 5 kw-D 1 kw-DA-DB.

KFPW Port Smithh, Ark.—CP new AM station to change from frequency of 1460 kc to 1280 kc.

Assignment of License
WVMU Vicksburg, Miss.—Assignment of license from P. K. Ewing Jr., Mrytle M. Ewing d/b/a Pwing Bosง Co. to Radio Mississippi Inc.

XXLO Lewiston, Me.—Assignment of license from Capital Broadcast Co. to William G. Kelly and Victor J. Morgan d/b/a Montana Broadcast Co.

MRRC—AM-FM Beaumont, Tex.—Assignment of AM license and FM CP from KRRK Inc. to The Enterprise Co.

May 19 Decisions

DOCKET CASE ACTION

Further Hearing Granted
Announced memorandum opinion and order reopening record for further hearing in matter of applications for Authority to be granted for time changing station.

Petition Granted
Announced memorandum opinion and order granting petition for Authority to be granted for time changing station.

Petition Denied
Announced memorandum opinion and order denying petitions for Authority to be granted for time changing station.

Petition Granted
Announced memorandum opinion and order granting petitions filed by Scripps-Howard Radio Inc. to Lexington, Ky.—Applicants for Authority to be granted for time changing station.

Petition Denied
In memorandum opinion and order, Commission denied petition for reconsideration filed by Scripps-Howard Radio Inc. to Lexington, Ky.—Applicants for Authority to be granted for time changing station.

Petition Dismissed
In memorandum opinion and order, Commission denied petition for reconsideration filed by Scripps-Howard Radio Inc. to Lexington, Ky.—Applicants for Authority to be granted for time changing station.

By Commission En Banc

Petition Denied

Action Set Aside
KSTN Stockton, Calif.—Petition set aside March 19 action denying application for mod. CP to extend completion date; granted application for assignment of CP to new partnership composed of Dr. Barry M. Morgan, Knox Logan, J. John Anton and A. Dwight Newton; granted extension of completion date to July 1.

May 19 Applications

ACCEP TED FOR FILING

Modification of CP
WBAY Rochester, N. Y.—Mod. CP new AM station increase power etc. for extension of completion date.

WPRA Mayaguez, P. R.—Same.

Modification of License

WQIV Charleston, N. C.—Mod. license change name from Public Bscnt. Service of Charleston Inc. to Charleston Radio and Television Corp.

License Renewal

KJMO San Bernardino, Calif.—Renewal of license for AM station.

KCRB Trinidad, Colo.—Same.

KICA Clavis, N. M.—Same.

WCHV Charleston, Va.—Same.

KGY Olympia, Wash.—Same.

Transfer of Control


Modification of CP

WCAU-TV Philadelphia—Mod. CP new commercial TV station for extension of completion date.

License for CP

WCAU-TV Philadelphia—License for new commercial TV station.

TENDERED FOR FILING

WLHL Rutland, Vt.—Assignment of CP from Herbert L. Wilson to Central Vermont Bosง Co.

WAVU Albertville, Ala.—Assignment of license from Pat Murphy to Comstock Broadcasting Co., Inc., Ivo H. Sparkman d/b/a as Sand Mountain Broadcasting Service.

THE LONG ISLAND STORY

WHLI
daytime listenerphone now tops
3 network stations in Long Island's Hempstead Town where retail sales exceed

$1,000,000 a day...

$392,000,000 a year...

$4234-a-family.

Retail sales here are 35%

higher than the US average.

Data sources: Sales Management 1949

May 23, 1949 — Page 79
FCC's inquiry into Western Union's rates and practices for baseball play-by-play service was partially heard in Washington last week and then continued to June 7.

With Hearing Examiner Elizabeth C. Smith presiding, Western Union presented its only witness, A. J. Douglas, assistant vice president, who reviewed his firm's past policy and rates and outlined the formulation of the new rates which became effective April 18 [BROADCASTING, May 2, April 18]. The new rates call for payment of $2 per game by each station using the service in addition to the regular fee paid by the originating station subscriber.

Upon direct questioning by WU counsel, William Wendt, Jr. Douglas stated the reasons for increasing the rates were to protect WU's investment and because the service is of greater value to stations for network use. He said WU has paid the following sums during the past five years for the privilege of obtaining its base reports: 1944, $87,388.18; 1945, $105,824.17; 1946, $121,850.12; 1947, $137,568.37; 1948, $148,834.66.

