

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING



NATIONAL SAFETY COUNCIL HONORS WHO FOR THIRD CONSECUTIVE YEAR



Colonel B. J. Palmer (right), President of Central Broadcasting Co., accepting National Safety Council Award from Maynard Coe, in behalf of Station WHO.

IN 1948, as in 1947 and 1946, the National Safety Council gave WHO its highest Award of Honor "for distinguished service to Safety."

Proudly we acknowledge both the honor, and the people who helped us win it . . . the 12 WHO script writers, music arrangers and producers who wrote and directed 791 special farm safety features ranging up to half-hour shows . . . the entire WHO staff who cooperated in broadcasting them . . . the 22 WHO farm advertisers who contributed time on their sponsored programs . . . the 130 Iowans who participated in farm safety programs . . . the state Safety officials who helped in so many ways . . . the 56 county organizations which enthusiastically supported WHO's Safety Week Contest. . . .

We acknowledge, too, the privilege of wielding 50,000 Watts, Clear Channel, in behalf of this

and many other good causes in the public interest—among which we, as Americans, certainly include the cause of helping to sell a vast volume of good American products, via radio.



+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager



FREE & PETERS, INC.,
National Representatives

WTAG

Personalizes ANNOUNCEMENTS On Five Daily Participating Shows



"The Julie 'n Johnny Show"
Co-emcees Julie Chase
— Johnny Dowell
Monday through Friday
8:15-9:15 A.M.



"Modern Kitchen"
Lyda Flanders
Monday through Friday
9:15-9:30 A.M.



"Wife Meets Husband"
Fran and Bill Winne Monday through Friday
9:30-10:00 A.M.



"Danny Patt Show"
Danny Patt —
Edith Mann
Monday through Friday
10:00-10:30 A.M.



"Open House"
Margaret Cox — Bob Edgren —
Danny Patt
Guest-of-the-day, Jane Russell
Monday through Friday
5:00-5:45 P.M.

Advertisers who use announcements on WTAG to reach the prosperous Central New England Market get top value for their advertising dollars. WTAG produces five participating shows every day, Monday through Friday, with each participating announcement carefully programmed as an integral part of each show. They're as personal as the script; the exact opposite of the disc — announcement — disc — announcement type of show. In production, the ages and interests of WTAG's entire listening audience are carefully considered. That's why these five daily shows keep YOU participating in sales in the great Central New England Market. When you buy time in New England, buy a buying audience with WTAG, the station with a far greater audience than that of any other station heard in the area.

WTAG WORCESTER

580 KC 5000 Watts



PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.





More Local Coverage Produces More Results

Where the fishing is good, it can be even better if the fishermen spread out.

When you are fishing for sales in New England, there are so many good spots that the more lines you put out, the greater the catch.

In radio, you can get more local coverage with Yankee than with any other station grouping — and it's local coverage in Yankee home-town areas that counts.

Yankee's 24 home-town stations provide access to every important market in New England. Each station is a medium for hard-hitting, concentrated selling in its area. You can line up and maintain dealer interest and co-operation, because you can command and hold consumer attention.

Remember, New England is a network market. Buy Yankee for maximum network effectiveness in this six-state area.

Acceptance is THE YANKEE NETWORK'S Foundation

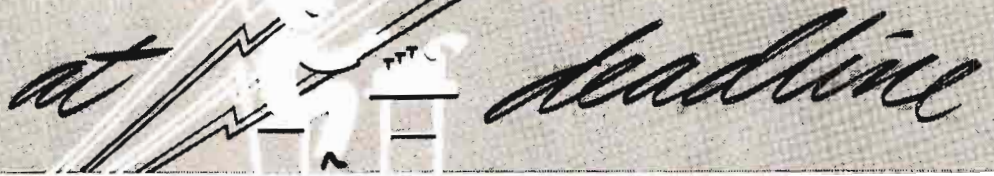
THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
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Closed Circuit

FCC may reappraise FM allocation in southern half of country. FM stations find they are getting reliable reception up to 150 miles and in some cases over 300 miles.

UNITED AIRLINES, through its agency N. W. Ayer & Son, New York, scheduled to start spot announcement television campaign effective April 1. Understood 16 cities will be covered.

RELIEF for long-waiting applicants may be devised as result of study being undertaken by House Appropriations Committee, which has assigned staff member to examine FCC's applications backlog and processing procedures. Committee will study his findings in hope of coming up with recommendations for changes that will expedite FCC work.

GEORGE B. STORER, president of Fort Industry Co., and only independent owner with two TV stations in operation (WSPD-TV Toledo and WJBK-TV Detroit), will preside over NAB convention seminar on television at session scheduled for Tuesday, April 12.

INDUSTRY problems getting so complex and numerous that NAB board will hold two-day instead of single session after Chicago convention. Old board meets before convention. Half of board posts are at stake in current elections, with those elected taking office at Chicago.

SPEARHEAD of NAB board's activity at New Orleans last week was aggressive young group comprising Directors McCollough, Hanna, Lane, Caley and Shafto. First two days were largely argument and review, with entire board pitching in. Third day brought major decisions.

STRATOVISION may get healthy boost if studies being made by Texas Telenet System, multi-station TV applicant, turn out favorably. Telenet, whose directors include Gov. Beauford Jester, is looking into airborne relay for linking its proposed stations in Austin, San Antonio, Corpus Christi, Ft. Worth and Waco. Project being directed by Chief Engineer T. E. Daniels, formerly with FCC, and Secretary M. T. Stallter, former American Airlines vice president.

GENERAL MILLS considering sponsorship of *These Are My Children*, Irna Phillips TV daytime serial telecast by WNBQ (NBC) Chicago. NBC official made presentation last week at Minneapolis.

STRONG possibility Young & Rubicam will place Fred Waring on ABC-TV for General Electric Co. (appliance division). GE (institutional) currently sponsoring Waring on NBC through BBDO, New York.

NEGOTIATIONS between Philco Corp. and CBS for sponsorship of Bing Crosby show on that network next season have fallen through, and Philco's entire radio future and television

(Continued on page 86)

Upcoming

Feb. 24-25: Western Radio Conference, Marine Memorial Club, San Francisco.

Feb. 25: California State Broadcasters Assn., Palace Hotel, San Francisco.

Feb. 28: WHAS Transfer Hearing, FCC Hdqrs., Washington.

Feb. 28-March 1: NBC affiliates meeting, Chicago.

(Other Upcoming on page 64)

Bulletins

MORE channels on AT&T TV network between Philadelphia and Chicago available about May 1, more than month ahead of schedule.

AFM has submitted new demands to television networks. Understood union is asking for increases to bring television scale closer to radio scale. New agreement expected to be a short-term. Present pact started last May for six months, was renewed for three months and then renewed once more for month ending March 1.

ABSORPTION of FCC by large executive departments—such as Dept. of Commerce—would be prevented under government reorganization bill (S-526) under amendment offered by Sens. Edwin C. Johnson (D-Colo.) and Burnet R. Maybank (D-S. C.). Amendment designed to preserve basic legal position of agencies making them responsible to Congress, not an executive department.

AAAA TO MEET APRIL 6-8

ANNUAL MEETING of American Assn. of Advertising Agencies scheduled April 6-8 at Greenbrier Hotel, White Sulphur Springs, W. Va., with representatives of leading media and advertiser associations to be invited to attend last two days' sessions. Theme: "How Will Advertising Meet the Challenge of the Shift from a Sellers' to a Buyers' Market?" Program arrangements in charge of board committee headed by Thomas D'A. Brophy, Kenyon & Eckhardt.

PATRICK HENRY SITE

FOUR student winners of nationwide "Voice of Democracy" contest during National Radio Week last November will repeat their talks in House of Burgesses, Williamsburg, Va., where Patrick Henry delivered famed speech. Contest was conducted by Radio Mfrs. Assn., NAB and U. S. Junior Chamber of Commerce.

Full week of events started yesterday (Feb. 20) in Washington, including visit with President Truman and awards luncheon at Hotel Statler. Edward R. Murrow, CBS commentator, will tell story of four young winners on CBS at 7:45 p.m. today (Feb. 21).

Business Briefly

CAMELS TV FIGHTS ● *Camel's Sports Caravan*, series of boxing bouts, begins on DuMont Television Network next Monday. Series originating in Philadelphia via WFIL-TV, sponsored by R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Agency, Wm. Esty Co., New York.

GE SPONSORS VEECK ● General Electric Supply Co. and GE radio and television dealers of northeastern Ohio to sponsor Bill Veeck, president of Cleveland Indians baseball club, in *Bill Veeck's Report to the Fans* on WEWS (TV) Cleveland, Wed. 10-10:15 p.m., starting Feb. 23. Agency, Lang, Fisher & Stashower, Cleveland.

SUTTON DENIES CHARGES OF WILMINGTON DELAY

GEORGE O. SUTTON, Washington attorney for WDEL Wilmington, Del., categorically denied Friday that station or any representative had misrepresented any facts to FCC with respect to progress on WDEL-TV construction, as charged by WAMS Wilmington (story, page 67).

He claimed WAMS petition incorrectly quoted WDEL-TV's progress report, filed in connection with request for additional time to complete construction. Photographs of WDEL-TV site, submitted by WAMS, showed tower insulator on ground and also showed steel which WAMS observers failed to recognize, Mr. Sutton asserted.

He said FCC did not finally approve proposed antenna until Jan. 19, "less than 30 days ago."

He reiterated that complete reply to WAMS charges would be filed with FCC with evidence to show how "work on WDEL-TV has been pushed to the extreme in order that the station might get on the air at the earliest possible date." Announced starting date is about May 1.

30-DAY FURTHER EXTENSION IN ASCAP TV NEGOTIATIONS

TO GIVE television subcommittees of NAB and ASCAP more time to negotiate TV licensing agreement, society agreed to additional 30 days extension. 60-day interim arrangement had gone into effect Jan. 1. Arrangement authorizes video use of ASCAP music during period, to be paid for under future negotiated terms or, if no agreement is reached, to be considered licensed gratis by ASCAP.

Television subcommittee of NAB Music Advisory Committee to meet with ASCAP's group Thursday. Robert P. Myers, NBC assistant general attorney, is chairman of NAB subcommittee, which he said is being reconstituted to broaden representation among TV broadcasters.

AGENCY NAMES TV HEAD

WALTER J. KERWIN, with art department of Courtland D. Ferguson Inc., Washington, named television director.

Daniel Webster Said It:

THE FARMERS ARE THE FOUNDATION OF CIVILIZATION AND PROSPERITY



There Are 446,639 Farm Homes in the WWVA Coverage Area

With Eastern Ohio, Western Pennsylvania, Virginia and West Virginia as the hub, and spreading into Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont, the prosperous WWVA farm audience area encompasses 229 counties.

Here are 1,919,351 people living and working on farms, producing nearly a Billion Dollars worth of farm products annually.

WWVA's locally produced programs, plus solid Columbia Network features, attract and hold this great farm audience. Mail surveys prove *they buy* WWVA-advertised products. Ask an Edward Petry man today.

Write For Your Free Copy: WWVA FARM AUDIENCE REPORT



WWVA

**50,000 WATTS · CBS · WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.**

National Sales Headquarters, 527 Lexington Ave., New York City

BROADCASTING TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network
Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, Managing Editor
J. Frank Beatty, Rufus Crater, Associate Editors;
Fred Fitzgerald, News Editor; Paul Fulcomer, Asst. to the News Editor; Robert B. Luce, Research Editor; Mary Zurhorst, Copy Editor. STAFF: Lawrence Christopher, Phyllis Engelman, Jo Halley, Ed Keys, Tyler Nourse, John Osbon. EDITORIAL ASSISTANTS: Yvonne Caldwell, Nancy Diehl, Grace Hargrove, Mary Madden; Eleanor J. Brumbaugh, Secretary to the Publisher.

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SPECIAL PUBLICATIONS

BERNARD PLATT, Director
Estelle Markowitz.

CIRCULATION AND READERS' SERVICE

JOHN P. COSGROVE, Manager
Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Haskell, Lillian Oliver.

NEW YORK BUREAU

250 Park Ave., Zone 17, PLaza 5-8355
EDITORIAL: Edwin H. James, New York Editor; Herman Brandschajn, Asst. to the New York Editor; Florence Small, Stella Volpi, Betty R. Stone.
Bruce Robertson, Senior Associate Editor.
ADVERTISING: S. J. Paul, Advertising Director; Marjorie Dorrance.

CHICAGO BUREAU

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

HOLLYWOOD BUREAU

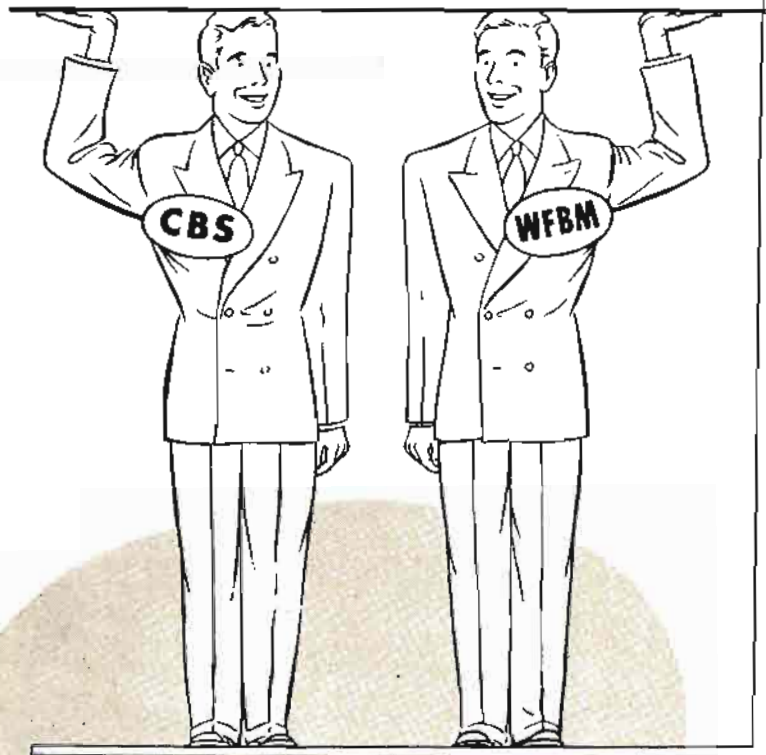
Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181
David Glickman, West Coast Manager; Ralph G. Tuchman, Hollywood News Editor; Ann August.

TORONTO

417 Harbour Commission Bldg. ELgin 0775
James Montagnes.
BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office
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Subscription Price: \$7.00 Per Year, 25c Per Copy



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- 1928

WE GREW UP TOGETHER!

• For twenty-one years—since March, 1928—WFBM has been affiliated with CBS. Through the years, WFBM has gained top Hoosier audience appreciation with popular CBS network entertainment, plus ace newscasts and a wide variety of outstanding locally produced shows. Today, these most-listened-to programs are beamed to over 400,000 central Indiana homes—sponsored year after year by advertisers who measure their radio response in terms of sales dollars.

Hoosiers like the combination. WFBM is Indiana's most popular station according to Hooper listening indices, which prove no other Indianapolis station has outranked WFBM during the past three years.

Successful partnership? You bet! It's been a great twenty-one years, because CBS-WFBM has combined progressive radio policies and excellent programming, supported by well-rounded promotion. With WFBM television coming in June, the next twenty-one years should provide almost two million central Indiana residents with even better entertainment service.



First IN INDIANA ANY WAY YOU JUDGE!

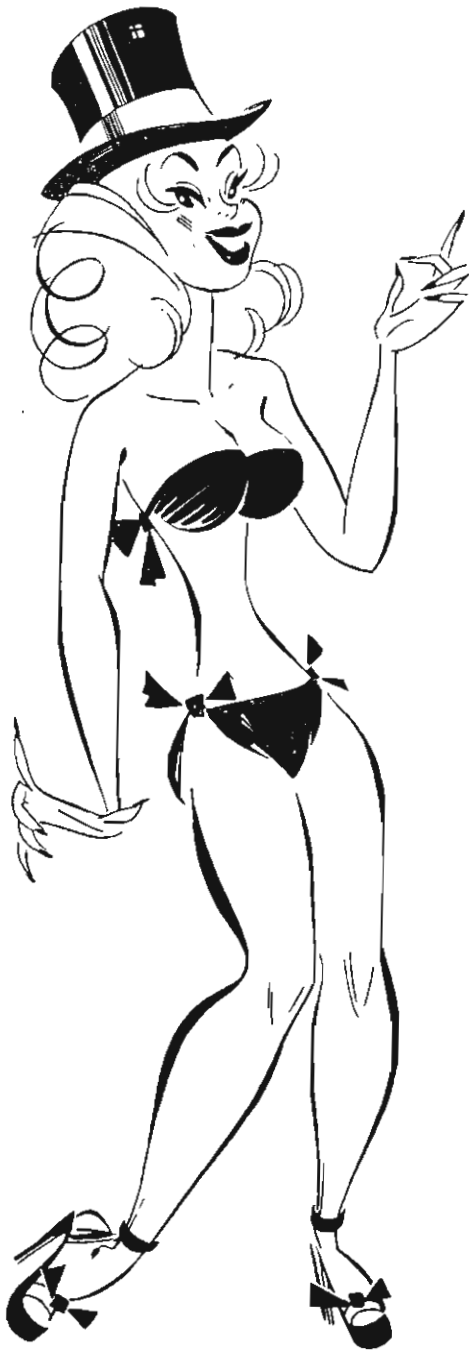
WFBM
INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WEDF Flint — WOOD Grand Rapids — WEOA Evansville

KFH IS TOPS



HOOPER STATION LISTENING INDEX

CITY: WICHITA, KANSAS

CITY ZONE

MONTHS: NOV.-DEC., 1948

SHARE OF AUDIENCE

TIME	RADIO STATION B	RADIO STATION C	RADIO STATION D	KFH KFH-FM
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M. — 12:00 NOON	21.1	12.9	31.1	31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON — 6:00 P.M.	22.9	22.9	22.9	28.3
EVENING SUN. THRU SAT. 6:00 P.M. — 10:30 P.M.	12.9	32.8	18.0	33.9

The 1948-1949 Hooper Listening Index indicates a tremendous audience switch to KFH. As an example, Station D above, for the October-November, 1947 (weekday morning) had 40.7 and KFH had 23.4. The same period for 1948 gave station D 35.2 and KFH 27.2 *but* as you can see above, for November-December, 1948 both stations D and KFH each share 31.1.

At night the KFH audience leads all Wichita stations and exceeds that of Station D by 88%! KFH is indeed tops in Wichita.

5000 Watts - ALL the time

KFH
WICHITA, KANSAS

CBS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

YOUR SOUTHWEST SALES UP?

... Southwest population is up
106% over 1941 ... gross income
(1947) was up 235% over 1941.

On February 6 (1949), one payroll
alone in Oklahoma City was raised
from \$22 millions annually to \$24
millions.

If you want sales from this increas-
ingly important market, sell through
KOMA ... for KOMA alone, with
its 50,000 watt primary coverage,
offers you a package of 60% of all
the rich Oklahoma market.

For complete details, write to us
at KOMA, or contact your nearest
Avery Knodel office.

J. J. Bernard
General Manager

Avery Knodel
INC.
RADIO STATION REPRESENTATIVE

Agencies



BRYAN HOUSTON, formerly director of information for Economic Co-operation Administration, appointed executive vice president of Lennen & Mitchell, New York, effective March 1. **JOHN G. SCHNEIDER**, vice president and copy chief, promoted to copy director in charge of all copy activities of agency.

RUPERT THOMAS, former vice president of G. M. Basford Co., elected vice president of Walter Weir Inc., New York, Walter Weir, president, announced. Mr. Thomas will assist Mr. Weir in client relations and new business activities.

WILLIAM F. AUSTIN Jr. and **RICHARD REINS** appointed vice presidents of Brooke, Smith, French & Dorrance, Detroit. Mr. Austin is a creative supervisor and Mr. Reins is executive art director in the Detroit division.

M. J. OSIAS, head of mechanical production department of Williams & Saylor, New York, appointed a vice president and director of the agency.

ELIZABETH POWERS joins staff of Leonard F. Fellman & Assoc., Philadelphia, as account executive. Miss Powers formerly was associated in advertising, sales promotion and fashion analysis with Allied Stores Corp., Sears Roebuck & Co., and De Pinna Inc., all of New York.

KAY DALY, formerly account executive with Foote, Cone & Belding, joins William H. Weintraub & Co., New York.

J. ALLEN MITCHELL, formerly with Compton Adv. Inc., New York, joins radio commercial writing staff of McCann-Erickson, New York.

CLIFFORD C. KEMNO, formerly advertising manager of the Washington News, joins Mellor & Wallace agency, Washington, as office manager.

PHILIP A. SCHOETTLE appointed to research department staff of Gray & Rogers, Philadelphia. Mr. Schoettle formerly was with Bell Telephone Co. of Pennsylvania.

WILLIAM R. GROOME, formerly account executive with Cortland D. Ferguson Inc., Washington, appointed radio director of agency.

ELIZABETH R. COY, public relations and promotion consultant, joins Lewis & Gilman Inc., Philadelphia, as public relations representative on The Budd Co's woman's program. Miss Coy will headquarter at the Budd public relations office, 630 Fifth Ave., New York.

TOM S. WARD, time buyer with Dancer-Fitzgerald-Sample, New York, for past year and a half, appointed assistant account executive on the Oxydol account under C. L. FITZGERALD, vice president.

EDWARD FROELICH, Boston Red Sox trainer, joins Morris F. Swaney agency, Chicago, as account executive. Mr. Froelich, recently associated with A. W. Sampson agency in Boston, was also former trainer of the Chicago Blackhawks, White Sox and Cardinals and the New York Yankees.

NILS M. SMITH-PETERSON, formerly with International Nickel Co., joins public relations staff of Walter Weir Inc., New York.

ROY S. DURSTINE Inc., New York, has closed its Cincinnati office and relinquished its accounts in that office.

W. P. BOOTH, formerly with Biow Co., New York, joins Ted Bates Inc., as account executive. Prior to the war Mr. Booth was with the Kudner Agency and before that with Pedlar & Ryan.

JOHN S. FULLERTON, formerly New York manager of Harrington, Whitney & Hurst, San Francisco, and **JOHN S. COFFEY**, formerly with Doherty, Clifford & Shenfield, join executive contact department of Geyer, Newell & Ganger, New York. Both men will serve as assistant account executives.

RAY OCHER, production manager with Buchanan & Co., San Francisco, appointed secretary of Advertising Production Managers of Northern California.

ERIC J. CUDD joins public relations staff of Geare-Marston, Philadelphia-New York.

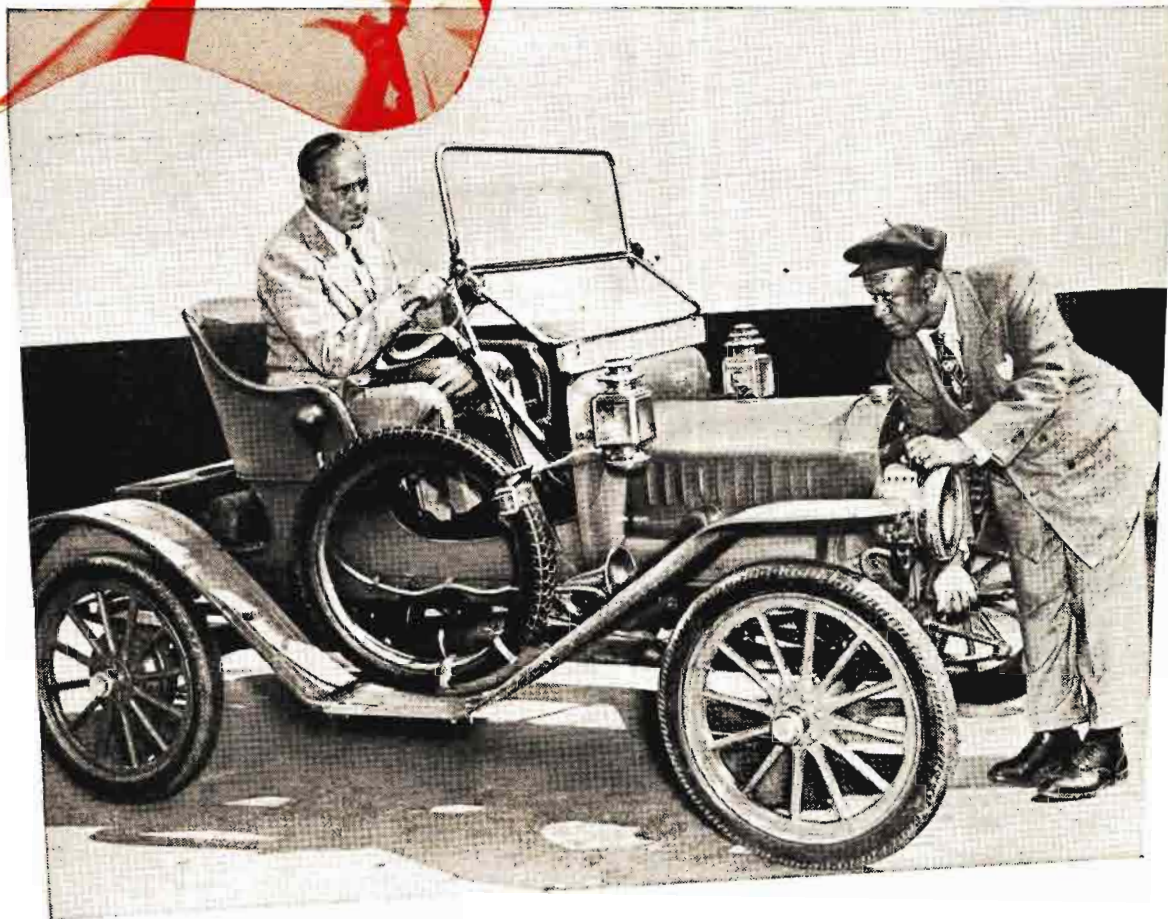
FRED M. JORDAN, formerly executive vice president and Pacific Coast Manager of Buchanan & Co., Los Angeles, has set up Fred Moyer Jordan Adv. agency at 650 South Grand Street, same city. Phone is Trinity 9322. Associated with him as account executives are A. F. BANKS, formerly with Retail Adv. Corp., San Francisco, and RALPH GARDNER.

FRANCIS X. MANNING, formerly real estate advertising manager of New York World Telegram, joins Flint Adv. Assoc., New York, as account executive.



(above) Jack Benny, world's most generous tight-wad, and his wife, Mary Livingstone.

(right) The famous Maxwell with Benny at the wheel and Eddie Anderson (Rochester) cranking.



CBS STARS
ARE ALWAYS SHINING OVER EASTERN IOWA
VIA WMT

*N*otorious Violinist - and Collector -

Now Visits Eastern Iowa Via WMT

The man who does what shouldn't happen to a dog to a violin, the collector with the one-way wallet, the parsimonious master of the delayed payment, the man whose bucks grow antlers in subterranean vaults, the put-upon character with the magnificent Maxwell, the man who works with Mary Livingstone and Rochester and Phil Harris, the Wit of Waukegan . . . is another CBS star whose program now reaches Eastern Iowa's vast farm and city market via WMT.

When you want to tap a truly prosperous, well-balanced market, remember WMTland, where loyal listeners in town and country tune regularly to 600 kc. for the best in entertainment. Ask the Katz man for full details about WMT, Eastern Iowa's exclusive CBS outlet.



600 KC., 5000 WATTS CEDAR RAPIDS DAY AND NIGHT

Basic Columbia Network



FIRST
IN BMB

FIRST
IN HOOPER

FIRST
IN THE SOUTH'S FIRST MARKET



All "vital statistics" show that Houston and its great Gulf Coast market are growing lustily.

Department store sales are up 23% for the first 11 months — tops among Texas cities. Building permits for 11 months jumped from \$65,080,064 in 1947 to \$92,273,372 in 1948. Harris County population increased from 740,000 to 780,000.

To sell Houston and the Gulf Coast, buy KPRC — FIRST IN EVERYTHING THAT COUNTS.

KPRC HOUSTON
950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast
Jack Harris, Manager
Nationally Represented by Edward Petry & Co.

Feature of the Week



PROGRAM FORMAT for Your Red Cross Show is discussed by (seated, l to r) Robert Duffield, WOWO manager; Warren Widenhofer, Red Cross public information director; Pierre Boucheron, WGL manager; Glenn Thayer, WANE manager; (standing) Ed Thoms, WFTW manager; George Fishing, local Red Cross chairman, and Hilliard Gates, WKJG manager.

NO MATTER which way you turn in Fort Wayne you cannot escape the Red Cross. That, at least, is the case if you are turning your radio dial between 6:30 and 6:45

p.m. on Saturday evenings. Through the cooperation of the Fort Wayne radio stations (WOWO WOWO-FM WGL WKJG (Continued on page 71)

On All Accounts

THE STAGE was made safe for people like John Barrymore when Arnold Maguire changed his mind about becoming a "great actor" and turned writer. That was 30 years ago. Today, Arnold Maguire is West Coast director of television in Hollywood office of Foote, Cone & Belding. And, in true pioneer fashion, as becomes a "native son of the Old West" (he was born in San Francisco), the tall, good-looking Mr. Maguire has blazed many trails in the years between.

Now suffering with television through its growing pains, he was in radio when giveaways weren't even a twinkle in a sponsor's eye.

His stage career, which followed a year after graduation from St. Matthews College, San Mateo, Calif., in 1919, lasted one year. During that time he appeared as a "stooge" in a Raymond Hitchcock production, "Hitchy Coc," being shown in San Francisco before going to New York. It was shortly after his stage demise that he made his first \$100 in writing by selling a brief comedy skit to Mr. Hitchcock for use in the New York showing of the play.



ARNOLD

In 1925, "thanks to a relative" on the San Francisco Chronicle, Arnold landed his first regular job as a roving reporter for the paper. He "roved" there for one year, writing a humorous column on sidelights of the news. One of the most impressive things, he says, was his learning to typewrite.

About this time radio was beginning to assert itself, and for the next few years he tried his hand at writing radio scripts. "They were taking anything at that time," says Arnold, "so I was quite successful in selling them."

In 1930 he put both feet in the radio door by joining KFRC, the San Francisco Don Lee outlet, as a writer. His first chores were writing and producing skits on the Blue Monday Jamboree, and later on Hodge Podge Lodge for the then CBS-affiliated Don Lee network of five stations.

