how to kill two

radio stations!

MANY AN ADVERTISER with a network show uses WOR for plus-programming. His national program is used for institutional advertising and gets down to product selling with a WOR spot show slanted straight for 36,000,000 listeners in 18 states and the Dominion of Canada.

For instance — let’s look at a minute:

People who buy one-minute spots on WOR pay as little as $100.00 daytime; $200.00 per evening. A minute, if you’ll glance at the watch you’re carrying, is, sir, a long time. Within one minute on WOR an advertiser can:

1. Increase sales in the area of Greater New York.
2. Introduce and try out a new product.
3. Do “point-of-purchase” advertising.
4. Test a new product’s “pull”.
5. Give last-minute news about any product or service.

Briefly, the one-minute spot is as elastic as a diplomat’s answer. And, on WOR, a one-minute is a powerful piece of time.

We don’t say that minutes are the only things we’re interested in. Heaven help us, NO! But you can start with a minute and you’d be amazed at what it can do for you.

—that power-full station at 1440 Broadway, in New York
Our 25th Anniversary Year

A family reunion every Saturday Night...
to hear the WLS National Barn Dance

Back in 1924 and '25, young Rural Mail Carrier Arthur Johnson always set aside Saturday night for a visit to his wife's parents—for Mrs. Johnson's folks had the biggest radio in that part of Porter County, Indiana—and all the grown sons and daughters brought wives, husbands and kiddies “home” to hear the WLS National Barn Dance. As Mrs. Johnson recalls, “Mother would put on that huge granite coffee pot, and we never broke up till we heard the Barn Dance announcer say to the engineer, 'Homer, pull the big switch and let's all go home.' ”

This happy Saturday night tradition continued as long as Mrs. Johnson's parents lived. Uncle Ezra, Lulubelle and Scotty, Ralph Waldo Emerson and other Barn Dance favorites had become like members of the family. Even the canary was named after WLS-singer Chubby Parker.

Now, a quarter century later, the Johnsons enjoy WLS in their own home in Hobart, Indiana—and their married son and daughter often bring their families in on a Saturday night for coffee, talk and Barn Dance entertainment.

All over the Middlewest—city, town, farm—you find these family traditions built around the Barn Dance and WLS. And so you find the kind of deep loyalty that brings such quick response to our Christmas Neighbors Club, our annual flower seed offer, our Family Albums—and an equally amazing response to the sound advertisers who share in this listener-confidence we have been building for twenty-five years.

A Clear Channel Station

890 Kilocycles, 50,000 Watts—ABC Affiliate
Represented by John Blair and Co.
Local acceptance for your product in any New England area can be achieved by taking advantage of the local acceptance of the Yankee home-town station in that area.

The Yankee audience — daily listeners to Yankee and Mutual programs — extends all over New England. You can reach each local segment best through the Yankee home-town station. In that way, you can be sure of complete coverage of each area.

Buy Yankee to push sales locally throughout New England. Twenty-four Yankee home-town stations cover 24 markets in six states in the most effective way they can be covered.

Acceptance is the Yankee Network's Foundation

The Yankee Network, Inc.
Member of the Mutual Broadcasting System

Represented Nationally by Edward Petry & Co., Inc.

IT STILL appears that Howard S. Meighan, CBS senior vice president and general executive, will have first refusal on West Coast vice presidency in succession to Donald W. Thornburgh, who becomes president and general manager of WCAU stations in Philadelphia Aug. 1. If Meighan elects to remain in New York where he recently purchased a new home, it's expected another senior CBS executive will be assigned West Cost spot.

If Mr. Meighan accepts, it probably will be for specific term, with return to New York earmarked.

UNDERSTOOD all but two of NAB directors endorsed appointment of A. D. Willard Jr. as NAB director of TV operations. No acceptance announced though executive v.p. believed ready to accept, with definite announcement due at next week's board meeting.

CHANGE in format of Sunoco Three-Star Extra (NBC, 6:45-7 p.m., Mon.-Fri.) expected within fortnight under direction of permanent editor-in-chief, Ray Henle. Paul Harvey, WENR Chicago commentator, joins Sunoco staff for summer replacement and may remain. Mr. Henle also may introduce Hollywood pick-up as permanent feature.

GENE AUTRY, to tie in with his Sun Country stations (KOOL Phoenix and KOPO Tucson), through Blackburn-Hamilton Co., is negotiating purchase of an unidentified El Paso outlet. He is also co-owner of KOWL Santa Monica, Calif.

WHEN WILL FCC bat again with its full strength? Latest word from Chairman Wayne Com, hearing U. S. Govt. on Int. Tel. & Tel. Conference, is that he, along with FCC Vice Chairman Paul A. Walker, will not return until Aug. 19. Meanwhile FCC is hobbling along with only four qualified members of its seven due to failure of Senate to act on confirmation of new seven-year term for Commodore E. M. Webster, whose term expired June 30. Hearing on nomination Webster, however, is expected to bring prompt Senate approval.

LEVER BROTHERS, Cambridge, will launch first television show in September when company sponsors The Clock on NBC-TV. Show currently sustained. Agency and specific product not yet designated.

GENERAL FOODS (Jello) through Young & Rubicam, New York, negotiating with Mere-dith Willson as video replacement for Author (Continued on page 70)

July 8: NAB Standards of Practice Committee, Wentworth-by-the-Sea, Portsmouth, N. H.
July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.

Other Upcomings on page 31


PILLSBURY SWITCHES Pillsbury Mills, Minneapolis, starts five-week 52-week sponsorship Art Linkletter’s House Party Sept. 14 on 214 ABC stations, Mon.-Fri., 9-9:30 a.m. (PST). Firm cancels five-quarter-hour weekly sponsorship ABC half-hour Kay Kyser show July 29.

DUANE JONES NAMED Marlin Firearms, New Haven, Conn., appoints Duane Jones Co., New York, to handle advertising of razor blade division, effective immediately.

LEVER APPOINTS Y&R Lever Bros., Cambridge, Mass., to handle Canadian advertising for Lipton tea and noodle soup. Agency already handles American advertising for these products.

GROVE LABS PLANS Grove Labs (cold tablets), St. Louis, to sponsor two shows for 26 weeks on full Don Lee Network—starting Sept. 26 three quarter-hours of Ladies First, Mon.-Wed.-Fri., alternating on 11-11:30 a.m. slot; starting Sept. 27 Rise and Shine, Tues.-Thurs., 6:45-7 a.m. Agency, Gardner Adv. Co., St. Louis.


EMERSON DRUG RENEWS Emerson Drug Co., Baltimore, renewing Inner Sanctum, on CBS (Mon., 8:30-9 p.m.) for 52 weeks effective July 26. Agency, BBDO, New York.

CANDY FIRM SPONSORS Mars Inc. (candy) will sponsor 4:45-5 p.m. (CDT) segment of Howdy Doody (five-a-week, 4:30-5 p.m.) Monday on NBC-TV 13 weeks starting Sept. 5.

ABC-TV ‘SCREEN TEST’ SPONSORSHIP ANNOUNCED ABC-TV’s cooperative program, Hollywood Screen Test (Sat., 7:30-8 p.m., full network), sold to two advertisers over seven stations. Murray Grabharn, ABC vice president in charge of owned and operated stations, said time and talent cost in two contracts top $200,000.


Page 4 • July 4, 1949
## Cost Per Thousand Families for Spot Announcements on All Cleveland Regional Network Stations

<table>
<thead>
<tr>
<th>TIME</th>
<th>WHK</th>
<th>NET B</th>
<th>NET C</th>
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<tbody>
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<td>$0.49</td>
<td>$0.36</td>
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<td>10:00 - 12:00 NOON</td>
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<td>1.98</td>
<td>1.42</td>
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**NIGHT TIME COVERAGE**

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<tr>
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<td>.42</td>
<td>.67</td>
<td>1.13</td>
</tr>
</tbody>
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*Calculations based on a rating of 5.0 for all stations for purposes of comparison*

## Homes in Primary Area (Daytime)*

* Based on coverage patterns on file with FCC and BMB radio families 1946

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<tr>
<th></th>
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<tbody>
<tr>
<td></td>
<td>842,800</td>
<td>759,500</td>
<td>623,500</td>
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</table>

Ask your Raymer rep for the complete story...
Take a look at the C. E. Hooper winter-spring report, January through April, 1949. This is the first time Mr. Hooper has given a complete breakdown of one-half hour and one-quarter hour time periods in Flint. Again, Flint's first station, WFDF, tops all local stations in all measured times of the broadcast day in the Flint City Zone ... an amazing story for this top ABC outlet.

WFDF's leadership might be because it's the oldest station in Flint . . . or because its newscasts are outstanding, or because WFDF never relaxes its merchandising activities and personal calls. The point is: morning, afternoon and night, the ears of Flint are with us.

Flint, Michigan, is a bountiful $200,000,000 sales market. Use WFDF to reach Flint's prosperous citizens and sell your wares.

910 Kilocycles
WFDF
FLINT
MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY
Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville—
THE STATION THAT'S CHANGED LISTENING HABITS IN IOWA

- Let's not kid ourselves—it takes real "KNOW-HOW" selling to meet and overcome the increased sales resistance of today's buying public.

- That's why your clients need the "Buying Public Acceptance" of KXEL—the most dominant advertising medium in all Northeast Iowa—*bar none*. KXEL makes the sales—Northeast Iowa is the market—and, there's proof of this acceptance—but plenty!

- The proof is the 165 local and regional accounts—not counting national accounts—who use the extended facilities of KXEL (over 100 miles in all directions from transmitter). Many of these advertisers are now in their 8th year of consecutive advertising on KXEL. These smart merchants use KXEL continuously because KXEL floods this great Northeast Iowa Market of people and dollars with unbeatable sales impact... TO OVERCOME TODAY'S INCREASED SALES RESISTANCE.

- Before you make up your fall list, see your Avery-Knodel representative. Call him today.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC Outlet for Waterloo, Cedar Rapids, and all Northeast Iowa
"Any advertiser can — use **SPOT RADIO** — and most advertisers should
"HALO
EVERYBODY,
HALO"

And "everybody" means old folks, young folks, rich folks, poor folks, city folks and farmers' wives who have all heard Colgate's message that "soaping dulls hair, Halo glorifies it."

Colgate makes efficient, effective use of flexible, powerful Spot Radio to tell all kinds of people, everywhere, about Halo Shampoo.

And Colgate uses the Spot Medium to promote seven other products with distinctly separate sales problems.

When you, too, use Spot, these stations will add materially to your chances for spectacular success.

- - - - -

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETOIT • ST. LOUIS • SAN FRANCISCO
DALLAS • ATLANTA • BOSTON

SPOT RADIO LIST

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<td>WNAC</td>
<td>Boston</td>
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<td>WICC</td>
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<td>KSDF</td>
<td>Mpls.-St. Paul</td>
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<tr>
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<td>Wheeling</td>
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<td>KFH</td>
<td>Wichita</td>
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<tr>
<td>WAAB</td>
<td>Worcester</td>
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</table>

THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA ____ WSB-TV
BALTIMORE ____ WBAL-TV
BOSTON ____ WNAC-TV
BUFFALO ____ WBEN-TV
LOS ANGELES ____ KFI-TV
MILWAUKEE ____ WTMJ-TV
M'P'L'S-ST. PAUL __ KSTP-TV

July 4, 1949 • Page 9
MacDONALD DUNBAR
Time Buyer, TED BATES & COMPANY

With Ted Bates since 1942, Mac handles the time and space buying for CARTER'S PRODUCTS, STANDARD BRANDS and GROCERY STORE PRODUCTS.

Mac received his Patroon membership scroll and the deed to a tract of "Patroonland" from the William G. Rambeau rep today.

FACT OF THE WEEK

Advertisers' success stories are proof positive that WPTR delivers:

* Sales, not tales
* Orders, not oratory
* Customers, not claims

HERSCHEL DEUTSCH, vice president of Small & Seiffer Inc., New York, joined Dorland Inc., New York, with same title, when Small & Seiffer closed its offices and discontinued operations on July 1. Other key members of Small & Seiffer staff being incorporated into Dorland's newly formed Package Goods Division, which will operate under Mr. Deutsch's direction. All active Small & Seiffer clients have appointed Dorland Inc. as their agency.

GEORGE L. CHATFIELD elected a vice president of Compton Adv., New York, effective July 11. He will serve as member of plans board and as supervisor on Procter & Gamble account.

WALTER GAYNER and ROBERT MORTIARTY join Madden-Barrett, Los Angeles agency. Both were formerly with W. B. Gelasinger & Co., Los Angeles, the former as television and radio director; the latter as account executive.

GERI FALLGREN, Footo, Cone & Belding, Los Angeles, elected president of Junior Women's Advertising Club, Los Angeles, at recent joint meeting of Jr. Men and Women Ad Clubs. ED HOLLEY, account executive, Martin R. Klitten Inc., elected first vice president of men's group.

HELEN SKARI, formerly with a Los Angeles newspaper, joins promotion staff of Smith, Ball & McCreery Adv., Los Angeles.

CARL PETERSEN, former sales promotion and advertising manager of ALD Inc., national Half Hour Laundry's distributor, joins Chicago staff of Fuller & Smith & Ross.

ANTHONY C. DePIERRO, formerly media director with Buchanan Co., and with Paris & Pearl, joins Geyer, Newell & Ganger, New York, as media director.


FREDERICK A. MITCHELL, head of marketing research and sales analysis at Marshall Co., for past two years, appointed to account executive staff of Needham, Louis & Brorby, Chicago. He is former research director of Dancer-Fitzgerald-Sample and its predecessor, Blackett, Sample & Hummert. RICHARD T. McClaughery, formerly of copy division at Morris F. Swansy, Chicago, joins NL&B as copywriter. He is former NBC Chicago continuity writer.

JEROME R. GRAY, senior partner and founder of Gray & Rogers, Philadelphia, elected to board of directors of Eastern Industrial Advertisers, organization whose members are engaged in advertising, market research, and promotion of products and services which are sold to industry.

DAVID B. WILLIAMS, account executive in Los Angeles office of Erwin, Wasey & Co., named a vice president. He has been with agency since his release from Army in 1946, serving in firm's Chicago, Seattle and Los Angeles offices in media, service, contact and copy departments.

WALTER C. AYERS, executive vice president of Brooke, Smith, French & Dorrance, Detroit, elected president of Detroit Sales Executives Club.

CHARLES M. SWART appointed to public relations staff of Gray & Rogers, Philadelphia. He was associate director of public relations for Community Chests and Councils of America, and publicity director of Community Chests of Philadelphia, Pittsburgh, Harrisburg, Pa., and Yonkers, N. Y.

JOHN M. TYSON Jr., former merchandising manager of Nowadays magazine supplement, joins merchandising staff of Leo Burnett Agency, Chicago.

DAWSON FUNK, formerly with J. Walter Thompson Co., Los Angeles, joins Biow Co., San Francisco, as copy chief on Roma Wine account. CADDIE DODGE, formerly with J. Walter Thompson in San Francisco, joins Biow as assistant production manager.

JAMES D. NORTH, vice president of Foote, Cone & Belding, San Francisco, resigns to become general manager of Western Beet Sugar Producers Inc., and organization with headquarters at 2 Pine St., San Francisco, and designed to promote use of beet sugar throughout the U. S. Advertising will be placed through Foote, Cone & Belding.

AUTOMOTIVE ADV. AGENCY, Kansas City, Mo., announces change of name to A A A Advertising Agency. Office remains at 1805 Grand Ave., Kansas City.
A New WCAO Local Favorite—
“HOLD EVERYTHING”

“HOLD EVERYTHING”—a loot-laden telephone quiz sparked by Hal Proctor and Bettie McCall is made-to-measure for low-budget participating sponsors in the Baltimore market. Slotted from 9:15 to 9:45 A.M., Monday through Friday, it’s packed with “gimmicks” to maintain peak listenership—and needle sales. Ask about availabilities.

... and every program and announcement on WCAO is duplicated on WCAO-FM (20,000 watts) at no additional cost to the advertiser!

WCAO
"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER
THE BUYERS' market can mean extra business for every broadcaster.

Broadcasting herewith presents the first of a series of six articles intended to help you get this business.

With the advent of the buyers' market the first of 1949, radio salesmen faced a problem entirely different from that of recent years. For many of the younger men it is the first time in their experience that supply has caught up with demand.

Manufacturers, merchants and other radio advertisers are feeling customer resistance and in some cases reduced gross receipts. Their reaction is varied. Some see the need for increasing their sales efforts to persuade customers to come to them. Others cut expenditures in every direction, including radio advertising, in the hope of maintaining their net profit despite a smaller gross income.

This series is intended to help the radio time salesman in both situations.

Each of these articles will be written by an authority on advertising who has facts and statistics on the present situation and the "know-how" on the way to meet it. Some of the authors are buyers of radio time. Others are successful in selling it because they know persuasive truths about the medium. These facts they will share with our readers.

Radio people know that broadcasting is the most effective and least expensive of all advertising media when properly used. Convincing the prospective time buyer of these truths may require added "convincers" now that were not required a year ago. Perhaps your salesmen will find what they need in these articles.

Yes, the buyers' market can mean extra business. It is our hope that this series of weekly by-line pieces will help broadcasters to get this business.

We suggest that each article be clipped out as it appears so that the entire series can be used for reference by members of your sales staff.

—The Editors

No. 1 . . . . . . . . . . . . . The Manufacturer

By JOHN W. CRAIG

Vice President Avco Mfg. Corp., General Manager Croxley Division

The AMERICAN customer has returned the art of shopping to its full prewar status. This transition from the postwar sellers' market, in the appliance field and most others, began some seven months ago. It is now complete. Hard, relentless competition is with us again in every phase of our business.

Manufacturers, distributors and retail merchants have reacted to this inevitable development in various ways. Almost all of us have made constant efforts to reduce costs, and thus to reduce prices.

In reducing costs, a great many have taken what appears to be the easy way out by cutting back sales and advertising budgets.

Some, however, have determined that the way to maintain a good level of business in a returning-to-normal market is to obtain a larger share of the business through intensified selling activity. This means, of course, that cost reductions must be gained mostly through improvements in manufacturing and marketing techniques.

When the appliance industry faced a return to the so-called "buyers' market," we at the Croxley Division of Avco took new stock of the over-all marketing and business picture. We found that the appliance industry had expanded considerably, both in manufacturing and at retail. We saw that tremendous production by these expanded facilities in three postwar years had filled the pipelines. But we also found that the public's ability to buy has increased measurably over pre-war levels. There are 57½ million people earning at the rate of $215 billion a year, compared with 45 million people earning $78 billion in 1940. The individual savings backlog is three times the total in 1940. Consumer debt is only 32% of savings, as compared with 65% in 1941. There are six million more residential customers for electric appliances. The provision of electric service is now under way to 1¼ million more rural customers.

Taking these factors into account, we came to the conclusion that we were more literally entering a salesman's market than a "buyers' market." In a salesman's market, we felt, the public has the ability to buy as it never had before the war. The problem we faced was not that we would lack potential buyers but that we needed the courage and the energy to do those things necessary to attract consumer interest and sell our products. This could be done by expanding and sharpening, rather than de-emphasizing, both our immediate and long range sales programs.

Concentration on Sales At Retail Level

We adopted first of all a program of concentrating our ultimate efforts upon the sale of our products at retail, recognizing that there could be no continuous flow of products from our factories in volume if these products did not likewise flow from our dealers' floors into consumers' homes. Our slogan within our organization became, "If It Won't Make A Retail Sale—Forget It." We initiated new and expanded systems of market analyses, sales forecasting and inventory control; we carried on these three important activities not alone at the plant, but more importantly, with our retailers and distributors in the field. In other words, we set up an integrated system whereby our dealers conduct market analyses, make sales forecasts, and help regulate their inventories through proper accounting methods, and their reports are coordinated by distributors and forwarded to us at the factory, where we are able to formulate our own over-all analyses, forecasts, and controls.

At the same time, we are convinced that we must help our dealers meet increasingly competitive conditions at retail by supporting them with expanded advertising activities in all media.
Business for Broadcasting...

which will reach their potential customers, as well as sales promotion and training assistance. These responsibilities have given us a full share of the load to carry in teaming with our distributors and dealers to increase our company’s share of the business in the fields in which we are participating.

Increase of 300% In Sales Force

To meet these responsibilities we have increased our factory and field sales forces 300% over what they were a year ago. We have increased our advertising budget three-fold over that of a year ago, and we have planned our advertising for point-of-sale results, so that we believe its effectiveness will be far more than three-fold.

We have joined with many other companies in the belief that we must take advantage of all channels that will move goods, most certainly including television and radio. We have undertaken sponsorship of one of the most popular television network shows on the air, not simply as a matter of prestige but to sell our products.

In addition, several of our distributors are sponsoring local television and radio programs.

I do not want to give the impression that we believe we are doing something highly unusual. Many aggressive companies doubtless are pursuing this same policy of meeting the return to competitive times with renewed emphasis on functions through which buyers are attracted and sales are created.

Neither would I suggest that increases in sales staffs and advertising budgets are in themselves sufficient to maintain a high volume of business in a leveling market. There must be a combining of increased advertising and sales penetration with real marketing ingenuity and a willingness to put maximum energy into the selling job. This energy must come equally from everyone concerned, from the head of the company to the dealer salesman who is on the retail floor or who makes his sale to the householder in his own home.

In the appliance field, sales can be also be helped by a much-needed liberalizing of government restrictions on trial installations. Retailers must be given the opportunity to install major appliances on a trial basis of considerably longer duration than the brief periods now permitted.

The Challenge Immediately Ahead

The coming year will present a notable challenge to industry and business in practically all fields. The companies emerging as substantial leaders will be those which plan carefully, operate on sound and proven sales principles, and meet the return of the art of shopping with an equally effective return to the art of selling.

ABC STUDIOS
Space Added on West Coast

TO ACCOMMODATE increased Hollywood origination of audience participation programs, ABC West Coast Division has taken over the former Tom Breneman Restaurant at 1539 N. Vine St., on a five-year lease. Recently remodeled, setup includes two large studios, each seating 300 persons. A third studio of greater capacity, to accommodate both radio and television audiences, will also be constructed according to Frank Samuels, vice president in charge.

Audience promotion department also will be housed.

Yes KFYR
comes in loud and clear in a larger area
than any other station in the U. S. A.
DECLARATION OF AN INDEPENDENT

WHHM believes . . .

That a station serves best which gives its audience music, news, and sports in balance.

That the satisfaction of a contented listener is riches beyond compare.

That an alert staff, coupled with responsible management, can't help but produce pleasant listening.

That a progressive station is both friendly and cooperative.

That it is the reaction of its audience, expressed in Hooper ratings of listenership, phone calls, and letters, that helps build a loyal audience.

That service to its audience is what makes a station great . . . and listened to . . . and believed in . . .

WHHM
Independent, but not aloof.
MEMPHIS, TENN.

REPRINTED BY REQUEST

Wire Recorder Used

EDITOR, BROADCASTING:

Although most stations have discarded wire recorders in favor of tape, we are using the Air King Model A-725 for broadcast purposes. We are also using a heavy lubricant placed in the recorder head groove to reduce the noise level. We have increased the bias voltage and the audio voltage to the recording head with these results:

Frequency response plus or minus 3db from 40 cycles to 5700 cycles with less than 5% distortion from 50 cycles. Noise level down approximately 45db.

Should anyone care to hear the quality of this wire recorder on the air, it can be heard the second Monday of each month at 1:45 a.m. (EST) on our frequency test period on 1450 kc.

William H. Alford
Chief Engineer
WFNC Fayetteville, N. C.

Text Available

EDITOR, BROADCASTING:

In the May 30, 1949, issue of BROADCASTING, a letter appeared written by Robert M. Harvey, chief engineer of WKBC North Wilkesboro, N. C. He stated that he wished there were a good technical book expressly written for the chief engineer of a broadcast station.

We are publishers of electronic text books and manuals. In January 1948 we released such a book, entitled Broadcast Operators Handbook, written by Harold E. Ennen, engineer of WIRE Indianapolis, Ind.

John F. Rider
John F. Rider Inc.
New York
[Editor's Note: A review of "Broadcast Operators Handbook" appears on page 61.]

KECK'S RANGE

EDITOR, BROADCASTING:

I read . . . a letter in the May 30 . . . issue of BROADCASTING from Arthur T. Comben, New Zealand Radio DX League, 212 Earn St., Invercargill, New Zealand . . . [Thin] radio fan in Invercargill, N. Z. . . . picke up KECK just as the station was signing off for the day, March 20, 1947 . . . Invercargill is the most southerly city in the world . . .

Ben Nedow
Owner and Manager
KECK Odessa, Tex.

Hoard 'Broadcasting'

EDITOR, BROADCASTING:

People who subscribe to BROADCASTING seem to hoard back copies like editions of encyclopedia. I have been interested in . . . some extra copies of the April . . . issue, but none are available. If you could send me three . . . the Commissioner of the Baltimore City Health Dept. and several other people would be very pleased.

Bill Roche
WFBR Baltimore
R-CLEAN Inc., New York (home dry cleaner), appoints Cayton Inc., same city, to handle advertising. Budget of $500,000 will be concentrated in radio and television.

TEDDY'S The House of Sea Food, New York, packer of Teddy's frozen fillets and seafoods, through its agency Tracy Kent & Co., New York, planning to use video spots and participations this fall in addition to present campaign on The Fitzgerald's on WJZ, Dorothy and Dick on WOR and Martin Block on WNEW, all New York.

TOWER OPTICAL Co., Chicago, begins spot video campaign, plugging contact lenses in the four-station area. Four one-minute live action commercials, completed by Malcolm-Howard agency, contrast "before and after" personal appearance and explain function of lens. Five to six spots expected to be aired weekly. Time being bought now.

MASON'S CHICKS Inc., Plainfield, N. J., appoints Metropolitan Adv. Co., New York, to handle its radio advertising. Company currently has time on some 26 stations across country, and plans to add to its present schedule.


