Few radio markets in America offer you the summer-plus coverage of KLZ. 16,000 new customers a day—count 'em—with an additional $125,000,000 pocketbook! Customers buying soup and soap, drinks and delicacies, food, clothing and equipment they're hearing about on car radios, portables, and radios in hotels, cabins and mountain resorts. Year-round advertisers know the value of this rich Colorado market. New advertisers are buying choice program and spot schedules on KLZ. See your Katz man today.

Be sure your advertising dollars spend their summer in Colorado — where your customers are!
You can't cover California's Bonanza Beeline without on-the-spot radio

Skating on water is a cinch compared to trying to cover this market with outside radio. Because the Bonanza Beeline—California's rich central valleys plus western Nevada—is an independent market—well inland and remote from coastal influence. And Beeliners just hate listening to their own local stations.

So in radio-sell this $1 Billion Dollar market—where annual retail sales exceed those of Indiana—you need on-the-spot radio. You need the five BEELINE stations.

Each of these stations is located right in a major Beeline city. And each is a strong local favorite. For example, a recent Hooper showed KFBK Sacramento leading all competition, with an audience share of 28.7 for total rated time periods. And now that it's 50,000 watts, KFBK delivers solid coverage of the whole 21-county Sacramento Trading Area!
SPEAKING OF SUPER HOOPERS:

**WGBI (Scranton) SCORES**

- **56.6** MORNINGS
- **59.0** AFTERNOONS
- **72.0** EVENINGS

... WGBI sets a record for all CBS stations studied!

WGBI, Scranton, Pa., leads all CBS stations in Mr. Hooper's record book with a phenomenal 72.0 in the heavy-listening evenings! WGBI's whopping morning rating (56.6) and even better afternoon score (59.0) are impressive returns, too... made even more impressive by the high sets-in-use figures!

674,000 prosperous people make up the rich Scranton—Wilkes-Barre market. You can reach and sell this big market *any time*, from early morn to late at night, on WGBI. You can do it economically and *profitably*, too. Ask your John Blair man about Scranton—Wilkes-Barre, WGBI and today's availabilities, *today*!
BUSINESS BRIEFLY

NAMES AGENCY • Coro Inc., New York, named Hirschman-Gerfield, New York, as agency. Television will be used. Spot announcements and fashion shows are on schedule.

WESTERN SERIES • Dr. Ross Dog Food, Los Angeles, June 21 starts transcribed Hopalong Cassidy on full Don Lee network plus KOOL Phoenix—Thurs., 8-8:30 p.m. (PST), 52 weeks. Produced by Commodore Productions, Los Angeles. Agency, Roccet-Lauritsen, Los Angeles.

LIPTON REPLACES • It Pays to Be Ignorant replacing Arthur Godfrey's Talent Scouts on CBS (television only) Mon., 8:30-9 p.m., starting June 6 when Lipton-sponsored program goes off for summer.

CENSUS BUREAU FINDS RADIO MANUFACTURERS UP

Radio production's contribution to growth of American economy highlighted in latest report of Census of Manufacturers, showing employment increase of 213% from 1939 to 1947; payroll increase of 695%. "Value added by manufacturers" (value of product less cost of materials, fuel, etc.) increased 97% to total $773.2 million in 1947.

Total production workers in radio manufacture in 1947 was 142,478; 45,484 in 1939. Total payroll $47.8 million in 1939; in 1947 reached $324.3 million. Number of businesses in field increased from 305 to 857 in same period. Leading states are Illinois which accounts for $180.5 million of value added; New York, $158.6 million. Census taken before big push on television, and does not reflect impact of TV.

TRANSIT SALES SESSION

Sales managers of 15 transit radio stations met in Chicago Thursday and Friday for clinic conducted by Frank E. Pellegrin, vice president in charge of sales. Jack Holmes and Kay Kennelly, media directors for McCann-Erickson and Olian, respectively, discussed their angles on TV at lunch sessions. Loretta Kealy, national sales office manager, outlined station data requirements of time-buyers.
This Is Why

KRLD

Is Your Best Buy

1st. Again

50,000 Watts
DAY and NIGHT
Studios:
DALLAS
FORT WORTH

HOOPER RATINGS
FOR DECEMBER, 1948
THROUGH APRIL, 1949

Show --

KRLD

has MORE listeners in
DALLAS than any other
station between:

6:00 P.M. to 10:30 P.M.
8:00 A.M. to 12:00 NOON
SATURDAY (ALL DAY)
8:00 A.M. to 6:00 P.M.

TOTAL BMB DAY
692,670 Radio Families
THE BRAHAM COMPANY, Exclusive Representatives

* CBS *

TOTAL BMB NIGHT
842,560 Radio Families
For more than 27 years Gimbel Brothers, Philadelphia has sponsored the "Uncle Wip" program. For the past three years "Uncle Wip" commercials have been devoted exclusively to Buster Brown shoes... and Gimbel Brothers, Philadelphia, has become America's Number One outlet for Buster Brown shoes!
WNJR delivers the Mother Lode in the Amazing NEWARK-NORTH JERSEY Gold Belt!

Here is half the story:

If you draw a 20-mile circle, using Broad and Market Streets, Newark as your hub, you’ll find yourself smack in the middle of the 5th largest market in North America. Greater than Detroit, Boston, Mexico City or Montreal.

In this small area, exclusive of New York’s millions, live 3,500,000 souls. Outmoded city lines—even county lines which divide apartment houses, business offices and factories—mean nothing in the fabulous Newark-Northeast New Jersey sector. In the space of 20 minutes you can drive through 4 towns in any direction.

Remember: When you buy Newark, you are buying nearly a million prosperous families with $4,733,846,955 net effective buying income—more than 2-2/3% of the entire nation’s total. Focal point: Essex County boasts an average family income of $6,761 per annum, one of the country’s highest.

Why wait? Pick up the phone now. Call any Avery Knodel office.

Here is the other half:

You can’t sell this tremendous market with New York media alone. Metropolitan Newarkers spend upwards of $3,000,000,000 yearly in Northeast New Jersey retail stores.

WNJR strikes a rich vein for advertising prospectors in this gold belt. High gear program showmanship with a local slant makes people hear and act upon your sales message.

And here is a plus value:

WNJR listenership extends well beyond the Newark Metropolitan area. Gives you sizeable bonus audiences in New York’s 5 boroughs, in Westchester, part of Connecticut, and additional sections of New Jersey.

Ask us about other plus values—which no other radio station can match.
**The Patroon of the week**

**NORMAN CHESTER**
Time Buyer, BBD&O

Norm handles the spot radio buying for UNITED FRUIT, F & M SCHAEFER BREWING, BON AMI, CLARK CANDY, AMERICAN HOME MAGAZINE and GENERAL TIME INSTRUMENTS. Welcome to the Patroons, Norm. The William G. Rambeau rep today presented Norm with a membership scroll and the deed to a tract of land in the heart of the Patroon country.

**The Fact of the week**

Sales success stories mean profit to the advertiser—promises mean nothing. WPTR’s outstanding record of sales success for a number of advertisers proves this station’s tremendous selling power. The Rambeau rep will show you the facts.

**SOON**

50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

**WPTR BROADCASTING CO., ALBANY, N. Y.**

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**Agencies**

**JOHN H. PORTER**, formerly president of his own independent advertising copy service and before that account executive with Abbott Kimball Co., joins Buchanan & Co., New York, as account executive.

**L. E. AHLSWDE** joins Fuller & Smith & Ross, Chicago, as account executive after working in same capacity at Reincke, Meyer & Finn, same city, for past five years.

**CHESTER W. DUDLEY JR.**, formerly vice president of Benson & Benson Inc., joins Compton Adv., New York, as account executive. He previously was with Benton & Bowles and later director and treasurer of Capital Theatre Corp., post which he maintains.

**H. LANE LOWEY**, formerly with BBDO and Cities Service Co., advertising department, both New York, joins Courtland D. Ferguson Inc., Washington, as copy director.

**DONALD B. HAMILTON**, formerly with McCann-Erickson, joins BBDO as head of agency’s Detroit office. He replaces **GEORGE VONDERLIN**, who moved to Chicago as account executive.

**NORMAN BRADFORD**, formerly with Paris & Pearl and J. Walter Thompson Co., both New York, joins copy staff of Kuder Agency, also New York.

**JACK SCHAEFER** joins Lindsay Adv., New York and New Haven, as director of publicity and promotion.


**DAVID C. STEWART** secretary of Kenyon & Eckhardt, New York, elected to board of directors to fill vacancy left by recent death of **OTIS ALLEN KENYON**.

**ALFRED A. COUGHLIN** and **FRANK BURNS** join radio-television department of Kuder Agency, New York, as producer-directors.

**ROBERT V. WALSH**, formerly with WJIM Lansing, WFFG Kalamazoo, and WFDX Clarksburg, W. Va., joins radio staff of VanSant, Dugdale & Co., Baltimore.

**COOPER & CROWE** Inc., Salt Lake City, beginning expansion program, **GORDON CROWE**, president, announced. Firm opened branch office in Ogden with **DON L. WATKINS** as manager. Ogden office is in Kiesel Bldg. **GAIL MARTIN** joins firm as associate in charge of public relations.

**VINCENT TUTCHING**, former Brazilian sales and advertising manager for E. R. Squibb & Sons who joined Foote, Cone & Belding International, New York, early this year, appointed Canadian manager of firm. He will shortly establish agency’s Canadian headquarters in Montreal.

**WATTS, PAYNES Adv.,** Tulsa and Dallas, elected to membership in American Assn. of Advertising Agencies.

**JULIAN STEYSKAL**, formerly copy writer with Perrett Co., Los Angeles, joins Elwood J. Robinson Adv., that city, in similar capacity.


**SYKES ADV.**, Pittsburgh, held open house May 20 to celebrate agency’s occupation of new quarters at 1101 Fifth Ave., Pittsburgh.

**MacMANUS, JOHN & ADAMS** Inc., Detroit, celebrates its 15th anniversary this month. President **JAMES R. ADAMS** and **W. A. P. JOHN**, co-founders, were hosts to entire agency staff at buffet supper May 11.

On his broadcast May 10 Fulton Lewis, Jr. first broke the story of Hans Friestadt, the Communist at the University of North Carolina working toward a Ph.D. in Physics with the help of a $1,600 scholarship from the Atomic Energy Commission.

The Congressional stir created by the revelations resulted in an AEC ruling May 21 requiring non-Communist oaths for all persons certified for AEC fellowships.

This is one more example of the Lewis zeal for uncovering unhealthy situations—and his capacity for getting them corrected. Other reporting jobs of outstanding value to the nation have been his fact-crammed criticism of the Canol project, his series about the Latin American Highway, and his part in speeding up the synthetic rubber program during the war, to name just a few.

The Lewis capacity to influence listeners has been demonstrated time and time again. His OPA “mail-call” swamped Congress with thousands of letters; his more recent listener-vote on various phases of the Taft-Hartley bill resulted in an estimated 124,000 pieces of correspondence for Congressmen.

If you want a ready-made audience and a program with network prestige at local time cost with pro-rated talent cost, investigate now. Though currently sponsored on more than 300 stations, there may be an opening in your city for the Fulton Lewis, Jr. program. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
RECORDINGS ARE A RECOGNITION OF QUALITY IN BOTH MUSIC AND ARTIST
Studies 'Broadcasting'
EDITOR, BROADCASTING:
We have a new course entitled, "Station Sales Promotion, Merchandising and Publicity." Currently, the class, all potential station publicists, is studying the style of writing which is used by BROADCASTING.

All departments and technical developments are closely read since as future employees we want to know what the "score" is. Our students hope to be writing full length news and features for the magazine upon completion of the course.

Bert Halting, Instructor Sales Promotion Inst. of Radio Bxty. Dallas, Tex.

'Much Impressed'
EDITOR, BROADCASTING:
I was very much impressed, as other members of the radio industry undoubtedly were, by... your series of articles entitled "Business of Broadcasting"

Bill Simpson Commercial Manager KTMS Santa Barbara, Calif.

Urges More Co-op
EDITOR, BROADCASTING:
Richfield co-op item, Page 24 of May 9 issue, seems to be indicative of trend of many national advertisers, who find small-market national rates un-economical. Perhaps concentration of promotion by ALL small-market stations on obtaining more co-op would prove the "great White Hope" for greater future potential. Comment from other small-market managers should provide additional aspects, and even instigate coordinated ACTION. Incidentally, 15 of KWRO's 80 retail accounts are already enjoying the benefits of co-op reimbursement, and 30 more could profit if their suppliers employed a co-op program.

Your radio coverage continues excellent. Keep up the good work.
Robert W. Harris Manager KWRO Coquille, Ore.

Disagrees With Quaal
EDITOR, BROADCASTING:
I wish to emphatically disagree with a statement made in the May 2 issue of BROADCASTING on page 76 by Ward Quaal who says, among other things, that "Anti-Clear Bill would threaten rural service" and that "small towns face a loss or impairment of their radio service."

If Mr. Quaal would devote half his time and energies to getting FM stations in those small towns and in rural communities where coverage really would be consistent and dependable, the question of clear channel and high power broadcasting would be almost solved.

The possible increase in power of Mexican stations above 50 kw, and in the region of 100 kw, fore-shadows the impending doom of so-called clear channels. Broadcasting stations may as well admit such a possibility and act accordingly by building super-power stations in the 500 kw to one million kw brackets, which would certainly give them day and night dominance over the territory they now serve regardless of what any other country does or will attempt to do.

Charles N. Cutter Engineer WSRK (FM) Shelbyville, Ind.

Selling for Us
EDITOR, BROADCASTING:
Here is a fifteen-second commercial for BROADCASTING:

"Radio Stations, BROADCASTING now makes available at cost, reprints of their series of articles, 'Business of Broadcasting.' Mail to your customers each month reprints of such articles as Schuster's Eighteen Radio Years, and you will get new business. This is just one of many services that BROADCASTING offers."

Seriously, why don't you make reprints of these articles available to us? They should do a lot of good.

Joseph K. Close President WKNE Keene, N. H.
[Editor's Note: BROADCASTING can supply reprints in limited numbers on special articles, or will reprint any article on request for the actual cost of printing.]

Giveaway Solution
EDITOR, BROADCASTING:
This week's editorial (May 9) "Ploughed Under Down Under" is such a sensible, easy solution to the give-away problem that I wish you could make it a permanent part of BROADCASTING until everyone in our industry has digested (Continued on page 10)
A SALESMAN WHO KNOWS ALL THE ANGLES

YES SIR, that's the kind of a salesman you get when you put WJW on your payroll... a salesman who knows all the angles when it comes to backing your radio program with promotion, publicity and merchandising! For further details of this salesman's capabilities phone or write WJW or get in touch with Headley-Reed.

BILL O'NEIL, President

WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
Money's Our Favorite Hobby . . .

Nothing gives us more pleasure than collecting a nice fat bank account—except maybe spending it.

Nature was generous to us with her gift of natural resources. But we keep working at them. Farmers are mighty proud of their $226,000,000 yearly income. Cotton manufacturers spin out some $132,294,265 worth of cloth a year. Lumber mills and wood processing flourish. Rural and urban enterprise combine diligently to balance our billion dollar economy.

When Piedmont people go to market, they're drawing on a $1,054,811,000 stockpile. And for the past nineteen years, they've gone to market over WSPA, South Carolina's oldest station, dominant in 17 counties of the Carolina Piedmont.

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

Network Accounts . . .

GRUEN WATCH Co., Cincinnati, to sponsor second half hour of NBC giveaway show, tentatively titled Hollywood Calling, scheduled to begin this summer in 6:30-7:30 p.m. Sunday time slot. Exact starting date has not been announced. Agency: Grey Adv., New York.

(Continued on page 53)
Whether you sell...

Fashion frocks and felt fedoras for fading flirtatious females... flour for fixing fluffy frosted fig bars... fudge, filberts, fragrant flowers for fidgety forgetful fugitives from fickle fretful fiancées... flexible faucets for fissing frappes or foaming fluid... feed for fine feathered friends...

ox furs for frivolous flappers... faith n' fellowship for fallen foremen... foundations for fat, flabby forms... forced seed fired furnaces or filter fans for forge flues... fresh fish for frying... fowl, filets or french fries for family fare... funny follies for fatigued flat-fyots...

ages for fretful future fathers... flying freight from Frisco to France... frozen food for freezers... fences for fending fox-terriers from firs and foliage... funds for finagling... firm fasteners for filmy formals... finery for finicky femmes... festive fairs for farm folks... first-aid for faulty fountain pens... better buy radio... better buy WGN!

Yes. Radio Sells... that's been proven again and again. Likewise, WGN has proven a result getter for its advertisers. Many of WGN's local advertisers have built their businesses on radio... Radio is their basic buy. Four of our advertisers have been with WGN for a total of 60 years... 6 others have been on WGN for a total of 62 years... definite evidence that WGN is doing a selling job!

Let us help you with your advertising problems... let radio give you the most for your advertising dollar.

REMEMBER... for Your Best Buy... Better Buy WGN!

WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

A Clear Channel Station... Serving the Middle West

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Broadcasting * Telecasting

May 30, 1949 * Page 15
Open Mike
(Continued from page 12)
it thoroughly—and I hope taken
it to heart.
Thanks for keeping us abreast
always of the best in radio and
for leading your almost one-man
fight to better our service and
thus our pocketbooks... Wilton E. Cobb
General Mgr.
WMAZ Macon, Ga.

An Engineer's Book
EDITOR, Broadcasting:
I have been wishing there was
available a book written expressly
for the chief engineer of the broad-
cast radio station. Good books
have been published to assist the
manager, the program director,
the announcer and others... but
not for the chief engineer.
I do not overlook the many
good technical books covering most
phases of theory and operation...
Subjects to be covered might
include the following: Outline for
getting a station on the air, sugges-
tions and outlines for preventative
maintenance plans, notes on the
specialized test and measuring
equipment used at stations, gen-
eralized discussion of the FCC as
related to the broadcast station,
aids on improving the operating
economy in the engineering depart-
ment, help with the paper work
and the business contacts essential
to the engineering department,
policies for dealing with both em-
ployer and employee, and list of
selected technical reference books
and helpful magazines...
I wonder if there are others who
would also like to see such a book?
Robert M. Harvey
Chief Engineer
WKBC North Wilkesboro,
N. C.

Down Under DXer
EDITOR, Broadcasting:
... I appreciate your publi-
cation, for a DXer the informa-
tion is very fine and helps very much
in the knowledge of new station
changes.

Reception here from North
America is very good, some of our
members have up to 1,000 verifica-
tions, as many as 600-800 from
stations in North America, so this
will give you some idea of reception.
Any night we can listen to WCKY
KMOX KSTP KGA KPVB etc. at
strength as good as many New
Zealand stations and many at times
at just on local strength. Many of
the frequency and equipment tests
are also heard, and it is in this mat-
ter I wondered if you could help.
For many months, with the many
new stations testing, we have
heard some very fine tone signals
and equipment tests, but very
seldom any station break or an-
nouncement. I know there is no
FCC control on this matter, but
it makes us a little mad "sitting" on
a 250 watter on test for an hour
without any break in the tone or
announcement. It would be a
"feather in the cap" of the station
to get a report from here, at least
8,000 miles distant, on a new 250 w
test, so we not only don't get the
chance of sending a report, but
some station may never again get
the chance of receiving a report
from such a distant point. So
engineers, when you test, please
make a few station breaks and
announcements, and we will send
you a report if you are getting out
here...

thur T. Cushen
New Zealand Radio DX
League
212 Barm Street
Invercargill, New Zealand

Milestones

Charley Stookey, farm editor
for KXOK St. Louis, celebrated 20
years in farm radio May 20. He
has been with KXOK since August
1944. He conducted his first farm
program on WLS Chicago in 1929.
Mary Margaret McBride, wo-
men's commentator on NBC, will
celebrate her 15th anniversary in
radio tomorrow (May 31) with gala
broadcast from New York's Yankee
Stadium. Prominent personalities
of political, military, and entertain-
ment world will be featured guests.
WCAU-TV Philadelphia marked
its first anniversary May 23. Sta-
tion has graduated from 28 hours
of programming weekly its first
week of operation to its present 90
hours. WCAU-TV was first affiliate
of CBS-TV network.

CELEBRATING fourth anniversary
of its Last Word program is KDAL Du-
luth's Liz Daniels (l), who conducts
program, and Hunter Como. They
are shown with gifts from faithful
listeners.

"United America" Aid
RADIO support of the Advertising
Council's United America cam-
paign increased 100 million listener
impressions over 1947, reaching
a total of 942,650,000 listener
impressions for the year. Allocations
are currently being received every
month through the Council's radio
allocation plan, and this year's
coverage is expected to maintain
the high level of previous years, the
Council announced.
Great Day
in the Yawning!

You might think we're kidding when we say that lots of Baltimore folks go to bed early so they can get up early to hear Ray Moffett's "MUSICAL CLOCK" from 6 in the yarning 'til 9 in the morning. Well, we are. But we're not kidding when we say that Ray has a terrific following hereabouts—and a yard-long list of "success stories" for every imaginable product. How about yours?

Baltimore
likes
these local
shows, too!

Great Day
in the Yawning!

You might think we're kidding when we say that lots of Baltimore folks go to bed early so they can get up early to hear Ray Moffett's "MUSICAL CLOCK" from 6 in the yarning 'til 9 in the morning. Well, we are. But we're not kidding when we say that Ray has a terrific following hereabouts—and a yard-long list of "success stories" for every imaginable product. How about yours?

Baltimore
likes
these local
shows, too!

BETTIE McCALL
"Your Friendly Neighbor"
9:45—10:00 A.M.

HAL VICTOR SHOW
Baltimore's Favorite Wagster
5:30—5:45 P.M.

and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!
TOP MEN in their profession are Eddie Melley (upper figure) and Buddy Speir as they tighten bolts at 450-ft. level of WOR-TV New York's tower under construction at North Bergen, N.J. When completed, tower will be 760 ft. high.

PLANS for the next season of the Radio Executives Club of New York are discussed by the club's newly elected officers [Broadcasting, May 9]. L to r: Claude Barrere, talent representative, secretary; John J. Karol, CBS sales manager and new REC president; Gordon Mills, business manager, radio department of Kudner Agency, REC vice president, and Lewis Avery of Avery-Knodel Inc., treasurer of the club. Installation of the new panel of officers was held May 19.

INVENTORS of coaxial cable, Lloyd Espenschied (l) and Herman Affel, Bell Telephone Lab engineers, compare early model with newest type (held by Mr. Affel). Twentieth anniversary of cable invention was observed May 23.

INDUSTRY support for Greater New York Fund's 12th annual drive is pledged to John D. Rockefeller 3d (center), city-wide chairman, by this radio group. L to r: Ivor Kenway, ABC v.p.; Devereux Josephs, Fund's Manhattan chairman; Thomas Stix, radio producer; Mr. Rockefeller; Mortimer Loewi, DuMont TV Network; Mark Woods, ABC pres.; Gai Haverlin, BMI pres.

VISITING Standard Oil Co. (Ind.) officials are greeted at WCCO Minneapolis by George Grim (2d from r), newscaster. L to r: Johnny Weber, Wesley I. Nunn and H. H. Miller of Standard Oil; Mr. Grim, and Bill Schoening, Standard Minneapolis Div.

PREPARING for 20th anniversary of Horn & Hardart's Children's Hour June 5, C. V. Farley (seated), H&H vice president in charge of advertising, contracts with WNBC and WNBT (TV) New York for show's 21st year. Standing (l to r): James V. McConnell, NBC Spot Sales head; Alice Clements, show's writer-producer; Thomas B. McFadden, WHBC-WNBT general manager; J. W. Clements, Clements Co. president, H&H agency; Frank Bowes, NBC account executive.

GREETING Murray B. Grabhorn (seated), ABC v.p. and WJZ-TV New York mgr., when he visited rehearsal of Market Melodies, are Anne Russell and Walter Herlihy who conduct the new daily WJZ-TV telecast.

GETTING together during Georgia Radio Institute at U. of Georgia are (l to r) W. R. Ringley, WRDW Augusta; Richard Shafter, WIS Columbia, S. C.; A. D. Willard Jr., NAB exec. v.p.; Allen Woodall, WDAK Columbus, Institute chairman.
WHHM

is happy to announce

the appointment of

INDEPENDENT METROPOLITAN SALES*

as national sales representatives

★ INDIE SALES

- JACK KOSTE, President
  55 West 42nd Street
  New York 18, N.Y.
  LONGacre 3-6741

- JACK MULHOLLAND, Manager
  75 East Wacker Drive
  Chicago, Illinois
  ANDover 3-7169

WHHM

INDEPENDENT - - BUT NOT ALOOF

Memphis, Tennessee

- Member AIMS

Patt McDonald, Manager
RADIO has gone fishing, at least in the High Rocks Resort area at Lake Winnebigoshish in Minnesota, Minn., where fishermen may now broadcast their luck from boat to boat.

The new approach is the brain child of Jim Beloungy, sports-minded chief engineer at WCCO, CBS outlet for the Twin Cities. Mr. Beloungy introduced the innovation on the opening of Minnesota's fishing season when he equipped each of four boats with a "handie-talkie" shortwave Motorola set for communication among members of the expedition.

When one group was more successful in landing a large catch, its members immediately radioed other groups on type of bait used, depth of lure and the extent of activity of fish in any one area. Thereupon, all would converge where fishing proved best. In addition, another handle-talkie was set up back at camp headquarters to spread the good word about "chow" and refreshments.

Members of Mr. Beloungy's party included Russ Person, another WCCO engineer, and Bob Davis, in charge of sale and distribution of Motorola shortwave equipment in Minnesota. To carry the idea through, Messrs. Beloungy and Davis had to obtain permits for the (Continued on page 61)

Mr. Beloungy (on shore) shortwaves to Mr. Davis in canoe.

On All Accounts

OUR geography books tell us that Hibbing, Minn., is famous for having the largest open-pit iron mine in the world. What they neglect to tell us, however, is that Hibbing, Minn., also is the birthplace of Frank Ryhill, radio and television director of Ross Gardner & White Advt., Los Angeles. Frank, being a modest fellow though, doesn't mind the oversight.

For he's making a pretty good name for himself in the television annals of Los Angeles. In his present position since 1947, Frank now personally handles radio and television for General Electric Supply Corp. and Hotpoint Appliance Dealers in Southern California and Arizona area, both currently running radio and television spots on Los Angeles and San Diego stations; radio for Silverwood's (department store); special television campaigns for See's Candy; television for King's Tropical Inn French Dressing, Los Angeles, currently on two local TV stations.

In addition, he supervises both models for Joceline of Calif. women's coats and suits; Gibson & DeVore Appliance Co., Los Angeles, sponsoring half-hour weekly Picture Album on KLAC-TV that city; Harbor Boat Building Co. (Special television spot campaign recently in Los Angeles, advertising their $22,500, forty-foot harbor power cruiser, resulted in eight direct sales.)

Another of his agency chores is editing their monthly Video Digest started in 1947 and distributed to 2,000 clients, prospective clients and assorted business men in the trade.

Frank first joined the agency in 1946 as account executive. His first account, Snowden Chemical Co., Modesto, Calif. (fire extinguishers), was, according to him, the first company of its kind to use television. A six-months' campaign of two minute films weekly on KTLA (TV) Hollywood demonstrating the use of a home fire extinguisher had such good results that the company went into the manufacture of one-pound consumer units for home use.

His first inoculation with the television bug came in 1941 when he looked in on and later assisted with experimental telecasts on WBKB (TV) Chicago while in the city on a news assignment. Station was adapting wartime plays (Continued on page 61)
WEAW-FM, Evanston, Illinois, has been radiating 36 kilowatts with the Collins 737A “5 kw” transmitter and the Collins 37M-8 eight-bay antenna shown on this page.

Recently the station’s management applied to FCC for permission to increase its effective radiated power from 36 to 45 kilowatts.

This increase can be made without buying a more powerful transmitter... without even using all the power of which the present transmitter is capable.

_Nominally rated in the 5 kw classification, the Collins 737A is actually a 6½ kw FM transmitter._

Operated conservatively, with a 37M-8 Collins antenna having a gain of 8.3, this transmitter presents plenty of power to the transmission line to cover line loss and furnish the 45 kw of radiated power for which WEAW-FM has applied.

The Collins 737A transmitter with a 4- to 8-bay Collins 37M antenna is your best and most economical equipment with which to radiate FM power in the range of 20 to 45 kilowatts. Write us for literature which will give you more complete information.
"Mexican Jumping Bean" Advertisers? No Sir!

"Mucho" results keep Cleveland advertisers from jumping around from station to station. They stay on WHK... where they reach the largest audience at the lowest (Network station) rates! A detailed survey for one advertiser proved that after only three months on WHK, the consumer purchases had gone up 17% and wholesale purchases had gone up 30%

... so you see there is a reason why...

They Stay On WHK

It's Mutual in Cleveland

The Paul H. Raymer Co.
National Representative

Broadcasting • Telecasting
VIDEO STANDARDS SHOWDOWN

By RUFUS CRATER

IN A forward-lookin g plan which revived and injected
the color question on a clearly
limited basis, FCC last week conso lid ated all its major tel evision
problems into one pro cessing and planned combined
VHF-UHF hearings to start in late
August.

The Commission made clear
that it would like to provide for
color television—but only on condi-
tion that it won’t discommod e
black-and-white and that present
sets would have to pay too much
for conversion.

The announcement came Thurs-
day in a public notice which also:
- Disclosed plans to use the low-
half of the 470-580 mc UHF
band for regular 6-mc television,
reserving the upper half for video
experimentation.
- Set up a time table looking to
a final decision on the combined
UHF-VHF allocation by “late fall,”
conceding that the current
VHF freeze can’t be lifted before
then but emphasizing that the de-
cision will resolve a lot of other
problems too.
- Promised within about six
weeks to release its proposed new
rules covering both “the contem-
plated use of channels in the UHF
band” and “a revised allocation
table for the present VHF band.”
These will be the subject of the
late-summer hearing.

Meanwhile, it was learned that
on the question of VHF ex-
channel separations—a fundamen-
tal problem in the current freeze—
the Commission is disposed to favor
225-mile spacings, as compared to
the 160-mile separation which has
been the goal not always achieved in
current allocations.

The Commission’s announced
plan to open up approximately half
of the 470-880 mc area gave cre-
dence to this report. Half of
the UHF area would amount to about
30 or 35 channels of 6-mc width.

With that many to complement the
present 12 VHF channels, obser-
vlers pointed out, spacings could be
substantially wider than at pres-
tent and still permit a sizable in-
crease in the number of stations
available.

FCC’s tentative time table called
for announcement of the hearing
issues in about six weeks from last
Thursday, which would be around
July 7. Some 30 days would then
be allowed for submission of com-
ments and alternative proposals,
with the bearing hearing within
10 days or two weeks. Oral argu-
ment would come two weeks after
the hearing, and the final decision
would then be given “priority
consideration.”

Although the announcement con-
templated a decision in “late fall,”
many authorities felt it would be
much later. Their estimates ranged
from “the first of next year” to
“the middle of next year,”
depending upon the as yet unpre-
dictable length of the hearing.

Many observers had felt the
“freeze” question alone could not
be settled before late fall, and that
the question of the UHF and color
questions would vastly delay the
decision.

Meanwhile a proposal to deprive
television of five 6-mc channels in
the UHF region was set for argu-
ment during the forthcoming hear-
ing. On the basis of a petition by
Bell Telephone Labs, FCC added
an issue on “whether there should
be an allocation of the band 470-
500 mc to multi-channel broad-band
common carrier mobile radio oper-
ation in lieu of television broad-
casting.

No Active Advocates

Revival of the color question came
to a time when color has no active
advocates so far as immediate
use is concerned.

CBS, which lost its fight for
commercial operation of its me-
chanical color in early 1947, and
which is known to have a 6-mc
electronic color plan now but is not
actively campaigning for it, had
no comment on the FCC announce-
ment.

Neither did RCA, which favored
its own electronic color system in
opposition to the CBS plan in
FCC’s 1946-47 hearings. Televi-
sion Broadcasters Assn. and ABC
similarly withheld their observa-
tions.

Praise for FCC’s move, however,
came from Allen B. DuMont Labs,
radio-television manufacturer and
TV network operator. Said Presi-
dent Allen B. DuMont, who urged
allocation of UHF for black-and-
white in last fall’s high-band hear-
ing [BROADCASTING, Sept. 27, 1948]:
“I am extremely gratified to see the
FCC initiate the first concrete ac-
tion of removing the inter-
scale nationwide television on a truly
competitive basis.

The Commission’s attitude with re-
gard to the only possible in-
telligent approach. This color pro-
posal eliminates the fear of obsta-
clism. The FCC undoubtedly realized
that each day’s delay in reaching a
final solution to this problem post-
notes the opportunity for employment
for hundreds of thousands of people
in this potential multi-billion-dollar
television industry.”

Sen. Ed C. Johnson (D-Col.),
(Continued on page 24)

THORNBURGH TO WCAU

Joins Aug. 1

APPOINTMENT of Donald Thorn-
burch, CBS Western Division vice
president, as president and general
manager of WCAU Philadelphia
was announced Friday by Richard
W. Slocum, general manager of
the Philadelphia Bulletin, which
owns the WCAU AM, TV and FM
properties.

Mr. Thornburgh, who assumes
his new duties August 1, succeeds
Dr. Leon Levy, president and co-
founder of WCAU, who relinqu-
ishes day-to-day operation but will
continue, with his brother Isaac D.
Levy, on the board of di-
rectors. The Levy brothers are
substantial stockholders in CBS
and also serve on its board.