Promotion to position of production manager came two years later. In 1935 he switched to NBC San Francisco as producer-writer. After a year producing and writing Care-free Carnival he went south to Los Angeles with the show when it was transferred there. With NBC for (Continued on page 84)

WFBC's MARKET

IS
853,700
PEOPLE



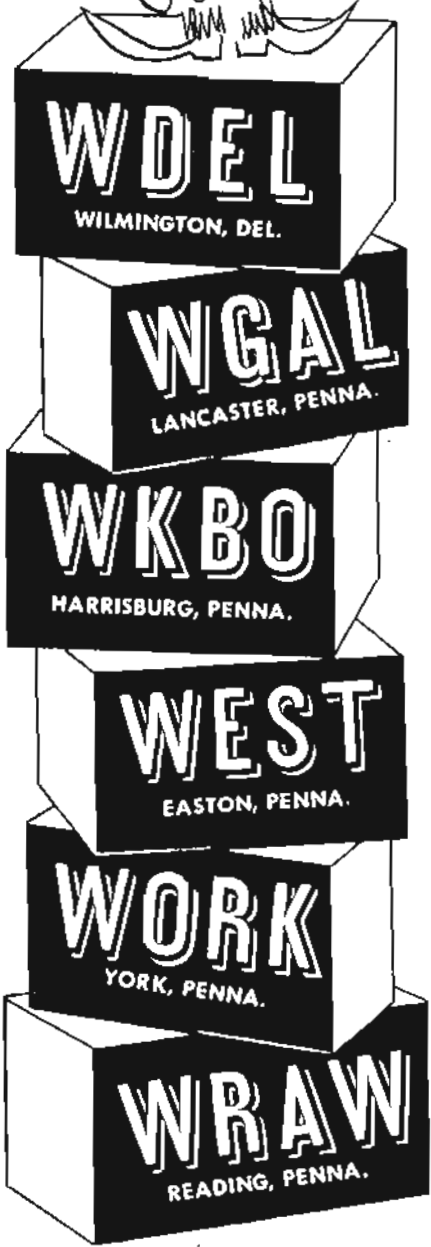
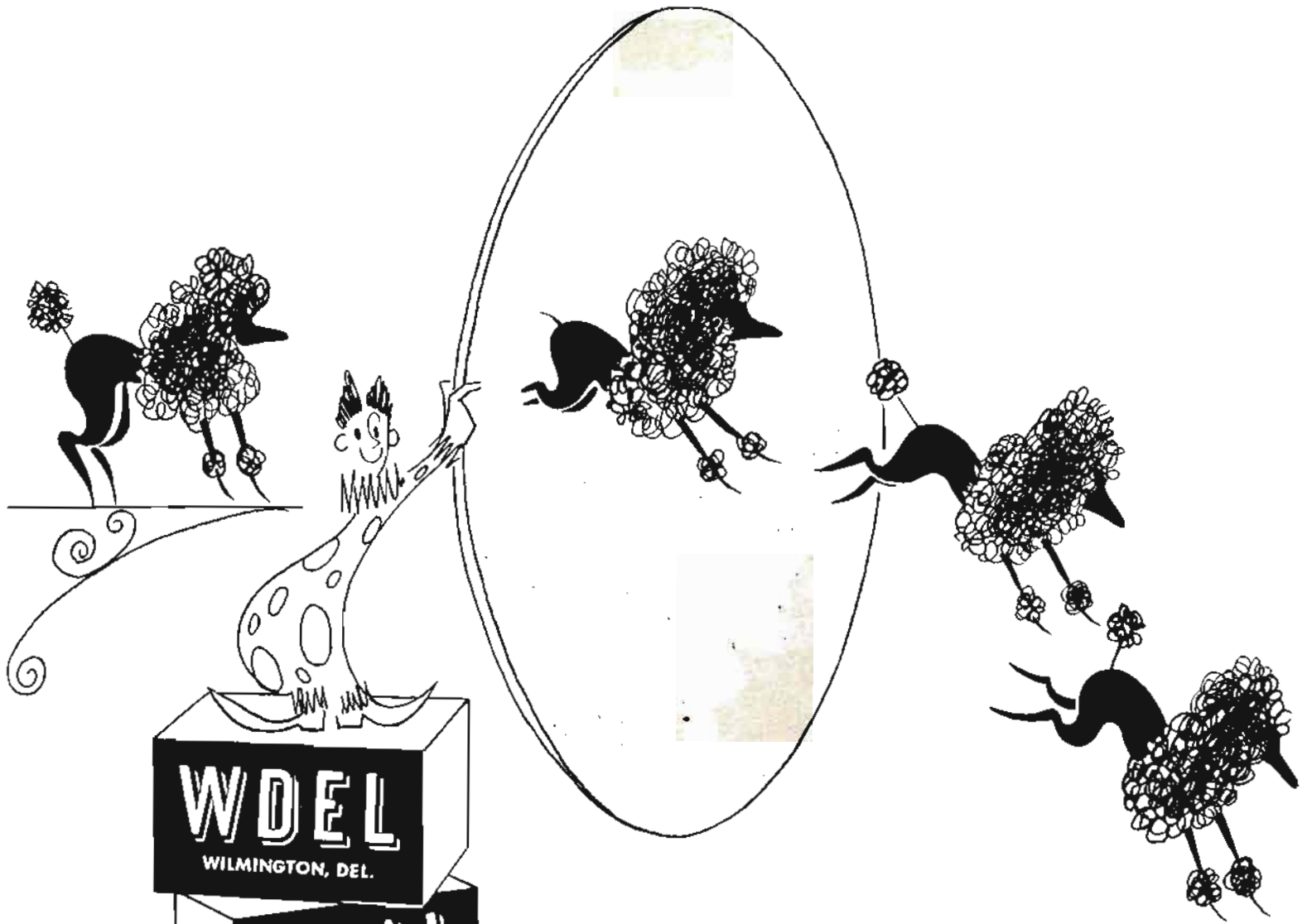
Finest in Retail and Wholesale Sales, Buying Income, Industrial Payrolls, Automotive Registration. First in ability to buy your products.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts

GREENVILLE, S. C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.



Consistent Performers in producing sales

These six stations can present your sales message directly in the homes of people who have money to spend . . . can create business for you. Forsighted local programming and NBC network shows have developed steady listener popularity for all of these stations. Many smart advertisers depend on them for profitable selling. Write for sales success stories and rates.

Represented individually and as a unit by

ROBERT MEEKER ASSOCIATES

Chicago San Francisco New York Los Angeles



STEINMAN STATIONS

Market Brochure

EDITOR, BROADCASTING:

A great many broadcasters have requested reprints of the two broadcast market studies made by Dr. Andrew and published in BROADCASTING.

We have reprinted these articles in a brochure entitled "A Study of Profit Opportunities for New Stations."

We will be very glad to send free copies of this brochure to any of your readers who write us.

Malcolm Kelly
Adv. Manager
Andrew Corp.
363 E. 75th St.
Chicago 19.

[Editor's Note: The two studies of which Mr. Kelly speaks are "Industry Barometers, One Billion Dollar Gross Seen in 1957" which appeared in BROADCASTING, Aug. 2, 1948, page 22 and, "Market Potential, Predicted Gross Gauges Station Chances" which appeared in BROADCASTING's MARKETBOOK, Oct. 11, 1948, page. 11.]

Open Mike



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

Auto TV Ban

EDITOR, BROADCASTING:

Readers of Jeremiah Courtney's excellent article on legislative bans on automobile television [BROADCASTING, Feb. 7] will be interested in the enclosed editorial which appeared in the St. Louis Star-Times on Jan. 27. . . . The editorial follows:

State Senator Milton F. Napier, of St. Louis, has introduced a bill that would make it illegal to install a television receiver in a motor vehicle where it could be seen by the driver. Even a bad driver who is watching the road is better than a good driver who is not.

The danger of having a receiver that might detract the driver's attention from driving should be apparent to all. It should be apparent, but is not. As sure as the rising of the sun, as sure as the fact that "something new" will be added to the next year's automobiles, you can count on some people's wanting to put television on their dashboards.

New York, says Senator Napier, already has such a prohibition. Several other states are considering it. Missouri, which has lagged in passing a strict driver's license law, should be one of the pioneers in this respect.

The bill should make a distinction between commercial television and new uses of television for safety that might be worked out. Television, like radar, has many possible uses. It might be developed to give drivers of vehicles and engineers of trains better vision. It might be developed, for ex-

ample, so as to give the drivers of huge trucks a clear view of the road behind, and to permit engineers of trains to see the track better both in front of them and to the rear. Just as road safety requires that some uses of television be banned, so does road safety require that other possible uses be permitted.

Elzey M. Roberts Jr.
Vice President
St. Louis Star-Times
St. Louis

[Editor's Note: The interesting possibilities of television as a safety device should certainly be explored before state legislatures pass bans on all television for motorists.]

* * *

Copy Approval Stamp

EDITOR, BROADCASTING:

Many dollars are being spent in a variety of different ways to promote radio advertising.

May I suggest a quite simple but effective idea that will not solve the problem, but will help to accomplish this aim.

Form a research department, perhaps through the NAB, to test articles offered through radio advertisement, or all articles submitted by the manufacturer. If it meets with certain set standards, it would be "accepted for advertising by the National Association of Broadcasters" or some such title.

I believe the manufacturers would go along with the idea and perhaps help pay the expense of maintaining such a test department. After all, it would help them to have their merchandise "accepted for radio advertising." This line could be incorporated in radio copy, newspaper copy, billboards, magazines, etc., thus giving a great deal of publicity to radio advertising in general, at little or no cost, perhaps, to the radio industry in general.

Dick Holloway
Commercial Manager
WTRC, WTRC-FM Elkhart,
Ind.

* * *

'Airator' Suggested

EDITOR, BROADCASTING:

Out here just off the edge of . . . "Operation Snowbound" we learned radio and the ski-plane were the only mediums reaching the people prior to Congressman O'Sullivan getting Gen. Pick and the Army taking over, then weasels and 'dozers too were able to bring regular services to the isolated citizens. . . .

. . . Some embryonic lexicographer should coin an equivalent radio term meaning a "radio reporter"—how about "Airator"? . . .

Bud Crawford
President
Custer County Bcstg. Co.
Broken Bow, Nebr.

* * *

Adds Ammunition

EDITOR, BROADCASTING:

I have just finished reading the editorial "Press-Radio War II" in (Continued on page 22)

goes

UP
UP
UP

Two full years of new ownership* have upped WGR's audience to the highest Hoopers in the station's history. In Buffalo, Columbia and WGR are the BIG names in 1949.

5000 watts on radio's most favorable wave length . . . 550 kc . . . gives WGR advertisers a complete blanket of Western New York's vast markets.

Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry



Buffalo's Columbia Network Station
Broadcasting Corporation

RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives: Free & Peters, Inc.



Take to the air

Use WEEI. And you'll send your sales curve soaring in Boston. Because all week long—from sign-on to sign-off all seven days of the week—WEEI delivers the biggest rating more often than all other Boston stations combined!*

To take to the air with a WEEI local origination that commands a sky-high rating, call WEEI—"Columbia's friendly voice in Boston"—or your nearest Radio Sales office.

The sales results from your WEEI program will have you walking on air.

*"Quarter-hour wins," Pulse: Sept.-Oct. and Nov.-Dec. 1948

WE

DON'T

MIGRATE

TO

SETTLE (Ky.)!

No, Sir, at WAVE we don't push out into the wide open country to Settle (Ky.)! We ain't afeerd of Injuns—we just know that kind of pioneering in Kentucky doesn't pay off!

Instead, WAVE attends to business in the Louisville Trading Area. With a total Net Effective Buying Income of over a billion dollars, folks in this great Kentucky market maintain a 46% higher standard of living than do the families in the parts of the State we don't cover!

How about it? Why not skip the bush-breaking and get prosperous in WAVE's Louisville Trading Area? Or would you ruther git scalped, Scout?

**LOUISVILLE'S
WAVE**

NBC AFFILIATE

FREE & PETERS, INC.,



5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES

New Business



CROWELL-COLLIER PUBLISHING Co., New York, sponsoring two weekly programs on 19 Don Lee stations for 47 weeks. Programs are *Mutual Newsreel* (Thursdays, 6:15-6:30 p.m. PST) and *Rise and Shine* (Fridays, 7:30-7:45 a.m. PST). Agency: Kudner Adv., New York.

BUCHANAN & Co., San Francisco, starts handling **WELCH GRAPEJUICE Co.** account for 12 Western states. Entire national account formerly was handled out of agency's New York office.

GLOSTEX PRODUCTS Inc., Chicago, expects to expand its spots and programming for Gaylark auto seat covers from current 12 markets, mainly in Midwest, to Boston, Alabama, Texas and West Coast within a month. New program formats being considered. Agency: Bennett, Petesch & O'Connor, Chicago. **GEOVIL V. NEREIM** is account executive.

DANDRUG Corp., Highwood, Ill., appoints Casler, Hempstead & Hanford, Chicago, to handle its account, and plans to test Sulfo-Dandrug, sulfa scalp preparation, in several radio markets. Results of tests will determine schedules. **ROBERT BROOKMAN** is account executive.

BRICK O' GOLD Corp. (ice cream and dairy products), Redwood City, Calif., appoints Raymond L. Sines & Assoc., San Francisco, to handle advertising. Radio will be used. **RAYMOND SINES** is account executive.

L. B. LABS, Glendale, Calif. (L. B. Hair Oil and shampoo), appoints Smith, Bull & McCreery, Los Angeles, to handle special national merchandising program. Radio will be used.

GENERAL ELECTRIC Supply Corp., Los Angeles, and two of its L. A. area television set dealers, Gibson & Devore, Torrance, and Elmo Radio & Television, Lynwood, Feb. 15 started co-sponsorship of half hour weekly musical television show *Picture Album* on KLAC-TV Los Angeles for promotion of television sets. Contract is for 13 weeks. Agency, Ross, Gardner & White Adv., Los Angeles.

LEHN & FINK PRODUCTS Corp., New York, appoints McCann-Erickson, New York, to handle advertising program for O-SYL, non-poisonous disinfectant. The agency also handles the company's Hinds Honey and Almond fragrance cream and Etiquet deodorant accounts. Media plans are being prepared.

DR. BEAUCHAMP, Los Angeles dentist, Feb. 1 started radio schedule on four California stations: five-weekly quarter-hour *Breakfast in the Blue Ridge* program for 26 weeks, and ten spots a day seven weekly for 52 weeks on KFMB San Diego; five-minute daily *Inside Story* plus five minute six-weekly newscast on KYA San Francisco; 18 spots daily seven days weekly on KSON San Diego for 52 weeks; 11 spots weekly for 52 weeks on KFSD San Diego. Agency: Charles N. Stahl Adv., Los Angeles. Dentist also recently started five weekly quarter-hour *Eddy Arnold Show* on KROW Oakland through Stahl-Casey, San Francisco.

Network Accounts

GENERAL FOODS Corp., New York, for Baker's Premium Shred and Southern Style Coconut, to begin spot announcement campaign to supplement its magazine advertisements. Spots will be used five weekly on *When a Girl Marries*, NBC; *Wendie Warren*, CBS, and on WOR New York's *Martha Deane* program. Agency for Baker products: Benton & Bowles, New York.

CALIFORNIA SPRAY CHEMICAL Co. (Ortho Carden Spray) to sponsor *Ortho Garden Guide* on eight MBS California outlets. Contract is for 26 weeks. Agency: Cosby & Cooper, San Francisco. **NORVILLE GILLESPIE**, KFRC San Francisco garden reporter, conducts program, which had previously been carried as a local sustainer by station.

S. O. S. Co., Glendale, Calif. (Soil-Off), Feb. 14 started for 52 weeks complete five-weekly sponsorship of *Mr. Information* on basic Columbia Pacific Network plus KERN Bakersfield, Calif.; KIMA Yakima, Wash.; and KOLO Reno, Nev. Program aired Monday through Friday, (2:55-3:00 p.m. PST). Firm formerly sponsored program three times weekly. Agency: McCann-Erickson, San Francisco.

MILES LABS, New York (Alka-Seltzer), renews for two years *Alka-Seltzer Newspaper of the Ab*, twelve weekly, Sundays through Fridays (10-10:15 a.m. PST; 9-9:15 p.m. PST) on all Don Lee Network stations plus four Arizona stations: KOOL Phoenix; KCKY Coolidge; KNOG Nogales; KCNA Tucson. Agency: Wade Adv., New York.

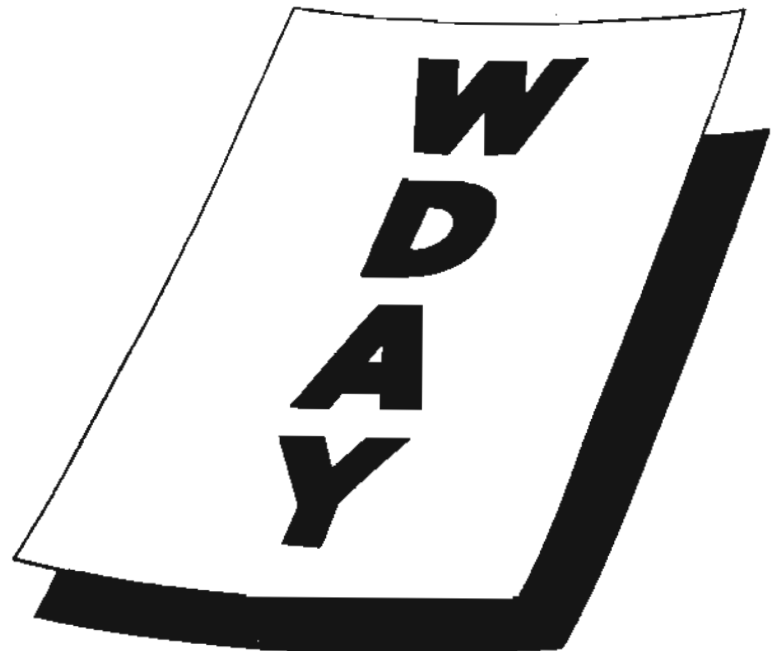
GUESS I'LL JUST TAKE W DAY'S "MIKE NOTES"!



Did you ever hear of a listener who *paid dough* for his favorite station's "house organ"? Neither had we! But last year 10,031 of us Red River Valley families—in 90 counties—paid 10,031 bucks for our subscriptions to WDAY's monthly paper, "Mike Notes"!

That's pretty typical of our fabulous North Dakota hayseeds in the Valley because they all make *big dough* and all love WDAY! BIG DOUGH? Yup, an average Effective Buying Income per family of \$5599! LOVE WDAY? You bet! Every survey shows they prefer it about 4 to 1 over any other station!

Ask us or Free & Peters for all the figgers!



FARGO, N. D.



FREE & PETERS, INC. Exclusive National Representatives • NBC • 970 KILOCYCLES • 5000 WATTS

WOR'S OWN GALLERY OF NOTABLES

these biographies are fictional, in name and locale, but the results are not; that is, fictional. Every sale mentioned here is a true one, extracted from one of the most extraordinary success story files in American radio



ALFRED and G. G. MARTIN

CLEFT—two brainy WOR advertisers who just l-o-u-n-g-e these days in Sebastian, wherever *that* is. Called their advertising agent one day, said, “This WOR thing—hear it all over the place. Other people must. Let’s use it.” Said dutiful advertising agent, “Of course, gentlemen.”

While on WOR, the Cleft Brothers’ line increased from three to eight products in a viciously competitive field; plants spread throughout the immediate WOR area. Time and again these shrewd men have said that WOR with its program was a mighty instrument in their company’s and their products’ success and constant growth.



J. WORTHINGHAM GRANT

started a little company during the bombing days—remember, 1943? Dropped into WOR one day, said, “Look, most of the money I’ve had I’ve dropped into this idea of mine. Got some cash, but not much. What do you recommend?”

In 8-weeks WOR doubled the sales expectancy this harried maker had set for himself. In 8-weeks WOR put the product on the shelves of 50% more dealers than he had hoped might take it. WOR, in fact, opened up grand distribution for this man in the residential communities of New Jersey, Long Island, Connecticut, Rhode Island and Pennsylvania.



SWEDLEY M. RAMP

Curious client. Had a supremely gifted bird as pet; type undetermined; the bird's, we mean. Wealthy today. Soars frequently above Manhattan area tooting strange Congo instrument, as bird honks.

WOR increased sale of this client's product three times greater than its sales during the previous year. And though the crop was glutting the market—it was a food—WOR aided distributors in selling out their entire supply and helped them maintain a high profit in the face of reduced pricing.



ADOLF and OSTREPPPO VAN MERL

Very able men. Live someplace up around the country. Love cycling and informal steak fries when not buying more time on WOR.

Within the brief period of 12-months, WOR spurred the sale of their product from zero to the #2 seller in the metropolitan area. At the same time, WOR helped them obtain 100% wholesale distribution and 80% retail distribution in and around New York.

NOTE—all joking—if you considered it such—is essentially minor. But this, we think, is not . . .

WOR is a powerful force in the lives of the majority of 36,000,000 people in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of southern Georgia, WOR's voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates and the confidence it builds in the hearts and minds of millions of people that make it one of the most successful selling forces in America today.

May we tell you more about it—at 1440 Broadway, in New York?

Or at your office?

WOR

—heard by the most people

Mutual

where the most people are



TAYLOR Grant (r), editor-narrator of *ABC Headline Edition* (7 p.m., Mon.-Fri.), receives congratulations on 1,000th broadcast Feb. 17 from **Thomas Velotta**, ABC vice president of news and special events.

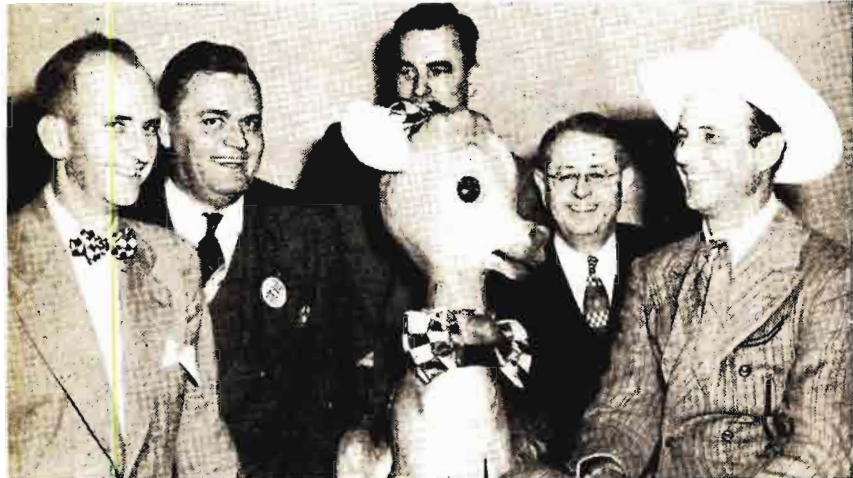


Radiatorama

PLANS for second annual soil conservation contest in Colorado are discussed by officials of the sponsoring organizations—**KLZ Denver** and the *Denver Post*. Consulting state map are (l to r) **Palmer Hoyt**, *Post* editor and publisher; **Hugh B. Terry**, KLZ manager; **Lowell Watts**, KLZ farm reporter, and **Ralph Patridge**, *Post* farm editor. Five \$500 prizes will be awarded this fall.



JIMMY FIDLER (r) opens one of 400,000 letters received in his National Kid's Day Foundation slogan contest with **John Van Nostrand Jr.**, v.p. and radio-TV director, **Sullivan, Stauffer, Colwell & Bayles**.



"**BEAUTINA**," Purina's talking calf heard on the *WSM Nashville Grand Ole Opry*, is admired by (l to r) **S. W. Brown**, president of **Brown & Bowers**, agency; **Blake Pullen**, southern regional chief of **Purina Mills**; **J. E. Streetman**, Purina's Nashville division salesman; **Ralph Jarrett**, Purina salesman, and **Cowboy Copas**, *WSM* singing star featured on the show.



COMBINED facilities of 18 Tobacco Network and Dixie FM Network stations have been made available to North Carolina's new governor, **Kerr Scott** (behind mike). Making presentation are (l to r) **Fred Fletcher**, Dixie FM Network pres.; **Louis Howard**, Tobacco Network pres., and **E. Z. Jones**, Dixie FM Network v.p. and pres. of **N. C. FM Assn.**



NEW OFFICERS of Southern California Advertising Agencies Assn. are (l to r) **Henry Welsh**, **Welsh-Hollander**; **Lee Ringer**, **Lee Ringer Adv. Co.**, and **Norton Mogge**, **Mogge-Privett**, all of Los Angeles.

NALLEY's Inc. sponsorship plans for *Meet the Missus* on Columbia Pacific Network are reviewed by (l to r) **Ole Morby**, **CBS San Francisco** mgr.; **Evert Landon**, **Nalley's** pres.; **James Heffernan**, v.p. **Milne-Heffernan**, agency, and **Bill Shaw**, **CPN** asst. sales mgr.

DOUBLE-play advertising campaign using transit FM and car cards in St. Louis for **Roosevelt Federal Savings & Loan Assoc.** is consummated by (l to r) **Robert Hyland**, **KXOK-FM St. Louis**; **Robert Seat**, **Robert Seat Agency**, and **George Metcalfe**, bank pres.



FIRST regular **WNEW** New York sports show since war is discussed by (l to r) **Harry Krawit**, v.p. of **Peck Adv.**, agency for **Howard Clothes**, sponsor; **Jimmy Powers**, sports editor, **New York News**, talent, and **David Stein**, **WNEW** account executive.





**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**



**WTIC
DOMINATES
THE PROSPEROUS
SOUTHERN NEW ENGLAND
MARKET**

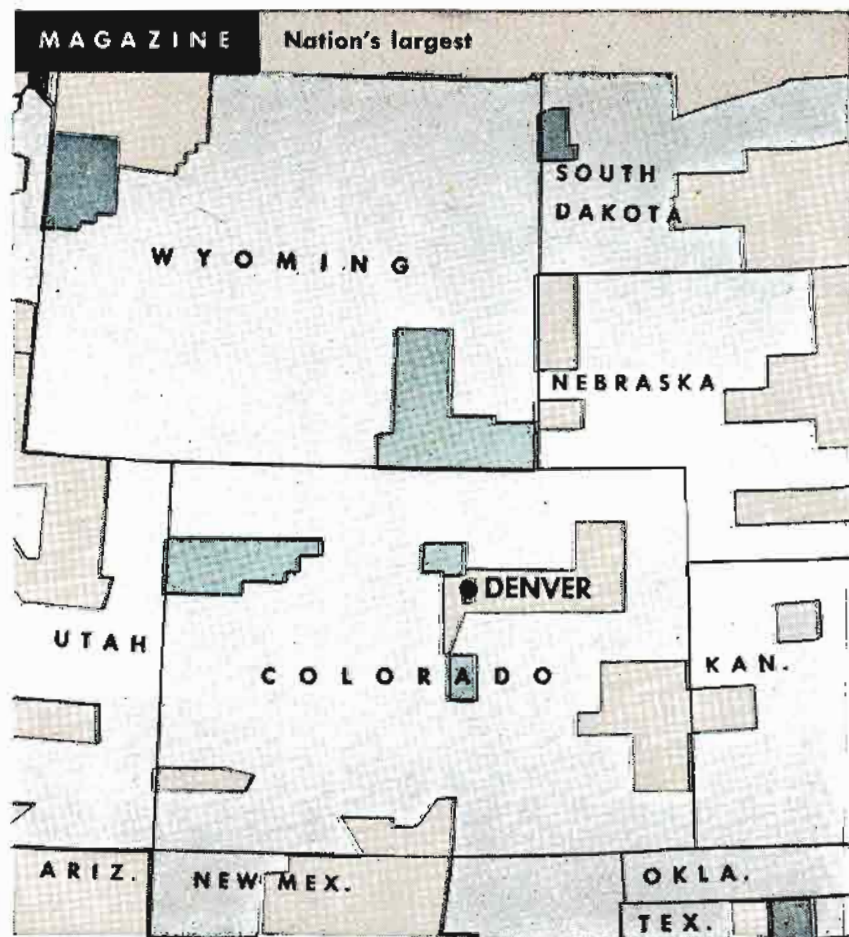
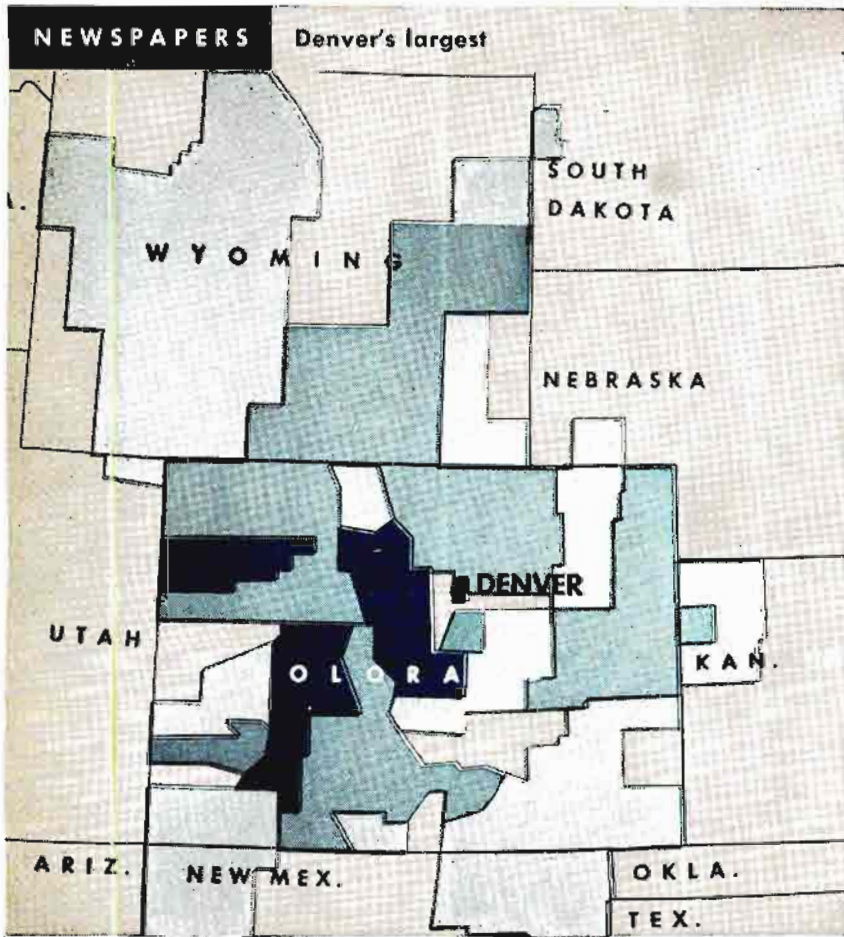
Paul W. Morency, Vice-Pres.—Gen. Mgr.

Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.

WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Your customers may blanket the area.. *but*

The people who stabilize your sales, your present customers, may live 50 miles . . . 100 miles . . . 200 miles from the nearest city where you advertise. Are you keeping these regular buyers sold on your product?



Total circulation in area — 194,099 (Audit Bureau of Circulations)

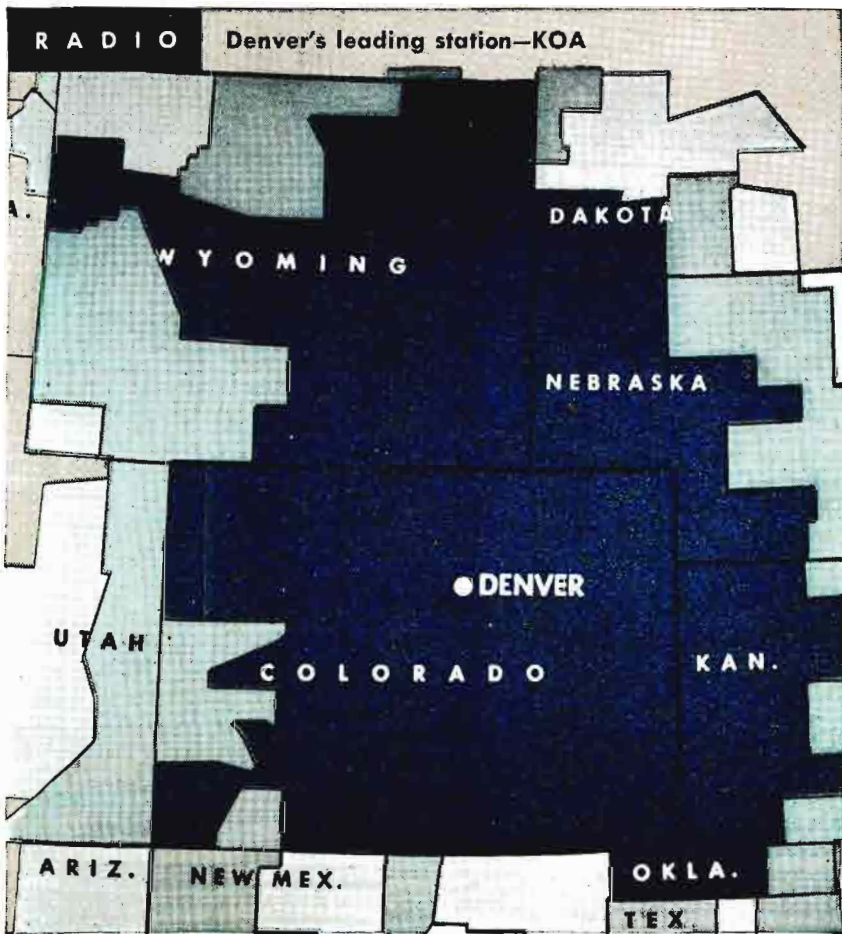
Total circulation in area — 100,330 (Source available on request)

NBC



does your advertising ?

Does your advertising reach the majority of people inside and *outside* the city limits?... Here are three maps of the mountain states. Which medium best covers the most customers from a *single origination point*... Denver?



Total audience in area (daytime)—405,320 (Broadcast Measurement Bureau)

KOA is just one example of the complete market penetration of stations represented by NBC Spot Sales. For a similar analysis of any of the markets listed below, call your nearest NBC Spot Sales Office. You'll be amazed at how thoroughly these stations blanket the areas where your customers buy.

New York	WNBC
Chicago	WMAQ
Cleveland	WTAM
Washington	WRC
San Francisco	KNBC
Denver	KOA
Schenectady	WGY

LEGEND

- 50 to 100% of total families reached
- 25 to 49% of total families reached
- 10 to 24% of total families reached

SPOT SALES

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

Open Mike

(Continued from page 12)

the Jan. 31 BROADCASTING.

I am sure that you have noticed the increase, in the past year or so, of the little, sly "digs" the printed mediums are taking at radio. Scarcely a comic section appears in a newspaper these days without a cartoon that throws a bad light on radio . . . popular magazines are using the same tactics in their cartoon material. . . .

And then, there are columns and articles. . . . Some of their efforts are so absurd that you can hear the publisher's check crinkling in the background. . . .

*William R. Tedrick
Station Manager
KWOC Poplar Bluff, Mo.*

[Editor's Note: Our comment is the same as that with which we closed the editorial to which Mr. Tedrick refers: "Radio Is Keeping Its Powder Dry."]

'People' Talk Back

EDITOR, BROADCASTING:

I appreciate both the controversy over my "Talking People" and the imitators who have sprung up all over the place—all very flattering.

Choruses, of course, are not new but date back to Euripides, as has been mentioned. And I never said that I was the first to use a group speaking in unison, and Ann August, who wrote the wonderful story which started all this, did not credit such a remark to me.