WIND Chicago has opposed the new rates as being discriminatory to radio stations. WIND Washington counsel in the proceeding is Thomas N. Dowd.

**MILITARY NEWS**

Key Personnel Announced

APPOINTMENTS to key positions in the news division of the newly consolidated Office of Public Information, National Military Establishment, were announced last Thursday by William F. Fawcett, information director. The news division merges the media sections of the Army, Navy, and Air Force.

Heading the division is Curtis Mitchell, formerly national director of advertising, publicity and exploitation for Paramount Pictures Inc. John Adams, formerly with CBS, will serve as civilian deputy. The division is divided into four branches headed by the following: Charles Dillon, chief of radio-television activities; Lee Hargus, press chief; Jose A. Yovin, pictorial chief, and Commdr William Lederer, magazine-books chief.

The radio-television section also coordinates those activities which have been conducted separately by the Army, Navy and Air Force. Assisting Mr. Dillon, former radio director for Veterans Administration, are Commdr. Harrison H. Holton, news and special events; Maj. Thomas O. Mathews, scripts and production; Capt. Robert P. Keim, television.

Special emphasis is being placed on television operations to meet the growing demand of the TV industry, Mr. Frye said. Former staff members of the Army Network and Air Force and Marine radio sections have been placed in the branch to augment operations.

**TRANSIT RADIO**

Sponsors Up, Says Pellegin

SPONSORS numbering 365 in 37 business classifications were using Transit Radio May 1, Frank Pellegin, vice president in charge of sales, announced in Chicago last week. This total represents an increase of 145 since February, he added. Listing includes national, regional and local advertisers on 10 FM stations.

Additional Transit Radio outlets soon will begin commercial operations in Worcester, Mass.; Evansville, Ind.; Allentown-Bethlehem, Pa.; Kansas City, Mo. and Baltimores, Md. To head the ad operations are: In the West, include Swift & Co., Fitch Shampoo, Carling's Ale, Household Finance Corp. and Esquire Publications, Mr. Pellegin said.

**WORLD CASE**

SCOTUS Upholds FCC Denial

DELETION of WORL Boston loomed last week as the U.S. Supreme Court upheld FCC in its denial of the station's license renewal application on grounds of concealed ownership [BROADCASTING, Oct. 10, 1947]. The station is operating under a temporary license which expires June 1, but Commission authorities thought additional time would be necessary to permit WORL to wind up its affairs. Three weeks ago the station asked for an extension to 90 days from the date of the Court decision, regardless of the outcome. This must be acted upon before June 1.

The Court's action reversed the decision of the Court of Appeals for the District of Columbia, which had overruled FCC's refusal to renew. The Supreme Court issued no opinion, simply citing it to the WORL as a "crazy" case, where FCC's power to deny renewal on grounds of concealed ownership was upheld.

The speed with which the decision was issued somehow was unexpected. It came Monday, exactly one week after the Court heard oral argument [BROADCASTING, May 16].

WORL spokesmen said their next step had not been decided. There is a possibility they will appeal to the Supreme Court for re-hearing.

Meanwhile, six applications for WORL's facilities already have been heard by the Commission and presumably can be acted upon without further delay, unless additional proceedings develop. The applicants: Pilgrim Broadcasting Co., Beacon Broadcasting Co., Boston Radio Co., Continental Television Corp., Joseph Solimene, and Bunker Hill Broadcasting Co. WORL is on 1 kw, daytime only. It is owned by Harold A. Lafount, former member of the Federal Radio Commission, and general manager of the Arde Bulova radio interests, and Sanford H. and George Cohen, New York attorneys.

Murrin Elected

DR. ALBERT FRANCIS MURRIN, past president of Washington, D. C., has been elected to the board of directors of Sindingler & Co., it was announced by Albert E. Sindingler, president. Dr. Murrin also has served as a consultant to Sindingler & Co., operators of Radox—the new instantaneous electronic radio TV audio measurement service which is now operating in Philadelphia.
FREE SPEECH SCOTUS Decision’s Impact On Radio Pondered

MEMORIES of radio’s historic Shuler case were stirred by the U. S. Supreme Court’s free-speech decision in the Termieli case last week, while broadcasters pondered what it could mean to their own operations.