Dr. Levy will remain in the
WCAU presidency until August
1 but is expected to spend consid-
erable time away from Philadelphia.
In July he probably will be on the
West Coast and will counsel with
his successor.

Appointment of Mr. Thorn-
burch’s successor in Hollywood
is expected to await the return of
Frank Stanton, CBS president, now
tentatively set for June 13. Mr. Stanton
has been vacationing in Europe.

West Coast responsibilities of
CBS were recently separated, with
the appointment of Arthur Hull
Hayes as vice president in San
Francisco and station manager of
KCBS (formerly KQW). The im-
portance of television in West
Coast operations may result in
further segregation of duties.

Mr. Thornburgh has been the
CBS Western Division vice
president for the past 13 years—the
only executive to hold that posi-
tion. He joined the network in
1930 in Chicago as a salesman.
In 1935 he became assistant to H.
Lamoree, then vice president and
Central Division manager.

Appointment of Mr. Thornburgh
ended a search of several months
by Major Robert McLean, presi-
dent and publisher of the Bulletin
and chairman of WCAU Inc. Mr.
Slocum, and Dr. Levy for the lat-
ter’s successor. A number of top-
flight broadcasting executives had
been interviewed for the position.

Mr. Thornburgh’s selection, it is
understood, stemmed from a desire
on his part to work in the East and
the desire of the Bulletin or-
ganization to obtain the services of
an outstanding broadcaster
versed both in television and in
sound broadcasting.

It is understood the WCAU presi-
dency will pay in the neighbor-
hood of $50,000 annually, under a
three-year contract. Mr. Thorn-
burch has been in the same ap-
proximate bracket.

Mr. Thornburgh was in the
East during the week of May 17 and
conferred with executives of the
(Continued on page 42)
TELEVISION is as sensitive as it is dynamic. Any mention of new allocations—let alone a suspicion that color TV might be “around the corner”—can set off a storm of controversy and bewildering figures. The result usually is confusion on the part of the public, and a consequent depressing effect upon sales of sets.

The FCC, in its infinite wisdom, last week announced a timetable on revised TV allocations, which entails opening of the UHF band, thawing of the VHF freeze, and the multidimensional related aspects which must be covered. It is not at all clear what plans it has to accommodate color TV in both the low and high bands IF this can be done on six megacycle channels and without rendering completely obsolete the black and white receivers now in use.

It was a bold move. Bold because the FCC has had its fingers burned every time it has mentioned color, or set a deadline. The timetable indicates late November before the freeze can be thawed. Chances are it will be after the New Year. The FCC felt impelled to proceed in this manner because of the insistent demand from Congress, from manufacturers and from broadcasters seeking to enter TV for an indication as to when there would be an Open Sesame.

The freeze was imposed last September because the allocations in the low bands proved an incongruous monstrosity. The new timetable and the broad outline of allocation planning certainly are intended to clear the haze.

Although we look for the worst because of the expletives that will be induced by mere mention of color, we are not unmindful of the spot on which the FCC found itself. There are charges in Congress that color has been suppressed. Most manufacturers and experimentors now contend that it’s a rainbow-hued herring. CBS has its color battle two years ago and evidently isn’t interested in spending its wherewithal again purely pro bono publico.

The FCC doesn’t say that color is here. It simply makes provision for color if it proves feasible, and if it can be introduced under black and white standards and “in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.”

Those are rigid requirements. The public’s investment in the 1,700,000 TV receivers now installed is protected. It means that all receivers now on the market are protected. The public does not have to gamble. Prospective telecasters assume a minimum risk.

Thus, it seems that everything in TV can go forward as long as it is necessary to tell that story, and overtake the innuendoes and the half-truths that will be published or whispered by those who would see TV stillborn even at this late date.

Simple, forthright statements that will allay the public fear of prompt or even foreseeable obsolescence are needed. The task at hand can be done by prudent promotion.

Video Standards
(Continued from page 28)

chairman of the Senate Interstate & Foreign Commerce Committee, who has consistently prodded FCC on the television question, also considered the move “a great step forward.”

“I’m very pleased with the Commission’s announcement,” he told Broadcasting. “It’s what we’ve been fighting for. It’s right along. I’m very anxious to get some action and for FCC to lift the freeze. I hope they lift it by early fall.”

He felt the statement with respect to color was somewhat confusing but that, as he understood it, it means “they’re clearly going ahead with black-and-white applications in both the VHF and UHF and color will come along later.”

Sen. Johnson declined to comment on reports that he had sent a letter earlier to the Bureau of Standards calling for a report on the status of color. The Bureau’s K. A. Norton suggested in testimony last fall that the 12 VHF channels be used by Stratovision and that the UHF be devoted to color. FCC’s proposal envisions Stratovision as one of the objects of upper-UHF experimentation.

Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., and a key figure in the set obsolescence controversy which started a few months ago, greeted the plan to open UHF and unfreeze VHF as “the best thing that could have happened for the television industry and the public.”

He said receivers built by Zenith for the CBS closed-circuit color television demonstration of surgical operations at the American Medical Assn. convention June 6-10 will receive color television “on the same standards that could be transmitted on present television channels or on the new UHF channels, as suggested in the Commission’s statement.”

With respect to opening of UHF, he said “every television receiver which Zenith has sold to the public has ... built-in provision against obsolescence.”

He said “converters to accommodate single-band television receivers for the ultrasights will not prove satisfactory” but that “an adapter for reception of color television on existing receivers is entirely feasible and can be provided whenever color-casting transmitters as proposed in the FCC statement are put on the air.”

Dr. I. S. Ravdin, director of the Harrison Dept. of Surgical Research of the U. of Pennsylvania Medical School, places the use of color television for surgical demonstrations among the greatest advances in the history of medical teaching. The AMA demonstrations, and a preview May 31 at U. of Pennsylvania, will use equipment designed by Dr. Peter Goldmark, CBS director of engineering research and development, with receivers designed and manufactured through cooperation of Zenith and Webster-Chicago Corp. They are sponsored by Smith, Kline & French Labs, pharmaceutical manufacturer.

Under FCC’s plan, if color is authorized then the individual broadcaster will be allowed to choose between black-and-white and color. It would be optional in VHF as well as UHF. The test will be whether color can be “operated satisfactorily within a 6-mc channel in such a way as to permit reception on the ordinary television receiver with relatively minor modifications.”

Apparently the task of convincing the Commission that this can be done will lie primarily upon industry. FCC’s announcement said only that its forthcoming proceedings “will afford an opportunity for the submission of proposals.”

How actively industry will respond to the opportunity is another question. There was relatively little-pro-color testimony during last September’s session, except as a future development.

FCC’s decision to combine its problems and approach them all at once was reached under the acting chairmanship of Comr. Rosel H. Hyde.

Chairman Wayne Coy, who has been the Commission’s most prominent on television prospects, and Vice Chairman Paul A. Walker are in Paris attending an International Telephone and Telegraph Conference and were not available for colleagues’ decision. Before he left, Chairman Coy designated Comrs. E. M. Webster and George E. Sterling, the engineering men, to direct technical work toward a solution.

Hennock Dissents

Comr. Frieda B. Hennock dissented from issuance of the announcement, feeling that it was premature.” It might cause uncertainty in the minds of the public, and should have been avoided from the standpoint of orderly procedure.

While the announcement apparently went too far for Comr. Hennock’s satisfaction, there was speculation that it did not go far enough for Comr. Robert F. Jones. He has been the Commission’s most outspoken advocate of early color television.

“I am one Commissioner who believes color television is not for the next generation or the next five years,” he said in a public address six months ago. “I think it is not necessary to wait for perfection before launching a new service.”

That speech came a few weeks after he had watched a demonstration of the CBS color system which reportedly included both electronic and sequential 6 and 12 mc methods [Broadcasting, Nov. 1, 1948].

FCC’s announcement did not indicate whether VHF and UHF assignments would be made in the same communities, but Chairman (Continued on page 44)
STATION TAX THREAT

By J. FRANK BEATTY

THREAT of a nationwide epidemic of local taxes on broadcast stations faces the industry. This prospect is a direct result of the recent Arkansas Supreme Court decision upholding Little Rock's tax on radio stations.

By some fanciful juridical dancing and evasion of the U. S. Supreme Court's recent ruling that the station of the state is the door for all-out local taxation in other areas.

The problem, concededly a serious one, was not in NAB's lap last week by the two Little Rock stations that fought the case—KGHI and KARK.

At the weekend NAB had not announced whether it would enter the case. Don Petry, general counsel, was expected to take up the matter with NAB President Justin Miller.

The Arkansas court's ruling upholds a 1957__-detour of broadcasting's accepted status as an essentially interstate business, a tax device credited to Thomas J. Gentry, city attorney of Little Rock.

Last Dec. 3 Mr. Gentry advised city authorities they could get around interstate exemption granted broadcasting by placing a privilege tax "on the business of generating electromagnetic waves for radio broadcasting." This is based on the theory that generation of electrical energy is taxable.

Mr. Gentry made the statement as a meeting of the National Institute of Municipal Law Officers, in Washington. The institute serves 500 cities.

The Gentry tax formula was adopted over a year ago by the Little Rock city council. The tax was challenged by Little Rock stations and the Pulaski Chancery Court, First Division, held the tax invalid.

The city appealed to the Supreme Court of Arkansas, which reversed the lower court and upheld the tax in an opinion delivered last Monday by Judge George Ross Smith.

Holt Dissents

Judge J. S. Holt disdained from the court's ruling, pointing out flaws in the majority opinion that legal observers believe will provide the basis for a U. S. Supreme Court appeal.

KGHI and KARK indicated last week that the problem is now in the lap of the NAB. They contend the association enter the case at this point, absorbing the cost of an appeal to the U. S. Supreme Court. Unless the case is handled, they warn that cities everywhere are likely to snap up the Arkansas decision as precedent for local radio taxes.

G. E. Zimmerman, vice president and general manager of KARK, said after conferred with counsel that the station is not going to incur additional expense in taking the case to the U. S. Supreme Court. "We feel NAB should carry the ball from here because of the

NEW state of officers for the coming year was elected by the Radio Executives Club of Boston at the final 1948-49 meeting May 20 at Boston's Copley Plaza Hotel. Named to posts are (1 to 7): Elmer Kettell, Kettell-Carter, secretary; Nona Kirby, WLAW Lawrence regional sales manager, first vice president; Craig Lawrence, general manager of WCOP Boston, president; William B. McGrath, WHDH Boston managing director, retiring president; Jan Gilbert, radio-TV director at Harold Cabot & Co., treasurer, and Edmund Shea, James Thomas, Chirbog Co. radio-TV director, second vice president.

GARDEN RADIO

Guild Rejects Rights Percentage

It was the Enrique Bolanos-Billy Graham fight scheduled for June 3 which was cancelled. When it was announced, New York Herald Tribune called the guild-Garden rift "The new television cold war."

The managers, about 80 coming together in secret meeting, voted to continue their fight—as individuals and not as a group, having heed for the anti-trust violations that would follow the oath of secrecy which they empowered Mr. Hays to represent them individually in further negotiations with the Garden, meanwhile contending that collectively they were just a social group.

The Robinson-Gavilan balking was an unexpected development because it was believed that the managers Guild had put its okay on their bout. Under that deal Robinson was to get 40% and Gavilan 17 1/2% of everything—gate, radio and television. The managers, it was believed, had put their blessing on that match because, though held under Garden auspices, it was being held at the Polo Grounds and was separate from the Garden's

(Continued on page 65)
FRANK SAMUELS
Named ABC Vice President

Mr. SAMUELS
FRANK SAMUELS, general manager of the ABC Western Division, last week was elected a vice president of the network, following a meeting of the ABC board of directors.

Mr. Samuels joined ABC in June 1943 as an account executive, becoming Hollywood sales manager in November of the same year. A year later he was named Pacific Coast sales manager.

From January to mid-March of this year, he was named general manager of the network's Western Division, Mr. Samuel acted as its head.

Before joining ABC, Mr. Samuel was successively a member of the sales staff of the former Omaha News Bee, a member of the staff of the Chicago newspaper representative firm of Arthur H. Hagg Assoc., and an account executive with Central States Broadcasting.

NAB COMMITTEES
Meet Four Times in June
FOUR meetings of NAB committees have been scheduled during June by C. E. Arney Jr., NAB secretary-treasurer (see committee membership story page 29). The meetings follow:

June 3—Asm. of Women Broadcasters Executive Committee (previously announced).
June 6—NAB board membership subcommittee headed by Gilmore N. Nunn, WLAP, Lexington, Ky.
June 7—FM Executive Committee.
June 20—Employee-Employer Relations Executive Committee.

All meetings are slated for Washington headquarters of the association.

Calling of the board membership group follows board mandate last month in Chicago that specific plans be drawn up for a nationwide drive to obtain new members.

Tentatively scheduled late in the month is a meeting of the Broadcast Advertising Bureau Policy Committee, to be followed by a two-day session of the Sales Managers Executive Committee.

FLY GIVES VIEWS ON AM-FM ‘DOOM’
Takes Exception to Aylesworth Article in ‘Look’

EXCEPTION to Merlin H. (Deac) Aylesworth’s contention that television has sounded the death knell of radio has been taken by James Lawrence Fly, former FCC chairman and now member of the law firm of Fly, Fitts and Shubruck.

Mr. Fly’s lengthy letter in the June 7 issue of Look magazine is in answer to the former NBC article in the same publication [BROADCASTING, April 18].

The New York lawyer argues that the seer record of former FCC chairman is not of the highest order—“In 1946 Charles Denny predicted FM would replace AM in two or three years. In 1947, silence. In 1948 Wayne Coy predicted the same result in 1949.”

However, he points out that Mr. Aylesworth’s full logic applies only to the larger cities, which he describes as “neither the 48 states nor typical of them.”

“The big networks and equipment manufacturers have generously Santa Clausued New York TV losses,” Mr. Fly writes. “They cannot do this for the whole nation. Further, it will be about four years before coaxial cables ... connect our coasts ... in mere skeleton form.”

The former FCC chairman, pointing to video drawing that contends 86% of the video sets are concentrated in the 10 largest cities; stresses “recurring logjams” on TV frequency allocations; cites the high cost of televising in equipment and programming.

Then, granting TV prosperity in New York, Mr. Fly nevertheless points to basic characteristics of the view—“he must make a date with TV, while radio is more commonly residual or long gone.”

The one-time FCC member concedes that TV is here to stay and that it will grow into a dominant force. However, referring to aerial radio sets, he adds, “You’ll use it for a long time to come.”

The only logical conclusion is that TV will capture the bulk of one more slice from the total pie of public distribution. No one will lose. Which may be affected by TV is uncertain.”

SCBA OFFICERS
Beaton Re-named President
WILLIAM J. BEATON, general manager of KWKW, Pasadena, Calif., has been re-elected president of the Southern California Broadcasters’ Assn. for the third successive year.

Also re-elected for a third term as vice president was Ernest L. Spenser, president and general manager, KYOE Santa Ana. A. E. Joscelyn, director of KNX Hollywood and Columbia Pacific Network, was elected secretary-treasurer.

Re-elected as board were Calvin J. Smith, manager KFAC Los Angeles; Robert O. Reynolds, manager KABC Los Angeles; Harry Witt, general manager KTTV TV Los Angeles; Jennings Pierce, NBC Hollywood manager of station relations and public affairs and engineering.

Coincident with new administration June 1, association will move to new offices at 6253 Hollywood Blvd., under supervision of Robert J. McAndrews, recently named managing director, and Arlette Bartley, assistant.

BROADCASTING • Telecasting

BMB BACKING
AAA Loans $15,000

AMERICAN ASSN. of Advertising Agencies agreed last week to lend Broadcast Measurement Bureau $15,000 toward BMB current operating expenses.

The loan agreement, announced Thursday by Edgar R. Gamble, AAA president, stipulated the same terms that were attached to the NAB’s loan of $75,000 to BMB. The loans will be used to pay current operating expenses of BMB, and NAB will remain in administrative control of BMB as long as the loans are outstanding.

The AAA advancement of the $15,000 loan entails the cancellation of a commitment by AAA to underwrite $15,000 of the tax fund contingent of BMB. AAA, the NAB and others had guaranteed to ante up in case BMB were declared a taxable business by the Bureau of Internal Revenue.

Repayment of the AAAA’s $15,000- and the NAB’s $75,000 loans by BMB are to be in proportionate steps. Under the present waiver plan for 38B subscribers, more than 400 stations have waited the 90-day cancellation clause in their subscription contracts, thus assuring their payments through June 1980. If enough waivers are obtained, subscriptions funds will be adequate to repay the operating capital borrowed from AAAA and NAB.

In an official statement issued with the AAAA announcement of its loan agreement, Dr. Kenneth H. Baker, NAB director of research, who is on loan to BMB as its acting president, said the agreement was “renewed evidence of the importance attached to uniform audience measurement and advertising agencies of the nation.”

“We are confident,” said Dr. Baker, that the second BMB study will prove to be the most valuable development of its kind yet prepared for broadcasters and those purchasing the medium.”

AVCO REPEAT
Oral Argument Date Set

ORAL ARGUMENT Date was scheduled by FCC last week for June 27. The Commission’s proposed repeal of the Avco rule and institution of new regulations whereby changes in AM, FM and TV fields would have to be advertised.

FCC’s proposed changes in the procedure for filing and handling broadcast applications were announced in February [BROADCASTING, June 8]. FCC in repealing the Avco rule, would still require advertising of station sales in local papers but would do away with provisions whereby competing bids could be filed in the facilities involved. Other new provisions would provide for advertising of new station requests and changes in local papers and on local stations and establishment of cut-off dates for filing of mutually exclusive applications.
CUTTING OVERHEAD

Station Costs at All-Time High

By RICHARD P. DOHERTY
DIRECTOR NAB Employee Relations Dept.

THE ECONOMICS of successful operation is the same in radio as in every other field of private business. First, you must offer a product or service which the buyer wants. Second, you must attract buyers to your product or service, through constructive merchandising techniques. Third, you must produce the product or service under cost conditions which will allow you to remain in business.

Income and costs are the two blades to the profit scissors. It is not the independent action of either blade, but rather the related action of the two blades, which determines the nature and magnitude of the last line in the profit and loss statement of a business.

It is axiomatic that as profits nose-dive and shrink to thin, border-line levels (or cease to exist at all) an unwholesome spiral of events occurs. With costs now running at an all time high, it is not possible for radio stations to absorb these increased costs and remain in existence.

There are only two principal ways to correct an unprofitably high operating ratio (costs divided by revenues). First, a station may decide to improve its sales efforts and bring in more revenues. If the end result is a higher revenue, the operating ratio will decline because costs do not rise—this is of course, the ideal situation for any station. However, there are many instances—with given increases in commercial income. Second, the station may examine its total cost structure with the object of reducing its operating point. Thereby, achieving a greater margin of profit. Obviously, a combination of both approaches will be necessary in many situations.

With the prevailing large number of stations, competition has become substantially keenner for the local market’s advertising dollar. The broadcasting industry has reached the point where it is imperative that station management devote primary attention to labor costs and to raising the volume of local radio advertising.

Programming Reaps Dividends

Good programs are both a counterpart of, and essential to, commercial sponsorship. Without adequate revenues, a station will find it very difficult to support appealing and high grade programs. Without good programs, the sales department will find it difficult to prove salable listenerhip.

However, a station’s ability to stay solvent and continue as a going concern depends equally on its control of costs, and management is concerned with the question of what the station cost is. The station’s costs are the largest single item of operational expense.

The three legs supporting successful station management are:

(a) creative programming, tailored to the audience being served;
(b) aggressive and vitalized selling, in the hands of a wide-awake sales force;
(c) constructive labor relations which utilize productivity, promote efficiency and preserve a logical ratio between personnel costs and station income.

By and large, the economic solution to effective labor costs is greater output and productivity per man-hour and not reduced weekly or hourly wage scale.

We must start out with the assumption that there are certain things which are determined by a given station. From there we proceed in finding the most feasible formula by which these total tasks may be performed with that minimum number of persons which permit mites and secure effective and high quality broadcast performances. In virtually no instance should management strive to reduce staff employment to the lowest, irreducible minimum of persons required to "keep the station on the air."

Undoubtedly there are some stations where economy both in staff size and in wage scales has been achieved. (Continued on page 44)

VA. MEETING

Competitive Situation Studied

PRACTICAL suggestions on station operating costs and the growing competitive situation facing the industry were given members of the Virginia Assn. of Broadcasters at a two-day meeting that opened Thursday at Tides Inn, Irvington, Va. A. D. Willard Jr., NAB executive vice president, told the Thursday lunch meeting about specific NAB services for members as well as its contributions to the functioning of state associations. NAB, he reminded, is dedicated to the encouragement of the state association movement.

Richard P. Doherty, NAB employee relations director, traced the rise in station operating costs, showing how management can operate more efficiently (see article by Mr. Doherty on this page).

May 30, 1949

Broadcating - Telecasting
**COMMENTATORS**

**By JOHN OSBON**

NEWS commentators and the whole issue of responsibility for defamations that result from networks, stations and sponsors, were thrown into sharp focus on a number of fronts last week, with principle at a meeting of the American Broadcasting Co. at the Waldorf-Astoria in New York, Washington, D.C., and Tampa, Fla.

Controversy reached fever pitch on Capitol Hill amid tributes to the late John Rankin, whose death projected ABC Commentators.Drew Pearson and Walter Winchell into Congressional disfavor; in New York, where Mr. Pearson, himself, filed suit for libel; and in Tampa where two freelance radio commentators and a station manager were reported dreaming of state payroll renumeration.

Sharpest criticism in Congress was leveled at Messrs. Pearson and Winchell by an alleged campaign of vilification and abuse against the former Defense Secretary. Previous broadcasts by the ABC commentators, in the light of Mr. Forrestal's death, stirred a hornet's nest of reaction which threatened to have its legislative effects on networks, station and sponsors.

"Irresponsible Elements"

Lashing out at the two commentators were Rep. Clare Hoffman (R-Mich.) and Rep. John Rankin (D-Miss.). And Rep. Hale Boggs (D-La.) said "irresponsible elements" of both press and radio in general but identified none by name.

Only last February Congress--man Hoffman called for revocation of the license of the American Broadcasting Co. and declared that "over its system Walter Winchell has circulated irresponsible elements" of both press and radio in general but identified none by name.

Referring to Mr. Pearson, Rep. Hoffman indirectly called on Congress to enact legislation "making these cowardly radio commentators subjects to suit in the U. S. District Court in the circuit where the victim lives and the broadcast is heard." He told the House he had proposed such legislation "several years ago.

Sponsors and stations, as well as newspapers, were then taken to task by the Michigan Republican. "...the law should make liable to similar legal action, men like Frank P. Jones of Madison, Conn., who is Pearson's sponsor," he asserted. "The radio station where the broadcast originates and the publisher of the paper who prints these libelous articles should also be brought within the terms of such a law."

Rep. Rankin's comments took a similar tack. Mr. Forrestal's death, he stated, has "also aroused, and intensified, the indignation of decent Americans everywhere against those slime mongers of the air whose attacks contributed to his untimely death."

Mr. Rankin did not refer to Mr. Pearson by name.

Shortly after his original House speech, Rep. Hoffman introduced legislation which would assist individuals "defamed over the radio or television" in recovering damages. The measure was referred to the House Interstate & Foreign Commerce Committee but has not been assigned to a subcommittee.

Rankin's Bill

Rep. Rankin's bill, he explained Thursday, would render networks, stations and broadcaster-commentators liable to suit, by a person slandered, in the district in which the broadcast was made "at the county seat" by a law of Congress.

"The people must be protected against these slanders. The Federal Communications Commission is too slow. If it doesn't act, then we must have a law," he told BROADCASTING.

The legislator said such action by Congress would be "for the protection of broadcasters themselves, and is not directed at them or any commentators in particular. If something isn't done, they will find themselves with a lot of suits on their hands. The whole situation of slander by radio must be clarified in the public interest."

He also believes that sponsors should share responsibility with commentators, because the latter act "as agents or representatives for advertisers, who pay out the money for the broadcasts."

In another House speech, Rep. Boggs said that the nature of Mr. Forrestal's death should weigh on the House and the courts to pro- tect patrons of both press and radio who abuse the privileges of liberty of expression in attacking men of character. "The most devastating weapons are the cruel weapons of distorted words."

He mentioned no names in what he termed a "campaign of abuse and libel and that displeasure of which I have never heard."


Mr. Pearson announced last Tuesday that he and his attorneys had filed suit to file suit in New York Supreme Court against Mr. Pegler and his syndicate, King Features. Two of Mr. Pegler's columns were the basis for the suit, filed by Greenbaum, Wolf & Ernst, New York law firm, the ABC commentator told the Associated Press.

Summons on King Features

A summons was served on King Features in New York but spokesmen said they had been unable to find Mr. Pegler to serve him. Under the provisions of the defendants have 20 days to file an answer.

In Washington Columnist Marquis Childs told his readers that "certain press and radio commentators are out to 'get Forrestal!'" and declared that "different" elements of press and radio are leveling a similar attack at David Lilienthal, chairman of the Atomic Energy Commission.

In Tampa, two commentators and a station manager were singled out May 21 by James A. Clendenen, staff of the Tampa Morning Tribune, for being on the Florida state payroll. He named Frank Pepper, president and general manager of WRHP and WEIR, and Carl Gray and Kenneth Ballinger. Mr. Gray was described as "newspaper commentator on a 'North Florida radio hookup'" while Mr. Ballinger is director of WRHP.

State controller records, according to Mr. Clendenen, showed Mr. Pepper, a brother of Sen. Claude Pepper (D-Fla.), employed during February as part time deputy motor vehicle commissioner, "to help with public relations."

The Associated Press, which carried the story, quoted Mr. Pepper as explaining his work consisted of "public relations and tag inspection on a part time basis and also preparing news releases and bulletins to officials who cooperate in enforcing the motor vehicle license law."

(Continued on page 48)

**GREY UPHEAVAL**

Doyle, Bernbach Quit
For New Agency

TWO vice presidents of Grey Advertising Agency Inc., New York, last week left the organization to become members of a new agency, Concurrently the Grey firm underwent a sweeping staff upheaval, with firings and firings in several departments, including a complete reorganization in radio and television.

Ned Doyle and William Bernbach, both Grey vice presidents, joined Maxwell Dane, until now the head of his own agency, to form Doyle, Dane, Bernbach Inc., with new offices to be opened Wednesdays (June 1) at 33 Madison Ave., New York.

With them will move one of Grey's leading accounts -- Ohrbach's, operators of stores in New York, Los Angeles and Newark, and extensive users of radio-participating sponsors of Tex and Jim on WNBC New York--and spot radio in three cities. Also to the new agency went Bob Gage, Grey's art director for 1949, and Phylis Robinson, a copywriter.

**Mr. Dane**

No Policy Clash

According to Mr. Doyle, there was no clash of opinion between the Grey agency and himself and Mr. Bernbach. "We wanted to taste our own blood," he said, and believed there was a greater future for ourselves.

At the same time, Jack Wyatt, hired in April by Grey from Cecil & Presbrey Inc., New York, to handle the Ronson account, newly acquired from that agency, swept the Grey radio and television department as clean as the proverbial new broom. Those let out in

Mr. Doyle

Mr. Bernbach

and Charles Lewin, director of radio [BROADCASTING, April 1]. Mr. Wyatt, desirous of hiring his own people, brought in Joseph Bailey, former vice president and treasurer of Louis G. Cowan Inc., as manager of radio and television department. He will report to Mr. Wyatt, whose title changes from that of account executive of radio and TV to that of director of the director.

It was understood that there were differences of opinion between Mr. Wyatt and Mr. Lewin on the handling of Ronson's Twenty Questions show (MBS Saturday 8:30-9:30 p.m.), about which Mr. Lewin had made recommendations before Mr. Wyatt joined the Grey agency.

Mr. Shrader, it was learned, is joining Creative Labs Inc., as a writer. Mr. Lewin's plans are still undecided.

Among other personnel changes at Grey announced last week were the appointment of Frederick B. Sherman, formerly with Ralph H. Jones Co., Cincinnati, as an account executive, and Bernard Eckstein, with Grey's art department since 1946, as director.

The agency's television activity at present is limited to spot commitments and B.V.P.L. But it was learned that future plans include the possibility of putting Twenty Questions on video. It was expected that such an undertaking would have to await the reality of a Mutual video network, as the show is under contract to that network.
STANDING committees of NAB, serving until the next convention in April 1950, have been appointed by President Justuss Miller. About one-third of the membership of committees has been changed, with assignments of board liaison members also revised.

The committee list includes four members who had served on the NAB board within the last two or three years. These are John H. Gillin Jr., WOR Omaha, who heads the Sales Managers Executive Committee; Edward Breen, KVDF Fort Dodge, Iowa, chairman of the Executive Committee; Robert T. Mason, WMNR Marion, Ohio, research committee chairman, and William B. Smullin, KJY Eureka, Calif., also research.

Absent from the committee list for the first time in several years is the Small Market Stations Executive Committee, which has been absorbed by the Sales Managers group. This committee was abolished after Judge Miller had contacted individual board members, who voted in favor of the consolidation [CLOSED CIRCUIT, May 23].

Mertker Explained

NAB explained that consolidation of the two committees was logical in view of formation of Broadcast Advertising Bureau, which formerly replaces the Broadcast Advertising Dept. June 1. Still to be appointed are work advisory members to the labor, engineering, legislative, program, public relations and research committees. They are appointed by the network members of the Assn. of Women Broadcasters Executive Committee with Katherine Fox, WLW Cincinnati, as chairman; had been appointed already [BROADCASTING, May 9], as had the appointment of board liaison members [BROADCASTING, May 2].

Membership of the special Standards of Practice Committee has not been completed, with the chairmanship still vacant [BROADCASTING, May 16].

The list of committee assignments, except for the AWB and standards groups, follows:

EDUCATIONAL STANDARDS COMMITTEE: Joseph W. Falkenbury, KVIS Storm Lake, Iowa, chairman; Dr. Willis F. Dunbar, WAKO Kansas City, Missouri; Armand Hunter, WFPJ Philadelphia; Judith Wallace, WOR talking stations; Gunzendorfer, KROW Oakland, Calif.; Mrs. A. C. Thompson Extension servicio one vacancy.

EMPLOYER-EMPLOYER RELATIONS EXECUTIVE COMMITTEE, Leslie C. Jackson, WOR New York City, chairman; E. A. Smeltzer, WOR New York City, vice chairman; John F. Thomas, KXKO St. Louis; Gunnar G. Will, WOR Rochester; Harry E. Bentley, WOR Detroit; Salem, N. C.; Clyde F. Coombs, KARM Fremon, Calif.; Dr. W. H. McGraw, WHDH Boston; O. L. Taylor, KGNC Atlantic City; John W. Douse, WLW Cincinnati, and Cal- violin, Smith St. Louis, Missouri.

ENGINEERING EXECUTIVE COMMITTEE: Mr. King, WOR New York; Mr. Mason, KJY Eureka, Calif.; Mr. Sweezy, WBIC Dallas; Mr. Johnson, WBIC Dallas.

Mr. King
Mr. Mason
Mr. Sweezy
Mr. Johnson

Mr. Hardy
Mr. Ginlan
Mr. Cott
Miss Fox

Mr. Hartenbower
Mr. McDonald
Mr. Ebel
Mr. Mastin

TOWER SITES

A COMPROMISE hailed by broadcasting representatives as "very gratifying" was reached by radio and aviation interests last Tuesday in a day-long conference on the proposed new antenna standards [BROADCASTING, May 2, 9].

Many existing towers would no longer need to be marked and those proposed by many applicants would not have to be given study or approval if FCC effectuates the agreement reached in the conference.

Authorities have estimated that the criteria, by showing where towers may be located without the usual clearance, might make specific site approval unnecessary for about 80% of the applications.

If adopted, the standards agreed upon "will relieve broadcasters of many restrictions now imposed," said NAB Engineering Director Royal V. Howard.

Glen D. Gillett, president of the Assn. of Federal Communications Consulting Engineers, felt the conference gave "a much better basis for solution of our problems, and a better indication of open-mindedness on the part of the governmental authorities, than we have ever had in the past."

FCC authorities hoped to start rule-making proceedings on the new standards about July 1. They also revealed that simplified standards on tower painting and marking are in preparation and may be issued at about the same time.

Coupled with the compromise on standards was general agreement on the procedures under which they should be applied. But there were strong doubts that the government's interdepartmental, cabinet-level Air Coordinating Committee, which is given the final word on procedures, would approve these in full.

One of the key expediting procedures—a proposal that power of final approval be given the regional group which passes initially on questionable sites—seemed sure to be approved by the military authorities. In that case, some broadcast representatives maintained, much of the value of the plan would be lost.

The proposals evolved during a two-day conference represented a compromise based on an interdepartment committee's original plan, a counter-proposal presented by NAB, and suggestions of the FAA.

NAB urged that the original proposal's provision allowing erection of towers up to 500 feet in height without approval (except for specified sites) be reduced to 450 feet. Aviation interests showed no inclination to accept this change, but there was hope that some compromise, probably around 600 feet,

Proposed Standards Compromised

(Continued on page 44)
ZENITH TARGET

ZENITH RADIO Corp.'s latest set promotion campaign, on behalf of its new FM-only receiver "The Major," apparently had started to backfire before it was fully launched.

First, Zenith did little to influence advertising campaign around newspapers and magazines.

Second, it got at least one squawk from stations that received unordered Majors, followed by invocations for $27.06 each.

The Zenith promotion fund offers "the best evidence that I know of FM's vitality and maturity," according to Ted Leitzei, Zenith's public relations vice president.