However, Euripides and his centuries of choral successors—including the moderns—all have had some hint of rhythm holding them together. There was feeling of metric pulse regardless of what they were reciting.

But my "Talking People" perform without the aid of rhythmic meter and pulsations, talking,



Mr. Willson (r) and the "Talking People" [BROADCASTING, Jan. 3].

* * *

sneezing, snorting, laughing, weeping in unison with exacting inflections which I do claim to be an innovation and, until I hear a recording dated to prove prior performance—and I would welcome such evidence—I maintain that no one, not even the Greeks, had anything done exactly like Meredith Willson's "Talking People."

*Meredith Willson
Hollywood*

Happy at WOL-MBS

EDITOR, BROADCASTING:

Radiator's identification last week (Feb. 14) of our Bill Henry as "Bill Henry, CBS News" calls forth a firm protest in his behalf.

It is generally noted, I am told, that there is a more or less measurable trend to that august network; however we at WOL-Mutual rise in righteous wrath to assure you it's not happening to Henry! As the photo plainly shows, Bill Henry is right happy at WOL-Mutual. In fact it is our fond hope (and expectation) that Bill will remain an outstanding WOL-Mutual news personality for many years to come.

A sidelight concerning that Radiorama picture: Mr. Truman told Henry that the microphone which was presented him (on which the President delivered his first House address after assuming office in 1945) was a possession cherished above all which had come to him in the White House.

*John Bondeson
Director of Promotion
WOL Washington*

* * *

Added Credit

EDITOR, BROADCASTING:

. . . I noted with interest, your article in the issue of January 24th covering the awards to ZCMI, in the recent NRDGA contest. I wish, however, to call your attention to a mis-statement of fact in paragraph 11, to wit: "Conceived and produced by Alene Dalton (Mrs. Ross Dalton in private life), who has a degree in child psychology and abhors blood-and-thunder fare for small fry, the series [referring to *The Story Princess* program] features such childhood favorites as Little Red Hen and Snow White."

I feel that KSL's fine facilities, and my efforts as actual producer of the show, having directed it since May of 1947, coupled with the able assistance of our expert sound technician, Mr. Alden Richards, are in large measure responsible for the degree of excellence attained. . . .

. . . Thank you for your usual up-to-the-minute reporting of all developments in the industry.

*Francis L. Urry
207 L St.
Salt Lake City, Utah*

[Editor's Note: BROADCASTING is happy to give credit where credit is due on production of *The Story Princess* program.]

* * *

TV Program Coverage

EDITOR, BROADCASTING:

There is a crying need for a good publication—such as yours—to cover TV broadcasting from the program angle—both the technical and program content of TV programs, of course.

*F. A. Timberlake
TV Engineer
WENR-TV Chicago*

* AVAILABLE

. . . and ready to sell!

★

Tom Reardon's "AFTERNOON HIT PARADE"

5:45 p.m. to 6 p.m. CST Segment

WHHM	Sta. B	Sta. C.	Sta. D.	Sta. E.	Sta. F.
4.7	4.6	4.2	1.7	1.5	1.4

Latest Hooper Continuous Measurement

★

W H H M

Independent - - but not Aloof

Memphis, Tennessee

Member
Association of
Independent
Metropolitan
Stations

Patt McDonald, manager
FORJOE & CO., representatives

On WCAU you're in Philadelphia



50,000 watts

"Umbrella Coverage"—in
all directions

Nation's third largest market

First in every Philadelphia
listeners' survey ever made

CBS affiliate

Represented by WCAU Sales Staff
in Philadelphia and New York...
elsewhere by RADIO SALES

AM TV FM

THE PHILADELPHIA BULLETIN STATIONS

**NORTH CAROLINA
IS THE SOUTH'S**

No. 1 STATE

AND

**NORTH
CAROLINA'S**

**No. 1
SALESMAN
IS**

**50,000
WATTS
680 Kc.**

**WPTF NBC
AFFILIATE**

RALEIGH, North Carolina

National Representative FREE & PETERS INC.

BROADCASTING

TELECASTING

Vol 36, No. 8

WASHINGTON, D. C., FEBRUARY 21, 1949

\$7.00 A YEAR—25c A COPY

SUPER RADIO SURVEY

By J. FRANK BEATTY

BMB will die a quiet death when the second industry coverage study is completed this year but in its place may arise a separate broadcaster-operated all-inclusive audience measurement and coverage project.

This development topped a series of all-important steps taken by the NAB board of directors at its winter meeting, held last week at the Hotel Roosevelt, New Orleans. The board:

- Created separate corporation to handle All-Radio Presentation with permanent sales promotion project envisioned (see story this page).

- Aimed straight at heart of threatening world radio developments by setting up operating groups to protect U. S. broadcasting (See NARBA story, page 32).

- Ordered naming of governmental representative to represent industry before Congress.

- Extended President Miller's contract one year from Oct. 1, 1950.

- Deferred NAB reorganization plan, meantime ordering naming of TV expert and continued reorganization study.

- Called for membership drive.

- Ordered Breen anti-code amendment sent to membership for vote.

- Voted against plan to prevent board members serving over two consecutive terms but ordered referendum vote.

- Set up women's activity as separate NAB department.

- Approved new member service to replace NAB reports.

Two topics dominated the Monday-Wednesday discussions, as well as advance committee meetings. They were BMB and international problems.

Feeling was general that something serious had to be done about BMB. The problem consumed almost half of the three-day session. What the board did, in effect, was protect the present investment of stations in the broadcaster-agency-advertiser coverage project which is now well under way and will be completed by autumn.

Useful Functions

The board apparently recognizes that BMB, from a long-range viewpoint, had served a useful function in meeting the desire of buyers of time for specific circulation data. But it has had



INTERNATIONAL-MINDED GROUP went into allocation, governmental and treaty phases of broadcasting during NAB board meeting. L to r: Campbell Arnoux, WTAR Norfolk, District 4 director; Emilio Azcarraga, XEW-XEQ

Mexico City, v.p. Inter-American Assn. of Broadcasters; NAB President Justin Miller; Goar Mestre, CMQ Havana, IAAB president; Gilmore N. Nunn, WLAP Lexington, Ky., IAAB delegate and District 7 director.

enough of the present setup and this was made quite clear.

Since the board's action came on the eve of BMB's mailing of some 650,000 ballots to listeners, the board did not desire to peril the project. Instead of swinging the axe on all radio coverage and research efforts, the board took the view that perhaps the scattered projects now in operation can be wrapped up into a package that will meet the approval of advertisers and agencies. No action was announced by the board in relation to BMB personnel.

A careful study will be made of

all types of research and coverage measurement with possibility that something definite will develop by convention time next April.

The management conference during convention week in Chicago will run 2½ days, starting Monday noon, April 11, and ending Wednesday noon. Chairman Wayne Coy of the FCC will open the convention Monday noon, with Judge Miller presiding. The annual report of the president will be printed this year.

The Monday afternoon agenda will be a dollar-mark session fea-

turing sales and broadcast advertising problems and ways to increase station revenue in the face of stiffer competition and expansive promotion by other media. An FM session will be held Monday night.

Tuesday morning's discussion will be built around public relations on the management level. Legislation, labor, news and similar industry matters will be included. Tuesday afternoon's agenda will be built around BMB, BMI and international affairs. Final session will be held Wednesday

(Continued on page 26)

INDUSTRY PROMOTION

NAB Proposes Firm

INDUSTRY-OPERATED project to sell advertisers and agencies on the sales power of broadcasting, and then keep them sold, was set in motion last week at the NAB board meeting in New Orleans.

The board approved plans to form All-Radio Presentation Corp. as a separate corporation entirely outside NAB. This corporation will direct the All-Radio Presentation plan, now in the script-writing stage.

Out of the plan may develop the nucleus of a continuing sales promotion drive to divert new advertising dollars into the broadcast medium. Such a project would be a partial answer to the million-dollar Bureau of Advertising main-

tained by the American Newspaper Publishers Assn.

Backers of a permanent all-radio organization reminded the NAB board that the ANPA may double its promotion fund to \$2 million with a heavy share of its activity aimed directly at broadcasting.

Recruiting Committee Planned

With pledges of funds to finance the current all-radio promotion film running ahead of expectations, the committee directing the project disclosed that a 39-man recruiting committee will soon be named to bring in more subscribers. Already over 400 stations are supporting the film.

The NAB board heard details of the promotion at its Tuesday morning meeting. Appearing on

behalf of the project were Gordon Gray, WIP Philadelphia, chairman of the All-Radio Presentation Committee; Victor M. Ratner, CBS vice president in charge of advertising and promotion, and Lewis Avery, of Avery-Knodel. The committee has been operating as a semi-autonomous organization but will have complete autonomy as a result of board action approving its incorporation.

While the committee and the board have given thought to the idea of a permanent industry promotion, present attention is devoted exclusively to the current film production.

Mr. Gray told the board that trends toward increased station

(Continued on page 56)

This Changing Radio World AN EDITORIAL

THE NAB board of directors met in quarterly session last week at New Orleans. These two dozen men tackled an accumulation of matters that sorely needed decision—several of them fundamental.

Action was long overdue. The remarkable thing was that further procrastination was lacking. There was no effort to kiss off issues with flowery resolutions and catch phrases.

The board didn't dawdle with BMB. The March coverage survey was ratified—but as the last under present auspices. Simultaneously a committee goes to work on a plan for an all-inclusive, industry-owned audience measurement project which could invade the highly competitive and oftentimes confused field of program ratings. It would follow the Broadcast Music Inc. pattern which delivered radio from music chaos a decade ago. Thus, BMB can become the stepping stone to the kind of radio-owned "circulation" operation sought so long. The blueprint is there.

What could become a jet-propelled project to sell radio itself was lifted from dead center with the approval of the All-Radio Presentation under a corporate structure. This can evolve into a continuing campaign to promote

radio at every level. With the Bureau of Advertising of the American Newspaper Publishers Assn. geared to double its million-dollar promotional budget, the NAB action is as timely as it is necessary.

President Miller emerges from the session with broader powers to meet conditions in this changing radio world. NAB, under the board's mandate, should become a more potent and vigorous advocate in the spheres of legislation and regulation. It should be a self-starter whenever any move is made that impinges ever so lightly upon radio's freedom. The headquarters staff, which gradually will be realigned, no longer will be circumscribed by the necessity of procuring the board's green light.

A legislative representative will be retained at the executive level. He will be available to Congress for background and information and guidance on all things radio. He will register under the Lobbying Act as the NAB's accredited legislative contact. Another action long overdue!

The whole broad field of broadcasters' relationship with government was approached dispassionately, looking toward better understanding and relations. The result was the

adoption of a comprehensive plan dealing with both national and international allocations and regulatory matters. It was recognition of the existence of problems presented by NARBA, by UNESCO, by our State Dept., which heretofore have hardly been given lip service by NAB because of possible conflicts among segments of its membership. The approach now, however, is on the thesis of broad principle, rather than on adversary issues involving one group of broadcasters against others. And, at long last, it was recognition of the world-wide proselyting of the British to "nationalize" radio wherever its tentacles reached.

Repercussions from the board's actions may erupt with unshirted fury at the NAB convention next April. That's not unhealthy. The need for change was evident, lest free competitive enterprise in radio be compromised. The board acted resolutely. That's what the rank and file who elected them had the right to expect.

The past inertia, the shilly-shallying on lobbying, audience measurement, on radio promotion, and allocations, went over the levee at New Orleans last week.

Super Radio Survey

(Continued from page 25)

morning and it will be a television discussion which may last all day.

Originally the board's convention committee had thought of a Wednesday morning session on FM, but this idea had been temporarily replaced by a Monday morning FM meeting. Instead, Monday morning will be devoted to committee meetings.

Annual industry banquet will be held Tuesday evening.

The reorganization project, instigated at the November board meeting, provided mainly for appointment by the president of the government contact official and a television expert to meet immediate need for more television service by the association. The reorganization idea has not been discarded. On the contrary, the board felt an exhaustive study should be made of other trade associations and their operations before any major steps are taken.

Resolution proposing a legislative director and industry-owned survey bureau was introduced by Howard Lane, vice president of the Marshall Field station.

The Missing Spence

SNOW storms in North Dakota delayed Harry R. Spence, KXRO Aberdeen, Wash., en route to the NAB board meeting in New Orleans last week. Scheduled to arrive Saturday, Mr. Spence finally reached New Orleans Tuesday morning after being snowbound in a Dakota hamlet along the Milwaukee railroad. With him on the train were Mrs. Spence and Mrs. C. E. Arney Jr., wife of NAB Secretary-Treasurer Arney

Stark realism governed the board's action on international affairs, as it was made clear that U. S. broadcasting frequencies are seriously threatened by allocation, treaty and other world developments. Even the fate of privately operated broadcasting is involved as the spread of government-ownership philosophy hems in this country.

Leading up to the board's decisions was a series of resolutions adopted by a special board committee headed by Michael R. Hanna, WHCU Ithaca, N. Y. Other members were Clair R. McCollough, WGAL Lancaster, Pa.; Campbell Arnoux, WTAR Norfolk; Edward Breen, KVFD Fort Dodge, Iowa, and Gilmore N. Nunn, WLAP Lexington, Ky.

The committee recommended that

the board declare its "positive continuing interest" in all international affairs. It urged that a delegation be sent to the next UNESCO meeting in Cleveland. Mr. Hanna had attended the November UNESCO meeting in Europe. The committee urged that free enterprise radio utilize international broadcasting frequencies. All these recommendations were adopted by the board.

Other steps included approval of a plan to write a primer for broadcasters on the effect of international radio on American broadcasting. Quarterly reports will be submitted to members by NAB, with department heads cooperating in its preparation.

Failure to act quickly on allocations can mean serious disruption

of the whole American broadcast picture, the committee warned the board. NAB will approach the matter through government departments, legislative branches and finally the people themselves by means of a government-broadcaster council. The government was criticized for its failure to have a firm policy on world radio affairs, jeopardizing the American system.

Miller to Meet Truman

President Justin Miller is to confer with President Truman, Congressional committee heads, FCC Chairman Wayne Coy and others in an effort to speed adoption of policies which will protect U. S. broadcasters.

But the key to the whole board action was decision to create an All-Radio Planning Council to insure continuing exchange of information between the government and broadcasters, and to improve relations between industry and Congress as well as other federal agencies. These conferences tie in to the work of two new board committees whose job is to go into NARBA and work of IAAB.

Actual work of developing the All-Radio Planning Council, whose aim is "to insure the continuing exchange of information between the government and broadcasters concerning these important problems," was placed in the hands of Mr. Hanna and Robert K. Richards, NAB director of public relations and publications.

Members of the council will include the NAB president, three industry representatives whom he will designate, the chairman of the FCC and three representatives of government.

Nearest approach to such an organization in the past has been the NAB-FCC liaison committee, which has been less active in the past year than at the time of its



Drawn for BROADCASTING by Sid Hix

"The ear muffs are free for passengers who don't like Transit FM!"

(Continued on page 83)

P&G TOPS NETWORK USERS *PIB Lists Sterling Drug Next*

NBC AGAIN led the networks in gross time sales with a total for 1948 of \$69,697,590. CBS was its nearest competitor with time sales of \$62,265,105. The figures were released to BROADCASTING by Publishers Information Bureau. ABC's gross was \$44,304,245 and MBS \$22,728,802.

NBC showed the greatest percentage increase—5.9% over 1947, and CBS gross increased 5.1% according to PIB figures. ABC's gross increased 1.7% and MBS about 1.6%. The total increase for all networks was 4.7% over the combined network total in 1947.

Estimates based on 10 month figures appearing in the 1949 BROADCASTING YEARBOOK, were within 0.3% of those now released by PIB.

Only one advertiser, Procter & Gamble, spent over \$10 million on the networks in 1948. Six advertisers fell in Class II, the five to ten million dollar class, and 29 advertisers spent between one and five million for network time.

There were a total of 246 advertisers on the combined networks, 83 of them accounts with less than \$100,000 appropriations. Table I gives the number of accounts in each dollar class for all four networks.

Among the advertisers in the top seven (over \$5 million appropria-

TABLE I
NUMBER OF
NETWORK ADVERTISERS
BY APPROPRIATIONS

I	Over \$10,000,000	1
II	\$5,000,000-10,000,000	6
III	\$2,500,000-5,000,000	9
IV	\$1,000,000-2,500,000	29
V	\$500,000-1,000,000	47
VI	\$250,000-500,000	37
VII	\$100,000-250,000	34
VIII	Less than \$100,000	83
Total		246

tion) Gillette Safety Razor Co. increased its 1948 appropriation most. The account spent about \$5 million more in 1948 than the previous year. Liggett & Myers increased its appropriation by \$1,291,690.

P&G's total appropriation was \$18,226,321. The 1948 total exceeded P&G's 1947 network time buying by \$1,573,451. The figures are from Publisher's Information Bureau final report for 1948.

The six accounts in the five to ten million dollar class were: Campbell Soup Co., \$5,819,758; General Foods Corp., \$6,774,603; General Mills, \$7,190,599; Gillette Safety Razor Co., \$6,267,319; Liggett & Myers Tobacco Co., \$5,043,752; and Sterling Drug Co., \$9,063,366.

Tabulation of the \$198,995,742

TABLE II
1948 NETWORK GROSS BY PRODUCT GROUP

Product Group	Jan-Dec Gross Value
1. Agriculture & farming	\$1,531,531
2. Apparel, footwear & accessories	1,431,589
3. Automotive, automotive accessories & equipment	7,696,776
4. Aviation, aviation accessories & equipment	
5. Beer, wine & liquor	1,116,697
6. Building materials, equipment & fixtures	988,686
7. Confectionery & soft drinks	7,655,484
8. Consumer services	2,549,586
9. Drugs & remedies	22,566,488
10. Entertainment & amusements	5,215
11. Food & food products	47,208,282
12. Gasoline, lubricants & other fuels	5,969,057
13. Horticulture	98,946
14. Household equipment & supplies	8,628,906
15. Household furnishings	1,331,640
16. Industrial materials	1,747,826
17. Insurance	4,238,745
18. Jewelry, optical goods & cameras	1,201,942
19. Office equipment, stationery & writing supplies	2,317,072
20. Political	1,213,282
21. Publishing & media	1,450,097
22. Radios, phonographs, musical instruments & accessories	1,560,098
23. Retail stores & shops	
24. Smoking materials	20,323,300
25. Soaps, cleansers & polishers	20,767,870
26. Sporting goods and toys	81,469
27. Toiletries	32,145,225
28. Transportation, travel & resorts	333,616
29. Miscellaneous	2,836,308
TOTAL	\$198,995,742

in gross time sales for 1948 by product group is shown in Table II.

Individual expenditures by advertisers are shown below. The first column shows the class in which the advertiser expenditure falls (see Table I). The second column shows the sponsor, and

product advertised. The remaining columns show the total expenditures in 1948, 1947 and the dollar increase or decrease from 1947 to 1948. In light face type, expenditures by product are shown wherever such breakdowns are possible.

INDIVIDUAL EXPENDITURES BY NETWORK ADVERTISERS WITH PRODUCT DESCRIPTION

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease	Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
VIII	ALLIED CHEMICAL & DYE CORP. Swirl	85,629			VIII	BEKINS VAN & STORAGE CO. Moving & Storage Service	96,662	92,261	+4,401
VI	ALLIS-CHALMERS MANUFACTURING CO. Farm Equipment	421,280	424,557	-3,277	V	BELL TELEPHONE SYSTEM. Institutional	786,615	840,933	-54,318
VIII	AMERICAN BIRD PRODUCTS INC. Bird Food	24,043	26,929	-2,886	VIII	BENDIX HOME APPLIANCES INC. Washing Machines	14,257		
IV	AMERICAN CIGARETTE & CIGAR CO. Pall Mall Cigarettes Lucky Strike Cigarettes	2,600,573 820,830 1,779,743	2,815,855 867,162 1,948,693	-215,282	IV	BORDEN CO. Instant Coffee & All Products	1,216,508	1,261,351	-44,843
VI	AMERICAN EXPRESS CO. Travelers Cheques, Etc.	287,154	197,802	+89,352	VIII	BOSCO CO. Basco Milk Amplifier	94,851	41,826	+53,025
III	AMERICAN HOME PRODUCTS Anacin Drug Products	4,592,772 2,008,521 69,183	5,313,089 1,802,296	-720,317	VII	BOWEY'S INC. Dori-Rich Products	155,024	211,952	-56,928
					VII	BRACH, E. J., & SONS INC. Broch Condy Products	37,917		
					IV	BRISTOL-MYERS CO. Ipana, Sal Hepatica, Trushoy, Mum Vitalis & Other Products	2,101,045	2,472,309	-371,264
VIII	AMERICAN MEAT INSTITUTE Meat & Allied Products	851,032	834,710	+16,322	VII	BROTHERHOOD OF RAILROAD TRAINMEN Institutional	162,883	21,479	+141,404
VI	AMERICAN OIL CO. Amoco Gas, Oil & Tires	305,462	340,281	-34,819	VI	BROWN SHOE CO. Buster Brown Shoes	425,204	422,868	+2,336
VI	AMERICA'S FUTURE INC. Book	294,913	184,419	+110,494	IV	BROWN & WILLIAMSON TOBACCO CORP. Kool Cigarettes Raleigh Cigarettes Wings Cigarettes	1,174,488 309,111 865,377	1,558,907 1,418,586 140,321	-384,419
VII	ANCHOR-HOCKING GLASS CORP. Anchor-Hocking Glass & Fire King Oven Glass	206,367	809,853	-603,486	VIII	BUNTE BROTHERS Candy	50,211	117,219	-66,998
VIII	ANDERSON, E. O., & CO. Shontex Conditioner & Shampoo	6,288			VIII	BUTLER PACKING CO. Dennison's Foods	19,616		
VII	APPALACHIAN COALS INC. Coal	203,349	21,091	+182,258	VIII	CALIFORNIA MEDICAL ASSN. Insurance-Hospitalization & Physicians' Service	32,688	13,728	+18,960
VII	ARABIAN-AMERICAN OIL CO. Institutional	133,242			VIII	CALIFORNIA PRUNE & APRICOT GROWERS ASSN. Sunsweet Tenderized Fruit	10,488	22,464	-11,976
IV	ARMOUR & CO. Armour Star Shortening Armour Meats Chiffon Flakes	1,916,323 1,179,890 681,961	1,040,104 451,561 588,543	+876,219	VI	CAMPANA SALES CORP. All Products Solitoir Makeup	469,859 370,755 99,104	216,119 116,135 99,984	+253,740
VI	ARMSTRONG CORK CO. All Products	429,779	418,056	+11,723	II	CAMPBELL SOUP CO. Campbell's Pork & Beans, Soups, Franco-American Spaghetti & Beef Gravy	5,819,758	5,081,294	+738,464
VI	ASSOCIATION OF AMERICAN RAILROADS Institutional	298,560			VIII	CARDINET CANDY CO. Candy Bars	6,140	22,028	-15,888
IV	BABBITT, B. T., INC. Bob-O	2,032,183	2,010,192	+21,991	V	CARNATION CO. Albers Quick Oats Carnation Corn Flakes Carnation Milk	973,785 27,945 13,041 831,288	1,550,625 1,152,116 398,510	-576,841
VIII	BALLANTINE, P., & SONS INC. Beer & Ale	56,298			IV	CARTER PRODUCTS INC. Carter's Little Liver Pills & Arrid	1,554,801	1,763,034	-208,233
VII	BALLARD & BALLARD CO. Obelisk Flour	168,342	105,019	+63,323	VI	CHAMPION SPARK PLUG CO. Spark Plugs	252,619	253,346	-727
VII	BARBASOL CO. Barbasol	131,111			VIII	CHEMICALS INC. Vano	21,172	21,278	-106
IV	8AYUK CIGARS INC. Phillies Cigars	1,351,759	1,262,966	+88,793	V	CHESEBROUGH MANUFACTURING CO. Hair Tonic & Petroleum Jelly	754,924	705,760	+49,164
VII	BEAUTY FACTORS Insta Curl	7,248							
VIII	BEICH, PAUL F., CO. Condy Bors	79,617							

(Continued on page 52)

ALBANY ROW

Tri-City Outlets Cancel Hooper

C. E. HOOPER Inc. received its second setback in as many weeks when, with one exception, its subscriber stations in the Albany-Troy-Schenectady area cancelled their contracts. The cancellations, effective Feb. 14, reportedly were brought about by disagreement over a \$15,000 prize contest being conducted by WROW Albany.

Stations cancelling Hooper reports in the tri-city area are: WABY WGY WPTR WTRY WKKW WSNY. These stations will receive an interim Hooper report covering the December-February 15 period.

A Hooper spokesman pointed out that the firm could not take action in this instance because the

merchandise giveaway of WROW does not involve a telephone gimmick and hence will not distort Hooper figures. "Our function is to count listeners," he said. If WROW builds up its audience by use of the giveaway, it is Hooper's job to count the audience, he stated.

It is understood that WROW will carry the cost of the report through the present period—approximately eight weeks—but the fate of Hooper reports in the area after that are not certain. The nature of the report for the remainder of the period is also uncertain. It is not known whether all stations will be included, even though they have cancelled their subscriptions.

The contest, which is reported to be scheduled to run for the next eight weeks, is said by the other stations to require all day and all night listening to WROW. Basis of the competition is an essay contest. Participants select their three favorite WROW programs, day or night, and write their reasons for selecting these particular offerings.

Get Merchandise

Winners in the weekly contests reportedly receive merchandise awards. These winners are then eligible to compete for the grand prize of \$15,000—which includes an automobile.

At the "protest meeting" last Tuesday, station representatives



PRINCIPAL speaker at Advertising Assn. of the West mid-winter conference in Santa Barbara, Calif., Leo Burnett (r), converses with Gilbert L. Stanton, AAW president. Mr. Burnett is head of Leo Burnett Co., Chicago agency.

SHEPARD RESIGNS

Will Head Board of Stores

THE RESIGNATION of John Shepard III as chairman of the board of directors of the Yankee Network was accepted Feb. 14. A successor is expected to be named next week. Mr. Shepard becomes chairman of the board of the Shepard Stores, Providence, R. I., a post to which he was elected two weeks ago.

Mr. Shepard entered the radio field in 1922 when, on July 31, he inaugurated WNAC Boston as a public service adjunct of the local Shepard Store—one of a chain which had been founded by his grandfather in 1865. The second station originated by Mr. Shepard was WEAN Providence, connected with the Shepard Store there. From those two stations the network was built by him to its present status as the Mutual regional for New England.

Mr. Shepard also served on the Mutual board, a post which he resigned last year. No reason was given by the Yankee Network for his resignation as board chairman.



Mr. SHEPARD

'METHODS SOUND'

Hooper Refutes N. Y. Claims

THE ASSERTION of New York independent stations that comparison of Hooperatings in radio and television was inequitable owing to the higher incidence of telephones in television homes than in radio homes was sharply refuted last week by C. E. Hooper, president of the measurement firm.

The inclusion of television ratings in city Hooper reports of both radio and television listening was the basis for the cancellation of the Hooper service by three New York stations a fortnight ago [BROADCASTING, Feb. 14].

Major Argument

A major argument projected by the stations was that the Hooper coincidental survey technique made it impossible to compare television and radio figures. The independents said they believed almost all homes equipped with television were also equipped with radio whereas a large percentage of radio homes were without telephones.

Mr. Hooper last week told BROADCASTING that investigation of that subject showed that a sizeable percentage of television homes were either without telephones or had unlisted numbers and that there was little difference between the incidence of telephones in television and radio homes.

In an issue of his regular Hoop-

eratings "Hi-Lights" distributed last week, Mr. Hooper said:

"Those New York independent stations were not prepared for television's impact. Their protest, 'revolt' and current cancellations are being explained by them to the press, and doubtless to the buyer, in terms of our faulty methods of accommodating television.

Methods Are 'Sound'

"We have refrained from saying so when interviewed by the press, but we believe it in order in Hi-Lights to point out that this attempt to discredit the reports may well be the only means of combating the dilemma created by the television audience situation which occurs to the cancelling stations at this time. The methods are sound, as we indicated in the only statement we have released on this subject."

Mr. Hooper last Wednesday addressed a luncheon meeting of the American Television Society in New York on television audience measurements.

SPOT SALES

Study by Headley Mailed

FIGURES showing that non-network owned radio stations derive more income from spot sales than from networks were distributed last week to members of the National Assn. of Radio Station representatives by Frank M. Headley, president of the national organization.

Mr. Headley, who is also president of Headley-Reed Co., reported that in 1947 station income from spot sales, after deduction for

agency and station representative commissions, amounted to \$60,039,366. In the same year the income from networks was \$51,498,551.

Mr. Headley based his calculations on FCC figures [BROADCASTING YEARBOOK, 1948].

Sees Good Trend

Mr. Headley saw an increasingly favorable trend in spot broadcasting. He pointed out that the

stations' net income from spot in 1946 was \$54,499,401 and from networks, \$52,796,821.

"The healthy state of national spot radio business, the success of the station representatives' promotion campaigns, the more powerful use of national spot time by large and small advertisers all indicate that the trend will continue when the FCC figures for 1948 are published," Mr. Headley said.

RATE STRUCTURE

To Be Studied By ANA's Radio-TV Committee

RADIO's rate structure will be the first and probably the most important responsibility of the radio and television committee of the Assn. of National Advertisers, according to William N. Connolly, advertising manager, S. C. Johnson & Sons, and chairman of the ANA board of directors.

The committee was authorized by the ANA board at its January meeting and approved as to organization and scope at the February meeting last Tuesday.

Commenting on the functions of the new committee, Mr. Connolly pointed out that "shifts in radio audiences caused by the growing stature of television and the increasing number of AM stations as well as other factors should play a decisive role in the setting of rates. It is our responsibility to make our views on this score known to broadcasters."

To Meet Needs

"Formation of this committee," Mr. Connolly stated, "will enable us to step up our activities in the radio and television fields sufficiently to make sure advertisers' needs are met."

Albert N. Halverstadt, manager of the radio and media department, Procter & Gamble Co., was appointed chairman of the radio and television committee, which is expected to schedule meetings with network and station top executives to discuss rates.



Mr. Halverstadt

In addition, the committee plans to make a study of radio rate trends since 1940, to help advertisers using radio to visualize not only how rate changes have occurred in the past but also what the changes have been in the sales return received for investments in radio time.

Another problem for the new committee will be to find out what measurements radio and TV advertisers need to guide their use of these broadcast media.

Described by Mr. Connolly as a task of "immediate and tremendous importance," this assignment involves not only consideration of the problems which have arisen together with the addition of television to earlier advertising media, but also an examination of all radio research requirements of advertisers during the foreseeable future.

The need for an immediate analysis of the research needs of radio advertisers stems from the request of BMB that its sponsoring organizations—ANA, AAAA and NAB—reexamine their individual needs to determine how best they can be

met and which should be handled by a tripartite organization such as BMB [BROADCASTING, Jan. 17].

During the discussion of this topic by the ANA, Board Chairman Connolly pointed out that BMB's radio measurements leave many important questions unanswered. He stressed the supreme requirement of advertisers for uniform and valid information on radio audiences parallel to that supplied by the Audit Bureau of Circulation for newspapers and magazines.

Plans Discussed

Paul B. West, ANA president, told the board that plans for the organization of the radio and television committee had been fully discussed with many advertisers who are active in radio and television, including leaders in the Radio Council of National Advertisers.



Mr. West

The consensus of this group, he said, was that the new committee should represent not only all radio advertisers but also all ANA members who, while not users of radio, are seriously considering the use of television.

Many advertisers, particularly

the major radio users, reported that their experience showed the areas of similarity between radio and other media, from the advertiser's point of interest, were far greater than the differences; therefore, they felt it essential to throw the full support of the ANA behind the needs of the radio and TV users rather than to isolate this activity as it had been under the independently incorporated Radio Council.

Following authorization of the formation of the new radio and television committee by the ANA board in January, Mr. West reported, the members of the Radio Council had decided that their interests could be best served by disbanding the council and reconstituting their activities directly inside the ANA framework.

Accordingly, they are discontinuing the limited council operation and putting their experience and judgment at the disposal of the radio and television committee.

During the board's discussion of the personnel requirements of this new committee to make it most effective, the importance of drawing on the full resources of the ANA membership and staff was continually emphasized. One suggestion was that one or more members of the ANA's very active films committee should take part

in some of the discussions of the radio and television committee to give TV advertisers guidance in the use of motion pictures.

Another suggestion dealt with similar cooperation from the ANA research and public relations committee when the new group should require advice on problems in those specialized fields.

Mr. West said that these suggestions will be carried out both by close cooperation between ANA staff members responsible for these varied activities and by the participation of advertisers serving on one committee in the activities of the others.

Kurie Duties

On the staff level, he said, Jack Kurie, ANA vice president for media and research, will be responsible for the radio and television committee as well as for the advertising research committee. "This guarantees that overlapping or duplication of effort will be avoided and that each committee's activities will be channeled in the most productive direction," he said.

Mr. West added that Mr. Kurie will be assisted by Kirk Jewett, formerly of the media department of J. Walter Thompson Co., who has just joined the ANA staff to assist chiefly in radio matters.