PAUL W. TROUSDALE & Assoc., Los Angeles (home builder and seller), June 24 started for 18 weeks two weekly quarter-hour recorded music program on KFMB San Bernardino, Calif., and five weekly spot campaign on KITO same city. Spots total 23 a week. Agency: Robert F. Dennis Inc., Los Angeles.

STANDARD LAUNDRY Co., Jersey City, N. J., appoints Ray-Hirsch Co., New York, to handle advertising, sales promotion and public relations. Radio will be used.

Network Accounts • • •

ROMAN-MEAL Co. (bread, breakfast cereals) signed 52-week contract for weekly Hal Burdick, Night Editor show on Pacific Coast CBS network Agency: Guild, Bascom & Bonfigli, San Francisco.

KRAFT FOODS Co., Chicago, renews The Great Gildersleeve with Hal Perry on full NBC network for 52 weeks from Sept. 7, through Needham, Louis & Borby, Chicago. Program, aired Wednesday, 7:30-8 p.m. (CDT), and repeated for West Coast at 10:30 p.m., will be broadcast on full Dominion Network of Canadian Broadcasting Corp. for first time.

SKULL practice for the coming football season is held in Fort Wayne, Ind., as Cities Service Oil Co contracts for broadcasting nine Notre Dame, Indiana and Purdue games over WOWO Fort Wayne. Seated are Robert G. Duffield (l), manager of WOWO, and E. C. Mitchell of Cities Service. Standing (l to r): Tom Longworth, WOWO account executive; Milt Marx, WOWO sports announcer; Paul Mills, WOWO sales manager, and Jesse Corbin, local sales representative for Cities Service.
MANY future livestock farmers of southern New England will credit their shift in business to WTIC Hartford, Conn. The 50 kw station, serving a wide farming area as well as a concentrated urban population, is in its second year of a $20,000 Farm Youth Program to encourage young people with a liking for agriculture to become livestock farmers.

Paul W. Morency, WTIC vice president and general manager, originated the plan and placed it under the direction of the station’s farm program manager, Frank Atwood.

The $20,000 fund is used to buy purebred dairy and beef heifer calves which are assigned on a joint-ownership basis to selected 4-H Club members and vocational agriculture students in high school. The station accepts a note from the young co-owner for the full amount of the purchase price, payable in 2 1/2 years without interest. When the note is paid, full ownership in the animal is transferred to the boy or girl, and the money returns to the Farm Youth Pro-

Feature of the Week

WTIC Farm Program Director Atwood interviews 11-year-old Eleanor Duker during a WTIC Farm Youth Program picnic. Eleanor is co-owner of a Hereford heifer. (Continued on page 46)

On All Accounts

A MAN who thinks that television is the most interesting and unusual thing that ever happened certainly should have a voice in it.

And that man, Bill Welsh, general manager of Allied Adv., Los Angeles, does. Sportscaster for television station KTLA Los Angeles and Southern Calif. senior sports announcer for Associated Oil Co., Bill’s voice (and face) are getting as familiar to Los Angeles television viewers as Howdy Doody’s is to New York TV addi-

Mr. Bert Gittins 719 North Broadway Milwaukee, Wisconsin

Dear Bert:

WCHS was tops in West Virginia’s number one city, but... (Continued on page 16)

more DIALERS per DOLLAR put KROD to work for you

- CBS OUTLET
- 600 ON YOUR DIAL
- 3000 WATTS
- SOUTHWEST NETWORK

At a time buyer, you are interested in the best “buy” for the money in the rich El Paso market. That’s KROD—CBS regional outlet, Key Station of the Southwest Network, far-west link of the Lone Star Chain.

Roderick Broadcasting Corp.

Dorrance D. Roderick
President

Val Lawrence
Vice-President & Gen. Mgr.

Represented Nationally by Taylor-Boroff & Company, Inc.

KROD Your southwestern Salesman

EL PASO - TEXAS

BROADCASTING • Telecasting
WREN

Topeka, Kansas
ABC affiliate
covering half a million radio families in a 2 billion dollar retail market

announces the appointment effective
July 1, 1949 of...

Weed
and company
radio and television
station representatives

new york
boston
chicago
detroit
san francisco
atlanta
hollywood
IT'S Ladies' Day on "Radiorama." What better way to start the parade than with San Antonio's Queen of Fiesta de San Jacinto, Terry Emerson, formerly with KTSAN San Antonio—a lovely candidate for "Miss Radiorama of '49." Entire ballot follows.

CAST only one vote, please. Here's WWOD Lynchburg, Va's, entire feminine staff (l to r): Erma McFall, Lyn Roberts, Rosalie Stuart, Vivian Tibbs, Jean Hundley, Dot Ferguson and Barbara Gunter. WWOD said something about those steps, but who cares?

COUNTING their votes for "Miss Radiorama" will come easy for these WAZL Hazleton, Pa., beauties. Getting in practice by opening station mail are (l to r) Eva Art, Hofer Shirley Meikrantz, Kathryn Kahler, Jeanne Naiswender, Marie Vukcevich. ANOTHER queen, "Miss Dan River" of '49, Jewell Owen, is WDVA Danville, Va.'s candidate on our ballot. Interviewing Miss Owen during the Dan River Mills fashion show, which WDVA broadcast, is the station's Dick Campbell.

A PROFESSIONAL enters the race as former Powers' model Carol Bennett, now heard on her own show over KPRC Houston, talks over her campaign with ex-boss John Robert Powers, during a visit by the beauty expert to the Lone Star State.

IF you prefer the sports type take a look at those two lovelies from Montana, engaged in a promotion stunt for KGVO Missoula. Don't worry boys, that's not "little brother" on the horse. He's just part of the stunt.

LET'S look at the record, says WCBY Columbus, Miss., in entering these four candidates. The two young ladies on the left speak for themselves and the two on the right—Kitty Bailey and Joyce Hollingsworth (r)—in addition to obvious facts, hold titles of "Miss Mississippi" of 1947 and '48, respectively. The men, if you're interested, are (l to r) Dick Crago of WCBY, Morris Zlotnik, owner of Columbus' Darling Shop, and an up-and-coming young man called Bob Hope. [EDITOR'S NOTE: No more "Miss Radiorama" entries accepted until next year.]
From the NATIONAL BOARD OF FIRE UNDERWRITERS to WOWO, Fort Wayne: the $500 GOLD MEDAL* "for outstanding public service in sponsoring fire prevention, farm safety, home safety, holiday safety, and accident prevention campaigns, culminating in comprehensive coverage of Fire Prevention Week."

WOWO, the Gold-Medal-Station with the Gold-Medal-Market! In its 59-county BMB area, WOWO delivers a dominant signal... the most popular programs, according to current Hooper surveys... and the most respected services to its communities. Check availabilities on WOWO... and the other Westinghouse Stations... through Free & Peters.
It takes
Your price of admission to the plush Chicago market is much, much less on WBBM. For there’s never a cover charge on WBBM’s extra coverage... extra listening...extra customers. WBBM gets you volume results at less cost-per-result than any other major Chicago station. And no wonder!

Because WBBM has more rating firsts. More higher-rated local shows. And higher average ratings all week long than any other Chicago station.

THREE TIMES AS MANY QUARTER-HOUR WINS as the three other network stations combined—between 6:00 AM and 7:00 PM, Monday through Friday.*

EIGHT OUT OF THE TOP TEN daytime programs produced in Chicago.*

AN AVERAGE DAILY RATING 50% HIGHER than any other Chicago station—between 6:00 AM and 7:00 PM, Monday through Friday.*

For advance bookings for the coming season (or a strip that'll sell 'em today), contact us or Radio Sales. You'll find you get a lot more for a lot less on WBBM—Chicago's most sponsored station for 23 years.

*Pulse of Chicago, March-April 1949

a lot to cost so little!
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE AND NORTH CAROLINA'S NUMBER 1 SALESMAN IS...

50,000 WATTS 680 KC

WPTF

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
REORGANIZE NAB?

THE QUESTION:
Should NAB

CONTINUE
BE DIVIDED INTO
AM, FM & TV
DIVISIONS

MERGE WITH
FMA AND
TBA

BE CONFINED
TO AM

14.8%
50.3%
24.3%
10.6%

ALL BALLOTS

REORGANIZATION of the NAB to accommodate AM, FM and TV on a more equal basis is favored in a poll of station owners and managers recently completed by the Research Department of Broadcasting. A majority of votes from broadcasting executives were for a division of NAB into clear cut AM, FM and TV departments, and another 24.3% of the respondents said they would prefer an outright merger with the FM and Television Broadcasters Assns. (See adjacent chart and Table 1, page 32.)

The survey of opinion was the 29th in the series of BROADCASTING TRENDS Polls. The questionnaire was devoted exclusively to NAB problems. This is the second of two articles reporting the results of this poll [Broadcasting, June 27]. To meet the challenge of FM and TV, 50.3% of station executives voted for a division of NAB into AM, FM and TV sections or departments; and only 14.8% said they would like to see NAB continue as presently organized. An even smaller percentage (10.6%) felt that NAB should confine its activities to AM.

In conjunction, those who voted for the AM, FM and TV divisions and those who voted for a merger with the FMA and TBA totaled 74.6% of all respondents. It indicated a definite feeling that NAB should go through some reorganization to allow for the changed complexion of the broadcasting world.

Networks' Position

Broadcasters were also asked whether networks should be associate or active members of the NAB. The sentiment was 59.7% in favor of associate membership for networks; 20.6% for active membership, and a high rate of "no opinion" answers (19.6%). (See Table II, page 32.) Sentiment on this question was similar among independent stations, with 57.9% favoring associate membership for networks.

JOSEPH H. McCONNELL, vice president in charge of finance of RCA, was elected executive vice president of the corporation Friday. His election was announced following a meeting of the RCA board of directors in New York.

Mr. McConnell, who has served with RCA organizations since 1941, becomes third in command of the corporation. Brig. Gen. David Sarnoff, chairman of the board, is chief executive officer.

Mr. McConnell will work directly under Frank M. Folsom, RCA president and No. 2 executive.

Two other RCA officers bear executive vice president titles, but each is the operating head of a major division of the corporation. They are J. G. Wilson, executive vice president in charge of the RCA Victor Division, and Dr. Charles B. Jolliffe, executive vice president in charge of RCA Laboratories.

Mr. McConnell will have overall responsibilities for all divisions of the company.

The executive vice presidency of the corporation—the position immediately below the presidency—has not been filled since 1934. In that year it was vacated by J. R. McDonough, who served briefly. Before that it had been vacant since 1930, the year Gen. Sarnoff became president. Gen. Sarnoff, before his elevation to the presidency, had been executive vice president for several years.

Mr. McConnell joined RCA in 1941. Mr. McConnell joined RCA in 1941 as a member of the legal department of the RCA Manufacturing Co., which later became the RCA Victor Division. In 1942 he was named general counsel of the division and in 1945 was elected division's vice president and general attorney.

In 1947 he became vice president in charge of law and finance of the RCA Victor Division. He became vice president in charge of finance of RCA last January.

A legal and financial expert, Mr. McConnell reportedly has been taking an active interest in recent months in the management evaluation of NBC, an RCA subsidiary. He is said to have been working closely with Booz, Allen & Hamilton, an efficiency expert firm, which has been conducting a painstaking survey of NBC.

Mr. McConnell was born in Chester, S. C., in 1906. He graduated from Davidson College, South Carolina, in 1927 with a chemistry degree and from the U. of Virginia in 1931 with a law degree. After legal practice with firms in Florida and North Carolina, he joined the legal staff of the National Reconstruction Administration in 1933.

In 1935, after the dissolution of the NRA, he joined a New York law firm where he remained until going to RCA.

McConnell Raised

Now RCA No. 3 Man

Majority Favor AM, FM, TV Division

Washington, D.C., July 4, 1949

$7.00 a YEAR—25c a COPY

Volume 37, No. 1

Broadcasting

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Majority Favor AM, FM, TV Division

Washington, D.C., July 4, 1949

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BROADCASTING
To Be Considered at Coming Board Meeting

By J. FRANK BEATTY

RESTYLING of NAB will be undertaken by its board of directors at a series of meetings starting next Saturday at Wentworth House, South N. H.

The realignment of functions, begun by the board last November, heads the list of industry topics on the agenda. Meanwhile, the fast-changing radio industry has produced new and complex problems for the realigners.

With NAB's structural format in an uncertain state, the special board Structure Committee that met 10 days ago in Washington [BROADCASTING, June 27] will assemble Saturday morning at the New York Hilton, a 17th meeting. It will have the benefit of several informal studies designed to show what NAB needs and what should be done about it (see NAB survey page 23). The board itself meets July 11-13.

Boiled down to its elements, the realignment will center around the need of broadcasters for a trade association that will serve AM, FM and television alike while at the same time performing the normal association tasks such as legal, lobby, government contact, labor, research and similar services.

This must be done at a time when TV is just starting to grow, when FM is prevalent but financially staved and when AM is worrying about a downward business cycle as well as TV and FM competition.

Some Changes Made

Already the board has done some realigning. It has set up Broadcasting Advertising Bureau to stimulate time sales. It has directed that a TV operation be set up to help stations going into TV, with direction that a TV director be hired. It has authorized more service for FM members.

These actions do not fit into an organizational pattern, resulting in confusion at NAB headquarters. A flurry of resignations by member stations who professed to be unhappy about their association appears to have subsided.

Two main types of revamping have dominated most discussions to date - creation of aural and visual divisions, and the complete revamping of NAB into a federation of AM, FM and TV (aural and visual) associations.

Likely to come into the forthcoming committee and board discussion are proposals to trim NAB into a straight trade association serving aural and visual stations. With station managers starting to cry foul, the matter of clipping the three-quarter million dollar budget likely will be discussed.

By cutting costs, NAB could get ready for possible lean days ahead, it is pointed out. Trade association observers remind that resignations increase when times get tough. NAB's income is now running at a rate of more than $800,000 per year but $100,000 must be provided for BAB.

If a demand for streamlining arises, the board may have to reconsider its television action, taken originally at New Orleans in February and reaffirmed at Chicago in April.

A. D. Willard Jr., executive vice president, who has been touring TV stations for two weeks, has been offered the TV post by President Justin Miller. Formal announcement of his decision is expected at the New England board meeting. There is indication that he is willing to accept the job.

Should the board decide to do a streamlining job and eliminate some of the departmental operations in favor of a straight trade association without special services for segments of the membership, the TV position might be eliminated.

That, however, would complicate the board's desire to attract TV stations into the fold. At present there are six TV members, two of them experimental. Televising Broadcasters Assn. is planning by the end of the year to invite additional members to finance hiring of FCC Chairman Wayne Coy as president. TBA then would be transformed into a full trade association with additional functions. Functions that NAB would find embarrassing if not impossible to perform.

When the NAB board adjourned in April, it laid aside a Structure Committee plan to put legal, legislative, international, labor, public relations and similar industrywide operations into the president's office, with aural and visual departments to be organized.

By revising this plan, and adding an aural director to match the TV director, NAB would be ready for its combined role. Moreover, the board could curtail departmental operations, if it desired to effect economies.

Fitting BAB into the realignment will be a special job. When BAB was set up by the board in April, it was announced that the sales-promotion agency would work out of New York; get a third of the entire NAB budget, and eventually be divorced from NAB proper just as American Newspaper Publishers Assn. has set up a separate sales-promotion agency in its Bureau of Advertising.

Already there have been complaints.

(Continued on page 18)

Page 24 July 4, 1949

WLIB SALE

Novik Group To Pay $150,000

SALE of WLIB New York by Dorothy S. Thackrey, New York Post publisher, for $150,000 to new group including Morris S. Novik, radio consultant, was completed in New York Friday and application for approval was tendered at FCC [CLOSED CIRCUIT, June 27].

Novik, purchasing firm, filed its request through Marcus Cohn, Washington counsel, and stated it proposed to augment existing WLIB service with programming concentrated on "two ignored groups of listeners." These are the more than two million English-speaking Americans of Jewish descent and the more than one million Negroes of the metropolitan area.

Mr. Novik, manager of New York's municipal station WNYC under the late Mayor LaGuardia, holds 21% interest in New Broadcast- ing. Other stockholders include Harry Novik, merchant, 44%; Samuel B. Hains, certified public accountant, 20%, and Norman E. Furman, president of Furman, Feinir & Co., New York advertising agency, 15%.

Assigned 1 kw on 1190 kc, limited times the Thackrey interests was awarded by the Thackrey interests in 1944 for $250,000 from a group headed by Elias I. Godofsky, president and general manager. WLIB was established in May 1945.

In selling WLIB, Mrs. Thackrey proposes to divest herself of her last radio property. There already is pending at the Commission requests to sell KDEC-TV Los Angeles and KYA San Francisco to Warner Bros. Pictures Corp. for combined $1,045,000 [BROADCASTING, Jan. 28, 1948]. The Thackrey interests acquired KLAC and KYA in 1945 for nearly $1 million.

FCC PROBE

INVESTIGATION of FCC by a House Judiciary Subcommittee has been tentatively scheduled to commence next Monday-July 11-under the direction of Rep. Francis E. Walter (D-Pa.), outspoken critic of the Commission, who said $10,000 is available for the probe.

Detailed plans including selection of the subcommittee and formulation of the hearing agenda are to be drawn up this week, Rep. Walter told Broadcasting. He is the second ranking member of the Judiciary Committee, which is headed by Rep. Emanuel Celler (D-N.Y.).

FCC's operations under the Administrative Procedures Act are expected to be the primary target. Congressman Walter, co-author of the Act, served notice of his intent to investigate almost two months ago, when he told the House that FCC was guilty of "flagrant and willful violations" of this law [BROADCASTING, May 18].

Investigation on this score probably will concern the move on FCC's Law Bureau more than any other division.

The probe finds both Chairman Wayne Coy and Vice Chairman Paul A. Walker, as well as General Counsel Benedict P. Cotton and other top executives, attending the International Telephone and Telegraph Conference in Paris. Comr. Rosel H. Hyde is acting chairman and Vice Mr. Plotkin, assistant general counsel in charge of broadcasting, is acting general counsel.

FM Policies Is Issue

The Commission's policies on FM and delays in action on fundament- al questions also may be aired, Rep. Walter said. The mail response following his House attack on the treatment accorded FM [BROADCASTING, April 18] is largely consistent with his decision to launch the FCC probe.

He has made plain that network policy on affiliates' duplication of AM programs on FM is one of the questions he thinks should be explored.

The Pennsylvania legislator has been outspoken in his criticism of FCC "sidestepping" of major is- sues, specifically naming the clear-channel case, proposed lottery rules, multiple ownership regulations, and universal advertising of broadcast applications.

He also scored the use of "dictum and policy pronouncement," in lieu of formal rule-making, on such subjects as newspaper and motion-picture ownership of stations, charging that neither a broadcast nor his lawyer can say with certainty what is banned or what is permitted.

Since Rep. Walter first announced his plan to investigate, FCC has acted on some of the causes of his complaint, notably by adoption of its long-pending plan for separation of functions within the FCC staff and issuance of its New Mayflower Decision on editorializing by licensees.
PROGRAMMING plans involve Standards of Practice, as evidenced by these broadcasters attending the first NAB Program Clinic in Chicago last week. They are (1 to r) Clay Cline Jr., WJZM Clarksville, Tenn.; Frank V. Webb, KFH, KTLM, Woches, Kan.; Arthur H. Morre, WJJD Chicago; George Nick- tson, XXX Colby, Kan., and Ray Livesey, WLBH Mettoon, Ill. Program plans were studied on a workshop level.

NAB PROGRAM CLINIC

By JANE PINKERTON

A PROGRAM DIRECTOR will never become a “forgotten man” again as long as he “seeks, builds and holds” his audience.

This was the conclusion of Harold Fair, president of the NAB, when he addressed the group of program directors who assembled at the first NAB Program Clinic last week. The Clinic was held at the Chase Hotel in Chicago last week. The Clinic was held at the Chase Hotel in Chicago last week.

Avery-Knodel Program Director, director of the NAB Program Clinic in Chicago, has put together a product and adapting the program to the consumer attitude was stressed by Sylvester L. (Pat) Weaver, vice president and director of radio and TV at Young & Rubicam, New York. “Radio is the number one medium of 1949 because of the number of sets, huge audiences and its operation as an enjoyable pastime.” He warned, however, that this will not be true after the penetration of TV.

Most of those attending—representing small stations in rural or semi-rural areas—adapted to their own localities the promotion advice of Lee Little, general manager of KTUC Tucson, and the farm program ideas of Arthur C. Page, farm editor of WLS Chicago, and Charles C. Worchester, farm service director, WMT Cedar Rapids, Iowa. Mr. Little, discussing his extensive yet inexpensive promotion campaigns; outlined rules he has found practicable—the simpler the idea the better—involve co-operation and ideas from all staffers and consider each suggestion; cooperate closely with the sales staff, as planned promotion can be used as a local sales method.

Mr. Page listed suggestions for broadcasters hoping to attract a loyal rural audience—give sound, accurate and timely information on weather reports and forecasts, “which are subjects which are vital cash problems, not just conversational material”; market reports depend on adherence to a strict time schedule; interpretation supersedes showmanship and rhetoric; weld the station into the community, with active participation in civic enterprises; interpret rural terms for city listeners; give the farm chief a budget and the time and means to travel.

Mr. Worchester, highlighting Mr. Page’s points, termed the most effective feature in attracting a rural audience to be interviewing the farmers themselves.

Disscuss FCC Rules

FCC rulings and their practical application brought the most questions from the floor during the three days. Implications of the recent Mayflower case were outlined by Don Pettit, NAB general counsel, in discussing controversial issues. Reminding his audience that station officials made certain promises to the FCC at the time of application, Mr. Pettit warned them to remember what they said they would do and the techniques they would employ. “If, in the meantime, you have found it expedient to change your plans, write the FCC to explain the situation and show your good faith.” His constant suggestion was that station men get a written legal opinion whenever in doubt and keep it on file in case of later investigation by the FCC.

His suggestions for day-to-day operations—(1) distinguish between controversial issues and political broadcasts (latter are controlled by separate FCC ruling); (2) keep faith with the audience at all times, but don’t cut corners and lose the professional approach; (3) create an audience for controversial issues; (4) explain to seekers of time that the right of free speech is not limited by the government but is by the station, because the station has legal responsibility for what it airs; (5) a political speech cannot be censored if it is libelous, but controversial issue matter can be censored, deleted and controlled; (6) a controversial issue can be used in commercial shows; (7) 75% of applicants for time back down if the stations (Continued on page 44)

Three-Day Session Draws Over 250

This BMI model library, in mobile form, was made especially for exhibiting at the NAB Program Directors Clinic in Chicago, but BMI plans to use it extensively at other meetings. It represents a cross-section of the BMI model library in New York. The two ends close in to make a compact shipping unit. Miniature items, made to scale, represent classaphone jackets for filing records, turntable, typewriter, Wheeldeex for filing music titles, records, sheet music and other pertinent data for librarians.
AAW MEETING

RADIO is doing a big job in developing tourist travel to and throughout the West. It can do a bigger and better job.

This was the theme of a talk by Lindsey Spight, vice president of the AAW before the 1949 convention of the organization in use of national media on the part of all of our western travel agencies should be further explored, so that we present a united front to our prospects in the East and keep our competitive selling here at home.

Mr. Spight presented his talk on behalf of the entire radio departmental committee. The committee included:

Robert J. McAndrews, managing director of the Southern California Broadcasters Assn.; Walter G. Tolleson, assistant sales manager of NBC Western Division; Frank Samuels, vice president and Western Division manager of ABC; Hugh Felts, manager, KING Seattle; Ward Ingrim, vice president and director of advertising for Mutual-Don Lee; Loren B. Stone, general manager, KIRO Seattle.

Video presentation was in the form of a 30 minute film which explains TV's advantage over other media in stimulating travel in the West. A joint project of six Southern California television stations (KTTV KLAC KNBH KTLA KTS1 KFI-TV) presentation was handled by Haan J. Tyler, manager of KFI-TV and first vice president of Los Angeles Ad Club.

5—Radio should be used more extensively in promoting self-liquidating illustrated literature.

6—The areas for possible co-operation in the use of national media on the part of all of our western travel agencies should be further explored, so that we present a united front to our prospects in the East and keep our competitive selling here at home.

Mr. Spight presented his talk on behalf of the entire radio departmental committee. The committee included:

Robert J. McAndrews, managing director of the Southern California Broadcasters Assn.; Walter G. Tolleson, assistant sales manager of NBC Western Division; Frank Samuels, vice president and Western Division manager of ABC; Hugh Felts, manager, KING Seattle; Ward Ingrim, vice president and director of advertising for Mutual-Don Lee; Loren B. Stone, general manager, KIRO Seattle.

Video presentation was in the form of a 30 minute film which explains TV's advantage over other media in stimulating travel in the West. A joint project of six Southern California television stations (KTTV KLAC KNBH KTLA KTS1 KFI-TV) presentation was handled by Haan J. Tyler, manager of KFI-TV and first vice president of Los Angeles Ad Club. He replaced William B. Ryan, general manager of KFI and KFI-TV, originally scheduled to make the presentation, who was unable to participate because of pressure of business.

Film shows how travel organizations can use TV to reach the estimated 2,500,000 TV families (Jan. 1, 1950, figures), in 22 major marketing areas, which represent 40% of the nation's potential retail sales.

After reviewing television's advantages to advertisers selling scenery, presentation makes specific proposals for budgets of $85,000 to $210,000. Proposals include use of film commercials with machinery set up to produce and handle local inquiries as they result.

Developed from ideas submitted by Los Angeles area stations, the 30-minute film was written by Kevin Sweeney, sales manager of KFI-TV, and Harry McMahan, president of Five Star Productions. Latter firm also produced the film presentation.

NEW officers of Oklahoma City Advertising Club discuss plans for convention. First, vice president: Tom L. Gibson Jr., president, and Bert Horner, second vice president.

SOUTHWEST AFA Convention Plans Advance

ADVERTISING Federation of America's southwest (10th) district meeting will be held at the Biltmore Hotel, Oklahoma City, Sept. 18-20, Webster L. Benham Jr., KOMA Oklahoma City executive, has announced.