H. C. Bonfig, Zenith vice president, and director of sales, announced that "slightly more than $100,000 is going into national publicity, radio and television advertising from three large-circulation farm magazines, Successful Farming, Capper's Farmer and Progressive Farmer; Ladies Home Journal, Saturday Evening Post, Coronet, etc.

Cooperative advertising in the amount of $250,000 will be used across the country, chiefly in newspapers. The advertising is "very much backed up with large-scale dealer promotions."

Mr. Bonfig added that Zenith decided to support the new Major model with a large budget because FM has become firmly established as the outstanding audio broadcasting medium in much of the country and offers the greatest new market opportunity for radio receivers the industry has ever known. In many areas FM is virtually the only market for radio receivers."

Zenith's idea of sending unordered Majors to stations drew a red-hot reaction from Runnion, general manager of KXLW and KXLW-FM St. Louis. Mr. Runnion wrote Mr. Leitzei that it did not intend to give back the sets until the unopened cartons were on the premises where they could be picked up. "Otherwise we shall dump them in the ash heap," Mr. Runnion said.

Condr. E. F. McDonald Jr., Zenith president, had written stations about the new FM receiver's reception qualities and notifying them a model would be shipped from the first batch coming off the production line. He felt station officials would want to test the set personally, according to the letter.

Mr. Baird Named

NATIONAL Assn. of Radio Station Representatives has established a Boston Council, Dana Baird, Boston manager for Baird & Co., has announced. Mr. Baird was named chairman of the group. NARSR council was set up by the directors of the association at a recent meeting in New York offices.

FCC Actions

GRANTS for four new AM stations and improved facilities for one existing outlet, plus a proposed decision looking toward another new AM station, were issued by FCC last week.

Authorization for two new AM stations, which sentences were announced, and deletions of 14 FM authorizations were reported. FCC also approved five station transfers.

Decisions of these and other commission actions are carried in FCC Roundup, starting on page 64.

AM DUPLICATION

"Fatal" to FM—Ware

SUGGESTION by FCC Chairman Wayne Coy in recent speeches that FM stations be forced to duplicate AM programs when facilities are jointly owned and that FM outlets be required to broadcast onehalf the length of time as their AM stations, brought a charge from Mr. Ware (KFMM Council Bluffs, Iowa), "I find the almost unanimous feeling that such proposed regulations would sound the death knell of FM."

"In short, all signs at this time indicate that operators of FM stations are against Mr. Coy's proposals. They feel that these proposals would be fatal to FM broadcasting."

Mr. Ware said FM broadcasters in general feel that fulltime operation of an FM station on FM would not be in the public interest and added that compulsory fulltime operation would bring about financial disaster to many outlets.

FMA polled opinions of FM outlets on Chairman Coy's views. Specific objections of station operators are listed by the association.

Mr. Ware urged Edward C. Obri, general manager of WPEN and WPEN-FM Philadelphia, to turn in his FM permit if he is "not a firm believer in FM." Mr. Obr had claimed "few if any" metropolitan operators are interested in FM.

The Obrist comment was part of an exchange of letters with NAB headquarters following WPEN's resignation from the association.

In making his suggestion, Mr. Obr wrote: "I have gone over the WPEN situation and I do not think that you are interested in FM. Anyhow, I would regard it as useless for WPEN to apply to operate WPEN-FM so that the best interests of the industry may be served, as required by the FCC?" I am sending a copy of this letter to the FCC Commissioners in hope that they too will realize the significance of my question."

I understand that there are few if any remaining FM channels available in the Philadelphia area. If you are not a firm believer in FM, why don't you turn in your permit?"

IRAC to FCC

Shift is Proposed

A PROPOSAL that the International Radio Advisory Committee (IRAC), assigned to FCC "for reporting and other purposes" was recommended by the Hoover Commission on Organization of the Executive Branch of the Government and was reported to the Congress on Thursday in its final report to Congress.

IRAC, which advises the President on governmental allocations, was one of several inter-agency groups which the Hoover Commissioners decided should be assigned to regulate departments or agencies "to improve overall coordination." Authorities felt such a change would be nominal, since the proposed revisions no revision or reassignment of IRAC functions and since FCC already provides its secretariat.

OHI0 SUPPORT

Given NAB-BAB Aims

NAB and its new Broadcast Advertising Bureau were urged to move forward on all fronts to tell the story of radio as an advertising medium" in a resolution adopted Thursday at the 14th annual meeting of the Ohio Assn. of Broadcasters, held at Columbus.

Carl George, WGAR Cleveland, was elected OAB president succeeding E. Y. Van Ean, WSHR Toledo. Al Albiner, WCOL Columbus, succeeds Gene Carr, WHBC Canton, as vice president. Fred Bock, WADC Akron, was re-elected secretary-treasurer.

The NAB-BAB resolution was introduced by Robert T. Mason, WMRN Marion, a former NAB director. It commended NAB on creation of BAB.

Topics discussed at a management forum included television, sales, programming, copyright, personnel, new stations, engineering. Many delegates contended too much attention is given TV at the expense of AM broadcasting.

Given high schools to levy fees for coverage of sports events drew station objections as "discrimination" in view of the fact that newspapers are not charged a fee.

C. I. Weaver, president of Ohio Fuel Gas Co., warned of a trend toward "state socialism" and urged broadcasters "for our service over and above demand."

Prof. James C. Yocum, Ohio State U., editor of Ohio Retail Analyst, spoke at the opening session Wednesday noon. He told stations they will have to do a better job of selling next year to maintain gross revenue. Paul Daugherty, of the Ohio Chamber of Commerce, reported out of session. Some 50 members of the Legislature were guests at the OAB banquet Wednesday evening. Next year's meeting will be held in mid-November, probably at Cleveland.

Broadcasting • Telecasting
THE fact that 41% of Iowa car owners have radios in their cars* is especially significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use “almost all the time” or “quite a bit of the time.” On short trips, the remarkably high percentage of 36.6 are in use “almost all the time” or “quite a bit of the time.”

These extra (“non-Hooper”!) listeners provide a substantial, year-round bonus audience in Iowa. In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures.

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey’s 11-year policy of modernizing your old data — “bringing to light new information not previously gathered.” Write for your copy today, or ask Free & Peters.

*The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
RETAIL SALES

Increase Ad Money 10%, Abrahams Advises

AN IMMEDIATE 10% increase in advertising appropriations is needed to maintain current sales volume in retail stores, Howard P. Abrahams advised the Syracuse Advertising Club May 23 at Syracuse, N. Y.

Mr. Abrahams, manager, sales promotion division of the visual merchandising group of National Retail Dry Goods Assn., vigorously asserted that satisfactory sales volume in the 1949 buyers’ market can’t be attained “with 1946’s sellers’ market advertising percentage expenditures.”

“Retailers and manufacturers cannot coast along on the skimpy war and postwar advertising appropriations,” he declared.

He explained how he arrived at the conclusion that 10% more money should be appropriated for advertising now. In pre-war 1939, he said, stores in the $2 to $5 million bracket required over 25% more advertising expenditures than in postwar 1946. The 1939 figure needed to be matched because retailers have learned advertising efficiencies, making the advertising dollar go farther now than then.

Already alert stores are raising their advertising appropriations, he said, citing one “major retailer” who increased his budget 5% to 7% and declaring he knew others who had gone from 10% to 15% increase.

Mr. Abrahams also pointed to a new trend in top sales recruitment—seeking executives of 45 to 50 years of age, men who lived through hard selling periods. Too many retailers have people in important positions who never worked in a competitive era, he said.

As for sales themselves, Mr. Abrahams cited Federal Reserve Board figures showing that department store volume is off only 3% from 1948 for the first five months of 1949. He debunked the effect of the drop, pointing out that “today’s plateau” is only 3% under “the amazing all-time sales volume performance.”

‘Lux Theatre’ Renews

LEVER BROS., Cambridge, through J. Walter Thompson Co., New York, has renewed Lux Radio Theatre on CBS after an unsuccessful attempt by NBC to woo the program to its fold. The Monday night dramatic show, the second oldest CBS commercial program, returns to the network for its 15th consecutive year after a summer hiatus from July 4 through August 22 [Broadcasting, May 23]. Lux Radio Theatre is aired Monday 9-10 p.m. from Hollywood.

MENGEL CO.

Radio Plan Well Received

DEALER campaign introduced early this year by Mengel Co., Louisville, maker of “permanimized” furniture, is an “effective” sales weapon, according to Laurence K. Haganam, Mengel’s advertising and promotion manager.

Mr. Haganaman said that in a brief period after introducing the broadcast package, “the company received over 300 orders from furniture stores and radio stations. These 60-second commercials are part of the all-inclusive advertising program designed to help furniture dealers do a more effective job of selling.”

The company has developed a “musical and spoken commercial package” that includes 30-second singing commercials along with fill-in material. Manuals were sent to franchised dealers and stations located in cities where Mengel’s line is sold.

Dealers are encouraged by the manufacturer to place the transcribed co-op series on local stations. The double-mailing technique “helps Mengel franchised dealers give more thought to radio advertising and gives radio stations pre-sold leads on vital prospects,” according to Mr. Haganam.

He points out that “repetition is reputation” in his letter to dealers, adding, “Here is an opportunity to get spot commercials, produced by Broadway talent and expert writers, without cost.”

Rogers Memorial

IRVING E. ROGERS, president and treasurer of WLAW and WLAW-FM Lawrence, Mass., is donating a memorial in the new science building now under construction at Merrimack College, Andover, Mass. Monument is in memory of his parents, Mr. and Mrs. Alexander H. Rogers. Mr. Rogers succeeded his father, founder of WLAW, when the latter died in 1945, assuming all positions and also duties as publisher of the Lawrence, Mass., Eagle-Tribune. WLAW operates with 50 kw.

INTERVIEWING Mayor Al Peeneey of Indianapolis is Ted McKay (1), program director of WCSI (FM) Columbus, broad cast was part of the dedication ceremonies for WCSI’s new offices and studios in the Crump Theatre Bldg. [Broadcasting, May 16].

LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE (or Don’t Let Hooper Fool You!)

More local advertisers buy more local time on WQUA than on the two other Quad-City full-time stations combined! And, WQUA’s local rates are lower rather than the local rates or either of its competing 5000 watt major network (NBC and ABC) stations!

* Local buyers don’t agree with Mr. Hooper! We invite your inquiry for national availabilities.

HERE IS THE RECORD:

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</tbody>
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* Local buyers don’t agree with Mr. Hooper. We invite your inquiry for national availabilities.

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The Quad Cities’ Station

Radio Center


WQUA

Moline, Ill.

The Quad Cities’ Station

REPRESENTED BY

Ramebuev

WQUA

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BROADCASTING • Telecasting

RED FEATHER

Ramsey Heads Radio Work

WILLIAM M. RAMSEY, director of radio for Procter & Gamble, will head the national Campaign Radio Committee for the 1949 Red Feather Fund-raising drives, Henry Ford II, national chairman, Community Chests of America, announced today (May 30).

Mr. Ramsey will succeed M. J. Roche, advertising director of Lever Bros. Co., who served as radio chairman during 1947 and 1948, Appointment of Mr. Ramsey marks a major step in organization plans for radio promotion of the 1949 Red Feather campaign.

He hopes to better the 1949 record, when cooperation from advertisers, agencies and networks achieved an estimated one billion listener impressions and at least two million radio visual impressions via television.

Mr. Ramsey already is in process of lining up his supporting committees, which will include representatives of almost all important radio sponsors, advertising agencies and networks. A meeting with network presidents and appropriate vice presidents to define radio time is to be held.

In charge of radio at P & G since 1930, Mr. Ramsey also has been active in Community Chest work for many years. He was a member of Mr. Roche’s Campaign Radio Committee last year. He also has been radio chairman of the Community Chest of Cincinnati and Hamilton County for the past eight years.

IRVING WOLFF

Cited by Navy Dept.

DR. IRVING WOLFF, director of the radio tube research laboratory of RCA Labs, Princeton, N. J., has been given the Navy Dept’s Distinguished Public Service Award for his developments in electronics and radar.

The award was presented by Rear Adm. C. D. Wheelock, Jr., chief of the Bureau of Ships. It is the highest given to a civilian by the Navy. Dr. Wolff’s work was carried on for RCA. He was not an employee of the Navy.

IF YOU take time to read this, then take time to write a letter to a Radio Station KTRX, Box 701, Lufkin, Texas. For live interviews on the air job KTRX can do for you. KTRX . . . the station with three networks.
Bring on the feed bag!

Those upturned noses will turn down fast when the food appears. For these two pups are all set for a big meal.

Are you all set for big, profitable sales in Baltimore? One thing is sure—if you’re using W·I·T·H, you are indeed! W·I·T·H is famous for producing low-cost results.

You see, this BIG independent with the BIG audience regularly delivers more listeners-per-dollar than any other station in town. And that means that a LITTLE money will do BIG things on W·I·T·H.

So get set for the tough, competitive days ahead. Get W·I·T·H on your schedule fast. Call in your Headley-Reed man and get the full story today.

W·I·T·H
AM Baltimore, Md. FM

Tom Tinsley, President · Represented by Headley-Reed
Replace your old AM transmitter

with RCA's new 50 kw...

The revolutionary, new power triode RCA-5671. This tube takes about one-third the filament power of conventional triodes used in the older transmitters. It reduces hum modulation below FCC requirements—even without r-f feedback. The two 5671's in the r-f power amplifier and the two in the class B modulator of this 50-kw transmitter save up to $1200 yearly in filament power alone.
The finest transmitter ever built ... the RCA type BTA-50F1. It takes less than 100 kilowatts of power to run it. The supervisory control console is standard equipment!

Today more than 50 RCA "Fifties" have been shipped!

and write off its cost in power savings alone!

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

HERE'S WHY.

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

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

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

Here is a 50-kw AM transmitter that does away entirely with oil circuit breakers—assures faster circuit protection. Because the BTA-50F1 operates from a 460-volt supply. Control and protection circuits are the most complete of any transmitter designed to date. And its true unified front (an integral part separate from compartment enclosures) facilitates flush-mounting—gives your transmitter room a new, handsome appearance.

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

Dept. 19EE, RCA Engineering Products, Camden, New Jersey.
**Little Rock Crusader**

THE SUPREME COURT of Arkansas has held valid on occupation tax on radio in Little Rock, none being legal precedent. Hence, before, the courts invariably have held that radio, as an instrumentality of interstate commerce, is not subject to state or local ordinances and that regulation and taxation therefore is vested exclusively in the Federal Government.

The tax, in itself, appears inconsequential. It is $250 for engaging in intrastate broad-casting against which there is no public protest, as electromagnetic waves." There's an additional $50 tax for soliciting radio advertising within the city. The Supreme Court waived aside the finding of the lower court, which had held the tax invalid.

State and local governments are hungry for new revenue. They will tap every possible source. The Arkansas decision can spread like wildfire. If the same franchise tax were adopted for all municipalities, there would be at stake nearly $1 million of new tribute—what with 3,000 licensed entities on the air.

If the Arkansas action stands, what's to prevent franchise taxes of several times the $300 stipend, or perhaps at so much a watt or kilocycle?

The Arkansas case should be carried to the Supreme Court and KARK, Berkeley Little Rock stations which underwrote the state litigation, certainly can't be expected to carry the burden of the petition for Supreme Court review. It is precisely this kind of case that should be prosecuted to the end through the NAB, acting in behalf of American radio.

**Snobby Lobby**

A JOINT Congressional inquiry into lobbying activity is in the works. Senate approval of a House resolution calling for a 14-man inquiry committee—seven from each body—is foreseen. President Truman has given it his blessing.

The probe may be sufficiently far-reaching to embrace radio activity—or the lack of it. There are those who believe registration under the lobbying act is a stigma. Influen-tial members of Senate and House, more in private than publicly, have commented on the failure to require John Miller to register under the act. Judge Miller does not feel he is under mandate from his board of directors or the NAB membership to register, but has advised the board he will do so if he is directed.

The committee inquiry should help clear the haze. There has been widespread misunderstanding of the Lobby Registration law since its enactment two years ago. The term lobby has been given an evil connotation largely because of the reckless oratory of members of Congress themselves, and even of our chief executive.

The present statute hasn't accomplished its purpose. It is difficult to interpret due to vague language. It takes no account of the lobbying done by agencies of government in favor of or against legislation. Every time a member of the FCC, for example, confers with a lobbyist, he is, in effect, lobbying.

Is there anything reprehensible about that? Is there anything wrong about the head of the NAB counseling with members of the committee in which radio legislation is handled? Who could be more expert on such matters than the men who specialize?

Maybe it's a matter of nomenclature. If it were called "legislative liaison" or perhaps "contact," possibly much of the onus would be removed.

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**Our Respects To**

**HERMAN EDWARD FAST**

THE tempo of Herman Edward Fast's life has followed the speed demanded by his work. A year ago he left his position with WKRC in Cincinnati he rose from salesman to station manager of the 50 kw CBS affiliate, a position he has held for almost five years. This rapid advancement was accomplished not by ambition but by hard executive efficiency as with friendliness. His policy of an informal atmosphere and individual recognition permeates the entire WKRC organization. First names are the rule rather than the exception around the station and the commanderly spirit is fostered by parties for the entire staff in summer and winter.

Mr. Fast stresses performance and accomplish ment rather than punching the time clock. "I believe people do more for recognition of achievement than for any other inducement," he says. As a result of this theory, WKRC has granted year-end bonuses commensurate with the financial success for the year.

Born in Cincinnati on May 22, 1896, Herman Fast received his grade and high school education there and at the U. of Cincinnati. After graduating from the U. of Illinois, he went to the U. of Cincinnati radio. At the age of 18 the wanderlust spirit overcame his thirst for knowledge and he left his hometown with the firm intention of never returning.

After practicing practically every state in the country, he finally succumbed to Southern California promotion ads and took a job in Los Angeles. World War I brought an end to his "year-round summer" life. Mr. Fast enlisted as a private in the Signal Corps at Chanute Field. Shortly after the Signal Corps was merged with the Air Services, he was promoted from second lieutenant to captain. He then joined the 38th squadron as a result of articles he had written for the field paper.

Sgt. Fast never had an accident in a plane at a time when flying was both novel and dangerous, but he preached to crack up an automobile. When recovered, he was sent to Cornell U. in Ithaca, N. Y., for further aviation training. With the signing of the Armistice, Sgt. Fast again displayed his speed by getting out of the service in exactly ten days.

Following his discharge, Mr. Fast went to work for the Charles W. Breneman Co., window shade manufacturer. There he rose rapidly to eastern sales manager and later to Pacific Coast executive in charge of both manuf acturing and sales—with headquarters at his beloved Los Angeles.

Seeking greener pastures, Mr. Fast turned to advertising and joined a national advertising organization in New York. As fate would

(Continued on page 38)
You'd think Thomas Moore, the Irish poet, had been talking to some of our advertisers when he rhapsodized, "Music! O, how faint, how weak, language fades before thy spell." For it is music that keeps more than half a million New York families tuned constantly to WQXR and WQXR-FM... so constantly, no other station reaches them so effectively. These families love good things as they love good music... and can afford to buy them, too. That's why advertisers seek them out as the most profitable part of this biggest and richest of all markets. May we help you find them, too?
AWARDS of the Massachusetts Committee, George Foster Peabody Radio Awards were presented to nine Massachusetts stations May 18 for outstanding locally originated programs (Broadcasting, May 23). Lineup up to receive their plaques were (f to s): Back row—James S. Powers, director, Yankee Network Institute, accepting for WNAC Boston; Dol Brisette, program-production manager, WTAG Worcester; William B. McGrath, managing director, WHDH Boston; Harold B. Morrill, general manager, WLAW Lawrence; Gene King, program director, WCOP Boston; Wymans Holmes, station manager, WRUL Boston; Ben Hudson, educational director, WBZ-WBZA Boston-Springfield; Arthur E. Holy, general manager, WBMS Boston, and Quincy A. Brackett, president, WSPR Springfield; seated—Committee members Kelsey B. Swartz, radio director, State Dept. of Education; Mrs. Harold B. Murch, secretary, Massachusetts Parent-Teacher Assn.; Daniel Bloomfield, manager, Boston Retail Trade Board; Mrs. Dorothy Kraus, chairman; Erwin D. Canham, editor, The Christian Science Monitor; and Mrs. Henry J. Zyfiers, president, Massachusetts Business & Professional Women's Republican Club.

Management

HUGH CARLYLE, director of personnel and programming at WHAP Hopewell, Va., has been appointed general manager. He replaces A. HARTWELL CAMPBELL, who has resigned to become general manager at WHTC Greenville, N. C. Mr. Campbell retains his financial interest in WHAP and will continue to serve as a director of Hopewell Broadcasting Co., WHAP Licensee. Mr. Carlyle previously was with WRNL and WRVA, both in Richmond, Va., and with KMOX St. Louis.

ROBERT E. BAUSMAN has been appointed general manager of WANE Fort Wayne, Ind. He previously was business manager of WIRE Indianapolis and from 1941 to 1947 was business manager of WISH Indianapolis. He also was associated for several years in management of WHOT South Bend and WHBU Anderson, both of which are owned by corporations headed by BRUCE McCONNELL, president of Radio Fort Wayne Inc., which owns WANE.

GLENN R. THAYER, former WANE manager, will remain with the station.

RILEY R. GIBSON, former general manager of KOPP Ogden, Utah, has been appointed general manager of KXO El Centro, Calif. Mr. Gibson started in radio in 1938 at KXOA Siloam Springs, Ark.; spent two years overseas with Armed Forces Radio, and built and managed KREO Indio, Calif., for three years prior to joining KOPP.

Respects

(Continued from page 36)

have it, the firm sent him as its representative to Cincinnati, where he has remained ever since, only occasionally brooding for that realtor's paradise—Los Angeles.

The radio industry caught Mr. Fast's eye early in 1938 and he cast his lot with WKRC, joining the station as a salesman. His advertising background paid good dividends in his new career and in December 1939 he was appointed sales manager. Mr. Fast still handles the national sales for the station in addition to his managerial duties. Salesman Fast's ability in this field is reflected in the business record of WKRC. Since he was appointed sales manager in '38, WKRC sales have increased 2,000%.

Mr. Fast likes to recall his most unusual sales experience which occurred in his early days with WKRC. Tired of selling some time to a furniture store owner who was deaf, he was forced to deliver the sales talk in a very loud voice. He made the sale. Fired with enthusiasm, he crossed the street to a clothing store. The clothing proprietor greeted him with: "Never mind the sales pitch. I heard it."

December is a lucky month for Mr. Fast—and for WKRC. With the outstanding sales success following his appointment as sales manager in December 1939, WKRC recently appropriated the name Herman Fast to his present position of station manager in December 1944. Surviving five hours in management, Mr. Fast this year celebrates the conclusion of his 14th milestone with WKRC.

Mr. Fast's hobbies reflect his preference for the Southern California climate—surfing and tennis games are his favorites. Leisure hours in the summer are filled with fishing, golfing and swimming at his summer home on the Little Miami River about 20 miles from Cincinnati. When friends gather during twilight hours, Mr. Fast likes to display his talents as one of southern Ohio's best horse shoe pitchers. This skill is no doubt linked with his well developed sales pitch.

Single, Mr. Fast lives during the winter at his home in Cincinnati with an older sister, moving to the Little Miami River lodge for the summer months.

Salutes KING

U. OF WASHINGTON presented six hours of broadcast over KING Seattle May 12 as a salute to the station upon its increase in power to 50 kw. Largely transmitted at Radio Hall on the university campus, the programs included interviews, sports, orchestra and chorale music, drama and commentary. Two hundred students, including those from the class in radio journalism, participated in the project.

EDUCATIONAL FM

NAEB Praises FCC Action

FCC IS urged by the National Assn. of Educational Broadcasters to maintain present standards in licensing 10 w operation in the 88-92 mc FM education band. The Commission was notified of this stand in a letter by Richard B. Hull, NAEB president.

Mr. Hull included in his letter to FCC members a copy of a resolution adopted May 8 by NAEB during its mid-year meeting. The association commended FCC's sanction of 10 w transmitters in the FM educational band "as affording increased opportunities for community service through universities, colleges and public school systems to enter the educational and public service broadcasting field.

The association opposed "any policy which would divert any portion of the 20-channel FM educational band for assignment to any other than accredited educational institutions." It pointed out that "the sole assurances for American education of communication outlets in the future rests in the electronic natural resources which the non-commercial educational FM spectrum provides and which the Commission with commendable foresight has reserved for this purpose."

Microgroove Survey

TOTAL of 652 AM stations are now equipped to play Microgroove transcriptions, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, a division of Columbia Records Inc. Mr. Clarkson polled 2,100 AM stations in his survey. He found that the 652 stations with Microgroove equipment will be augmented by 185 more, which plan to install such pickups within two or three months.

Microgroove

Cincinnati has extended its operation to a seven-day, 24 hour schedule.
Ladies Day

A HECTIC day was enjoyed by all staffers at WMOH Hamilton, Ohio, when 25 students from the radio department of Western College for Women at Oxford showed up at the studios. The ladies took over the entire station operation from sign-on at 6:30 a.m. to sign-off at 11:30 p.m.—after receiving indoctrination in Western Union ticker tape, technical operations and program aspects. Joseph True, WMOH general manager, turned the key to the station over to one of the fair ladies, grabbed his hat and coat and left the problems of management to her.

WGYA PETITION

Requests 1050 kc Fulltime

REGULAR license for fulltime operation on Mexican Class I-A 1050 kc was requested last week in petition filed with FCC by WGYA Silver Spring, Md., metropolitan Washington outlet now operating daytime with 1 kw on that channel.

WGYA claimed that it is entitled to consideration for this assignment since the North American Regional Broadcasting Agreement has expired as has the "gentlemen's agreement" with Mexico whereby the U.S. would assign daytime-only stations on the six Mexican I-A channels. WGYA further pointed out that 1050 kc already is being used fulltime in this country by WMGM New York, assigned 50 kw fulltime, directionally, on the frequency.

WGYA explained that Canadian and Cuban stations are using the frequencies at night while 106 daytime U.S. stations cannot do so because of the limitations. WGYA's request was supported by letters from local civic, fraternal and business organizations.

Some six other daytime stations already have petitioned the Commission for special service authorizations to operate at night on the frequencies involved [BROADCASTING April 18].

A. SINSHEIMER

Dies in New York

ARTHUR SINSHEIMER, 63, radio director of Peck Advertising, New York, until his retirement last year, and a founder and first president of New York's Radio Executive's Club, died last week in Caledonia Hospital, Brooklyn.

Mr. Sinsheimer, before joining Peck in 1931, had been radio editor of The Dry Goods Economist, before which he had a brief career in show business as a young man. Surviving are his wife, Mrs. Beatrice Sinsheimer; his mother, Mrs. Amelia Butrieck, and two daughters.

HOOVER

Reorganization Crystallizing

LEGISLATION empowering the President to reorganize Federal agencies, in line with recommendations of the Hoover Commission, was crystallizing on Capitol Hill last week.

The Senate passed and sent to a conference committee May 16 its version of the reorganization bill, which had been approved earlier by the House. Differences in the two measures were discussed by conferees last week, with the House members scheduled next to report to the House for further instructions on the area of disagreement. In effect, the Upper House substituted many of the provisions of its own bill (S 526) into approving the House measure (HR 2361).

Present Form

In its present form, the proposed legislation would:

Exempt no independent agencies, such as FCC and FTC, from special treatment which would require the Chief Executive to submit special reorganization plans for them.

Impose an April 1, 1958, time limit on all reorganization plans.

Require the President to specify the reduction of expenditures envisioned through any one reorganization plan.

Provide single House veto power—that is, any reorganization proposal could be stymied by disapproval of either Senate or House.

The Senate took action after President Truman had urged immediate action in a message to both Houses. He pointed out that any plan must lie before Congress for 60 days without disapproval to become effective, and announced his intention of submitting some plans in the present session.

While the Senate would exempt non-agencies, it did not consider a matter of "public interest" that each reorganization plan proposed by the President "contain only related organizations."

Committee's Reluctance

In its report the Senate Executive Expenditures Committee said it was reluctant to include exemptions for specified agencies lest they might "interfere with arrangements that would be desirable in the public interest." A simple resolution of disapproval by either House would be sufficient to reject any plan, it noted.

Exemptions would place restrictions on the President in submission of reorganization plans, the report said, and for that reason amendments proposed earlier by Sen. Edwin C. Johnson (D-Col.) chairman of Senate Interstate & Foreign Commerce Committee, and Sen. Burnett E. Maybank (D-S.C.) were unanimously rejected by committee. They had suggested so-called "single package" treatment for FCC, FTC and others by requiring submission of individual plans related to them only.

Do You Use Your ENTIRE Transcription Library?

Capitol Subscribers Do!

Yes, we've proved that our subscribers use all the music in Capitol's Transcription Library. What's more important, they find the size of each repertoire category is in exact proportion to their overall programming needs!

We learned this by checking the orders for replacement of worn-out discs over a five-month period. We tabulated these orders by repertoire category: Standard pops, Western, Hawaiian and eight others. And we found that replacement discs ordered in each category were in almost direct proportion to the repertoire breakdown of the Capitol Library as a whole.

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<th>Repertoire Category</th>
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Here is conclusive proof that Capitol offers you a truly balanced transcription library... with "deadwood" entirely eliminated. Every one of the more than 4,000 library selections fills a definite programming need!

Here is a valid indication of value—evidence that for every dollar you spend for Capitol's low-cost library, you get more than a dollar's worth of suitable, usable music!

To get the whole story, mail this coupon today... and receive FREE new 1949 demonstration discs.

"A UNIQUE LIBRARY PROGRAM SERVICE"

Capitol Transcriptions, Sunset and Vine, Dept. 530-B Hollywood 28, Calif.

Sirs: Okay, send me FREE demonstration discs.

Name

Station

Address

City State

May 30, 1949
AUDIENCE

ADVERTISERS receive a "tremendous" bonus audience in the form of radio sets in business places, according to a Baltimore survey conducted by the Johns Hopkins U. School of the dean and faculty members.

This extra audience is not shown in Hooper or any of the other surveys of home listening.

The study was financed by WFRV under the direction of Robert C. Embry, vice president in charge of sales. Mr. Embry said the station had suggested the idea years ago but the university had not had the necessary personnel for the extensive undertaking until this year.

Mr. Embry reminded that the large audience in places of business "is a plus on top of the Hooper home audience. We financed the study so advertisers would know what they are getting for their money."

A news release accompanying the study explains it is the first survey of this type that has ever been done, and gives time buyers, and all persons interested in the size of audience they are getting for their money, a very valuable additional bit of information. The information, added the Hooperings, gives a better idea of the over-all size of the audience hearing their messages.

The survey was confined to Baltimore city independent groceries, drug stores, bars and taverns, bar shops and beauty parlors. Two Johns Hopkins senior students, Frank P. Montgomery Jr. and Francis G. Malone, conducted the survey under scientific procedure, and interviews were made by personal calls with scientific research techniques employed.

The university plans later to survey listening habits of people who have radios in their cars, it points out in announcing results of the Baltimore business establishment study.

In independent grocery stores 41.1% had radios and 38.5% of radio-equipped stores (17.1% of all stores) had them playing. Average number of these (20.7% of all bars and taverns) had them playing; barber shops, 85% had radios and 51% of these (42.2% of all barber shops) had them playing; beauty parlors, 52.3% had radios and 46.6% of these (24.3% of all beauty parlors) had them playing.

Number of establishments that had radios playing was for results: Independent grocery stores, 430; drug stores, 62; bars and taverns, 572; barber shops, 630; beauty shops, 31.

Average number of persons in establishments at time of interview ranged from 3.2 to 4.8 persons in independent groceries; from 3.3 to 12.8 at drug stores; from 5.5 to 8.1 at bars and taverns; from 2.7 to 3.7 at barber shops; from 3.2 to 5.2 at beauty shops.

The ratio of men and women is about even at independent grocery stores and drug stores. At bars and taverns the audience is largely male. Number of women in barber shops was negligible and few men in beauty parlors.

Thus the survey shows an audience ranging from 1,000 to 3,000 in grocery stores with radios playing; from 1,385 to 5,532 in bars and taverns with radios playing; from 825 to 6,532 persons in bars and taverns with radios playing; from 1,054 to 3,010 persons in barber shops with radios playing; from 820 to 2,111 persons in beauty parlors with radios playing.

Summed up, the survey shows the number of persons in establishments who were tuned to radios playing between noon and 6 p.m. as outlined in the above table.

TV Analysis

Analyzing television viewing in bars and taverns, the survey showed that 76.5% of 2,091 of the 2,770 in the city have TV sets. Afternoon viewing was not extensive, with only 110.8 or 5% of sets playing (4% of all bars and taverns). Reasons were made by personal calls of the amount of program service available from Baltimore television stations in daylight hours.

The study also breaks down listenership figures covering individual establishments.

NABET MERGER

N.Y. Chapters Unite

The THREE NABET chapters in New York merged last week into one big chapter in order to streamline organization and prevent duplication of efforts in the area.

The merger was ordered by Clarence Westover, national executive secretary, after the national council and national executive board had decided the issue.

In the three groups, there were 3,000 members.

A number of these groups took the name of the WOR unit's Hudson Chapter and the Hudson officers, Donald Hale, chairman, and James Carter, secretary, were named unit chairman. The other two units are The New York Chapter, with 400 members working at RCA Victor, Mutual, NBC and ABC, and the Engineering Chapter, comprising about 200 in NBC television and NBC general engineering. The Hudson board, before merger, had about 105 members.