1950 PLAN

DETERMINED to hold its political advantage in Congress, the Democratic party plans to spend three times as much for radio activity during preliminaries to the 1950 Congressional races as it did during the period preceding the Presidential campaign.

These plans were told to BROADCASTING Feb. 14 by Jack Redding, publicity director of the Democratic National Committee.

Mr. Redding indicated that the Democratic party was more than ever pinning its hopes on radio during the 1950 Congressional campaigns. "In the Presidential campaign," he explained, "we pitched primarily to radio because we found this was the fastest way of reaching the largest number of people."

Radio Is Best Means

Kenneth Fry, radio director of the Democratic National Committee, also felt that "the best way to get information across to the people is through radio."

The Democratic party is concentrating its attention on a three-point program for the utilization of radio and television in bringing messages to the voters.

Objectives of the party, as out-

lined by Mr. Redding, are (1) stimulation of activity in radio by Democratic Congressional leaders through closer working relationships between the committee, Democratic Senators, Congressmen and other high government officials, (2) establishment of closer liaison with radio and television networks, (3) inspiration, through publicity and party meetings on all levels, of larger audiences for broadcasts dealing with national issues.

In their early stages, Democratic plans call for utilization of mostly sustaining time with purchases increasing apace with the approach of the Congressional races.

As each administration plank is brought up in Congress, party leaders will seek air time to present their views to the public.

For a starter, while Congressional committees debated the proposed new labor legislation, the Democratic committee a fortnight ago secured time on all four major networks for the presentation of the administration's point of view.

Time to plead the Democratic case will be sought as such other major issues as housing, social security, national health insurance and taxes dominate the Congressional spotlight.

Democrats to Triple Radio Use

Mr. Redding indicated that the plans include vigorous efforts to encourage the use of local radio and Capitol Hill recording facilities by Congressional Democrats. National headquarters, he said, will assist Congressmen in the preparation of radio shows and scripts. Material on various issues will be made available for individual use of the legislators.

Broadcast material will also be made available to radio and television networks. Close cooperation with networks and Congress will be maintained to insure frequent appearances of Democratic spokesmen on public forums and other radio and television shows.

Conferences Being Held

A series of conferences is being held among leading Democrats to complete plans for the public relations campaign, Mr. Redding said.

Party gatherings and meetings will be encouraged at times that Democratic spokesmen are on the air and publicity will call attention to the programs as a means of increasing the listening audience, Mr. Redding said.

Vice President Alben W. Barkley will appear with President Truman

(Continued on page 82)



At WTOP Mr. Stanton and Mr. Graham complete transfer arrangements.

* * *

KQW, WTOP

Station Transfers Effectuated

FORMAL PAPERS were signed in New York and Washington last week effecting long-pending transfers of KQW San Francisco to full CBS control and WTOP Washington to WTOP Inc., owned 55% by the *Washington Post* and 45% by CBS [BROADCASTING, Feb. 14].

The moves were authorized by FCC a fortnight ago upon petition by the *Post* to assume active management of WTOP and by CBS to assume operation of KQW. Settlement of the deals has been awaiting disposition of WINX Washington by the *Post* under condition attached to the sales by the Commission. WINX has been sold for \$130,000 to William A. Banks, owner of WHAT Philadelphia, while WINX-FM has been sold for \$160,000 to WTOP Inc. [BROADCASTING, Jan. 24].

The KQW-AM-FM negotiations were consummated in New York on Wednesday. The WTOP sale was completed in Washington.

The network acquired 100% of the stock of Pacific Agricultural Foundation Ltd., the licensee of KQW-AM-FM, from Ralph R., Dorothy M. and Mott Q. Brunton, who owned 55% of the stock. CBS already held 45% of it. Consideration for the 55% interest was \$425,000 plus certain adjustments [BROADCASTING, Oct. 25, 1948].

New Board Chairman

New board of directors of the company was elected following the transfer, with Frank Stanton, CBS president, as chairman. Members are Joseph H. Ream, CBS executive vice president; Adrian Murphy, CBS vice president and general executive; Howard S. Meighan, CBS vice president and general executive, and J. Kelly Smith, CBS vice president in charge of company-owned station administration.

Mr. Stanton also was elected president of KQW. Other officers are: vice presidents — Messrs. Meighan, Smith and Arthur Hull Hayes, now CBS vice president in charge of the San Francisco office; secretary, Julius F. Brauner, CBS secretary and general attorney; treasurer, S. R. Dean, CBS treasurer

and comptroller; assistant secretary, Kenneth L. Yourd, CBS senior attorney; assistant treasurer, George B. Stadtmuller, member of CBS accounting department.

Philip Graham, president of the *Washington Post* Co., and Mr. Stanton signed the final papers in Washington for transfer of WTOP.

The *Post* paid \$855,470 for its majority interest in WTOP. Eugene Meyer, board chairman of the *Post* and father-in-law of Mr. Graham, is chairman of the board of WTOP Inc. Mr. Graham is WTOP Inc. president and also is trustee of CBS' 45% interest.

Concurrently with the signing, John S. Hayes assumed his new duties as WTOP's general manager. He has been general manager of the *Post's* WINX-AM-FM Washington.

WTOP's History

WTOP remains an affiliate of CBS, which has been sole owner since 1932. Columbia will continue to maintain a separate Washington office in the Warner Bldg., staffed by network personnel. Earl H. Gammons is vice president in charge. Office will include CBS news and public affairs department under Theodore F. Koop, the legal department, and *Country Journal* headquarters.

Other than Mr. Hayes' appointment as general manager, no other staff changes at WTOP are contemplated for the present by CBS and the *Post*. In a statement Mr. Hayes said: "We plan . . . no major changes in policy, program or personnel. The station has risen to leadership through the teamwork of its present staff. All of our efforts will be directed toward maintaining and extending that leadership."

Mr. Hayes joined WTOP after 13 months as executive vice president of WINX WINX-FM.



CBS takes over full ownership of KQW and KQW-FM. Completing deal are Ralph R. Brunton (seated, l) and Mr. Ream (seated, r). Standing, l to r: Mr. Brauner, Henry Howard Jr., CBS legal staff, and Clair Stout, attorney for Foundation.

NORTON RESIGNS

State Dept. Changes Seen

A REALIGNMENT of State Dept.'s Telecommunications Division was indicated last week after Garrison Norton submitted his resignation as Assistant Secretary of State for telecommunications and transportation, effective last Tuesday. The vacancy will not be filled in the immediate future, it was understood.

Instead Telecommunications Division is expected henceforth to submit matters involving policy direct to James E. Webb, Undersecretary of State. The move was viewed by State Dept. observers as one which would bring the division within closer supervision of State Dept.'s higher echelons, in line with the importance of world telecommunications.

Mr. Norton was appointed to the post by President Truman two years ago.

Meanwhile, Gerald C. Gross, International Telecommunications Union, returned to Washington less than a fortnight ago to supervise preparatory arrangements for the fourth Inter-American Radio Conference, scheduled to begin in Washington April 1.

State Dept. also revealed that nine of 15 nations at the recent Loran Conference in Geneva voted

continued use of the aids-to-navigation system in the North Atlantic. Heading the U. S. delegation were Capt. John Cross, USNR assistant chief of Telecommunications Division, and Capt. Donald McKay, Coast Guard communications chief.

RECRUITING ADS

Army and Air to Ask Bids

COMPETITIVE bids on about \$3,000,000 in recruiting advertising for the year starting July 1 will soon be asked by the Army and Air Force, the secretaries of those services announced Feb. 17.

The advertising program is being slashed by more than \$2,500,000 from the estimated \$5,500,000 to \$6,000,000 of the current fiscal year.

All national advertising agencies having an annual billing of \$10,000,000 or more will be invited to compete. Gardner Advertising Co., St. Louis, now has the account.

LEE STATIONS

Ohrt Named to New Post

HERBERT R. OHRT has been named executive vice president of the Lee stations—KGLO (AM-FM) Mason City, Iowa, and WTAD (A M - F M) Quincy, Ill., Lee P. Loomis, president of Lee Radio Operations, announced last week. Mr. Ohrt has been manager of the Mason City stations.

H. B. Hook, public relations-promotion manager of the Lee outlets, will assume additional duties of managing KGLO. Walter J. Rothschild, national sales manager for the station, will also serve as manager of WTAD-AM and FM operations.



Mr. Ohrt

Stanton Stands Pat

WITH a firm "no," CBS President Frank Stanton last week scotched published reports that he may resign to take a new job identified only as "non-radio." He said he "absolutely" has no plans to leave CBS. "I have no intention of resigning and I hope to be associated with CBS for a good long time to come," he declared [CLOSED CIRCUIT, Feb. 7].

CBS LOAN

Prudential Transaction Explained

RICHARDS

Hearing Delayed 3 Weeks

DETAILS of the 15-year \$5 million loan borrowed by CBS from Prudential Insurance Co. of America became public property last week when the network reported the transaction to the Securities and Exchange Commission.

In the report CBS said the loan was its only outstanding indebtedness of the kind. In an exhibit made part of the report, however, CBS set forth a consolidated mortgage indebtedness of all its subsidiaries of \$2,148,908.21.

The new loan, it became clear from the report, took the form of a promissory note dated Jan. 20, 1949, and maturing Jan. 15, 1964. In-

terest is payable semi-annually on Jan. 15 and July 15 of each year at 3½%. Reason given to SEC for the loan was:

"Net proceeds are to be used to maintain cash reserves in view of contemplated large expenditures in the development of registrant's television operations."

A loan agreement, in the form of a letter from CBS to the insurance company, set forth details.

Note for Investment

One important representation of the insurance company was that "it has acquired the note for the purpose of investment and not with a view to or for sale in connection with any distribution thereof."

Various methods of paying off the loan are set forth but the principal way contemplated seems to be by annual prepayments starting Jan. 15, 1957, of one-eighth the amount outstanding at that time.

The CBS consolidated mortgage schedule revealed that the network owes \$435,000 on Amusement Enterprises Inc., the Jack Benny corporation which was part of the Benny acquisition. This debt becomes due Dec. 31, 1949. Becoming due the same month is a bond securing a mortgage on 47-51 E. 52nd St., New York, for \$216,000.

Also payable this year, in September, is a \$100,000 bond secured by a mortgage on 111-115 E. 58th St., New York. Thus the network must pay a total of \$751,000 by the end of the year.

In 1950 several other CBS mortgages become due, totaling roughly \$190,000. In 1952, however, it has \$657,183 falling due, of which \$503,708 is a first mortgage indebtedness on the Columbia Records Inc. building at 799 7th Ave., New York.

The rest of its mortgage indebted-

ness, including a few relatively small mortgages payable on demand, all fall due in the years up to and including 1957, so that, presuming all such debts were paid, not extended or renegotiated, the only large indebtedness outstanding after that time would be the amounts still to be paid on the Prudential note.

TWO GET AM's Facility Grants to Three

NEW STANDARD stations were authorized by FCC last week for Princeton, Ky., and Laguna Beach, Calif., while WPAT Paterson, N. J., WFMD Frederick, Md., and WAMS Wilmington, Del., were granted improved facilities.

Leslie Goodaker, trading as The Princeton Broadcasting Co., received construction permit for 1580 kc, 250 w daytime only, at Princeton. Estimated cost is \$7,998 exclusive of studio construction. Mr. Goodaker is engineer at WOMI Owensboro, Ky.

Thomas E. Danson, trading as Universal Radio Features Syndicate, received CP for 1 kw day, 250 w night on 1520 kc, directional, at Laguna Beach. Estimated cost is \$32,553. Mr. Danson is editor and publisher of his own daily newspaper editorial and feature (radio) syndicate.

WPAT Grant

WPAT was granted power boost on 930 kc from 1 kw daytime to 5 kw fulltime while WFMD was granted boost on 930 kc fulltime from 500 w to 1 kw, directional night. Engineering conditions attend both grants. WPAT, an independent outlet, is licensed to North Jersey Broadcasting Co. WFMD, a CBS affiliate, is licensed to Monocacy Broadcasting Co.

WAMS, licensed to Wilmington Tri-State Broadcasting Co. Inc., was granted modification of license to permit operation unlimited time, except for those hours after local sunset at Wilmington during which WAWZ Zarepath, N. J., operates. WAMS is assigned 1 kw on 1380 kc. Comr. Robert F. Jones dissented on this grant.

KORN Sale Granted

CONSENT was granted by FCC last week assignment of license of KORN Fremont, Neb., from Inland Broadcasting Co. to Walker Newspapers Inc. for \$22,000. Inland, licensee of KBON Omaha and KOLN Lincoln, Neb., stated it found operation "economically impractical for absentee ownership." Walker Newspapers, chiefly owned by Lester A. and Maxine J. Walker, publishes daily *Guide* and *Tribune*. KORN is assigned 100 w on 1340 kc.

STARTING DATE of FCC's hearing on the news policies of G. A. Richards, owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit, was postponed last week to March 16. It had been scheduled to start today (Feb. 21).

The action was taken by the Commission on its own motion "because of urgent commitments" of Comr. E. M. Webster, who is to conduct the hearing. Comr. Webster has been in Europe since Jan. 26 as chairman of the U. S. delegation to a meeting of the International Telegraph Regulations Revisions Committee at Geneva. He returned last Monday.

The hearing, to investigate charges that Mr. Richards ordered KMPC staff members to slant news against members of the family of the late President Roosevelt and against certain minority groups [BROADCASTING, Nov. 15, 1948], is now slated to open at 10 a.m. March 16 in the U. S. Court of Appeals in Los Angeles.

The session is expected to take one to two weeks and may then be recessed for resumption later at Detroit and Cleveland.

The hearing, an investigatory proceeding, is actually a hearing to determine whether a hearing should be held. It was called by the Commission after a staff probe inspired by charges filed by the Radio News Club of Hollywood. If the charges are proven unfounded, the matter will be dropped. If not, there will be another hearing, either via revocation proceedings or action on renewal applications.

Frank E. Mullen, president of the three stations, asserts the charges "will be shown to be without foundation."

WINN REQUEST

In WKLO Case Is Refused

FCC last week refused WINN Louisville's request that Mid-America Broadcasting Corp.'s application for license for its WKLO Louisville either be held pending until current litigation is completed, or be designated for hearing.

"Any license which may be granted," the Commission said in a letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court make a determination adverse to Mid-America Broadcasting Corp., or any other determination requiring further proceedings."

The case involves FCC's grant to Mid-America for 1080 kc with 5 kw day and 1 kw night. WINN was seeking the same assignment in lieu of its present 250 w on 1240 kc, and has appealed to the U. S. Court of Appeals for the District of Columbia for reversal of the Commission's grant.

CBS's ACKERMAN

Named V.P., Program Head

HARRY S. ACKERMAN, CBS director of programs, Hollywood, last week was appointed a vice president and director of network programs, with Hollywood headquarters, CBS President Frank Stanton announced.

At the same time, Arthur Hull Hayes, general manager since 1940 of WCBS New York, left for the Golden Gate city to assume his new duties as CBS vice president in charge of network's San Francisco office. [See Hayes sketch, page 46.]

Mr. Ackerman will continue to head all CBS transcontinental programs of West Coast origination. He will continue supervision of production on such CBS package programs as *My Friend Irma*, *Our Miss Brooks*, *Life With Luigi* and *My Favorite Husband*.

Resigning as vice president in charge of radio program operations for Young & Rubicam, New York, Mr. Ackerman joined CBS Jan. 1, 1948, as executive producer in New York. Developing, during his first six months with CBS, such programs as *Mr. Ace* and *JANE*, *Cabin 13* and *Sing It Again*, he became CBS director of programs, Hollywood, on June 15, 1948.



Mr. ACKERMAN

READ TO WDSU

Leaves WABB for New Post

APPOINTMENT of A. Louis Read Jr., former sales manager of WWL New Orleans, as commercial manager of WDSU AM-TV-FM was announced Friday by Robert D. Swezey, vice president. The appointment is effective March 1.

Mr. Read succeeds Charles Price, who resigned to join KLMB Monroe, La., as chief aide to J. C. Liner, owner-manager. Mr. Read, who is 34, is a native of New Orleans.

He is leaving WABB, the Mobile *Press-Register* station, to join WDSU. Prior to his WABB appointment he was advertising director of Wembley Tie Co. and taught advertising sales at Loyola U., New Orleans.



Mr. Read

AD HORIZONS

Weiss Addresses West Coast Clubs

LEWIS ALLEN WEISS, president of Don Lee Broadcasting System and chairman of the board of MBS, explored the "Horizons of Television" last week in San Francisco at the annual joint meeting of the San Francisco and Los Angeles advertising clubs.

In the course of his talk Mr. Weiss made the following announcements and predictions:

● Color will come to television within three to five years.

● Latest estimates show that operating television stations in the United States today are losing an average of \$1,000 daily.

● The coaxial cable between Los Angeles and San Francisco should be operating for television within a year.

● One of the top television problems of the day is the "vacuum" of program material.

● Television on the West Coast is far behind television in New York.

● KFRC, the network's San Francisco outlet, will start construction of its television station within 30 to 60 days.

Mr. Weiss said he got into television long before it could stand on its own legs and that he, as a pioneer in the field, was very surprised by the rapid development of the media. (KTLA, the Don Lee television station in Los Angeles, has been on the air since 1931.)

Horizons Unlimited

He said the horizons of television were limited only by the ingenuity of man's brain, the things which will be foreseen by future genera-

MAIL ORDER

Closes Radio Department

MONTEGOMERY WARD & Co., Chicago retail and mail order firm, has closed its radio department and cancelled all of its radio advertising for the remainder of the year, J. A. Martin, assistant retail sales manager and director of press relations, said in Chicago Wednesday.

The radio department was eliminated Feb. 1 "because the small volume of radio business did not warrant its maintenance," he explained. Of the 626 Ward stores, only 40 sought and made use of services offered by the radio division.

"Only a very small percentage of our advertising budget is for radio," Mr. Martin added. Last year, when Ward's allocated more than \$50 million for newspaper advertising, the radio budget was less than \$100,000. This year it was lowered to between \$50,000 and \$60,000 because of fewer stores using the medium, he added. The broadcasting budget is not expected to be reinstated for television inasmuch as most of the firm's stores are outside TV market areas, Mr. Martin said.

tions in this field being beyond our present day concept.

In his prediction of the nearness of color TV, Mr. Weiss said color was a necessary "dimension" that would be "a tremendous stride" toward the completion of TV as an effective media.

He said there is a vast difference between the way radio developed and TV development. In radio, he said, a man with a few dollars could get a license and go on the air with everyone wanting to sing or act on the radio with or without payments. But television, he said, is more costly.

"In addition to involving a tremendous initial outlay, latest estimates show an average \$1,000 a day loss per station for operating stations in the United States at present," he said.

"Those expenses just will not wait until enough receivers are sold to make the sale of time profitable. But as there are more and more receivers and the programming becomes better and better, television is bound to become the most effective of all advertising mediums, as well as the most in-

MESTRE SUIT

Charges Two at Rival Network

GOAR MESTRE, director general of the CMQ Network in Cuba and president of the Inter-American Assn. of Broadcasters, was reported last week to have filed criminal suit against two representatives of the rival RHC Cadena Azul network, charging them with broadcasting statements injurious to him.

The suit is against Amado Trinidad Velasco and Casto Mier Zurbano, respectively director and editor of an RHC network newscast. It apparently stems from a battle of the microphones which started last fall and included charges by a former Senator that RHC President Trinidad had agreed to conduct a campaign in Cuba in behalf of Argentine President Juan Peron [BROADCASTING, Nov. 15, 1948, Feb. 14].

Mr. Mestre claimed that the former Senator, Eduardo R. Chibas, presented documented proof in a broadcast on CMQ on Jan. 16, and that Mr. Trinidad in reply began to broadcast a series of editorials accusing Mr. Chibas of being in the service of Mr. Mestre and Mr. Mestre of being a lackey of Yankee imperialism.

Mr. Trinidad allegedly accused the CMQ head of illegally forcing the late Miguel Gabriel to sell his interest in CMQ, and charged that the station actually belongs to RCA Victor Radio Corp.

The broadcasts on which Mr. Mestre's suit is based were made Jan. 18-21, according to the complaint.

teresting for advertisers."

Mr. Weiss stated he had once believed TV was a luxury medium, but his recent observations in Washington and Maryland, "where over the roofs of modest homes the television antennae resembled a forest" made him realize that TV will be as much a part of every man's life as radio.

Speaking on the "vacuum of program material" of TV at present, Mr. Weiss said that all the films produced by Hollywood in a year wouldn't fill TV's needs for 30 days. Also, he said, present Hollywood techniques are not satisfactory for TV.

He pointed out that even such a producer as Hal Roach has been unable to turn out satisfactory TV shorts and only after becoming familiar with specific TV demands has he begun to turn out "splendid productions."

HOPE WITHDRAWS

WHAS Application

BOB HOPE withdrew his competing bid for acquisition of the WHAS Louisville properties last week, leaving Fort Industry Co. to battle it out with Crosley Broadcasting Co. for the \$1,925,000 purchase.

The radio and film comedian gave no reason for his move, but his counsel had told FCC earlier that he would have to withdraw unless the hearing on the three rival applications, set for Feb. 28, could be delayed [BROADCASTING, Feb. 7]. FCC Comr. Rosel H. Hyde at that time denied the Hope request for a 60-day postponement.

Leonard H. Marks, attorney for Mr. Hope, advised Commission authorities of his client's decision Thursday. A formal petition to dismiss the application was to follow.

Mr. Hope had filed in the name of Hope Productions and planned to provide for the sale of stock to Louisville interests.

Need for delay in the hearing was occasioned by motion picture and other commitments which made it impossible for Mr. Hope to prepare adequately for the session by Feb. 28, his attorney said.

The contract for sale of the Louisville Courier Journal & Times' radio interests—the clear-channel WHAS (840 kc, 50 kw, CBS affiliation) and associated FM and TV properties—is with Crosley, subsidiary of Avco Mfg. Corp. and owner of WLW, WLWT (TV) and WLWA (FM) Cincinnati and WNEW New York. Crosley also has television grants for Columbus and Dayton. Under the FCC's Avco advertising rule, offers to match the Crosley bid were filed by Fort Industry first and Mr. Hope later.

WHAS and Crosley have petitioner FCC to repeal its Avco rule

NARBA RESCUE

Is Goal of NAB Project

AN IMMEDIATE conference with FCC and congressional committee chairmen to avert collapse of NARBA will be held by NAB officials. The action will be taken under mandate of the NAB board as a result of "unsettled conditions" cause by failure of FCC to solve the clear-channel problem.

Delay in resolving the clear-channel issue prevents the State Dept. from forming its policy in preparation for the NARBA meeting in Canada next September, it was felt by the board.

Collapse of NARBA would mean unrestricted pirating of domestic channels by other nations, the board was informed at its New Orleans meeting (see separate story page 25). These channels would include local, regional and clear facilities. The result would be degradation of service to the American listener and perhaps "chaos" in the industry, the worst in a decade-and-a-half. Other nations would pounce on U. S. frequencies at will and create intolerable interference, the board was told.

The board directed that its NARBA committee, with several engineering members, confer at once with Sen. Edwin C. Johnson (D-Colo.) and Rep. Robert Crosser (D-Ohio), chairmen, respectively, of the Senate and House Interstate Commerce Committees, as well as FCC Chairman Wayne Coy in an effort to resolve the clear-channel matter. President Justin Miller is to sit with the committee.

45 R.P.M. DISCS

Capitol Will Add New Line

STARTING in April Capitol Records Inc. will supplement its regular 78 r.p.m. releases with 45 r.p.m. seven inch records according to Glenn E. Wallich, president.

These records will be identical to those recently announced by RCA and will employ the same changer-player recently announced by RCA-Victor.

Mr. Wallich said, "We shall also continue to produce our present conventional 78 r.p.m. records and will promote them even more enthusiastically than in the past. We believe that there will be great public demand for these for a long time to come."

and eliminate the rival bidders from the competition.

Fort Industry owns seven AM stations, the maximum permitted by FCC policy, but told the Commission it would sell one if necessary for acquisition of WHAS. Six of the seven (all but WMMN Fairmont, W. Va.) have FM affiliates. The company also operates WJBK-TV Detroit and WSPD-TV Toledo and plans to have WAGA-TV on the air shortly. Fort Industry AM stations, in addition to those with TV affiliates, are WGBS Miami, WWVA Wheeling, WLOK Lima, Ohio, and WMMN.




Pampered Persian

You're looking at a portrait of one of the most precious cats in the world—a pampered Persian—highly treasured by its owners. They wouldn't part with it for love or money.

Lots of radio advertisers feel just that way about W-I-T-H in Baltimore. Once they've discovered how this BIG independent produces such low-cost sales, they stick to W-I-T-H year in, year out. They won't part with W-I-T-H for love or money. W-I-T-H provides its BIG audience at amazing low cost. It delivers more listeners-per-dollar than any other station in

town. It covers 92.3% of all the radio homes in the Baltimore trading area. And it does all this at real bargain rates!

So if you're not already using W-I-T-H in Baltimore, call in your Headley-Reed man and get the full story today!



W-I-T-H
AM Baltimore Maryland **FM**

Tom Tinsley, President • Represented by Headley-Reed



DOCUMENTARIES

20th Century-Fox Plans Film Series

TWENTIETH Century-Fox Film Corp. is ready to make more documentaries for television like the \$500,000 filmization of Gen. Dwight D. Eisenhower's book if ABC can find sponsors for such telecasts.

This was revealed by Spyros P. Skouras, president of the film company, Monday (Feb. 14) at the news preview in New York of the first two 20-minute episodes of the 26-week series based on *Crusade in Europe*, the Eisenhower best seller.

Less ambitious documentaries already are in the plans at Twentieth Century, it is understood. Its television staff, however, is currently tied up with finishing *Crusade*, only nine of whose episodes have been completed.

Relations Cordial

In a question-and-answer period held after the preview, there was little doubt about the cordiality of relations between the film company and ABC. Mr. Skouras, Edward J. Noble, chairman of the board of ABC and Mark Woods, president of ABC, exchanged compliments on their contributions to a "television first" which they agreed in the words of Mr. Noble "may be television's biggest and proudest thing."

This cordiality was shown despite the fact negotiations have been going on between Twentieth Century and ABC for the acquisition of the network by the film company.

These negotiations no longer are in progress, Mr. Skouras said at his own news conference preceding the preview. He added, however, that his company still is interested in ABC "if the price is right." What price was asked by ABC in the negotiations of several weeks ago is "a state secret," he said.

He further divulged that he has

COMR. CHANDLER

'Wait and See' TV Effect

BASEBALL Comr. A. B. (Happy) Chandler told members of the Merion (Pa.) Post of the American Legion, Feb. 14, that he is pursuing a "wait and see" policy on the effect of television on baseball attendance. Mr. Chandler said, "I don't think we'll ever see the day when an honest-to-goodness baseball fan will stay away from the parks and watch the games on television."

approached no other networks or stations for purchase but that other stations have approached him. He refused to name the stations or their locales.

Mr. Woods, discussing the financial arrangements of *Crusade*, said each episode would cost a sponsor \$15,000, with time and line charges

being extra [BROADCASTING, Jan. 31]. He added that the films also will be offered to independent television stations and to stations of other networks. A suggestion from a newspaperman present at the preview that BBC might be interested in the series resulted in a decision to approach the British network.

* * *



Quintet includes (l to r) Messrs. Skouras, de Rochemont, Noble, Black and Woods.

Also asked at the conference was what would prevent moving picture theatres from picking up the telecasts and showing them on their own screens. Mr. Skouras answered that ABC demanded exclusive rights for 21 months and got them.

No Movie Showing

Donald M. Black, president of Doubleday and Co., publisher of *Crusade*, said that one of the basic terms in the telefilm agreement was that it will not be shown in motion picture theatres. Mr. Woods answered simply that any theatre picking up the telecasts would be sued by ABC.

Production credits of the film read in part: "American Broadcasting Company and Twentieth Century-Fox Film Corp. present 'Crusade in Europe' by Dwight D. Eisenhower, a 'March of Time' Production, produced by Richard de Rochemont." It was said that 160 million feet of official films were available to editors seeking to digest action of the book.

STRATOVISION

Tests Have 'Bad Day'

THE WEATHER was fine but Stratovision had its troubles nonetheless in flight tests held last Thursday by Westinghouse Electric Corp. The mishaps which plagued various equipment pieces manifested themselves in one form or other until finally, in late afternoon, the B-29 went "off the air" and nosed its way back to the Baltimore home base.

In the words of Charles E. Nobles, inventor of the system, "it was just a bad day . . . we had all kinds of trouble."

Transmission 'Fair'

Actually the transmission was reported by FCC observers as "pretty fair" and even "remarkably good" during the morning phase of the run. Then things began to happen—to camera control, generator and picture transmitter. Other reactions to the test were unavailable late Thursday afternoon but would be forthcoming this week, Westinghouse indicated.

The converted B-29 started out

from Baltimore's Glenn Martin Airport about 10 a.m., flew north into Pennsylvania, covering Hanover, Gettysburg, York and Harrisburg. After circling the Susquehanna River and rural parts of the state, the plane headed down the river into the Chesapeake Bay region, cutting across to Atlantic City.

It was during the flight between the latter area, and Norfolk down the coast about 4:30 p.m. that the demonstration went off the air, rather than conflict with WTVR Richmond's TV signal inland. The three hour seige of trouble resulted primarily from a faulty generator which developed an oil leak, according to Mr. Nobles. Transmitter trouble plagued the pictures shortly after 1 p.m. and equipment had to be fixed along the way. The oil, flooding vital equipment parts, wrecked the most telling damage however. Even the camera control developed quirks during the afternoon.

FCC's monitoring station at Laurel, Md., reported the picture

as pretty fair until the transmitter went off the beam. In some instances it was remarkably good, personnel said, as when the plane was circling York, Pa., at 12:11 p.m. Pictures of rivers, bridges, racetracks, beaches and airports were picked up effectively, it was reported. Films were also taken of much of the ground panorama.

Test on Channel 6

The Stratovision plane telecast on Channel 6 as usual. The test had been postponed several times during the past eight weeks, Mr. Nobles said, as Westinghouse engineers awaited favorable weather conditions. Snow, prevalent during that period, does not lend itself to adequate transmission, he pointed out. The atmosphere Thursday was described as hazy during the morning hours.

Westinghouse's receiver at Baltimore had its own troubles too. Personnel reported that local interference from an X-Ray machine blurred reception for a spell.

YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*—

BUT . . .

**YOU NEED WKZO-WJEF
TO CAPTURE
WESTERN MICHIGAN!**

Western Michigan, embracing both Grand Rapids and Kalamazoo, is a wonderful market. But like any other, it's got to be *reached* to be sold. And because of a freakish condition of "fading" in this area, *outside stations simply don't get through consistently into Western Michigan!*

WKZO, Kalamazoo, and WJEF, Grand Rapids, are Western Michigan's topflight leaders, combining *excellent coverage with low rates*. Our Hoopers prove real audience preference in our two big

** J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*



cities. By projection, you can figure that this preference boils down to about 23% more city listeners alone—and our BMB figures show even higher audience-differentials in the surrounding territory. Best of all, the combination of WKZO-WJEF costs 30% less than the next-best two-station combination in Kalamazoo and Grand Rapids!

Write to us or to Avery-Knodel, Inc. for all the facts!

WKZO

first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF

first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

EVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

L. A. SURVEYS

TV Sets Up 148% Since Oct.

LOS ANGELES area now has 89,337 television sets—an increase of 148% in three months—according to a survey by the Southern California Radio & Electrical Appliance Assn. Set ownership in the area last October was 36,000.

Approximately 91% of the receivers are located within Los Angeles County, which has a population of 3,881,323. The survey indicates there is now one television set to each 15 families in the county.

The average video audience for the area is reported as 312,680 viewers, figured on an average of 3.5 viewers per set. About 25% of the sets are in the homes of families in the upper income brackets, the survey states; 65% in middle class families and 10% in the low income group.

Results of another survey in Los Angeles—on the effects of television on set owners—was announced last week by James Nicholson, theatre owner and chairman of the television committee of the Southern California Theatre Owners Assn.

Among the findings:

The average set owner has had his receiver approximately 4.5 months; stay-at-home nights have been increased by 68%; 44% of those interviewed said it decreased their movie going while 58% felt that television had not altered their movie-going habits; over-all decrease in movie-going represented a little over 25%; average guest viewers per night, 1.5 persons.

10,745 TV HOMES

In Middlesex County, N. J.

MIDDLESEX COUNTY, New Jersey, has 10,745 homes equipped with television receivers, and the county's second largest city, New Brunswick (pop. 33,180), has 1,264 TV homes. These figures have been released by Advertest Research, New Brunswick. They are taken from firm's TV data chart, corrected as of Jan. 10, Advertest said.

Highland Park (pop. 9,002), across the Raritan River from New Brunswick, has 446 TV homes, the latest Advertest study showed. The firm announced its plans to release TV set figures for other New Jersey locations soon.