Mr. Benham, immediate past president of the Oklahoma City Advertising Club, has been named to spearhead arrangements for the convention.

Working with him on the plans are the club's new officers—Tom L. Gibson Jr., Oklahoma Gas and Electric Co. executive, president; W. R. Baker, Central Sales Promotion official, first vice president; Bert Horner, owner-manager of a direct mail firm, second vice president, and Art Fuller, advertising manager of the weekly Oklahoma City Advertiser, treasurer—and Warren Tresch, Sears Roebuck advertising manager.

The new Oklahoma City Advertising Club officers took over their duties late last month. New board members assuming their posts in June were: Col. H. Nelson, publisher of This Week magazine; Don Snyder, Southwestern Engraving Co., and George Summy Jr., insurance man. Polly Prindle, public relations counselor, was appointed publicity chairman of the club for the coming year.
Opposed by Industry

Cut-Rate Radio

New PI Deals Appear

FCC AD PROPOSAL

GENERAL opposition was expressed by industry representatives last Monday in oral argument before FCC on the Commission's proposal to require local advertising of virtually all broadcast applications and to establish cut-off dates for competitive bids.

The advertising principle was opposed as unnecessary by all those arguing while mixed opinion was expressed regarding the cut-off plan. Most felt that the cut-off plan as proposed would slow down the Commission's processing of applications rather than speed it up and help to cut away the backlog.

Under its proposal the Commission would require AM, FM and-and applicants to advertise locally their new station requests or their bids to change existing facilities. Chief purpose of the plan was said to be to prevent changes in radio service and encourage their comment or criticism [BROADCASTING, May 9, Feb. 28]. FCC would establish the cut-off date for filing of competitive bids at 90 days after filing of the initial application or any amendment.

In separate action the Commission already has repealed the Avo rule on station transfers which called for advertisement of sales so as to slow filing of competitive bids to purchase [BROADCASTING, June 13]. Although suggesting to repeal the competitive bid aspect on sales, now moot, the proposed rule changes still would require the advertising of transfer applications.

Guilford Jameson, president of the Federal Communications Bar Assn., opposed both the 90-day cut-off rule for mutually exclusive applications and the advertising requirement. He explained that the rule could result under the 90-day cut-off plan, whereby successive applications would conflict with each other filed request, would hold up Commission for indefinite periods.

He suggested instead that the Commission postpone any cut-off date for competitive applications until the time it is ready to process the application on file. Such a policy would be more in line with the Court's expression that FCC should have no priority system of consideration but that all bids be reviewed on an equal basis to determine the most meritorious, Mr. Jameson said.

Such a policy would enable the Commission to begin action in comparative cases in about 30 days under present conditions and would help speed up processing, the FCBA spokesman indicated. He also urged that the term "conflicting" be removed in instances "mutually exclusive" to describe bids for similar facilities which would cause one another objectionable interference if both were approved.

Mr. Jameson objected to the advertising plan on the basis of its complexity and burdensome. He said that such an invitation for public comment would result inevitably in discouraging the negative side of criticism, too often by irresponsible persons in the hope that they may thereby gain some noticed -ship or a "chance to give them a momentary lift from their oblivion." Personal grudges also would give rise to adverse comments, he said.

FCC has sufficient investigatory powers to determine an applicant's qualifications, Mr. Jameson pointed out, and when something is really wrong the FCC usually receives complaints as a result.

Richard Jenks, NAB counsel, commended the Commission on its repeal of the Avo rule and urged that FCC separate its 90-day cut-off plan from the advertising proposal. He said the cut-off principle was good but urged that a more flexible method be adopted as suggested by Mr. Jameson.

‘Vigorously Opposed’

Mr. Jenks, however, said NAB was "vigorously opposed" to the advertising plan. He said it would be "burdensome additional red tape in an industry already over-taxed." He pointed out that the station owner already has been approved by the Commission and he is daily subject to public approval or censure in his operation. His business depends upon public approval, he indicated.

Mr. Jenks further pointed out that the advertising requirement places radio broadcasting one step further toward being considered a common carrier in the public eye. He also indicated that even the courts more and more are declaring that public advertising, used in a retail property and public utility fields, has proved archaic and seldom of any value. Complaints received spontaneously at FCC are of far more value, he said, than any comments which could result from public invitation.

Vernon L. Wilkinson, representing a group of five stations, indicated there were doubts about the legality of the advertising plan for the broadcast field. He also said that if it were to be required that there, instead of six, nights should be sufficient publication as in other fields. He further held that the notices would draw many "crackpot" complaints that FCC would be required to maintain a large staff of investigators and travel budget to run down the facts.

Mr. Wilkinson also opposed the FCC proposal that a copy of any new application be available locally as well as in Washington. He said this would deter many well qualified citizens from going into radio because their personal income

(Continued on page 42)

New Pl Deals Appear

New PI deals that were announced last week from NAB members about activities of Direct Radio Sales Inc., 521 Fifth Ave., New York. They were approved by Donald Withycomb, president, with a letter explaining the company's 'was formed for the purpose of obtaining qualified merchandise to the radio stations who desire to convert non-productive periods in their program schedules into revenue producing periods..."

It is generally believed that with the advent of FM radio and the extraordinary potential of television the AM radio stations may shortly be pressed to obtain their normal share of the advertising dollar formerly allocated exclusively to AM stations.

"Since the wars hundreds of new stereo stations have been licensed to operate in areas where program service was formerly supplied by a limited number of AM stations. If all of the AM stations are to realize a net operating profit, some new revenue producing sales activity must be developed to meet the ever-increasing competition."

Explaining that new businesses have been set up in recent years, Mr. Withycomb wrote that with the aid of older concerns Direct Radio Sales can 'offer quality merchandise to the radio stations for sale to the public.' Post-card or letter orders would be submitted by stations each day to Direct Radio Sales, which would send them to the manufacturer who then would package and mail COD to the buyer. Profit to stations should be 30%, free of discounts, and products would be identical to samples, it is stated.

The letter says agreements are being completed with stations in a hundred markets. Mr. Withycomb states that one time was the ABC station relations director and later manager of WPIL Philadelphia and active in other markets.

Another direct mail project has been submitted to stations by National Research Bureau Inc., 415 N. Dearborn St., Chicago. V. Pleasner, research director, said the firm is "making a sincere effort to determine what radio stations in the northern states are advertising successfully for mail order business."

The firm asks stations to list successful mail order items and wants to know if they will accept PI business on a basis of 35% of the selling price. The letter offers to make available the results of its survey.

Refusal to carry free of charge a transcribed series of Labor's

(Continued on page 45)
RESEARCH FIRMS

By ROBERT LUCE

TWO DIVERGENT methods are the bases of the most frequently discussed measurements of national audiences. They are the Nielsen and the Hooperatings.

As everyone who's been in radio for more than a month knows, the Hooper rating is primarily a telephone survey, while the Nielsen rating method uses an electrical device known as an audimeter, which records dial twisting habits of the sample homes served.

The claim is, however, that these two competing services since they were established have only recently been intensified by the advent of television. It's a whole new field for argument—and the going has been hot and heavy since the first TV ratings were issued in the New York area.

Exactly what are these services, what measurements are provided, and how do they measure up in their own words, are the answers.

C. E. Hooper Inc.

The following measurements are contained in the reports of the C. E. Hooper organization. Sets-in-home, program rating, total audience, sponsor identification, use of sponsored product in listener comparison with non-listener homes, program preference composition of audience, and popularity of program by program type.

The Hooper program rating (Hooperatings) is based upon "total homes in sample, and is the percentage of total homes listening to the specific program, network or station reported." Several types of Hooperatings are issued: Program Hooperatings for sponsored network programs surveyed in 36 cities with four-network service, a sectional and geographic report, these data and a Pacific Coast program Hooperating based on a sample of homes in six Pacific Coast cities with four-network service.

There are also City Hooperatings in about 100 cities on a per station basis, and U. S. Hooperatings by city, town and rural cross section with projection of these figures to total U. S. radio homes.

Although the telephone is Hooper's best employe, some mail ballots are used for area coverage indices, and a home diary sample is used to project the telephone measurements. The telephone sample is a random sample of non-call telephone listings in each city. For the Program Hooperatings which are made twenty times a year the total sample is an hour program of 2,940 calls, and in the case of a 15-minute show which runs five times a week, 3,675. For the U. S. Hooperatings, which are made twenty times a year, the sample for an hour show is 14,514; for the same 15-minute, five-times-a-week show, the sample size is 17,739 homes.

This sample is projectable to total U. S. homes, and breakdowns are made according to sex, age groups, income, occupation, marital status, number of radio and/or TV sets, set location, size of family, geographic, city size and urban-rural divisions.

Sets-in-use measurement. Program Hooperatings, sponsor identification, talent popularity and program preference measurements are done on a continuing basis. Total audience, effectiveness of commercials, audience flow and product sales related to program rating are available semi-annually. Pre-tests of programs are available on order.

Hooper's TV research is conducted with the same methods as AM research, and provides measurements as follows: Program ratings, sets-in-use, share of audience, available homes, sponsor identification, audience composition, homes with radio sets-in-use, homes with TV sets in use.

TV Hooperatings in New York are available every month, TV Network Hooperatings are made in 31 cities each month. City Hooperatings for New York, Chicago, Los Angeles are published monthly, and three times a year for Philadelphia and Washington.

Hooper's TV sample is a minimum of 600 calls per hour, and the network TV ratings are based upon 6,480 telephone homes per hour in all 31 cities combined.

FM measurement is included in City AM Hooperatings where AM programs are duplicated on FM—or where an independent FM station has 1% or more of the listening audience.

Hooper will do special jobs for clients—including telegraphic reports of regular or special interview, special surveys in non-Hooper cities, five-minute breakdowns of listeners or lookers, and special age breakdowns.

 offices of the organization are located at 10 E. 40th St., New York; branch offices and their managers are: Dorothy Behrens, Dry Hill, Norwalk, Conn.; Ruth Colcord, 230 N. Michigan Blvd., Chicago, and Jack O'Mara, Equitable Bldg., Hollywood, Calif.

A. C. Nielsen Co.

Using the audimeter, the A. C. Nielsen Co. samples radio listening in 1,500 homes. The data thus collected on a tape by automatic

Larger Operations Explained

THE PULSE program ratings, in a six-city basis are provided by The Pulse Inc., which uses a third method—personal interview—exclusively. Its reports provide sets-in-use and program ratings. Upon request of clients, The Pulse Inc. will also report total audience, sponsor identification, audience flow, effectiveness of commercials, program preferences, and product sales related to program rating.

The Pulse program rating is in terms of the percent of total homes listening, by 15 minute periods, by programs and by stations.

The surveys are done on a block basis in proportion to the population, and later the data are broken down by sex, ages, income, educational level, telephone and non-television homes, and by type of dwelling. The six metropolitan areas covered by these reports are New York, Boston, Chicago, Cincinnati, Philadelphia and Northern New Jersey.

These reports are issued on a

BROADCASTING • Telecasting •
CBS MERGES
CBS last week lumped its news and public affairs operations for both television and radio under a single command, a move not only aimed to integrate all fact and opinion broadcasts but also to effect some operational economies. In a general reorganization, Edmund Chester, until now director of new, special events and sports for CBS TV, was appointed director of CBS News, with responsibilities for both radio and television broadcasts of news and special events.

Wells Church, present director of news broadcasts, will become editor-in-chief, reporting to Mr. Chester. Mr. Church will work in both radio and television. A CBS announcement said that the foreign staff of CBS News "remain intact, with the exception of one assignment, which is to be eliminated." It was understood, although not confirmed, that one overseas reporter had been eliminated.

Two news writers also were released (see story on this page).

In the public affairs department of the network several executives were given new titles and new responsibilities for both radio and television.

Lyman Bryson, counselor on public affairs, will take on additional duties as director, division of discussion. Robert Hudson, now director of education and opinion broadcasts, becomes assistant director of the division of discussion.

Welder Michel, chief of the CBS documentary unit, will be given responsibilities for both radio and television broadcasts in this field. Real Barber, director of sports, will extend his supervision over sports on both radio and television.

Robert Bendick becomes director of special events for AM and TV, and Lee Bland becomes assistant director of special events.

Theodore F. Koop continues as director of news and public affairs, Washington, with responsibility for both AM and TV broadcasts originating in the capital.

The newly integrated radio-television news, special events and public affairs department, called the over-all supervision of Davidson Taylor, vice president and director of public affairs.

In announcing the unification of CBS services, Frank Stanton, CBS president, said that "while television adds a new dimension, and new techniques of presentation, to public affairs broadcasts, the ideas, subjects and personalities which public affairs people deal with are the same for radio and television."

"... We have now arranged our operations so as to make available the greatest combined skills and experience at CBS for both media," Mr. Stanton said.

CBS STAFF CUT
Folllows NBC and ABC In Belt Tightening
A HUNDRED and fifty CBS employees were dismissed last week in the latest round of budget-tightening to hit major networks.

The lay-offs at CBS were designed to effect a 10% reduction in operating cost, according to a CBS spokesman. All departments were affected.

SELF-REGULATION
Miller Stresses Obligations
ADOPTION of self-regulatory standards of practice by the broadcasting industry demonstrates its maturity willingness to assume a responsibility to the American people," NAB President Justin Miller told students at NBC's Northwestern University Summer Institute Tuesday. Judge Miller was the first of several speakers to address institute students at evening symposiums on general radio subjects as part of a 12-week training course. Speaking on the NAB code, he stressed the obligations of the industry to the public in the use and control of radio communications and in protecting freedom of speech by way of the airwaves. He warned that the only alternative to self-regulation is strict governmental control, and perhaps federal broadcasting.

WNYC NEW YORK
Asks Fulltime, Power Boost
FULLTIME assignment on 830 kc, Class I-A clear channel, was requested last week in petition filed with FCC by WNYC New York, municipally-owned noncommercial station. A hearing is requested on WNYC's request, because the Commission cannot amend its rules to allow the assignment.

Now assigned 1 kw daytime on 830 kc, WNYC asks power boost to fulltime status with 1 kw power at night. Since 1942 the station has been operating until 10 p.m. (EST) with a directional array under special federal authorization. The current SSA will expire Sept. 2.

WCCO Minneapolis is dominant station on 830 kc, assigned 50 kw fulltime.

SALE TALK engrosses James D. Russell (I), part owner and former president of WHIR Danville, Ky., and his wife for $101,000 was announced last week, subject to the customary FCC approval.

The purchase is from Aladdin Radio & Television Inc., which acquired KVOR along with KLZ and KLZ-FM Denver in a $1 million cash transaction from a group led by Edgar T. Bell of KTSO San Antonio, and members of their families (Broadcasting, Nov. 1, 1948; March 21).

The $101,000 sales price represents the amount allocated for KVOR in the Bell-Getzard-Bell-Gaylord-Bell transaction. The station is a CBS outlet on 1300 kc with 1 kw.

Mr. and Mrs. Russell are acquiring it in the name of Voice of the Rockies Inc., of which he owns 75% and she 25%. Now living at Danville, they will move to Colorado Springs upon FCC approval of the transfer. He said he planned to operate the station with existing personnel, with Everett Shupe continuing as general manager. The CBS affiliation, he said, will be retained.

Mr. Russell is retaining 35% interest in WHIR, of which he formerly was president. The application for FCC consent to transfer of KVOR was filed Friday by the Washington law firm of Pierson & Ball.

Aladdin is headed by Harry E. Huffman, Denver businessman and district manager of the Fox Denver Theatres. With his wife, Mr. Huffman owns 23%. Other Aladdin stockholders include Frank H. Kickleton Jr., president of Fox Inter-Mountain Theatres; J. Elroy McCaw, who is identified with ownership of KELA Centralia, Wash.; KPOO Honolulu and KYAK Yakima, Wash.; Theodore R. Gamble, West Coast theatre operator; Albert J. Gould, Denver attorney, and Hugh B. Terry, who is executive vice president and general manager of the company.

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RACE RESULTS

BY LARRY CHRISTOPHER

MODIFICATION of its horse race programming—to conform with local policy recommendations—was reported in effect last week by WTUX, Wilmington, Del., in an effort to win renewal of license from FCC.

The announcement was made by president of WTUX, who testified Wednesday before FCC Hearing Examiner Jack P. Blume in Washington in the Commission's investigation of police charges that the programs have aided illegal horse-racing operations. On the hearing date, June 20, WTUX is assigned 500 w day on 1290 kc.

Mr. MacIntosh stated that changes in the format of WTUX's 1290 Sports horse race program were made since the onset of hearings held in Wilmington in late May. Airing of winners and pari-mutuels is now delayed until after races have been run, he said, and data on scratchs, post time and track conditions have been eliminated except where used in local horse-racing information.

Plans for expansion of educational programs and forums on local controversial issues also were given by Mr. MacIntosh.

WTUX case has aroused industry interest in that the proceeding has brought directly to the Commission's attention that its policy decision in the WWDC Washington case may have been cast in doubt and that a stiffer ruling of general application to all stations may ensue. Speculation has also developed that FCC might withhold action on applications of stations having similar programs until the policy question is settled.

WWDC Findings

In granting renewal to WWDC after surveying its race shows, the Commission favored WWDC, among other things that the announce of winners was delayed 10 to 15 minutes [BROADCASTING, Feb. 2, 9,1948]. But police authorities testified that WTUX had not informed FCC that delays of even 30 minutes or more could still aid illegal bookmakers and that the delay, to be effective, must be until after the successive race is run.

Observers believe, however, that the Commission's decision will be a difficult one, particularly with regard to WWDC. In view of the conflicting testimony of a dozen or more of a score of local persons subpoenaed by FCC—which purportedly were, or had been, engaged in bookmaking. Of those who testified, about one-half indicated they were not interested in radio horse-race shows. The other half reflected mixed opinion, ranging from only slight interest to one comment that without radio the wages would "go out of business."

Most of those who said they used, radio, however, said WTUX was a poor source of information and that certain out-of-town sta-

GORDON K. MACINTOSH, co-owner and general manager of WTUX said that radio horse-race events were not encouraged by station policy. The FCC is now examining the station's broadcasts.

MacIntosh Testifies

At the Wednesday hearing at which the examiner closed the record in the case, Mr. MacIntosh reaffirmed his earlier statements that he had always considered the horse-racing programs as "widespread local interest in racing. He said he had never felt they were

wrong, but that after setting through the earlier phase of the proceeding, he realized that "radio could be used by certain people for illegal activities," he ordered the modifications.

Mr. MacIntosh said the modifications were made in compliance with pol-

TIONS gave results faster plus more helpful additional information.

INVESTIGATION of present and proposed ownership of WMIE Miami, Fla., was begun by FCC last week before Examiner Leon S. Segal of the Commission upon the qualifications of Arthur B. McBride and Daniel Sherby to be controlling stock-

The hearing was ordered by the Commission simultaneously with its revocation of the permit of WTJY (TV) Miami on grounds of ownership and financial misrep-

VJ before FCC

the station. The case centers upon WMIE's application for consent to assignment of permit from Lincoln Operating Co., theatre management firm, to Sun Coast Broadcasting Co., controlled by Merss. McBride and Sherby. Under the assignment, Lincoln Operating would cease to control WMIE and would acquire direct ownership and control of WMIE [BROADCASTING, June 27].

Mr. Segal said the work was "semi-secret" because some members did not want their identities revealed.

To Mr. Segal's query whether the "secret six" included Frank Katzenste of WKAT Miami Beach, John S. Knight of The Miami Herald (WQAM) and D. J. McMahon of the Miami Daily News (WIOD)—"direct competitors of WMIE," Mr. Segal said he could not answer. Col. J. R. Younger, president of the Crime Commission testified that his organization had been unjustly ridiculed on WMIE programs presented by Barry Gray, disc jockey, who included reports on local and national events during his broadcasts from the local Five O'Clock Club. He was unable to identify the occasion.

Mr. Gray testified that all opinions he expressed on his show were his own and did not reflect WMIE policy. He is an independent contractor and was not a WMIE staff member, FCC was told.

Robert G. Venn, WMIE vice president and general manager, testified that Mr. Gray's programs did not precede the revocation of the WMIE license.

RACE RESULTS

WTUX Modifies Format

Mr. MacIntosh testified that WMIE has added Armstrong Daily Sports Inc., New York, sponsor of the 1290 Sports Parade and racing paper publisher, that the changes were made in response to "informed FCC officials. These changes also included elimination of the use of the Armstrong number in lieu of the universal number of entries. He said no reply from the sponsor has been received.

The Armstrong contract, for 52 weeks at $25 per day, was negotiated prior to the completion of the station by Superintendent Kavanagh. According to earlier testimony, the contract called for use of the Armstrong number.

GATES CO. STAFF

Adds Two, Promotes One

ADDITION of two new engineers and the promotion of a third who Williams Radio Co., Quincy, Ill., has been announced by Fred Grimwood, vice president. Robert Kuhl, former head of the broadcast equipment manufacturing firm's order service department, has been promoted to field sales engineer for Arkansas, Mississippi, Louisiana and Alabama, and Tennessee with headquarters in Memphis.

Ralph Palmisano has joined Gates, effective July 1, as field sales engineer for Georgia, South Carolina, Florida, Alabama and Tennessee. He will headquartered in Tampa, Fla. John Chavez, formerly with the office of the late John Bannor of Washington, D. C., has been appointed Gates field engineer for Mexico with offices in El Paso and Mexico City. Mr. Palmisano goes to Gates from the RCA Atlantic City branch. He has also worked with Gates in 1945 and 1946.

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STEvens NAMED
To American Tobacco Post
ALBERT R. STEVENS, director since 1946 of advertising and sales promotion for National Dairy Products Corp., was last Thursday appointed advertising manager of Riek-Munckin Dairy Co., Pittsburgh, from 1935 to 1941, transferring to the post of sales promotion and advertising manager of Sheffield's, New York. In 1942 he became Sheffield's retail sales manager and two years later was made sales manager of National Dairy where he remained until 1946.

Active on the dairy industry's public relations and advertising committee, Mr. Stevens is also co-founder of the Advertising Council's CARE campaign.

NEW LAwER LABOR
Chances for Passage Slight

CHANCES that a new labor law will be enacted at this session of Congress were considered slight last week after the Senate, considering an Administration bill to replace the Taft-Hartley Law, passed a substitute containing most of the Taft-Hartley provisions.

The substitute would retain the present law's controls on union welfare funds but with a modification requiring approval of such funds by the Secretary of Labor. [BROADCASTING, June 27]. The ban on nearly all secondary boycotts would be retained.

The substitute bill, offered by Sen. Robert A. Taft (R-Ohio), was adopted Thursday on a 51-42 vote and now goes to the House. President Truman said the fight to repeal Taft-Hartley at this session would be continued, but the Senate action was seen as eliminating the chance of Congressional agreement on a labor measure satisfactory to the Administration before adjournment.

LAZARS Feld
Promoted at Columbia U.

DR. PAUL F. LAZARFELD, director of Columbia U.'s Bureau of Applied Social Research and research in radio listening, has been named chairman of the school's Dept. of Sociology in the graduate faculties. He will continue with the Research Bureau as associate director.

Dr. Kingley Davis, associate professor of sociology, has been named to Dr. Lazarsfeld's former post. Also serving as associate director will be Dr. Robert K. Merton, professor of sociology, with bureau staff member Charles Y. Glock appointed as assistant director.

WEBSTER

Hearing Set Wednesday; Term Already Expired

PLANS for a hearing Wednesday on the renomination of FCC Commissioner E. M. Webster were announced by the Senate Interstate and Foreign Commerce Committee last Thursday, coincident with the expiration of his term.

The announcement stimulated hope for prompt Senate action permitting an early return to full strength on the Commission. With two members on foreign assignments, FCC is operating with a bare quorum since Comr. Webster's term ended.

His renomination, for a full seven-year term, has been before the Senate group since early May. There had been little indication that he would get committee approval, which generally is tantamount to Senate confirmation.

The nominee himself is the only witness scheduled thus far. The committee did not plan to summon others, and spokesmen said there had been no requests for time or information that any would be forthcoming.

Decision to hold a hearing, which is not mandatory, was attributed to the need to present to some Senators to "ask some questions." While the nature of these questions was not formally indicated, it was generally believed they will elicit Mr. Webster's views on broad policy matters. Committee Chairman Edwin C. Johnson (D-Col.) in particular has evidenced keen interest in the Commission's activities and approach to policy questions.

FCC's recent mobile service allocations, in whose formulation Comr. Webster played a large part, may be brought into the questioning since they reportedly created dissatisfaction in some Capitol Hill quarters.

Authorities reported several weeks ago that some Senators who are not members of the commerce committee had indicated a desire to hear the Comr., but it was not known late last week whether they will appear.

'Baltimore Gag' State's Delay Plea Denied

ATTEMPT by Attorney General Hall Hammond, of Maryland, to obtain postponement of the State Supreme Court's order striking out the "Baltimore Gag" section of the city's contempt rule was rejected Thursday by the court. The state had asked the court to delay its order, to be issued July 9, so an appeal could be taken to the U. S. Supreme Court.

The court had reversed a city judge's decision upholding the "Baltimore Gag" section of four Baltimore stations and a commentator for broadcasting official news about an indicted criminal [BROADCASTING, June 13].

The assistant attorney general for WCBM Baltimore, protected state's request for delay on the ground that it is in the nature of a "persecution," and that the city's actions in the case were "inconsistent with the state's policy in other cases where there is clear and present danger to rights of the accused.

with an apparently increasing interest in broadcasting field. With Comr. George E. Sterling, he is currently directing FCC's work on the television problem.

He was assistant chief engineer of the Commission, and also has served as director of telecommunication for the National Association of American Shipping and as commodore of the U.S. Coast Guard Communications System. He is a native of Washington, D. C., and politically an Independent.

RENEWAL FORMS

Technical Requirement Added
FCC SERVED NOTICE last week that AM and FM stations whose licenses expire on and after Feb. 1, 1950, must show in their renewal applications that specified equipment performance measurements have been made within the four months before filing of the applications.