In the merger order, the Hudson Chapter also was authorized to elect or engage a full-time business agent to conduct operations for the chapter, which never had such an officer before.

It probably will headquarters for the chapter at the national office in New York.

The executive board of the merged chapter will be made up of the two top officers of each of the former groups. Messrs. Hale and Carter from Hudson; Ed Stolzenberger and Neal Youngster, chairman and secretary-treasurer respectively of the New York Chapter; Carl Cabasin and Tony Rokko, chairman and secretary-treasurer respectively of the Old Engineering Chapter.

SARNOFF
Cites Electronic Strides

WORKABLE radio receivers small enough to be housed in a wrist watch and miniature television sets were two of many future developments in electronics forecast last week by Brig. Gen. David Sarnoff, chairman of the board of RCA.

Speaking at commencement exercises for 163 graduates of RCA Institute, New York, Gen. Sarnoff outlined developments to date in the science of radio and electronics and said they were "only an index to the heights that exist today and that exist in the future." "A serious error that must be avoided when considering the heights of achievements reached in electronics," Gen. Sarnoff said, "is to think that everything has been done."

The chairman of the board told the graduates that "radio and electronics deserve our utmost attention in finding or devising new tasks for them."

For a number of years," he said "we have been working to reduce the size of personal radios, and with some success. As a result there are instruments about the size of an alligator shell that operate very satisfactorily. But why stop there? How about a radio the size of a wrist watch?"

"About a year ago," a Swiss firm introduced a wrist watch containing a buzzer alarm. If the Swiss can devise an alarm clock to wear on the wrist, I believe that Americans will make a perfect a wrist-watch radio, and eventually a miniature television set."

LEAVE WLWT(TV)

Allison, Callahan Resign

RESIGNATIONS of Wilton F. Allison, sales manager of WLWT (TV) Cincinnati, and Walter Callahan, WLWT salesman, were announced last week by the Crosley Broadcasting Corp. TV outlet. No successors have been named.

Mr. Allison was with WLWT for a year and a half and formerly had been with WPNF Philadelphia. From 1940 to 1944 he was sales promotion manager of WLW Cincinnati. Mr. Callahan formerly was with WLWT in sales and administrative capacities and previously had been with WSAI and WCPX, both Cincinnati.

Demands to GE, WE

WAGE increases and other economic benefits amounting to $500 in employee salaries were demanded from General Electric Co. and Westinghouse Electric Co. by the United Electrical, Radio and Machine Workers of America union. The union recently requested the two companies to open negotiations for contract revisions providing for the increases. The union seeks improvements in health insurance and other health programs as well as other benefits such as a reduction of hours without reduction of pay.

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BROADCASTING • Telecasting
WOW-LAND FARMERS’ TRIP

Idea Spreads to Other Stations—Wiseman

FARMERS’ trips abroad seem to be “breaking out all over” as a result of WOW’s success in launching the promotion last fall, according to William Wiseman, station promotion manager.

“At least five stations and one national farm publication are planning foreign tours designed to acquaint farmers with the farm problems in foreign lands,” Mr. Wiseman told Broadcasting.

“Many of these arrangements are still in the ‘talk’ stage, but...travel bureaus, air lines and steamship lines have been contacted and itineraries have been planned...” Mr. Wiseman lists these stations as making similar plans: WCCO and WDGY Minneapolis, WBIB Topeka, WKOW Madison, Wis., and WRFD Worthington, Ohio.

WCCO has been dicing the world over for trips, out all over” as in the Scandinavian countries, and WBIB for proposed European or South American farmers’ trips next fall, he said. In addition, WCKW and WRFD also are reported to be working on European trips.

WOW’s tour last fall comprised 26 WOW-land farmers who visited nine European countries. Since returning, they have made 751 speeches before 80,000 people in the WOW listening area, according to Mr. Wiseman. Mr. Mal Hansen, WOW farm director, and Mr. Wiseman have completed over 160 speaking engagements between them. Trip furnished WOW with 74 local broadcasts and NBC over a dozen network programs.

Meanwhile, the Omaha NBC affiliate is planning another tour and expects to announce shortly details of a projected trip, Mr. Wiseman reported.

WINZ PETITION

Answers FCC Charges

PETITION to set aside FCC’s revocation of license of WINZ Hollywood, Fla., was filed with the Commission last week by the station.

WINZ contended that certain of the technical violation charges made by the Commission and used as basis for its revocation order were in error while others were unwarranted under the circumstances. WINZ was granted in May 1946 with 1 kw day on 940 kc and given boost to 1 kw full-time, directional night, in May 1947. It is licensed to Hollywood Broadcasting Co. with Jonas Weiland chief owner.

WINZ told the Commission that some of the notices of technical violations referred to the daytime only operation at the old transmitter site and have been used for over a year. Others, it was pointed out, refer to operation at the present site when WINZ was operating under emergency conditions.

The station pointed out that in September 1948 one of four towers was torn down by a hurricane. Reconstruction was complete a month away, WINZ said, but another hurricane in the same month destroyed two more towers and additional damage was done. After the second hurricane the trans-mitter site was flooded, the petition explained, and in November the company retained to recon-struct the towers “abandoned the job.”

The Commission was informed that all the damaged towers have been rebuilt and other damage repaired. Writemperatures also have been made which show that WINZ is now operating in accordance with FCC standards, the Commis-sion was told.

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Radio Freedom Worth Fight

Bar Assn. Meet Told

‘Radio Freedom Worth Fight’

Bar Assn. Meet Told

PRINCIPLES looking toward “orderly development of radio law and its wise administration” in the American nations were offered last week by NAB President Justin Miller in a paper read to the sixth conference of the Inter-American Bar Assn., meeting May 22-June 1 in Detroit.

“Let there be no doubt that freedom of radio is worth the fight,” Judge Miller told the conference. “Within a generation, broadcasting has become one of the most important media of mass communication. No dictator can tolerate a free radio, for freedom of expression is the keystone of a free society.”

In a heavily documented paper, Judge Miller offered a set of basic principles applicable throughout the hemisphere, all based on the concept of free enterprise and free expression. He said freedom of speech and press covers all mass media, including broadcasting, and no national or international compact should violate this basic constitutional concept. In this notion, he explained, “lies the best hope of peace in our time.”

Suggested Principles

Judge Miller offered this set of principles for licensing: “No media of mass communication should ever be subject to licensing unless absolutely necessary, and then only to the extent necessary; and the licensing power should not be used as an excuse or device for abridging the freedom of such media, or to impose obligations which result in such abridgment; licensing of radio broadcasting should be confined solely to the prevention of electrical interference through allocation of frequencies and enforcement of good engineering standards and the imposition of license qualifications limited to considerations of financial stability, engineering capacity, and willingness to abide by the fundamental standards of good citizenship.”

General governmental limitations applying to all citizens should be applied to broadcasting, he said, “except that no limitation shall abridge freedom of speech and press. He flatly opposed prior restraint by government over program content and no restraint by punishment or otherwise except where a paramount social interest is imperiled. The paper set forth limitations on government operation of mass media, though permitting it where private enterprise is incapable of providing the service and specifying restraints to be observed. Use of subsidies as a device to destroy freedom of media is opposed and the principle is laid down that broadcasting is not a privilege based on governmental ownership.”

Judge Miller warned of the dangers of applying taxing powers and limitations on advertising to destroy or abridge freedom of media and urged that judicial review channels be kept wide open. He said governments should have no power to compel media to accept and disseminate the comment of any speaker, even the guarantees of free speech and press rather than administrative decrees protect society’s interest in broadcasting.

ARRANGEMENTS for Mitchell & Cassell Inc. (Dodge-Plymouth car, MoPar parts distributor) sponsorship of Fulton Lewis Jr. on WMMJ Peoria, Ill., are completed by William Kutsch (II, WMMJ president, and Horry Mitchell, Mitchell & Cassell president. WMMJ is licensed to Dr. Almada and Mr. Paterson affir-ming that the physician had never controlled station affairs. Mr. Paterson stated he is seeking volume Encyclopedia Britannica, Schools Back

ENCYCLOPEDIA BRITANNICA has joined NBC and three universities in promoting adult education by radio through NBC’s University of the Air programs.

Starting June 5, sets of the 24-volume set will be awarded as prizes to students most successfully completing radio home-study courses offered by the network through the cooperating institutions, University of Missouri, University of Louisville and Kansas State Teachers College. Each participating school will set up a jury of selection to pick its winners from among students finishing the home study courses.

JOHN WILEY & SONS Inc., 440 4th Ave., New York, has published its list of books on radio and electronics.

May 30, 1949 • Page 41
Staion Tax Threat

(Continued from page 25)

Va. A. D. Willard Jr., NAB executive vice president, told the luncheon meeting that the decision is believed to be the first state court ruling in which a tax on radio is held constitutional. (See separate VAB story page 27).

In reversing the chancery decision and holding the tax valid, Judge Smith recognizes the state's chartered use of radio waves, but added that the question is "whether radio broadcasting also involves intrastate activity which may be subjected to local taxation."

He said a fourth of the appellees' (stations) income is derived from local advertising, and the rest from sponsors outside the state.

The business is intrastate as well as interstate, he concluded, with the intended appeal and actual effect of programs originating in Little Rock being "wholly local."

That fact, "a handful of nonresidents may listen momentarily to the broadcast before turning to a program of greater interest" is immaterial, Judge Smith wrote, adding:

"Such transient eavesdropping is merely an adventitious consequence of the uncontrollable carrying power of radio waves. This ordinance taxes only the local transaction expressly exempting these fortuitous intrastate aspects."

The tax is laid "upon a course of conduct that constitutes engaging in intrastate business," Judge Smith wrote. "A substantial part of the appellees' programs originate locally and are of purely local interest. In the hands of the appellees are engaged in a local enterprise readily separable from their interstate activity. . . . But as long as a sufficient number of nonresidents may listen momentarily, there is no reason why they should not be assessed the tax at the same rate as their local sponsors." (Continued from page 25)

Outstanding this legislative decision is the Fisher's Blend principle, according to Mr. Willard. The Blend decision led to the so-called "Fisher's Blend decision." The case involved the questions of whether the tax was unconstitutional in violation of the Commerce Clause. The holding of the United States Supreme Court in the Blend decision was "merely dicta."

Judge Holt traced the interstate aspects of broadcasting through FCC regulation and court decisions. He struck at the defense of the electric processes by stating: "The generation of electromagnetic waves and the conversion of electrical energy into sound waves according to the evidence, practically a simultaneous operation, and neither can be singled out as a separate and distinct part and subject to local taxation.

He held that by its very nature broadcasting transcends state lines and is national in its scope and importance—characteristics which bring it within the purpose and protection, and subject to the control, of the commerce clause."

Finally, Judge Holt wrote in his dissent: "We also must bear in mind the well-established rule that where there is any doubt as to the validity of a tax, such doubt must be resolved in favor of the taxpayer."

The Arkansas case involves many questions similar to those in the long-pending New Mexico tax case. Up to last week, the New Mexico Supreme Court was the only one to follow the Fisher's Blend decision. In upholding a lower court decision, the New Mexico court remanded the matter to the state tribunal to allocate the tax between interstate and local broadcasting. The lower court finally threw up its hands and held it could not make an allocation decision, much less the question of whether the tax was unconstitutional.

The Little Rock city ordinance contains nine sections. It declares the business of generating electromagnetic waves for radio broadcasting purposes and/or the business of intrastate radio broadcasting in Little Rock is a privilege and every person, etc., engaged therein shall pay to the city collector an annual license fee of $250 beginning on or before April 30, 1948.

Another $50 license fee is levied on the business of soliciting interstate radio advertising, also declared to be a privilege. The ordinance also declaratory council's intent not to tax interstate broadcasting and/or advertising solicitation. A penalty of $250 per day for each day's failure to pay the tax.

This ordinance, the lower court held, constituted a burden on interstate commerce and was unconstitutional.

Finding desk memos is a little difficult these days in the office of Anne Hayes, director of women's activities for KCMM Kanso City, as entries for the just-completed sewing contest pour in for judging. For the fifth year, KCMM conducted the contest under the auspices of the National Needlecraft Guild.

Thornburgh

(Continued from page 25)

Bulletin. It is understood the decision was reached May 21 but announcement was withheld until last Friday pending appropriate notifications. The appointment is known to have been with the acquiescence of the CBS high command, including Chairman William S. Paley.

Dr. Levy had notified the Bulletin several months ago of his desire to retire from active management in order to devote his primary attentions to other business and personal interests. He had agreed to remain in charge until a successor had been selected.

Dr. Levy plans to divide his time between Philadelphia and New York, having leased an apartment in the latter city. His brother Ike, one of Philadelphia's leading attorneys and industrialists, worked with him in the establishment of WCAU as one of the nation's premier stations. The property originally was sold to J. David Stern, publisher of the now suspended Philadelphia Record, for a stripped price of about $2,150,000. When the Bulletin acquired the Record properties two years ago, the WCAU properties were part of the transaction and were pegged at roughly $2,950,000. Subsequently the Bulletin sold WPEN, Philadelphia, independent, for $500,000 to clear the diaplay regulations, and Dr. Levy consented to stay on temporarily.

The following statements were made on the occasion of Mr. Thornburgh's appointment:

Mr. Slocum: We are very pleased that the able management of WCAU will be continued through its having secured a man of such broad experience and stature in the radio industry. We are confident that WCAU will continue its top position in service to the Philadelphia area and we look forward to its great growth in the new field of television.

We are particularly happy to bring to Philadelphia a man who has a record of deep interest in and service to the community in which he lives.

Dr. Levy:

I am happy to have as my successor a man of the character and ability of Mr. Thornburgh since my interest in WCAU is deep, I shall look forward to seeing the station continue to progress and I am sure the best is still to come.

Mr. Thornburgh:

WCAU is one of the great stations of the country. That is why more people listen to it than any other Philadelphia station, and I am looking forward with keen interest to be associated with the station and the community.

Now in his 55th year, Donald Wayne Thornburgh was born in Indianapolis in 1894. He graduated at Indiana U. in 1915 and enlisted in the Army in 1917. He was commissioned a first lieutenant in Field artillery and went to France with the AEF in 1918, mustering out as a captain. A salesman from the start, Mr. Thornburgh for 10 years was with Wasmuth-Endicott Co., kitchen equipment manufacturers of Huntington, Ind., and became vice president in charge of sales and advertising as well as assistant general manager. He married Julia Kelsey of Fort Wayne, Ind., in 1920. They have a daughter, Barbara.

In 1928 the Thornburgh family moved to Chicago. He established a brokerage business in building specialties when a fortuitous opportunity to enter radio developed. He became manager of the Chicago office of Cosmos Broadcasting Co.—one of the earliest "package" firms. Cosmos produced and sold its own programs, with CBS releasing some of them through its network. This brought him in direct contact with Mr. Atlass, and later in 1930 he was persuaded to join the CBS sales staff.

He inaugurated such radio accounts as Pillsbury Flour Mills Co., General Mills and Stewart-Warner.

In 1935 Mr. Thornburgh was appointed assistant to Mr. Atlass in charge of the operation of WBBM Chicago. Thus he became responsible for the logical choice to head the Pacific Coast office the following year. CBS had just purchased KNX Hollywood and had added a number of affiliates in the area. He set up headquarters in Hollywood in June 1936, and it was under his direction that the network erected its new $1,750,000 plant in that city.

Reeg Post Permanent

LEONARD REEG, acting program manager of the ABC Eastern Division since April, has been appointed permanently to the position. J. Donald Wilson, network vice president in charge of programs, made the announcement last Thurs-day.

Mr. Reeg

BROADCASTING  Telecasting
Carried to a point which impairs work programming and effective program service.

The obvious correction would come by paying higher wages and increasing within limits total expenditures for personnel so as to attract and retain a more qualified staff to service a larger listening audience.

The end result would be an increase in dollar cost of operation but an even higher proportionate increase in profits.

Top rendition of broadcast service—as is normally true in most other service fields—generally requires a certain amount of "excess" labor employment. To arrange work schedules of announcers, engineers, etc., so tightly that we just barely cover job assignments with the absolute minimum of staff employees, within each area of station operations, affords virtually no leeway for creative work, for emergencies, for well-rounded program performance and, in general, for smooth and attractive broadcasting, tailored to listener tastes. In other words, mechanized, over-streamlined broadcasting is not good broadcasting.

The general blueprint by which station management should be guided in its endeavors to achieve higher man-hour accomplishments includes:

(a) Economic integration of certain jobs. Such job integration does not merely mean the lumping together of work assignments in order to fill a given employee's work day or workweek. Proper efficient integration of jobs means to combine assignments of a reasonable level of importance and also integrating tasks which float together and permit team or complementary performance;

(b) Careful selection of new employees according to acceptable standards of job qualifications;

(c) Elimination of or, at least, minimization of uneconomic feather-bedding;

(d) More attention to training and greater emphasis upon good supervision;

(e) Development of an equitable wage structure among the various classes of station jobs. Obviously, the salary paid for any given type of job should not only reflect the relative importance of the job but should bear a justifiable relationship to other jobs within the station.

The rise in radio labor cost, during the past few years, has been a product of many factors. First, and probably foremost, is the fact that all American industry has experienced high weekly payrolls due to the broad inflationary forces at work in our economic system. However, one cannot possibly overlook the fact that station labor costs have risen at a relatively faster rate than income because many stations have permitted staff structures to grow out of proportion to genuine operating needs.

National Nielsen-Ratings April 17-23

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<td>Lone Ranger</td>
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<td>Baskin Show</td>
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<td>Counterparty</td>
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WORL QUILTS

Operations Cease May 31

WORL Boston will cease operation on Thursday, May 31, FCC was informed last week when the station requested dismissal of its earlier petition for further temporary extension of license.

Station changed its plans because it has been losing considerable sums of money during the past several months and has decided it wished to terminate its affairs as quickly as possible in view of the Supreme Court's ruling which upheld FCC's denial of license renewal to WORL (Broadcasting, May 23). Assigned a 1 kw daytime on 960 kc, WORL has been operating since 1926.

WORL has been fighting for license renewal since 1945 with much of that time in court litigation. FCC denied renewal on grounds of hidden ownership and WORL subsequently won reversal of this decision in the U. S. Court of Appeals for the District of Columbia. SCOTUS overruled the lower court.

Station has been licensed to Broadcasting Service Organization, Inc. with ownership held by Harold A. Lafount, general manager of the Arde Bulova radio interests and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. Ashley L. Robison is acting manager.

According to WORL's Washington counsel, John P. Southmayd, the station had hoped to continue operation until the successor to its assignment had been chosen by FCC.

Cutting Overhead

(Continued from page 87)

Carried to a point which impairs work programming and effective program service.

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National Nielsen-Ratings April 17-23

| Total U. S. INCL. SMALL-TOWN, FARM AND URBAN HOMES |
|---------|---------|
| ——- | ——- | ——- |
| | | Earnings Change |

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Comments

(Continued from page 88)

Comments were forthcoming from the two commentators. In addition, two newspaper columnists were named by Mr. Glendenin.

The attack on radio and press and had been renewed earlier this week by Mr. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee. He also cited radio commentators but identified none in particular.

Sen. McGrath characterized the two media as "subsidized groups" which make it impossible for the people to get facts about the Democratic Party program, according to the Washington Evening Star. He spoke before the United Democratic Women's Clubs of Maryland and the U. of Maryland May 19.

Hamilton Named

DONALD R. HAMILTON, who joined BBDO Detroit, May 1, from McCann-Erickson where he worked on the Ford Dealers cooperative advertising, has been appointed to the BBDO Detroit office. He replaces George Wenderlin, who has transferred to the Chicago office as account executive.

Get More Recording For Your Money BY THE SENSATIONAL NEW COLUMBIA MICROGROOVE METHOD

Savings Like This!

* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record

12" Record Plays 20 Minutes, each side—10" Plays 13 Minutes, each side.

Full Columbia Transmission Quality Maintained Throughout.

WRITE, CALL OR WRITE FOR FULL DETAILS!!

Columbia Transcriptions

A Division of Columbia Records, Inc. ©

Columbia, Microgroove

Get More Recording For Your Money

BROADCASTING • Teletcasting

May 30, 1949 • Page 43
Video Standards

(CoContinuedfrompage24)

riages before submission to ACC, are as follows:

1. If the objections reach an aeronautical study will be forwarded to the ap-

lication is that of the Regional Sub-

committee.

2. If the Regional Sub-committee will undertake to secure informal clearance. Ex-

ceptional effect of the air traffic, this is

should be completed within 30 days.

3. If informal clearance is obtained, the

company on further action and the applicant

the informal-clearance queries were

4. If informal clearance is not ob-

tained, the case will be placed on the agenda for the next regular meeting of the

Regional Subcommittee.

Whitehall. As will be considered by the

regional subcommittee, (a) the

applicant to appear, (b) to explain in detail his choice of site and the protective

tower; (b) objections will be required to be

three weeks from the time of the

reasons for their objections (ob-

serving that in the event of failure to reach agreement they

should be prepared to testify in

subsequent legal proceedings and fully justfy their objections).

5. If no solution is reached in the

above course of action, the case will be

forwarded to higher levels of the

Airway Subcommittee (Regional, Federal

Division, ACC itself, and the

President).

6. If no solution is obtained and the

applicant has not heard from the

FCC, the aviation interests will

supply such witnesses as may be nec-

essary to explain their position in

the formal record, which will be

read into the record as a declaratory

process, under which the review of the
court will be

Authority.

7. That as a practical matter Step No. 8 would be

used merely if all. If the Air-

way Subcommittee at Washington

was unable to approve the case,

they said, the applicant would

be given a choice of asking for im-

mediate relief or pushing on

through the higher levels of the

ACC. It was pointed out that

the applicant could ask for FCC

hearing if

Officials emphasized that the

FCC retains in all cases

the final authority for approving or
disapproving any application.

FCC Comr. E. M. Webster and

Edwin L. White, chief of FCC's

Aviation Division, were in charge of

the conference. Principal broad-

casting participants included Mr.

Howard and Attorney Vail Fischke

of NAB; Mr. Gillett; Thad H.

Brown, attorney for TBA; Raymond

F. Klosky, attorney for radio and

television engineering for NBC, and

Frank G. Kear and Dixie B.

McKey, consulting radio engineers.

ACKERMAN

Gets Added Duties at CBS

HARRY S. ACKERMAN, CBS vice

president and director of network programs, Hollywood, has been

assigned additional duties as program director of CBS-TV on the West

Coast.

Mr. Ackerman, who became a

vice president last Feb. 16, as-

sumed the new position immedi-

ately.

The post was created in anticipa-

tion of an increase in CBS tele-

vision network program origina-

tions in Hollywood, it was said.

Page 44 • May 30, 1949
BAB PLANNING
Mitchell Readies Operations

BROADCAST Advertising Bureau, New York's new sales promotion adjunct, goes into formal operation June 1 under Director Maurice B. Mitchell, though it actually has been functioning on a part-time basis at the Dept. of Broadcast Advertising. The department expires May 31.

Nearing completion is a slide presentation describing the advantages radio gives the advertiser. This new sales weapon promotes all types of aural station operations. It is ready for distribution.

Among BAB's projects will be a regular bulletin. This probably will be a four-page news letter giving sales tips and reviewing media developments.

Research will start immediately on a revised list of dealer cooperative material. The Bureau also will get its information swiftly, and then get it into station hands as quickly as possible. This will be followed by recapitulations and detailed material.

Already BAB has contacted two prominent manufacturers to explain the advantages of spot advertising and discuss different ways of using the broadcast medium. This will be a regular type of BAB activity.

Special insignia to provide high identity for BAB material will be developed. BAB is planning to work closely with station representatives.

Mr. Mitchell returned to Wash-

SHARE-TIME
FCC Clarification Sought

CONCERN as to just what FCC means in its proposal to ban new share-time or specified-hours AM stations and discuss different ways about a dozen existing stations in comments filed by deadline last Monday.

Under the proposed new rule the Commission would grant no new part-time operations but would take no action regarding existing stations in this category. [BROADCASTING, April 18]. However, the Commission in its notice accompanying the proposed new rule stated it would consider share-time stations to make any changes in their operations.

The briefs in general questioned the latter interpretation of the proposed rule. The new briefs expressed the fear that by allowing the waiver the Commission will grant no new part-time operations but would take no action regarding existing stations in this category. [BROADCASTING, April 18]. However, the Commission in its notice accompanying the proposed new rule stated it would consider share-time stations to make any changes in their operations.

FITCH SOLD
Grove Labs Buys Firm

GROVE LABS, St. Louis, has bought the F. W. Fitz Co., Des Moines, Iowa, effective June 1, it was announced last week by James H. Fitz, president.

The Fitz firm discontinued its Fitz Band Wagon on NBC, Sundays, 7:30-8 p.m. about nine months ago.

Grove will immediately assume management of the Fitz plants at Los Angeles; Jackson, Miss.; Bayonne, N. J., and Toronto. The Fitz products include Fitz's Dandruff Remover Shampoo, Fitz's Creme Shampoo and Fitz's Ideal Hair Tonic. It is estimated that the total annual sales of the enlarged Grove Co. will now be in excess of $12 million annually.

KPRC PROGRAM
To Assist Texas Parolees

KPRC Houston and the Rotary Clubs of Texas are collaborating with the Texas Prison System in a unique campaign to rehabilitate parolees who leave prison with good records. Jack Harris, KPRC general manager, announced this program.

Beginning June 4 the station will air a weekly series of programs titled Thirty Minutes Behind the Walls and featuring prison talent. Pastors' wives and job applicants are to be reviewed, and listeners will be asked to find them jobs.

Programs will emanate each week from the central prison unit at Huntsville.

The series will be offered to Rotary Clubs throughout the state if it becomes effective and KPRC will make transcriptions for use by other Texas stations, according to Mr. Harris. Sale of the series will be handled by the state's Rotary Coordinator, who will sponsor the overall job placement rehabilitation program.

590 KC DISPUTE
WOW Hits KCSJ Stand

INTERFERENCE DISPUTE between WOW Omaha and KCSJ Pueblo, Colo., has been settled. WOW petitioned FCC to strike the Pueblo station's request to reconsider and set for hearing the WOW license renewal, granted in last April.

WOW initially had asked FCC to require KCSJ to use its night-time directional array during the day also to protect WOW's signal. This interference to KCSJ is assigned 1 kw fulltime on 590 kc, directional night, while WOW is assigned 5 kw fulltime on that frequency.

In early April WOW also petitioned FCC for hearing on KCSJ's license renewal application because of the interference problem. FCC has not yet ruled but extended KCSJ's license to temporary license from May 1st when its regular license expired. KCSJ then asked FCC to reconsider its renewal and to appeal to WOW because of alleged interference at Pueblo. KCSJ pointed out both stations were on equal terms since renewals are like new applications according to the Communications Act.

WOW last week charged that KCSJ in its petition had abandoned the position it had assumed to acquire its initial grant. The Omaha outlet said KCSJ had acquired its facilities upon representing it would not cause interference to any existing outlet and that the new station would be in the public interest despite any interference it might receive from existing stations.

U OF MICHIGAN's new WUOM studios are expected to be in operation before opening of fall term.
THEATRE TELEVISION

THEATRE TELEVISION has advanced far enough to "warrant its introduction to the American public," 20th Century-Fox Film Corp. report on its experimental station. The report concerned with the color TV, in view of the magnitude of the problems and investment involved, possibly "could be made available to the general public in the distant long term if it could be proven feasible for home reception."

"It is believed that both the sequential and the simultaneous methods of color transmission as applied to theatre projection, are deserving of serious consideration and experimentation," the report declared. It was filed through Welch, Mott & Morgan, Washington attorneys for the film firm. The report, prepared under the direction of Earl Sponable, 20th Century-Fox vice president, expressed the view that theatre television, although ready for public introduction, will continue to need

CHARLES GLETT
To Head Don Lee Video

CHARLES L. GLETT, managing director of the Motion Picture Center in Hollywood and previously vice president in charge of David O. Selznick production and studio operations, was named over the week-end to the newly created post of vice president in charge of television for Don Lee Broadcasting System.

The appointment is effective June 7, according to a joint announcement by Lewis Allen Weiss, Don Lee board chairman, and Willet H. Brown, Don Lee president. In making the announcement, it was pointed out that Mr. Glett is familiar with the business of the motion picture business from financing through production and distribution.

During the war he was a major in the 21st Corps, serving as chief of the operations branch, western division, supervising the work of 25 active film production units which turned out a total of more than 500 pictures. These films were primarily concerned with military training and psychological indoctrination.

Before entering the service he was vice president of the Myron Selznick Agency, a talent firm representing actors, directors, producers and writers in the motion picture field. With the Selznick Agency, Mr. Glett, he was elected president by the executives with leave of absence for war service.

A native of New York City, Mr. Glett has been in the motion picture business since the age of 18. He has been in production, distribution, management, with many companies in addition to considerable activity in the industrial motion picture field.

DRUG CHAINS
Take DuMont Time

DRUG STORE Television Production, a newly formed association of the country's major drug chains, will sponsor Cavalcade of Stars on the DuMont TV Network, starting June 4. Scheduled for Saturday evenings, the show will feature Comedian Jack Carter as emcee, and guest talent. The talent budget was said to be $8,000 weekly.

The program, to be viewed in New York, Chicago, Detroit, Cleveland, Buffalo, Philadelphia, Baltimore, Pittsburgh and Washington, will be sponsored by a different drug chain in each city "in cooperation with Drug Store Television Productions." Local cut-ins will be used to identify specific sponsors.

Drug chains participating in the presentation include Whelan Drug Stores, Walgreen Drug Stores, Liggett Drug Stores, Nevin's Sun Ray Drug Stores, Reade's Drug Stores, Harvey & Carey Drug Stores, Cunningham Drug Co., Gray's Drug Stores, Sun Drug Co., and DuMont Stores. The six chains represent a total of more than 800 stores.

Stanton B. Fisher Inc., New York advertising agency, is handling the program, which is being supported locally by extensive newspaper advertising, publicity and store promotion. The campaign is implemented with copy, mats and other material.

Giese Named V-P

GEORGE H. GIESE, who has been associated with McCann-Erickson for the past four and a half years, has been appointed vice president and director of the agency's public relations division. The division comprises 13 offices in Europe and Latin America and a foreign department in New York. George J. G. McCann, Jr., continues as manager of the latter department.
KMAC, KISS UP
Davis Outlets Raise Power

NEW 5 kw transmitting plant using four towers in a directional array has been installed by KMAC San Antonio, Tex., at a cost in excess of $200,000, station reports. KMAC changed frequency and increased power May 18, moving from 1240 kc to 630 kc with a power increase from 250 w to 5 kw.

In conjunction with KMAC's increase, its FM affiliate KISS upped power to 50 kw on Channel 258 (99.5 mc). KMAC's four towers—three are 305 feet high and the fourth 522 feet—are located about 11 miles southeast of San Antonio. The six-bay antenna for KISS is mounted atop the 522-foot tower. Equipment was installed by Graybar Electrical Co., General Tire Co. and Gates Radio Co. under the supervision of Charles L. Brady, KMAC chief engineer.

The power increase will enlarge KMAC's coverage to approximately 1,255,179 people in its primary service area with a total of 359,170 radio homes, according to station spokesmen. The station is affiliated with MBS and the Texas State Network. KMAC and KISS are owned by Howard W. Davis, who also serves as general manager.

PROGRAMS ABROAD
FCC Relaxes Rules

RELAXATION of rules to allow informal applications rather than formal requests to be made for authority to transmit programs abroad has been proposed by the FCC. Informal application could be made provided the program had been or would be aired also in the U. S.

The Commission in announcing the proposed rules amendments said it is obvious that if a licensee or permittee has been found qualified to broadcast programs in this country, he would be qualified to originate the same programs for transmission to a foreign country for broadcast there. Comments are invited by June 30.

Sec. 325(b) of the Communications Act of 1934, as amended, provides that an application be made to FCC for authority to transmit programs to a foreign station which can be received consistently in the U. S., the notice pointed out. The new informal requests proposed would be acted upon by the FCC's secretary instead of the Commission itself. Where programs are originated for foreign use and not broadcast in the U.S., permission still will have to be obtained from the Commission through use of formal Form 306 as heretofore.

WEOL LABOR
12 Walk Out in Protest

CHARGES and counter-charges have been made by employees and management of WEOL Elyria, Ohio, concerning a protest work-stoppage by 12 employees who left their jobs May 10, signing the station off the air. Broadcasts were resumed in about 24 hours.

Spokesmen for the employees involved said the operating interruption was a protest against unjustified dismissal of several other employees. The only means to secure minimum employee benefits, a matter which they said had been unsettled for eight months despite an understanding the problems were being considered by station management, also prompted the action.

WEOL said the walk-out and station sign-off occurred without any advance notice and that not once had employees asked officers of the station for discussion of working conditions. WEOL further alleged that technical equipment had been tampered with to keep the station off the air.

The station said that it was continuing to receive advertising support. The management will continue, the statement said, "to treat its employees in a fair manner and is ready and willing, at any time, to discuss any grievance which an employee may have."

VOMC St. John's, Newfoundland, will temporarily operate new RCA 1 kw transmitter on 1320 kc, and move to another frequency at a later date, VOMC management reports.

RICHARD D. HEATH, formerly commercial manager of KTAR Phoenix, Ariz., and more recently president of Sun Country Broadcasting Corp., has been named commercial manager of KPHO Phoenix, effective June 1. Mr. Heath is presently managing director of Arnold Adv. Agency.

DON J. LYNCH, account executive with WHMH Memphis, has been named commercial manager. He has been with station since it began Aug. 1, 1945. He previously was with WJBO Balon Rouge, La.