WAVE-TV Report

WAVE-TV Louisville has issued a four-page "Report on Television in Louisville," covering the station's activities during the first ten weeks of operations. Material includes facts on: Number of television set owners; total time on the air; public reaction; network programs now on WAVE-TV; outstanding local productions, and list of television sponsors, national and local.

AID TO MOVIES

TV will promote the movie industry in particular and the entertainment industries in general. That was the opinion of Bernard Giannini, vice president of the Bank of America, speaking before the Academy of Television Arts & Sciences in Hollywood last Tuesday evening.

As for financing television films, he said that the criteria of the movie financing—"character, capacity and collateral"—would likewise apply in the new medium.

In examining the effect of television upon other media, he said that people won't sit at home for television any more than they would for radio. And he felt that television might in the future also represent an avenue of getting back money on movies which fail in the theatres.

Other participants in the ATAS meeting were Robert Brown, program director of KNBH (TV) Hollywood; Richard Goggin, ABC western television program manager; Arnold Maguire, Foote, Cone

TV WRITERS

Organize Guild in New York

TELEVISION Writers Guild became an actuality Monday evening at an organizing meeting in New York.

It is expected that the TWG will become a member of the Authors League some time in March and will exist side by side with the Radio Writers Guild.

About 80 television writers attended the first meeting, which did two things: Set up machinery to make the new guild a going organization and began discussion of such matters as fees and rights which will become contract demands.

An executive committee was chosen, consisting of: Chairman Lee Berg, Mrs. Ruth K. Friedlich, Oliver Nicoll, Max Wilk, Max Ehrlich, George Leffertz and Larry Markes. The group also passed a resolution asking the Authors League council to permit the first four on the committee to act as representatives on the council.

The executive committee was empowered to appoint a membership committee and a craft committee, the latter to discuss television writing. It will consider the drafting of a constitution and will rule until the TWG is admitted to membership in the Authors League and elections are held.

It was said that almost everyone attending the first meeting joined. A \$10 admission fee was charged for membership and this will be credited to dues when a dues structure finally is set up. Writers who work in both radio and television will have to pay dues to both RWG and TWG on a basis which also has yet to be decided. It is understood, however, that dual dues will total more than the dues to just one of the organizations but considerably less than the sum of the dues of both organizations.

Giannini Says TV May Be a Boon

★ & Belding, Hollywood television director; Bernard Carr, president of Cascade Films; Frank Cristal, live TV packager.

Charles Brown, general manager of Video Broadcasting Co., moderated the panel which answered questions, and Harry Lubcke, Don Lee television director and ATAS president, presided over meeting.

Mr. McGuire pointed out that in television there was considerably greater distinction between producer and director than has ever existed in radio. In fact, he pointed out that in radio the two are synonymous. On the other hand, in television, he said, the director is the station or network employe who worked several shows, whereas the producer was the agency's representative and worked on the program full-time with no other distractions.

Mr. Brown said that NBC aimed to control the program on its air and while it would do business with outside packagers, it would certainly assign its own directors to production of such programs. He also advised his listeners that most departments of television today are only one-man deep and opportunities consequently had to go to the most experienced personnel available.

When Mr. Goggin was asked what hope there would be for "an eager beaver" in the present owing

POLLAK, RODNER

Get Promotions at WPIX(TV)

JAMES S. POLLAK, film manager of WPIX New York, and Ardién B. Rodner, former president and executive producer of Television Advertising Productions Inc., New York, have been named program manager and program coordinator, respectively, of WPIX.



Mr. Pollak

The film department has been made a part of the program department with Mr. Pollak exercising general supervision over all programming activities, according to the announcement by Robert L. Coe, station manager.

Mr. Rodner will act as liaison between the sales and the program departments.

Mr. Pollak, who has been in charge of films since joining the *New York News* television station, created the *Telepix Newsreel* and was responsible for obtaining exclusive video rights for the Kor-da film series.

to the limited opportunities, he replied "eager beavers have their own procedures." Seriously, he stated that inexperienced talent must find its opening in smaller areas of television since the most competitive situations existed in the centers of New York, Chicago and Hollywood.

PARAMOUNT

DuMont to File Exceptions

PARAMOUNT PICTURES has only a "financial" interest in Allen B. DuMont Labs, has never exercised control, and has had trouble in trying to sell its interest because would-be buyers regard it as an "investment interest only," Paramount told FCC last week.

The film company, filing through subsidiaries, reiterated its position in exceptions to FCC's proposed finding that Paramount's 29% interest in DuMont amounts to control [BROADCASTING, Dec. 20, 1948]. The Commission was asked to hear oral argument on the subject. DuMont's exceptions are to be filed today (Monday).

If the proposed decision is made final, Paramount would be unable to acquire additional television stations without disposing of a like number, in view of the five-station limit imposed by FCC rules. Paramount owns two and DuMont three. A division of the Paramount television interests appears imminent, however, in view of reports that the company soon will sign a consent decree dividing itself into two separately owned firms [BROADCASTING, Feb. 14].

Exceptions to FCC's proposed findings were filed by Duke M. Patrick, Washington attorney, for Paramount Television Productions, which operates KTLA Los Angeles and is applying for San Francisco; United Detroit Theatres, an applicant for Detroit; and New England Theatres, a Boston applicant. FCC proposed to dismiss these applications as well as DuMont's for Cleveland and Cincinnati.

The exceptions said Paramount thinks it should get \$20 to \$30 a share for its stock, which would mean \$12 to \$18 million. The company owns all of the 560,000 shares of Class B stock and 43,200 (2.9%) of the Class A.

Apart from the conclusion that Paramount controls DuMont—which was attacked as unwarranted by the record and the facts—the film company's exceptions attacked the proposal to deny Paramount's and DuMont's pending applications. If Paramount controlled DuMont, the company said, the proper disposition would be to consider them along with competing applications and grant them subject to "such corporate readjustments" as FCC might require for compliance with its multiple-ownership rule.

In addition to KTLA, Paramount owns WBKB (TV) Chicago, while DuMont owns WABD (TV) New York, WTTG (TV) Washington, and WDTV (TV) Pittsburgh.

NORTHEAST IOWA'S MOST LISTENED-TO RADIO STATION

Distribution Of Listening Homes In Chickasaw County, Iowa

	7:00 - 8:00 A. M.	8:00 - 10:00 A. M.	10:00 - 12 Noon	Total Morning
KXEL	40.0%	56.8%	48.8%	50.5%
WHO	20.0%	8.1%	9.3%	10.5%
WMT	0.0%	5.4%	7.0%	5.3%

Listed above is the distribution of listening homes among stations in Chickasaw County, Iowa from 7:00 A.M. to 12 Noon. During this hour-to-hour check, KXEL showed as much as 7 times as many listeners as any other station.

KXEL
THE STATION
THAT'S CHANGED
LISTENING
HABITS

in

IOWA

This is the unvarnished truth which proves Chickasaw County has gone KXEL—in a big way. This is true listener preference. It proves KXEL an amazing 4 to 1 favorite during these morning hours in rich Chickasaw County, whose borders are more than 75 miles from KXEL's transmitter.

Time buyers—You cannot afford to overlook this amazing listener preference that KXEL holds in rich Northeast Iowa.

If you want to sell Northeast Iowa and sell it completely—AT LESS COST PER LISTENER—there is only one answer—KXEL.

See your Avery-Knodel man today or write KXEL for your copy of Conlan's Newest Comprehensive Study of Listening Habits.

KXEL 50,000 WATTS ABC

JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

Represented by Avery-Knodel, Inc.

ABC OUTLET FOR CEDAR RAPIDS AND
WATERLOO, IOWA

TV FAVORITES

Berle Leads in ARI Poll

MILTON BERLE, Arthur Godfrey and Ed Sullivan are the best-liked video personalities, according to a popularity poll conducted by Audience Research Inc.

Survey, part of ARI's continuing audit of radio personalities, included interviews with viewers in areas of TV service across the nation, where half of all interviews with ARI's cross section of 3,000 radio owners were conducted. While only about 5% of the homes in those areas have video receivers, ARI interviewers reported that approximately a third of the persons interviewed said they had seen television at least once during the week preceding the interview.

These viewers formed the base for the ARI TV personality audit. Viewers were asked to go over the list of top television personalities and check those they had seen on the viewing screen. Then they were asked to indicate which ones they especially enjoyed. Mr. Berle was tagged as "especially enjoyed" by 92% of those who had seen him on television, while 80% similarly voted for Messrs. Godfrey and Sullivan.

Following the top three in the "particularly enjoyed" list of video stars were: Paul Winchell and Jerry Mahoney, 70%; Maury Amsterdam 66%; Dunninger 64%; Phil Silvers 63%; Lanny Ross 51%; Howdy Doody 45%; Bert Lytell 42%.

THE PULSE

Comedy-Variety Top List

COMEDY - VARIETY shows zoomed way ahead of all other types of video shows in December and January, according to The Pulse Inc. New York area survey for those months. Drama, children's shows, quiz programs and sports followed in that order. Fewer sports feature films, newscasts and film shorts were seen in January than in December, but more telecast time was devoted to music and Westerns.

Breakdown of the report follows:

	December 1948		January 1949	
	¼ Hours	Average Rating	¼ Hours	Average Rating
Visual Sports	204	11.9	151	12.5
Feature Films	113	5.7	95	6.3
News	104	4.8	72	5.0
Music	97	5.5	115	5.2
Film Shorts	73	4.3	66	4.0
Kid Shows	68	13.6	67	15.0
Westerns, Serials	60	6.2	85	6.7
Women's Interest	43	5.2	33	4.0
Comedy-Variety	39	22.8	40	25.7
Interviews	28	6.2	28	6.8
Quiz Shows	20	12.8	21	14.2
Drama	15	18.8	20	20.0
Forums, Discussions	15	7.3	18	6.6
Fashions	10	5.1	11	4.9
Sports/News	9	8.1	13	7.0
Religious	8	2.6	11	2.0
Hobby	6	5.7	4	6.8
Comedy Episodes	6	5.4	6	6.9
Mr. & Mrs. Shows	3	5.5	3	5.8
Beauty	2	2.7	2	3.7
Food & Cookery	2	7.0	2	5.3
Wash. & Polit. News	—	—	37	2.0
Special Events	—	—	4	3.9
Misc.	17	6.7	23	5.8
Total	942		927	

AD DOLLARS

A BOSTON BANKER said last week that on television the yield per advertising dollar "will surpass anything man has devised for the distribution of his product or services."

Speaking before the Financial Advertisers Assn. of New York, John J. Barry, vice president in charge of advertising and public relations of the National Shawmut Bank of Boston, said he believed television was "destined to transform the American scene."

Heavy TV User

The Shawmut Bank is a heavy advertiser on Boston television.

Mr. Barry said he was convinced "from my own experience to date as a sponsor of television programs" that the "scramble for time franchises . . . for spots, 5, 10, and 15 minute time segments, half hours, hours, even hours and a half, will result shortly in a sell-out for the stations in operation."

He said he believed that "in the

ABC TV CENTER

Now Available to Dr. Back

FACILITIES of ABC's television center at 7 W. 56th St., New York, have been made available to Dr. Frank G. Back, vice president of Television-Zoomar Corp., New York, Frank Marx, ABC vice president in charge of engineering, announced last week. Arrangements were made, Mr. Marx said, in the interest of establishing new standards for television lighting, lenses, and utilization of camera equipment.

Dr. Back, internationally known, Vienna-born physicist and optics authority, is the developer of the Zoomar and Balowstar lenses, basic lens equipment of the video industry. Working with ABC as a consultant, Dr. Back will essay to develop further both the Zoomar and Balowstar lenses, and to establish a satisfactory system of testing complete television operations before putting the system into operation.

Any devices developed as a result of the cooperative research by Dr. Back and ABC, will be made available first to that network, and then to the television industry generally, according to Mr. Marx.

Get Best Video Buy, Says Barry

not too distant future it [television] will cancel out and entirely replace, at least in the urban areas, that form of entertainment, education and instruction which we have known as radio."

Today, he said, "the fact of greatest importance to the advertiser, the national advertiser, is this . . . that it is now feasible, practical, and, I would add, imperative for some, that he get on television."

"The audience potential will be such that expenditures which now may be impractical will overnight become thoroughly sound advertising investments."

Cites TV Impact

Television advertising is of such impact, Mr. Barry said, that it will "wean its audience away from products and services being sold in other media and limit their purchases and investments to those things which have been illustrated and demonstrated right in their own living room."

No medium, until television, he said, had "provided a method for demonstrating a product or a service."

TV PRODUCTIONS

Friberg Heads New Firm

FORMATION of a new video firm, Columbia Television Productions Inc., New York, and election of Hardie Friberg, former public relations executive, as its president, were announced simultaneously this month.

The firm, with office at 270 Park Ave., and West Coast offices at 9397 Wilshire Blvd., Beverly Hills, will specialize in commercial spot announcements featuring well known personalities of radio, stage and screen. Mr. Friberg announced that over 150 such personalities were available for testimonials and endorsements on film.

'HOWDY DOODY'

Sponsor Adds 7 Stations

UNIQUE ART Manufacturing Co., which sponsors *Howdy Doody* on NBC television Wednesdays 5:45-6 p.m., is extending the program to seven more stations effective Feb. 25. Agency is Grant Advertising.

New stations added: WBZ-TV Boston, WTVR Richmond, WBEN-TV Buffalo, WWJ-TV Detroit, KSD-TV St. Louis, WNBK Cleveland and WNBQ Chicago.

Already taking the program are: WNBT New York, WPTZ Philadelphia, WRGB Schenectady, WNBW Washington and WBAL-TV Baltimore.



CHECKING production plans for new KFI-TV Los Angeles weekly telecast *Slice of Life* are (l to r): William B. Ryan, general manager of station; Clinton (Buddy) Twiss, Carleton E. Morse Productions, and producer Carleton E. Morse.

VIDEO VARIETIES

Absorbs West Coast Firm

VIDEO VARIETIES Corp., New York, has absorbed the facilities of West Coast Sound Studios Inc., 510 W. 57th St.

George W. Goman will head the new company as president, with other officers from the absorbed firm assuming respective posts in the new company. Martin P. Henry, partner since 1934 in the West Coast company, will be vice president in charge of production, and A. W. Manchee, who, with Mr. Goman, was an original member of the old organization, will be treasurer of Video Varieties. Leonard Anderson, short subject producer and director, will be associated with the new firm.

Otis P. Williams, for many years an account executive with WOR New York and Mutual, and lately manager of WNJR Newark, will be general sales manager of the new corporation, of which West Coast Sound Studios will continue as a department.

The new company, with assets in the \$1 million bracket, will assume a round-the-clock schedule of TV film production, all of which will be released through United Artists television department.

KRSC-TV Schedule

KRSC-TV, Seattle's only television station, is now programming six days a week, with the addition of Tuesday to the schedule which has prevailed since it went on the air Thanksgiving Day 1948. Tuesday night program line-up is built around the *Texaco Star Theatre*, with Milton Berle. Station has also added the *Chesterfield Supper Club*, which is viewed Friday evenings.

WFIL-TV telecast the 29 boxing bouts of the Tournament of Champions in Philadelphia Feb. 9.

UHF TELEVISION

RCA-NBC Seek 846-854 mc

FURTHER plans of RCA-NBC for high-band television experimentation were disclosed last week in an application filed with FCC for use of 846-854 mc at RCA's laboratory in Princeton, N. J. Firm fortnight ago asked for a UHF satellite station at Bridgeport, Conn., to re-broadcast WNBT (TV) New York [BROADCASTING, Feb. 14].

"The immediate purpose of the experimentation" at Princeton, RCA told FCC, "is to obtain propagation data which compares vertical and horizontal polarization with respect to shadows and multipath, in the ultra-high frequency region, under summer and winter conditions." The firm indicated the project would be a continuous one.

RCA informed the Commission it proposes "to continue testing and development of television equipment originally conceived in our laboratories and tested for a brief period in Washington, D. C., during the latter part of 1948." The Washington tests, conducted both in the 500 mc and 800 mc areas, were in conjunction with NBC's WNBW (TV) there [BROADCASTING, May 3, Sept. 27, 1948].

The Princeton experimental transmitter will use rated visual power of 100 w with peak carrier power of 400 w, RCA said. The W3XCY Washington transmitter will be adapted for the project. RCA explained that the transmitting antenna would consist of a parabolic reflector with two dipoles placed at the focal point, one horizontal and the other vertical. Through a special switching arrangement either dipole may be excited.

Project will be under supervision of Dr. George H. Brown, RCA Labs. research engineer, assisted by W. C. Morrison and D. W. Peterson.

WTVN (TV) HEARING

Is Set by FCC

HEARING has been designated by FCC upon application of WTVN (TV) Columbus, Ohio, for extension of completion date. The Commission indicated it wished to determine whether Picture Waves Inc., owner, has been "diligent in proceeding with construction" and if extension grant would be in public interest.

WTVN was granted its construction permit March 17, 1948, with an expiration date of Nov. 17, 1948. In October the station filed application for extension of completion date to Oct. 1 of this year. Facilities assigned are Channel 6 (82-88 mc) with effective radiated power of 14.3 kw visual and 9 kw aural.

The permittee firm is owned 46% by Edward and Prudence Lamb, owners of WTOP Toledo, Ohio, and WICU (TV) Erie, Pa. Application is pending for FCC approval to acquisition by the Lambs of 94% interest in WTVN.

FIRST 15 PROGRAM HOOPERATINGS—Feb. 15 Report

Program	No. of Stations	Sponsor & Agency	Hooperating	YEAR AGO		Pos.
				Hooperating	+or- Pos.	
Jack Benny	167	American Tobacco (BBDO)	27.3	27.1	+0.2	2
Radio Theatre	149	Lever Bros. (JWT)	25.5	28.6	-3.1	1
McGee & Molly	165	S. C. Johnson Co. (NL&B)	24.9	26.9	-2.0	3
Walter Winchell	264	Kaiser-Frazier (Weintraub)	24.9	21.9	+3.0	9
Godfrey's Talent Scouts	150	Lipton-Div. Lever Bros. (Y&R)	21.7	20.3	+1.4	13
My Friend Irma	153	Pepsodent Div.-Lever Bros. (FC&B)	21.3	17.3	+4.0	21
Bob Hope	151	Lever Bros. (Y&R)	21.3	26.0	-4.7	6
Stop the Music	179		19.9			
Average of sponsored periods						
(8-8:15, 15.1)		Smith Bros. (SSC&B)				
(8:15-8:30, 20.3)		Eversharp (Biow)				
(8:30-8:45, 23.1)		Speidel Co. (C&P)				
(8:45-9, 21.0)		P. Lorillard Co. (L&M)				
Suspense	164	Auto-Lite (N-E)	19.3			
Amos 'n' Andy	149	Lever Bros. (R&R)	18.6	24.4	-5.8	8
People Are Funny	164	8&W Tobacco (Seeds)	17.2	15.1	+2.1	30
Mr. Keen	149	Whitehall Pharmacal (D-F-5)	17.1	10.6	+6.5	69
Crime Photographer	163	Toni Co. Div.-Gillette (FC&B)	16.9	11.7	+5.2	46
Mystery Theatre	149	Sterling Drug (D-F-5)	16.7	11.7	+5.0	45
Bing Crosby	236	Philco Corp. (Hutchins)	16.4	19.5	-3.1	14
(Benny and Winchell ratings include second broadcast)						

TORCHLIGHT FIRM

Plans Radio-TV Productions

ORGANIZATION of a new and non-profit television-radio producing group, Torchlight Productions, New York, was announced last week, to institute immediate activities.

Among its sponsors are Henry Jaffe, Charles S. Johnson, Max Lerner, Roi Ottley, Eleanor Roosevelt, Louis Untermeyer, Walter White and William L. White. President of the new outfit is David R. Kapralik and Jane White is vice president. Offices have been established at 229 West 42nd St.

Initial schedule calls for a dramatic half-hour radio series, tentatively called *Conflict*, for which scripts currently are being solicited from all Guild freelance writers. Production will start at an early date.

Torchlight also plans a transcription series for local option, and plans to cast its shows from the reservoir of professional acting talent which is available in the field but which is utilized only infrequently on network productions.

PROETZ AWARD

Contest Includes Radio-TV

FIFTH annual Erma Proetz Award offered by the Women's Advertising Club of St. Louis will include a \$100 first prize for radio and television. Contest is open to any woman in the advertising field, and entries must be submitted by April 10.

The entries will be judged on their originality, timeliness, soundness of appeal, good taste and overall effectiveness, Mrs. Elmer C. McCaddon, contest chairman, announced. Material submitted must have been created or used between March 31, 1948, and April 1, 1949.

Entry blanks can be obtained from Mrs. McCaddon, 3510 Olive St., St. Louis 3, Mo. The Proetz Award, established in memory of the late Erma Perham Proetz, St. Louis advertising woman, also includes \$100 first prizes in two other categories, copy and art and photography.

OPERA TELECASTS

Plans Announced by Woods

PLANS are in the works to telecast the Saturday afternoon performances of the Metropolitan Opera next season, Mark Woods, ABC president, said last week.

Mr. Woods addressed a regular meeting of New York's Town Hall on "The Present and Future of Television."

In a question-answer session, Mr. Woods predicted that film repeats of television shows will be more numerous than repeat radio broadcasts, due to the rapid addition of new set owners. He said television would not entirely replace radio, as the latter can be enjoyed while listeners are doing other work.

Mr. Woods predicted that electronic color television would be available in 10 years, but he emphasized that it would not replace black and white and would be used only when color definitely added to a program's enjoyment. He did not feel that television would hurt motion pictures but believed that both arts should grow and learn new techniques from each other.

BRITISH VIDEO

BBC's Silvey Talks to AMA

THE BRITISH television audience has voted that it is satisfied with an hour and a half of television in the afternoon and an hour and a half in the evening—which is the schedule now being telecast.

That reaction was revealed Wednesday by Robert Silvey, head of listener research for BBC, who spoke in New York at a meeting of the radio-television group of the American Marketing Assn.

Mr. Silvey explained that BBC conducts a quantitative survey of day-to-day listening. Interviewers make 3,000 calls a day, every day in the year, on listeners and find out what programs they listened to by the "aid recall" method.

BBC also produces a qualitative survey of what listeners like, he said. This is done by sending questionnaires regularly, sometimes as often as twice weekly, to a "listening panel" of some 4,000.

KMA PETITION

Seeks TV Call Suffix

KMA Shenandoah, Iowa, petitioned FCC last week for permission to continue to use KMA-TV as the call letters of its television affiliate at Omaha, despite the Commission's new policy requiring individual calls unless the stations are in the same community [BROADCASTING, Jan. 17].

Courts have held that licensees have a property right in their call letters, KMA noted, suggesting that FCC consequently should not have put its new policy into effect without first holding a hearing. Certainly, the station insisted, the policy should not be retroactive, just as the policy of using "W" calls east of the Mississippi and "K" calls to the west was not retroactive. Further, KMA argued, the television station had to be located in Omaha because FCC hasn't allocated any channels for Shenandoah.

KMA-AM-TV is one of the relatively few cases affected by FCC's policy, which forbids the use of common base call letters by commonly owned AM, FM and TV stations if they are located in different communities. July 1 was set as deadline for compliance.

VIDEO REPORT

ARI Issues TV Data Digest

AUDIENCE RESEARCH Inc., Princeton, New York and Hollywood, has issued the third in its series of reports on television. Titled *Television Facts, A Summary of Progress*, the 47-page report presents a digest of information bearing on non-technical aspects of television.

Presenting the television picture as of November 1948, the material is divided into seven major classifications: Facilities, set ownership, set manufacturing, programming, sponsors, commercial impact, and effect on living habits. Numerous charts and maps are used to illustrate the copy.

In the concluding chapter, titled "Television and the Motion Picture Industry," the report points out that "television is, and most probably will continue to be, an advertising medium, while motion picture companies produce for consumer sale," which may lessen the competition somewhat.

CBS Offer to RTDG

COUNTER-PROPOSAL offered by CBS Hollywood directors for cost-of-living increase sought by Radio and Television Directors Guild for network directors and assistants was taken up at a meeting last Friday between the two groups. No results were available as BROADCASTING went to press. Increase sought by union was 50%. Amount offered by network was not disclosed, but it is believed that compromise will be effected for 15 to 20% increase.



WITH FIVE new stations reporting, the total number of television advertisers increased to 727 in the week of Jan. 2-8. Of this total two-thirds were local-retail advertisers, and 234 were spot users. Network advertising dropped fractionally from a total of 37 to 33. (Table I)

These figures are taken from the eighth monthly Rorabaugh Report on Television Advertising. Data is received from 46 operating television outlets in 27 markets throughout the country. The report is published by the N. C. Rorabaugh Co., New York.

The average number of accounts per station has increased from less than 14 in October to more than 16 in January, though many of the stations reported in the January report are less than two months old in commercial operation.

Estimated gross time expenditures of these 727 advertisers was \$301,185, according to Rorabaugh. A breakdown by types of business reveals that 33 network accounts spent \$68,954; 234 spot (national and regional non-network) advertisers spent \$143,343, and 460 local retail advertisers spent \$88,888.

Increase Over December

These 727 advertisers bought a total of 456 hours and 50 minutes of video time in the reported week. This is an increase of about 23 hours from the corresponding period in December. (See Table II) Of this total sponsored time, 6.9% were announcements (either weather, time or straight commercial) and the rest was programming. The proportion of announcements dropped slightly from December, when 7.3% of all sponsored time were announcements.

Radio and television set dealers

	June 6-12 Report	July 4-10 Report	Aug. 1-7 Report	Sept. 5-11 Report	Oct. 3-9 Report	Nov. 7-13 Report	Dec. 5-11 Report	Jan. 2-8 Report
No. of Markets	11	16	19	19	21	21	23	27
No. of Stations	20	26	32	32	37	37	41	46
No. of Advertisers	14	14	18	21	33	37	37	33
Network	76	113	122	119	181	216	230	234
Selective	144	153	197	236	281	373	413	460
Local-Retail	234	280	337	376	495	626	680	727

and manufacturers were the mainstay of the video time sales. There were a total of 126 advertisers in this category, or 17.2% of the total. Of this total 101 were local retail dealers in television and radio sets.

Ninety of the 727 advertisers were food and food beverage accounts, and about 10% of the total accounts were apparel advertisers, and an equal percentage automotive advertisers. In these two categories, the major share of advertising was from local retail outlets. (Table III)

Heavy Spot Users

Spot advertising was used heavily by food and food beverage accounts. There were a total of 54 such accounts. Other heavy spot users were, in order of frequency, beer and wine accounts, apparel, and radio and television manufacturers.

The network accounts were spread through the major advertising categories.

Radio and television advertising has been a consistent leader in television time bought. Food and food beverage advertising is second in January accounts, though it was in fourth spot in the December report. Apparel advertising dropped from 81 accounts to 75, for third place in January.

Household equipment accounts dropped off slightly. Insurance,

bank and loan companies showed a steady gain in the month, and many local institutions of this type have chosen television as their medium for reaching the middle and upper income groups.

Leading Markets

New York, with its six outlets, remains the leading market in number of TV accounts, though it suffered a drop of 19 in total adver-

	Hours-Minutes	% of Total
Jan. 2-8 Programs Announcements	425:03 31:47	93.1 6.9
Dec. 5-11 Programs Announcements	456:50 402:14 31:34 433:48	100.0 92.7 7.3 100.0

tisers. The January figure is 160 accounts. This is an average of more than 26 accounts per station, well above the national average, but far below Philadelphia's average of approximately 41 accounts on each of its three TV outlets. Baltimore, too, averaged well above the national average, with about 34 accounts per station.

Of the new markets reported in this issue of the Rorabaugh Survey, Memphis was a leader, coming (Continued on page 50)

TABLE III
TELEVISION ADVERTISERS BY PRODUCT GROUPS
(Jan. 2-8, 1949)

Product	Network	Spot	Local	Total
Agriculture	—	—	—	—
Apparel, Shoes, Accessories	3	22	51	76
Automotive, Tires, Service	4	7	63	74
Aviation	—	—	—	—
Beer & Wines	1	39	1	41
Building Materials	—	5	3	8
Confections, Gum	—	10	—	10
Consumer Services and Utilities	—	4	26	30
Drugs & Remedies	3	7	1	11
Entertainment	—	—	1	1
Food & Food Beverages	4	54	32	90
Gasoline & Fuels	2	6	4	12
Horticulture	—	—	2	2
Household Equipment & Supplies, Appliances	—	9	33	42
Household Furnishings	1	10	19	30
Industrial Materials	—	—	—	—
Insurance, Banks, and Loan Companies	—	4	16	20
Jewelry, Optical and Cameras	—	7	14	21
Office Equipment & Supplies	—	1	2	3
Publishing	—	5	6	11
Radios, Television Sets, Records, Musical Inst.	5	20	101	126
Retail Outlets & Department Stores	—	—	42	42
Smoking Materials	4	7	1	12
Soaps, Cleaners & Polishes	1	5	—	6
Sporting Goods & Toys	2	3	3	8
Toiletries	3	4	—	7
Transportation, Travel & Resorts	—	5	8	13
Miscellaneous & unclassified accounts	—	—	29	29
Totals	33	234	460	727

TABLE IV
ANALYSIS OF TELEVISION ADVERTISING BY MARKETS
(Showing type of account, new accounts, and gain or loss from previous month)

Markets Covered Jan. 2-8	NO. OF ACCOUNTS BY MARKETS			NEW BUSINESS		
	Jan. 2-8 Total Accounts	Dec. 5-11 Total Accounts	Gain or (Loss)	Jan. 2-8 Total New Accounts	Dec. 5-11 Total New Accounts	Gain or (Loss)
Atlanta	3	11	7	21	20	—
Baltimore	31	30	43	104	104	—
Boston	29	17	12	58	61	(3)
Buffalo	8	12	19	39	25	15
Chicago	7	32	19	58	58	—
Cincinnati	6	18	5	29	27	2
Cleveland	9	10	3	22	19	3
Detroit	7	21	12	40	49	(9)
Ft. Worth-Dallas	3	7	5	15	15	—
*Houston	—	7	5	12	—	12
Los Angeles	3	26	29	58	59	(1)
Louisville	2	6	8	16	15	1
*Memphis	1	7	21	29	—	29
Milwaukee	8	16	32	56	42	14
Minn.-St. Paul	2	4	5	11	14	(3)
New Haven	2	6	13	21	22	(1)
*New Orleans	1	9	13	23	—	23
New York	33	70	57	160	179	(19)
Philadelphia	32	40	49	121	125	(4)
Richmond	21	5	5	31	41	(10)
St. Louis	8	15	6	29	27	2
Salt Lake City	2	4	12	18	17	1
*San Francisco	1	3	4	8	—	8
Schenectady	21	6	4	31	39	(8)
Seattle	2	6	17	25	26	(1)
Toledo	7	6	19	32	29	3
Washington	31	23	36	90	96	(6)

* These markets represented in this report for the first time.

Business Interests of TV Licensees, Permittees and Applicants as of Jan. 1, 1949

	Number	Percent
Newspaper Publishing	126	31.3
Broadcasting only	66	16.1
Motion Pictures, Theatres, etc.	27	6.6
Radio Manufacturing	25	6.1
Dealers and Distributors (auto, grocery, etc.)	25	6.1
Miscellaneous Manufacturing	18	4.4
Real Estate, Insurance, Finance	17	4.2
Oil Production	17	4.2
Educational Institutions	10	2.4
Miscellaneous Interests ¹	76	18.6
Subtotal	409	100.0
Information Not Available	25	
Total	434	
TV APPLICANTS		
With AM or FM Stations	333	76.7
Without AM or FM Stations	101	23.3
Total	434	100.0

¹ Situation in which the several stockholders have varied business interests.

WMAR

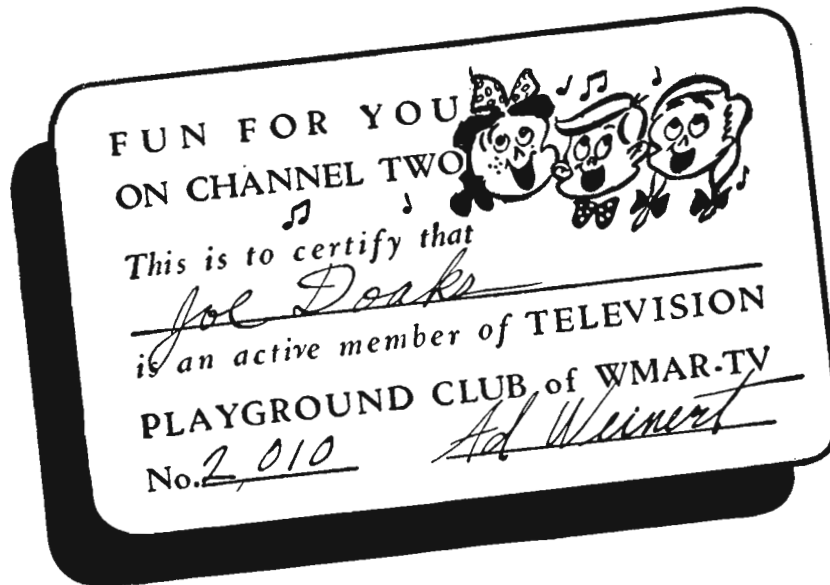
THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY



BALTIMORE 3, MARYLAND

In Maryland, it's **WMAR-TV** for the kiddies



"Your Television Playground is the best thing that happened to mothers in years," a Baltimore mother wrote WMAR-TV recently. "Now I can get dinner in peace, because my brood is glued to their chairs watching your show every evening."