The rule actually becomes effective Aug. 1, but in the interest of orderly procedure FCC provided that stations with licenses expiring before Feb. 1 need not show that the measurements have been made. These would not have the full four-month period provided for making measurements, since renewal applications must be filed 60 days ahead of expiration.

Originally the rule was to be effective Aug. 1, 1948, but was delayed one year because sufficient measurements were not available. A station may purchase its own equipment or have the measurements made by others, but FCC said it was "desirable for licensees to have the equipment available and to have their own technical personnel make the measurements when it is possible to do so."

The measurements, a form of "preventive maintenance procedure" and required yearly, are not to be submitted to FCC but are to be kept available for inspection at the station.

Upcoming

July 18-19: N. C. Assn. of Broadcasters summer meeting, Ocean Terrace Hotel, Wrightsville Beach, N. C.
July 28-29: CBC Board of Governors convention.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 3-5: Summer School of Radio Evangelism, Moody Bible Institute, Chicago.
Aug. 10-20: Emporium, Pa., IRE Section seminar, Emporium High School.
Aug. 25-26: AFRA annual convention, Palazoo, Chicago.
Sept. 16: Clinic for teachers of radio journalism, U. of Minnesota, Minneapolis.
Sept. 8-10: Western Assn. of Broadcasters, 1949 annual meeting, Boulder, Colo.
Sept. 14-17: Michigan and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernite Hotel, Three Lakes, Wis.
Reorganize NAB?
(Continued from page 33)
NAB's organization, and 17.8% said independent stations were overemphasized in NAB's structure. Only 8.3% said affiliated stations were dominant, and 7.3% said there was too much emphasis on AM.

As might be expected, the answers to these questions generally were conditioned by the interests of the respondent; i.e., the independents tended to say that affiliates were overemphasized, and the AM-only owners were of the opinion that TV stations received too much emphasis.

NAB's Budget
Financial matters entered the picture with a question on the size of NAB's budget, which now stands at $774,000 per annum. Respondents were given three choices, "too small," "about right" and "excessive." A plurality of station managers indicated they thought the budget about right, but the "excessive" category far outweighed the "too small." Percentage of station managers checking "about right" was 35.3%, percent in the "excessive" category was 35.3%. A small number, 12.9%, felt the budget was too small. Only a handful (6.5%) had no opinion on the matter. (See chart at right).

This breakdown was about the same among members and nonmembers.

Should NAB Reorganize?
On the question of NAB reorganization, there were some divergencies according to interest of the station managers. Of those with some AM interest, whether in combination with FM or TV, 50.3% said NAB should divide into FM, AM and TV divisions; 23.9% said it should merge with existing FM and TV organizations, and 15.8% said it should remain unchanged. Only 10.7% thought it should be confined to AM only. (See Table I.)

Among those with some TV interest—either operating a TV station or having applied for a CP—the feeling was stronger that NAB should divide into AM, FM and TV divisions (60%), or that it should merge with existing TV and FM organization (15%).

FM independents and AM stations with FM affiliates also were in favor of a reorganization of NAB into departmentalized AM, FM, TV divisions by a majority vote (54.8%), or for the merger with TBA or FMA. The vote for the latter course was 53.9%.

There was relatively little sentiment for continuation of NAB under its present organizational structure. In the case of station managers whose broadcasting interest was AM, the sentiment was highest 16.6%. An equal percentage of this group felt that NAB should limit its activity to AM matters alone.

Among stations with combined AM-FM operations, only a handful expressed the opinion that NAB should be confined to AM—and a majority of 53.9% felt that the divisional organizational plan would work best. Another 26.7% felt that NAB should attempt merger with the FMA and TBA.

Among those with all three interests—AM, FM, TV—the predominant opinion was in favor of the three divisional scheme, with 62.5% of the votes in this category. Another 18.7% were in favor of the merger. Only 18.5% wanted NAB to continue its present structure, and 6.2% were in favor of making NAB an exclusive AM operation.

Represent Cross Section
These opinions were expressed by mail ballot, and represent what the editors felt to be a good cross section of broadcaster sentiment. The sample was divided as follows: 84% of the respondents were NAB members, 16% were non-members. There were 88% affiliated stations, and 17% independent. The regional breakdown was proportionate, except that there was some excess of eastern respondents. About 60% of the stations replying had an AM outlet; about 15% had TV outlets or applications, and 28% had FM outlets.

CO-OP INDEX

BAB Starts Distribution
FIRST of the new sales aids to come from NAB's Broadcast Advertising Bureau appeared at the weekend. It consists of the initial mailing in what will be an extensive and continuing card-index file of manufacturer cooperative plans.

The packet comprises about a dozen cards giving extensive data on co-op campaigns. Priority mailings included stations that supplied tips to NAB in its co-op study. Other member stations will receive their first packet in about a week. About a dozen new cards will be mailed each week.

Maurice B. Mitchell, BAB director, told广播电视 that "for the first time the broadcaster has a dealer co-op selling service he can use in contacting stores and distributors." The service will bring millions in fresh money into the market, he added, and provide stations "with new leads for old sponsors and opportunity to bring new dealers and distributors into radio."

BAILEY STORTZ

Succumbs to Auto Injuries
FUNERAL SERVICES for R. Bailey Stortz, 37, former clerk of the Senate Interstate and Foreign Commerce Committee, were held last Tuesday afternoon, Montana Forsyth attorney and prominent in Montana political affairs, he was fatally injured about midnight June 25 in an automobile accident. His wife, who was Miss Carolyn Jones of Billings before her marriage about six weeks ago, was seriously injured but is expected to recover.

THE QUESTION:
What is your feeling about NAB's budget (now $774,000 per year)?

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<td>Ballots from executives with AM outlets</td>
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<td>Ballots from executives with FM outlets</td>
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<td>Ballots from executives with TV outlets or applications</td>
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<td>Ballots from executives with AM only</td>
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<td>Ballots from executives with AM-FM</td>
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<td>Ballots from executives with AM-FM-TV interests</td>
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<td>Should major networks be associate members of NAB (as now) or active members?</td>
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<td>Among affiliated stations</td>
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<td>Among independent stations</td>
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<td>Do you think NAB's structure is a fair one, and gives proportionate representation to all segments of broadcasting?</td>
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<td>All ballots</td>
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<td>Members</td>
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<td>Non-members</td>
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If so, what segments of the industry seem overemphasized?
(Percent of all check marks in each category)

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<th>Independent Associates Networks AM Stations FM Stations TV Stations</th>
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<td>17.8%</td>
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WRONG BAILIWICK

 Somehow this duck is all balled up. She shouldn't be messing around with those baby cockers—she's got herself in the wrong place.

 How about your radio advertising in Baltimore? Is it placed right? If it's on W-I-T-H, you're all set for profitable sales!

 Because W-I-T-H is the big bargain buy in this rich town. W-I-T-H delivers its big audience to you at the lowest cost-per-listener of any station in town. It covers 92.3% of all the radio homes in the Baltimore trading area.

 So make sure your radio advertising is in the right bailiwick. Call in your Headley-Reed man and get the full W-I-T-H story today.

 WITH
BALTIMORE, MARYLAND

TOM TINSLEY, President  *  Represented by HEADLEY-REED
EMORY DAHLGARD, secretary-treasurer of Inland Broadcasting Co., Omaha, has moved to Lincoln, Neb., to assume executive direction of KOLN Lincoln. Both this station and KBON Omaha are owned by Island Broadcasting Co.

DON WHITE has been appointed program director in charge at WHK Columbus, Ohio, succeeding JOSEPH G. ROCKHOLD, who resigned as general manager to accept position as farm director at WKHC Columbia, S.C. Mr. White has been serving as local news director and salesman.

RICHARD E. GREEN, manager of national sales and sales service for KOMO Seattle, Wash., has been elected to board of directors of Washington Generators, state organization of manufacturers' representatives and brokers in food field. Mr. Green had served organization as secretary-treasurer during past year.

HARRY WITT, general manager of KTTV (TV) Los Angeles, has been appointed to represent Southern Calif. Broadcasters Assn. board of directors on Los Angeles Chamber of Commerce executive committee for television, by WILLIAM BEATON, president of SCBA and general manager of KWKW Pasadena, Calif.

JACK BEARDALL, owner of CFCO Chatham, Ont., was presented testimonial commemorating 21 years of CFCO's broadcasting city council inaugural meetings.

DAVE BAYLOR, vice president and general manager of WJMO Cleveland, has been elected trustee of Cleveland Advertising Club.

TBS OFFICES
Move to Ritz Towers Hotel
TRANSCRIPTION Broadcasting System, New York, has moved into new quarters at the Ritz Towers Hotel, 57th St. and Park Ave., the newly-formed transcription network announced last week.

The new suite, occupying an entire floor of the hotel, will house a completely equipped recording studio, to operate as an independent company under the name "TBS Recording Studios." Ray Green, network's vice president, will operate the studio, which will be available for outside recordings.

OVERCOMING a physical handicap earned a citation for Paul K. Damo (seated), assistant program and music director at WMOR (FM) Chicago. The National Society for Crippled Children and Adults commended him on a 15-minute WMOR program. Presentation is made by Lawrence J. Pinck (l), executive director of the society, and George H. Williamson, president of the Illinois Assn. for the Crippled.

CHICAGO FM UNIT
Elected: R. J. Wood President
RALPH J. WOOD Jr., manager of WMOR Chicago, has been elected president of the newly-formed FM Broadcasters of Chicagoland. Other officers include Edward A. Wheeler, president of WEAH Evanston, vice president; Harold Benton, manager, WILA Woodstock, secretary, and Jerry Keefe, manager of WFIL Chicago, treasurer. Board members include the officers and Ted Leitzell, manager of WEFM, Zenith's Chicago station, and the firm's public relations director. Temporary headquarters are at WMOR in the 188 Randolph Tower Bldg. Charter members of the group, in addition to the above five stations, included WJUZ Hammond, Ind.; WRGK Brookfield, and WOAQ WXRT and WGBN Chicago. "At least eight other stations" in the area are planning to join the group, purposes of which are to promote interest in FM programming and the sale of FM receivers, according to Mr. Wood.

MANAGERS' VIEWS
Given at Marquette U. Meet
SEVEN-MAN panel of Milwaukee broadcasters discussed "Radio as Viewed by Managers of Radio Stations" June 29 as part of a Marquette U. three-day radio institute. Participating in panel were: John Gagliano, WEMP; John Reddy, WEXY; Charles Lannscher, WFOX; George DeGrace, WISN; Hal Walker, WMAW; Jerome Sill, WMIL, and Bruce Wallace, WTMJ.

Institute opened June 28 with a series of lectures built around the theme, "Listeners' Problems." On June 29 the topic was "Broadcasters' Problems" and on the closing day the theme was "Radio's Educational Value for Children."
LESLIE P. WARE, former executive director of KXLW Clayton, Mo., has been appointed director of national sales for KXLW and KXLW-FM.

TRUMAN BRUIZE has been appointed assistant sales manager for WHAM-TV Rochester, N. Y., and ARTHUR W. KELLY has been named to a similar post at WHAM. Both had been promotion and publicity directors for WHAM.

W. S. GRANT Co., New York, has been appointed national representative for WHTC Hollywood, Mich.

HARTLEY L. SAMUELS, formerly executive in charge of Lancer Productions, New York independent program production firm, has been named director of sales at WFDR (FM) New York. Previously Mr. Samuels had been director of public relations for LaRoche & Ellis, New York, and director of program promotion at NBC.

RODNEY WILL has joined WHAS Louisville sales department.

LARRY BUSKETT, formerly assistant sales manager at KMPC Hollywood, has joined KLAC Los Angeles sales staff.

LATHROP MACK, formerly of NBC Sales, Hollywood and New York, has joined KFRR Great Falls, Mont., as account executive.

KTED Laguna Beach, Calif., has distributed its rate card No. 1.

JEANNE GIRT has been named traffic manager of KVER Albuquerque, N. M. She succeeds BETTY KEHLE, resigned. She has been secretary to president of KVER since April and was formerly traffic manager of KOOL Phoenix, Ariz.

RICHARD LOMNES, salesmen at WAPY and WAPY-FM Portsmouth, Ohio, is the father of a girl, RhondaKay.

NEWS CAPSULES

ABANDONING all newcasts except one show at 7 a. m., KING Seattle has inaugurated an unusual policy of coverage by Headline Highlights, or "news service spots." Starting last month, the station has presented, at intervals throughout the day, a news headline or quick summary, plus a 10-word commercial, the whole unit selling as a quarter-minute spot.

The present schedule provides 10 such spots a day, but Program Director Dave Crockett envisions a saturation schedule as high as 30 a day. Successive news reports are on different topics, so that listener tuned to KING for two or three hours can get a cross-section of current news developments, without the station's concentrated programming of music and sports being interrupted.

Present sponsors of the Headline Highlights are Travel-Air and the Pacific First Federal Savings & Loan Assn. Station executives report the new arrangement more profitable as well as more effective than conventional newscasts.

MAKE YOUR FM BROADCASTS PAY FOR THEMSELVES...

with the NEW, LOW-COST MEISSNER FM "SALES-CASTING" System

Your station, like many others, can add substantially to your FM revenue by introducing MEISSNER "SALES-CASTING" in your community. "SALES-CASTING" is the fastest growing source of FM revenue in radio.

HERE'S WHAT IT IS

Your regular FM programs are picked up from your transmitter by fixed frequency, crystal controlled FM receivers which are installed in various retail stores, chains, bars, restaurants, clubs etc. The transmitting station is equipped with a "Selector" which, at the press of a button, mutes, emphasizes or eliminates commercials on any or all of the installed receivers. One grocery chain, for instance, will want its commercials enlarged for emphasis — but all others muted or eliminated! Because of the wide appeal of "SALES-CASTING," sales possibilities are unlimited. You already have the necessary sales personnel in your radio time salesmen.

The necessary, low cost receiving equipment is sold directly to the stores or rented them by the station.

DEVELOPED BY ENGINEERING SERVICES, INC.

"SALES-CASTING" has been developed by Engineering Services, Inc., Science Park, Evansville, Indiana, producers of special antenna and electronic equipment for FM. These units are used in television and are producing revenue daily.

WRITE MEISSNER FOR COMPLETE INFORMATION
KFEL concentrates on Colorado's populous, prosperous regions!

KFEL, Denver, wastes no power (or advertisers' dollars) where people and radios are scarce. Instead, it beams its signal along the rich, populated "valley land" north and south of Denver. This way it reaches 9 of Colorado's 10 largest cities, 2 of Wyoming's 3 largest; all at rates that would be low for Denver coverage alone!

Radio pioneer, Gene O'Fallon, has been busy for 26 years cultivating KFEL listeners. Today, with outstanding local shows, fine Mutual programs, newscasts and 24-hour service, KFEL has a bigger, better, more devoted audience than ever! It's an audience that's ready to pay off in profitable sales for you, any time you say. Ask your John Blair man about it.
"Open wide!"

You do what you’re told!

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Who can deny that he is slave to the voice of authority... from the first day a doting mother told him to pick up his feet?

Radio has the authority of the living voice. It's the voice that moves most people to action: to buy, to use, to enjoy. And in radio no voice has greater authority than CBS which speaks to the largest audiences in America at the lowest cost.

...for the largest audiences in the world
Since 1937, KFEL has been represented exclusively by JOHN BLAIR & COMPANY!

KFEL's national Spot business has grown and prospered during 13 years of John Blair representation. In that time, John Blair men have introduced new advertisers to KFEL and Spot radio. They have kept old advertisers supplied with fresh facts on KFEL. They have helped KFEL make countless budgets go farther, work harder!

Aggressive representation has paid off for KFEL in bigger and bigger national billings. It has paid off for advertisers, too, in bigger, more profitable sales. When you have an advertising problem... in Denver or anywhere else... it will pay you to ask your John Blair man!

DENVER...
capital city of Colorado. Hub of a rich, stable market of 476,000 people, spending more than $775,000,000 each year. Denver is the manufacturing, mining, agricultural and distribution center for the whole wealthy mountain region (just a few of the reasons why Ross-Federal named it the nation's No. 1 test market.) You can get quick results economically from this fine market by putting KFEL's selling and merchandising power to work for you!

Representing Leading Radio Stations
Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco
Editorial

Reorganize or Bust

IF YOU knew that 75% of your customers were dissatisfied, what would you do?

That’s the question confronting the NAB board of directors at its meeting next week at Portsmouth, N. H.

The answer should be obvious: Reorganize before there’s not enough left with which to reorganize.

The 75% figure is no rabbit-out-of-a-hat. It is gleaned from the latest BROADCASTING TRENDS Survey, second-half of which is published in this issue. The first half [BROADCASTING, June 27] revealed that while President Justin Miller continues personally popular with station ownership and management—NAB members and non-members alike—the NAB nevertheless is viewed overall as a malfunctioning organization.

Less than 10% of the NAB continued as now organized. Better than 50% want the association to embrace FM and TV. Nearly 25% want NAB merged with FM Assn. and Television Assn. and in a new combination, 75% favor fusion in a single association, to cope with the new radio era.

Broadcasters want a cohesive, hard-hitting organization. They variously regard the present organization as spend-thrift and hit-and-miss—trying to be all things to all people.

This condition, steadily aggravated in an unnecessarily jumpy radio economy and a confused outlook, caused us to advocate reorganization months ago. The NAB board, one-fourth of its membership newly elected, failed to move last April in Chicago despite projections of a plan developed by its Structure Committee. The board was carried away on the illusory wings of “bucks for business”—the Broadcast Advertising Bureau project—and the third resurrection of the Broadcast Measurement Bureau. Both are desirable projects. But neither can be carried to fruition without a united radio front and a singleness of purpose—perpetuation of the art that is free radio.

The TRENDS poll constitutes a vote of confidence in President Miller as a person and a leader. Broadcasters feel that labor relations and programming are under his burnished readiness, and that the Association is keeping on with the job. But they also make it clear that they are willing to accept the lead in reorganization as a way of cutting the dependence for life in a buyer market is to appeal to the buyers. The best known way to do that is to advertise, and the best way we know to advertise is by radio.

The board’s most important step at a time when BROADCASTING publishes the first of a series of articles, “How the Buyers’ Market Can Mean Business for Broadcasters,” a series written by experts in the sales-producing fields (page 12). Some are advertisers, others are agency and radio executives. All are successful in using or selling radio.

We believe that this “aggressive merchandising” is necessary. It is the best way for FRB to take advantage of opportunity and its challenge. Radio is the ideal answer for an advertiser who wants to move fast into a vigorous campaign. It’s quick, efficient and brings the most results. The 1949 buyers’ market can mean business for broadcasters. It won’t come over the transom.

Million Dollar Babies

Since CBS bought Amos ‘n’ Andy, lock, stock and blackface, for a sum that would choke a comptometer, it has not been fashionable for networks to speak publicly about any talent deal involving less than $1 million.

Recently, for example, ABC let it slip that Kate Smith, a vocalist of demonstrably commercial inclinations, had been signed to a contract guaranteeing her $5 million over an unspecified period. It was later realized that Smith has pressed a demand into the wobbled thought of bartering for talent, advised the press it had entreated Burr Tillstrom, puppeteer, in an agreement providing a "potential" reward of $1 million.

In the past six months, the NAB has suffered substantial defections, dollarwise. A reorganization move now, made in good faith, can stem the resignation tide. The “new NAB” story can be told at the upcoming district meetings. We believe non-members as well as members should be invited to hear Judge Miller’s keynote at these district meetings. If the thesis of the reorganized and united radio is sound, this should retain existing memberships and entice new ones.

And that, we find, each district director should invite his Congressional delegations and other key public officials to hear Judge Miller’s address. The TRENDS poll gloomily reveals that less than 25% feel that “legislative and lobbying” work of the NAB is good. How better to acquaint legislators with the righteousness of radio’s cause than through radio’s official spokesmen and on their home grounds?

Our Respects To

THOMAS ANTHONY VELOTTA, an able shepherd of the most temperamental and wildly disparate flock of commentators in radio, is a prospect on whom the State Dept. ought to keep an acquisitive eye.

If Mr. Velotta, who is ABC’s vice president in charge of news and special events, ever decided to abandon radio, the government could not find a man more nerved to delicate diplomatic assignments.

Mr. Velotta is official curator of commentators ranging in politics and disposition from Arthur Gaeth to George Sokolaksy, from Elmer Davis to Walter Winchell, from Louella Parsons to Edwin C. Hill and from Jimmy Fidler to Drew Pearson. He has read their copy and fearlessly changed it once in a while, despite the risk of ulcerating turmoil.

In the course of his specialized labors, Mr. Velotta has become the master of the tut-tut, the there-there, the concealment of flinty purpose beneath the suave exterior. For Mr. Velotta, trained to a fine edge in matches against competition of this kind, Vishinsky would be a pushover.

Mr. Velotta has not only talents for diplomacy but also a tireless capacity for work. His minimum service is 10 hours on weekdays, eight hours on Sundays, but usually he toils into the night. Sometimes he takes a whole Saturday off without feeling twinges of conscience. He has been following schedules as rigorous as that ever since he entered the radio business 21 years ago.

Mr. Velotta started work as a page for NBC, a full-time job he took to while away his idle hours after classes at New York’s De Witt Clinton High School. Within two years he became assistant supervisor of pages, a measurable step above his original position which paid him $18 a week. The additional duties conflicted with the De Witt Clinton H.S. schedules, so Mr. Velotta withdrew from school. He has devoted most of his waking moments to radio ever since.

In 1932 Richard C. Patterson Jr. joined NBC as executive vice president. In advance of his arrival, the network was alerted to a state of burned-out readiness and its most trusted functionaries posted to receive the eminent executive. Mr. Velotta, buttons gleaming and uniform faultlessly creased, was assigned to be private page to Mr. Patterson.

“I kept Mr. Patterson’s water bottles filled, and I answered telephones,” Mr. Velotta said recently, in modest assessment of his duties.

“Also I told him who was who and made myself (Continued on page 58)
IDENTIFYING BRANDS IS EASY

...when you know what to look for!

Brands are read from top to bottom and from left to right. They represent plane geometry in its ABC form. For example, a straight horizontal line is a rail, such as a takes to build a corral. A similar line turned at an angle or this is a slash. A shorter horizontal line is a bar. Here's a box ; a circle is larger and rounder than the letter o. Sometimes a rancher uses a quarter circle , or a half circle . Upside down it may become a rocking symbol, thus: the Rocking R. A running brand, such as the Running M, extends itself and leans slightly ahead. Lazy brands, like the Lazy 3, lie down:

Brands fly, too, in the manner of the Flying X: Many brands explain themselves. There are millions of combinations possible to produce these romantic pyroglyphics: of the range. Using the above tips, how many of the brands on this page can you identify? Identifying brands is easy, pardner, when you know what to for. In the Southwest folks have a cinch identifying brands of products , too, because campaigns over the Famous Brand Station WOAI tell them what to for. Are telling them about YOURS?

Here's a message in Brand Language from WOAI

4 NONE VLU AT A/N $ GO 2

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston
RALPH LEVY, CBS producer-director, transfers to Hollywood from New York in mid-July as director of Ed Wynne television show. Comedy show will be kinescoped in Hollywood for showing on CBS TV network in fall. Accompanying Mr. Levy to assist on the show will be three technicians, cameraman, camera control man and technical consultant.

ISAIORE KATZ, formerly Montpellier, Vt., has joined production department at WHAS Television, Ind., announcing staff.

ALAN CARTER, formerly with WPTV Albany, has been appointed to WPAT Paterson, N. J., announcing staff. Mr. Carter, in addition to his announcing duties at WPTR, was featured artist, having conducted two daily programs.

FLOYD JACKSON, program director at WPAY and WPAY-FM Portsmouth, Ohio, is serving as radio chairman for Salvation Army Building Fund campaign. Also taking part in drive are C. P. BODNER, commercial manager, CARL MITCHEL and RICHARD LORHNE, salesmen and JOE HOLBROOK, sports editor. WPAY has been siding campaign by spot announcements and interview programs.

EDITH JOHNSON, traffic manager at WIMA Lima, Ohio, has resigned to accept similar position at WLWD (TV) Dayton, Ohio. LISA ELSE will replace her at WIMA.

HOWARD RHINES has resigned as continuity editor of KMPC Hollywood, to become program manager of KFAC same city. ANDY WILSON of KMPC program department replaces him.

RALPH MOFFATT, former disc jockey for Radio Luxembourg, has joined announcing staff of WCCO Minneapolis.

DAVE COLLINS, ALLEN JAMES, and PAUL MILLER have joined announcing staff of WHOK Lancaster, Ohio. Mr. Collins and Mr. James were formerly with WOSU Columbus, Ohio.

EDDIE GALLAHER, WTOP Washington's morning and evening disc jockey, was m. c. for Washington's annual Fourth of July celebration at Washington Monument today (July 4).

MIKE MAY has joined WCSI (FM) Columbus, Ind., announcing staff. He was formerly m. c. on Teen Time program at WFBI Indianapolis.

LOIS KITCHENER, formerly with Washington State Department of Health, has been appointed to continuity department of KOMO Seattle. Miss Kitchener also is editor of Round Table, weekly bulletin of Advertising & Sales Club of Seattle.

VANCE COLVIG, director of ABC Breakfast in Hollywood, has taken over writing of network "Round Up" Package. He replaces HELEN WALD, resigned.

HERBERT Q. PHILLIPS has been appointed art director of KTSL (TV) Los Angeles, has been working in Los Angeles, and previous to that with UPN Germany.

BOB PROVENCE, news, sports and special events director WKNA Charleston, W. Va., has been appointed program director.

ROBERTSON GRANT, KNBC San Francisco newsman, has resigned to join KGW Portland, Ore., as staff announcer.

HENRY TOBIAS has joined WROW Albany, N. Y., as a disc jockey.

ART ELMONN, formerly of WWSC Glens Falls, N. Y., has joined WLB Liberty, N. Y., as m. d. disc jockey.

MORRISON WOOD, WGN Chicago producer and columnist on Chicago Tribune, is author of With a Jug of Water, cook book to be published Nov. 2 by Farrar, Strauss & Co.