JACK DAVIS has been appointed manager of New York office of W. S. Grant Co., station representative.

MARYN WEBB, former newspaper advertising salesman in Chicago, has joined sales staff of WMOR (FM) Chicago.

JAMES CRAWFORD has joined sales staff of WPEN Philadelphia.

CARL OWEN has been named assistant commercial manager of WCAU Philadelphia. He has been with station for past eight years.

LOU AIKEN, newscaster of WINX Washington, has been named commercial manager of WCPM (FM) Washington. He joined WINX after war, interrupting service there for turn at KURV Edinburg, Tex. Previously he had been at KMOX St. Louis, WSM Nashville and WLV Cincinnati.

RA-TEL REPRESENTATIVES, Inc. has been appointed by WIBX Utica, N. Y., as spot sales representative for the mid-west and south. Firm's Chicago, Dallas, Oklahoma City and Atlanta offices will serve station. Representatives for WIBX remain same in following areas: Greater New York and Philadelphia, HELEN WOOD & COLTON; New England, BERTHA BANNON; West Coast, WALTER REICK.

WTG (TV) WASHINGTON has issued its Rate Card #4, effective June 1. Basically, new schedule will affect only five-minute and announcement rate, other time charges remaining as listed in Rate Card #3.

LARRY KRAUSER of Forroe & Co., Los Angeles station representative, is the father of a boy, Kenneth.

Check with any one of the many stations who have already taken advantage of the American plan to get thousands of beautiful, custom-made picture albums distributed throughout their broadcast area at no cost to them or their listeners. It's a "good deal" with a provable record of building audience and new accounts.

Write, wire or phone 4-3262 — for fact. It will cost you nothing to find out about this unique plan.

Commercial
when you think of replacements

re-tube with...

amperex

all types - transmitting and rectifying tubes

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broadcasting • telecasting
DISTANT STUDIOS

WMAM's Far-Flung Branches

"THE LITTLE Station With the Big Wallop"—WMAM Marinette, Wis., and Manistique, Mich.—says it is living up to its slogan by setting a new record in long-distance broadcasting. Station Manager Joseph D. Mackin claims WMAM has branch studios farther away from the transmitter than any other station in the country.

From Manistique, Mich.—140 road or 110 air miles from the Twin Cities—the station receives a five-a-week, one-hour participation show on its "famous frequency" (another slogan) of 570 kc. A secondary studio there began operations May 9 after businessmen sought local identification with WMAM.

Mr. Mackin, after attending a dinner and organization meeting, signed 28 local participation sponsors for the daily show, each for a 52-week contract. This is not the 250-watt's first experience with distant branch studios. For several years the station maintained a sub-operation at Iron Mountain, Mich., 75 miles away. The signal strength is received throughout the Upper Lakes area, which prompted the Manistique merchants to promote their own show. William Frederick is the branch manager. WMAM, affiliated with NBC, expects to increase its coverage area soon when the FCC approves its application for 1 kw.

Radio Continuities

FEDERAL Trade Commission set aside 1,266 out of a total of 61,963 radio continuities examined during April for further study on the grounds they contained possible "false and misleading" advertising content, according to the Commission's monthly report. Percentage-wise, the figure represented about one half of 1% of all radio continuities examined.
**FELIX MORLEY**

**Sunoco Editor Writes Book**

FELIX MORLEY, foreign affairs editor on Sunoco 5-Star Extra, aired Monday through Friday at 6:45 p.m. on NBC, is the author of a new book, just released, titled *The Power in the People*. A study of American political ideas, the manner of their development and circumstances which governed their evolution, the book covers U. S. history from the colonial period to the present time.

A Pulitzer prize winner for distinguished writing while editor of the *Washington Post*, Mr. Morley has done newspaper work in the U.S., Europe and the Far East. He shares commentator duties on Sunoco 5-Star Extra with Ray Henle, editor-in-chief, and Ned Brooks, national affairs editor.

**RAY ARVIN** has joined WREN Topka, Kan. as director of news.

**PHIL ALAMPI**, WW New York; BILL GIVENS, WGY Schenectady; DON HUCKLE, WGR Buffalo, and BOB CHILD, FM Rural Radio Network, all farm program directors, have been selected as judges in competition to be held in conjunction with 1946 convention of American Assn. of Agricultural College Editors at Cornell U., July 6-9.

**AL GORDON**, news director of KFWB Los Angeles, is the father of twin girls.

**BOB THOMAS**, news editor of KEX Portland, Ore., has been initiated as professional member of Oregon chapter of Sigma Delta Chi, men’s national professional journalism fraternity.

**BILL DACEY**, formerly with news room of KYW Philadelphia, has joined WCAU Philadelphia news staff, handling local news.

**LARRY HARG**, farm service director of WCCO Minneapolis, is the father of a girl, Susan Ann.

**STEPHEN FENTRESS**, senior at Medill School of Journalism, Northwestern U., has been appointed by WGN-TV Chicago to serve one-year internship on television newsreel staff.

**RADIO NEWS**

Praised by Rayburn

**RAYBURN** said this week, "I have made several such trips and I have been very pleased with the results. The people in the country are really interested in the things that are happening in Congress and they want to know what is being done about them."

**TED WIREN** has joined WABXome, a New York station, as news director.

**DOUGLAS L. HENDERSON** has been appointed executive director of the National Assn. of Broadcasters. He will succeed C. D. Allis, who has been serving in that capacity since 1936.

**J. L. SMITH**, Chicago news director of ABC Radio, has been named sales manager for ABC Radio National News Bureau.

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WANTED: Salesman—1000 watt low frequency AM station on the horizon, over two years experience needed, home office, and good speaking voice preferred, in making money on 20% non-sideline commissions. BROADCASTING. 1101 S. Large southeastern seacoast city with pleasant outlets. Good living available for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the result of the employment. (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

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Salesman wanted—1000 watt low frequency AM station. Must have a minimum of over two years experience. Home office and good speaking voice preferred in making money on 20% non-sideline commissions. BROADCASTING. 1101 S. Large southeastern seacoast city with pleasant outlets. Good living available for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to BROADCASTING, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the result of the employment. (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted (Cont’d)

Wanted—Engineer, active amateur preferred. Car desirable. Send qualifications to Chief Engineer, KENE, Belen, New Mexico.

Production-Programming, others

"As the result of our recent classified ad in three issues of your magazine, we have received several very excellent applicants for the job. Congratulations to BROADCASTING for the industry’s most effective means of selling radio equipment and services, and conveniently."—Frank V. Webb, General Manager, KFH, Wichita, Kan.

Wanted—Experienced copywriter-an- nouncer by western 5000 watt CBS network affiliate. Must be capable and experienced in writing and handling news, features, and advertising copy. Send complete information, letter, and samples of work to Box 262B, BROADCASTING.

Small market New England station requires ad writer. Box 262B, BROADCASTING.

Experienced radio advertising salesman wanted. Good salary and commission for production and sales work. Station KSFI, Stillwater, Oklahoma, giving all experience, references, age and salary expected.

Salesman—1 kw network affiliate has immediate opening for a good man. Must have local connections. Good salary and opportunity. BROADCASTING. 213B, BROADCASTING.

Several part-time salesmen for metro- politan eastern area stations. WKBW, Rochester; WABC, New York; WOR, New York. Box 262B, BROADCASTING.

WKSR, Comm, Miss.—now on 5000 watt power—has immediate permanent opening for experienced salesman-man in operation in organization. Real money for real sales. BROADCASTING.

Wanted—Announcer with pleasing voice for play-by-play sports accounts. Salary and particulars expected. Box 262B, BROADCASTING.

Newsman—look for experienced eastern area salesmen. Desires willing, dependable, capable, and sales-minded. Must have letters, references, and good prospect list. Vacancy due to increased business. Send complete information, picture and references, and resume for consideration. Several part-time salesmen for metropolitan eastern area stations. WKBW, Rochester; WABC, New York; WOR, New York. Box 262B, BROADCASTING.

Wanted—Combination morning man and program director with ability to write copy and handle station. Must have extensive experience in large eastern metropolitan city. Box 262B, BROADCASTING.

Wanted—Experienced news editor, good voice, ability to write copy, and excellentCOMPLETE DATA AND ADDRESS for responses. Box 262B, BROADCASTING.

Wanted—Experienced announcer with several years experience. Must be capable and experienced in writing and handling news, features, and advertising copy. Send complete information, letter, and samples of work to Box 262B, BROADCASTING.

Situations Wanted

Manager

Successful manager—Ten years man-
ager network affiliate plus broad experience in last five years. Must have college education. General Manager, WPTV, Kinston, N. C.

General Manager, independent station, large eastern area. Must have local connections. Ex- perienced salesman, seeks large oppor-
tunity. Will invest $50,000 with services. Manager independent, major market, past 5 years. Formerly salesman, network station. Must have payoffs possibilities for Know-how. Box 91B, BROADCASTING.

Manager—Administrative and adminis-
tative ability. Broad radio background. President of station. Assistant licensed attorney. Box 133B, BROADCASTING.

Manager, station holding good job, but prefer western clime. 12 years radio, network, and national advertising experience. Will consider on local and national sales. College background. Letter. Box 213B, BROADCASTING.

Manager, executive assistant or busi-
ness manager over 12 years mature administrative experience in both large and small, successful independent stations. Has been successful owner-
managing with salesmen and depa-
tments. Must have sales background with de-
ta and sales. Top industry references. Manager.

BROADCASTING.

Manager, experienced, with excellent sales record, sober and civic minded, wants permanent position as station manager. Must have local connec-
tions based on guarantee and peren-
ni"l service. Box 133B, BROADCASTING.

Salesman—Experienced, with excellent sales record, sober and civic minded, wants permanent position as station manager. Must have local connections based on guarantee and permaneni service. Box 133B, BROADCASTING.

Manager—Currently manager of station. Desires position in Cincinnati or within 100 miles of Cincinnati. 4 years experience in all phases of radio. Excellent production, and sales background. Also has control of radio promotions. Write Box 133B, BROADCASTING.

Manager—Experienced. Presently working in management and sales. Desires position in Cincinnati or within 100 miles of Cincinnati. 4 years experience in all phases of radio. Excellent production, and sales background. Also has control of radio promotions. Write Box 133B, BROADCASTING.

Manager—Wanted steady job. 1½ yrs. Experience. Can operate board. College background. Specials in news and sports. Salary $1250 per month. Box 215B, BROAD-
CASTING.

Manager—Wanted to operate large market station for a progressive owner. Box 262B, BROADCASTING.

Manager—Wanted. Desires position in Cincinnati or within 100 miles of Cincinnati. 4 years experience in all phases of radio. Excellent production, and sales background. Also has control of radio promotions. Write Box 133B, BROADCASTING.

Manager—Wanted to operate large market station for a progressive owner. Box 262B, BROAD-
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Announcer

Announcer

Chief engineer, 18 years in radio, 6 years as chief technician; many experience, construction experience including 30 kw. West or northwest. Excellent references. Box 155B, BROADCASTING.

Experience engineer, installation and maintenance, all types of equipment. Have references and car. Comes to work. Very willing. Box 161B, BROADCASTING.

Combination engineer-announcer. First phone, 7 months experience all phases. Excellent references. Box 172B, BROADCASTING.

Will travel anywhere to get experience with first class equipment. Very willing. Money. Second box. Box 222B, BROADCASTING.

Engineer, experienced in consulting work. DA design, field measurements, 20, married. Small station position as technical director or chief engineer with small chain or network. $600. Complete details and references for applications for any combination offer in any part of country. Box 232B, BROADCASTING.

Engineer—16 months experience transmitter and receivers. Presently employed chief technical. Box 243B, BROADCASTING.

First phone license. Fourteen months experience. Young engineer. Requires $45 per week. Box 252B, BROADCASTING.

Why be short of help during vacation time? Experienced technicians and combination man desires summer employment. Three weeks. College veteran. Box 246B, BROADCASTING.

First class phone, vet., single 29, desires position as broadcast station. No commercial experience. Willing to learn. Very willing. Money. Box 252B, BROADCASTING.

Engineer now chief, wants position with progressive station. Would like to get into construction end of business. Has experience, but prefers control room or transmitter engineering. Active ham. No car. All offers carefully considered. Box 255B, BROADCASTING.

Engineer experienced. 5 AM operator wants position upper middle west. Have car. Box 274B, BROADCASTING.

Experienced engineer with 1st class radio license, telephone knowledge and experience. Will take any combination engineer-announcer job. Or other engineering job. Box 271B, BROADCASTING.

Chief engineer, build, remodel or operate small stations. Has ability to get things done. Reasonable salary. Married. Have car, tools & equipment. Can go anywhere. Picture & details available with Mr. Ridd, Box 860, Frederickburg, Texas.

Western entertainers. Electric Spanish guitars, Mexican guitar, Aztec guitars, complete MC. Radios 12 years. Will work solo, group, or with partner. Altogether a qualified person. Recently featured top Miami Beach show. Star of 2454 NW 35th Street, Miami, Florida. Phone 59174.

TV announcer.

TV announcer, sportscaster. Skilled in other TV operations, experienced in employing New York. June 1. Box 292B, BROADCASTING.

TV needs me. I hope. Experienced combination man seeks dim future AM radio. Any job, any place. Orange, Conn. All offers answered. Box 303B, BROADCASTING.


Equipment etc.

New transmitter-10%, off! Brand new Westinghouse 3 tube 100 watt FM crystals, 3 sets of tubes. Still in shipping crate. In good condition. Sold complete. Wire Box 182B, BROADCASTING.

RCA BTF 3 H FM transmitter used 15 months. Perfect condition. Telephone frequency and modulation monitor. 4-module panel. Metal type rack cabinets in original. 1-15 kw gas insulated wire 3 phase 127-220 volt 60 cycle, used 6 months. Also 1 kw Audio. Quick sale! Box 242B, BROADCASTING.

Prentis model 75A recorder with 1C cutout, new, never used, $350.00. KDAL, Duluth.

RCA 56AX limiting amplifier complete with power supply and tubes, looks and operates like new. $215. Presto 3000 watt recording amplifier in case with speaker, very good condition, half price. WRQK, Augusta, Ga.

Western Electric 241B, 1 kilowatt transmitter in excellent condition. Two 8J, 8T antenna tuning units and 6-7T antenna phasing cabinet and approximately $100 worth parts. Includes new tubes, transformers, condensers, meters, everything. WRAR, Fall River, Massachusetts.

Wanted to Buy

Have need for three towers 350 feet in height. All must be of same type and may be either self supporting or guyed. Quality receiver, 30 kw amplifier. Box 244B, BROADCASTING.

Wanted—One complete meeting FM requirements, 30 kw amplifier and monitor amplifier. Also 700 volt horn amplifier. Also have 100 kw transmitters with fittings. WBIB, Knoxville, Tennessee.

Wanted—Wichhanger type 110 100 foot tower. Also 200 ft. tower any make. WLS, Lansing, Michigan.

We need remote amplifiers and power. Write details to WVOM, Brockline, Mass.

Help Wanted

Salesman.

ADVERTISING salesman wanted. Thoroughly experienced in large market. Liberal draw and commission. Long term employees preferred. Box 191B, BROADCASTING.

WANTED—REPORTER, writer-broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather, farm, radio, Ed Bowman, KWMF, Des Moines, Iowa.

Situations Wanted (Cont’d)

Young man who has just finished 8 years of high school training and has a class operators license would like a position as chief engineer. Arnold W. Larsen, Hinckley, Illinois.


First phone, desires broadcast work. Recent graduate Technical Institute University School of Broadcasting. Auto, FM, TV broadcasting. Voice for possible bridge operator or news man. Will travel. Box 273B, BROADCASTING.

Wanted—Steady position as radio op. Will travel; RCA graduate. John Witkowski, 444 Wyuna Street, Brooklyn, New York.

Employed. Wants to continue. Single, age 23, desires position in south. Box 214B, BROADCASTING.

Production Programming, others

Continuity writer wants assignments in broadcasting. Box 471B, BROADCASTING.

Girl—32 years of age, six years experience in radio, traffic, promotion, secretarial work. Does any job to leave with Desires position in St. Louis, Chicago, or in midwest. Box 158B, BROADCASTING.

"As the result of our recent classified ad reviewing your magazine, we received, promptly, a number of very excellent applications. We have selected the unsuccessful for distribution of BROADCASTING for the industry's most effective means of securing candidates." Frank Webb, General Manager, KFIF, Waco, Texas.

Successful program director now employed midwest network region. Desires position in weightiest. Will consider any operations phase position. Consider any responsible job. Box 165B, BROADCASTING.

Program director, combination man. Young Aspden, military and post war experience, including network. First phone, very versatile. Programming in highly competitive market. Desire that which is above the ordinary, travel anywhere. Box 212B, BROADCASTING.

Budget burdened? Husband and wife team looking for a position in the financial and work load for your back. Proven ability as program director and announcer. Continuously editor, traffic. Box 229B, BROADCASTING.

One cent sale! $400 per month for experienced production manager. Includes one trip. Add one cent and get experienced continuity and traffic. We're married. Box 230B, BROADCASTING.

Writer-producer, agency, station experienced. Can do $300 topnotch copy at $100.00. KDAL, Duluth.

Copywriter—continuity that sells. Ideas, Console, some announcing. University Graduate, Box 248B, BROADCASTING.

Here's someone who knows the score. Radio director-producer, 4 years NYC experience. Anxious to switch, and become TV man on midwest station. Very experienced. Employed, BA, vet., married. Box 252B, BROADCASTING.

Consistent young woman veteran, single, 24, college graduate, profession, and entertainment. Excellent writer or woman commentator. Opportunities for advancement. More important than salary. Box 283B, BROADCASTING.

Want a man who can bring you in more business? More sales promotion programs and radio key to the city and rural home audiences. Then check this honest-to-goodsy hillybilly radio and recording artist's long time audience and traditional songs, does disc jockey chores and writes and delivering beginning retail mail order copy. Desire reasonable guarantee and fees for emphasis, business and transcription and details on request. Box 291B, BROADCASTING.

Check my ad, "Wants $50 week," announcers column. This issue.

Help Wanted

Assistant

ADVERTISING salesman wanted. Thoroughly experienced in large market. Liberal draw and commission. Long term employees preferred. Box 191B, BROADCASTING.

WANTED—REPORTER, writer-broadcaster. Journalism graduate. Six years experience all size stations. Other special skills—weather, farm, radio, Ed Bowman, KWMF, Des Moines, Iowa.

Situations Wanted (Cont’d)

WESTERN ENTERTAINERS. Complete Spanish guitar, competent with MC. Radio 12 years. Will work solo, group, or with partner. Altogether a qualified person. Recently featured top Miami Beach show. Star of 2454 NW 35th Street, Miami, Florida. Phone 59174.

TELEVISION

ANNOUNCER

TV announcer, sportscaster. Skilled in other TV operations, experienced in employing New York. June 1. Box 292B, BROADCASTING.

TV needs me. I hope. Experienced combination man seeks dim future AM radio. Any job, any place. Orange, Conn. All offers answered. Box 303B, BROADCASTING.


For Sale

Equipment, etc.

For sale-Eastern metropolitan market. 1 kw daytime. profitably well established. $10,000. Box 259B, BROADCASTING.

For sale—1000 watt daytime independent station in any market, anywhere. Unless you have $10,000 cash do not answer. Box 259B, BROADCASTING.

CONDENSERS FOR SALE

2000 mil. $2500, 4000 mil. $4000, 8000 mil. $7000. All 3 mil. $10,000. 5 mil. $15,000. 10 mil. $25,000. Solar 1000 mfd. $600. 1600 mfd. $1,600. 3000 mfd. $4,000. 10000 mfd. $10,000. All for less of combination and voltages. Shipped RR, Express, COD.

Address Box 170B, BROADCASTING.

DIRECT FROM MANUFACTURER

COMMERCIAL ANNOUNCER has been sponsored by Westcoast, Lifeforce, others. Would like to move in progress in next station as staff announcer with daily sports program as unit. 75k years experience. Retained references, audition due next week. Vermont, Maine, or New York up to 30 years old. Available to you in two weeks notice. $75 per week. Write Box 247B, BROADCASTING.

For Sale

Equipment, etc.

For sale—100-250 watt RCA used transmitter, 178 foot IDEC0 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.
New Business
(Continued from page 14)

LIGGETT & MYERS Tobacco Co., New York, renews ABC Chesterfield Roundup on Texas State Network for fourth year. Three additional stations have been added to group carrying program; they are: KPFL-Paria, KCMCTEXarkana, and KFRO-Longview. Other stations are: KFJZ Fort Worth, WRR Dallas, KTHT Houston, KABC San Antonio, KRO-McAllen, KOW Austin, WACOWaco, KBBC-Abilene, and KGKL-San Angelo.

NOXEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayes, New York, renews Monday 1:30-7:45 p.m. broadcasts of Gabriel Heatter—News over 250 MBS stations.

LEVER BROS., Co., through Sullivan, Stauffer, Colwell & Bayes, New York, renews Big Town on NBC, Tues., 10:10 p.m. for summer months.

QUAKER OATS Co., Chicago, renews The Rogers Show (Saturdays, 5-5:30 p.m. CDT) on MBS, for fifth consecutive year, through Sherman & Marquette, same city. Show will stay on the air all summer.

AMERICAN TOBACCO Co., New York, through its television agency N. W. Ayer & Son Inc., also New York, dropped Your Show Time, on NBC-TV (Fridays, 9:30-10 p.m.) at conclusion of its 26-week cycle on May 26 [Broadcasting, April 18]. Sponsor is seeking another show to fill time slot, which is being retained.

Adpeople . . .

JOHN E. SMITH, advertising director of McCall's magazine, was one of seven new vice presidents elected to McCall Corp. last Tuesday (May 24).

DANBURY GRANT

Proposed to Fairfield Group

NEW AM station at Danbury, Conn., on 550 kc, with 1 kw day, 500 w night directional, full time, would be granted to The Fairfield Broadcasting Co., according to proposed decision announced by FCC last Monday. Fairfield is FM granthear.

FCC proposed to deny competitive bids of WNBH New Bedford, Mass., for switch from 250 w full-time on 1340 kc to 5 kw fulltime on 550 kc directional, and Atlantic Radio Corp. for new station in Boston on 550 kc fulltime, directional, with 5 kw day, 1 kw night. Atlantic is headed by Massachusetts Gov. Paul A. Devers.

Hyde Dissent

Com. Rosel H. Hyde dissented from the majority opinion to favor WNBH. Comrs. Wayne Coy, Paul A. Walker and Robert F. Jones did not participate.

At the same time the Commission also announced a memorandum opinion and order to deny petition of WLAD-AM-FM Danbury which opposed the Fairfield AM application and sought reopening of the proceeding in which Fairfield received its FM grant.

In its memorandum opinion, FCC indicated that Fairfield had satisfactorily answered allegations made by WLAD and showed its proposed operation would be in the public interest. WLAD charged that the Danbury News-Times, alleged in common control with Fairfield, had discriminated against WLAD and sponsors using the station.

FCC also found that complaints filed by United Hatters, Cap and Millinery Workers International Union and the Danbury Church of Christ against the paper were in sufficient to disqualify the proposed granthear.

In the AM proceeding, the Commission favored the grant of Danbury's first fulltime outlet and a more equitable distribution of broadcast facilities than the improvement of New Bedford's existing fulltime station, WNBH, or the addition of another station to Boston.

Ownership of new applicants:

Danbury, Conn.—The Fairfield Broadcasting Co., 150 kc, 1 kw day, 900 w night directional, full time. Principals: James H. Lee, president; H. Lee Jr., vice president 46%; Leonhard McMahan, attorney and administrative court judge, secretary 4%; Charles A. Bihlin, in various phases of radio for 24 years including consulting radio engineering, proposed general manager, treasurer 4%. James H. and Frank H. Lee Jr., and other members of the Lee family own Frank H. Lee Co., hat firm, Frank H. Lee Jr. is beneficial owner of 1,012,996 shares in Danbury News-Times, held under trust agreement. Frank Lee Jr. is vice president and treasurer and received FM grant in December 1947 but no construction permit has been issued.


BPS PURCHASE

Buys 800 Hours of ET Shows

Purchased of over 800 hours of transcribed programs at a cost of $150,000 has been announced by Bruce Eells & Assoc., Hollywood. Firm directs the Broadcasters Program Purchasing Co. to locate, negotiate transcribed program distribution plan. Programs are for the exclusive broadcast use of the 154 BPS member stations at a cost other than pressings. The purchase was made, Mr. Eells said, "as a major step to compensate AM station loss of effective network program feeds, during 1949.

The $150,000 purchase price already has been written off from aggregate BPS station membership fees, according to Mr. Eells. Members have access to any one or all of the programs. If all of the present member stations request most of the shows, Mr. Eells stated, an overall volume in excess of 185,000 pressings is anticipated. As new stations join the service, Mr. Eells feels the ultimate cost per double-faced disc should not exceed $1.25.

The new purchase adds 68 different program series in every category from comedy-variety, to dramatic shows to those now being offered to members. All of the new programs have been produced since 1939 and include such stars as Bob Burns, Martha Raye, Phil Harris and others. Purchase was negotiated with Lou R. Winston, president of Radio Producers of Hollywood.

Further Suspension

PERMISSION has been granted by FCC to AT&T to file before June 1 certain supplements to its local circulation tariffs for private line services and television transmission channel tariffs. Existing supplements are canceled and the effective dates are deferred until Sept. 1. Schedules are included in FCC's general inquiry into telephone company's network television-interconnection policy and other TV rates matters [Broadcasting, March 7, Jan. 24].
NEW AUDIENCE participation show, featuring variety of stunts, games and quizzes will be aired over WTMJ Tuesday evening starting Thursday (June 2) at 10 p.m. Show titled It's All Yours will be emceed by Gil Hodges. "Mystery Voice" feature will be included to give home listeners opportunity to win prizes. Audience contestants will participate in "grape and compliment" quiz, identify musical selections by means of sound effects and compete in various stunts for awards.

'Fellowship Forum' PHILADELPHIA Fellowship Commission is sponsoring Fellowship Forum on WHAT Philadelphia. Program consists of series of discussions revolving around vital issues of the day and brings to microphone leading authorities discussing issues affecting human relations and human rights.

Series on Alcoholism WMJ (AM and FM) Milwaukee has completed series on alcoholism in cooperation with Wisconsin Assn. for the Prevention of Alcoholism. Series emphasized alcoholism as disease that can be curbed. Complete information about what to do and where to go in the Milwaukee area for cure was offered.

Election Coverage WAAT Newark, N. J., with radio line to editorial offices of Jersey Journal brought its listeners complete coverage of Jersey City election. Results were aired at frequent intervals from 9 p.m. until Mayor Frank Hague Eggers conceded election to ticket headed by John V. Kenny at 10 p.m. WAAT also announced complete returns in other New Jersey municipalities, including Newark, through Associated Press coverage.

African Rhythms NATIVE African music sprinkled with U. S. bebop is offered in This Musical Planet, described as an anthropological disc show. WNUV (FM) Chicago. It is presided over by Dr. Richard A. Waterman, Northwestern U. anthropologist, who teaches primitive music. As authority on African tongues, he traces much of current bebop dialect to the tribes of Yoruba and Bembinga. Bernhardt Harwood and Richard Lane, N. U. speech graduates, are co-writers and producers. Dr. Waterman is heard Fridays at 8 p.m. CDT.

'Musical Vagabond' MUSIC from foreign lands is being featured on new weekly half-hour recorded program Musical Vagabond on KFMY (FM) Los Angeles. From time to time foreign guests will be interviewed. Program narrator, Ralph Auer, Der Heide, did similar program during war for Office of War Information.
Here's a top-notch opportunity to attract

SRDS 1949-1950 Edition of "CONSUMER MARKETS," specifically designed to help advertisers and agencies with their market selection problems, presents an important promotion opportunity for individual newspapers, radio stations, and other consumer media.

What "CONSUMER MARKETS" is

SRDS "CONSUMER MARKETS" is a compilation of the most recent market data available at state, county, and city levels. It provides sales, advertising, marketing, and media executives with the statistical factors they require for planning advertising and distribution in today's changing, competitive markets.

It presents 1948 estimates on population, households, retail sales, service activity, supplemented by current data from U. S. Government and other reliable sources to use as a basis for comparisons which assist interpretation of the changes that are taking place in all important marketing areas.

It includes state and city maps specially designed to help buyers of space and time visualize areas of specific interest to them.

Why "CONSUMER MARKETS" is an important marketing tool for your prospects

Standard Rate & Data Service is sparing no effort to make the 1949-1950 Edition of "CONSUMER MARKETS" the most complete, authoritative compilation of city, county, and state market information available anywhere in a single volume, so arranged as to facilitate ease of use and to eliminate confusion.

It will cover all counties in the U. S.; all cities and towns having daily newspapers and/or radio stations in the U. S., U. S. Possessions, Canada, and the Philippines; all incorporated and urban U. S. areas with populations of 5,000 and over.

The data will not be for selected markets. They will cover ALL market areas with populations of 5,000 and over. This important all-inclusive coverage is unduplicated by any single source of market information. It's one of the reasons for the rapidly expanding use of "CONSUMER MARKETS."

What advertisers and agencies say about "CONSUMER MARKETS"

Over two hundred "case histories" of usage indicate that 90 per cent of those who have worked with the 1948-1949 Edition of "CONSUMER MARKETS" became enthusiastic boosters of its value and utility as a marketing tool. Here are some representative comments:

"CONSUMER MARKETS" is one of the most helpful and valuable reference books that I've ever had." (Advertiser)... "This is one of the most complete and comprehensive reports we have access to." (Agency)... "It's a quick, easy, information reference—a delight to any media or market research department." (Agency)... "We like all the information contained in the book." (Advertiser)... "The book is a gold mine of market facts." (Agency)... "As currently presented, it is quite complete." (Advertiser)... " ‘In use daily. We are relying regularly on your county information to determine the expenditures and efforts of our clients." (Agency)... "An invaluable book." (Advertiser)

Such statements, and we have hundreds more, suggest the reason for the intensive use of this book which brings together in one convenient place territorial and marketing data that advertisers and agencies otherwise have to search for in many places.

How advertisers and agencies are using "CONSUMER MARKETS"

Here are some of the uses advertisers and agencies have reported for "CONSUMER MARKETS":

- For presentation of newspaper budget.
- For originating presentations and plans for our clients.
- "Planning tests for local newspaper advertising."
- "As a marketing guide in the selection of local media; and allocation of budget."
- "Looking for markets to expand a retail business."... "To help figure out coverage patterns."
- "Use in decisions on cities in which to advertise."... "To determine best trading areas."
- "Market study preliminary to launching a new product."... "Constant usage to get complete basic information on market."... "For checking on dances for small cities and towns."... "Selection of key cities for promotion."
- "County data for newspaper coverage and test advertising."... "Placing of advertising in properly populated localities, farm and industrial centers."

What "CONSUMER MARKETS" means to newspapers, radio stations, and other consumer media

The intensive use of "CONSUMER MARKETS" by sales, advertising, marketing, and media executives, at the times when they are actively evaluating markets and investigating how to develop those markets, provides an ideal opportunity for you to register the values of your medium in terms of your prospects' immediate marketing interests.

This is the time and the place to show how your medium enables the advertiser to reach and penetrate the buying area you serve.

This is the time and the place for you to interpret the cold statistical data that "CONSUMER MARKETS" reports, in terms of the live buying interest your medium delivers.

This is the time and the place to throw the weight of your evidence into the market considerations that are under way when "CONSUMER MARKETS" is being used.

Decide now to take advantage of these timely opportunities

You can develop these opportunities to increase favorable consideration of your market and your medium by presenting your story in a Service-Ad* near the data listings for your area in the new 1949-1950 Edition of "CONSUMER MARKETS."

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*Service-Ad: A Service-Ad is a section of a newspaper, magazine, or other publication that is dedicated to the promotion of local news, events, or businesses.
MORE ADVERTISERS to your market...

Take space enough adequately to define the scope, penetration, and character of your coverage, to describe your audience—what they are, how they live, what they buy, what proportion of the total market they represent, to offer any market survey materials you have that will contribute to an appreciation of your market's potentials and how to develop them.

July 1st is the deadline

The 1949-1950 Edition of "CONSUMER MARKETS," scheduled for September 1st publication, will close for Service-Ad copy on July 1st.

This edition will go to all subscribers to the Newspaper, Radio (including TV and AM), Consumer Magazine, Transportation Advertising, and Farm Publication Sections of SRDS. These subscribers, who pay $60 a year for the complete Service, probably constitute the highest qualified list of media prospects available anywhere.

In addition to the regular subscribers, the 1949-1950 Edition of "CONSUMER MARKETS" will go to a list of national advertisers, guaranteeing extensive, penetrating coverage for your Service-Ad.

**"Service-Ad"—An informative advertisement in SRDS "CONSUMER MARKETS" that Sells by Helping People Buy.

Expert Copy Service Available

The SRDS Copy Service Department will be glad to help you prepare a "CONSUMER MARKETS" Service-Ad that will effectively tie your medium in with the interests of advertisers and agencies when they are using this book. This copy help will involve no cost or obligation, but time is limited. We urge you to put in your copy service request at once. Just get in touch with the nearest SRDS office or send all pertinent information and a copy of your publication or station log to Lyman Forbes, Manager of Copy Service, in our Chicago office.

The 1949-1950 Edition of "CONSUMER MARKETS" offers an opportunity not to be missed if one of your sales problems is to get advertisers and agencies to give your market greater and more frequent consideration.