More than 2,000 Baltimore youngsters have written to WMAR-TV in the last six months, applying for membership in the Television Playground Club. Every week hundreds of Baltimore youngsters receive official "birthday greetings" from the Club headquarters.

Every mail delivery brings the station scores of entries in the Club's "Junior Artist" contest and every week one or more of the Club members receives a prize on the show for his artistic efforts.



Contests, games, hobbies, movies, magic, arts and crafts and sing-along songs combine to make the Television Playground Club of WMAR-TV the top local television show for youngsters in Maryland.

And the grownups like it too, according to the mail. An Army sergeant at Fort George G. Meade recently asked to enroll his whole squad and a 41-year-old father called the station to learn how the last chapter of a serial ended because he had missed that episode.

Television Playground is produced by WMAR-TV every weekday evening at 6:15, just before the outstanding CBS children's show, "Lucky Pup."

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TBA ON SPORTS

Information Need Cited

EDUCATIONAL committee of Television Broadcasters Assn., meeting Tuesday in New York, urged colleges to conduct more research on the effects the telecasting of sports events has on attendance.

Facts at hand do not present sufficient evidence for a decision one way or the other, the committee said. The group expressed the belief that television increases the gate at collegiate sports events, adding that even if the evidence should prove an adverse effect, telecasting these events would still be worthwhile because of the public service rendered by such telecasts.

TBA educational committee approved the appointment of a subcommittee to work out the proper research technique for checking the effects of television at individual colleges during the 1949 football season.

Subcommittee Named

Another subcommittee was named to establish minimum standards for television schools in three phases: Technical, program and business. E. H. Rietzke, Capitol Radio Engineering Institute, was appointed to handle the technical phase and Irwin Shane, Television Workshop, the program phase. Third member, for business, was not named at the meeting.

Members of educational committee attending the meeting were Prof. Kenneth Bartlett, Syracuse U., chairman; Mr. Shane; Mr. Rietzke; Morrison Smith, National Radio Institute, and Prof. Edward C. Cole, Yale U.

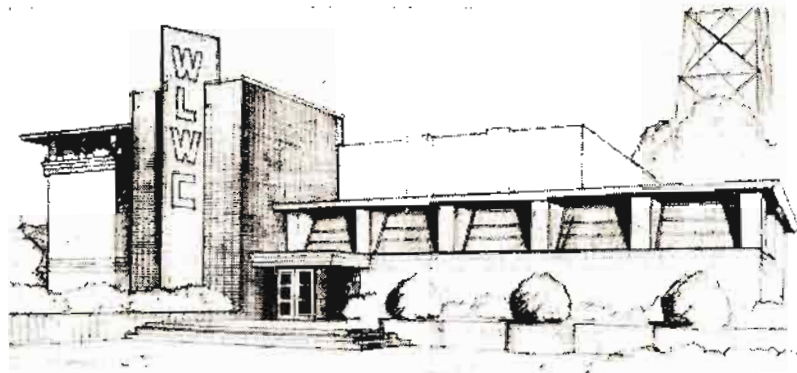
ARMY STUDENTS

Hear Wonders of Radio, TV

ACQUAINTING 75 officers from the U. S. Armed Forces Information School, Carlisle, Pa., with the wonders of radio and television as public relations media, a group of NBC executives were to meet with them Friday in all-day session at New York's Johnny Victor theatre.

The men, from the Army, Navy and Air Force, were to hear introductory remarks by Charles P. Hammond, NBC vice president and assistant to the president, and view the network's documentary film "Behind Your Radio Dial." They were then to hear Sydney H. Eiges, NBC vice president in charge of press, Francis C. McCall, director of news and special events, and Edward M. Kirby, former chief of the U. S. Army Radio Branch and now NBC program consultant.

Following luncheon at the Hotel Dorset, the student officers were to tour NBC's new Park Ave. television studios and RCA Bldg. studios.



CONSTRUCTION of studio building for WLWC, Crosley Broadcasting Corp.'s television station in Columbus, Ohio, is under way. There will be three studios on first floor, a central control room on second. Transmitter building 400 feet from the studio structure is nearing completion. When station is completed it will represent an investment of approximately \$500,000. Both WLWC and its sister TV station, WLWD Dayton, are slated to open late in March. Crosley's WLWT Cincinnati is already in operation.

F. & M. SCHAEFER Buys Dodger Video On WCBS-TV

F. & M. SCHAEFER Brewing Co., Brooklyn, has contracted for sponsorship of telecasts of all home games of the Brooklyn Dodgers on WCBS-TV New York, at a figure reported to be well above \$300,000 overall.

Rights to telecast the games, which last year were set by the ball club at \$1,000 a game, were tripled this year, and facility charges of the TV station have also been increased in line with the increased number of TV set owners from last year.

BBDO New York, agency for Schaefer, arranged the TV contract and also set the deal for the company's co-sponsorship with General Foods Corp. of AM broadcasts of all Dodger games, both home and away, on WMGM New York.

Schaefer's sponsorship of the Dodgers on WCBS-TV means that the home games of all three New York teams will again this year be televised for New York viewers. Liggett & Myers Tobacco Co., New York, will sponsor telecasts of the Gaints home games on WPIX (TV) New York, placed by Newell-Emmet Co. P. Ballantine & Sons, Newark brewer, will sponsor the home games of the Yankees on WABD (TV) New York, second year of a three year contract placed by J. Walter Thompson Co., New York.

WNBT (TV) New York, NBC's key video station, withdrew from the baseball broadcasting picture this year after having telecast the Giants home games for the past two seasons. Reason for rejecting the fat baseball contract lies in the increasing number of night games played by the team and their conflict with the regular line-up of NBC-TV network programs. Last year in mid-season WNBT transferred its night games to WPIX, which this year is carrying the whole Giant TV schedule.

Asked how WCBS-TV, key CBS video station, would handle the conflicts between night baseball games and its regular TV program schedule, a station spokesman explained that the anticipated sum-

mer lay-offs of many TV programs would permit WCBS-TV to broadcast more than 50% of the scheduled home night games of the Dodgers. The remainder, he said, would probably be farmed out to some other New York video station, although definite arrangements for this have not yet been made.

WABD, key of the DuMont TV network, will give baseball precedence over other programs, it was said.

FIGHT PA. FEE

Retailers File Suit

PHILADELPHIA Retail Liquor Dealers Assn., representing 1,000 taverns, filed a suit in equity in Dauphin County Court, Harrisburg, Pa., on Feb. 12, to restrain the Pennsylvania State Liquor Control Board from collecting television permit fees in Philadelphia taprooms. The Dauphin County Court ordered the Liquor Board to show cause why it should not be restrained.

Twenty-seven taproom operators, members of the association, brought the action, charging that the \$120 television fee, equal to one-fifth of the taproom license fee, is excessive and out of all proportion to the cost of licensing, supervision and enforcement.

Abraham J. Levinson, counsel for the operators, said that, in effect, the fee amounted to an excise tax and not a license fee. He pointed out that courts have ruled that license fees must bear a relation to the cost of enforcing the law. He said the fee would bring in \$300,000 annually in Philadelphia, Bucks, Delaware and Montgomery counties.

MEDICAL VIDEO

Color Showing for AMA

COLOR television designed as a teaching aid for medical students will be unveiled at the annual American Medical Assn. meeting at Atlantic City in June, it was announced last Tuesday. Arrangements were concluded by Smith, Kline & French Laboratories, Philadelphia pharmaceutical house, and the U. of Pennsylvania.

The university's medical school is collaborating with CBS' engineering research laboratories, Zenith Radio Corp. and Webster-Chicago Corp.

Actual surgery and diagnostic procedures will be telecast continuously during the four-day AMA convention, with the picture picked up at the Atlantic City hospital and beamed on a closed circuit direct to Convention Hall where 12,000 physicians are expected to attend. Doctors will watch the transmissions on 20 TV receivers developed by Columbia and engineered and produced by Zenith. Webster-Chicago is cooperating on design and manufacture of color components.

GARFINCKEL

Buys First TV Time

JULIUS GARFINCKEL & Co., Washington specialty store, is currently using television for the first time, sponsoring one-minute nightly spot announcements on WNBW's NBC Television Journal, 6-6:50 p.m. Monday-Friday. The store and Donel Foundation Garment Co., for which it is exclusive merchandiser in D. C., are advertising Donel garments.

Garfinckel's is furnishing a live model, with copy stressing construction of Donel girdles. Copy and video portions of commercial spots are designed to create maximum sales impact while remaining within television's good taste requirements, according to Mahlon Glascock, WNBW sales director.

Agency is Jackson & Co., New York. Store's spots, which began last Monday, will continue through this week.

Quiz Pros Deflated

IN an effort to eliminate the "professional contestants" from its quiz show audiences, WOR New York and MBS have inaugurated a new plan for broadcast tickets. The new system is expected to ban more than 400 such "professionals." Lists of "regulars" requesting tickets will be maintained, and their requests ignored; those who slip through will be spotted by artists, staff members who control distribution of tickets, and theatre operating personnel. Quiz show tickets will no longer be distributed in the lobby and reception room except to out-of-town-ers and those known to be "non-regulars."

APRIL 11, 1949

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

For the first time . . . anywhere!

SPOT AND NETWORK BILLINGS

OF THE

NATION'S LEADING RADIO ADVERTISERS

NOW . . . for the first time radio buyers will get SPOT and NETWORK Billing by product groups . . . 27 categories including drug and toilet goods, food and beverages, cigarettes and tobacco, etc. . . . all broken down by amount the advertiser spends, where he spends it, what his money buys. These vital time-buying facts will be current, usable, up-to-the-minute 1948 figures.

This copyrighted analysis will highlight the April 11 NAB Convention issue. Around this centerpiece will be grouped other important business features on AM-FM-TV. Along with the regular spot and convention news.

NAB CONVENTION ISSUE

Guaranteed circulation is 18,000—2500 above our subscription list. Every national and regional advertiser and agency will be covered.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

Advertising Deadline: March 21. Regular sizes and rates prevail.

Write, call or wire collect for reservation.

NAB CONVENTION ISSUE — April 11

The Happy Epic of ART BARRIE, Esq.

(Announcer, Mayor, Fire Chief)

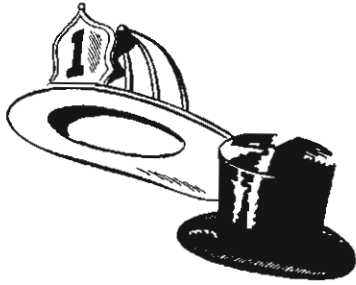


As it has to every man who's ever bobbed a commercial, the desire to be a wireless announcer occurred to young Art Barrie about 5 years ago. So, forthwith, Art became an "ANN:" with hustling, bustling WSPD in a place called Toledo, O., a gem of a city that's crammed with culture, glass and auto equipment factories and high per capita incomes.

Well, Art's head is no more pointed than the next announcer's, but he has the rare and wonderful knack of making people (consumers) fall in love with him, en masse.

What happens? Well, before you can say "Fort Industry Station," Art's on-the-street program "Adam Street Congress" is a sock hit, and dough





SO?

COMMERCIAL:

rolls in every time Art makes a plea for underprivileged kids or evicted families—results take place every time Art makes with a client's commercial.

Then folks in some 200 small towns around Toledo began demanding a personal look at Art Barrie—so Art starts visiting them and he's welcomed more enthusiastically than a pre-war dollar.

Front page newspaper stories and editorials herald Art's arrival in the small towns. Gigantic processions, led by local high school bands, follow him around. He's paraded on donkey-back . . . made honorary mayor or fire chief . . . municipalities proclaim "Art Barrie Day."

Art Barrie becomes, like several other WSPD headlines, a community institution . . . becomes one of the best known, most influential radio figures in the entire Toledo area . . . with a high, high Hooper.

Cash in! Each Fort Industry Station has the same kind of alert, progressive management as WSPD, which recognized Art Barrie as a potential hit and gave him the build-up that put him over . . . at each, you'll find creative programming in action . . . local shows with super-Hoopers and super-Sell. More, you'll find that all Fort Industry Stations are affectionately regarded, locally, as community institutions. Attracting and holding loyal listeners is the forte of Fort Industry Stations—so is the delivery of tangible, profitable sales results!



THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

Editorial

Virgin Territory

THE CASE which showed the futility of FCC's Avco Rule on station sales a few months ago has now demonstrated its unjustness and re-emphasized the need for its abandonment. That is the case of KMED Medford, Ore.—older, incidentally, than the Avco Rule itself.

Luther E. Gibson bought KMED from Mrs. W. J. Virgin in April 1946, subject as usual to FCC consent. Then began a series of frustrations clearly traceable to the requirement, at that time a "policy" but soon formalized as the Avco Rule, that station transfers be advertised for 60 days to give others a chance to bid "on the same terms."

This is the history: A competing bidder filed, and FCC, invoking its preference for local owners, approved the competing application and denied Mr. Gibson's. Mrs. Virgin refused to sell, on grounds (to which Comr. Robert F. Jones also subscribed) that the competing bidder's offer was not "on the same terms" as Mr. Gibson's. The competing bidder ultimately withdrew.

At this point Mrs. Virgin and Mr. Gibson asked FCC to reinstate their original application. FCC agreed—but with the stipulation that it must go through the Avco procedure all over again.

Clearly, this was too much. The Virgin-Gibson contract would expire before the new 60-day advertising period could run its course. Buyer and seller, in the face of changed economic conditions, were unable to come to new terms. Even if they had, they would have had no assurance that the venture would profit them anything more than another 32-month wait after which the buyer would still be trying to buy and the seller trying to sell.

Mr. Gibson has another, and more pointed, cause for complaint. Aside from the futility of it all, he has suffered a \$40,000 out-of-pocket expense on the deal—\$40,000 and nothing to show for it despite the facts that (1) the FCC-approved bidder is no longer bidding, and (2) his own qualifications are not and never have been in question, since he is the licensee of two stations already (KHUB Watsonville and KSLI-FM Salinas).

FCC now has pending, in the WHAS Louisville sale, a petition to repeal the Avco Rule. We have no desire to go into the merits of that petition, dealing as it does with a particular pending case. We do contend that FCC should see now that its Avco Rule assures nothing except expense, delay, and additional work for itself and its staff.

Mr. Gibson's \$40,000 might come under the heading of property deprived by undue process. Before the Commission dismisses that thought, let it remember that \$40,000 is a year's salary for four members—a majority, by the way.

ELEVEN YEARS after the Mars Invasion hoax of Orson Welles, the dramatization, with a Spanish emotional twist, was repeated in Ecuador, but with almost unbelievably tragic consequences. It is incredible that all civilized peoples were not familiar with the 1938 incident. Arson, murder and riot occurred in Quito. The original Welles job, which graphically portrayed an invasion of New Jersey, caused frayed nerves, but no panic. So we have another startling example of the potency of radio, and why it cannot be tampered with by government; why station operation is a public trust.

AM + FM ÷ TV = ?

THE ENGINES of American industry, which have been racing hell-bent in the 40-odd months since the Axis collapsed, are now slowing down. Economists recognize a levelling off, with some even predicting a mild recession.

Signs of the times are reflected in reduced food and clothing prices, evaporating waiting lists for new cars, and harder selling.

In radio, this means a lot of accumulated fat is going to be worked off. The revolution among the mass media is going to erupt with increasing velocity.

Talk TV to a broadcaster with no TV station, and he goes into a tizzy. Talk to a telecaster, and he reacts like a high school cheer leader.

So it's timely to take stock. Sound broadcasters are fearful of the inroads of TV. They think TV is being exploited too fast, to the detriment of sound radio.

There's a problem. But it can't be solved by simply wishing it away. TV represents another milestone. Its advent means change—change for newspapers, for magazines, for movies, and for sound radio. But the record shows each new medium, if it has worth, has found its niche. Aural radio sells against all media. It's the most effective medium extant. It saturates the ears of the nation through 74,000,000 receivers. There are 2,600 sound stations on the air—700 of them FM—which reach 40,000,000 homes and the riders in 11,000,000 automobiles. The public's investment in aural radio exceeds \$12 billion.

FM has a special problem. It was to open new sound radio vistas. Everybody got on the bandwagon. It does provide a superior service. But it collided with TV's spectacular emergence. FM's pull will be harder and more tortuous. Production of TV sets with FM circuits may prove FM's greatest boon.

The very experience of FM proves that TV isn't going to replace AM this year, next year or in the foreseeable future. TV's development has dwarfed the most expansive claims. No art or industry ever had a greater potential.

Yet today there are about 1,000,000 TV receivers in use. There are less than 60 stations on the air in about 30 cities.

In the next two years, it is doubtful whether there will be more than 120 TV stations on the air. This year, in excess of 2,500,000 receivers may be built; by 1955, there may be about 20,000,000 receivers. The number of stations depends on allocations, which have languished in the FCC's deep freeze since September.

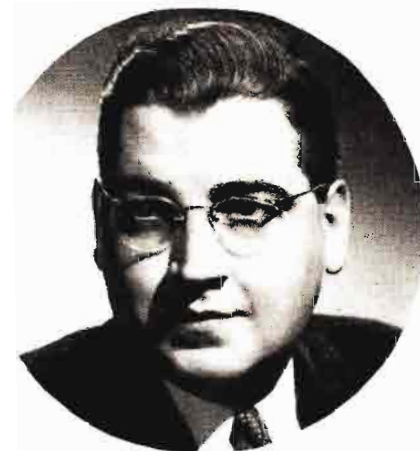
Check these figures against the sound radio statistics. Remember, circulation is the yardstick, not in top markets alone, but in all 48 states.

The task at hand, then, is to broaden the bases of the radio media. Because it is a direct sales and demonstrating medium, as well as an advertising medium, TV will tap new revenue. It should draw from sales budgets, rather than advertising budgets. It's logic that if an advertiser cuts down the demonstrations necessary for an automobile or a vacuum cleaner, it is business prudence to use part of that sales budget for the medium. TV business will come from accounts which heretofore have used magazines and newspapers more than sound radio.

Sound radio will broaden its base through revitalizing of what has been relatively dormant sales resourcefulness—and through the good programming inspired by necessity.

TV is the *ne plus ultra* of the media—it sells, as it demonstrates, as it advertises, within the bounds of its present circulation sphere. Sound radio is the all-encompassing, intimate medium that covers this democracy like the dew, and will be there as long as we have democracy and dew.

Our Respects To —



ARTHUR HULL HAYES

ARTHUR HULL HAYES boarded The Detroit in Grand Central Station at 7 p.m., Wednesday, sank into a seat, wiped his brow and breathed a sigh of relief. He was off for San Francisco at last.

The hunted and somewhat guilty look of the past three and a half months was gone. He no longer had to dodge anybody.

For weeks he has been holding his hand up in front of his face, crossing streets suddenly against traffic, all to evade meeting people he said goodbye to months ago.

For, back in October, when CBS announced that he was leaving his post as general manager of WCBS New York to become vice president in charge of the network's San Francisco office, friends gathered 'round to say goodbye. Parties were held. Going away gifts presented.

And Mr. Hayes remained.

He remained to hear his friends say: "I thought you'd gone long ago" or "What, you still here?"

It all became a tiresome routine.

But now that was in the past. Behind him he was leaving an impressive record. Under his leadership, WCBS had become one of the outstanding radio stations in America, having top spot, morning, afternoon, and evening in one listenership survey in New York, its walls plastered with awards.

It was a listenership built around WCBS-owned shows which he had developed. Among the station's top programs and personalities he had a hand in bringing along are Arthur Godfrey, Phil Cook, Margaret Arlen, *Missus Goes A Shopping* and *This Is New York*.

It was a listenership which apparently agreed with the Hayes philosophy of station management. It is his creed that the measure of a station is not in its offices or transmitter or its gaudy trapping, but in service to listeners and community.

"You can have a junk pile for a station building," he believes, "but if the people listen and feel you help and entertain them, you have a good station."

Now, in the speeding train, he could look back to the time he had come to New York "practically steerage" in the middle of the depression. With him, were his wife and the first of his four children, Arthur Hull Jr., then a babe-in-arms. The banks had recently closed in Detroit and he was one of hundreds just let out at the Campbell-Ewald agency there.

Now, fifteen years later, he could regard

(Continued on page 66)

Check

THE RADIO
FOOD SELLING
PLAN THAT GOES . . .

ALL

THE

WAY

DOWN

TO

"SHELF

LEVEL"!



The toughest stretch in the SALES PROMOTION JOURNEY is "THE LAST THREE FEET" at POINT-OF-SALE. Here, the interested customer meets **THE ONLY SALESMAN YOU CAN HAVE** at the moment of decision-to-buy. HE IS THE FOOD STORE CLERK. THE NEW . . . NOVEL . . .

ABSOLUTELY DIFFERENT

WSAI "Personnel Training For Sales" plan will SHOW THE FOOD STORE CLERK:

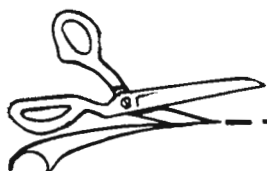
- HOW TO DISPLAY YOUR PRODUCT
- HOW TO ADVERTISE AND HIGHLIGHT YOUR PRODUCT IN THE STORE
- HOW TO INCREASE SALES OF YOUR PRODUCT

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL, INC.

CINCINNATI

WSAI

A. B. C.



RUSH ME

full particulars on
"SHELF LEVEL"
food selling . . .

COMPANY _____

STREET _____ CITY _____

NAME _____ TITLE _____

For driving
stage
GL-5513



**THE EYE IS
EXACTING!**



For output
stage
GL-9C24

To assure high video-signal quality, specify G. E.'s pace-setting 220-mc triodes in your new TV transmitter design!

THE BEST, most up-to-date... these words must describe every unit of your television circuit IF you mean to get off on the right foot competitively. So start by choosing General Electric ring-seal tubes. Designed directly for grounded-grid circuits, they plug in quickly, firmly, with wide contact areas. Lead inductance is extremely low. The tubes need minimum neutralization.

All external parts are silver-plated to reduce r-f losses. Fernico metal-to-glass seals are used throughout. Sturdy, compact, built to true precision standards, Types GL-5513 and GL-9C24 are acknowledged performance leaders in the TV and FM fields.

Study the ratings of these modern yet service-proved v-h-f triodes; then phone your nearby G-E electronics office for further facts, plus (if desired) the application counsel of an experienced G-E tube engineer. Or, wire or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL  ELECTRIC
180-72-8150

FIRST AND GREATEST NAME IN ELECTRONICS

RATINGS AND ELECTRICAL CHARACTERISTICS

	GL-5513	GL-9C24
Filament voltage	6.3 v	6.3 v
Filament current	32 amp	240 amp
Interelectrode capacitances:		
Grid-filament	21.1 mmfd	24 mmfd
Grid-plate	8.7 mmfd	15.7 mmfd
Plate-filament	.11 mmfd	0.47 mmfd
Type of cooling	forced-air	water and forced-air

Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions)

Max voltage	3,000 v	5,000 v
Max current	1.2 amp	2 amp
Max input	3,300 w	10 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	1,160 w	3.4 kw

Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation)

Max voltage	4,000 v	6,500 v
Max current	1 amp	2 amp
Max input	3,600 w	12 kw
Max dissipation	1,200 w	5 kw
*Power output, typical operation	2.45 kw	9 kw

*Includes power transferred from driver to output of grounded-grid amplifier.

NBC PROMOTES

Knode, Dine Are Moved Up



Mr. Dine



Mr. Knode

THOMAS E. KNODE, NBC director of the press department, last week was promoted to administrative assistant to the director of NBC television operations, and Josef C. Dine, former trade editor, was named to succeed him in press.

Mr. Knode becomes assistant to Carleton D. Smith, the director of television operations. Mr. Dine assumes the position of director of the network's press department, reporting to Sydney H. Eiges, the vice president in charge of press. The appointments are effective immediately.

Mr. Knode became press department director Oct. 7, 1947, having been assistant manager since January 1945.

Mr. Dine joined NBC as trade editor in 1946 after serving with *Tide* magazine. Both Messrs. Knode and Dine have impressive war records in the infantry.

Mr. Knode was wounded in ac-

tion in New Guinea where he served as a rifle platoon commander with the 32nd Division, winning a Distinguished Service Cross, Purple Heart and Combat Infantryman's Badge. He was discharged as a captain.

Mr. Dine won two Silver Stars, two Purple Hearts, a Bronze Star and the Combat Infantryman's Badge while serving in Italy, France and Germany as a rifle company commander with the 36th Division. He was a major at the time of his relief from active duty.

Mr. Knode's service with NBC antedates the war. He joined the network as a news editor in Washington in 1938 after three years with the United Press. In 1940 he became director of NBC's Washington news department.

Mr. Dine was a Worcester, Mass., newspaperman before the war.

Simultaneously with the elevations of Messrs. Knode and Dine, Mr. Eiges announced the promotion of Allan H. Kalmus former television editor, and Samuel Kaufman, former exploitation editor, to the newly created jobs of television manager and special services manager, respectively.

GARFIELD & GUILD

Walter Guild to Resign

WALTER GUILD will resign March 1 from Garfield & Guild, San Francisco, to organize a new agency, taking many accounts with him.

Firm name of Garfield & Guild will remain with Sidney Garfield. New agency including Walter Guild will be Guild, Bascom & Bonfigli. Temporarily, at least, the two agencies will share present offices at 45 Second St.

Major accounts held by each agency will include:

Garfield & Guild—Kay Jewelers, Rough Rider Inc., Chemicals Inc. (Vano products) and Smith's of Oakland.

Guild, Bascom & Bonfigli—Bear Creek Orchards, Newell-Gutrad Co. (Strykers soap), Gravem-Englis Baking Co. and Alexander Balart Co. (Alta Coffee).

COPYRIGHT SUIT

Motion to Dismiss Filed

A MOTION to dismiss a \$1,200,000 copyright infringement suit brought in federal court in Texas was to be filed jointly late last week by NBC, Russel M. Seeds agency, Chicago; Brown & Williamson Tobacco Co. and Raleigh cigarettes. The defendants were to file a joint motion alleging that all were improperly served.

The four defendants were named by the plaintiff, William E. Ballard, of Palo Pinto County, Tex., in a suit charging that *People Are Funny* used a copyrighted idea of his [BROADCASTING, Jan. 17]. The program is broadcast on NBC under sponsorship of Brown & Williamson for Raleighs, through the Seeds agency.

WFBL

SYRACUSE, N. Y.

1ST

with the
NEWS



Ray Owens
Newscaster
11:30-11:45 a. m.

Highest Hooper in
Town for Any Local
Program Day or Night

9.7 Latest
Report

FRANK J. COSTELLO, Mayor of Syracuse, says: "I heartily approve your present method of handling the news. Mr. Owens commands the respect of everyone in the City Hall for his unbiased treatment of the news. It is my opinion that this type of broadcast is preferred to one in which personal opinions enter."

QUITO RIOT

Broadcast Causes 21 Deaths

BROADCAST of a fictional "Invasion from Mars" by a station in Quito, Ecuador, has resulted in the death of 21 persons, with at least 15 others injured. Similar to a program staged by Orson Welles in the U. S. in 1938, the Feb. 12 broadcast in Quito was based on H. G. Wells' novel, *The War of Worlds*.

Radio Quito interrupted a musical program to announce "an urgent piece of news." Then followed a vivid description of the attack of Quito by the men from Mars. Hysterical listeners poured out into the city's streets. When they learned that the invasion was only a radio drama, they turned into an enraged mob.

The army was called out and used tanks and tear gas to quell the crowds. The building housing Radio Quito and Ecuador's principal newspaper, *El Comercio*, was wrecked, resulting in the deaths. Property damage was estimated at \$350,000.

The government appointed the Minister of Defense to investigate, indicted the station's art and drama editors and arrested 10 other persons. Radio Quito interrupted the program after the panic began to announce that it was only a drama, but it was too late to quiet the angry crowds.

● Straight News Reporting

WFBL reports the FACTS — not opinions, a rigid policy which has paid off in the BIGGEST SHARE of DAY and NIGHT AUDIENCE in Syracuse!

● 14 Newscasts Daily

WFBL keeps folks informed on the local, national and international scene. WFBL not only scoops the town, BUT other stations as well!



Ask Free & Peters for the WFBL News Booklet and Availabilities

WFBL BASIC
CBS
IN SYRACUSE . . . THE NO. 1 STATION

TABLE V
Production Method Used

	Hrs.-Min.	% of Total
Studio Live	188:10	41.2
Remote	155:37	34.1
Studio Film	74:55	16.4
Studio Live & Film	26:34	5.8
Studio Live & Slide	9:59	2.2
Live, Slide & Film	:57	0.2
Film & Slide	:38	0.1
Total	456:50	100:0

Telestatus

(Continued from page 40)

on the air with 29 accounts in its first reported month. New Orleans also made a good showing in its first report, with 23 accounts. Memphis shows an aggressive local sales effort, as 21 of its 29 accounts were local advertisers.

Milwaukee's one outlet is the prize winner. Though it had a total of 42 advertisers in December, it added 19 new accounts in January, and made a net gain of 14

TABLE VI
TELECAST TIME BY TYPES AND PRODUCTION METHOD
(in hours and minutes)

Rank	Program Type	Studio Live	Studio Film	Studio Live & Slide	Studio Live & Film	Studio Film & Slide	Studio Live Film & Slide	Remote	Total	% of Total
10.	Audience Participation	3:40	:15	:02	2:30	—	—	1:20	7:47	1.7
6.	Childrens	21:29	:10	:30	:15	—	—	:30	22:54	5.0
11.	Discussion	4:45	:45	—	—	—	—	1:00	6:30	1.4
3.	Dramatic	50:00	5:32	—	—	—	—	—	55:32	12.1
7.	Educational	6:00	5:00	—	:30	—	—	:15	12:00	2.6
14.	Fashion	2:45	:10	:04	—	—	—	—	2:59	0.7
12.	Household Hints and Shopping	4:48	:06	—	:25	—	—	—	5:19	1.1
8.	Musical	6:17	1:04	:49	3:00	—	—	—	11:10	2.5
4.	News	9:04	18:30	3:38	2:57	—	—	—	34:09	7.5
9.	Quiz	5:38	2:35	:21	2:00	—	—	:30	11:04	2.5
1.	Sports & Sports News	3:22	18:30	—	2:45	:10	—	151:00	175:47	38.5
15.	Special Events	2:45	—	—	—	—	—	—	2:45	0.6
2.	Variety	65:15	:18	:16	10:21	—	—	:30	76:40	16.8
16.	Weather	:30	:15	:05	:35	—	—	:05	1:35	0.3
13.	Time	:21	2:33	:35	:18	—	—	:15	4:17	0.9
5.	Announcements	1:31	17:48	3:39	:58	:28	—	:22	25:57	5.7
17.	Miscellaneous	—	:25	—	—	—	—	—	:25	0.1
	Total	188:10	74:55	9:59	26:34	:38	:57	155:37	456:50	100.0

advertisers, to bring its total number of accounts to 56 in January. Of this total, 32 were local retail advertisers. (See Table IV)

Program Types

For the first time, studio live programming exceeded remotes in total number of sponsored hours

telecast. In December remotes accounted for 39.7% of all programming, but in the reporting week in January, live studio programming was 41.2% of the total, and remotes dropped to 34.1%. Film programming was the next most frequent

production method, with a total of about 75 hours during the week. (Table V)

Of the total about 18 hours were film announcements, and news and sports programming each used 18½ hours of film during the week. The remainder of the programming was a combination of slide, film and live production.

Sports programming was still far and away the most popular form of programming on the television screen. A total of 175 hours and 47 minutes of sports remotes, commentary or news was presented, accounting for more than one-third of all video sponsorship. No other program category approached that total. (Table VI)

Variety shows, nearly all network programs, were in second place in total telecast time, with about 77 hours or 16.8% of the total. (Network shows hours are multiplied by the number of outlets using that show.)

The two other leading forms of television programming were dramatic (again largely network) with 12.1% and news broadcasts, accounting for 7.5% of all programming. The rank order of various types of programs is given in the first column of Table VI.

TV SET figures reported to BROADCASTING during the past week:

Buffalo, N. Y.—12,335 as of Jan. 31, reported by Buffalo Niagara Electric Co.

Dayton, Ohio—2,100 as of Feb. 7, reported by WHIO-TV Dayton.

San Francisco (Bay area)—3,850 as of Feb. 1, reported by KPIX (TV) San Francisco.