ALICE CROSS has joined CJAV Port Alberni, B. C., as continuity editor.

BABRHE COLEMAN will manage traffic and accounting for station.

MARK SHEELE of WPOE Elizabeth, N. J., and Connie York have announced their marriage.

ALFRED and DALPHA WOOLEY are the parents of a girl, Charlotte Elizabeth. Mr. Wooley is manager of NBC Hollywood Recording: Mrs. Wooley is assistant to NBC Hollywood sales promotion manager.

IVAN DITMARS, CBS-KXN Hollywood studio organist, is the father of a boy.

HERB BALL, NBC Hollywood photographer, is the father of a girl, Kathleen.

VIRGINIA MARTEL, chief secretary to HELEN SHOSSATT, CBS talks director and BORTON BARRETT of CBS-TV operations, have announced their marriage.

ALAN NEWCOMB, member of announcing staff of WIS Columbia, S. C., is the father of a boy, Robert Thomas.

JOMMY CLARKE, who conducts WNB New York, N. J., Johnny Clarke Show, is the father of a boy, Christopher MacFarland.

JACK LACY, WINS New York disc jockey, and AGNES CODE, executive secretary at station, are to be married July 21.

TOM PICKERING of WIMA Lima, Ohio, and Joyce JOHNSON of WRSS Cleveland, have announced their marriage.

KLZ DENVER's program on heart disease, "Kneaves of Hearts," has won its fourth award in national and local competition. Advertising Club of Denver cited program for "contribution to public service."

MGM PROGRAMS

SYNDICATION of eight WMGM New York programs, to be offered Sept. 1 for local sponsorship, has been announced by Bertram Leber, program service's sales director and head of the newly formed Metro-Goldwyn-Mayer Radio Attractions. The programs, open-end transcription featuring MGM Hollywood stars, are available to all stations in the U. S., Canada and other English-speaking countries. Mr. Leber, in letter to station officials, explained that the programs were made by MGM originally to "provide exclusive programming for WMGM to rival network offerings in the New York market."

It was later decided to syndicate the shows.

Included in the line-up of MGM Radio Attractions:


- At Home—three 15-minute programs weekly of memoirs and anecdotes by Mr. Murphy.

- Crime Does Not Pay—half-hour weekly radio adaptations based on Academy Award-winning two-reelers.


- Centre of the Air—full hour weekly radio adaptation of successful MGM pictures with name stars full orchestras and teams of writers and Dietz, MGM vice president in charge of publicity, as host. (First half-hour weekly featuring new adaptations of the MGM pictures.

- The Adventures of Dr. Kildare—half-hour weekly series based on adventures of Andy Hardy.

- 'Music Room' Postponed

THE NEW Kate Smith's Music Room, a two-hour weekly evening show starring Miss Smith as a disc jockey, will begin in ABC at an unspecified date next fall. The program had been scheduled to start July 4, but was postponed because of Miss Smith's inability to dispose of prior commitments.

C H N S

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Business Station
5000 WATTS — NOW!
Research Firms
(Continued from page 38)

monthly basis for New York and Northern New Jersey and bi-
monthly for other areas.
The Pulse Inc. does TV re-
search for New York, Philadelphia, Chicago and Cincinnati. TV data
includes program ratings, sets in
use, share of audience. These are
monthly reports, called Telepulse.
The TV sample is 1,400 in New
York, 1,050 in Philadelphia and
Chicago and 700 in Cincinnati.
FM measurement is included in
a quarterly survey of FM families
in New York, which reports ex-
tent of ownership, extent of FM
usage, and which FM stations are
listened to. Special FM surveys are
made in other markets.
The Pulse will also do, as it
has in the past, special reports on
qualitative reactions to programs,
the impact of a program, and
pantry inventories to determine
product usage in listener or viewer
homes.
Offices are located at 110 Fulton
St., New York.

Broadcast Measurement Bureau
BMbS problems have sometimes
obscured the magnitude of the job
that the organization has cut
out for itself, and the real ac-
complishments of the organization.
Not strictly a private research or-
ganization, its work is to determine
station coverage and total au-
dience for all the United States.
Using mail ballots exclusively,
BMb is now engaged in its second
study of the radio picture. It re-
ports data on all counties and
1,500 separately reported places:
635,000 ballots are sent out, about
350,000 are tabulated.

Data are broken down by city,
county and by station. BMb pro-
vides complete national coverage,
and all data are projectable within
counties and to total U.S. radio
families.
BMb publishes figures on radio
homes, station area reports, and
station audience reports. The or-
ganization will do special tabula-
tions of its data at cost.

Schwerin Research Corp.

This organization specializes in
the qualitative testing of radio
and television programs, effective-
ess of commercials. Schwerin
scores are measurements of how
good a program is, divorced from
the variables that go into the de-
termination of its size.
Tests are made on a score sheet
by controlled samples of listeners.
Sample size for a program's test-
ing may be 1,000, and breakdowns
of this sample are available in
almost any way desired by the client.
The radio sample is projectable
to metropolitan areas. Tests can
be made in rural areas upon client's
need.

TV research is conducted in
much the same manner as AM re-
search, although in TV Schwerin
Research Co. is using an electrical
rating device. No FM work has
been done by the organization.

All reports are provided con-
dentially to clients. The organi-
zation will do all types of qualita-
tive studies of the appeal and
effectiveness of commercials or
programming. Offices are located
at 2 W. 46th St., New York. Len-
ard Kudisch is executive vice pres-
ident in charge of radio and tele-
phone research.

Audience Research Inc.
Located in Princeton, N.J., Audience Research Inc. provides
ratings of talent popularity, pro-
gram preferences, pre-tests of
programs, product sales related
to program rating, sponsor identi-
fication and effectiveness of com-
mercials. These ratings are made
from analysis of data collected
by electric recorder.
Sample size for national ratings
is about 9,000, and for program
pre-testing the sample is 60 to
120. TV measurement is done on
the same basis and provides the
same measurements as the AM
research.

Three times a year Audience
Research Inc. lists talent popular-
ity ratings and a continuing audit
of radio and TV personalities.
Other special surveys include ra-
dio advertising impact studies,
radio and TV program pre-tests,
and measurement of audience re-
action to current programs.

Paul K. Perry is vice president
in charge in Princeton; James L.
Wolcott is vice president at New
York headquarters, 110 E. 42nd
St., and Jack C. Sayers is vice
president in Hollywood, at 6505
Yucca St.

NOTE: Conlon has been omitted
from this survey of radio and TV
research. Direct information from
this firm did not arrive in time
to be included in this report.

KYA San Francisco has moved
from Hearst Bldg. to new quarters in Fair-
mont Hotel.

LEGISLATION
Radio Off House Unit's List
HOUSE Communications subcom-
mittee has decided it will consider
no House-initiated radio legislation
this session, Chairman George
Sadowski (D-Mich.) disclosed last
Wednesday.

Rep. Sadowski said he had dis-
cussed legislation with his subcom-
mittee at two meetings, one of them
executive, and with Rep. Robert
Crosser (D-Ohio), chairman of the
full Interstate & Foreign Com-
merce Committee. There is no
discussion to consider any of the
pending radio measures assigned to
his group, he said.

He noted the possibility, how-
ever, that the full committee might
called upon to consider the FCC
reorganization bill authored by
Sen. E. W. McFarland (D-Ariz.),
should that measure pass the Sen-
ate and be sent on to the House
for approval.
**FCC Ad Proposal (Continued from page 27)**

Data and other information would be too readily available to local "busybodies." He also claimed that the requirement to file renewals four months ahead of license expiration dates would work hardships on stations, especially TV which has only one-year licenses. He said that consideration of "invited" complaints would further handicap renewal actions. Mr. Wilkinson appeared in behalf of KCMO Kansas City; KVOS Bellingham, Wash.; KMA Shamrock, Iowa; KXRO Aberdeen, Wash.; WABF (FM) New York, and Lake Broadcasting Co., Gary, Ind.

Steve Tuhy Jr., representing KWOW (FM) Omaha and WGTI Kannapolis, N. C., endorsed the NAB position.

George S. Smith, Washington radio attorney and member of the FCBA executive committee, endorsed the FCBA position and discussed a tabulation he had made of some Section 107(a) cases to illustrate the mixed effect the proposed rules might have had on FCC action. He suggested that in order to speed up processing that more engineering details be given in the Commission's public notices and that hearing schedules be made up more often.

Mr. Smith also suggested that applicants could submit full engineering claims, properly sworn to, and that FCC could accept these without re-calculating each figure to help speed up actions. Engineering data would be handled the same as financial and legal qualifications, he explained.

**WHAS**

**JAMES D. SHOUSE, president of the Cincinnati stockholders of WHAS Louisville,}** puts an unintended meaning in FCC's duopoly ban.

"The multiple-ownership problem relates only to an overlap in space served by the amplitude stations WHAS and WLWT [Cincinnati station owned by Crosley] and does not apply to the FM and television facilities involved between Crosley and WHAS Inc.," he declared.

"To deny a transfer involving all the properties concerned because of a technical problem pertaining only to the amplitude services indicates that the examiner's report concerned itself primarily with an interpretation of the Commission's rule which I do not believe was intended at the time the rule was formulated some years ago."

Examiner Resnick's initial decision found no consequential overlap in space served by the amplitude stations WHAS and WLWT in Cincinnati shortly after it described the rules and had made contributions "as in favor of competition and against concentration of control." Both are 50-kw clear-channel stations, WLWT on 750 kc and WHAS on 840 kc.

Crosley To File Exceptions

President Shouse served notice that Crosley will file exceptions to the examiner's report and ask the Commission to hear oral argument. It was expected that exceptions by both Crosley and WHAS would be filed late this week or early next. If allowed to stand unchallenged, the examiner's decision would become final 40 days after its issuance, under FCC's new procedures.

Mr. Resnick suggested that "a more favorable disposition of the multiple-ownership question" might be made if it involved "overlapping of local or regional stations concerned in serving the needs of cities at the core of their primary service areas and definitely neg- ing programwise and business-wise overlap in the periphery of their service areas."

Crosley's contract with the Courier-Journal and Louisville Times Co., owners of the WHAS positions, required that the stations for $1,925,000 before adjustments, plus a 10-year lease of space for the stations in the new Courier-Journal and Times building at $75,000 a year.

The Courier-Journal and Times, as well as Standard Gravure Corp. and the WHAS properties, are owned by the Barry Bingham family.

The sale of the radio interests was prompted by a desire to reduce the amount of outside financing required by construction of the new building. If the Commission lets the examiner's decision become final, it is believed the company will entertain other offers for purchase in whole or in part.

Crosley's decision to buy stemmed from its desire to expand its investments in broadcasting and view that WHAS is "the type of operation that Crosley understands."

**WQQW Stock**

Tempered criticism of the House Un-American Activities Committee, for what he described as "unjust iniques" aimed at WQQW Washington, was voiced last week on Capitol Hill by Morris Rodman, president of the independent station and Washington businessman.

Mr. Durr was one of the moving spirits behind FCC's famed Blue Book warning.

Mr. Rodman prefaced his statement by stating he is not a Communist, has never been one, is not sympathetic to the party and has never made contributions to it.

Tracing the history of the station, Mr. Rodman stated: "It is well-known in Washington that, because of certain early errors in business judgment, WQQW has had an up-hill road financially in the past. During 1949 we have gotten ourselves into a position where we have made some small operating profits..." The station has 1,338 shares of stock outstanding among about 12 stockholders, he added.

WQQW was granted a license in 1946, with operation slanted along the lines of FCC's controversial Blue Book pattern. Following year, in 1947, it renounced those ideals to adopt a more commercial policy [BROADCASTING, Oct. 13, 1947].

Mr. Rodman told the Committee of the pending reorganization plan, already approved by stockholders and filed with FCC last April 1 [BROADCASTING, April 4]. Under the plan stockholders would give up all voting rights and management of the station would be vested in a new class of common stockholders. New directors, who have subscribed to over 95% of the new stock, include P. Underwood, program manager; Irwin Geiger and Col. Jesse I. Miller, attorneys; and Mears, Rodman and Rogers.
NAB Restyling
(Continued from page 24)

ments about BAB’s hard-hitting tactics on behalf of the broad-
cast medium. Its swift moves, as typified by the co-op study (see
story page 32), are perceived to step on the toes of industry seg-
ments. Should the squawks get louder, the board may find it nec-
essary to set up BAB as a separate corporation if violent feuds are
be avoided.

This would follow the ANPA pattern, that association having
found that its advertising baby had grown larger than ANPA itself.
By divorcing the bureau, ANPA retained its stature as top
association, and avoided broad ser-
vice, and avoided most of the in-
truding competitors.

BAB’s hard-swinging tactics may
speed up this divergence process.
Thus far BAB has been doing
positive sales promotion such as
the co-op study, but some members
of the BAB Policy Committee,
the chairmen of the BDM
Managers Executive Committee,
agree that aggressive attacks on
competing media must be made in the near future. The board
may consider such tactics at its meeting.

Appearing at the board meeting for
BAB will be Maurice Mitchell,
its director. Mr. Mitchell will pre-
view BAB’s new slide-film pitch
for use of member stations. The
presentation consists of 100 colored
slides, along with script and promo-
tional ideas. Copies will be distrib-
uted. The packet will be sold for $15
and NAB can obtain projectors at
a special price of $17.50.

After the board meeting the slide
film will be unveiled formally in
New York.

As customary at board meetings,
the agenda will include many
industrywides. Prior to the board meeting the Standards of
Practice Committee will meet. Its session is scheduled this com-
ing Friday. The committee was
appointed June 23 by Judge Miller
[BROADCASTING, June 27].

After reviewing the status of
code enforcement the committee will go into the steps needed to
secure wider adherence to the code’s provisions. Networks,
agencies, advertisers and represent-
tatives have advisory members on
the committee.

The All-Radio Presentation film
project will be reviewed by the board.
In charge is Gordon Gray,
WIP Philadelphia. Camera crews are
now in the field looking over
locations and developing material
to be used by bidders. Preliminary
data are already on file in the hands
of film producers.

As usual BAB will appear on
the board’s agenda. The board

last April voted to BMB a $75,000
loan in anticipation of subscriber
payments, on condition most of its
members relinquish their 90-
day cancellation privilege. The
waivers were obtained. BMB has
gone ahead with its second study
under direction of Dr. Kenneth
H. Baker, NAB research director.

In addressing BMB and audience
measurement, the board may revi-
se the plan to set up an industry
sponsored listener-program re-
search project. Several NAB dis-
tricts proposed NAB start its own
complete listener-program meas-
urements, perhaps under a sepa-
rate unit such as BMI or BMB.

The idea of a comprehensive re-
search was favorably received at
the board’s February meeting. It
was laid aside in April when BMB
into a financial crisis and had
to be bailed out by the board.

If the plan comes up again it
may become embroiled in the NAB
reorganization move. This would
tend to slow up progress be-
cause BMB and audience studies
always start long and lively argu-
ments. Moreover, the financing of
such operation would take a
lot of study.

Finance Group to Meet

The board’s finance committee
will meet next Sunday to review
the budget and related matters.
The by-laws committee is expected
to meet, taking up the proposal
for two-year director-at-large terms
as well as routine matters.

A meeting was held June 7 by
the board’s membership committee.
It will submit plans to the board
for a membership drive. The
board had directed in the spring
that a membership drive be
started. Suitable promotional ma-
terial will be discussed though
some directors are said to oppose
an intensive membership drive at
this time. Instead, they favor a
well-planned continuing campaign.
The original board recommenda-
tion called for appointment of
state chairmen to lead the campaign.

In his tour of TV stations, Mr.
Willard is understood to have
talked to a number of members
who resigned recently, or threat-
ened to resign. He is expected to
submit a report to the board
though he will not attend the meet-

ing because he is taking his first
vacation in several years.

The board may consider plans
to redefine associate memberships.
Many engineering consultants are
said to have protested their out-
ning from NAB membership and talk
is heard in favor of readmitting them.
Other associates had compli-
ained about increased dues last
winter but the complaints sub-
vised prior to convention time.

One of the active topics at the
New England board meeting will be
the proposed format for the dis-
trict meetings that start in August
and run almost to Christmas.

The Sales Managers Executive
Committee urged at its June 17
meeting that sales and promotion
occupy a full day in the two-day
district agendas [BROADCASTING,
June 27]. The board will consider
this plan.

Another idea in the works is
the staging of specialized member
clinics such as the Program Clinic
held in Chicago last week (see
story page 25). This was regarded
as a pilot clinic. The program
meeting was generally described
as highly successful, with chance
that the board will approve similar
clinics in specialized fields.

Last April the board approved a series
of legal clinics, some of which have been held in the past.

One angle centered in the clinic
idea is that these workshop ses-
ions, which would be self-serv-

ing, could replace the perma-

nent services offered by NAB de-
partments. Some station members,
on the other hand, feel the Pro-
gram Clinic pointed up the need
for this type of department ser-
vice. Some criticism of the Program
Depat. was NAB’s operations,
has been heard from the mem-
bership, though the board was
organized for nearly two years.

to do the groundwork for the
Standards of Practice.

As usual the board will be given
a review of international broad-
casting problems, including plans
for the third NARBA to be held
in Canada next September. The
Voice of America situation will
be handled, including a report
by the NAB Advisory Committee
on International Broadcasting
(see story page 31).

A special NAB committee is to
size up of any and committee
installations, following board ac-
tion taken in April.

In the television field will be a
review of negotiations between
ASCAP and the NAB Music Com-
mittee [BROADCASTING, June 27].

Other Agenda Items

Other matters on the agenda
could include reports of existing
standing committees. The FM

committee, for example, has demanded a number of new services including
surveys of FM impact on listeners
inclusion of FM coverage in BMB
data and expansion of NAB’s di-
rect services to FM stations. The
Employee-Employer Relations Ex-
cutive Committee will report on
extensive analyses of labor and
other station costs by the NAB
Employee-Employer Relations Dept.

All these add up to a busy six
days for Lame and committee
members at Wentworth-by-the-Sea.

Hartenbower’s Illness

THE CONDITION of E. K. Har-
tenbower, KCMO Kansas City
general manager, who suffered a mild heart attack June 23, was reported improved [BROADCASTING went to
press. Mr. Hartenbower suffered the attack in his office immediately
following lunch. He has been un-
der observation in St. Luke’s Hos-
pital, Kansas City.

STAMFORD, CONN.

"The Gateway to New England"
A B C Afflilate
Representative J P Mc Kinney & Son

BROADCASTING • Telecasting

July 4, 1949 • Page 43
At the licensing group meeting Wednesday morning, Robert Burton, vice president in charge of publisher relations for Broadcast Music Inc., asked the broadcasters with a forthright appraisal of the copyright situation. "Copyrights are nothing to be afraid of, and you don't need a lawyer in each pocket to understand them. You owe it to the station and yourself to study them." Mr. Burton briefed the industry ruminating on the differentiation of dramat and non-dramatic rights, saying these are usually misinterpreted as small and grand rights. He predicted that dramatic and non-dramatic rights "will be thrown out of television.” BMI’s position is that “music is heard, not seen.”

Judge Justin Miller, NAB president, and Maurice B. Mitchell, director of NAB’s Broadcast Advertising Bureau, launched the program clinic, At the close of the meeting, Judge Miller termed the program a public service to NAB members. BMI’s position regarding BMI’s position is that "grand rights."

### When It’s BMI Versus

A BMI “Pin Up” Hit—Published by Duchess

**SOMEDAY (YOU’LL WANT ME TO WANT YOU)**


On Transcriptions: Monica Lewis—World.

**Disc of U. S. Public Health Service promoting control of venereal disease.**

### NAB Program Clinic Registration

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Cut-Rate Radio
(Continued from page 37)
League for Political Education was dicussed last week by Ben Strouse, president. In a letter to the league's radio department he said "WeDc "has always taken great pains to see that labor is given extremely fair treatment." Citing instances, he added that the league's "Special Report From Washington" attempts to sell an identical philosophy and we feel that you are no more entitled to free time than a merchant who is selling clothing. We take exactly the same viewpoint when organization such as the National Alliance of Mrs. approach us for time."

"Formation of a New York state network "to take advantage of the political trade wind shifts" and paying member stations 30% of card rate is proposed in a letter sent to stations by Union Broadcasting System Corp., 138 State St., Albany. The letter is signed by Jim Healey. The 30% is "not to you," according to the letter, with no commission deducted. We feel sure we can deliver a quarter-hour a week, with the political counter sponsors paying for the lines, plus 30% of card rate," Mr. Healey wrote. "This will allow of our selling the balance of the line-rented hour at premium station rates. See what I mean? Again, the feed to you would be from Albany." Mr. Healey recalled a similar plan for a "Save the Baby" series. "Once the lines are set up, we can use them profitably for all the stations," he said. One of the stations approached referred the matter to NAB District Director Michael R. Hanna, WHCU Ithaca, N.Y.

How spot time buyers benefit from Service-Ads* in SRDS

We're doing what we can to get stations to make real Service-Ads* of all the space they use in SRDS Radio & TV Section. For example, the SPOT RADIO PROMOTION HANDBOOK we've just published describes the station information time buyers say they want. If you would benefit from better station promotion, why not mention this Handbook to your radio friends. They can get copies from us at a dollar per.

*Service-Ads in SRDS are information ads near listings that sell by helping buyers buy.
On All Accounts  

(Continued from page 16) 

so well, Bill was offered a job on the KFEL news staff. In 1939 he was made director of news, sports and special events. For his announcing of the National AAU Basketball Tournament in Denver in 1938 he was named "best sportscaster of the year" by a national magazine.

He left the station in 1942 to become a freelance announcer and the manager of a newsreel theatre there. Later that year he was offered the job of regional radio director for Office of War Information, a position which he held until March 1944. In that job he was busy recruiting everything from WACS to tin cans.

Both the East and the West beckoned in 1944. The East as a job as head of a New York station's sports department; the West as a production job at Allied Advertising Agencies, Los Angeles. Sunny California won, and Bill went to Los Angeles. Promotions there were rapid. In 1948 he was made head of the production department; in 1946, when Walter McCreery, then general manager of the agency, left to join the partnership of Smith, Bull & McCreery as president, Bill was made general manager.

Still keeping touch with sports-casting, he became sports announcer for Associated Oil Co. In 1946; and in 1948 was made senior sports announcer for the Southern California area.

His television career began in 1946 when KTLA asked him to announce telecasts of ice hockey games. Since then he has done several other announcing jobs for them totalling over 500 broadcasts. This year he was voted by fans "most popular West Coast television personality" and "top West Coast sports announcer" by two "Bill Welsh Nights" have been held in Los Angeles this year—the first honoring him at completion of his third season of announcing ice hockey games at Pan Pacific Auditorium; the second at South Gate Arena after his second year of announcing boxing matches.

Bill carried out the theme of "not appreciating what's in your own back yard" when he married Olive Dupleis in 1933. For Olive, a Denver girl, met Bill 500 miles away from their Denver homes in Bozeman, Montana, when she went to cover a U. of Denver-Montana State College game for KEFL and she went to root for the former school's team. The Welsh's home is in Burbank, surrounded by a Doberman Pinscher.

His favorite sports, for his own indulgence, are golf, at which he's beaten by his wife (she was fourth flight City Champion last year), and swimming, in which he sustains his ego. He is also the proud sponsor of a municipal softball team of junior high school boys who call themselves the "Bill Welsh Dodgers."

His club membership includes San Fernando Valley Country Club, Press Club and Los Angeles Chapter of Football Writers of America.

Paley to Europe  

WILLIAM S. PALEY, CBS chairman of the board, and Mrs. Paley left New York last Friday aboard the Nieuw Amsterdam for a vacation tour of Europe.

First 15 Program Hooperoatings—June 30 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>No. of Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
<th>Hooper + 1/2 Pos.</th>
<th>Year Ago</th>
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<tbody>
<tr>
<td>Walter Winchell</td>
<td>127</td>
<td>National Football League</td>
<td>5.8</td>
<td>15.5</td>
<td>15.5</td>
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<td>Added by 2d*</td>
<td>9</td>
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<td>1.7</td>
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<td>Golfley</td>
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<tr>
<td>Talent Scouts</td>
<td>149</td>
<td>Lever Bros. (J.W.T.)</td>
<td>13.1</td>
<td>10.1</td>
<td>10.1</td>
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<tr>
<td>Suspense</td>
<td>155</td>
<td>T. J. Lipton-Dir. Lever (Y&amp;R)</td>
<td>12.2</td>
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<tr>
<td>Crime Photographer</td>
<td>149</td>
<td>Tenon Co. Div.-Peabody (FC&amp;B)</td>
<td>11.7</td>
<td>8.6</td>
<td>3.1</td>
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<td>Mr. District Attorney</td>
<td>160</td>
<td>Bransted-Myers (DCES)</td>
<td>11.6</td>
<td>7.9</td>
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<td>LeRoy partners</td>
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<td>11.3</td>
<td>7.3</td>
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<td>Orig. base</td>
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<td>Curtain Time</td>
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<td>9.8</td>
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<td>Top Story</td>
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<td>9.6</td>
<td>4.2</td>
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<td>Mr. Ken</td>
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<td></td>
<td>9.4</td>
<td>9.9</td>
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<td>Judy Cowes</td>
<td></td>
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<td>9.3</td>
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<td>Snarly More (8-9)</td>
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* Second broadcast on some day in some cities provides more than one opportunity to hear program.

NABET CHARGES  

Filed With NLRB

NABET last week filed unfair labor charges with NLRB against Technical Employes Union, a group of engineers at WOR New York who formerly were NABET members but broke away from the latter organization during recent NABET-WOR wage negotiations.

NABET's action against TEU was in the nature of a counter to the petition for an NLRB election. TEU claims it now represents by a big margin a majority of WOR engineers.

Government for the NABET unfair claim against TEU, said Clarence Westover, executive secretary of NABET, is that TEU has threatened WOR engineers with loss of their jobs if they did not join TEU.