For Your Immediate Convenience

SRDS Consumer Markets Service

STANDARD RATE & DATA SERVICE, INC.
333 North Michigan Avenue, Chicago 1, Ill.
120 Lexington Avenue
New York 17, N. Y.
1759 W. Eighth Street
Los Angeles 18, Calif.
52 Post Street
San Francisco 4, Calif.

May 30, 1949 • Page 37
I D T
Page through demand well contain Belle Hines, Illinois the first homa City.

Only represented notionally Central Engineer Barry Edwards' Truth or Consequences, and Poole, Cone & Belding, New York, has joined WNYC-TV Oklahoma City. Represented by Myles Foland Jr. has been appointed assistant program director and chief announcer of WSIV Pekin, Ill.

ROY RECTOR, formerly associated with Ralph Edwards' Truth or Consequences, and Poole, Cone & Belding, New York, has joined WKTV-Oklahoma City.

Gordon Tuell, staff announcer at KIRO Seattle, has been elected president of West Seattle Rotary Club, effective July 1.

BARRY KAYE, formerly with WBMD Baltimore, has started new program, The Barry Kaye Show on WPT Paterson, N. J. MILTON BERLE, television star, made special transcription to play on Comedian Kaye's first WPTW show.

When a Small Crowd Makes for a Packed House —

Only 650 were in attendance at the show put on by WLS National Barn Dance stars recently in Illinois, Michigan — but it was a full house, nonetheless. For the theater was the Veterans Administration Hospital and the 650 were the hospital's ambulatory and wheel chair patients.

WLS stars giving their time and talents for the vet show were Lulu Belle and Scotty, Red Blanchard, Bob Atcher, Evelyn, Phyllis, Captain Stubby and the Buccaneers, and emcee Bill Bailey.

During the same month, WLS Barn Dance acts played to 4,000 people in Michigan and Wisconsin, with a total of 38,700 paid admissions for all performances.

Because WLS programs are so well accepted, so solidly established, WLS talent is in constant demand in cities and towns throughout the rich four-state area. Just as are WLS-advertised products.

WLS

1924 — — — 1949

Chicago 7

GERoge WALLACH has resigned as director of program College, Yellow Springs, Ohio, has been chosen by judges for Dr. Christian Award for 1949 to receive special award. He was honored for his script To Live a Dream.

ROBERT L. JAWER of WPTZ, and JOHN P. MEAGHER of KYW both Philadelphia stations, were elected to membership in Poor Richard Club. EWING B. HAWT, WSNd. WHT-TV, Flemington, Del., was elected to non-resident membership.

JACK FUNK, formerly with KSIL Silver City, N. M., and KOMO Hannibal, Mo., has joined KECK Odsessa, Tex., as announcer and music librarian. VIRGINIA WILKINS, former with Continuity department of KMO, is copy writer at KECK.

CECIL B. HALL, who has been doing part-time announcing with WHPT Durham, N.C., will become full-time announcer with station upon completion of his school year at Duke U.

ROGER CLARK, formerly of WALT Don Tеннant, S. C., has joined announcing-engineering staff of WHAR Charleston, W. Va.

Joe DEMBO, formerly with WTC New Brunswick and WJRU Rutgers U. station, has joined WMTR Morristown, N. J. DON WESLEY, who has been with WMTR since its opening, is leaving to return to Princeton U. this fall after bicycle tour of Europe in summer.

FRED DARWIN, formerly of WINS New York, has joined WINC Chicago announcing staff.

JOYCE MERRELL, continuity editor at WRB Dallas, has been notified that her entry in Southwest Annual Radio Conference at U. of Oklahoma has been judged first in newscast commercial class.

HELEN RAMSAY, continuity writer at CFRN Edmonton, won Townsend Trophy for top photograph in Townsend contest. She also was awarded second and third place.

MARTIN EDWARDS of WMBD Baltimore has joined WAAV (TV) Baltimore as part-time announcer.

HERB GOTTSCALKH has joined WHOT South Bend, Ind., as staff announcer.

JEAN COLBERT, WTIC Hartford, Conn., director of women's activities, has left for Europe on second annual trip in interest of her daily program, Radio Bazaar.

BOSH Pritchard, Philadelphia Eagles football halfback and singing star, is now disc jockey for WDAS Philadelphia.

ROY BRISCOE has joined WSTV Steubenville, Ohio, as m.c. of its Nite Club of the Air.

ROSS MILLER, announcer at WTIC Hartford, Conn., is the father of a girl, Lisa.

HUGH JAMES, freelance announcer, and his wife, CLEMENTINE TORRELL, former radio actress, are parents of a boy, born May 22.

VERNE SMITH, announcer on CBS Ortiz & Harriet, is the father of a boy.

DON LAFFER, former WND Chicago announcer, has been added to announcing staff of WMOR (FM) Chicago.

AMVETS has cited WTJ Milwaukee's They Can Come Back series "for outstanding service towards the welfare of our nation." Other recipients were the Assn. for the Prevention of Alcoholism, which is co-producer with the station, and Robert Vail, writer of series.

When a Small Crowd Makes for a Packed House —

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**Production**

JUDITH WALLER, director of public affairs and education at NBC's Central Division, will be a delegate to UNESCO meeting on educational broadcasting in Paris June 27 to July 1. Miss Waller is member of UNESCO radio committee and NAB's education standards committee.

FRANKIE ALLEN, former control room engineer at WLBR Mattoon, Ill., has joined KFTM Fort Morgan, Col., as program director.

MYLES FOLAND Jr. has been appointed assistant program director and chief announcer of WSIV Pekin, Ill.

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**WLS**

1924 — — — 1949

Chicago 7

Represented nationally by John Blair

**Rural Disc Jockey**

A VERSATILE fellow is Harrell Sisson, heard over WKCJ Natchitoches, La. Mr. Sisson, who is with the Production and Marketing Administration, rides herd on the station's early morning farm show, but also does no ordinary agriculture broadcast. Between suggestions for improving pastures and constructing terraces, Mr. Sisson spins records of rural rhythm, with ad lib introductions. All of which makes him one of the few people to bear the unusual title: Disc Jockey-Production and Marketing Administration Agent.

**HEADLINERS**

Cite Radio Newsmen

FOUR radio newsmen, Bill Henry of MBS, Elmer Davis of ABC, Robert Trout of NBC and Charles Collingwood of CBS, won 1948 Headliner Award for their journalistic achievement, the National Headliners Club announced yesterday (May 29) in Atlantic City. A fifth award is to be in June.

Bill Henry's selection set a precedent because he now became the holder of both a radio and newspaper Headliner award. In 1948 he was selected for outstanding work as a columnist on the Los Angeles Times. This year he made it for "outstanding on-the-spot coverage of the 1948 presidential campaign for the Los Angeles Times." Mr. Davis won his medal for outstanding commentary coverage of the 1948 Presidential campaign for the CBS, for the 5-hour, all-night NBC coverage of the Presidential election, and Mr. Collingwood for reporting for CBS of the Arizona-California dispute over division of water from the Colorado river.

**LIBEL and SLANDER**

Invasion of Privacy, Fair Comment, Right-Privacy INSURANCE For the wise Broadcaster OUR EXCESS POLICY PROVIDES adequate Protection

Surprisingly inexpensive CARRIED NATIONWIDE For detailed quotations write Employers Reinsurance Corporation Insurance Exchange Bldg., Kansas City, Missouri

Page 58 • May 30, 1949
KBA CONVENTION

Two-Day Meet Opens June 3

TWO-DAY meeting of the Kentucky Broadcasters Assn. will open Friday (June 3) at the Seelbach Hotel, Louisville. Pre-convention activities on Thursday will include a meeting of Kentucky MBS affiliates at WQRC Louisville with Norman Knight, MBS eastern manager of station relations, and a television demonstration at WAVE-TV Louisville.

Roundtable on sales and sales problems will highlight the Friday afternoon sessions. Panel members will include W. T. Isaac, WHN Danville, chairman; J. W. Betts, WPTM Maysville; Fred Bullard, WKIC Hazard; Kathryn Peden, WHOP Hopkinsville; Kenneth Z. Turner, WNNB Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WKAY Glasgow. Frank Silvernail, chief time-buyer at BBDO, New York, will address the Friday luncheon session, and Sol Taithoff, editor and publisher of Broadcasting, will be the speaker for the evening banquet.

Saturday sessions will open with a business meeting at which a site for the autumn meeting will be selected. Gilmore Nunn, head of Nunn radio stations and NAB director of District 7, will speak at the Saturday luncheon. Kentucky Associated Press radio members will meet following adjournment of KBA Saturday.

SALES MEETING

For Wis.-Upper Mich. June 11

PRINCIPAL speaker at the semi-annual meeting of the Wisconsin-Upper Michigan Sales Managers Assn. June 11 will be Lee Hart, assistant director of broadcast advertising for the NAB. She will speak at the group’s sales clinic in the Plantkinton Hotel, Milwaukee.

Other speakers will be E. R. Borroff, president of Taylor-Borroff representative firm, Chicago and Charles Caley, executive vice president of WMBD Peoria, Ill. They will discuss “selling at the local level,” theme of the clinic, according to Forster Cooper, commercial manager of WDUZ Green Bay, and association president.

After a dinner for members and guests, the group will tour studios of WTMJ-TV Milwaukee.

Features Winchell

FOUR-PAGE spread on the Damon Runyon Memorial Fund, Sunday June 11, will feature Lee Winchell, was featured in the May 10 issue of Look magazine. The article, “Winchell Leads Dramatic Fight Against Cancer,” points up Mr. Winchell’s use of his ABC broadcasts in the drive to raise funds for cancer research and Milton Berle’s recent television marathon. In two and a half years, the campaign has collected almost $3 million and “is proving an eye-opener in the world of science,” the article states.

**$5.07 saved a contract...and a man’s business**

Special switches were needed to complete an electrical instrument contract. Late delivery of finished items would kill chances of future orders and lay off men. Switches were 1100 miles away, but Air Express delivered the 15-lb. package at 3 a.m.—4 hours after pick-up. Cost, only $5.07. Air Express now used regularly. Keeps down inventory, improves customer service by early delivery.

**Facts on low Air Express rates**

17-lb. carton of hearing aids goes 900 miles for $4.70.
12 lbs. of table delicacies goes 600 miles for $2.53.

(Same day delivery in both cases if you ship early.)

Only Air Express gives you all these advantages: Special pick-up and delivery at no extra cost. You get a receipt for every shipment and delivery is proved by signature of consignee. One-carrier responsibility. Assured protection, too—valuation coverage up to $50 without extra charge. Practically no limitation on size or weight. For fast shipping action, phone Air Express Division, Railway Express Agency. And specify “Air Express delivery” on orders.

**Specify AIR EXPRESS**

Rates include pick-up and delivery door to door in all principal towns and cities.

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U.S.

May 30, 1949 • Page 59
**OWEN DAVIS JR.**

**DIES ON YACHTING TRIP**

OWEN DAVIS JR., director of program preparation and procurement for NBC-TV, died May 21 while on a weekend yachting expedition. His body was found in Long Island Sound off Kings Point, L. I., and near him was a life preserver from the 29-foot auxiliary sloop Barada. Mr. Davis was last seen alive nine hours earlier aboard the Barada by Herbert V. Anderson, NBC sales executive and owner of the sloop.

Mr. Davis, 42, was the son of Owen Davis, Pulitzer prize playwright. He was a stage, movie and radio actor before joining NBC. On Broadway he had appeared in "Mr. and Mrs. North," written by his father; "The Barker," "Jenebel," with Miriam Hopkins, and "The Solid South," with Bette Davis. His Hollywood debut was in "All Quiet on the Western Front." Among radio shows in which he appeared were: *Rudy Vallee Show, Those We Love, The Circle, The Goldbergs.*

Mr. Davis joined NBC in 1946. He superintended all matters of casting, writing, script procurement and general program preparation for TV.

Surviving are his parents, with whom he lived in New York, and a brother, Donald.

**DURING May and June listeners to WPQD Jacksonville, Fla., were invited by entering their $250 vacation contest. Contestants are asked to fill in statement in 60 words or less stating: "I am my favorite WPQD program is ..." Entrant must specify which vacation he would like to win as winners will be selected in each class. Vacations include: Week in Havana; week in North Carolina; week in New York; week at Miami Beach; week at Forest Woods' Sportsman's Lodge at Welaka, Fla.; and week at Rainbow Springs. Vacations are all expenses paid.

**RKY 'Expanded'**

RUBBER BAND, stretched to cover word "expanded," is featured on KYW Philadelphia's newest promotion piece. Done on heavy white cardboard, piece tells story of station's new antenna system and 60 kw power to carry "your sales story...."

**Scaffold Comments**

STAFFERS at WAVL Apollo, Pa., were "up in the air" when scaffold was erected in front of building. Viewers' studios and offices in Vandergrift, Pa. Taking advantage of unusual broadcast situation, Announcer Forrest Boyd ran long mike cord up scaffold and climbed to top himself to interview head of construction company and several bricklayers. For several days preceding broadcast station aired announcements saying "if the weather's fair, we'll be there." WAVL reports that as result of program, construction company and scaffold company plan to place advertising on station.

**Spelling Bee**

MCCLATCHY stations and newspapers in California awarded a $600 college scholarship and gold belt buckle to winner in second annual Central Valleys Spelling Bee. Stations KFBI Sacramento, KMJ Fresno, KBEE (FM) Modesto, KGW Stockton, and KERN Bakersfield took part in event. Following contest, contestants and their chaperons were feted at a banquet.

**Picture Jamboe**

TO PROMOTE its Camera Club of the Air, weekly WWSW Pittsburgh feature devoted to People's Camera Exchange, local photo supply house, staged its first Pix Shooting Jamboe for members on May 21. Members photograph riverboat race, part of city's "Welcome Week" celebration, with winners receiving merchandise prizes from sponsor's stock. All members were issued cloth lapel badges carrying legend "Member Photographer, People's Camera Club of the Air sponsored by PEOPLE'S CAMERA EXCHANGE, ... over WPQD."**

**Music and News**

WITH an implied criticism of broadcast using live studio audiences, KXA Seattle has taken ads in local papers inviting listeners to tune in for music and news, rather than participating shows. Line sketch of "suffering" listener holding hands to ears is accompanied, in two-inch ads, with copy: "Shrieking audiences drive you nuts? Then listen to KXA—Music and News All Day. Stay tuned to 770."

**Better Business**

BUSINESS letters to trade are being distributed by WTOP Washington. Letters titled "Business Is Always Better in Washington" give statistics to prove that Washington's business is above that of rest of nation. First two letters gave proof of city's increased department store sales, and its increased telephone book size.

**Television Demonstration**

FIRST demonstration of television program by WOC-TV Davenport, Iowa, recently took place in form of closed circuit telecast for studio audience of TV equipment distributors. Program included several commercial shows and news program. WOC-TV expects to do on air with regular telecasts in October.

**Arizona Booklet**

BOOKLET titled "Arizona—An Adventure in Irrigation" has been distributed by KOV Phoenix, Ariz. Booklet is designed to explain state's water problem and its right to water from Colorado River, now being disputed in Congressional hearings by California.

**Pacific Playground**

SIXTY-PAGE, five color brochure extolling beauties of Pacific Northwest and titled "Pacific Northwest Playground, 1949," is being distributed by region's broadcasters. In addition to XL stations and KING Seattle, KGEZ Kalispell, Mont., is cooperating. Lavishly illustrated, book covers states of Washington, Idaho, Montana and Oregon, and Canadian provinces of Alberta and British Columbia. Except for promotion material and brief note listing stations and stating that "Summer or winter—the Pacific Northwest Broadcasts the best in radio entertainment..." entire brochure is devoted to area, rather than radio.

**Congratulations WBAL**

WAAM (TV) Baltimore aired a sign-off announcement late last month congratulating its competitor WBAL Baltimore on latter's efforts in behalf of Cancer Fund Drive. Following announcement, WAAM requested its listeners to tune to WBAL-TV and watch final wind-up of station's Cancer Fund auction.

**Mexican Independence Day**

ON 87th anniversary of Mexican Independence Day, KIOA Des Moines aided in celebration by Mexican population of Iowa. Truman Walrod, who conducts special nightly program in Spanish, dedicated at coronation of king and queen who reigned over festival and also served as judge of royal contest.

**Super Market TV**

ONE HUNDRED video receivers have been leased from Bell Television Inc., New York, for installation in 25 Grand Union Super Markets throughout New York City for reception of Market Melodies being telecast over WJZ-TV New York (BROADCASTING, May 23). Martin Sugar, Bell president, reports 15-inch direct view receivers with remote control units are being used, and audience of 125,000 people weekly are expected to view WJZ-TV's two-hour program.

**RCA Booklet**

ACTIVITIES for RCA are described in new booklet published by its Dept. of Information, New York. All phases of RCA's work are covered, from its formation through its foreign trade activities. RCA's broadcasting and telecasting activities from research to finished product are reviewed. Booklet is titled "RCA ... What It Is ... What It Does," and is designed to give "answers to questions often asked."

**American Heritage**

TWENTY sets of enlarged reproductions of the 26 American Heritage Documents are being distributed for Los Angeles schools by local station KFWB. Documents include the Constitution, Declaration of Independence, Lincoln's Gettysburg Address and other famous papers.

**Agriculture**

We've been programmed for the farmer for 24 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
BILL STERN Sports Award is presented to Jack Newell (l), Denver's "Athlete of the Year," by Lloyd E. Yoder, general manager of KOA Denver. Mr. Newell was selected as the city's outstanding prep athlete of 1948 in a vote conducted by KOA among the 25 Denver high school coaches in cooperation with Bill Greim, director of health education for Denver Public Schools.

On All Accounts (Continued from page 80)

to television. It was five years, however, before he could get at it again. For, joining the Merchant Marine in 1942, he went through the North Atlantic, South Pacific and Mediterranean before finally drying his feet before a television camera in Los Angeles in 1946.

His formal education started in Wausau, Wis., to which the family moved when he was five, and where he attended grammar and high school. In 1935 he received his B.A. from Ripon College, Ripon, Wis., a foreign language and English major.

His education secure, he struck out the next year for New York where he landed a $15 a week job as copy boy for the Daily News. In 1938, by which time he had become a feature writer and assistant city editor, he was transferred to the Washington bureau of the paper. Two years later he deserted the News and became Washington correspondent for the Philadelphia Record and New York Post. During this period Frank found time to indulge in other interests, and, besides keeping these two papers happy, he wrote and announced a quarter-hour program on WINX Washington, freelanced on another local station, and wrote articles for Esquire, Survey Graphic and KEN magazines.

The fact that Frank has carried his education over into his everyday life is witnessed by one outstanding detail—Elfriede Stobbe, whom he met in French class at Ripon and married in 1936. Now their chief majors at their home in New York's Manhattan Beach are Ann, 10, and Peter, 7.

Frank is a member of the Los Angeles Athletic Club, Mariner's Club and Sierra Club (mountain climbing). Writing adventure and sea stories for pulp magazines (under the name of Frank Riley) takes up a little more of his spare time.

Feature of The Week (Continued from page 80)

sets from FCC which is authorizing a radio band for shortwave sets for sportsmen. "They're the clear rig for lake rescue, lost fishermen, shore-to-ship warnings of storms and emergencies at seas," they pointed out.

In any event, the gimmick created so much interest among Twin Cities' sportsmen that the Minneapolis Sunday Tribune covered the fishing party on its expedition, and the Minneapolis Star's outdoor editor, Jack Connor, speculated on further possibilities.

Said Mr. Connor: "Next thing some radio guy will carry a radar set to sound for fish. "That'll make the television people mad and they'll come up with a set that not only tunes in the wavelength of a fish, but television a picture of him snubbing one of those bogus worms."

**PROGRAM CLINIC**

Chicago Slate Is Set

FIRST NAB Program Directors Clinic, to be held June 27-29 at the downtown campus of Northwestern U., Chicago, will present a list of nationally known specialists, according to Harold Fair, NAB Program Dept. director.

Speakers will include NAB President Justin Miller, who will discuss benefits of the Standards of Practice in programming during a period of growing competition and Maurice B. Mitchell, director of NAB's new Broadcast Advertising Bureau, and Sylvester L. (Pat) Willis Young & Rubicam radio-TELEVISION vice president.

Lewis H. Avery, of Avery-Knodel, representative, will discuss cooperation of stations and representatives in stimulating spot sales. Ideas on using of library services will be given by Walter Davison, Capitol Transcriptions; C. A. Langlois, Lang-Worth Feature Programs, and John L. Slan, WCBS Broadcasting System. Representing copyright societies will be Her- man Finklestein, ASCAP; Kurt Jadamson, SESAC; Carl Hiiball and Robert Burton, BMI. They will tell how to make efficient use of copyright services.

Dr. Kenneth H. Baker, NAB research director and BMI acting president, will talk on ways of conducting research in a community at minimum cost.

Discussing record programs will be Dick Redmond, program director of WHP Harrisburg, Pa., and John Tinnes, assistant station director of KWK St. Louis.

Charles A. Batson, editor of NAB's series of television reports, will review potential program material for guidance of those planning TV schedules.

Handling a discussion of news services will be E. K. Vadeboncoeur, vice president of WYX, Syndicate, moderating a panel consisting of John M. Cooper, INS; Phil Newsom, UP, and Tom O'Neill, AP.

Edgar Bill, president of WMBD Peoria, Ill., will speak on "What Management Expects of the Program Director," covering community relations, entertainment and business aspects. Practice in giving listeners farm service program will be presented by Chuck Worcester, farm director of WMT Cedar Rapids, Iowa. Public interest programming will be covered by Rex Howell, general manager of KFXJ Grand Junction, Colo., with specific cases cited by Ernie Brevik, public interest director of WDAY Fargo, N.D., and Ed Wheeler, assistant general manager of WWJ Detroit.

Taking up the engineering side will be Royal V. Howard and Neal McNaughten, NAB director and assistant director of engineering, respectively.

Lee Little, general manager of KTUC Tucson, Ariz., will speak on the importance of continuing work in program promotion.

Registration fee for the three-day clinic is $15, covering all sessions. Meetings will be held in the auditorium of Northwestern's U.'s Thorne Hall. Audition rooms will be available.

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening. They star, too, on the CBS coast-to-coast network each Saturday afternoon, 4:30 EST.

The Texas Rangers' transcriptions, used on scores of stations from coast to coast, have achieved Hoopratings as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

**ARTHUR B. CHURCH Productions**

**KANSAS CITY, MISSOURI**

**May 30, 1949**
SEATTLE AWARDS
Made in Radio, Video

AWARDS for excellence in the production of radio programs and announcements were presented May 17 by the Seattle Advertising and Sales Club in its second annual advertising competition. The meeting, which attracted an overflow of advertising executives and ad personnel, was the occasion also for the presentation of television awards for the first time.

A special award for outstanding merit for a commercial program was presented to KJFO for its participating show "Pass the Buck," launched last fall and subsequently transferred to the Columbia Pacific Network.

First place for commercial programs went to Washday Jamboree, broadcast on KOMO Seattle for Troy-Empire City Launderers. Lukne-Maudeley & Assoc., is the agency. Second place award went to the Ann Sterling Show, participating on KJR, and third to Evergreen Anthem Time, sponsored by Evergreen-Washelli Cemeteries.

In the category of live announcements, the nod went to Fisher's Scotch Mix, a spot campaign for Fisher Flouring Mills, placed through Pacific National Advertising Agency. First place among transcribed announcements was awarded to the 1949 Ford announcement by Northwest Ford Dealers Advertising Assn., handled by J. Walter Thompson, Seattle. Meuser's Chicken 'n Chips received second place in this category, and third went to announcements prior to the November elections by Men and Women Against Prohibition. Pennman-Neil was the agency for Meuser's and Bozell and Jacobs handled the anti-Initiative 13 spots.

In the category of public relations and community service programs, the winner was Voices of the Northwest, a choral program sponsored on KOMO by Seattle's First National Bank through Pacific National Advertising Agency. Second place was captured by Seattle Story, an institutional program presented on KOMO by the Chamber of Commerce, with McPherson & Crockett Production as agency, and third went to KIRO for the participating early-morning program, The Old Boeing Puller. Bill Moore's Farm Forum, on KJFR under the sponsorship of Puget Sound Power & Light Co., with Strange & Posser as the agency, won honorable mention.

An award for public relations announcements went to the Olympia Brewing Co., for its long range campaign of traffic safety spots. Botsford, Constantine & Gardner is the agency.

TV awards were:
Commercial announcements (film slide or opaque)—Bardahl Motor Oil, through Wallace Mackay Advertising Co.
Commercial announcements (TV film)—Sick's Century Brewery, through Western Agency Inc.
Best television program promoting public relations and/or community service—University Symphony Concert, a sustaining program.
Best commercial program designed to sell merchandise and/or service—High school basketball championships, sponsored by Pats-Pak Beverage Co., through Ronig C. Fuller.

All the television programs were carried on KRSC-TV.
FC Actions

(Continued from page 48)

Decisions Cont.

WHAY New Britain, Conn.—Granted mod. CP change type tran. and change station location.

WRCO Richland, Wis.—Granted mod. CP approval ant. and motion to change spec. location and station type.

WILL Evansville, Ind.—Granted lic. change for new station.

WEFM Chicago—Granted lic. change in filing of COP.

WVKO Columbus, Ohio.—Granted lic. change for new FM station 95.5, 52 kw, 220 ft.

WNBT New York—Granted lic. change in large城市的.

The Dispatch Printing Co., Columbus, Ohio—Granted lic. change for FM station.


WKAM Warsaw, Ind.—Granted mod. CP approval period to use change lic. station.

BY COMMISSIONER WEBSTER

Patrick G. Smith, Bishop, Calif.— Granted petition requesting dismissal without prejudice of application for AM CP.

May 24 Applications

ACCETED FOR FILING

AM 550 kw

KCAU Tucson, Ariz.—CP new AM station to change station to 1520 w un.

KFWF Fort Worth, Texas.—CP new AM station to change from 1400 to 1520 kw.

License for CP

KMAC San Antonio—License to cover CP new FM to change fre.

Modification of CP

WWIP Providence, R.I.—Mod. new CP AM station to increase power etc.

Requests for extension of completion date

New FM station to change Rock, Ark.; KFZJ (and aux.) Fort Worth-Tx.; KBVS San Antonio; KFRO Kansas City, Mo.; KFZD (and aux.) Santa Fe, N.M.; KFZS (and aux.) Chico, Calif.; KFZP Pomona, Calif.; WKNX New Orleans, La.; WKKE Cleveland, Ohio; WKLT Richmond, Va.; WTUX Wilmington, Del.; WDCG Coton, Ark.; WKJZ Little Rock, Ark.; KWEM West Memphis, Ark.; KWKJ Milwaukee, Wis.; WMOB Mobile, Ala.; WMRO Aurora, Ill.—Granted temporary extension of license to July 14, 1951.

Petition Dismissed

WOR Boston—At petitioner’s request, the petition is dismissed due to expiration of temporary license which expires June 21.

STA Granted

KECC Pittsburgh, Pa.—Granted STA for change in format from 80 to 30 kw.

Oral Argument Sought

Scheduled oral argument, to be held in Washington, D.C., June 12, 1951, on question of acceptance of TBT cond.

Extension Granted


Petition for Modification

Allocation plan for Class B FM stations amended to delete Channel 2746 FM. The two new FM stations were added to the license.

Extension Granted

KURO Kalamazoo, Mich.; KAMR Amarillo, Texas; KATL Atlanta, Ga., et al.—Granted extension of completion date for FM stations.

May 25 Applications

ACCETED FOR FILING

AM 1550 kw

KTED Laguna Beach, Calif.—Mod. CP new AM station to change from 1550 to 1530 kw.

KWWB Hobbs, N.M.—Mod. CP new AM station to change from 1450 to 1500 w un. to 1530 kw 1 kw DA un.

APPLICATION DISMISSED

Central Biscuit, Inc., Independence, Ind.—Dismissed May 23 new CP FM station.

MINN. ASSN.

Meehner Heads New Group

FORMATION of the Minnesota Broadcasters Assn. took place May 23 in Minneapolis at a meeting of representatives from 40 stations.

Session elected John Meehner, KGYX Minneapolis and NBA District 11 director, as president. Other officers are C. T. (Swanee) Hagman, WLOL Minneapolis, vice president, and Mel Drake, KDAL Minneapolis, secretary-treasurer.

Organization’s aims are to promote common interests of the stations and to combat unfavorable legislation, taxes, etc., on the state level.

Annual meeting of the MBA has been set for Sept. 21, following the NAB district meeting.

CANTOR DROPPED

Pabst To Bock ‘Riley’

PABST SALES CO., Chicago (Pabst Blue Ribbon beer), will sponsor life of Riley on commercial TV stations.

The firm has dropped sponsorship of Eddie Cantor and will place the Life of Riley program in the same time period as Cantor’s on the NBC network—Friday, 9-9:30 p.m. on NBC.

It will originate in Hollywood.

The television show on NBC-TV will be heard Tuesday, 9:30-10 p.m., and will be telecast from New York. William Bendix will continue to play the role of "Riley" in the radio version.

The television part has not been cast yet. Warner & Legler Inc, New York, is the agency.

ILLINOIS Federation of Women’s Clubs last week commended ABC with two first place awards for America’s Town Meeting and The Greatest Story Ever Told, each given for the second time.


TENDERED FOR LICENSING

KTRC Seattle to July 15.

APPLICATION DISMISSED

Central Biscuit, Inc., Independence, Ind.—Dismissed May 23 new CP FM station.

APPLICATION DISMISSED

Central Biscuit, Inc., Independence, Ind.—Dismissed May 23 new CP FM station.

May 26 Decisions

BY COMMISSION EN BANC

Extension Granted

Rock Island Biscuit Co., Rock Island, Ill.—Granted extension of completion date to Aug. 8.


Hearing Denied

Carolina Piedmont Broadcasters, Inc., Lincolnton, N.C.—Denied for hearing application for station on 1000 kw 1 kw D WMWD San Francisco; and 1200 kw FM station.

Colonial Biscuit Co. and WHIT New York.—Denied for hearing application for suspended hearing application Colonial Biscuit Co. new AM station to 950 kw D and AM station of WHIT to change facilities from 1400 kw D and AM station of WHIT to change facilities to 950 kw D and AM.


Pettition Granted

WEBW St. Louis, Mo.—Granted petition of WEBW request for that application for un. time on 770 kw with 5 kw D and AM station, to solve pending issue to avoid conclusion of proceedings; waived requirement of sect. 1120 to support purposes of accepting late opposition of American Biscuit Co.

Gila Biscuit Co., Winslow, Ariz.—Denied for hearing application for renewal and grant without application; amended petition for hearing regarding issues.

Colonial Biscuit Co., Colorado City, Texas.—Denied to reinstate and amend application requesting to retransmit amendment pending action of March 21 dismissing application for change from 1400 kw D to 250 kw un. (which was granted on condition for AM station to 960 kw D was not granted); ordered that proposed amendment be reconsidered as new application and filing date of Amendment be made.

Pettition Granted

WJOC Jackson, N.Y. and WHRZ Illini Co., Rock Island, Ill.—Denied to designate petition to WJOC to designate for hearing application of WJOC to change facilities from 1400 kw D to 1340 kw 250 kw un. made WJOC petition failed to designate WJOC as party.

Petition Denied

American Biscuit Co., Rock Island, Ill.—Denied in all respects petition of ABC for renewal of application of Albu- querque Biscuit Co., KGB Albuquerque, N.M. for CM and license to operate on 970 kw D.

Extension Granted

KOB Albuquerque—Granted extension of SSA to operate on 790 kw D and FM station.

First Permit Renewal

American Biscuit Co., Rock Island, Ill.—Granted renewal of permit to produce program services for ABC and CBS on stations in Montreal and to Canadian Biscuit Corp. network.

License Renewal

Following granted renewal of licenses: WJTV-FM (Ashbury Park, N.J.) for period ending June 1, 1952; WHA-

(Continued on page 61)
May 26 Applications

ACCEPTED FOR FILING

License for CP
KFMY Fort Morgan, Colo.—License to change
license to change from 870 kc to 1.9 kc.

License Renewal
KRJY Oklahoma City, Okla.—License to change,
license to change from 1.9 kc.

Modification of CP
KWVW San Francisco, Calif.—Modification of
CP from 1.9 kc.

Request for renewal of license
WITX Fort Lauderdale, Fla.—Request for renewal
license.

TENDERED FOR FILING

ARM-41 kc
WAKS Charlotte, N.C.—Tendered new AM
station to change from 610 kc.

FCC DELETIONS by FCC, with reasons and
effective dates, include:
KGBT-AM, San Juan, P.R., to KGBR-AM, San
Juan, P.R.; May 26. Reason: FCC has assigned
ownership of the new station.

FM DELETIONS by FCC, with reasons and
effective dates, include:
KHJ-AM, Hollywood, Calif.—FCC has assigned
ownership of the new station.

Docket Actions

FCC ROUNDPUP

May 26 Summary

New Grants, Transfers, Changes, Applications

Summary of Authorization, New Applications, Station
Renewals, License, Ownership

Class
AM Stations
FM Stations
TV Stations
Total
Cond.
Air Licenses
Grants Renewals
Applications

Failure granted temporary extension of licenses to Sept. 1, 1949.

FCC Actions

FCC DELETIONS by FCC, with reasons and
effective dates, include:
KGBT-AM, San Juan, P.R., to KGBR-AM, San
Juan, P.R.; May 26. Reason: FCC has assigned
ownership of the new station.

FM DELETIONS by FCC, with reasons and
effective dates, include:
KHJ-AM, Hollywood, Calif.—FCC has assigned
ownership of the new station.
A TRAIL of tornados a fortnight ago, which raged through areas of the great Southwest, Missouri, Indiana and Illinois, left behind not only a trail of destruction, but also of marked safety properties, but a glowing testimonial to the force of radio in the public interest and in times of national disaster.