The Shuler case, in 1932, denied a licensee’s right to broadcast attacks on certain religious groups and others, and, in effect, to use his station to air his own "prejudices." In the Termieli case, the Supreme Court upheld a man’s right to speak in public even if his speech "stirred people to anger, invited public contention," but brought about no condition of unrest.

One question raised by legal observers was whether the Termieli case, though not specifically involving radio, did not, in effect, reverse the doctrine of the Shuler decision.

If the courts may not fine a man $100 for a speech which "provoked a hostile mob and incited a friendly one, and threatened violence between the two," they asked, would not the Court today uphold denial of a license to another Dr. Shuler or to a station whose programming lacked, for instance, "the balance" that FCC prefers?

More practically, they asked, if a man is entitled to hire a hall and, with a mob outside, condemn the mob and “vigorously if not viciously criticize various racial and religious groups, then might he not also demand the right to make the same speech on the air? How could the court ever require him to be required to give him that time? That was perhaps the uppermost question.

Distinguishing Feature

Some authorities, including FCC attorneys, saw Dr. Shuler’s licensee status—rather, his position as head of the licensee—as the feature which distinguished the two cases. They pointed out that the Court which handed down the Shuler decision drew this distinction.

But many of them felt, considering together the Termieli case and FCC’s Scott Decision on the broadcast rights of atheists, that FERC and Termieli would be entitled to air time to repeat his speech if he requested it, since he represents a viewpoint. Whether the Supreme Court would uphold that right was another question.

A station which carried such a speech, it was conceded, would be subject to a suit for damages, but there would be no fine.

Re-Names Strouse, Arney

MEMBERSHIP of the Committee on Radio Broadcasting of the Advisory Council on Federal Reports has been re-appointed by the council. Ben Strouse, WWDC Washington, continues as chairman, with C. E. Arney Jr., NAB secretary-treasurer, again serving as secretary.

Since its organization several years ago the committee has made progress in simplification of FCC questionnaire and reports. It submits recommendations to Budget Bureau. Among current committee pro-

GA. RADIO INSTITUTE

Mullinax Named GAB Head

EDWIN MULLINAX, general manager of WLAG La Grange and WSAC Columbus, Ga., was elected president of the Georgia Assn. of Broadcasters at the closing session of the fourth annual Radio Institute held at the U. of Georgia in Athens May 12-14 [Broadcasting, May 16]. The institute is co-sponsored by the GAB and the university.

Other officers elected during the GAB business session were Tom Carr, WGUS Decatur, vice president; Ben Williams, WTOC Savannah, secretary-treasurer; Wilton Cobb, WMAZ Macon, and Fred Scott Jr., WKG Thomasville, directors.

Television dominated most of the discussions during sessions of the institute. George Moscovich of CBS, New York, told telecasters that television is not so much another advertising medium as it is a new and uniquely efficient medium of selling.

ABC Commentator Elmer Davis pointed out that television may kill radio news as it is today, but he emphasized that TV has a long way to go yet. "Television news is not at present satisfying," he said.

Prediction that video will raise the status of women broadcasters was made by Enid Day, Davison-Paxon Co., Atlanta. Speaking on "How a Department Store Uses Radio," Miss Day said that women’s voices and their lack of stage presence and experience have been big basters in radio for retail stores. "But," she concluded, "women by their very feminine appeal on a television screen are going to find that they’re one up on the men in TV."

Sam Slate, program director for the New York office of BBC, outlined the work of BBC, with emphasis on its cooperation with the Voice of America and its efforts to increase understanding between the U. S. and Great Britain.

Speaking at the opening dinner meeting of the three-day session, U. S. increase Voice the men peal stores. Men’s voices Radio," to radio news as method is a institutes. discussions Columbus, AT ABC Other the closing session of the University. AT of women broadcasters were made by BBC, again ranking with its fairness and religious groups, and factors to be considered include "the extent of the interest of the people in [the station's] subject area in a particular subject to be discussed, as well as the qualifications of the person selected to discuss it."

The decision continued:

"In the field of broadcasting clearly precludes a policy of making radio uniquely suitable for the purpose of the expression of any view which might be condemned by the constitutional guarantee of freedom of speech."

The Termieli case split the Supreme Court 5 to 4. Justice Frances H. Jackson issued an angry dissent. He charged that the majority, if it does not "temper its doctrinaire logic with a little practical wisdom," may "convert the constitutional Bill of Rights into a suicide pact."