TV Mobile Laws

LIST of 12 state legislatures which would prohibit or limit mobile television installations [BROADCASTING, Feb. 7] has now grown to 19. New states are Delaware, Maine, New Hampshire, New Jersey, Pennsylvania, Tennessee and Washington. District of Columbia also has a bill under consideration. All legislation introduced only, with no bill yet to pass both Houses, although Indiana bill has passed Senate, and Rhode Island bill has passed the House. Maryland passed its ban last Wednesday.

Know how they do it in Monroe?



THICK or thin, here's a female audience that takes life and malted milks with equally keen anticipation. On their toes when it comes to keeping abreast, they have a lot to say about the 223 millions of dollars spent in KMLB's seventeen northeastern La. parishes and three Ark. counties. They give plenty of ear to KMLB, the TUNE-IN station in these parts. They're waiting to hear about your product or service!



KMLB
MONROE, LOUISIANA
★ TAYLOR-BORROFF & CO., Inc.
National Representatives
★ AMERICAN BROADCASTING CO.
5000 Watts Day • 1000 Watts Night

HAS MORE LISTENERS IN NORTHEASTERN LOUISIANA THAN ALL OTHER STATIONS COMBINED

WWJ -

First all the way!



WWJ History One of Firsts

Radio, FM and Video All Led the Way

The history of WWJ-The Detroit News and its "offspring" WWJ-FM and WWJ-TV has been a history of Firsts.

WWJ was the first station in America to broadcast regularly scheduled programs of entertainment.

WWJ-FM was the first Frequency Modulation Station in Michigan.

WWJ-TV was the first television station in Michigan and the whole country west of the Atlantic seaboard.

Here are some of WWJ's firsts:

- Aug. 20, 1920 - WWJ started operating.
- Aug. 31, 1920 - First election returns; for Governor.
- Sept. 4, 1920 - First dancing party with music by radio.
- Sept. 6, 1920 - Results of the Dempsey-Miske fight broadcast.
- Sept. 23, 1920 - First vocal radio concert.
- Oct. 5, 1920 - First World Series scores broadcast.
- December, 1921 - First broadcast of church chimes, from St. Paul's Episcopal Cathedral.
- WWJ helps police capture fugitive.
- Feb. 10, 1922 - First complete symphony concert broadcast by radio. Ossip Gabrilowitsch directing.
- WARING MAKES BOW
- March, 1922 - WWJ broadcasts news to snowbound North Michigan.
- May, 1922 - Fred Waring's Pennsylvanians make first broadcast on WWJ.



- May 28, 1922 - First orchestra organized especially for broadcasting - The Detroit News Orchestra, 16 pieces.
- June 9, 1922 - Thomas E. Dewey makes first radio bow, as baritone.
- June 18, 1922 - First Radio Wedding - Wendell Hall, the "Redheaded Music-Maker" as the bridegroom.
- Feb. 13, 1925 - WWJ joins NBC.
- March 1925 - WWJ broadcasts the Coolidge inaugural.
- October 1936 - WWJ moves into its new studios across from The Detroit News.
- May 1941 - WWJ establishes the first FM station in Michigan, WENA, since renamed WWJ-FM.
- Oct. 23, 1946 - First TV in Detroit. Experimental programs sent from the Penobscot Building to Convention Hall.
- March 4, 1947 - WWJ-TV begins televising experimentally.
- May 9, 1947 - The Detroit News Spelling Bee televised first time.

FIRST BASE BALL

- June 3, 1947 - WWJ-TV starts commercial operation. First base ball game telecast (by Ty Tyson) - Tigers-Yanks.
- June 4, 1947 - Carnival on Ice.
- June 6, 1947 - Boxing at the Olympia.
- June 19, 1947 - Midget Auto Races.



- July 12, 1947 - Henry Ford Memorial Races.
- July 26, 1947 - Soap Box Derby.
- Aug. 12, 1947 - Mack Park wrestling.
- Sept. 3, 1947 - Lions' pro-football broadcast.
- Sept. 27, 1947 - U. of M. football.
- Oct. 19, 1947 - Olympia Hockey.
- Nov. 23, 1947 - Catholic Theater's "Apple of his Eye."
- Dec. 17, 1947 - Roller hockey.
- Dec. 18, 1947 - Bowling Christmas Mass, from St. Aloysius.
- Jan. 6, 1948 - First telecast of City Council Meeting.
- Jan. 8, 1948 - Rose Bowl film shown.
- Feb. 22, 1948 - WWJ-TV starts 7-day-a-week operation.
- FIRST SYMPHONY TELECAST
- April 19, 1948 - First telecast of the Detroit Symphony from the Music Hall.
- June 6, 1948 - Polo.
- July 9, 1948 - Olympic Swimming.
- Sept. 1, 1948 - First Communist Chest program to be televised.
- Sept. 20, 1948 - The Midwest network is launched with WWJ-TV telecasting the inaugural program emanating from St. Louis.
- Sept. 26, 1948 - WWJ-TV feeds Cleveland the Tiger-Boston game because of the great interest in the crucial battle. Again the network is used.
- Oct. 8, 1948 - WWJ-TV telecasts the first World Series games, Oct. 8, 9 and 10, from Cleveland.
- Jan. 11, 1949 - East-Midwest network inaugural program, joining WWJ-TV with New York, Washington and other eastern cities.



FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

AGENCIES • ADVERTISERS • STATIONS

Announcing

1949 RADIO-TV MAP

DESIGNED FOR PLANNING - SELLING



➔ This attractive three color quality map shows AM-TV stations in United States, its possessions, and Canada—by city, county, state, territory, province . . . time zones.

➔ You'll use these maps all year round to demonstrate coverage . . . plot network and national spot campaigns . . . for translating complex problems into simplified sales pictures.

YOUR 1949 RADIO-TV-PICTURE - 25"x35"

➔ *Excellent for presentations - - visualizing markets - - charting sales territories, costs and volume - - ready reference at a glance.*

60¢

PER MAP
25"x35"

50¢ each 10 or more
40¢ each 50 or more

ORDER YOUR MAPS TODAY!

BROADCASTING • Telecasting
National Press Building
Washington 4, D. C.

Please send 1949 Radio-TV Maps. \$..... enclosed. (Check or money order, please. At these reduced prices we cannot bill for less than 10 maps—\$5.00)

NAME
FIRM
ADDRESS
CITY ZONE
STATE

Network Expenditures

(Continued from page 27)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
VII	CHRISTIAN REFORM CHURCH..... Religion	208,295	8,184	+200,111
VI	CHRISTIAN SCIENCE PUBLISHING SOCIETY..... Christian Science Monitor	309,938	315,874	-5,936
V	CHRYSLER CORP..... Plymouth & De Soto Cars	819,297	231,717	+587,580
V	CITIES SERVICE CO..... Gas & Oil	630,108	613,380	+16,728
VIII	CLARY MULTIPLIER CORP..... Clary Business Machines & Flo-Ball Writing Instruments	11,596		
VIII	CLEAR WEAVE STORES INC..... Miscellaneous Apparel & Accessories	2,304		
VII	CLUB ALUMINUM PRODUCTS CO..... Aluminum Household Utensils	125,422	115,192	+10,230
III	COCA-COLA CO..... Coca-Cola	2,519,887	695,124	+1,824,763
VIII	COLE, H. C., MILLING CO..... Omega Flour	46,821	30,951	+15,870
III	COLGATE-PALMOLIVE-PEET CO..... Colgate Dental Cream, Lustre Creme, Palmolive Soap, Super Suds, Colgate Shave Cream, Brushless Shave & Rapid Shave Cream, Halo Shampoo, Cashmere Bouquet Soap	4,342,245	4,352,523	-9,278
VIII	CONSOLIDATED ROYAL CHEMICAL CO... Krank's Shave Cream	20,677		
VIII	CONTI PRODUCTS INC..... Conti Castile Shampoo	24,710	250,146	-225,436
V	CONTINENTAL BAKING CO..... Wonder Bread & Hostess Cake	756,889	730,794	+26,095
VIII	CONTINENTAL PHARMACEUTICAL CO... Kyrin	60,802		
V	CREAM OF WHEAT CORP..... Cream of Wheat Cereal	356,624	340,929	-15,695
V	CUDAHY PACKING CO..... Old Dutch Cleanser	626,881	570,251	+56,630
V	CURTIS CIRCULATION CO..... Magazines	666,657	735,430	-68,773
VIII	CURTIS PUBLISHING CO..... Publishers	51,717	187,276	-135,559
VI	CURTISS CANDY CO..... Candy	272,855	264,323	+8,532
VIII	DAY & NIGHT MANUFACTURING CO... All Products	4,914		
VIII	DELAWARE, LACKAWANNA & WESTERN COAL CO..... Blue Coal	86,246	86,659	-413
VIII	DOUBLEDAY & CO. INC..... Books	36,022		
VII	DRACKETT CO..... Drano & Windex	248,573	68,843	+179,730
VIII	DRESSER INDUSTRIES INC..... All Products	3,053		
V	DU PONT de NEMOURS, E. I., & Co..... Institutional	695,736	693,276	+2,460
V	ELECTRIC AUTO LITE CO..... All Products	904,413	891,974	+12,439
V	ELECTRIC COMPANIES ADVERTISING PROGRAM..... Institutional	539,131	541,666	-2,525
VIII	ELGIN NATIONAL WATCH CO..... Watches	55,350	55,892	-542
V	EMERSON DRUG CO..... Bromo-Seltzer	829,580	844,703	-15,123
V	EQUITABLE LIFE ASSURANCE SOCIETY OF THE U. S..... Insurance	876,747	761,601	+115,146
VIII	EVANS PEN CORP..... Evanette Ball Point Pens	8,989		
IV	EVERSHARP INC..... Razors, Razor Blades, Pens & Pencils	1,006,252	1,852,006	-845,754
VII	FALSTAFF BREWING CO..... Beer	127,860		
VII	FARNSWORTH TELEVISION & RADIO CORP..... Capehart Radios, Farnsworth Radios, Phonographs, Television Sets, & Railway Communication Equipment	213,362		
VII	FAULTLESS STARCH CO..... Starch	13,876		
VIII	FERRY MORSE SEED CO..... Seeds	98,946	197,170	-98,224
V	FIRESTONE TIRE & RUBBER CO..... Tires & Tubes	776,163	786,177	-10,014
VIII	FIRST CHURCH OF CHRIST SCIENTIST.... Religious Talks	51,848		
VIII	FIRST NATIONAL STORES INC..... Institutional	71,448	14,712	+56,736
VIII	FISHER FLOURING MILLS CO..... Biskit Mix, Flour for Europe, Fisher Cereal, Flour Products	29,303	52,064	-22,761
VI	FITCH, F. W. & CO..... Fitch Shampoo, Ideal Hair Tonic & Brushless Shave Cream	335,580	825,262	-489,682
IV	FORD MOTOR CO..... Automobiles	1,629,102	908,970	+720,132
VIII	"42" PRODUCTS INC..... All Products	76,716	120,679	-43,963
VIII	FULLER, W. P., & CO..... "42" Oil Shampoo, Hair Oil Tonic & Kings Men Toiletries	54,736	120,679	
VIII	FULLER, W. P., & CO..... Paints	21,980	61,965	+5,082
VIII	FULLER FOUNDATIONS..... Evangelical Talks	67,047	254,049	-185,047
VII	FRUEHAUF TRAILER CO..... Trailers & Institutional	69,002		
III	GENERAL ELECTRIC CO..... All Products	125,497	630,857	+2,652,521
		3,283,378	187,247	
		1,826,896	211,809	
		783,084	231,801	
		673,398		

(Continued on page 54)



"STEP ON IT BOYS! THEY'RE ADVERTISING ANOTHER DRESS SALE ON WGN TONIGHT!"

YES, THIS IS LITERALLY WHAT HAPPENED when Hirsch Clothing Co., John Nesbitt's "Passing Parade" and WGN got together for two announcements on the night of November 29, 1948. No promotion or advertising other than these two commercials was used and yet \$19,000 worth of dresses were sold before closing time the next day. This is a Hirsch story, a Nesbitt tale and a typical WGN listener response.

*A Clear Channel Station . . .
Serving the Middle West*

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

Network Expenditures

(Continued from page 52)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
II	GENERAL FOODS CORP. Bakers Chocolate, Minute Tapioca, Calumet, Swansdown, Certo, Jell-O & Jello-Puddings, Cornstarch, Post's Corn Toasties, Cereals, Maxwell House Coffee & Instant Coffee, Sanka, Gaine's Dog Food, La France & Satina & Other Products	6,774,603	7,084,066	-309,463
II	GENERAL MILLS INC. Bisquick, Ginger Cake Mix, Pyequick, Soups, Gold Medal Kitchen Tested Flour, Soft-a-silk Cake Flour, Cheerios, Wheaties, Bean Soup & Other Products	7,190,599	7,053,473	+114,747
IV	GENERAL MOTORS CORP. Chevrolet Autos Institutional	1,976,764 127,490 1,048,500	1,789,850 974,387 815,463	+186,914
II	GILLETTE SAFETY RAZOR CO. Brushless & Lather Shaving Cream, Razors, Razor Blades, Toni Home Permanent Wave, Shampoo & All Products	6,267,319	1,269,756	+4,997,563
V	GOLD SEAL CO. Gold Seal Wax	547,548		
V	GOODYEAR TIRE & RUBBER CO. Tires	541,500	591,543	-50,043
VIII	GRAND LODGE FREE & ACCEPTED MASTERS OF NEW YORK Institutional	656	774	-118
VI	HASTINGS MFG. CO. Piston Rings & Casite	324,681		
V	GULF OIL CORP. Gulf Oil Products	612,714	610,089	+2,625
V	HALL BROTHERS Hallmark Greeting Cards	843,801	832,215	+11,586
VII	HANCOCK, JOHN, MUTUAL LIFE INSURANCE CO. Life Insurance	186,618	229,464	-42,846
VI	HELBROS WATCH CO. Helbros Watches	478,002	457,827	+20,175
VII	HIRES, CHAS E., CO. Root Beer	151,357	423,087	-271,730
VIII	HORMEL, GEORGE A., & CO. Spam & Other Canned Meats	53,820		
VI	HOUSEHOLD FINANCE CORP. Personal Loans	451,924	546,415	-94,491
VII	HUDSON COAL CO. Coal	49,088	49,088	
VI	ILLINOIS WATCH CASE CO. Compacts, Cigarette Cases, Dresser Sets, Etc.	378,942		
VIII	INTERNATIONAL BROTHERHOOD OF BOILERMAKERS, IRON SHIP BUILDERS AND HELPERS OF AMERICA Institutional	16,902		

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
V	INTERNATIONAL HARVESTER CO. All Products Institutional, Motor Trucks & Farm Machinery	782,719 626,693 156,026	628,995 628,995	+153,724
VII	INTERNATIONAL MILLING CO. Robin Hood Flour	118,437	22,034	+96,403
V	INTERNATIONAL SILVER CO. International Silver & 1847 Rogers Silverplate	853,074	585,675	+267,399
VIII	INTERSTATE LABS INC. Oculine Eye Pads	16,252		
V	JERGENS, ANDREW, CO. Jergens Lotion, Toilet Soaps, Perfumes, Etc.	804,832	758,162	+46,670
V	JOHNS-MANVILLE CORP. Industrial Products Insulation	844,306 425,562 418,744	875,149 875,149	-30,843
IV	JOHNSON, S. C., & SON INC. Johnson's Wax & Allied Products Carnu	1,181,372 1,115,792 65,580	863,226 863,226	+318,146
V	KAISER-FRAZER CORP. Automobiles	957,708	244,114	+713,594
IV	KELLOGG CO. Pep & Other Cereals	1,048,640	2,737,559	-1,688,919
VIII	L. B. LABORATORIES INC. L. B. Hair Oil & Shampoo	8,693		
VI	LAMBERT PHARMACAL CO. Listerine Tooth Powder & Toothpaste	286,766		
VI	LEE, FRANK H., CO. Hats	404,195	369,196	+34,999
VIII	LEWIS FOOD CO. Dog & Cat Food	22,143		
V	LEVER BROTHERS CO. Lifebuoy Soap, Lux Soap, Lux Flakes, Swan Soap, Dentifrice, Pepsodent Toothpaste & Toothpowder, Trim Hair Tonic & Other Products Spry, Lipton Tea & Noodle Soup Mix Rinso	5,317,036 2,994,871 1,515,619 806,546 766,830	4,767,321 2,593,902 1,448,011 725,408 966,465	+549,715
V	LEWIS-HOWE CO. Tums & NRT Tablets	5,043,752	3,752,068	+1,291,690
II	LIGGETT & MYERS TOBACCO CO. Chesterfield Cigarettes	163,670		
VII	LONGINES WITTMANER WATCH CO. INC. Watches	8,514		
VIII	LONG ISLAND MATTRESS CO. All Products	1,164,420	1,045,776	+118,644
IV	LORILLARD, P., CO. Old Gold Cigarettes	64,983	49,947	+15,036
VIII	LOS ANGELES SOAP CO. All Products	624,509 33,348 591,161	573,869 389,520 184,349	+50,640
V	LUDEN'S INC. Cough Drops & Other Products 5th Avenue Candy Bar	591,161 3,738		
VIII	LUER PACKING CO. Fresh Meats	388,526	344,764	+43,762
VI	LUTHERAN LAYMEN'S LEAGUE Religious Talks	187,047	176,615	+10,432
VII	MAIL POUCH TOBACCO CO. Tobacco	2,803,753 1,857,050	2,786,542 1,529,475	+17,211
III	MANHATTAN SOAP CO. Sweetheart Soap & All Products Blu White Flakes & Sweetheart Soap	946,703 40,273	1,257,067	
VIII	MANTLE LAMP CO. OF AMERICA INC. Electric & Kerosene Lamps, Kerosene Lanterns & Heaters, Vacuum Bottles	40,273		
IV	MARS INC. Candy	1,542,062	1,324,142	+217,920
VIII	McKESSON & ROBBINS Tartan Suntan Oil	8,118		
VIII	McLAUGHLIN, W. F., & CO. Manor House Coffee	17,424	126,192	-108,768
VIII	MENNETT CO. Mennen Shaving Cream, Skin Bracer, Talcum Powder for Men, Cream Hair Oil	67,488		
VI	METROPOLITAN LIFE INSURANCE CO. Life Insurance	471,543	523,744	-52,201
VIII	MICHIGAN REPUBLICAN STATE COMMITTEE Political	708		
V	MILES LABS. INC. Alka-Seltzer & Vitamins, One-a-Day Vitamin Tablets, All Products	5,885,540	5,531,884	+353,656
VI	MINNESOTA VALLEY CANNING CO. Canned Vegetables	434,231	228,915	+205,316
VIII	MISSISSIPPI TABERNACLE Religion	12,944		
VIII	MODE O'DAY CORP. Mode O'Day Wash Dresses	17,684		

(Continued on page 56)

An excerpt from a letter to Cleveland's Chief Station



THE STANDARD BREWING COMPANY

Congratulations on your record distribution of "Jimmy Dudley's Baseball Reference and Scoring Book" for the Standard Brewing Company. The deluge of requests for this book in the short space of time is a tribute to the pulling power of WJW

THE STANDARD BREWING COMPANY
George Cresson

BILL O'NEIL, President

WJW

BASIC ABC Network CLEVELAND 850 KC 5000 Watts REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

ACCORD

Accordionist Rejoins Heidt

DIFFERENCES between Horace Heidt, band leader, and Dick Contino, accordionist, have been resolved by an impartial mediator. The young musician was scheduled to rejoin the Heidt troupe in New Orleans yesterday for its featured NBC broadcast at 7 p.m. EST.

Mr. Heidt and Mr. Contino issued a joint statement in New York Thursday announcing the settlement.

In the statement Mr. Heidt said he was withdrawing an injunction suit against Mr. Contino and Mr. Contino said he was completely satisfied now.

MUTUAL'S MOST POWERFUL VOICE IN GEORGIA



ROME, GEORGIA



LEMME IN!
*BNB SAYS SO!

WE CAN'T -
*CONLON SAYS **NO!**

BMB has some very interesting looking figures showing how 50 KW stations should infiltrate this area.

But what does a scientific coincidental survey show?

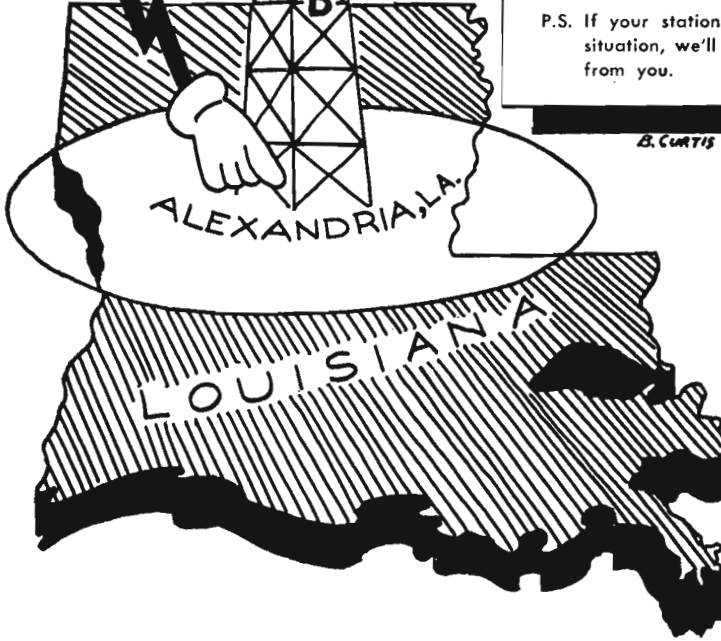
CONLAN found in a scientific sample of 8,455 homes that 2%—1.9% to be exact—listen to outside stations.

98% listen to the Alexandria stations.

P.S. If your station is in this same situation, we'll be glad to hear from you.

B. CURTIS

50,000 WATTERS



KVOB

**CENTRAL LOUISIANA'S
FASTEST GROWING STATION**

Mutual Broadcasting System

Soon 1000 W — 970 KC

All programs duplicated over KVOB-FM at no extra cost

W. H. Dick, Gen. Mgr.

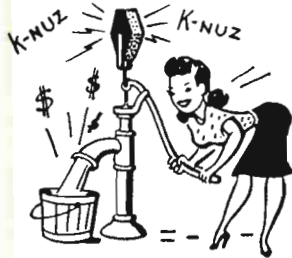
* YOU KNOW WHO WE MEAN



Radio Promotion

(Continued from page 25)

Look at The Returns in Houston!



K-NUZ assures advertisers more dollars in returns, per dollar invested, than any other station in Houston. It's true — dollar per dollar, invested in time on K-NUZ, Houston's fastest growing radio station, bring phenomenal results. Constantly mounting Hooper ratings plus scores of satisfied advertisers testify to this fact — the latter by their repeat orders for K-NUZ spots and superior programs.



NATIONAL REP. FOR JOE & CO.
Dave Morris, Gen. Mgr.

k-nuz

"Your Good News Station"

9th Floor Scanlan Bldg.
HOUSTON 2, TEXAS

operating costs and general business trends are leading advertisers and agencies to inspect their advertising dollars with greater care. As a result they need more selling, he said, adding that use of radio for institutional advertising is decreasing.

Advertisers are going in for hard-hitting sales techniques, he said, and other media are greatly expanding media-wide sales efforts. Radio has been selling against itself in the "good years" but collective selling is now needed, he said. Television has confused buyers' minds as to the real strength of broadcast selling, he suggested.

Outline of the script for the all-radio film will be ready for the NAB convention in April, Mr. Gray said, along with typical segments of the final film now slated for completion in time for the fall sales season. Mr. Ratner is starting to write the draft script, following completion of preliminary work.

Shows All Radio Good

Mr. Ratner emphasized to the board that the film will show that all radio is good, in all its forms, AM and FM, from announcements to hour shows. It will demonstrate by actual on-the-scene movies how sound broadcasting is an enormously versatile medium and can meet any advertising need. Though there is no problem in selling premium time at present, the film will show that all time is a good sales weapon.

Answering fears that the film might emerge as a network or big-station promotion, Mr. Ratner pledged that the film will not have a network slant. He said the story will be told entirely in the terms of local station operation "because that's where the listener gets his radio."

Mr. Avery, in charge of utilization of the film, gave the board his four-point plan to show the film in every community in the nation to business, service and civic groups as well as individuals.

The plans for exhibition of the finished film are: Plan A, presentation in eight major markets in conjunction with local committees of subscribing stations (these markets yielding 95% of national advertising); Plan B, showings in the next 142 markets where local committees will organize showings, aided by complete sets of instructions; Plan C, showings in committees or towns before service clubs, civic groups and dealer meetings; Plan D, showings by individual stations to individual prospects and to store meetings and similar affairs.

WFPG-FM Starts

FM operations for WFPG Atlantic City started Feb. 14, according to an announcement by Mel Siskind, program director. WFPG-FM is on Channel 253 (98.5 mc) with 15.5 kw. A 408-foot tower is in use.

Network Expenditures

(Continued from page 54)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
VIII	MODGLIN CO. INC. Perma Brooms	10,905		
VIII	MOFFAT, H., CO. Meat Products	4,212		
VIII	MOORE, BENJAMIN, & CO. Paint	69,366	60,759	+8,607
VI	MORRELL, JOHN, & CO. Red Heart Dog Food	292,283	177,953	+114,330
III	MORRIS, PHILIP, & CO., LTD., INC. Cigarettes & Tobacco, Philip Morris Cigarettes	3,844,044	3,128,733	+715,311
VII	MUSTEROLE CO. Musterole	136,422	107,973	+28,449
V	MUTUAL BENEFIT HEALTH & ACCIDENT ASSN. OF OMAHA. Insurance	728,733	706,535	+22,198
V	NASH-KELVINATOR CORP. Nash Cars Kelvinator Refrigerators, Electric Ranges, & Home Freezers	775,449 86,250		
IV	NATIONAL BISCUIT CO. Premium & Ritz Crackers, Nabisco Shredded Wheat, Nabisco & Grahams, All Products	1,149,157	696,201	+452,956
VII	NATIONAL COUNCIL OF PROTESTANT EPISCOPAL CHURCHES Religion	231,479		
IV	NATIONAL DAIRY PRODUCTS CORP. Cheese Milk, Ice Cream Miracle Whip, Mayonnaise Porkay, Kraft Dinner	1,875,830 645,495 490,958 135,045 604,332	447,190 447,190	+1,428,640
	NESTLE CO. INC. Nescafe	588,941	604,447	-15,506
VIII	NEW YORK STATE REPUBLICAN COMMITTEE Political	1,776		
V	NORWICH PHARMACAL CO. Pepto-Bismol, Unguentine, Etc.	726,525	561,216	+165,309
V	NOXZEMA CHEMICAL CO. Noxzema & Noxzema Shave Cream	656,478	624,470	+32,008
V	PABST SALES CO. Pabst Blue Ribbon Beer	760,963	749,499	+11,514
V	PACIFIC COAST BORAX CO. Twenty Mule Team Borax & Boraxo	615,225	638,559	-23,334
VIII	PACIFIC GREYHOUND LINES Bus Transportation	3,856		
VIII	PENNSYLVANIA COMMITTEE - STASSEN FOR PRESIDENT Political	2,295		
VIII	PERFECT CIRCLE CO. Piston Rings	17,335	17,145	+190
IV	PET MILK SALES CORP. 400-D Pet Milk	1,031,883	924,362	+107,521
VII	PETER PAUL INC. All Products	186,876	177,733	+9,143
V	PHARMACO INC. Chooz, Feen-a-Mint	755,464	719,126	+36,338
IV	PHILCO CORP. Philco Radios, Refrigerators, Freezers, Air Conditioning & Television Receivers	2,234,816	2,408,150	-173,334
VII	PIEDMONT SHIRT CO. Wing Shirts	196,405		
V	PILLSBURY MILLS INC. All Products	989,317	384,478	+604,839
VIII	PILOT RADIO CORP. FM Radio Speaker Device	9,291	30,968	-21,677
VIII	PLANTERS NUT & CHOCOLATE CO. Planter Peanuts & Peanut Oil	82,320	149,298	-66,978
IV	POLITICAL PROGRAMS Political Speeches	1,208,503		
I	PROCTER & GAMBLE CO. Camay Soap, Ivory, Drene, Lava Soap, Prell & Teel Crisco Chipso, Tide, Dreet, Duz, Ivory Flakes, Spic & Span, Camay, Ivory Snow, Oxydol, Cleansers, Shortenings & Dentifrices	18,226,321 5,290,477 1,482,500	16,652,870 5,289,204 1,242,423	+1,573,451
IV	PRUDENTIAL INSURANCE CO. OF AMERICA Insurance	11,426,344 1,942,416	10,121,243 1,964,163	-21,747

(Continued on page 58)

MEMO to:

JULIE BROWN, Compton Agency:

Another top rating for WCKY's independent block programming, Musical Showboat, Sunday 2 to 3 P.M. leads all stations with an audience rating of 5.4.*

*(Pulse Nov.-Dec.).

ON THE AIR EVERYWHERE 24 HOURS A DAY

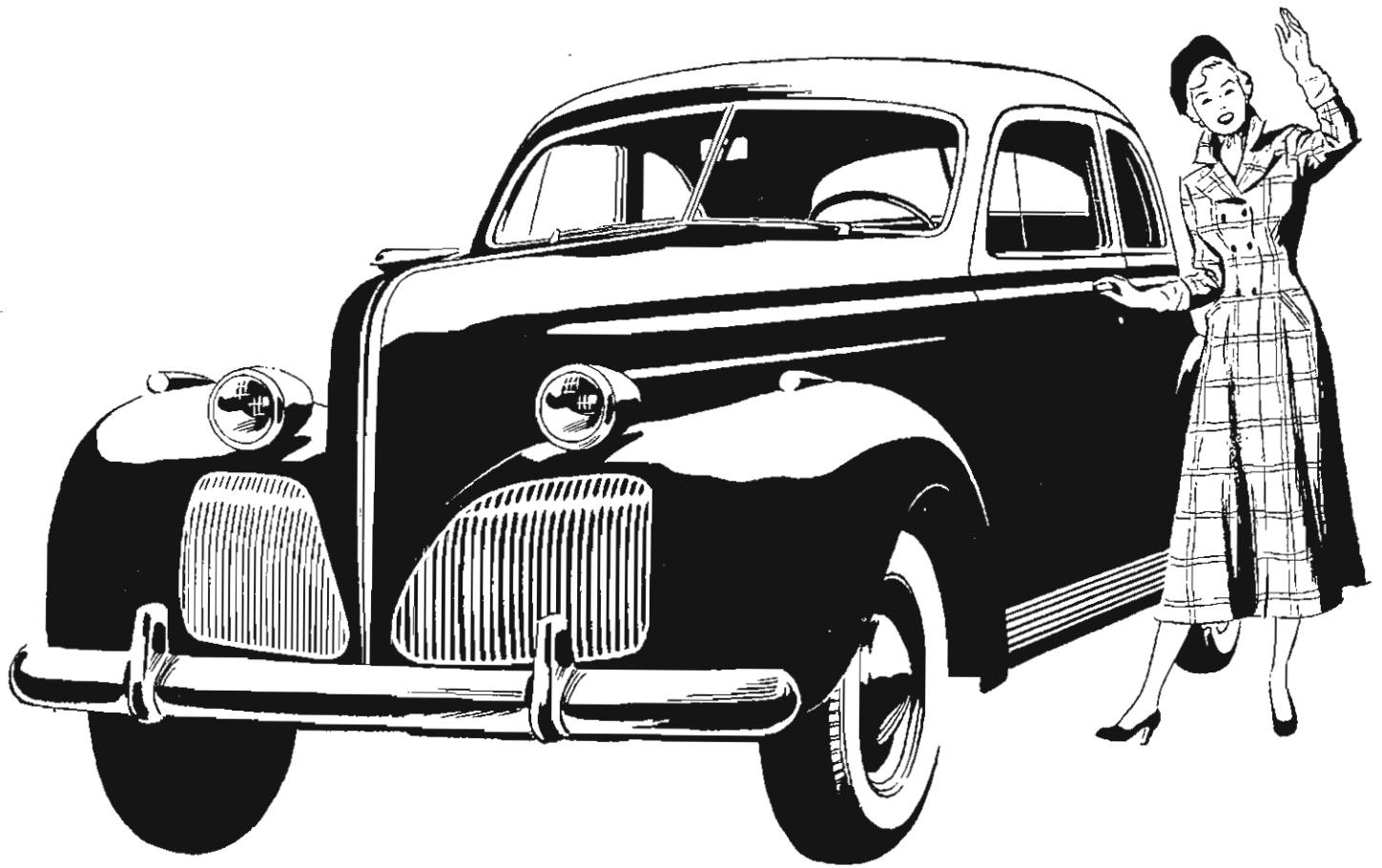
L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER





NINTH YEAR, STILL GOING STRONG

This car was showroom-new in 1940, when Keystone Automobile Club first used KYW to tell people in the Philadelphia area about the Club's helpful services.

As the years rolled by, Keystone has been able to keep in touch with more and more club members... *more and more car owners*... through this regular weekly radio program. Motorists in the nation's third market have come to rely on the Keystone program for information and advice. And Keystone's membership, in the same period, has increased 33 percent!