Typical of the reports reaching BROADCasting were these:

In Amarillo, fast work by the KFVS Amarillo staff gaveTexans listeners an eye-witness description of the great wind which struck Amarillo May 15. Newsmans Bob Knose lined up telephone circuits and got through to KGNC Amarillo for a report by KTSW Program Director Bob Watson. Described was broadcast via tape recording.

KFSA remained on the air a half-hour beyond its regular midnight signoff to carry latest news bulletins. When reception conditions permitted, a clear signal, KGNC/KFSA cooperate to concern the welfare of friends that they tune direct to KGNC, giving call letters and frequency, which aired bulletins and personal messages throughout the south Arkansas territory. When Eston Pace again contacted KGNC to tape-record an on-the-spot report by Mr. Watson.

Missouri Disaster

When a tornado roared through Cape Girardeau, Mo., May 21 and literally crushed everything in its path, KFVS immediately became the center around which all activity revolved. Station operations were transferred to the Red Cross for head- quarters. Thousands of people reported to the station to offer their help. KFVS' service was extended to help with messages from the Salvation Army, Naval Reserves, National Guard and others.

Telephone lines to the studio were jammed with calls inquiring about relatives, offering homes and donating equipment, bedding and food. Complete news coverage was given even to the night. The twister veered sharply north, missing KFVS' three tower directional array. Managers of affiliated stations—Murrell of KJWL in Fort Gibson, C. C. Lieb of KFVS in Osage, Ore. Both will have equal interests.

Consideration is reported to have been $125,000, $250,000 unlimited. File May 19.

WHL Hammond, La.—Assignment of license from Hammond to Henry A. Meints Jr. is as Superior Enter- prises Inc., Hammond. Meints withdraws and sells his 14% interest for $157,000 in cash. File May 25.

WKBW Rochester, N. Y.—Weekly letter announcing that control from David A. Kyle, Donald A. Corigli, Donald V. Murray, Hayden M. Kyle, Milton A. M. Seitzinger, and Paul F. Doherty, Jr., will be transferred to Harry G. Dorwick and Seymour D. Loflin for $800,000. Mr. Dorwick and Mr. Loflin each have 2½% interest. In Republican and press relations, daily and weeklies; they will be on the air 24 hr. File May 26.

WDWB Augusta, Ga.—Assignment of license from Augusta Broadcasting Co. to Radio Augusta, Inc., in grant of transfer of control to Radio Augusta, Inc. in which WAGB is involved. Consideration is $176,000. In Radio Augusta, Inc., B. S. Black, 50% owner WAGB-AM-FM Macon, Ga., 50% owner WCOS Columbia, S. C., president owner WAGS, 25% owner WAGS, 25% owner WAGS; in Radio Augusta, Inc., B. S. Black, 25% owner WAGS, 25% owner WAGS, 25% owner WAGS, and 25% owner WAGS; in Augusta Broadcasting Co., James W. Massey Jr., vice president 50%: Charles W. Pittman, manager WAGS, and owner WAGS, secretary 20%; W. R. Ringgold, vice president of WAGS and 25% owner WHN Charleston, S. C., treasurer 20%. Filed May 16.

TRANSFER AMENDED

KTSW Fort Worth—Request for transfer of control of Sunshine Broadcasting Co. to KTSW, from Radio and Television Corp. to George A. Forney for $190,000. AMENDED to add Mr. Aulty's right to purchase KWSV; transfer of control of WAGS; for April 9, 1949. Consideration is $153,000.

WGBM Chicago has been cited by Na
tional Commission of Civil Rights and Jews. Citation was received by Public Relations Director Don E. Kelley.
HALPERN NEW HEAD OF TELEVISION SOCIETY


New ATS board members are: Charles Durban, U. S. Rubber Co., retiring ATS president; Ralph Austrian, consultant; Halsey V. Barrett, DuMont; Jerry Danzlig, CBS; E. P. James, MBS; George Shupert, Paramount Pictures; Maurice E. Strieby, AT&T.

RIPLEY DIES IN NEW YORK

ROBERT L. RIPLEY, "Believe It or Not" creator, died Friday afternoon of heart attack, at New York's Columbia Presbyterian Medical Center. He was 55. Mr. Ripley had NBC-TV program Tuesdays, 9:30-10 p.m., was previously on NBC radio from 1931 to 1938 and 1947 to 1948.

VOTE ON ACTORS UNION

ACTORS Equity and Chorus Equity Council approved blueprint Friday for video actors union and will report that approval to Equity annual meeting June 5. New York also holds annual meeting June 9 at which video actors union will be given top consideration. Plan for such union, to be called 4A's Television Authority, will be up for death or life June 17 at annual meeting of 4A's [Associated Actors & Artists of America] international board.

BRIGHT TO JOIN ABC-TV

ROBERT BRIGHT, former art director of WPXI, will join ABC-TV as assistant art director June 6.

GETS WEDDING RIGHTS

WNEW New York last Friday secured exclusive broadcast in New York area of Rita Hayworth-All Khan nuptials, courtesy North American Service, French Broadcasting System.
Will your new product really sell? Only through experience will you learn whether your product is right...your package appealing...your selling theme effective. And WLW-land is the ideal place to test and gain that invaluable experience.

For WLW-land is the proving ground of the Nation.

You'll find a true cross-section of America in WLW's Merchandise-Able Area. Here, in parts of seven states, are nearly 14 million persons—in great cities and tiny hamlets, in country houses and cottages. These millions typify the people of our Nation, for they come from every walk of life, from every income bracket. So if an advertising campaign will work in WLW-land, it's pretty sure to be effective anywhere in America.

Many sales problems have been brought to WLW. And when at all possible, manufacturers and advertising men have received help. But the assistance provided has not been merely time-on-the-air. WLW's service goes deeper. The Nation's Station has facilities unrivaled by any other radio station in the country, plus manpower, plus a "know-how" peculiar to its territory.

Yes, WLW-land is the ideal proving ground for new ideas, products, packages and techniques. And WLW—with its unequaled facilities—can help you gain the experience you need to reach...and sell...consumers.

Do you have a sales problem? The Nation's Station will be glad to help you solve it soundly.
How Your Advertising Dollar Can Help—

SAFEGUARD YOUR PROFIT DOLLAR

High break-even point is one purloiner of profit dollars we can't help you with—unfortunately. But we can help you stop the profit-thief of declining or static sales.

As a national advertising medium, we can work to stimulate your sales. Better yet, we can do it at a lower coverage cost than other networks and, at the same time, offer greater flexibility to gear with your selective selling needs.

Let's talk coverage. The A. C. Nielsen Network Audience Study measures the weekly audience of all networks. A projection of their Feb. - Mar. 1948 Study gives Mutual 31,603,000 radio homes, day; and 30,399,000 radio homes, night. That's a lot of audience for one medium to offer as potential.

Let's talk cost. Based on the Nielsen figures and on full network rates—a half-hour evening on Mutual costs an advertiser 31¢ per 1000 homes covered (time only). The costs on the other networks are: 34¢, 36¢ and 37¢.

Let's talk markets. The 137 U.S. Metropolitan markets account for 59% of radio homes, 64% of retail sales. Mutual delivers 130 of these (night) and 136 (day). And all but a few from within—by a station right in the market. In the rest of the country (41% of radio homes, 36% of retail sales)—Mutual offers 390 stations, of which 318 are in towns having no other network station.

Let's talk flexibility—fitting the network to your needs. If you want full national coverage, then use our "$1,200,000 Plan" which permits maximum freedom in programming, in selection of stations, in "scheduling"—it's radio's best mass buy. But if you must work on a limited budget, or have a selective market problem, then find out about our Plan that enables you to sell where you want to.

Mutual really works with your Advertising Dollar to Safeguard Your Profit Dollar. Why not talk it over with us.

MUTUAL BROADCASTING SYSTEM
For the 7th consecutive month, NBC presents advertisers with the largest average evening audience in network television*

*TV Hooperatings—October through April
Last month, Jack Creamer—Gimbel's Handy Man—began his third commercially sponsored year in television. Since April 1947 the Handy Man has appeared on the same station (WPTZ), on the same day (Friday), and for the same sponsor (Gimbel Brothers). There's never been an interruption in the series.

If this record doesn’t make the Handy Man the oldest commercial television show, it certainly will do until a better one comes along.

That the Handy Man has been a commercial success almost goes without saying. Week after week, the Handy Man has been bringing customers into Gimbel Brothers' great store to buy merchandise demonstrated on his program. Time after time, the Handy Man has sold Gimbel Brothers out of stock to the point that such an occurrence is no longer news. During the transit strike, for instance, one of the Handy Man's demonstrations sold some $2,000 worth of Howdy Doody dolls. One demonstration of a new laundry basket hiked sales 15 times higher than any previous week!

This is to say congratulations to the Handy Man—and to Gimbel Brothers, one of America's first television sponsors.

If you would like further information about how television can sell merchandise for you in the country's second largest television market . . . how WPTZ's experienced crews and fine facilities can get the most out of television advertising for you or your client, drop us a line or see your NBC Spot Sales Representative.

PHILCO TELEVISION BROADCASTING CORPORATION
1800 Architects Building • Philadelphia 3, Penna.
VIDEO SPOT

Accounts for 38.3% of TV Revenue in Four Months

By ROBERT LUCE

WHO BUYS TV SPOT? That question is answered in a current analysis by the Rorabaugh Report on TV Advertising, which shows that jewelry and silverware manufacturers bought 26.7% of the total spot time on TV in the period. Other leading product groups using TV spot are beer and wines with 15.1% and tobacco and cigarettes 11.6%.

TV spot is starting off as a real revenue producer. For the first four months of 1949, spot advertising led the field in dollar volume on TV, exceeding network advertising by a small margin. Total spot expenditures for the first four months were $3,036,676, or 38.3% of the total TV time sales. Network revenues were 36.6% and local sales 25.1%.

The top product groups in TV spot use are not the same as the AM spot leaders. The chart below shows a comparison of the relative importance of each product group in AM and TV spot. The AM spot percentages are from Broadcasting Research Department estimates. [Broadcasting, April 11]; TV spot percentages estimated by Rorabaugh.

In these early days of TV the only conclusion that can be drawn is that AM and TV spot appeal to different product group advertisers to a different degree. Beer and wine advertising accounts for 4.9% of every AM spot dollar; in spot TV, it accounts for 15.1%. Household supplies and cleaners are near the top of the AM spot list, but in TV, spot use of this category is negligible, with less than 1% of the total.

Drug advertising is high on AM spot (13.4%) but on TV it’s a minor product group. About 1.6% of TV spot revenues come from this product group.

Ford, RCA Victor Swing to TV

TWO MAJOR radio advertisers, Ford Motor Co. and RCA Victor, have cut down their entire radio budget into television for the 1949-50 season following suit.

Effective July 1 the Ford Motor Co. will drop sponsorship of its current hour-long AM series, Friday, 9-10 p.m. on CBS. The budget on the radio show was approximately $20,000 per week. The entire sum will be switched to underwrite the television show, Ford Television Theatre, currently on once a month, which will shift in October to every other week. Tentative plans also call for a weekly operation of the program on CBS-TV beginning in January 1950. Kenyon & Eckhardt, New York, is the agency for Ford Motor Co.

The Ford Dealers, through J. Walter Thompson Co., will continue with the same policy. The dealers are dropping the Fred Allen Show on NBC after this season but will continue to sponsor a television show.

They are currently using Through the Crystal Ball on CBS-TV.

RCA Victor, through J. Walter Thompson, will drop its RCA Victor Show on NBC after three consecutive years of sponsorship. The firm, however, will continue to sponsor its video show Kukla, Fran & Ollie on NBC-TV next fall. In addition RCA Home Instruments Div. has signed a contract to sponsor five Notre Dame football games next season on TV. The games will be played in cities connected to the eastern-midwest coastal cable. Although no network has yet been signed to carry the series, it is most likely that it will be NBC-TV if time is available.

Philco Indefinite

Philco Corp., through Hutchins Adv., has dropped sponsorship of the Bing Crosby Show on ABC and it is understood will not return with another radio show next season. Although Philco has discontinued the Philco Playhouse on NBC-TV, the company is contemplating continuing sponsorship of television show—not necessarily the Playhouse—in the fall. Definite fall plans had been delayed by the plant strike but it is estimated that executives will come to a decision by next month.

Video Clothes Bank

MALE television performers will soon be impecably attired if plans of the Men’s Fashion Guild, an organization dedicated to the abolition of the stringy cravat and the shiny trouser seat, reach fruition. The Guild, at its annual show in New York’s Waldorf-Astoria, announced it would accumulate a clothes bank of fastidious habiliments worth $50,000 to lend to television networks. Telecasters may draw upon the Guild’s wardrobe whenever they want to, Burt Bachrach, director of the Guild, said.

MAY 30, 1949

TELECASTING

HOW SPOT DOLLAR IS DIVIDED

FIGURES above each bar show the per cent of total AM and TV spot expenditures made in each product group. These percentages are a measure of the relative importance of each product group in the overall AM and TV spot picture. Actual dollar totals for AM, are of course, much greater than the TV dollar volume. Product groups are listed at bottom of chart.

Source: Telecasting Survey of Spot Revenue

SOURCE: Rorabaugh Report on Television Advertising

May 30, 1949 * Page 3
Man with Bag: "Tell me, Officer, what's the best station with which to do a television job in Washington, D. C.?

Officer: "Look on the righthand page, Sir; look on the righthand page. WOIC's your boy!"
APPLICATION for EMPLOYMENT

NAME...

ADDRESS...

PHONE NUMBER...

DRAFT STATUS...

IN CASE OF EMERGENCY NOTIFY...

EDUCATION...

SINGLE? ...

MARRIED? ...

CHILDREN, IF ANY? ...

NAME: WOIC-Channel 9
ADDRESS: Barr Building, 910 17th Street, NW, Washington 6, D.C.
PHONE NUMBER: Sterling 0600
DRAFT STATUS: Immediately Available
IN CASE OF EMERGENCY NOTIFY: Barr Building, 910 17th Street, NW, Washington 6, D.C.

EDUCATION: Mostly schooled by my father, WOR, who is approximately 26 years of age. He has drilled me thoroughly in AM station operation and this, of course, is pretty much the heart of video operation. I have learned from him that any sponsor's program can begin paying off from the start and that so-called "experimentation" - as far as the sponsor's dollars are concerned - need not be done.

Since I went into operation in January of this year, I have developed a new local program every two weeks. That, if I may be so brash, is quite a record. Not only that, but every one of these shows was sponsored within 30 days!

Finally I have more than 30 local and 30 national advertisers. That's "delivering", isn't it?

SINGLE? Yes
MARRIED? ...
CHILDREN, IF ANY? Expecting a brother, WOR-TV, Channel 9, New York
R&R'S TELEVISION TIPS

By JANE PINKERTON

TOOTHPASTE sales in the Midwest have skyrocketed since TV clients of Ruthrauff & Ryan, Chicago, became aware that their smiles are showing.

Thirty satisfied video clients, selling such wares as shoes, magazines, Mother's Day corsages and dog food have invested increasingly in the new medium since 1944, with agency TV billings doubling each year over the previous year. Clients attribute their satisfaction with R & R's brand of television to (1) agency executives' personal interest in each product, (2) a practical approach based on time-tested theories, (3) lively, solid-selling commercials, and (4) novel, entertaining program matter.

These are reasons also why R & R has had more clients on television than any other agency, with most activity stemming from the Chicago office. Roswell Metzger, vice president in charge of radio, and Fran Harris, television director, originate and supervise shows and commercials for the Midwest (Chicago, St. Louis, Cincinnati) as well as Houston, Seattle, Los Angeles, San Francisco and Mexico City. In New York, Wilson M. Tuttle is vice president in charge of radio, with Quincy G. Ryan, another vice president, as TV director. Baltimore and New York area business is centered there.

Ruthrauff & Ryan hired Miss Harris to open the first midwest agency department devoted exclusively to video. Extensive television experiments and commercial programming had been conducted only in New York before then. Miss Harris was chosen because of her writing and visual background, both as a producer and actress, and for her production experience at WBKB (TV) Chicago, which observes its eighth anniversary next month (June).

As a kickoff to promotion of the new medium, R & R directed the first agency TV symposium in the Chicago office in October 1946. More than 50 clients and potentials watched Telescopeattle on WBKB, video's first quiz show, and listened to analyses and predictions by Paul Mowrey, then and now ABC's national TV director; Paul Rabin, vice president in charge of television for Paramount Pictures; Arden Rodner, former TV advertising director of Commonwealth Edison Co., Chicago, and now of WPIX (TV) New York as liaison man, and Miss Harris. Among the firms represented were Pepsioden, Wrigley and Lever Bros.

The first cash-in-hand client entered the portals six months after the department opened, sponsoring a one-time WBKB show, The Amazing Adventures of Tumblin' Tim. The Acrobat Shoe Co. bought 30 minutes for a phantasy in the hope that Marshall Field & Co. would carry its children's shoe line (store's policy was to feature only shoes of its own making). Extensive advance promotion (the Board of Education approved the script and tied-in the telecast with classes), selection of audience (sets were spotted in schools), and the appealing imagery of the storyline (a land of "in-between," with Phil Kinsman, former star of the Schaffer Parade, as a shoe tree, and Joe Kelly of Quiz Kids fame as the clown) netted the firm orders totaling two and one-half times production costs before the show went on the air.

Quick to realize that programming is the essence of TV's appeal, agency officials nevertheless were aware that the commercial bears the burden of sales proof. R & R

SUCCESSFUL special show, Living Christmas Card, was sponsored last Christmas by Morris B. Sachs, Chicago clothing firm, with parents and children appearing in typical holiday scenes. After the children trimmed the tree and went to bed, cameras focused on the toys, which "came to life" with dissolves. The doll picture became a ballet dancer, the Christmas Fairy, who met the boy and girl in Dreamland. An institutional presentation, the program had no commercials—just brief mentions of the firm name at open and close.

was one of the first agencies to advocate minute movies as "ideal" for the medium. Setting-up a separate movie division, the agency produced three films in the first year. Made originally for use in movie theatres, they were produced also for TV. The balance between close- and long-range shots for small and mass audiences was mastered only after detailed experimentation in camera techniques. Commercial costs have now been trimmed so that spot announcements can be produced within any client's budget limitation.

Commercials of every TV-type and length have been made, employing ventriloquists, animated copy lines, complete animation, star testimonials, full dramatizations with live actors, still cartoon sketches and still pictures with animated titles. Latest ones to be telecast are a series of five one-minute animated spots for Southern Select beer (Galveston-Houston Breweries) with 30-second open and close on KLEB-TV Houston during the baseball games. The firm bought baseball and wrestling for $100,000.

Typical of the integrated commercial was the plugging of Goodall Co.'s Palm Beach suits for men during Players of the Day, telecast 54 times last summer on WGN-TV Chicago. The announcer, interplaying celebrities, also conversed daily with a fan who always happened to be wearing a Palm Beach suit. He told simply where viewers could buy one just like it. This was the only product-mention.

A natural tie-in for Squirt soft drink was found when the agency produced on WBKB the first TV barn dance. Eight dancers, a barbershop quartet, male singer and special acts sipped the product when warm and weary after performing. Actually the show was a 30-minute commercial, as someone drank the product all the time.

Reward for imaginative planning of this kind in New York also was given by the American Tele-

Thirty...
vision Society in 1945 and 1946 when it cited the agency “for the most consistent effectiveness in the development of television commercials.”

Much of the know-how in programming was acquired by the agency from 1942 to 1944 when it produced weekly half-hour shows on WABD (now WCBS-B) in New York; and Lever Bros. It experimented in audience participation, drama, variety, news, special events, sports, gossip and chatter, and fashion, producing more than 88 live studio shows for various products.

Some of the general findings four years ago: The daytime serial can be translated into television (the first regular TV daytime serial took the air last January on WNBQ-NBC Chicago), serials of this kind will be fewer than on AM because of cost but will have a greater impact; “Television’s ability to present educational features effectively will increase in direct and in use without actually showing the item itself.

One of the agency’s most popular commercials was a live-action shot of a terrier gulping Ken-L-Ration dog food from the International Kennel Club’s dog show in Chicago last March. Within four days, more than 5,000 viewers responded by mail to the offer of a coupon, entitling them to two free cans of Ken-L-Ration if they bought three, and to a free booklet on the care of dogs.

Each piece of mail was addressed correctly—phenomenal in the advertising realm—and each included the full product name, also spelled correctly. As a result, the firm sponsored the Cincinnati dog show May 1 and national television is contemplated.

Another satisfied customer is Morris B. Sachs, Chicago merchant who has sponsored The Amateur Hour locally for 15 years. After the initial simulcast March 15, scheduled originally as a one-time shot, Mr. Sachs contracted for AM and TV broadcasts for an indefinite period. “All of my store customers asked me to get into television, and, when I finally did, I wondered why I waited so long,” he explained. “It’s a wonderful advertising medium, and has brought me a lot of new store traffic.” Shortly before Easter, the store telecast models wearing men’s and boys’ apparel. No other medium was used, and sales on these items were greater than for any period equivalent in the store’s history.

Current video clients include American Central Kitchens, minute movies in Cleveland; Dose Dealers of St. Louis and Grissendales in Brooklyn. Beer sponsoring 15 Cardinals home games and using 40-second sound-on-film commercials; the Goodall Co., five-minute How To Improve Your Golf on 10 stations and Inside Tips on Base-ball on two Boston stations; Gunther Brewing Co., spots in Baltimore; The Sherman Hotel, one-minute movies featuring the new College Inn on WGN-TV Chicago daily for 46 weeks, and the Baldwin Piano Co., It’s Baldwin By Request, 15 minutes weekly in Cincinnati.

Client who have used TV are Allen Edmonds Shoe Co., Allied Florists of Chicago, Baltoine Hearing Aid, Chicago Dodge Dealers Assn., Garrett Wines, Greater Cincinnati Dodge Dealers Assn., James Goodwin (Chicago Dodge dealer), Kaleidoscope magazine, the Sheakespeare Co. (Chicago fishing rod concern whose president’s first name is William) and the P. K. Wrigley Co.

**WAFM-TV**

**Signs With ABC-TV**

WAFM-TV Birmingham (Ala.), now under construction, has signed an affiliation agreement with ABC, bringing to 35 the network’s total of affiliates and owned-and-operated stations. Twenty-four are on the air.

WAFM-TV is owned by the Voice of Alabama Inc., and is a metropolitan class station which will operate on Channel 13. It will be managed by Thad Holt. WAFM-TV is also a CBS-TV affiliate.

**TV HOOPERS**

**Three Newcomers Appear**

Three newcomers to the top 10 TV Hoopster list in the New York area were noted in the C. E. Hooper Inc. report for May 1949. They are: The Goldbergs, Winner Take All and the Fred Waring Show, all three of which are telecast on WCBS-TV New York and CBS-TV.

The complete May list is as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Station Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Texaco Star</td>
<td>WNBTV 80.6</td>
</tr>
<tr>
<td>Godfrey’s Talent Scouts</td>
<td>WCBS-TV 58.5</td>
</tr>
<tr>
<td>Toast of Town</td>
<td>WCBS-TV 51.9</td>
</tr>
<tr>
<td>The Goldbergys</td>
<td>WCBS-TV 51.5</td>
</tr>
<tr>
<td>Suspense</td>
<td>WCBS-TV 48.2</td>
</tr>
<tr>
<td>Broadway Revue</td>
<td>WABD &amp; WNBTV 41.4</td>
</tr>
<tr>
<td>Arthur Godfrey and Friends</td>
<td>WCBS-TV 40.5</td>
</tr>
<tr>
<td>Firehouse Theatre</td>
<td>WNBTV 32.5</td>
</tr>
<tr>
<td>Winner Take All</td>
<td>WCBS-TV 25.3</td>
</tr>
<tr>
<td>Fred Waring Show</td>
<td>WCBS-TV 25.0</td>
</tr>
</tbody>
</table>

*Broadway Revue was telecast on WABD and WNBTV. The rating is the combined audience to both channels.*

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**BATTLE** of chairmen took place on the NBC-TV premiere telecast of the American Television Forum May 22. The three gentlemen waving gavels, all with outstanding records as chairmen, are (l to r) Sen. J. Howard McGrath (D.-R.I.), chairman of the Democratic National Committee; Theodore Gronik, founder and chairman of the American Forum of the Air and the American Television Forum (R.-Pa.), chairman of the Republican National Committee. Program is telecast Sunday, 3-3:30 p.m., originating from WNBW (TV) Washington.
RADOMES

TWO "radomes," Plexiglas-housed television relay units, have been installed atop the RCA Bldg. in New York City to provide all-weather microwave relay reception from NBC-TV remote units.

O. B. Hanson, NBC vice president that heretofore weather conditions had interfered with the relay of remote pickups. The new radomes are made of Lucite and Plexiglas, which are penetrated by microwaves and which protect the receiving parabolas against weather.

The equipment consists of a six-foot parabola which concentrates the short waves toward a waveguide receiving element. The receiving parabola can be directed toward the remote transmitting point. A similar parabola is used to transmit the signals.

The radomes, which are heated and ventilated, will resist all weather conditions, Mr. Hanson said.

SARRA INC.

Television Commercials

Motion Pictures - Sound Slide Films

NEW YORK - CHICAGO

HOLLYWOOD

Admiral Article

PRODUCTION rise of Admiral Corp., Chicago, in the TV receiver field is the subject of an article in the June issue of Fortune magazine. Titled "In Television Admiral's Hot," the article traces the company's rise in the mass production field from pre-war years to its present status in TV manufacturing, with TV sales for 1947 listed at $25,200,000, or nearly 40% of its total sales.

LOUIS WEISS & CO., Hollywood exclusive television film distributor, has closed deal with NBC to teletest eight Johnny Mack Brown and 16 Bob Steele westerns. The pictures are produced by William Hackel, Supreme Pictures Corp. They are teletested weekly over WNBC (TV) New York, WNBC (TV) Cleveland and KNBH (TV) Los Angeles. NBC also has contracted for serials "Custer's Last Stand," "The Black Coin" and "The Clutching Hand." Negotiations are underway for a considerable amount of other Louis Weiss & Co. television productions for NBC stations and affiliates. Cass Productions, Los Angeles, is preparing series of four one-minute commercials for Pump-It Inc., Hollywood (plastic ketchup dispenser)....

Kling Studios, Chicago, has completed series of five-minute live action and animation spots for four Deluxx Beer commercials. They also may be teletested in Milwaukee. Same studio plans five-second commercials featuring package identification for Fehr Beer, Louisville.

Low-Price Film

Five Star Productions has announced low price, medium range film with delivery within 15 days. Aimed at local as well as regional advertisers, scale runs $150 for sight and sound, $50 silent and $40 for titles and still photos with trick lighting and optical effects.... Wilding Productions, Los Angeles, is making six one-minute commercials for Albert's Milline Co. on behalf of Friskies Dog Food. Agency: Erwin, Wasey & Co., same city....

Chiquita Banana's reputation for television continuity has now been established. Chiquita Banana's "Star of the Month" will be "The Battle for Men's Minds: The American Economic System Campaign." Officers of the ad group are: Chairman, Arax Odabashian, researcher, librarian, Poole, Cone & Belding; vice chairman, Martha O'Leary, librarian, Benton & Bowles; secretary, Bonnie Dues, librarian, D'Arcy Advertising Co., St. Louis.

Films Dick Tracy

Valle Video Inc., Hollywood, is producing audion film version of projected Dick Tracy series with NBC paying cost of film. Whether network will pick up line on basis of audion version or will be willing to put it on sustaining is not settled. Ideal Pictures Corp., Chicago, has 100 film titles in educational and religious fields available for TV. Included in group are 40 dramatic British films.

Screen Gems Inc., Columbia Pictures Corp., subsidiary, at 720 Seventh Ave., New York, has added television department. Screen Gems has absorbed work of Telestrip Inc. Ralph Cohn and Jules Bricken, formerly of Telespot, will head department. Media Productions, producer of motion pictures for TV, has opened at 4 W. 58th St. John Houseman heads new concern.

PHONEVISION

Experimental Phonevision will be launched in 40 Chicago homes "later this year," H. C. Bonfig, vice president of Zenith Radio Corp., Phonevision originators, announced Wednesday at a meeting of the Chicago Television Council.

A cross-section of Chicago homes will be selected for the trials, scheduled to last "several months." Regular Illinois Bell Telephone Co. facilities will be used, and Zenith TV equipment will be installed in the homes "only because our receivers have built-in Phonevision adaptors," Mr. Bonfig said. He stressed the fact that the experiments would not interfere with normal telephone service. A "filter" will be installed in each home to channel calls to and from the phone apparatus, by-passing the TV set.

ARTHUR ROSS

Found Dead in New York

ARTHUR H. ROSS, 36, one of the nation's top scene designers and cabaret impresarios, was found dead from hanging Sunday evening, May 22, a short time after working on the network's Ballet Theatre show. An NBC cameraman who came upon his body in the NBC tele-prog room in the sub-basement of the International Building in New York. Mr. Ross, said to be depressed for some time, was unmarried.
KFMB-TV PICKUP

PROBABLY the longest direct television pickup without benefit of microwave relay was accomplished by KFMB-TV San Diego when it debuted May 16, according to Jack Gross, owner and general manager.

Covering 129 miles, the pickup came as part of the San Diego station's dedication program when KTLA (TV) Hollywood saluted KFMB-TV with a program featuring Klaus Landsberg, KTLA general manager, and Spade Cooke, western star. Mr. Gross, ABC director of television, who was present for the inaugural said "KFMB-TV picked up direct and no equipment has been built for that kind of pickup and commercial retransmission. They used a dummy receiver and took out some parts but they didn't add anything."

The station, which opened the 36th American television market, actually telecast its first signal at 8:01 p.m. May 16. Mayor Harley E. Knox of San Diego threw the switch and the television cameras were focused upon him, making the mayor the city's first telecast image. Opening program came from the Hotel San Diego where 40 civic dignitaries attended a Chamber of Commerce-sponsored dinner.

Tribute to Gross

All speakers paid tribute to Mr. Gross for his efforts in bringing the city its first television station. Mr. Gross said that no thanks were due him but rather to the men who have been associated with him and to the public for its interest in television.

Al Jarvis, Los Angeles record m.c., handled m.c. chores on a variety show which featured Sons of the Pioneers, vocal group; Clark Dennis, singer; Jerry Lawrence, m.c. of his own show over KNBH (TV) who has announced he is moving to San Diego.

KFMB-TV is an affiliate of ABC, according to Mr. Gross, but for an interim period also will carry programs of NBC and CBS.

Telecasting on Channel 8, (180-186 mc) station's transmitter is at Mt. Soledad. Basic rate is $200 per hour with minute spots priced at $32.

VIDEO TUBES

Cathode Ray Output Up

EXPANSION in production of television receivers is reflected in a sharp rise in the cathode ray tube industry, Radio Mfrs. Assn. pointed out last week. RCA found that TV type cathode tubes produced in the first quarter of 1948 rose 71% in value over the last quarter of 1947 and 382% over the first quarter of 1948.

Reports of RCA member companies showed 845,620 cathode ray TV tube sales in the first quarter of this year, having a value of $21,971,869. This compares with 476,728 tubes valued at $12,816,631 in the last quarter of 1948 and 170,430 tubes valued at $4,555,476 in the first 1948 quarter.

Breakdown of production into types, RCA found that of the first quarter total, 6,921 tubes valued at $267,138 were projection type. Of total shipments, 636,963 tubes valued at $20,388,619 went to equipment manufacturers and 49-111 tubes valued at $1,670,943 to distributors for renewal purposes.

First quarter sales to the government totaled 182 units valued at $4,722, with 374 tubes valued at $8,035 sold for export.

First quarter shipments of all types of cathode ray tubes, including oscillographs, camera pickup tubes etc. totaled 721,018 units valued at $23,118,364.

WPIX(TV), IBEW

Accord Is Imminent

FIRST CONTRACT, covering 40 television engineers, between WPIX (TV) New York and International Brotherhood of Electrical Workers is in process of signing, it was learned last week. Management actually signed Wednesday and union signatures were expected soon without a hitch.

Under the contract, a wage scale of $70 to $125 after four years was put into effect. Those not receiving any increase under the new scales were given a $7.50 wage raise, it was learned. Each year of AM engineering experience was given credit for a half year in TV and each year of TV experience anywhere was given credit for a year's experience at WPIX. The agreement is to be retroactively effective to April 1 and will continue to May 1, 1951.

NBC-TV personality "Howdy Doody" made personal appearance in Washington on May 15 to take part in "I Am an American Day" celebration.

HELPING to put KFMB-TV San Diego on the air are (1 to r) Richard J. Goggin (standing), ABC-TV Western Division program director; Cameron Pierce, ABC Hollywood TV engineering operations supervisor; Alvin Flanagan, KFMB-TV program coordinator; Philip G. Caldwell, ABC Western Division manager of technical operations, and Frank Samuels, manager of ABC Western Division.

ONE-MINUTE TV SPOTS

Popularity Shown in Five Star Firm Survey

MINUTE as well as 20 second spots appear to be gaining widespread acceptance among the nation's television stations as the standard, it has been disclosed in a survey made by Five Star Productions, Hollywood. In making the results of a survey public-covering 33 stations in 19 major markets—Harry McManus, head of the Hollywood firm, advised BROADCASTING that the trends reflected were "straws in the wind" from which all might profit. Of the 33 reporting stations, all used one minute spots while 23 of the total also use the 20 second unit.