The majority opinion, by Justice William O. Douglas, held that the FCC decision under our system of government is to invite dispute, continuing:

"It may indeed best serve its high purpose to condition on the use of untruth, creates dissatisfaction with conditions as they are, or even stirs people to anger. Speech is often provocative and challenging. It may strike the listener as false, and have profound unsettling effects as it presses for acceptance of an idea."

"That is why we must keep free of untruth, even though not absolute . . . is nevertheless protected against ownership, and the FCC cannot require broadcasters to be required to give him that time. That was perhaps the uppermost question.

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BROADCASTING • Telecasting

May 23, 1949 • Page 81
At Deadline...

REGIONAL POWER GRANTED TO KONO SAN ANTONIO

IMPROVED facilities of 5 kw day, 1 kw night directional on 860 kc fulltime were awarded to KONO San Antonio Friday in final decision by FCC which denied competitive bid of Roy Maddox and W. N. Hock, owners of Texas Star Broadcasting Co. for new station there. An early "Blue Book" station, KONO won boost from present 250 w fulltime assignment on 1400 kw before competing during past two years and Eugene J. Roth, owner, pioneered in San Antonio radio [BROADCASTING, Sept. 9, 1948].

Comrs. Paul A. Walker and Frieda B. Henderson both dissatisfied from majority opinion, in which Comrs. E. M. Webster and George E. Sterling did not participate, and voted for grant of Texas Star. Both believed Texas Star would give better programs. Comr. H. J. deNormand cited recent decision of U. S. Court of Appeals in WJLD Bessemer, Ala., case which said FCC must consider programming as vital element of public service in comparative proceedings [BROADCASTING, May 9]. Texas Star was involved in other FCC hearing cases last week (see stories pages 56 and 60).

PARAMOUNT PRODUCTIONS, KTLA WAIT SUIT NOTICE

ACTION awaited on $200,000 libel suit against KTLA (TV) Hollywood and Paramount Television Productions filed in Los Angeles Superior Court. Filed in name of Di Gorgio Fruit Corp. Wayne Bakersfield, suit asks $100,000 actual and $100,000 exemplary damages. Action contends that film, allegedly prepared and telecast by KTLA May 27, 1948, held famed group of stockholders in "ridicule by misrepresenting life among laborers.

Klaus Landberg, Paramount Productions West Coast director, disclaimed any knowledge of suit. Time for film, titled "Poverty in the Valley of Plenty," was paid for jointly and presented by AFL Film Council and Los Angeles Central Labor Council, not station, according to Mr. Landberg. John Morrow, Di Gorgio attorney, said suit was "in reply to query why suit had been delayed for year."

LAWYERS SCORE ABA'S RULE ON TV APPEARANCES

CHARGES of "ridiculous" and "sensitive" were hurled at American Bar Assn. Friday after KTSU Hollywood was compelled to drop lawyer participation TV show, "Television Examiner." Weekly program, which featured group of attorneys discussing various topics, went off air because of hit by interpretation of ABA's Canon 18, which bars appearances "as advertising and therefore unethical."

One attorney told BROADCASTING: "It is as ridiculous to contend that an appearance on television is advertising as to argue that publicity which surrounds a criminal lawyer is advertising." Another cited illogic of TV policy while permitting lawyers to take part in political campaigns, civic drives and committee activities despite publicity that accrues.

WGL BIDDER DROPS OUT

COMPETITIVE bid of Anthony Wayne Radio Inc. for permit in front of "an 18-miler" was disdained by FCC Friday upon request of applicant. Firm had matched $150,000 offer of Fort Wayne News-Sentinel for Farnsworth Radio & Television Corp. outlet [BROADCASTING, Feb. 7]. Anthony Wayne, which includes ex-FCC Chairman James Lawrence Fly, told Commission it had been put in poor competitive position by FCC denial of request to amend its application to allow more local people to subscribe for stock. Firm was reimbursed for expenses, $9,632.50, by paper.

WOR-FM MOVES TO N. J.

WOR-FM New York discontinuing broadcasts for two weeks to move transmitter from 444 Madison Avenue to WOR 702 kw, site of WOR-TV new video antenna tower. Old location being taken over by WFDR (FM) New York, new station.

SERVICING BILL REFERRED

ILLINOIS House Bill 702 limiting TV servicing, repair and installation to graduates of recognized TV schools, referred to committee after vigorous opposition from electronic parts and equipment manufacturers and Radio Mfrs. Assn. Assn. calls for elimination and license by Dept. of Registration & Education.