A preliminary NLRB conference on the NABET-TEU dispute is scheduled for tomorrow. Engineers at WOR are meanwhile continuing to work under the NABET contract which expired May 31.

Feature of the Week  

(Continued from page 16) 

become foundation animals for perennial herds. A broader goal is to stimulate improvement of the livestock population in the area.

Seven breed associations—Holstein, Jersey, Ayrshire, Brown Swiss, Aberdeen Angus, Guernsey and Hereford—are cooperating with WTIC in the Farm Youth Program. Each has named a man to an advisory committee. These breed representatives are responsible for selecting the calves and determining a fair price for them.

The supervision of the individual projects is in the hands of the 4-H Club agents and teachers of vocational agriculture who also are represented on the advisory committee.

New McCoy Duties  

JOHN E. MCCOY, chief of the FCC television bureau, moved to Washington last week, last week was given the additional duties of acting chief of the FM Section for the next two months, during the absence of FM Chief Hilda D. Shea.
'VIDEOTOWN'

TV Audience Increases 500%

TELEVISION families are more typical of the community as a whole than was the case a year ago, according to a TV census conducted in a "real city" by Newell-Emmett Co., New York agency. The TV audience has increased 50% in the year.

Following up a complete count of television homes in April 1948, Newell-Emmett took another census this past April to find out just what had happened in "Videotown," its TV laboratory. The agency contacted every dwelling with a TV antenna on the rooftop, and reached those with indoor antennas by asking each home for names of other families with sets. Videotown is self-contained; has a population of about 40,000; is 35-40 miles from New York, and has reliable reception.

Analyzing the families with sets, Newell-Emmett found that ownership in the middle class has grown so rapidly that there are almost as many TV sets per thousand in that group as in the upper class. Set ownership in the lower class lags but current buying is at a rate as high as the upper class and ownership and ownership in lower classes may soon equal it.

Rapid growth of ownership in lower and middle groups is ascribed to their greater interest in TV sets, which become the center of social life. While the agency did not study program preferences and listening habits, it found that "after a year of set-ownership only a slight drop in usage could be detected," with interest kept at a high level by increase in programs available and rapidly improving quality of telecasts.

Set Makers' Competition

Newell-Emmett observes that the battle of set makers is under way, "a battle of make against screen size, and no make is firmly entrenched." Videotown data are not affected by such factors as opening of a cable, or a second or third station, making it possible to measure accurately basic TV changes in a year.

Just a year ago only 208 families had TV sets in Videotown. The total has risen to 1,241. Of the original 208 sets, 139 were not owned. One gave up the TV set because of upkeep costs, one set was stolen and two families left town.

One out of nine homes has a set compared to one out of 50 a year ago. Videotown has consistently shown a lower percentage of saturation than New York, but the rate of growth in TV ownership has increased about 500% in the year compared to 200% in New York as shown by NBC data and 300% as shown by The Pulse Inc.

Percentage of TV sets in two-family homes doubled in the year, from 18% to 36%, whereas it dropped from 25% to 19% in the case of multiple dwellings. This reduced the percentage of all sets which are located in private homes from 57% to 45%.

Main factor still affecting the trend of TV families toward characteristics of the town as a whole is the imposing of restrictions by landlords plus income factors in tenement sections.

The Newell-Emmett study shows the size of the average TV family dropped from 4.0 persons per family in April 1948 to 3.89 in 1949 but still is above normal. Number of children under 10 increased.

In defining socio-economic levels, the agency took into account the occupation of all wage earners, size of family, type of house, rent and other elements. Tax, mortgage and rental sources were also examined, along with voting records, for data on the city as a whole.

Nearly half of TV set owners admit financing their purchase, with an increase noted as the market has shifted from welldo-do to (Continued on page 69)

TV DECISION

SIGNs that FCC may be disposed to make a partial lifting of the television freeze—if it is possible—were seen last Thursday in its release of a letter promulgating a decision within a few weeks.

The letter was sent to Television Broadcasters Assn., which had asked for removal of the freeze from 22 channels in 11 market areas where, TBA claimed, there is sufficient co-channel separation to permit grants now. This, TBA reasoned, would step up equipment and set production and help avoid a bottleneck of orders when the freeze is lifted in full.

FCC withheld decision until its proposed new rules and allocations have been completed and are released early this month, which it felt would cause delay of only "two or three weeks." But the language it employed, and the fact that it made the letter public, were considered significant. Normally FCC does not make a public announcement when it delays action by only "two or three weeks."

FCC's letter said:

The Commission has considered your recommendation with extreme care and is very much concerned with the problems that impelled your letter. With a view to determining the feasibility of a partial lifting of the "freeze" in the cities mentioned, the Commission made a thorough study of the present freeze, has considered the comments received, and has considered particularly the feasibility of the revised proposal of mell-frequency allocations to be issued in the near future may contain certain changes in the channels allocated to the cities you mention.

The Commission's engineers are in the midst of their study of this problem and are actively preparing the revised table of frequency allocations. While the Commission has not yet reached a determination on the question, it appears likely at this time that the revised table will contain changes in channel allocations in several of the cities and channels you mention.

The Commission expects to issue a subsequent notice of proposed rule-making relating to the freeze to be released in June, July, and August, all wage earners, size of family, type of house, rent and other elements. Tax, mortgage and rental sources were also examined, along with voting records, for data on the city as a whole.

Nearly half of TV set owners admit financing their purchase, with an increase noted as the market has shifted from well-do-do to (Continued on page 69)

TV Audience Increases 500%
NATIONAL Television Film Council is giving serious consideration to functioning for TV film programmers as ASCAP presently performs for music authors and publishers.

This fact was made known Thursday at the first quarterly forum meeting of the NTFC in New York.

Skeleton framework of the projected activity calls for the assigning of all rights of film produced for television to NTFC, which in turn would register these rights with the Copyright Office in Washington, D.C.

Such a project, combined with the NTFC's standard exhibition contract to all TV film clearance bureaus which is currently being worked out, would make the council the equivalent of ASCAP, it was said.

The NTFC forum, held on its first anniversary, consisted of three forum panels and a dinner meeting at which Col. John R. Howland, assistant to the president of Zenith Radio Corp., explained Phonevision—

**Plans Progress**

Before the dinner meeting, Col. Howland told Broadcasting that work to set up the Phonevision experimental testing in 300 homes in the Chicago area this fall had progressed to such a point that tentative agreements were in process with the Illinois Bell Telephone Co. and that price to viewers had been worked out. Set owners in the test period will have to pay $200 to see Phonevision program, which will be a first-run feature movie.

Col. Howland also told Broadcasting that other manufacturers besides Zenith would be making TV sets capable of adaptation to Phonevision. He would not reveal the name of the other manufacturer.

One of the panel discussions, on the use of films by television stations, at which Ed Evans, WPIX (TV) New York film relations director, presided, produced a wreath as to the worth of films on television.

Chester Kulesza, head of television production at BDDO, stated he believed that it was at present more economical to produce live TV programs and commercials than to do so via films and that the quality of live shows is apt to be higher.

Melvin L. Gold, president of NTFC, took issue with that viewpoint. He defended quality possible in motion picture work and stated that by use of kinescope films a program such as the Milton Berle show could be produced more economically on film than live. He explained the latter point by stating that saving would be possible through decreased rehearsal time needed for a kinescopic version.

Robert Paskow, treasurer of NTFC and in charge of films at WATV (TV) Newark, told of several sales success stories obtained through the use of films on his station.

In one case, he said, his department was given some 16 and 35 mm films to boost Camp Skybird in Vermont, a children's camp with a capacity of 90 children. A five-minute commercial was made of the film, telecast four times and produced 6,000 replies.

He told of another film showing a house of cards network, expressed the running resulted in a $50,000 deal. To make films a still better television tool, he urged standardization on color, titles and cue markings and leaders. He recommended that the NTFC work for such standardization.

He also criticized television station policies for trying to do a job with inadequate and untrained staffs and said the smallest station needed at least three persons in the film department.

Stanton Osgood, CBS film expert, stressed the need for continuity of idea, theme or personalities in films for which sponsors are sought. He said a great need exists in New York for a studio entrepreneur to provide facilities where a producer can take his program or commercial for shooting. That, he said, would help hurdle the present barrier of high film costs.

Andrew Jaeger, film director at DuMont, expressed his belief that film features have a good chance to find sponsors. He told of sponsor negotiations currently going on for Western films DuMont is telecasting.

At a distribution forum, John Mitchell, sales manager for United Artists TV, expressed the opinion that theatrical films are usually losing favor with sponsors who desire a product made to television specifications. Like Mr. Gold, he believed films should be produced at costs necessary to meet the demands of stations, agencies and sponsors.

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**TV HOOPER**

**First Network Report Released**

THE FIRST Network TV-Hooper Ratings Report, covering 61 commercial TV network programs broadcast in May, was released and explained by C. E. Hooper, president of the broadcast audience measurement firm, Tuesday morning during a subscriber meeting at the Biltmore Hotel, New York. A Chicago subscriber meeting was held Wednesday at the Drake Hotel in that city.

The TV report is modeled on the familiar Network Hooper Ratings reports for radio programs, Mr. Hooper explained. It is based on coincidental telephone calls made the first and third weeks of the month in all cities and measured by his organization which also have TV facilities. In May there were 31 such cities, he said, adding that this number will be increased to 33 for June and 37 for July, with further increases as more TV stations go on the air. The May report includes all TV cities except New Haven, Albuquerque, Dayton and Erie, he said, adding that their omission did not materially affect the results.

Two types of ratings are reported for each commercial TV network show: A TV-Hooperating, which is the percent of the estimated number of radio homes in all cities in which the program is broadcast which viewed the program, and an estimated Network Telerating, which is the percent of the estimated number of TV sets in those cities which viewed the program. In each case the estimated number of radio or TV homes covers a 50-mile radius around each city and the report, for each program, shows the estimated total of sets for all the cities in which the program is broadcast.

The TV-Hooperating is accompanied by the program's share of the broadcast audience at that time; the percent of homes using radio then; the percent using TV then, and the percent using either or both. The estimated Network Telerating—and Mr. Hooper urged that the word "estimated" be attached to these ratings for the present—is accompanied by that program's share of the total TV audience and the estimated percent of TV sets-in-use at that time.

One section of the report are individual city TV-Hooper Ratings for New York, Chicago, Los Angeles, Philadelphia and Washington. Following the ratings is a section of TV program notes, listing program, sponsor, agency, network, time of live broadcast and list of cities, with times of broadcast for west coast stations. Numerous reiterations of the original broadcast are included.

Section Two of the report, on basic audience trends, shows the percent of homes using radio and/or TV, either, and TV's percent of radio, by half-hour evening periods for each day of the week; for the total 31 TV cities, and for each of the five cities listed for each type of film. The report also includes a station-by-station rating and share of audience for each program period. All 31 cities are covered in a share of broadcast audience report for each evening of the week and for daytime by Sunday, Saturday and Monday at average. Report (Continued on page 69)
TELEVISION will never replace newspapers, but it will change them completely “the complexion of today’s,” said Markowitz, vice president and sales manager of the Allied Stores Corp., New York. He predicted the annual convention of the National Retail Dry Goods Assn. in Chicago’s Stevens Hotel.

Comparing TV with newspapers and radio, the speaker said no other advertising medium has the advantages of TV. “It demands complete concentration, and therefore the impact of its impression is greater . . . everything and everyone ceases to exist, as it is sound movies brought into the home.”

TV can show merchandise in action, attaining “an almost third-dimensional quality. And, through proper medium manipulation of sight and sound, we can create a greater appeal to the other senses of taste, and smell.” Possibilities become almost limitless with the addition of color, greater flexibility and transmission and reception qualities.

Video “will never replace the newspaper, but should become a valuable adjunct.” Drawbacks of TV are that programming must be viewed according to a specific schedule and a message once missed is “gone forever.” Mr. Markowitz pointed out that the current tendency to limit TV to television for prestige, but that—along with the fact that it is “basically entertainment with a short dose of advertising,” and may never replace the straight commercial message of the newspaper ad—may change as more sets are installed in homes.

Comparison of Media

Contrasted with radio, TV has the advantages of “concentrated attention, visual as well as verbal presentation of product, and more chances for ingenious and convincing presentations.” TV, he added, “loses out on one important aspect, which is one of its strongest points—concentration.”

Discussing whether the new medium “pays,” Mr. Markowitz said it does not if used “as the sole means of bringing people into your store. But if it means stealing a page away from newspaper schedule, it can give extra impetus to the remaining pages that will make them far more productive.”

Most sales promotion people are ready to admit that radio and TV advertising, according to Walter L. DeBartolo, vice president of the Allied Stores Corp., New York. Mr. DeBartolo is radio and television director for the Allied Stores Corp., New York chain. Outlining his own experiences with radio, he explained the simple formula he applies—consistency, quality and repetition. “This is equally true of TV, with some adjustment and qualification of the repetition factor.”

“Our greatest successes in radio advertising were achieved by build-
WRBT PETITION

MEREDITH Engineering Co. last week challenged FCC's repeal of the Arco Rule on station transfers [BROADCASTING, June 13], claiming the Commission had overlooked Meredith's competing bid in the proposed sale of Raytheon Mfg. Co.'s WRBT (TV) Waltham, Mass., to CBS. In its repeal order, the Commission had said that "there are no competing applications on file" in any pending transfer case.

This, Meredith claimed, was an error. The petition quoted FCC staff members as saying that Meredith's WRBT bid was "inadvertently overlooked last November, offering to match CBS' $242,000 bid for the Raytheon television outlet, the petition noted.

Meredith offered no objection to elimination of the Arco Rule as such, so long as the repeal is not made retroactive to affect competing bids already on file. The company asked for a revision to make that distinction, maintaining that otherwise it would be deprived of its rights of appeal as a non-petitioner. If the repeal is retroactive, the company continued, "there is a grave question ... whether the order is not illegal in its entirety."

Meredith Engineering is a subsidiary of Meredith Publishing Co., publisher of Better Homes and Gardens and owner of WHEN (TV) Sykes Co., and of television applicants for Albany and Rochester. Its petition was filed with FCC through Haley, McKenna & Wilkinson, Washington counsel. FCC seemingly will have to rule on Meredith's petition before proceeding with the WRBT transfer case.

KRTV (TV) CASE
Unable To Comply—Cowles

PRESIDENT John Cowles of Northwest Broadcasting Co., permittee for KRTV (TV) Minneapolis, told FCC last week that Northwest is powerless to comply with the Commission's requirement that overlapping stock ownership of KRTV and WTCN-TV Minneapolis be eliminated [BROADCASTING, March 21].

He said the Minnesota Tribune Co., which is the ownership link between the two stations, has refused to sell either its 14.6% interest in the Minneapolis Star and Tribune Co., which is Northwest's parent corporation, or its 50% interest in Minnesota Broadcasting Corp., owner of WTCN-TV. Nor would it "trustee" its Minneapolis Star and Tribune stock with someone unconnected with any television station, he declared.

Dissolution of the ownership ties was made a condition of the KRTV grant, issued in March 1948. A similar conditioned grant for WTCN-TV but later was removed because "the common ownership situation did not exist" when the WTCN-TV the grant was issued in October 1946.

Mr. Cowles' letter was submitted under date of June 23. Deadline for divestiture of the stations had been set at July 1 by FCC.

CHALLENGES ARCO RULE REPEAL ORDER

The future of WRBT in itself has been in question for months, as result of an FCC hearing to determine whether Raytheon was proceeded diligently with construction and should be granted the additional time it requested. Hearing Examiner Hugh B. Hutchison, however, recommended 10 days ago that completion time be extended on condition that the station be ready for commercial operation within 90 days [BROADCASTING, June 27].

Under FCC's new procedure, the examiner's initial decision will become final 40 days after issuance unless called up for review by the Commission on its own motion or unless protested by qualified participants. WRBT is assigned Channel 2 (54-60 me).

'SMALL FRY' SHOW
Zip Contracts With DuMont

ZTV Television Programs Inc., subsidiary of DuMont Television Network, New York and Cincinnati package producer, announced last week a contract with the DuMont Television Network for 'Small Fry Club,' "interaction" program. "A Bob Emery Small Fry Club" (Mon.-Fri., 6:30-8 p.m.).

Contract covers the company's WOR Lantz cartoons which will be featured on the program across-the-board for six months, effective today (Monday). World Broadcasting System, another Zip-owned enterprise, announced simultaneously the signing of 66 renewals and extensions, and of 24 new contracts for its World Program Service library by U. S. and Canadian stations.

ED WYNN
Signs for CBS-TV Series

ED WYNN, one of radio's pioneer comedians, has signed with CBS-TV to originate a weekly television series from Hollywood. Program will be carried in the East by film exchanges.

The William Morris Agency Inc. represented Mr. Wynn in negotiations with CBS.

RTDG-NBC Talks

RADIO and Television Directors Guild, in its effort to obtain a contract with NBC for TV directors, will meet with the network tomorrow (July 5). At that time NBC is expected to detail the reasons why it is opposed to having its TV directors under union contract, at least. Thinking behind the network's position is that it believes the TV director to have so much authority that he is an important part of management itself.

WXYZ-TV Detroit built this 70-ft. tower so that it could telescast the 4-day Motor City Open Golf Tournament at the Meadowbrook Country Club, Northville, Mich. The golf course is 22 miles from the WXYZ-TV transmitter atop Detroit's Maccabee Building. A reflector was used on the tower to carry the pictures, and the audio circuit was carried by regular telephone lines. Final day's telescast was sponsored by Altes Brewing Co., Detroit, through McCann-Erickson, Detroit.

WGN-TV CHICAGO
To Dedicate New Antenna

WGN-TV, Chicago Tribune television outlet, will dedicate its new transmitter and antenna atop Tribune Tower in a special telescast tomorrow (Tuesday). The program, titled 'The Picture of Progress,' will be in two parts. The first will feature Col. Robert R. McCormick, Tribune publisher, in a dedicatory speech tracing the history of WGN Inc. in the radio and television field. A film and narrative account of the new equipment and "what it means to Chicago televisioners," also will be presented.

The second portion of the program will present radio, theatre and nightclub entertainers with Lee Bennett, WGN-TV announcer, as m.c. The station's new antenna will be 610 feet above ground level.

NBC Signs WFMY-TV

WFMY-TV Greensboro, N. C., has signed with NBC-TV as that network's 46th video affiliate. The television station, to begin operations on Sept. 1, is operated by Greensboro News Co., of which P. T. Hines is general manager. The station is also a CBS primary and a DuMont affiliate [BROADCASTING, June 30].

AT&T, TOA TALKS
Theatre TV Will Be Topic

THEATRE OWNERS Assn. is planning to confer with AT&T as its next step in inquiring into the feasibility of theatre television.

Announcement was made last week after a meeting in New York of the TOA's television committee, headed by Mitchell Wolfson, and of the theatre television committee of the Society of Motion Picture Engineers, headed by D. E. Hyndman. TOA's SMP&E meeting is a technical guide and adviser of TOA in television matters.

The TOA will confer with AT&T to decide whether use of a common carrier exists, which might be cheaper in piping TV to theatres. In pursuing the costs problem, both inter-city and intra-city program rates will be investigated, it was said.

A statement issued by Messrs. Hyndman and Wolfson following their meeting warned the theatre that "if programs are to be sent by radio to theatres, the motion picture industry will have to prove its needs to the FCC within the next three to five months. Failure to convince the FCC of the theatre's need will leave only cable for distribution, which may prove uneconomical, they said.

FREDERIK COE
Promoted by NBC-TV

FREDERIK COE, video production director last week, was named manager of new program development for NBC-TV program department. Mr. Coe's appointment to the post, announced by Norman Blackburn, national program director, is the fourth appointment occasioned by the recent subdivision of the network's program department [BROADCASTING, June 131.

Mr. Coe will be responsible for creating new ideas for video shows at the network, and will devise new techniques and methods for television. He joined NBC in 1945, and has been directing the Philo Television Playhouse.

WOIC-TV Washington began Saturday programming July 2.

PITTSBURGH Sun-Telegraph has added "new television columns: "Video Views," to its entertainment section. Column deals with the industry as a whole.
The Fireworks Will be a Little Late this Year

Carolinians are holding their fireworks until July 15 this year—the debut of the Carolinas’ first television station—WBTV—Charlotte.

For years Carolinians have been looking forward to their own television service—a natural outgrowth of the South’s Pioneer AM Station, WBT. For months, distributors and retailers have been flooding the Charlotte area with television sets.

TV reception in an area embracing 1,000,000 North and South Carolinians is assured from WBTV’s Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated Power will be 16,300 watts for video, 8,200 watts for audio.

Contracts already signed with the four major TV networks will give Carolina viewers a choice selection of the best in network television programs on film.

WBTV offers advertisers the first television approach to the south’s market-on-the-move, a minimum of 16 counties with Effective Buying Income* of close to a billion dollars.

* $961,964,000 Sales Management—1949

Channel 3

WBTV

ON THE AIR JULY 15th

JEFFERSON STANDARD BROADCASTING COMPANY
CHARLOTTE, NORTH CAROLINA

Represented Nationally by Radio Sales
EAGLES' VIDEO
Ban Showing, Buy TV Spots

THE Philadelphia Eagles, National Professional League champions, first pro-football team to decide against telecasting home contests next season, have signed with WCAU, Philadelphia for one-minute film announcements to promote the sale of 1949 season tickets. The film announcements will feature Steve Buehler, all-division halfback, who will tell about new players the team has signed and suggest that fans purchase their season tickets early.

Meanwhile, an Eagles' spokesman said that the chief reason for banning telecasts of its home 1948 games was based on a survey of all of last year's season ticket holders who failed to renew. This survey disclosed that more than 40% of those who had season tickets last year said they were not renewing them this season because they had bought TV sets and planned to view the games on them.

L.A. VIDEO DRIVE
Goal-Make City TV Center

FIFTY man committee from various industries and businesses including video, radio and advertising agencies, is being set up by Los Angeles Chamber of Commerce in drive to make that city the nation's TV center.

To create greater national and regional business interest in TV generally, and to stimulate set sales, group, spearheaded by the C of C television executive committee, will within the next few weeks launch an extensive public relations campaign.

Executive committee includes Harry Luboff, president of Academy of Television Arts & Sciences and director of television activities of Academy of Motion Picture Arts & Sciences; J. L. Miller, executive director; Harry Witt, Southern California Broadcasters Assn., and manager of KTTV (TV) Los Angeles; Hal Bache Jr., president, Television Film Producers Assn., and partner in Roach & Beaudette Enterprises; Bill Quinn, general manager, ABC Radio and Television Co.; and Jack Elrod, Hollywood manager, Foote, Cone & Belding: Edward F. Haurnet, director of information and research, Prudential Insurance Co.; and Mays Boyd & Assc., president, Television Producers Assn., and aide of Mays Boyd & Assc.

WOW-TV Grid Schedule

U. OF NEBRASKA has granted telecasting rights to WOW-TV Omaha for the 1949 home games of its Cornhuskers football team, WOW-TV has announced. Schedule to begin regular television service Sept. 1, WOW-TV will telecast the first game Sept. 24. Game telecasts will be sponsored by General Electric, who will also will sponsor AM football broadcasts on WOW and KODY North Platte, Neb., according to WOW.

WPTV (TV) Pittsburgh has added seventh day to its programming operations.

CAMERAMAN Tom Foster of WNBC-TV Boston focuses his camera on the colorful ceremonies of the "Holy Hour and Living Rosary for World Peace" which was held recently in Fenway Park, Boston. WNBC-TV brought to televiewers panoramic shots of the 45.000 men who attended the outdoor pageant and close-up pictures of the 1,200 priests and brothers in the procession, the drama, the Holy Name Choral Society of 50 voices, and the Benediction service.

FILM ON TV
Readied for Viewers

PROGRAM to help TV receiver owners in care and maintenance of their sets has been authorized by the Town Meetings Committee of Radio Mrs. Assn., meeting in New York.

Preparation of a series of ten one-minute films for telecasting was authorized by the committee, headed by J. diện Gordon, SPG Electric Co. Television Broadcasters Assn will cooperate with RMA in preparing the educational films.

Adoption of the campaign grew out of "Town Meetings" sponsored by RMA. Service men reported many of their calls came from set owners who did not understand use of receiver controls and antenna equipment or who had improperly placed their receivers. The film series is to be ready for autumn telecast by all television stations that have been indicated they will cooperate.

BROADCASTING • Telecasting

Video for the Deaf

VIDEO without audio highlighted a church service telecast by WAVE-TV Louisville. To general viewers the telecast was nothing unusual, but to the deaf members of the TV audience the service was a new and special feature.

The Rev. Martin Kosche, minister to the deaf for the Missouri Lutheran Synod, translated the sermon in sign language while talking normally into the television microphones. The choir of the Pilgrim Lutheran Church of Louisville presented the music, with a trio "signing" the numbers at the same time.
TELEVISION GOES BERSERK! ON THE

FIREBALL FUN-FOR-ALL

Starring

OLSEN & JOHNSON

Directed and Supervised by
Ezra Stone
A Kudner Agency, Inc. TV Production

EVERY TUESDAY NIGHT 8 P.M. E.D.S.T.

Coast to Coast
Beginning June 28th over NBC-TV Network
and July 12th on non-network stations
presented by your BUICK dealer

July 4, 1949 • Page 33
## SPONSORED TV UP 70 HOURS IN MONTH

**Total for May Over 995 Hours, Rorabaugh reports**

<table>
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| ABC | 4,320 | 7,900 | 82%
| Mutual | 3,590 | 4,300 | 20%
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Mr. Time-Buyer . . . Here's why WHIO-TV is your Best TV-TIME Buy in Dayton, Ohio

* WHIO-TV is the only television station in Dayton, Ohio, with complete studios and broadcast facilities built expressly for television. Only the very finest materials and equipment made for television broadcasting have gone into the construction of these studios and transmission facilities.

Add to this the most capable television personnel in Dayton and you have WHIO-TV . . . the station local sponsors and viewers prefer.

WHIO-TV is the only locally-owned and operated TV station in Dayton. For availabilities, contact your nearest Katz representative.