Other Lengths

When asked for other lengths that spots might run, six reported 40 seconds in addition to one minute and 20 seconds. Three permitted 30 seconds or less and one allows only a 10 second spot in addition to the seeming standards of a minute and 20 seconds.

On the question of whether they use 16mm or 35mm, 30 stations claimed the facility for "16," whereas only three sought "35" exclusively. Four handle both. Thus, it is apparent that at least for the present, film, though it may be shot on "35," had best be reduced to "16" to accommodate the bulk of the television stations operating.

Among the markets responding to the survey were Los Angeles, Washington, D. C., Louisville, Chicago, New Orleans, Baltimore, Boston, Detroit, Minneapolis, St. Louis, Buffalo, New York City, Cleveland, Toledo, Philadelphia, Memphis, Salt Lake City, Seattle and Milwaukee.

Asked whether they preferred "black and white TV spots printed on Kodachrome stock to cut down grain and dust in processing" the affirmative tallied 17 while the "no's" numbered nine. Since the reported total does not equal the total queried, it is well to understand that blanks in any question were left unrecorded.

Although stations were asked whether they preferred an "academy" leader or "black" leader, replies made it difficult to determine whether they preferred one or the other—but they did want leaders. Twenty favored "academy" leader while 13 spoke for "black" leaders. A few preferred to operate with their own standards, which were undisclosed.

Almost Unanimous

While stations were almost unanimous in supporting the picture's start before the sound on spots, there was the widest possible divergence in replies. They ranged from a low of five frames through the norms of one and two seconds (24 and 48 frames respectively) to a high of 40 seconds.

When asked whether "recorded musical backgrounds can be supplied for TV film spots without additional charges," 20 were willing. The rest were either opposed to handling same or made a charge for it.

WLWD(TV) Dayton, Ohio, will air exclusive telecasts of U. of Dayton football games this fall. White-Allen Chevrolet will sponsor six home games.

May 30, 1949 • Page 13
RAPID expansion of AT&T's coaxial cable network facilities, which today cover 8,200 channel miles, more than double the service mileage at the beginning of the year, has given rise to a number of musings in the minds of TV broadcasters:

Why are some of the intercity connections made by coaxial cable circuits and others by radio relay? What are the differences—if any—in service efficiency of these two types of facility and in the cost of their installation and maintenance? How, in conclusion, will the Bell System go about the job of planning, installing and operating TV network facilities.

To get the answers to these and other questions about TV networks, BROADCASTING went straight to the men in charge of planning and constructing these facilities and talked to Frank A. Cowan, assistant engineer of AT&T's Long Lines Department.

"First of all," said Mr. Cowan, "let's get it understood that it's not going to make any difference to any television broadcaster—or any set owner—whether the program is networked by coax or radio relay. The service will be satisfactory either way."

**Very Little Difference**

"There's been a lot of talk about the limitations of coaxial circuits as compared with radio relay channels," Mr. Cowan continued. "The extensive field and laboratory tests have convinced us that it takes a very keen observer under favorable conditions to detect any difference in picture quality between programs transmitted by the 2.7 mc band of the present coaxial cable or the slightly more than 4 mc band of the radio relay. These two systems, closely viewed, will reveal a difference, but programs watched under normal conditions seldom do."

"However," Mr. Cowan added, "AT&T intends to supply broader band service for video program transmission if there is need for it. A new coaxial cable system now under development will increase the available band width to 8 mc. Our plan is to divide this between telephone and television service, allotting to the latter as wide a band as good service requires, 4 or 6 or even 8 mc if needed, although that seems doubtful at least until the advent of color."

A new radio relay system is also being developed by Bell System engineers, Mr. Cowan reported. The purpose is to get more out of the existing band width but to eliminate certain transmission difficulties which are not serious for short distance service, such as that between New York and Boston, but which could become troublesome in extended coast-to-coast service. The New York-Boston radio relay is the best in the world today, he said, but the new system, using a newly developed vacuum tube, will both provide a more reliable service and be simpler to maintain.

The question of whether coaxial cable or radio relay should be used is answered in advance in those sections of the country where coaxial cable is already in and needs only to be equipped with special repeaters for video program transmission. An example is the existing New York-Albany cable, which is being readied for TV service late this year. Naturally, such facilities will be utilized as long as they are able to meet the demand for telephone and video service. Mr. Cowan said. However, he added, the ever increasing demand for additional service are constantly requiring the Bell System to expand its facilities. The New York-Chicago coaxial cable route, he pointed out, is already overtaxed and unable to provide as many circuits as are needed to meet telephone and TV demands. Therefore it is being augmented with a radio relay system which will provide additional facilities along a different route between the two major metropolitan centers.

As a result of TV broadcasters' and AT&T's collaborative efforts, the cost of coaxial cable is more efficient, as it permits dropping the limited number of circuits for telephone service along the way instead of being forced to use the more elaborate and expensive terminal equipment involved in doing this by radio. Furthermore, he said, when cable is used the terminal equipment can often be housed in existing telephone company buildings in the various cities where repairs can be easily and inexpensively made.

Lest this explanation might lead TV broadcasters to ask if they are not being taxed for the convenience of telephone service and if they would not be better served by radio relay systems devoted exclusively to TV transmission, Mr. Cowan stated that any attempt to set up inter-city networks for TV service only would be prohibitively costly. The economy of building television distribution network facilities far outweigh any savings that might be secured from separate television service, he declared.

[Ed. Note: Procedure in establishment of AT&T's relays will be explained in the next issue.]

**'Rorbaugh' Revised**

REVISED estimates of network TV expenditures in April have been released by the N. C. Rorbaugh Co., publishers of the Rorbaugh Report on Television Advertising. April's expenditures were $1,139,798 instead of $1,115,794 as reported in TELECASTING May 16. This brings the total for April of spot, network and local TV expenditures to $2,694,482, and the total for the first four months of 1949 to $7,930,243.
BUY IN A RISING MARKET!
Now 57,635 TV Sets
in the Baltimore Market

WISE INVESTORS distrust dwindling potentials ... they like to buy in a rising market. Television is today’s fastest growing advertising medium ... and rates are still low.
WMAR-TV still has “cream time” availabilities open. Call in your Katz Agency man today for full details.
WHEN KFI-TV Los Angeles switched to a daytime operation March 1, the step raised many questions in the minds of agency and industry people.

Now that this experiment has ample time to develop, the time has come to appraise the results. The logical man to start with is William B. Ryan, general manager of the station's AM and TV operations. Describing the shift from 18 hours of nightly telecasting weekly to 42 hours of daytime operations, Mr. Ryan says: "What we have done is make it possible for an advertiser to buy television. Are we losing money? Yes, but in the long haul we feel that TV in Los Angeles and KFI-TV in particular, will profit."

Examining the record more closely, Kevin Sweeney, sales manager, reports that since the conversion there has not been a day when new business failed to be written. In the first six weeks of operation, KFI-TV managed a total of 145 advertisers. Of this total, only 20 ever used KFI-AM during the past two years and of this figure only two are currently using KFI-AM. These last two, according to Mr. Sweeney, are advertisers who use all major media. After 10 weeks the station had 101 advertisers and 347 contracts. But the bulk of the station's television advertisers are from newspapers, according to Mr. Sweeney. And some are concerns which have not been doing any advertising at all. This, he observes, is significant in the fact of the wall that TV is draining radio of revenue.

To grasp the full significance of Mr. Ryan's statement relative to making it possible for advertisers to buy television, it is well to examine the rate card. The basic rate for an hour is $150 with smaller units of time breaking down as follows: 40 minutes $111.50; half hour—$90; 20 minutes—$60; quarter hour—$52.50; 10 minutes—$45; five minutes—$30; participation—$25; one minute—$20.

How do the results of daytime sales volume compare with the station's earlier experience at night? Already KFI-TV is grossing 300% more business days over nights. Mr. Sweeney disclosed. Operating costs have increased about 20%, the station reports.

Is there an audience and do they produce results? Questions are which Mr. Ryan and Mr. Sweeney happily answer in the affirmative.

On the question of audience, two surveys already have been accomplished. One performed by Facts Consolidated, West Coast research firm, shows that KFI-TV pulled 40% of the 110 televisions owned in Southern California during an average quarter hour based upon a telephone coincidental made March 15 between noon and p.m. Los Angeles had 126,349 TV homes as of April 30.

Other results of the survey show that nearly two-thirds of all television sets owned had asked at the station's daytime programming during the first 19 days of operation. The average viewers per set turned out to be 2.3 during the entire daily six hour telecasting period. Viewers are looking a considerable number of days with 42% reported watching three days a week or more and 26.1% looking at the station's programs five days weekly or more.

In making the survey, Facts Consolidated covered 43 telephone exchanges, while placing 1,064 calls and completing 601 calls. Peak period of viewing turned out to be 2-4 p.m. with a result of 0.8% of the available homes looking.

Do the viewers like what they're getting? Mr. Ryan said there has been considerable favorable mail but the one he liked best came from a woman who asked, "When are you going to put on some bad shows so that I can do my house work?"

If there is an audience and the viewers like what they are seeing, what then is the advertiser's side of the story. For this answer the capsule case histories of advertisers follow:

FIRESTONE: Ran a five-minute program on KFI-TV and on nighttime station in Los Angeles area to sell a set of safety tires. Cost of the TV station was $150 and KFI-TV spot cost $30 and produced 25 leads. KFI-TV spot cost $30 and produced 12 leads. Cost per lead: KFI—$2.50; other station—$5.

Further sidelight on the preceding case history lies in the fact that other station's spot was in period of supposedly high male interest—wrestling. Yet the late afternoon spot on KFI-TV would not be expected to have comparable male interest.

GUDE'S, specialty shop: Women's shop in downtown Los Angeles tried its first experiment in daytime TV during station's second day of operation. Two live announcements with live models were used to advertise a $2.50 blouse special. Despite rainy weather store had considerable store sale plus 200 phone orders.

Hollywood Reflex Camera: Pulled 13 direct orders on $30 camera from a "shop, look & listen" participation. Cost per order: less than 5%.

Western Stove Co.: Agency for client says, "It is interesting to note that despite the supportive large evening audience available, the daytime spots pulled inquiries equally with the nighttime spots."

Boulevard Improvement Co., contractor and home builder: Used two participations on Your Future Home showing interior and exterior of homes via balopticon. The second participation on the program resulted in sale of two of the five homes advertised—one priced at $10,750 and the other at $10,550. This adds up to $21,300 worth of sales at an advertising cost of $50.

Vacuum Cleaner Co. of America: 15 vacuum cleaners sold from one participation.

Pants & Skirt Hanger: Sponsor, who did not want name identified, used participation on 15 television programs to sell 1,941 sets whereas 12 radio participations sold 377 sets.

Accepting the commercial facts of life about KFI-TV, there remains only the area of programming and production problems. When asked about the difference between day and night programming, Mr. Ryan replied, "the tempo of daytime programming is different than nighttime; it is more intimate and avoids any bombast, variety shows or heavy drama."

He admitted that talent was not as expensive in the daytime but he emphasized that they were nevertheless "showmanlike in all instances."

Recognizing that Los Angeles is different than most cities, Mr. Ryan conceded, "this may not work in most other cities because they lack the peculiar pool of talent common to Los Angeles." But he was emphatic in pointing out that there is absolutely no programming which falls into the "strictly fill" category. As a matter of fact, he pointed with pride to the fact that the station produces the bulk of its 42 hour schedule live, utilizing feature films only twice a week for.

Announcing

the formation of

Vidasonic Enterprises Incorporated

with Studios at

Twenty East Forty Second Street, New York 17

Telephone: MUrrayhill 7-0463

PRODUCERS and CREATORS of

16mm Films for

Television, Industry and Education

 Scripts
Spot Commercials
Animation

Complete Programs

Page 16 • May 30, 1949

New Business Booms

Mr. Ryan points out fluorescent lighting in KFI-TV studio to Dale Jones, co-owner of Coleman-Jones Adv. Agency, Los Angeles, largest buyer of station time with eight accounts on the daytime schedule. * * *

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“matinees” on Saturday and Sunday afternoons. Otherwise no film is used save for commercials.

Ronald C. Oxford, executive TV producer, who learned his television production at NBC New York before moving west, shakes his head when asked about the “how” of close to 40 hours of live production. The head-shaking, he quickly explains, means that he once swore that you couldn’t produce a television show without camera rehearsals. Yet, to cut costs, KFI-TV has done away with all camera rehearsals and suffers none in the result, Mr. Oxford reports. Programs are rehearsed with principals walking through their parts under the supervision of their producers and camera handling is planned.

Careful Planning
To accommodate the volume of programming made necessary by almost 40 hours of live production weekly, the station has had to plan careful use of its 40 x 70 foot studio. To this end, Mr. Oxford explains that careful planning of sets has been taken. As a result, all sets are hinged and counterbalanced; the “wonder” of production instead of iron screws in handling sets. And the efficiency of the operation is best reflected in the fact that under the staging plan of KFI-TV, one man may, within 32 seconds, face all side flats against the wall to create a 72 foot set to work in.

Another production aid which eases the volume operation at KFI-TV is moving sets to the camera where possible rather than vice versa, according to Mr. Oxford. Another aid in conserving space and movement has been the building of a revolving stage, 12 feet in diameter. On one side of the revolving stage sits a piano which is easily available when needed and instantly out of sight when not. And a set may be prepared on the unseen half when needed and brought to the camera almost immediately following by revolving the stage.

**CHICAGO EXHIBIT**
Manufacturers Plan Fall Show

THIRTEEN major radio, television and appliance manufacturers have contracted for exhibition space at the second annual National Television and Electrical Living Show in Chicago Sept. 30 through Oct. 2. Space sales are “well ahead” of last year, according to Arthur M. Holland of Malcolm-Howard Agency, who is handling show promotion. Exhibitors will include General Electric, Stromberg-Carlson, RCA Victor, Sunbeam, Capehart, Motorola, Crosley, Norge, Philco, Westinghouse, Webster-Chicago and Sentinel. Merle J. Lucas of the Commonwealth Edison Co., Chicago, heads the educational committee which is booking features of this kind.

**Installation Book**

TV . . . FM ANTENNA INSTALLATION. By Ira Kamen and Lewis Winner. 105 pp. Bryan Davis Pub. Co. $1. MISSES. Kamen and Winner have prepared a step-by-step description of every conceivable type of installation, and have included warnings on fire hazards, “tricks of the trade,” and a chapter on interference, its causes and cures. Of rather a technical nature, the book is best suited for servicemen with some knowledge of mechanics and radio. Mr. Kamen is currently manager of the Television Antenna Dept., Commercial Radio Sound Corp., New York. Mr. Winner is editorial director of the Bryan Davis Pub. Co., as well as service and communications editor.

COLUMBIA SCHOOL

**Video on Curriculum**

ESTABLISHMENT of a graduate school of radio, television and facsimile and a radio-television-facsimile institute similar to its famed Press Institute is among projects contemplated for the future by Columbia U.’s Graduate School of Journalism in New York.

Carl W. Ackerman, dean of the school, cited the expansion of interests into radio, television and facsimile as possible projects for an indeterminate future. The establishment of such activities was recommended for consideration along with other widening of the school’s scope, in an annual report submitted to the president of the university by Dean Ackerman.

**Late TV Hour**

WPIX (TV) New York last Saturday night became what is said to be the first television station to inaugurate regular 11 p.m. to midnight programming on a one-night-a-week basis. The Art Forb Show, featuring Mr. Ford, all-night disc jockey of WNEW New York; Bobby Hackett, trumpet artist, and other variety artists, will have participating sponsors. First advertiser to sign for the program is Miami Packing Co. for Shrimp-A-Hoy, through Morris Scheck Advertising Co., Newark.

WMAL-TV Washington is now on air one hour earlier (5 p.m.) with full hour sports show originating at WMAR-TV Baltimore.

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NBC STRIKE VOTE
RTDG Council Authorized

STRIKE against NBC was passed unanimously last Monday evening by the New York local of the Radio and Television Directors Guild in its effort to obtain recognition and a contract for the network’s television directors.

By the vote, the RTDG council was authorized to take such action as it may deem necessary, including the calling of a strike and to take any action to implement the authorization. The meeting was a special session, called at NBC’s refusal to recognize the guild. (Broadcasting, May 16).

NBC, which has recognized RTDG for its AM directors, took the position that the television situation was entirely different. In television, said the network, the director is supervisor with considerable managerial authority. Therefore, he is not properly a member of the union. It is expected the next step in the situation will be an effort by RTDG to arrange another meeting with the network.

Joins CBS-TV
SIGNING of WMBR-TV Jacksonville, Fla., with CBS-TV as full primary affiliate has been announced. Station joins Oct. 1. It is assigned Channel 4 and is owned and operated by Florida Broadcasting Co., with Glen Marshall Jr. as general manager.

A GREAT TV FILM BUY!

CUSTOM MADE ONE MINUTE

TELEVISION FILM

FOR ONLY

$150.00

35 MM
16 MM

Additional prints at low cost!

Price Includes

* Artful production
* Animated tricky titles
* Effective illustrations
* Sound on film; consists of off-screen voice and music
* Quickest service from America’s leading producer of spot message
* Motion Pictures for over 30 years

Save Time—Save Money
Write or Phone . . . .

Fimlack Trailer Co.
1327 S. Wabash Ave . . . CHICAGO
Phone Harrison 7-3959

WBT-TV SIGNS
To Be CBS-TV Affiliate

WBT-TV Charlotte, N. C., becomes a full primary affiliate of CBS-TV effective July 15, William A. Schutt Jr., CBS director of station relations, announced last week.

Signing of the new station, video sister of the network’s 50 kw radio outlet, WBT, in that city, brings to 40 the number of CBS-TV affiliates.

WBT-TV is assigned channel 3 and is owned and operated by the Jefferson Standard Broadcasting Co., Greensboro, N. C. Joseph Bryan is president. Charles Crutchfield is general manager of WBT and WBT-TV. The video station will operate with 16.3 kw visual and 8.02 kw audio.

TPA Names Officers

MAL BOYD of Mal Boyd & Assoc., Los Angeles, was elected president of the Television Producers’ Assn. at its meeting May 20. Other officers elected include: Mike Stockey of Stockey-Elbert Productions, vice president; Gladys Rubens of Rubens Musical Workshop, secretary; Malee Black, independent television producer, treasurer. New board members are: George Fogle of C&F Productions, Syd Cassyd of TV; Bob Colson of the Advertiser-Council; Jon Slott, independent producer, and Mort Singer of Tel-Air Assoc.

GE EQUIPMENT
Large Shipment to WKTV(TV)

COMPLETE television station equipment has been purchased by the Copper City Broadcasting Co., Utica, N. Y., from General Electric Co., Paul L. Chamberlain, manager of sales for the GE Transmission Div., has announced. Equipment will be used by Copper City for its WKTV(TV) Utica, which is scheduled to begin operations in September.

Shipment of equipment, being manufactured at Electronics Park, N.Y., is scheduled for Aug. 25. GE will supply a 5 kw high channel TV transmitter, a six-bay antenna and transmission line, two 16mm film cameras, camera control console, master control console and other associated equipment.

CAMPBELL-EWARD Co., New York, has increased its publication of "Teletopics", semi-monthly schedule at request of agency’s clients and other offices.

M. J. Kallet (seated), president of Copper City Broadcasting Co., completes arrangements for purchase of the GE equipment, with the approval of Dr. W. E. G. Baker, vice president and general manager of GE’s Electronics Dept.

TV Service Contract

TELEVISION Mfrs. Assn., New York, has instigated a project aimed at standardizing service agreements and practices among video service companies. A survey of service organizations will precede establishment of a universal contract expected to benefit the public and the industry. Michael L. Kaplan, TMA president and president of Sightmaster Corp., announced the plan. Suggestions from the public and set manufacturers will also be welcomed by the newly-formed group.

ATTENDING backstage celebration at Phillips Packing Co., Cambridge, Md., assumes Wednesday sponsorship of CBS-TV’s Lucky Pop series are (l to r) Ralph McKinnie, CBS-TV account executive; Alvin Summerfield, vice president and director of television at Aitkin-Kynett Co., agency for the account; Doris Brown, narrator and commercial announcer on the show, and S. Charles Walls Jr., assistant to the president and advertising director of Phillips Packing Co.

CHICAGO AWARDS
NBC-TV Show Rated First

RGA VICTOR’s NBC television program, Kukla, Fran & Ollie, was cited as the “best Chicago show” by the Chicago Federated Advertising Club at its annual awards dinner May 19. A similar A.M. commendation went to Miles Labs’ Quiz Kids, aired on NBC. Respective agencies are J. Walter Thompson’s Co. and Wade’s Advertising.

Fifteen first awards and nine honorable mentions were given by the judging committee to Chicago-originated AM programs, with eight firsts and four mentions in video shows. Annual radio winners, with the rating, class, sponsor and agency or station, follow:


Program honorable mentions included: Smokie, 720 AM, The En- chanted Hour, WGN; Paul Harvey and the News, Schoenhofen Edwards Co., WGN; Radio Vixens, Studebaker Corp, Radio, William & Cleary; Dave Garroway, WBBM.

Firsts in the special features class—sports, WGN-AM, Bleacher, Wal- green Drugs and P. Lorillard Tobacco Co., WIND; public service, Keep Your Life, Johnson & Johnson, WMAQ; women’s interest, Chicago Symphony Orches- tra, NBC; the network, The Travelers Aid Society, WBBM; Who Is Mr. Heartbeat?, on behalf of the Chicago Heart Assn., WGN.


Television Field. Announcers went to winners in 11 categories: Instructional, WENR-TV; News, WMAQ; Variety, Channel 2; News, WBBRO(TV); Variety, Super Circus, Channel 2; News, WMAQ; Musical, WBBRO(TV); Music, WBBRO(TV); News, WBBRO(TV); Food, WENR-TV; News, WMAQ; Public service, WBBRO(TV); News, WMAQ; Quiz, R. D. F. America, Louis G. Cowan Co.


In the spot announcement division, Cycliol Corp., for its microscopic reel, received an honorable mention. Agency is Bennett, Petsch & O’Connor.

MARTIN

VIDEO PRODUCTIONS, INC.

MEAN THE BEST

IN TOP PRODUCTION METHODS
TOP FILMING TECHNICIANS
TOP SHOW MATERIAL

501 MADISON AVENUE, NEW YORK
PLAZA 5-2400

TELECASTING
ABT PRODUCTIONS, INC.
SPOTS. COMMERCIALS. ENTERTAINMENT
MOTION PICTURES FOR TELEVISION
SHORTS. FEATURETTEs. FEATURES
PRODUCERS OF THE FAMOUS
ALBUM OF SONG SERIES
460 WEST 54th STREET
NEW YORK, N. Y.
COLUMBUS 8-7200

AMERICAN TELEVISION, INC.
VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSMISSION
LOW COST * WRITE TODAY
5050 BROADWAY, CHICAGO, 40

V. S. BECKER PRODUCTIONS
Producers of Television, radio package
shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBOURG 2-1040

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS
AVAILABLE FOR TELEVISION
WRITE FOR INFORMATION
International Film Foundation
1600 BROADWAY, SUITE 100D, N. Y.
CIRCLE 6-9408

CAMPBELL-CAHILL STUDIOS
TV FILM COMMERCIALS
360 N. MICHIGAN AVE.
CHICAGO
FRANKLIN 2-4549

CINEFFECTS, INC.
(THE PRODUCERS' AID) A COMPLETE SERVICE FOR TELEVISION PRODUCERS
PRESENTATIONS * STATION BREAKS * TRAILERS * CHECKS * BACKGROUND MUSIC
NEWSPAPER ADVERTISEMENTS * SPECIAL EFFECTS *
CIRCLE 6-0981-2, 3-6-4

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1331

AMERICAN TELEVISION, INC.
VIDEO COMIC STRIPS
"Bob Sterling, American Ranger"
13 HALF-HOUR EPISODES NOW READY
OPEN END FILM AND TRANSMISSION
LOW COST * WRITE TODAY
5050 BROADWAY, CHICAGO, 40

V. S. BECKER PRODUCTIONS
Producers of Television, radio package
shows and spot commercials
Representing Talent of Distinction
562 FIFTH AVE., NEW YORK
LUXEMBOURG 2-1040

BRAY STUDIOS, INC.
EXTENSIVE LIBRARY OF FILMS
INCLUDING CARTOONS)
Available for television
SEND FOR CATALOGUE
729 SEVENTH AVE., NEW YORK, 19

JULIEN BRYAN PRODUCTIONS
AVAILABLE FOR TELEVISION
WRITE FOR INFORMATION
International Film Foundation
1600 BROADWAY, SUITE 100D, N. Y.
CIRCLE 6-9408

CAMPBELL-CAHILL STUDIOS
TV FILM COMMERCIALS
360 N. MICHIGAN AVE.
CHICAGO
FRANKLIN 2-4549

CINEFFECTS, INC.
(THE PRODUCERS' AID) A COMPLETE SERVICE FOR TELEVISION PRODUCERS
PRESENTATIONS * STATION BREAKS * TRAILERS * CHECKS * WEATHER REPORTS * ONE, TWO AND THREE
MINUTE SPOTS * SPECIAL EFFECTS *
CIRCLE 6-0981-2, 3-6-4

GRAY—O'REILLY
COMMERCIAL SPOTS FOR TELEVISION
480 LEXINGTON AVE.
NEW YORK
PLAZA 3-1331

FILM EQUITIES CORP.
SERVING TELEVISION
NEW YORK: 1600 BROADWAY
HOLLYWOOD: 933 SEWARD ST.
CIRCLE 7-5850 GLADSTONE 1625
JAY WILLIAMS
TELEVISION DIRECTOR

HARTLEY PRODUCTIONS
OFFERS
EXPERIENCE:
29 YEARS
FACILITIES:
16 & 35 MM FILMING AND RECORDING
MOBILITY:
6-TON "STUDIO-ON-WHEELS"
ECONOMY:
SYNCHRONIZED HALLEN RECORDER FOR IMMEDIATE PLAYBACK
FOR TELEVISION - FILM QUOTATIONS CALL
JUDSON 2-3900
STUDIO AT:
20 WEST 47th STREET
NEW YORK 19

INS • TELENEWS • IMP
TOPS IN TV WITH:
DAILY & WEEKLY NEWSREELS
VIDEO NEWS TAPE & PAGE PRINTERS
SOUND-MOTION SPOT NEWS PACKAGES
PRODUCT PROGRAMMING EQUIPMENT
235 E. 45th ST.
NEW YORK 17, N. Y.
MURRAY-HILL 7-8800

RKO PATHE, INC.
625 MADISON AVE.
NEW YORK, N. Y.
PLAZA 3-3800

NU-ART FILMS, INC.
DEPENDABLE FILMS
FOR TELEVISION
COVERING THE FIELD-
DRAMAS, SPORTS, MUSICALS,
TRAVEL, CARTOONS, COMEDIES,
RELIGIOUS, EDUCATIONAL
SHORTS FEATURES
WRITE OR CALL
W. K. OR G. W. HEDWIG
145 WEST 45 STREET, NEW YORK 19
LUXEMBOURG 2-3273

OFFICIAL TELEVISION, INC.
SUBSIDIARY OF OFFICIAL FILMS, INC.
COMPLETE VIDEO PROGRAM SERVICE
NEW SHOWS READY SOON.
CONTACT IRVING LEDE
25 WEST 45th STREET
NEW YORK 19, N. Y.
LU 2-1700

SHERMAN PLAN, INC.
CONSULTANTS ON FILMS FOR TELEVISION
420 VICTOR BLDG., WASHINGTON, D. C.
STERN 0780

TELEFILM, INC.
COMPLETE FILM PRODUCTION SERVICES FOR
TV SPOTS-PROGRAMS
6033 HOLLYWOOD BLVD.
HOLLYWOOD 26, CALIF.
HOLLYWOOD 6-7008

TELESCRIPTIONS
ANIMATED TV SPOTS
20-SECOND AND 1 MINUTE
723 VICTOR BUILDING
WASHINGTON, D. C.
STERLING 4550

WASHINGTON VIDEO PRODUCTIONS, INC.
TV FILM SPOTS AND PROGRAMS
INDIVIDUALLY CREATED
900 19th STREET, N. W.
WASHINGTON, D. C.
EXECUTIVE 4940

UNITED ARTISTS TELEVISION
729 SEVENTH AVENUE
NEW YORK 19, NEW YORK
CIRCLE 5-6000

UNITED WORLD FILMS, INC.
A SUBSIDIARY OF UNIVERSAL PICTURES
37 YEARS' EXPERIENCE MAKING MOTION PICTURES
WORLD'S TOP TECHNICAL AND
CREATIVE TALENT
UNSURPASSED FACILITIES FOR
LIVE AND STOP MOTION PHOTOGRAPHY
Stocking film you custom made film programs
Contact available: FEATURE, SHORT, CARTOONS, DOCUMENTARY
WRITE OR PHONE
445 PARK AVENUE
NEW YORK 22, N. Y.

VALLEE-VIDEO
FILMS FOR TELEVISION
6611 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA

VIDEO VARIETIES CORP.
TELEVISION PROGRAM FILMS
TELEVISION COMMERCIALS
BUSINESS MOVIES
SLIDE FILMS
-FROM SCRIPT TO
FINISHED PRINT
OWNERS AND OPERATORS
OF WEST COAST SOUND STUDIOS
WITH EXPERIENCED MANPOWER AND
COMPLETE FACILITIES
41 E. 50th ST., NEW YORK
MURRAY HILL 8-1162

TELECASTING

May 30, 1949 * Page 19
TO RADIO MEN EVERYWHERE:

Your 1949 MARKETBOOK query-card is now in the mails. Kindly fill it in and return promptly to us here at Washington Headquarters. It will mean spot dollars in your pocket.

The 1949 MARKETBOOK will have a guaranteed circulation of 17,500. It will reach every national and regional agency and advertiser of consequence.

Advertising deadline is July 15. Write or wire collect your space reservation today.

Thank you.

[Signature]

PUBLISHER
Sure, Television's amazing

-and it's practical, too!

(to see how practical, turn to back page of program schedule)
<table>
<thead>
<tr>
<th>Time</th>
<th>Channel A</th>
<th>Channel B</th>
<th>Channel C</th>
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<td>8:00</td>
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**Notes:**
- Lamp Unto My Feet (E) is listed at 8:00 PM on Channel A.
- The schedule includes various programs and shows.
- The times listed are in 30-minute intervals.

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**Additional Information:**
- The schedule is for the weekend, possibly a special event.
- Channels and programs are listed, indicating a variety of content.
- The format suggests a TV guide or schedule for the viewing audience.
<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
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<td>9:00</td>
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<td>Hosts</td>
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<tr>
<td>9:30</td>
<td>WABC</td>
<td>NBC Dramatic Theatre (L</td>
</tr>
<tr>
<td>10:00</td>
<td>WABC</td>
<td>Around the Town (L</td>
</tr>
<tr>
<td>11:00</td>
<td>WABC</td>
<td>NBC Newsroom</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Time</th>
<th>Station</th>
<th>Programming</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WABC</td>
<td>Skip Farley Show (L</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ford Motor Co. Through the Crystal Ball</td>
</tr>
<tr>
<td></td>
<td>WABC</td>
<td>General Foods Corp. Foods Platform (L</td>
</tr>
<tr>
<td></td>
<td>WABC</td>
<td>People's Platform</td>
</tr>
<tr>
<td></td>
<td>WABC</td>
<td>Colgate-Palm-Peet Co. Colgate Theatre (L</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Piranella Tire &amp; Rubber Americans (L</td>
</tr>
<tr>
<td></td>
<td>WABC</td>
<td>Village Barn</td>
</tr>
<tr>
<td></td>
<td>WABC</td>
<td>R. J. Reynolds Camel Caravan of Sports</td>
</tr>
</tbody>
</table>

**Economic Distribution**

<table>
<thead>
<tr>
<th></th>
<th>All Families</th>
<th>TV Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>1948</td>
<td>1949</td>
</tr>
<tr>
<td></td>
<td>April</td>
<td>April</td>
</tr>
<tr>
<td>A (Rich)</td>
<td>6.1</td>
<td>22.7</td>
</tr>
<tr>
<td>B (Upper Middle Class)</td>
<td>25.1</td>
<td>34.6</td>
</tr>
<tr>
<td>C (Lower Middle Class)</td>
<td>40.3</td>
<td>42.0</td>
</tr>
<tr>
<td>D (Poor)</td>
<td>28.5</td>
<td>6.9</td>
</tr>
</tbody>
</table>

**In Comparison** to the total population, TV distribution in April, 1949, is still top-heavy with A and B homes, but much closer to a true cross-section than April, 1948.

**Penetration of TV Ownership Within Each Economic Level**

<table>
<thead>
<tr>
<th></th>
<th>April 1948</th>
<th>April 1949</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>13.3</td>
<td>23.0</td>
</tr>
<tr>
<td>B</td>
<td>5.3</td>
<td>19.1</td>
</tr>
<tr>
<td>C</td>
<td>3.0</td>
<td>14.9</td>
</tr>
<tr>
<td>D</td>
<td>1.5</td>
<td>5.4</td>
</tr>
</tbody>
</table>

**The Pulse Incorporated**

**Ask The Pulse**

**The Pulse Incorporated**

**One Ten Fulton Street**

**New York Seven**
Advertisers who want to talk to people living within a 50-mile radius of New York can hold hands with more of them through television than through any one of the 5 leading weekly magazines. Of the 500,000 TV homes within this radius more of them tune in CBS Television than any other network or independent station.

CBS-TV

NOW OPERATING IN 31 MAJOR MARKETS