TV COVERS FLOOD

POWER of TV was graphically illustrated during flood last week in Fort Worth, Tex., area, according to Harold Hough, general manager, WBAP-WBAB-TV. Station recorded film shots of disaster which washed out 1,600 homes and caused $15 million property damage. WABAP-TV, which started week (May 16) with baseball telecast in front of "smoldering" stands, telecast 17 minutes of flood newsreel, using mobile unit to catch family rescues, horses stalled on rooftops, etc. In all, televiewers received 60 minutes of filmed shots taken in Fort Worth and Dallas during period.

DAYTIME STUDY SHOWS AUDIENCE UNDER-RATED

RADIO advertisers who pitch messages to housewives during mornings and afternoons were found by a special WOR New York study to pay 25 per cent more for reach than ordinary day parts. Hyper, Pulse and Nielsen ratings would indicate.

WOR housewife study, conducted among telephone non-telephone homes last fall by Pulse, revealed that:

1. Twenty-six percent of all metropolitan New York housewives are listening to radio during average daytime half-hour as compared with 16 per cent for all other homes in phone houses.

2. Among housewives at home, 35 per cent were listening to radio, as compared to daytime level of 26 per cent in Pulse test.

Also significant is finding that those in middle and lower income brackets listen to radio more "well-to-do," as do housewives in homes without phones, who average 20 per cent more listening than those with phones. More sets-in-use were found amongst younger women, and those with children under 16, than amongst other women, women with older children or no children at all.

Robert Hoffman, WOR research director, says survey shows "daytime radio is doing a far more effective job for advertisers than is reflected by audience-measurements methods which currently cover all daytime listeners." Difference in listening levels for housewives alone, and for all daytime listeners, Mr. Hoffman says, is understandable because most daytime programs are directed to women.

Survey was conducted in 10 metropolitan New York counties, on average listening habits from 8 a.m. to 6 p.m., Mon.-Fri., on non-rainy days to eliminate effect of weather.

Closed Circuit

(Continued from page 4)

FMA petition for hearing on question of duplicating AM programs on FM [BROADCASTING, Nov. 3, 1947]. Probable action: Hearing. FCC Chairman Coy is on record for requiring duplication by AM-FM broadcasters.

FCC DUE to come to grips soon with difficult and as yet unsettled question of whether its rules prohibit duplication of TV sound track (either independent programming or by duplication of AM-FM programs) during test pattern transmissions. Though there have been occasional horseback opinions against such program, but no final rule is in clear. At least two stations which are duplicating AM and FM on TV aural transmitter have been asked what they think.

INTELLIGENCE from abroad: FCC Chairman Wayne Coy and CBS President Frank Stanton are lunching in Paris June 6. (Mr. Coy is heading U. S. delegation to telephone and telegraph conference; Mr. Stanton is vacationing in Europe.)

WBKB (TV) Chicago rehearsing puppet show similar to Kukla, Fran & Ollie as replacement for NBC-TV feature which moves to WNBA (TV) Chicago June 13. Format—girl talking with puppets at regular activities at Hollywood studio. Show, tentatively called "Larry on Location," being groomed for CBS-TV.

COMMUNICATION at deadline: "Please be so good as to publish correction of erroneous statement made in CLOSED CIRCUIT May 16 issue. Mr. Wilmotte's first application directive antenna principles to broadcasting came much later than that of William at WBAB Buffalo made during summer of 1930. Regards. (s) Paul F. Godley [Consulting Engineer]."

BROADCASTING • Telecasting
"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type. Final report of the Conlan Study was issued in April, 1945. The survey was made at the Kansas State Fair and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions:

First: "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 80 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second-ranked station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second-place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states—3,970,100 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man.

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news-by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered newscasting.

The KMBC-KFRM Team's News staff, greatest among Kansas City broadcasters, has a combined total of 76 years news experience. The six full-time veteran journalists are experts in compiling, editing and writing newscasts that are tailored to Heart of America listeners.

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of teletypes, members of the staff cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City Trade area provide local coverage for "hometown headlines."

In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the Kansas City Trade area.

Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Other nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.

The Team provides the Kansas City Trade Paper Edition.
"...that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion."

—ABRAHAM LINCOLN

WGAR ★ WJR ★ KMPC
THE GOODWILL STATIONS

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the President