Affiliated with Dayton Daily News and Journal-Herald

Represented nationally by The Katz Agency, Inc.
SEPTMBER START
Planned for WTVN (TV)
WTVN (TV) Columbus, Ohio, plans to begin telecasting in September, Edward Lamb, president of Picture Waves Inc., WTVN permittee, has announced.
Mr. Lamb said the space WTVN will utilize in the LeVeque-Lincoln Tower is being vacated by tenants, refurbished and prepared for installation of RCA equipment. Delivery of the equipment will be made July 26, according to Russell Dubois, RCA's Cleveland representative. Audio and video transmitters, studio, control, antennas and other equipment all are to be furnished by RCA.
WTVN will be on Channel 6 (82-88 mc). It is affiliated in ownership with WICU (TV) Erie, Pa.

N.Y. TELEVISION
Texaco Show Tops for June
TEN New York City Teleratings (TV home sample) for June have been announced by C. E. Hooper Inc. Programs and ratings were:
Texaco Star Theatre 75.5, Bigelow Show 41.0, Toast of the Town 38.8, Kraft TV Theatre 37.6, Suspense 36.9, Ford Theatre 29.5, Stop the Music (8-9 p.m.) 27.4, Chevrolet on Broadway 27.1, Arthur Godfrey and His Friends 26.7, We, the People 26.6.

EMERSON TV PRODUCTION
Firm Making 900 Sets Daily, Abrams Reports
EMERSON Radio & Phonograph Corp. is currently producing some 900 television sets a day, making the company "one of the top producers of the industry," Benjamin Abrams, president, said last Monday. "Our TV production now totals 70% of Emerson's total dollar volume to 30% for radios," he said, contrasting that ratio with a year ago when Emerson's production was about 25% TV to 75% radios.
Mr. Abrams spoke at a luncheon of a two-day meeting at New York's Waldorf-Astoria Hotel of the company's distributors and representatives from all parts of the country. The Emerson 1950 line, including 12 TV models and ranging in price from a $149.50 table model radio to $300 television-phonoradio combinations, was shown at the meeting.
In view of current economic conditions, Emerson is offering its dealers a two-fold price protection policy, Mr. Abrams explained. First, he said, "we will caution dealers to carry only small inventories so that they may insure themselves against being over-stocked in the event of a change in price or changes in models. Going a step farther, we will guarantee to the dealer that for any price reduction where his net cost is reduced by Emerson and the distributor we will rebate to him the difference between the old and new prices for all sets he has purchased in the 30 days preceding the reductions."
This guarantee covers all sets purchased in that 30-day period, not merely those the dealer has in stock at the time the reduction is announced, Mr. Abrams stated. This means, he explained, that the dealer can assure his customers of protection against price cuts within a few weeks by offering to pass along any rebates he may get to them. In many cases, he said, such an offer might persuade a hesitant customer to buy now instead of holding off in anticipation of lower prices later.
The price cutting of TV sets in recent months "actually marks to a large extent the liquidation of a number of fringe operators" who got by in the early postwar days but can "no longer stand up in the face of mass production methods and improved engineering techniques on the part of major manufacturers. This was to be expected and does not alter the fact that today more television sets are produced and sold to the public than ever before." He estimated that the industry will produce around 2,250,000 TV sets during 1949, adding that more stations and steadily improving program quality "will continue to make for rapid expansion in the TV field, which is destined to become a $5 billion industry within five years."

Color’s Advent
Looking ahead, Mr. Abrams placed color TV four or five years away but said that part of the UHF band may meanwhile be allocated to black-and-white picture transmission, although probably not for at least two years. When and if that occurs, he said, "Emerson will make available an inexpensive converter to retail in the neighborhood of $25 so that present owners of receivers will be able to receive these high frequencies."
Dorman D. Israel, executive vice president of Emerson, predicted that by the end of this year there will be some three million TV sets in operation in the country, served by more than 120 TV stations, about twice the number now on the air. But he warned his company's distributors not to sell radio short.
"Television is wonderful, but radio is far from a dead duck," he declared. He pointed out that the "long overdue vest pocket radio is close to being right around the corner. When it comes we will begin selling not a set to every family, not a set for every room, but a set for every individual!"

SWITCHES
ENGINEERED BY DAVEN
Built in a wide range of sizes, with varied arrangements of poles, number of positions, and decks, in shorting and non-shorting types. These switches feature low and uniform contact resistance.

Write Dept. BD-3
for our new Switch-Bulletin

THE DAVEN Co.
171 CENTRAL AVENUE
NEWARK 6, NEW JERSEY

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THE SCHOOL OF CREATIVE ART, which teaches technique of making television films, opened June 23 at CBC, Canadian Broadcasting Corporation, Montreal, and the first course, "Portraits of Modern America," was presented.

Sue Hastings Marionettes Inc., with more than 2,000 marionettes especially adapted for TV, has signed exclusive film contract with Dynamic Films Inc., New York. Dynamic has produced over 100 film commercials for TV and has various children's programs in production under supervision of prominent child psychologists. First of series, "The Lion and the Bun-nies," now is available for audition screening.

SDG FORUM
Glenn Keynotes First Meet
LOW-BUDGET television movies are at present "one of the most pointed threats" to motion picture standards, Jack Glenn, president of the Screen Directors Guild, warned those attending the guild's first public forum held in New York's Museum of Modern Art. He explained the importance of the screen director in overcoming such a threat and expressed the prediction that it will diminish as television grows.

He further explained that the forum was the first of a series at which regular films and films for television would be shown to the general public in an effort to raise standards. Films screened at the initial forum were all produced by or for the United Nations. Jean Remols-Levy, director of the UN film and visual information division and director of "Ballerina" and "La Maternelle," also spoke.

CBC TELEVISION
Starts Building Staff
CANADIAN BROADCASTING CORP. has started building its staff for television development, headed by J. A. Ouimet, assistant chief engineer and television coordinator. CBC staff magazine Radio points out in an interview with Mr. Ouimet that CBC staff members have first call on TV jobs with CBC; that salaries will be somewhat higher for TV technical staff; that no separate TV division is to be established, but that present CBC divisions will have trained TV staffs.

At present CBC is sending key personnel to study TV development at stations in the U. S., and these men will train others at CBC studios at Montreal and Toronto, where first TV stations and program centers are planned.

WPIX(TV) CAMERAS
WPIX(TV) New York has installed three new RCA TK-10 studio cameras, costing $14,250 each, and other items bringing the total bill for new equipment to nearly $56,000. Thomas E. Howard, chief engineer, said that the new cameras make it possible to release three cameras for remote work, giving the station a total of eight field cameras.

Originally scheduled for once a week, the program was increased to two-a-week before the first telecast due to the amazing number of sponsors wanting to participate, and the schedule will be increased to three, four or five a week as more participations are received. Participation is limited to four non-competing sponsors per program. We suggest you contact us immediately . . . the remaining participations are on a first come—first served basis.
THE SKY IS THE LIMIT

News

DAVE OVERTON, formerly with several Alabama stations, has joined WSM Nashville, as sportscaster.

PATRICIA McCARTHY, former executive secretary to former Ambassador Selden Chapin to Hungary, will be heard weekly on WSYR Syracuse, N. Y., in special news commentary programs.

WCSI (FM) Columbus, Ind. has constructed its news room on first floor of its new building, permitting people on streets to watch news broadcasts.

RICK WEAVER, former sports and program director at WHSY Hattiesburg, Miss., has joined WPDI Jackson- ville, Fla.

ESTHER WEINER, newswriter at WJEF Grand Rapids, and Irving Kleiman were married June 26.

Respects

(Continued from page 38)

helpful.”

In no case at all Mr. Velotta had become invaluable. “That boy will be a vice president some day,” Mr. Patterson once said of it. He is a source of gratification to Mr. Velotta that some 18 years later the boss’ prediction proved right.

In 1933, at his own request, Mr. Velotta was transferred to the local sales department of the network. Two weeks of service there convinced him, however, that sales were not his forte. He returned to Mr. Patterson’s office as a clerk. One important milestone had passed in his two week absence. “I got out of uniform,” Mr. Velotta says. He has been wearing civies ever since.

At this period, Mr. Patterson sent the youth to secretarial school where he learned stenography. With this ability, Mr. Velotta became a secretary to the executive vice president, and served in that capacity three years.

In 1936 he became assistant to Phillips Carlin, then director of sustaining programs. In 1942, when the Blue network was separated from NBC, Mr. Velotta joined Blue as assistant to the director of news and special events. In 1946, by which time the network had become ABC, he was made director of news and special events. He was elected a vice president Jan. 1, 1948.

Mr. Velotta was born in Naples Feb. 16, 1911, the first child of Italian parents who had emigrated to America. His mother, prior to his birth, had experienced an abdominal disorder and had decided to return to her home in Italy, where she felt the comforting influence of her mother might effect a cure. The ailment was spectacularly diagnosed with the arrival of Thomas.

“I was the tummy ache,” Mr. Velotta explains.

Mrs. Velotta returned to New York with her first child soon after his birth. Except for business trips and a few vacations, Mr. Velotta has not left the city since.

Mr. Velotta attributes his success in radio to hard work and the useful instruction of his elders. “I’ve had good teachers in this business,” he said recently. “Mark Woods (president of ABC), and Mr. Patterson and Phil Carlin and lots of others.”

It is easy to conclude that his assiduous labor has been more useful than the instruction he received. He has no time for hobbies. Indeed until last November he had never taken a vacation in years. After the elections he decided to get away for a while. He went to a resort to rest, but he found this singular activity so nerve wrenching that he returned to New York in five days.

As vice president in charge of news and special events, Mr. Velotta is responsible for a total of seven hours and 40 minutes of broadcasts by commentators and five hours and 55 minutes of straight news shows every week.

“I keep busy,” he laconically commented the other day.

Mr. Velotta has two children, Virginia, 12, and Thomas Jr., 4, by a former marriage.

Religious Radio Meet

SECOND annual Summer School of Christian Radio will be held Aug. 8-19 under sponsorship of Moody Bible Institute, Chicago, the Institute has announced. School is designed to make religious broadcasting more effective in reaching the public and is slanted toward men and women engaged in the field, as well as those who wish to enter. Courses are offered in station management, production and ethics, speech interpretation, transcriptions and announcing, workshop programs and scriptwriting. Heading list of faculty members are Robert Parsons, program director of WMBI, Institute station; Alfred Campbell, WMBI, continuity supervisor, and Strom Whaley, manager of KKO, John Brown U. outlet in Siloam Springs, Ark.

FIRE PREVENTION

Ad Support Praised

AMERICAN free enterprise and the Advertising Council received laurels last Tuesday for their part in the prevention of forest fires. The occasion was a Salute to American Business luncheon sponsored by the American Forestry Assn. at the National Press Club, Washington.

Lyle F. Watts, chief of the Forest Service, U. S. Dept. of Agriculture, pointed out that over $3 million annually in time and space is contributed by American business to the prevent Forest Fire campaign. In radio alone over $38 million listener impressions were received by the drive last year.

Four “smoke jumpers” from the U. S. Forest Service base at Missoula, Mont., were flown to Washington for the ceremony. After being parachuted to the Ellipse, a program which was telecast by WTTG (TV) Washington, they went to the National Press Club to present plaques to representatives of American business.

Charles E. Wilson, president of General Electric Co. and chairman of the Industries Advisory Committee of the Advertising Council, acted as spokesman for the group of business executives. Frank M. Folsom, president of RCA, was represented by Orrin E. Dunlap Jr., vice president in charge of advertising and publicity for RCA, at the ceremony.

NARND CONCLAVE

Directors Name Committee

AN ARRANGEMENTS committee has been appointed by the board of directors of the National Assn. of Radio News Directors for the association’s convention in New York Nov. 11-13. President Sig Mickelson, WCCO Minneapolis, made the announcement.

Named to the committee are Jack Shelley, WHO Des Moines, Iowa, executive secretary; Frank McCullom, NBC; Wells Church, CBS, and Mil- ton Burgh, MBS. Convention headquaters will be the Hotel Commodore.

If at First You Don’t Succeed

DETERMINE TO “PICK RIGHT” NOW

in the Memphis Market

and “Switch” to—

WMPS

10,000 WATTS DAY

5,000 WATTS NIGHT

680 Kilocycles

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting
BOSTON Lying In-Hospital is origin-
in point for WQCP Boston's new Blessed Event show, featuring WQCP staffer Frank MacDonald interviewing new mothers, fathers, visiting relatives, and hospital personnel. Station also will keep in touch with other Boston hospitals. Mothers of babies born during the 15-minute period show is on air will be congratulated, show will receive awards. New parents are high point of program, with M.C. MacDonald getting first hand impressions direct from the hospital rooms. Blessed Event is aired Saturday, 6:45-7 p.m.

Tailwaggers Time DANDIFIED and well trained canine will share television spotlight with their lesser trained fellows—cats, gold fish, foxes, turtles and other animals — in WMAL-TV Washington's new Monday program. Under Tailwaggers Club of Washington, with its president, Marilyn Himes as principle, weekly show will feature dog-give-away a week, plus training course for newly acquired dogs. Viewers must call Tailwaggers Club to win the prize. Miss Himes and Bryson Rash, special features director of WMAL-TV, will conduct program consisting of news and interviews. Special breed will be featured each week and its background explained. Special stars of program each week will be "Sinner," black miniature French Poodle, and "Wee Willie," a toy poodle. Both are pets of Miss Himes'. Program will also feature new gadgets for the animal owner.

DIFFERENT PARK or playground each week is the location of the Pan With Floyd, special series of tape recorded programs on WSYR Syracuse, N.Y. Aired in cooperation with the municipal Parks Dept. as a part of recreational program, show is heard at 12:30 p.m. Saturday.

Job Opportunities EMPL oyment for college graduates in industry is discussed on series of half-hour programs aired over WQCP Baltimore in cooperation with U. of Baltimore. Job Opportunities Close Ups, programs feature three or four leaders in each of Baltimore's major types of industrial employment. Clifford C. James as moderator. Suggestions as to type of training prospective graduates should take are made, giving clear picture of employment possibilities.

Miss Greater Philadelphia BEAUTY and talent will determine choice of 1848 Miss Greater Philadelphia who will compete in Miss America Pageant in September at Atlantic City, N. J. Each week, through Aug.

Programs

18, young women are featured in a series of eliminations on WCAU-TV Philadelphia. Program is sponsored by local advertisers and Philadelphia Dodge-Plymouth dealer, and account was placed by J. Cunningham Cox Agency, Philadelphia. 'Couple's Courtroom' NEW AUDIENCE participation program, Couple's Courtroom, debuted June 22 over WQCP Boston. 'Judge' Nelson Bragg, 'Prosecuting Attorney' Ken Mayer, and "Attorney for the Defense" Frank MacDonald are featured on new comedy court show. Each week they "try" couple who submitted best letter concerning such marital difficulties as "nagging wives" and "back seat drivers." Program is aired Wednesday, 9-9:30 p.m.

'S2-7411' GUN TOTING is regular practice for WBBM Miami Beach's Bert Noble. It is outgrowth of station's new show prepared in cooperation with Miami Police Dept. and aired Saturday at 5 p.m. Called 'S2-7411,' police phone program features wire recorded reports made at scene of accidents and follow-up official reports at police headquarters. Mr. Noble, who conducts program, also interviews accident witnesses, officers on duty, and police officials. While automotive accident prevention is program's primary concern, Mr. Noble answers all types of distress calls with police squad cars, and it was for his own protection that Police Dept. suggested and authorized his carrying a gun.

'Gai Paris' FRENCH MUSIC interpreted by folk singers and outstanding French performers is being heard in new quarter-hour weekly show, Gai Paris, on KFMY (FM) Los Angeles. Transcribed program is produced in Paris by French Broadcasting System.

Mayor Reports RESIDENTS of Baltimore will get their mayor's annual report by TV this year. Desiring to bring record of city governor's progress to more people than have been reached in past, Mayor Thomas D'Alesandro ar ranged with WBAL-TV Baltimore to telescast series of eight programs titled Your City Governor. During the series the Mayor and heads of various city departments will appear at WBAL-TV's studios in person to explain what has been going on in the city.

The Editor Speaks' SERIES of weekly broadcasts, The Editor Speaks, has started on WQAY Silver Spring, Md. Each week an editor or reporter from one of Montgomery County weeklies and from Washington dailies appears on program.

'Mrs. Philadelphia' MRS. PHILADELPHIA contest of 1946 will be judged and telescast over WPTZ (TV) Philadelphia. Starting July 7, entries will be seen in nine half-hour programs each Thursday from 9 to 9:30 p.m. Winner will compete for finals of Mrs. America contest at Asbury Park, N. J., in September. Last year's local winner, Mrs. Marie Strohmeir, won the national crown. Reddi-Whip Co., of Philadelphia, placed Clifford Abner J. Gelula & Associates, Inc., will sponsor contest.

Editorial Comment WKDN Camden, N. J., in line with FCC's revolting of Mayflower Doctrine, began presenting an editorial viewpoint on June 27. Each Monday at 1:05 p.m. WKDN will present Go On Here, commentary on international, national and New Jersey scenes. Featured on program is Major Rauliff Compton, president of South Jersey Broadcasting Co., owner of WKDN. Major Compton is former Congressman from Connecticut and radio commentator.

'What Should I Do' NEW WEEKLY series on human relations problems, titled What Should I Do, is being aired by KLZ Denver. Presented in cooperation with Denver Post, program features Janet Holmes, who conducts daily human interest column in paper; Judge Philip Gilliam of Denver's Juvenile Court, and Mrs. Mary Rose, probation officer at the court. Names of persons writing in are withheld, but specific problems are given and answered by the expert panel. Both KLZ and the Post are giving extensive promotion to show, station reports.

Guest Newscasters EACH WEEK CHAB Moose Jaw, Sask, invites prominent citizen or public official to do guest newscast program, for seven days. It is usually closing newscast of day at 11 p.m. CHAB news staff writes newscast, and guest broadcasts. Program has created favorable reception for evening newscast, station reports, and when program is sponsored, guest newscaster will be paid at regular rates.

PROGRAM SCHEDULE service, with a listing of availabilities of radio and TV stations, has been released to 4,000 agency, sponsor and representative personnel. Radiotime Inc., publisher of service, has announced.

TEX BENEKE Lavender Coffin A Kiss and a Rose DJ-752

PHIL HARRIS

MINDY CARSON One More Time Happiness DJ-727

HOMER and JETHRO CARTER Baby, It's Cold Outside Country Girl DJ-728

"DJ" records are special pressings—
for radio station use only
June 24 Decisions...

Time Extended


Oral Argument Set

Scheduled oral argument July 19 on following cases: WAAM Scranton, Pa.; WBLX Wilkes-Barre, Pa.; KTHS West Memphis, Ark.; WMJP Daytona Beach, Fla.; and Hot Springs Best Co., Hot Springs, Ark.


June 24 Applications... Accepted for Filing

Modification of CP

Request for extension of completion date: new FM station: WGRT Boston.

Hotel Strand

Atlantic City's Hotel of Distinction

Located to the wishes of a discriminating clientele and catering to their every wish and expecting all the things they enjoy. Spacious, colorful, lounges—Sun, sea, sand and sun. Ideal for rest, recreation and relaxation. Built Water Baths in rooms—Garden on porches. Centrally air-conditioned.

When in Atlantic City visit the famous fiesta lounge

Renowned for fine food

Open All Year

Under Ownership Management. Exclusive Penns. Ave. and Boardwalk

Service Directory

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash., S. C. 3362 A

Telecommunication Players

CALIFONE

10 pound — Professional Quality—Three-Speed. Lower Price.

Call for Joe...

In Canada, RADIO REPS

Page 60 • July 4, 1949

BROADCASTING • Telecasting

CALIFONE CORPORATION

1041 N. Sycamore, Hollywood 38, Calif.

Call for Joe... In Canada, RADIO REPS
IVYNG M. LICHTENSTEIN has been appointed press relations director of WWDC Washington. Mr. Lichtenstein, who was member of WWDC news staff replaces WADsworth likely in press relations post. Mr. Likely has been appointed to station's news staff.

CHARLES N. McKinney has been appointed manager of promotion and merchandising department at WVOO Tulsa. He has been active in newspaper field and in promotion and public relations work in southwest. 

Mr. McKinney, 1949 graduate of Oklahoma U.'s Journalism School, was appointed assistant to station's news staff.

RUTH ASHTON, Columbia Pacific network assistant director of public

Promotion

ANNOUNCEMENT from "Mr. and Mrs. Buick Public and family, San Antonio... . ." that they will be "At Home During July and August and Available to customers in Waco on Labor Day," has been distributed by station to trade. Folder includes plans for the July 4th Labor Day, only 6.8% of the nation is on vacation at any one time, and only 4.4% goes away.

'Tea at Three'

WIT OPENING of its new building at 2301 W. 7th St., Los Angeles, The Meyers Co., advertising agency, is inviting its clients, media representatives, suppliers and friends to join its "Tea at Three Club." Members, who receive special membership card with name inscribed on a doughnut, are invited to gather in Waco's, a downtown doughnut or cookie with agency personnel on building's terrace.

Broadcasting Lures

PROMOTION for Sport Fisherman's News on WBGM (FM) New Bedford, Mass., has been distributed to department store, winners' windows; letters to all tackle dealers in quantities for distribution to customers, noting efforts in Boston, Worcester and local papers, and placement of FM sets in tackle dealers' stores.

Johnny Wald, local tackle dealer, is program's announcer, supplying authentic touch.

'Cisco Kid' Display

WINDOW DISPLAY in Frankenberger's, men's clothing store, Charleston, W. Va., features a duum, my, astride horse, wearing western clothes as part of WNKA Charleston's promotion for Cisco Kid, Fredric W. Far Co. package. Large picture of "Cisco Kid" and posters displaying program schedule of WNKA are included to have a cup of Holsum Bakery, show's sponsor, wear sombreros and bandanas during deliveries, and posted on side of their trucks promote show.

Picking Winners

CONTEST wherein viewers are invited to pick winners and time of feature wrestling matches over WMAL-TV Washington is being sponsored by RCA Victor and Phillips Radio, Television & Appliance Co., Washington.

Person who has successfully guessed winner and time of next week's match receives tickets to following week's matches, opportunity to win on television, and an RCA Victor table model radio.

Signature Birthday Card

FRIENDLY JANITOR at WRK and WFKM Williamsport, Pa., received four hand-colored slips containing listeners' names and birthday greetings in response to request for "Father Friendly" janitor, announcer on Beyond Control early morning program. Janitor, whose laugh is famous in Williamsport area, was guest at birthday party on air.

'Voices of Tomorrow'

FINALISTS in WBEN Buffalo's sixth annual "Voices of Tomorrow" contest sang on both radio and television for first time this year. Station auditioned hundreds of amateur and semi-professional singers. Four winners in soprano, alto, bass and tenor classifications received a $90 War Bond and are featured in Buffalo Evening News Fourth of July Family Jamboree. Four winners in soloist and WKBW appearances in the finals, singers are afforded an opportunity to sing over WBEN on regular programs, and two best singers are sent to Chicago by station to take part in Chicagoland Music Festival.

KSD News Staff

FOLDER distributed by KSD St. Louis station concerning press releases was given to 300 members of the Press Club of St. Louis at Northview Masonic Center.

Forum Discussion

WADF-TV Kansas City, Mo., sponsored a luncheon meeting for local set distributors and dealers at which plans were made for inaugurating test pattern with three-day public demonstration Sept. 11-13 at Kansas City's Municipal Auditorium. Dean Fitzer, general manager of WADF, urged close distributor cooperation and plans for programming by Nov. 1 were announced. Members of Mr. Fitzer's staff answered questions in an open forum discussion.

KYW Fans

RADIO played important part in 1949 Auto Show in Philadelphia. Exclusive coverage was given by KYW Philadelphia with 22 broadcasts originating at exhibit. Besides thousands of hand-fans inscribed "I am a KYW Fan" given to visitors, giant canvas with enlarged animal cut-outs pointed up public relations activity of station.

Advertisement:

Adrew AGAIN PRESENTS Sensational Value + Quality FAMOUS PIECE 17-Jewel CHRONOGRAPH • WHIST WATCH • STOP WATCH • TELEMETRE • TACHOMETER PRE-TIMED BY ELECTRONICS $29.95 

The original "4 in 1" watch • Two Push Buttons • Incabloc Shock Resistant • Sweep-Second Hand • Anti-Magnetic • Radium Dial • Stainless Steel Back • Unbreakable Crystal MAIL ORDERS promptly filled. Shipped C.O.D. on check or money order. Our FAMOUS GUARANTEE: MONEY BACK IN 10 DAYS for any reason.

Adrew JEWELERS

158 West 42nd St. (Dept. B.R.) New York 18

Page 62 • July 4, 1949
Public tomorow (July 5), 1949, New York. He will head DuMont "Telecruiser" promotion which firm has inaugurated to aid DuMont dealer sales in the New York area. Promotion, if successful, will be taken to other areas.

JOHN J. EIBYE, formerly in charge of promotion and sale of rectifiers and rectifiers at Raytheon Mfg. Co., New York, has been appointed manager of magnetic component sales. Mr. Eibye has been with Raytheon since 1942.

ANDREW INGLIS Partner in McIntosh Firm

FRANK H. McINTOSH, Washington consulting radio engineering firm, has been changed to McIntosh & Inglis, with addition of Andrew F. Inglis as a partner. Mr. Inglis has served as consulting engineer with the firm the past four years.

Born on March 17, 1920, Mr. Inglis received his bachelor of science degree in physics at Haverford College, Haverford, Pa., in 1941. After one year of graduate work at the U. of Chicago, he was an electronics instructor there for six months. Mr. Inglis was with the Naval Research Lab. for eight months, then served as radio engineering instructor in the U. S. Navy, stationed at Bowdoin College, Me., for the next two and a half years. He joined the McIntosh firm in 1945.

EQUIPMENT

WILLIAM J. MORELAND Jr. has been appointed vice president in charge of manufacturing of Conrac Inc., Glendora, Calif. Mr. Moreland is head of development engineering for Allied Lancing Corp., New York, and was closely associated with perfection of Allied miniature microphone.

LYNN EATON, formerly with Bendix Home Appliances Inc., South Bend, Ind., has been appointed to new position of general sales manager of Andrea Radio Corp., Long Island City, N. Y.

A. A. MEDICA, formerly with RCA Custom Division, has been appointed promotion manager of receiver division, Allen B. DuMont Lab. Inc., New York.

Technical

THORNTON CHEW, formerly engineering supervisor for KTLF (TV), Los Angeles, has been named vice president in charge of engineering of KFMB-TV San Diego.

JAMES P. SUPTIC, engineer at KGAK, Gallup, N. M., has been named chief engineer.

DON FEDDORFOR, general manager of KLAC-TV Hollywood, has announced installation of Television Recorders' video transcription unit.

FRANK A. SULER Jr., formerly with WNVA Norton, Va., has joined technical staff of WEOK Lancaster, Ohio.

G. F. DEMARIA and NORMAN BROUSSE, engineers at KORC Cedar Rapids, Iowa, are fathers of daughters, Heide and Christine, respectively.

EDWIN W. HILL, chief engineer at WDEI Bradenton, Fla., is the father of a boy, Armas Edwin.

RCA TUBE Dept., Camden, N. J., has announced that versatility of RCA WO-70s and similar oscilloscopes using the 3K1 oscillograph tube for photographing electrical phenomena may be increased by using its new three-inch, blue-screen oscillograph tube.

MARK SIMPSON Mfg. Co., Long Island City, N. Y., has released Masco 1MB-13 all channel TV indoor antenna booster.

STACKPOLE CARBON Co., Electronic Components Div., St. Marys, Pa., has announced 2-watt molded carbon composition resistors, designed to meet JAN specifications.

ENGINES' GUIDE

Ennes Writes Handbook

BROADCAST OPERATORS HANDBOOK. By Harwood Ennes, New York: John F. Rider Publisher Inc. 321 pp., $3.50.

A COMPREHENSIVE study of the engineering side of broadcasting, Mr. Ennes' handbook was first printed in November 1947 with a second printing made in February of this year. As a staff engineer at WIRE Indianapolis, Mr. Ennes writes in the operators' language and his book is intended to aid not only newcomers to the field, but also experienced engineers who may find new ideas in this outline of the how, when, where and why of a broadcast operator's problems.

Divided into six parts, Broadcast Operators Handbook deals with: (1) "Operating in the Control Room and Studio," (2) "Operating the Master Control," (3) "Operating Outside the Studio," (4) "Operating the Transmitter," (5) "We're Off the Air" (maintenance), and (6) "Technically Speaking" (equipment).

GENERAL ELECTRIC has announced two new portable radios with Eastern prices of $19.95 and $29.95 less batteries. Model 141 operates on battery only; Model 148 on AC-DC power and battery.
PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per inch. Deadline for Monday issue. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Immediate opening—Commercial manager. Must have three years experience in large network station. Starting salary, $750. Must be able to sell. Must send recent picture and references. Box 468B, BROADCASTING.

Wanted, manager for 220 watt station. Pine salary. Good bonus. Box 625B, BROADCASTING.

Experienced manager wanted by sub- scription with complete details. Salary, $600. Must have experience in management with initiative. Box 468B, BROADCASTING.

We will pay for a commercial manager who can produce. The station is located in a rich midwest agricultural area that has tremendous potential. If you're a top salesman, here's your opportunity. Box 662B, BROADCASTING.

We will soon go on the air daytime, five nights on fulltime. We also have a TV application pending. We want a man with experience who is interested in building a permanent future. Must be a good salesman. Box 649B, BROADCASTING.

Salesmen

Wanted—Progressive, industrious salesmen, and saleswomen. Generous midwestern 5,000 watt Independent station desires experienced men. Salary or commission. Box 469B, BROADCASTING.

Several parttime salesmen for metropolitan New York area. WBKS, Oyster Bay, Long Island. Call Glenn Cove 4-5200.

Announcer


Experienced announcer, able to operate console. CBS affiliate near Balti- more. Salary $225 plus benefit package. Extended description with complete details. Salary plus bonus. Box 627B, BROADCASTING.

Wanted. An announcer with a good voice. Test: "This is broadcasting station 661B. Broadcasting." Box 628B, BROADCASTING.

Wanted. Combination announcer-engineer. Give results with ten years experience. Excellent talent if capable of sports play-by-play. Must have good voice. Box 629B, BROADCASTING.

Opportunities are highly desirable city needs young, experienced announcer with voice for long distance call. Moderate starting salary. Opportunity for advancement. Must have disc or calls. Write box for details. Box 632B, BROADCASTING.

Situations Wanted

Managerial

General manager, independent station, Nev. area. Experience. Box 660B, BROADCASTING.

Strong on sales, programming, promo- tion, and management. Resume and references on request. Box 661B, BROADCASTING.

We are looking for an experienced sales manager. Box 662B, BROADCASTING.

Wanted, experienced salesman for a new station. Box 663B, BROADCASTING.

WANTED: copywriter, continuity writer. Paragraph and figures to prove audience reaction. Box 665B, BROADCASTING.

Situations Wanted (Cont'd)

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WANTED: copywriter, continuity writer. Paragraph and figures to prove audience reaction. Box 665B, BROADCASTING.
Help Wanted

SALES MAN WANTED

Extraordinary opportunity for experienced salesmen with New England 50 kw network affiliation. Immediate openings. Send outline of experience and photo to

BOX 573B, BROADCASTING

WILL TRADE

Successful twenty-year-old career for right opportunity with stable, progressive organization. Fully experienced as program director, news-manager, general manager 5 kw network affiliate. Broad experience invaluable in time of changing. Send inquiries to

BOX 553B, BROADCASTING

Announcements

ATTENTION, DENVER COLORADO!

Experienced announcer and program director presently employed, wants to locate in your area. Excellent recommendations.

BOX 685B, BROADCASTING

Production-Programming, others

Young Man With A Past

Thirty years old, currently completing a respectable public relations assignment in one of Europe's principal news centers. He has been managing editor of a profitable trade magazine in Europe, and a highly endowed editor and commentator for an American network in Vienna. College trained he was a newspaper reporter, working his way to high command in the Air Force Reserve with which he is still on active duty.

Now contentedly married he is planning an early return to the U.S. for a position with large, prestige organization. He speaks one of the actual key languages and wants to market these qualifications, coupled with a wide sales personality for a radio or TV position which will pay off in his present position and-as such - to make his contacts. A complete resume including references, photograph and a disc that speaks for itself is requested. Contact Box 483B, BROADCASTING.

School

The School of Radio Technique

* NEW YORK * HOLLYWOOD * CHICAGO

American Broadcasting
Exclusively to Radio & Television

Comprehensive Professional

Day and Evening

Phases of Radio and Television

Broadcasting taught by Network and Station Professionals.

Modern equipment required! Contact for free Booklet.

Approved for G.I. Training

NEW YORK 20, N.Y. 69254

CHICAGO 4, Ill.: 225 S. Wabash Avenue

HOLLYWOOD 58, Calif.: 4726 Melrose Avenue

(Continued on next page)
RADIO WRITING

Book Traces Techniques


The MOST important step in teaching radio writing is to acquaint students with the radio medium itself—"letting them hear what they write"—according to Rome Cowgill, script writer for the late Dept.'s Voice of America and formerly script editor at U. of Wisconsin's WHA. With that thought in mind, Mr. Cowgill faces his Fundamentals of Writing for Radio.

The book's purpose is two-fold:

To help the student learn to write, stressing the relationship between radio and other forms of writing; and to teach techniques through a sound understanding of the broadcasting medium itself. After devoting his introduction to an objective analysis of radio as an industry and writing as a basic ability, Mr. Cowgill first takes up the "radio play as a story, because it exploits every aspect . . ." Succeeding chapters deal with such topics as dialogue and narration, sound, music, transitions, plotting the radio drama, special problems, continuity and spot announcements, talks and marketing. Included also are a few notable examples of effective scripts.

At conclusion Mr. Cowgill observes that: (1) Radio teaching, especially script-writing, is not yet a fulltime job except in a few professional schools, and (2) "very few radio critics exist in the sense that drama or book critics do."

LECTURE SERIES

Dr. Huth Expands Course

TWO SERIES of lectures on "World Radio" and an international broadcasting seminar will be included in the courses Dr. Arno G. Huth will direct at the New School for Social Research, New York, next season.

The first "World Radio" course in the fall will examine current conditions in broadcasting and television. The second course, to be offered next spring, will take up problems and activities in international broadcasting. Dr. Huth said. Admission to the international broadcasting seminar will be restricted to advanced radio students and professional broadcasters.

Dr. Huth plans to have outstanding radio-TV leaders as guest speakers. Courses will be combined with field trips and demonstrations of international broadcasts and of the new techniques of word and image transmission.

KGER Opens Offices

KGER Long Beach, Calif, has announced opening of new studios and business offices in Spring Arcade Bldg., 541 S. Spring St., Los Angeles. Phone is Madison 2551.

The 5 kw station operates on 1390 kc. Galen Gilbert is general manager.

Sponsored TV Hours

(Continued from page 64)

was remote broadcasting. This figure amounts to more than one-third of all sponsored time during the week.

Local programming in April, before the baseball season was in full swing, amounted to only 212 hours.

Live programming decreased during May, dropping to 511 hours and 27 minutes of sponsored time. This is about 33 hours below the April total. Film showings increased from 98 hours in April to 111 hours, 15 minutes during May's sample week. Live and film combinations dropped from 67 hours to 36 hours during the month, and remote broadcasting increased from 202 hours to 318 hours and 28 minutes. Other forms of production, including the use of slides in combination with live voice over radio, films, took up the remaining 17 hours and 52 minutes of the total. (See Table II.)

<table>
<thead>
<tr>
<th>TABLE I</th>
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</thead>
<tbody>
<tr>
<td><strong>TV SPONSORSHIP BY PROGRAM TIME</strong></td>
</tr>
<tr>
<td><strong>Network</strong></td>
</tr>
<tr>
<td>(Hrs.Min.)</td>
</tr>
</tbody>
</table>

**Table I**

| Audience Participation | 5:00 | 2:22 | 2:37 |
| Children's | 57-30 | 2:02 | 15:48 | 79:20 |
| Discussion | 23:00 | 1:43 | 23:00 |
| Dramatic | 65:00 | 57 | 15:56 | 81:53 |
| Educational | 11:15 | 3:57 | 1:30 | 3:20 |
| Fashion | 2:30 | 1:13 | 15:18 | 35:56 |
| Household & Women's | 6:00 | 6:15 | 8:01 | 77:16 |
| Musical | 24:05 | 6:47 | 14:49 | 34:50 |
| Quiz | 28:30 | 6:52 | 5:28 | 30:50 |
| Special Events | 20:00 | 7:25 | 7:23 | 34:53 |
| Special Events | 20:00 | 6:23 | 19:07 | 25:04 |
| Local | 21:49 | 19:30 | 41:19 |
| Miscellaneous | 3:00 | 1:53 | 4:13 |
| **Total** | **336:10** | **261:47** | **597:57** |

**Table II**

<table>
<thead>
<tr>
<th><strong>TV PRODUCTION METHODS</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Network</strong></td>
</tr>
<tr>
<td><strong>Programs</strong></td>
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<tr>
<td>(Hrs.Min.)</td>
</tr>
<tr>
<td><strong>Networks</strong></td>
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<tr>
<td><strong>Spot</strong></td>
</tr>
<tr>
<td><strong>Total</strong></td>
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</tbody>
</table>

**New Discs Planned; Radio Praised**

STARTING about the last week of July, 276 independent stations in 216 cities in 45 states will start a quarter-hour transcribed series, The UN Story, Benjamin Cohen, assistant secretary-general of the United Nations in charge of public information, said Wednesday to a meeting of radio editors at Lakeside Conference.

Mr. Cohen also announced that another UN series, Two Billion Strong, has been so successful as an afternoon program on NBC that the network is repeating it as a Saturday evening feature during the summer. It started July 2. In addition to Citizen of the World, hour-long documentary written and directed by Norman Corwin, which NBC will broadcast July 10, Mr. Cohen said that 186 independent stations have requested another Corwin program made especially for them. Mr. Corwin is currently serving as director of special projects in the UN radio division.

BM, in cooperation with UN and the U. S. Commission on UNESCO, will release a 52-week series, Music of the World, in September, he announced. The CBS series, Memo From Lake Success, will return to the air that month after a summer recess and NBC, also in September, will launch an intensive six-week campaign of UN programs in cooperation with the American Assn. for UN and the National Education Assn. Another Corwin documentary will open this series on Sept. 4.

"Radio is doing a tremendous job in putting us in touch with the people, Mr. Cohen stated. He lauded the cooperation of American broadcasters as "a splendid example for the rest of the world."

Summarizing this cooperation, he reported that 170 stations are carrying the daily UN Today series; 96 CBS stations have carried Memo From Lake Success since last September; 220 ABC stations have broadcast Two Billion Strong since April; 20 stations have aired UN Story since December; 1,000 stations have broadcast Little Songs About UN; 2,500 women broadcasters and others receive the weekly women's bulletin; 200 radio news directors get the UN weekly news summary. In addition, he said, 1,000 stations broadcast both UN Day 1948 and A Year to Remember shows.

*TEXAS station established 1938 needs experienced announcer. Prefer Texas capable handling news, sports, remotes, etc. Very little control operating. New air conditioned studio. Good starting salary. Opportunity advances to program director. Pleasant city, $20,000. Contact Burton Bishop, KTEM, Temple, Texas.*
**FCC Actions**  
(Continued from page 60)

**Decisions Cont.**

**KFI** Marshall Electric Co., Marshalltown, Iowa.—Granted license in- stall new transmitter.

**WWFV** Suffolk News Co., Suffolk, Va.—Granted mod. CP to change days of operation from Fri. to Sat. and Sun. to Fri., for new FM broadcast station.

**WDXJ** Jackson, Tenn.—Granted mod. CP to change days of operation from Fri. to Sat. and Sun. to Fri., for new FM broadcast station.

**AL** Kenzie Air Enterprises Inc., Area of McKinney, Texas.— Granted mod. of license change main studio from Park Place to 5250 W. Minnesota Ave., Des Moines, lowa.

**WHXW** Warren, Ohio.—Granted mod. CP to change studio and trans- mission locations from 2001 to 1501 High St. and from 1250 to 1740 High St., respectively.

**WHIM** Memphis, Tenn.—To change ERP from 100 to 150 kw.

**WWMN** Muncie, Ind.—To change ERP from 2750 to 3300 kw.

**WHCM** Des Moines, lowa.—To change ERP from 13 kw to 14 kw.

**KBZM** Fort Worth, Tex.—License granted.

**McKinney Air Enterprises Inc., Area** of McKinney, Texas.—Granted mod. CP for new remote pickup radio tower.

**KWJS** Area of Pueblo, Col.—Same as K53397.

**W26** Fort Worth, Tex.—Granted mod. CP to change studio and trans- mission to 1501 High St. and 1250 High St., respectively.

**W29** Fort Worth, Tex.—Granted mod. CP to change studio and trans- mission to 1501 High St. and 1250 High St., respectively.

**WHXW** Warren, Ohio.—Granted mod. CP to change extension of station date to 12-5-49.

**June 28 Applications**

**ACCEPTED FOR FILING**

**License for CP**

**KGRK** Sonora, Calif.—License to cover CP new FM station.

**AM—1490 kc**

**Caster** County, Bestg. Co., Broken Bow, Neb.—License granted for new broadcast station 1480 kc 250 w. AM, unlimited. AMENDEED to request 1490 kc 250 w.

**Modification of CP**

**WISE-FM** Asheville, N. C.—Mod. CP for extension of completion date.

**License for CP**

**WCUO** Randall—License for CP new FM station.

**TV (66-72 mc)**

**WNBT** New York—License to use old T&R, 266 W. 42nd S. and 777 5th Ave., both 15 kw.

**APPLICATIONS DISMISSED**

**K66** Kansas City, Mo.—DISMISSED June 28 Mod. CP new FM station for extension of completion date. Incomplete.

**June 29 Applications**

**ACCEPTED FOR FILING**

**AM—630 kc**

**Delta Bests, Inc., Thibodaux, La.—**Request for license to cover AM new FM station. AMENDEED to request 630 kc 500 w. D.

**License to cover new CP AM station**

**WPLA** Plant City, Fla., WJXW Rutland, Vt.

**Modification of CP**

**Mod. CP new AM station for extension of composition date.**

**KWOL** Piscataway, N. J.—Mod. CP to change ERP 7 kw to 5.7 kw AM.

**APPLICATIONS DISMISSED**

**KTKO** Oklahoma City, Okla.—Mod. CP to change extension of station date to 1490 kc 250 w. AM, unlimited. RECOMMENDS to grant.

**KT8** Oklahoma City, Okla.—Mod. CP to change AM station WJZK frequency etc. for extension of completion date.

**Mod. CP new FM station for extension of composition date.**


**License for CP**

**License to cover CP new FM station**

**KW9M** San Diego, Calif.—Grant. CP new FM station 250 w. AM, unlimited. CP now 250 w. AM, unlimited. CP now 250 w. AM, unlimited.

**License Renewal**

**Request for license renewal new FM station CP new AM station**

**KW9M** San Diego, Calif.—Grant. CP new FM station 250 w. AM, unlimited. CP now 250 w. AM, unlimited.

**WFVL** Washington, Pa.

**License Renewal**

**Request for license renewal new FM station CP new AM station**

**WB9F** San Diego, Calif.—Grant. CP new FM station 250 w. AM, unlimited. CP now 250 w. AM, unlimited.

**June 30 Decisions**

**Following granted mod. of terms of present authorizations:**

**WLYC** Williamsport, Pa.—To change days of operation from Fri. to Sat. and Sun. to Fri., for new FM broadcast station.

**WAFF** Chicago—To change days of operation from Fri. to Sat. and Sun. to Fri., for new FM broadcast station.

**WSB8-FM** Chicago—To change days of operation from Fri. to Sat. and Sun. to Fri., for new FM broadcast station.

**BROADCASTING**  
**Telecasting**
Deletions

Two FM authorizations and one AM license were deleted by FCC last week. A July 7 protest of a June 17 decision is the first of its kind since 1957. AM 117, AM 19.

New Applications

TV Applications

Duluth, Minn.-Head of the Lakes Broadcasting Co., Inc. (105.1 to 106.1 frequency). First application for the change of station sponsor. Erpm 1.5, FM license has been granted.

AM Applications

Wood-Mobile, Ala.-Nunn Broadcasting Co., Inc., on June 29 applications for the change of station sponsor. Initial construction and completion date is June 29. Only one radio station is known to be active in this market.

New Developments

Two FM authorizations and one AM license were deleted by FCC last week. A July 7 protest of a June 17 decision is the first of its kind since 1957. AM 117, AM 19.

Non-Docket Actions

AM Grants

Guthy, Pa.-Times & News Publishing Co., granted 1550 kc, 250 w unlimited. Estimated cost $23,310. Applicant purchased the old Times building for $23,310 and was awarded the license.

FM Grants

Decatur, Ala.-Television Broadcasting Co. of Decatur, Inc., for new Class B station, Channel 2, 213 kc, 100 w unlimited to 150,000. Estimated cost $22,915 exclusive of land and buildings. Granted June 30.


WFO, Atlanta, Ga.-Emory University granted new non-commercial educational station. Channel 16, 75 kw day time, 250 kw night. Estimated cost exclusive of land and buildings $22,915. Granted June 30.

WPX, Miami, Fla.-Innate Broadcasting Co. granted transfer of control of Florida East Coast Broadcasting Co. to Ernest R. Young for $250,000. Young has a 25% interest in the company. Young's wife holds the remaining 75% interest. Construction and operation to be completed. Granted June 30.

WFTY, Miami, Fla.-Granted transfer of control of Family Broadcasting Co. from Christian Business Committee to Margaret R. Anderson for $250,000. Anderson holds the majority interest. Construction and operation to be completed. Granted June 30.

BROADCASTING

June 27, 1949

WAB, Fort Worth, Tex.-Complete new studio and office building will be occupied by the station in June. The $600,000 building will be the largest in the state.

WAB, Fort Worth, Tex.-New broadcasting center will be completed in June. The building will be occupied by the station in July.

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OPPOSITION to FCC's interpretation of the television "test pattern rule" [Broadcasting, June 27] was mounting steadily among telecasters last week, with signs pointing to a rule to replace the "interpretation." The rule (3.661-b) against separate operation of a TV station's aural transmitter means that video test patterns may be accompanied only by a single on-off variable tone signal, not by duplicated AM or FM programs. The rule, said the Commission, was "intended to insure that the program channel's aural broadcast can be used only for simultaneous visual and aural television programming and for incidental experimental or test purposes, and not for separate broadcasts."

Television Broadcasters Assn. asked the Commission for a 10-day delay in application of its interpretation and for conferences in which industry and FCC would jointly search for a mutually satisfactory substitute. NAB claimed "poor programming and cost of operation" would result from the interpretation, and asked for a 30-day delay to permit a survey of NAB TV member station schedules.

Whether FCC grants its request for conferences or not, TBA takes the position that the subject should be dealt with by formal rule and is planning to petition for one. If conferences are held and agreement is reached, the petition would ask that the interpretation agreement be continued.

If the request for conferences is denied, TBA plans to formulate its own views into a rule and ask for its adoption, as it did successfully with respect to minimum operating schedules for television stations.

Both TBA and NAB cited problems which they felt would arise under application of the Commission's view. For example, NAB pointed out in a letter by Executive Vice President, Mr. Hooper, that "more and more stations show an ex-planatory title on the television screen, accompanied by music, whenever a regular telecast is closed with a series of charts showing TV set ownership and use, month by month."

In a vigorous defense of the coincidental telephone method of surveying TV as well as radio audiences, Mr. Hooper declared that telephone homes, which amount to "a lumping 56% or more, even in New York, break down into socio-economic groups almost as close to a breakdown of the entire population. One cannot conduct personal interviews or set up diaries for telephone subscribers," he said. "When the sample is to be used for socio-economic purposes, it is absolutely essential to have a distribution of the sample significantly closer to the cross-section stratification than is the listed telephone sample today. Through it we are put in communication with from 55% to 95% of the whole populace where a 1% personal interviewer's sample would be optimum."

Reporting that he has engaged the Market Research Corp. of America to "look into the field," Mr. Hooper closed this part of his talk with a potshot at his critics. "You will fail to observe any of the abnormalities in the resultant measurements which one group of well-motivated but misguided individuals have led you to expect in the NBC TV 'ratings reports,'" he declared.

Comparing the Network and New York Teleratings, Mr. Hooper noted that there are 12 canvass areas and noted that among the top 20 "where the New York Teleratings are from 5 to 20 points lower than the Network Estimated Teleratings." He warned his audience the agency audience not to jump to conclusions that "this is inflation in the measurement... It is probably just old-fashioned lack of competition—which will also be apparent in those relatively high network TV ratings, when more stations with more programs come on the air in more TV cities in the fall."

Mr. Hooper said that the TV program rating reports will be available to advertising agencies subscribing to the radio program Hoopratings at $500 a month for two programs a month for each additional program if the agency subscribes to the City TV Hoopratings, it can get the City TV reports on the same schedule as charge against the TV program rating reports. If the agency subscribes to both program and city TV reports, its advertiser clients can get them both for $100 a month, he said, adding that each client subscription will reduce the agency's bill by $100.


TV RELAYS—Permanent Status Proposed

PROPOSED rules to move television relays and pickups from experimental to permanent status were approved in February by your Commission. No change in the final allocation of frequencies to the service made in February 1948 is involved. Comments are invited by Au. 1.

TV auxiliaries are defined in the new rules as television pickup, television STL (studio-transmitter link) and television inter-city relay. FCC also would allow license for experiment, which expiration dates to April 1 to conform with the TV station employing the auxiliary facilities. The auxiliary facilities are usable only on interim basis until adequate common carrier facilities are available.

The group of frequencies, the 2,000 mc, 7,000 mc, 13,000 mc bands, were declared allocated primarily for visual pickup and STL use with inter-city relay use secondary. Licenses are assigned in groups for pickup, STL, inter-city relay and common carrier use. One group is pooled. Sound transmission facilities, which are designated in the 900 mc area, TV stations also may use certain other frequencies assigned to broadcast auxiliary use. The auxiliary service for the contemplated UHF allocation.

Bowl Availability

HOLLYWOOD (Calif.)—Bowl Assn., with no price announced, is offering full season's packages for Los Angeles stations for telecasting on sustaining or sponsored basis.
WAR Lays Aids Plans

INCREASE IN DIRECTORATE

NIKE PLEASE
EN stunners. mule. Stov...
KMBC AGAIN FIRST CHOICE OF KANSAS CITY LISTENERS

Proof that KMBC continues to be the most listened-to station in Greater Kansas City is contained in the latest Kansas City survey released by Conlan & Associates.

This general coincidental telephone survey was conducted in March to April, 1949, under the joint sponsorship of KC radio stations including KMBC. Over 70,000 basic calls were made during the one week survey period between the hours of 7:00 a.m. and 11:00 p.m.

Although KMBC rated first mornings, afternoons and evenings, most spectacular ratings were in the forenoons when KMBC topped its nearest competitor 34%. KMBC led its competition in this survey by an even greater margin than in a similar survey in November, 1948.

This new survey and other surveys giving detailed information on listening habits throughout the Kansas City Trade Area—western Missouri, all of Kansas, and portions of adjacent states—are available to advertisers and agencies for their examination and study. Simply call any KMBC or KFRM man, or any Free & Peters "Colonel".

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Kansas Farm Station Tops 1948 Survey

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,038,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods—first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!
All surveys rate WCAU's Umbrella Coverage tops. . . Show WCAU has much greater over-all rating than any other Philadelphia station. . . That's why buying time is well spent at WCAU. Your advertising budget gets more results per dollar because on WCAU you reach so many more customers.