Whatever the product or service *you* want to sell in the Philadelphia market, you'll do

well to follow Philadelphia business leaders and *start selling on KYW*. Renewals prove results; KYW gets both! Get in touch with Free & Peters... today!

KYW

**PHILADELPHIA'S 50,000 WATT
NBC AFFILIATE**



WESTINGHOUSE RADIO STATIONS INC
WBZ • WBZA • KDKA • WOWO • KEX • KYW • WBZ-TV

NATIONAL REPRESENTATIVES, FREE & PETERS, EXCEPT FOR WBZ-TV; FOR WBZ-TV, NBC SPOT SALES


Network Expenditures


(Continued from page 56)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
V	PURE OIL CO. Petroleum Products	629,000	627,341	+1,659
III	QUAKER OATS CO. Aunt Jemima Pancake Flour & Muffets, Ken-L Ration, Oatmeal, Puffed Wheat & Puffed Rice Sparkies	2,679,533	2,436,931	+242,602
VI	RADIO BIBLE CLASS. Religious Talks	289,280	263,188	+26,092
V	RADIO CORP. OF AMERICA. Institutional	628,832	602,300	+26,532
IV	RALSTON-PURINA CO. Instant Ralston, Ralston & Shredded Ralston	1,411,563	1,572,140	-160,577
		1,084,031	1,154,235	
		327,532	417,905	
VIII	REICHHOLD CHEMICALS INC. Musical Digest Magazine & Vox Records	73,050	516,692	-443,642
IV	REPUBLICAN & DEMOCRATIC NATIONAL COMMITTEES, PROGRESSIVE PARTY & DEWEY WARREN CLUBS Political	1,213,282		
VII	REVERE CAMERA CO. Movie Cameras, Projectors & Accessories	242,651	83,910	+158,741
V	REXALL DRUGS CO. Rexall Drugs	859,386	850,842	+8,544
III	REYNOLDS, R. J., TOBACCO CO. Camel Cigarettes, Prince Albert Tobacco	4,076,436	3,945,149	+131,287
VI	RICHFIELD OIL CORP. Petroleum Products	279,792	466,377	-186,585
V	RONSON ART METAL WORKS. Ronson Lighters	631,275	497,843	+133,432
VIII	SAFEWAY STORES INC. Kitchen Kraft Flour, Sunnybank Margarine	31,861	438,832	-406,971
		31,861	71,461	
	Canterbury Tea & Dwight Edwards Coffee		159,082	
	All Products		208,289	

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
V	SEEMAN BROTHERS INC. Air Wick	636,551	455,187	+181,364
		630,525	455,187	
	White Rose Food Products	6,026		
V	SEMLER, R. B. Kreml Hair Tonic & Shampoo, Kreml Kreme Hair Tonic	920,455	832,510	+87,945
IV	SERUTAN CO. Serutan, Nutrex	1,168,266	1,207,614	-39,348
VI	SHEAFFER, W. A., PEN CO. Pens, Pencils, Skrip & Leads	456,606	989,369	-532,763
VIII	SHIPSTAD & JOHNSON. Ice Follies of 1949	5,215	6,380	-1,165
VI	SHOTWELL MANUFACTURING CO. Candy Bars	381,022		
VIII	SIGNAL OIL CO. All Products	70,275	72,912	-2,637
VII	SKELLY OIL CO. Petroleum Products	180,288	168,190	+12,098
VII	SMITH BROTHERS INC. Smith Brothers Cough Drops	128,086		
VIII	SOIL-OFF MANUFACTURING CO. All Products	22,793		
VIII	S.O.S. CO. All Products	55,101	19,228	+35,873
V	SOUTHERN COTTON OIL CO. Wesson Oil, Snowdrift Shortening	662,564	875,123	-212,559
VI	SPEIDEL CO. Wristwatch Bands	262,269		
IV	STANDARD BRANDS INC. Blue Bonnet Margarine, Chase & Sanborn Coffee, Fleischmann's Yeast & Shefford Cheese, Tenderleaf Tea, Royal Pudding	1,475,776	1,916,616	-440,840
VII	STANDARD OIL CO. OF CALIFORNIA. Petroleum Products, Institutional	186,527	165,626	+20,901
IV	STANDARD OIL OF NEW JERSEY. Institutional	311,300		
VIII	STANLEY HOME PRODUCTS INC. Kitchen Equipment	23,842		
VIII	STUDEBAKER CORP. Motor Cars	66,756	64,153	+2,603
II	STERLING DRUG INC. Bayer Aspirin, Milk of Magnesia, Phillips Creams, Energene Cleaning, Drug Products & Personna Blades, Haley's M-O, Phillips Toothpaste, Iron- ized Yeast, Dr. Lyon's Toothpaste, Double Danderine, Coconut Oil Shampoo, Molle Shave Cream	9,063,366	9,442,963	-379,597
IV	SUN OIL CO. Oil, Fuel Oil & Sunoco Gas	1,049,768	1,022,624	+27,144
VIII	SUNNYVALE PACKING CO. Rancho Soups	13,661	42,421	-28,760
III	SWIFT & CO. Any Swift Products	3,387,340	2,825,084	+562,256
		2,112,742	2,020,098	
	Meat Products	297,909	215,003	
	Allsweet Margarine	363,589		
	Peter Pan Peanut Butter & Derby Canned Meats	613,100	589,983	
VIII	TEENTIMERS INC. Dresses	67,014	143,220	-76,206
		67,014		
IV	TEXAS CO. Gas & Oil	1,241,898	1,115,994	+125,904
VIII	TILLAMOOK COUNTY CREAMERY ASSN. Cheese	21,216	21,632	-416
VI	TRIMOUNT CLOTHING CO. Clipper Craft Clothes	318,792	266,966	+51,826
VIII	TUCKER CORP. Tucker Automobiles	66,618		
VI	UNITED ELECTRICAL, RADIO & MACHINE WORKERS OF AMERICA. Institutional	293,854	134,827	+159,027
VIII	UNIVERSAL CARLOADING & DISTRIBUTING CO. INC. Institutional	31,200		
VI	UNIVERSAL MATCH CORP. Schutter Candies	438,894	536,466	-97,572

(Continued on page 60)







A Posy for Irwin Johnson who wins all popularity polls in Central Ohio as the tops in disc jockeying and as an outstanding personality. It was only natural that Columbus' Annual Mum Show should name a chrysanthemum "The Early Worm" in honor of his morning WBNS program that helps folks start the day in a high good humor. Johnson is the first in radio to receive such a distinction.

Civic Affairs Are of Special Interest to WBNS—Richard A. Borel, general manager of the Station, sets the pace for all as an enthusiastic worker for fifteen organizations from the Boy's Club to the Columbus Philharmonic. He is also an active member of CBS Affiliates Advisory Board.

Twenty Years on WBNS—That's the record of the Capital City Products Company, makers of Dixie Margarine and Kingtaste Salad Dressings. Dixie and Kingtaste are household words among the families of Central Ohio . . . another demonstration that consistent WBNS time pays dividends.



COVERS CENTRAL OHIO



WBNS

POWER 5000 D-1000-N CBS
ASK JOHN BLAIR

BROTHERHOOD

WPIX, ABC, CBS
Award Winners

EVERETT R. CLINCHY, president of the National Conference of Christians and Jews, last week announced winners of the sixth annual Brotherhood Week radio awards. Based on "contributions to mutual understanding and respect among all the American people," the awards are made by NCCJ, sponsor of Brotherhood Week.

The first television award to be made, goes this year to WPIX New York for its program *Television Chapel*, featuring religious programs of all faiths.

The radio awards are: To ABC for its *Child's World* series by Helen Parkhurst; to CBS for three programs, *The Friend and Peter Stuyvesant*, *The Dreyfuss Case* and *For This We Live*; to the Armed Forces Radio Service for *Miracle in Brooklyn* by Robert C. Vinson; to the Jewish Education Committee of New York for *Worldover Playhouse*.

The following stations received awards for meritorious contributions throughout the year to the

cause of brotherhood: WNBC New York, WHO Des Moines, WEAN Providence, WIOD Miami, WROW Albany, KLZ Denver, WWDC Washington.

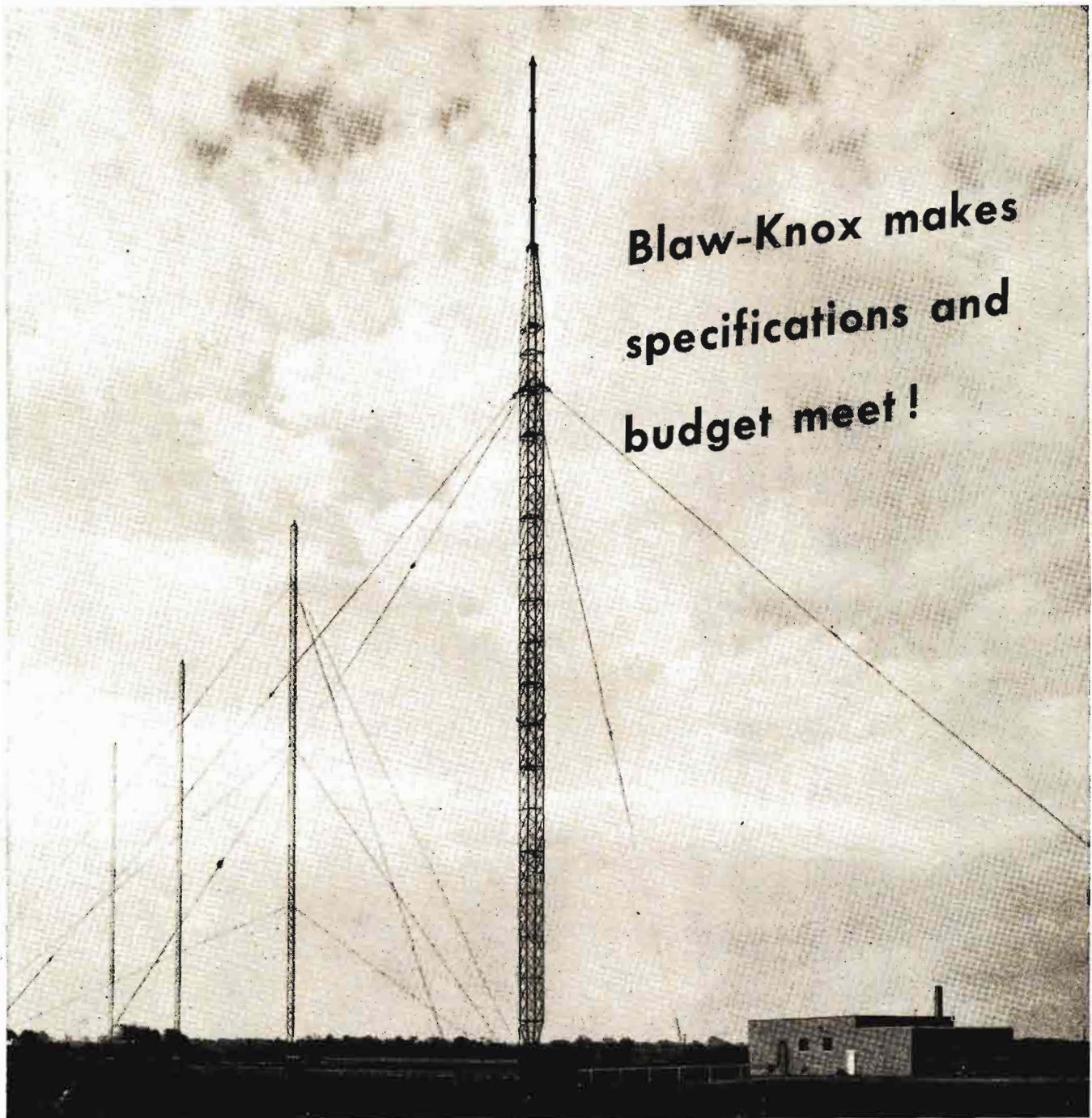
Brotherhood Week observance runs this year from Feb. 20 through Feb. 27. President Truman is honorary chairman of the event, with Nelson A. Rockefeller general chairman.



STAMFORD, CONN.

'The Gateway to New England'

ABC Affiliate
Representative: J. P. MCKINNEY & SON



**Blaw-Knox makes
specifications and
budget meet!**

Station WICA, Ashtabula, Ohio

THE consulting radio engineer prescribed uniform cross section towers of maximum strength and efficiency for this directional array, but the budget demanded a minimum of expenditure. So there was only one place to take the prescription—BLAW-KNOX.

The three type LT towers illustrated, although low

in cost, have the strength and high factor of safety characteristic of Blaw-Knox design and engineering. The type SGN tower completing the array has the additional strength to support the heavy-duty FM pylon and any future TV requirements.

Your tower prescription will be promptly filled at BLAW-KNOX.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING, PITTSBURGH 22, PA.



BLAW-KNOX ANTENNA TOWERS

Network Expenditures

(Continued from page 58)

Class	Sponsor and Product	1948 Exp.	1947 Exp.	\$ Increase or Decrease
VI	U. S. ARMY & U. S. AIR FORCES RECRUITING SERVICE	380,588	444,035	-63,447
VIII	U. S. RUBBER CO.	10,252	392,384	-382,132
VIII	U. S. SIXTH ARMY COMMAND	7,512		
IV	U. S. STEEL CORP.	1,052,090	1,067,725	-15,635
VIII	UNITED STEEL WORKERS OF AMERICA	11,176		
VI	U. S. TOBACCO CO.	249,506		
VIII	VICKS CHEMICAL CO.	18,480		
VI	VOICE OF PROPHECY	279,231	260,873	+18,358
VIII	VOLUPTÉ INC.	52,115		
VI	WANDER CO.	491,475	523,922	-32,447
VI	WARNER, WM. R., & CO.	292,707	1,053,993	-761,286
VIII	WASHINGTON CO-OPERATIVE FARMERS ASSN.	28,793	19,063	+9,730
VIII	WASHINGTON STATE APPLE COMMISSION	15,295	34,726	-19,431
VII	WATERMAN, L. E., CO.	146,656	568,713	-422,057
VIII	WELCH GRAPE JUICE CO.	31,693		
VII	WESTERN AUTO SUPPLY CO.	201,696	202,092	-396
IV	WESTINGHOUSE ELECTRIC CORP.	1,318,029	1,137,412	+180,617
V	WILDROOT CO. INC.	960,228	1,150,301	-190,073
V	WILLIAMSON CANDY CO.	526,086	456,935	+69,151
VIII	WILSON SPORTING GOODS CO.	81,469	74,129	+7,340
VII	WINE GROWERS GUILD	171,576	442,516	-270,940
VIII	WISE, WILLIAM H., & CO. INC.	17,800	61,077	-43,277
V	WRIGLEY, WILLIAM, JR.	871,399	791,747	+79,652
VII	YOUNG PEOPLE'S CHURCH OF THE AIR	123,123	225,564	-102,441

RED CROSS SHOW

Truman Talk on 4 Networks

PRESIDENT TRUMAN will address a special Red Cross message to the nation Feb. 28 on a half-hour broadcast launching the 1949 American Red Cross fund campaign, the Red Cross announced last Tuesday. His talk will be carried by ABC, CBS, MBS and NBC.

The President will speak from the White House at 9:56 p.m. during the last four and one-half minutes of the special broadcast which will originate in Chicago at 9:30 p.m. Earlier portion of the program, broadcast from a Red Cross rally at Chicago's Medina Temple, will be carried by ABC only. This portion will include an address by Gen. Dwight D. Eisenhower and an original drama starring Helen Hayes and James Stewart, with special music by Wayne King and his orchestra.

March has been designated "Red Cross Month" by presidential proclamation.

BASEBALL CASE

Lawyers Study Next Move

ATTORNEYS for the major leagues in the Gardella case [BROADCASTING, Feb. 14] said at week's end that they have not yet decided whether to appeal the case to the Supreme Court of the United States on matters of law or go to trial on the facts in federal district court in New York.

The case was remanded for trial Feb. 10 by U. S. Court of Appeals in a decision which directed the district court to determine whether the telecasting and broadcasting of baseball games brought organized baseball within the scope of anti-trust laws and whether baseball violated such laws. The Court of Appeals ruling in effect denied the applicability of a 1922 Supreme Court opinion by Justice Oliver Wendell Holmes, who held that baseball was not in interstate commerce. Federal laws, therefore, would not be applicable. The appeals ruling was to the effect that telecasts and broadcasts have now changed the nature of baseball to an interstate operation.

America's
leading
engineers
of important
industrial
organizations

SWITCH

to

NEWARK

for

TV, Radio, Sound and
Recording Equipment,
Replacement Parts and
Electronic Tubes

because...

NEWARK has the most complete on-the-spot stock of all standard equipment... from the finest replacement part to the most complete installation... on hand in 3 giant centrally located stores, and tremendous warehouses!

NEWARK equipment is tops in quality, dependability, and performance. Everything is Newark-tested and Newark-backed, so you know it's the best!

NEWARK delivers the goods...but fast! 24-Hour mail-order service...laster on phone or telegraph orders.

NEWARK offers the most complete essential reference book...148 illustrated pages full of data on over 20,000 standard brand items, including

Standard and L-P pickups and changers • Wire, tape and disc recorders • Hi-Fi sound and P. A. equipment • Speakers • Mikes • Accessories etc.



Also featuring a complete line of RAD O AND TELEVISION KITS, SETS, PARTS and ACCESSORIES for homes, home and hobbyists!

24-HOUR MAIL-ORDER SERVICE

3 GREAT STORES! Uptown at 115 W. 45th St. Downtown at 212 Fulton St. in NEW YORK 323 W. Madison St. in the heart of CHICAGO

NEWARK MAIL NOW!
RADIO & TELEVISION Dept. A

NEWARK ELEC. CO., 242 W. 55th St., N. Y. C.
Please send FREE 1949 Newark Catalog to:

Name _____
Address _____
City _____ State _____

FULLTIME

FIRST of a predicted flurry of daytime-station requests for fulltime operation on Mexican 1-A channels was filed with FCC last week by WPIK Alexandria.

The application is linked with the campaign of the Daytime Petitioners Assn., composed of daytimers on the six Mexican 1-A's, to secure nighttime as well as daytime use of the channels [BROADCASTING, Jan. 31].

WPIK is headed by Howard B. Hayes, also president of DPA. Its request was for special service authorization to operate at night with 250 w on 730 kc, which it currently uses on a daytime-only basis with 1 kw. The SSA would run to Nov. 1.

A half-dozen other daytimers are known to be planning similar moves, although some of them may be influenced by FCC's reaction to WPIK's. The flurry undoubtedly will increase if the Commission accepts the Alexandria application and indicates early consideration of the question.

Core of the question is the "Gentlemen's Agreement" with Mexico whereby the U. S. does not put fulltime stations on the six Mexican channels. The agreement was linked with the North American Regional Broadcasting Agreement, which has since expired and been extended. DPA officials claim the "Gentlemen's Agreement" was not extended along with NARBR

WPIK Application First Of Many Expected

and therefore is not in effect.

WPIK cited the DPA petition and asked permission to be represented in any general hearing on the subject. The station's request was filed by Leonard H. Marks, who also is DPA counsel.

Approximately 106 stations operate on the six frequencies—730, 800, 900, 1050, 1220, and 1570 kc.

GATES

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering
lugs to 10 KW transmitters A.M. and F.M.

Make Gates your one source for all broad-
casting equipment needs. Six daily air
freight flights serve your emergency needs
wherever you may be.

TELEPHONES:
IN QUINCY 522 IN WASHINGTON
MET. 0522

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.



**THIS RADIO STATION EXECUTIVE
WAS SHOCKED WHEN HE HEARD
ABOUT THE TRANSCRIPTION
BROADCASTING SYSTEM.**

This first real Transcription Network is the only answer to the 3 major problems hounding hundreds of stations:

BETTER PROGRAMS at LOWER PRICES with NATIONAL SPOT SALES ASSISTANCE

tbos works for you . . . It delivers a balanced 8¾ hour unit of 5 top open-end transcribed shows immediately:

HOLLYWOOD'S OPEN HOUSE ROBBINS' NEST
ANYTHING FOR LAUGHS IT'S A GREAT SHOW
RADIO THEATRE OF FAMOUS CLASSICS

tbos works for you . . . It furnishes gratis complete local press, merchandising and promotional material on each show.

tbos works for you . . . It actually helps member stations sell shows through enormous national trade advertising, unprecedented national publicity on each show, direct mail selling contact of sponsor and agency time buyers from coast-to-coast.

tbos works for you . . . It produces 3 new shows each year to fill programming needs of member stations. Network stations actually choose these shows and receive them at practically no added cost.

tbos works for you . . . It delivers this complete network service to only one station in each market for the unbelievably low cost of the station's class "A" one-time ½ hour national rate per week (\$40 minimum weekly).



SECURE COMPLETE INFORMATION FROM:

TRANSCRIPTION BROADCASTING SYSTEM, INC.
11 East 52nd Street Eldorado 5-5511
New York, N. Y.

TRANSFERS Seven Stations Are Involved In FCC Applications

EXCHANGE of ownership interests between KRUZ Santa Cruz and KDON Monterey, Calif.; sale of WFTC Kinston, N. C., for \$61,000 by Jonas Weiland, and purchase of majority interest in WJVB Jacksonville Beach, Fla., by Reginald B. Martin and Lester M. Combs for about \$25,000 are reported in transfer applications tendered for filing last week at FCC.

Monterey Peninsula Broadcasting Co., a Speidel Newspaper interest, swaps its 100% interest in KDON with Taft R. Wrathall and L. John Miner for their combined 50% holding in KRUZ, plus \$11,250 cash each. Grant R. Wrathall, brother of Taft R. and consulting engineer, retains 50% holding in KRUZ.

Other transfer applications filed with FCC last week also include assignment of license of KGFN Grass Valley, Calif., from '49er Broadcasting Co. for \$15,000 to Joe D. Carroll, manager of KMYC Maryville, Calif.; acquisition of majority interest in WANE Fort Wayne, Ind., by C. Bruce McConnell, Indiana businessman and broadcaster, for \$11,850 from Merlin H. Smith and Glenn R. Thayer, and sale of 25% holding in WROD Daytona Beach, Fla., for \$20,000 by Wade R. Sperry to WLAK Lakeland, Fla., already 25% owner.

The KRUZ-KDON reorganizations, involving several complicated

transactions, stem from long efforts of Monterey Peninsula to improve facilities of KDON, a Class IV local outlet on 1240 kc with 250 w. KRUZ is a Class III-A regional outlet on 1460 kc with 1 kw full-time, directional. KRUZ's present coverage pattern is said to be "slightly better" than that proposed by KDON in a pending request to switch to 1520 kc with 10 kw day and 5 kw night. The KDON application would be dropped. KRUZ plans to seek boost to 5 kw on its present channel, it was said.

The KRUZ-KDON transfers are each contingent upon approval by FCC of the other. Request also is made for waiver of the Avco rule requiring public advertising to allow open bidding for the facilities. It is pointed out that no one else could "meet the exact terms and conditions" specified in the agreements and the transfers merely involve reorganization of radio interests among the respective present owners. It is pointed out that they have long been associated

with radio and no newcomers are being introduced.

Details of the various transactions follow:

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Broadcasting Co. for \$61,000. Mr. Weiland is chief owner of WINZ-AM-FM Hollywood, Fla.; part owner of WSSV Petersburg, Va., and officer and stockholder in Miami-Hollywood Television Corp., Miami TV applicant. Kinston Broadcasting is owner of WKNS Kinston which it would give up if WFTC acquisition were approved. Principals are: A. K. Burrus, president 21.33%; Leo Brody, president of WGNi Wilmington, N. C., and part owner of WLFM Suffolk, Va., director 11.11%; John G. Dawson, part owner WFCN Fayetteville, N. C., and WLBj Bowling Green, Ky., director 11.11%; Leo Harvey, director 19.77%; J. E. Peterson, vice president 1.11%; and C. Felix Harvey III, secretary-treasurer 1.89%. There are 22 other stockholders. Assignee stated, "Apparently the city will not sufficiently sustain two stations, and assignee desires to purchase WFTC in order to give better radio service and make some income." WFTC is assigned 250 w fulltime on 1230 kc. WKNS is assigned 1 kw daytime on 1000 kc.

KGFN Grass Valley, Calif.—Assignment of license from '49er Broadcasting Co. to Joe D. Carroll for \$15,000. Mr. Carroll since 1942 has been manager of KMYC Maryville, Calif. Assignor is selling because of: "Heavy operating losses, desire to have station operated by people with radio experience and desire to abandon business in which stockholders are not adequately experienced or interested." KGFN balance sheet showed deficit as of Dec. 31, 1948, of \$29,108.47 and net loss for second half of 1948 of \$9,389.36. Total assets of \$33,701.14 were reported and of this amount following assets were not to be sold to Mr. Carroll: \$2,825.10 land and improvements; \$10,741.60 building (less depreciation); \$4,192 accounts receivable (less reserve bad debts); total \$17,758.70. No liabilities are to be transferred. Principals in '49er Broadcasting are John G. Colling, H. W. Westbrook, John Edwin Keegan and Carlton G. Thomas, each 20%, and Robert T. Ingram and Earl J. Caddy, each 10%. KGFN is assigned 250 w fulltime on 1400 kc.

WROD Daytona Beach, Fla.—Transfer of 25% interest in Daytona Beach Broadcasting Co., licensee, by Wade R. Sperry for \$20,000 to Lakeland Broadcasting Co., licensee of WLAK Lakeland, Fla. Lakeland, already owning 25% of WROD, is headed by S. O. Ward, president-treasurer 51%; his wife, Dorothy B. Ward, 24.6%, and daughter, Jane S. Ward, 24%. E. J. Sperry is president-general manager of WROD. Station is assigned 250 w fulltime on 1340 kc.

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Broadcasting Co., licensee, from group of 16 stockholders to Reginald B. Martin, WJVB general manager, and Lester M. Combs, WJVB program director. Pair acquires 275 shares of total 304 shares. Mr. Martin pays \$17,403.07 for 192 shares and Mr. Combs \$7,523.20 for 83 shares. Chief sellers are J. Lyle Williams, 84 shares, and H. A. Prather, 78 shares. Fourteen others sell 12 shares or less each. WJVB is assigned 250 w day on 1010 kc.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc., licensee, by C. Bruce McConnell through purchase of 190 shares for \$11,850 held by Merlin H. Smith and Glenn R. Thayer. Mr. Smith sells 128 of his 178 shares and Mr. Thayer 62 of his 162 shares. Mr. McConnell already holds 275 shares. Total of 675 shares are issued. Application said Messrs. Smith and Thayer wished to sell part of their holdings because "unexpected severe losses incurred in the operation" of WANE have "heavily taxed financial abilities of transferors." Station's balance sheet as of Jan. 31 cited operation loss of \$34,802.10. Mr. McConnell is chief owner of WHOT South Bend, Ind., and principal stockholder of WHHU Anderson, Ind. WANE is assigned 250 w fulltime on 1450 kc.

KDON Monterey, Calif.—Assignment of license from Monterey Peninsula Broadcasting Co. to L. John Miner and Taft R. Wrathall, co-partners, d/b as Monterey Radio Broadcasting Co. (Contingent on grant of assignment of license of KRUZ Santa Cruz, Calif.; see below). KDON is assigned 250 w fulltime on 1240 kc.

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner, Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co. to Central Coast Counties Radio Inc.

(Contingent on grant of assignment of license of KDON Monterey, Calif.; see below). KRUZ is assigned 1 kw fulltime on 1460 kc and has application in preparation to seek increase to 5 kw on that facility.

Transfers of KDON and KRUZ involve exchange of station holdings among three interests. Grant Wrathall retains one-half interest in KRUZ; Taft Wrathall and John Miner acquire 100% ownership of KDON from Monterey Peninsula Broadcasting in exchange for their combined 50% holding in KRUZ plus \$11,250 each. Monterey Peninsula is owned by Salinas Newspapers Inc., a Speidel Newspapers Inc. interest and publisher of Salinas Californian. Transactions involved include:

(1) Reorganization of Monterey Bay Broadcast Co., KRUZ licensee, with Grant Wrathall increasing holding from 24.5% to 50%, Taft Wrathall increasing holding from 24.5% to 25% and John Miner reducing holding from 51% to 25%. Mr. Miner receives \$8,456.87 from Grant Wrathall and \$1,580.29 from Taft Wrathall. (2) Exchange by Taft Wrathall and Mr. Miner of their 50% holding (25% each) in KRUZ with Monterey Peninsula Broadcasting for 100% interest in KDON. Each also receives \$11,250 cash from Monterey Peninsula. (3) Formation of new firm, Central Coast Counties Radio Inc., to assume operation of KRUZ and in which Grant Wrathall has 50% holding and Monterey Peninsula holds the other 50% interest.

Monterey Peninsula Broadcasting retains KDON-FM Monterey and is to file application to move main studio of the outlet to Salinas for inclusion in new Salinas Californian building now under construction. Present and proposed studio sites are both within 5,000 millivolt contour. Transmitter site is not moved. KRUZ-FM Santa Cruz is to be dropped by Central Coast. Messrs. Taft Wrathall and Miner upon assuming control of KDON would file for new call letters. Also pending application of KDON for switch to 1520 kc with 10 kw day and 5 kw night would be dropped.

Messrs. Taft Wrathall and Miner obtain certain articles of equipment and furniture now owned by Monterey Bay Broadcasting valued in amount of \$6,024.18 while certain items of equipment and furniture at KRUZ transmitter house go to Central Coast valued at \$26,858.58. Through reorganization Grant Wrathall is relieved of "much of the burdensome detail of management of KRUZ" application said, while Taft Wrathall and Mr. Miner are relieved of a part of the obligations they incurred in the constructing and financing of KRUZ.

Central Coast Counties Radio Inc. is headed by Grant Wrathall as president. Fay M. Wrathall is director. Paul Caswell, publisher of the Salinas Californian, is treasurer and Harry S. Bunker, general manager of Speidel Newspapers Inc., is secretary. Officers of Salinas Newspapers and Monterey Peninsula include: John Ben Snow, 45% owner Speidel Newspapers, chairman of the board; Merritt C. Speidel Sr., 51% owner Speidel Newspapers, president; Robert M. Speidel, vice president; Mr. Caswell, treasurer, and Mr. Bunker, secretary. Other Speidel radio interests include WKIP (AM) and WHVA (FM) Poughkeepsie, N. Y., KWRN-AM-FM Reno, Nev., and KFBC (AM) and KFBA (FM) Cheyenne, Wyo.

Other radio interests of Grant Wrathall include: Holding of 25% interests in KUTA Salt Lake City and KGEM Boise; 12.5% interests in KLIx Twin Falls, KEIO Pocatello and KIFI Idaho Falls; 15% in KOPR Butte, Mont.; 23.1% in KULE Ephreata, Wash., and 3% in WLOU Louisville.

KPIX (TV) San Francisco is now operating on a 6-day weekly programming schedule. Station had been telecasting on a Wednesday through Sunday evening schedule since it went on the air last Dec. 22. Sixth day of programming was launched with local premiere of the NBC-TV's *Teacup Star Theatre*.



BOOSTER

Sales need a boost! Let WSGN lend a helping hand. In the May-Sept. Hooperating WSGN packs a lot of weight, with 18 out of the 30 top ranking shows . . . 6 times as many as station A with 3 out of 30; 3 times as many as station B with 6 out of 30. For a real sales booster it's Alabama's leading station . . . WSGN.



ALABAMA'S BEST BUY FAR!

WSGN

WSGN - FM

THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama Headley Reed National Reps.

Reaching
4,000,000 PEOPLE
K W K W
Pasadena - Los Angeles



MEMBERS of the Atlanta Journal 25-Year Club participating on the At Home With Elsbeth show over WSB-TV Atlanta are welcomed by the show's star, Elsbeth Hofmann. Veterans are (l to r) John M. Outler Jr., general manager, WSB and WSB-TV; John Paschall, editor emeritus; Maurice Hopkins, advertising department, and Sam Dull, assistant advertising director. The four have compiled a total of 154 years with the Atlanta Journal Co.

KOB-WJZ CASE ABC Asks Commission For Action

ABC called upon FCC against last week to terminate KOB Albuquerque's seven-year occupancy of 770 kc, which is assigned to the network's WJZ New York as a 1-A clear-channel frequency.

The network asked the Commission either to deny KOB's long-pending application for licensed operation on 770 kc, which it has shared with WJZ under special service authorizations since November 1941, or to hold a further hearing with particular attention to the prospects of KOB sharing 1030 kc, 1-B channel, with WBZ Boston.

KOB is formally assigned to 1030 kc but was given special service authority to use 770 kc on grounds of interference with the Boston station. Action on its application for permanent assignment on 770 kc has been held up pending a decision in the overall clear-channel case, which itself has been held up by Senate Interstate Commerce Committee intervention.

ABC has two other pending petitions calling for a "prompt" decision on the 770 kc case. One was filed in October 1945 and the other in February 1948. FCC has not acted on either one. Nor has it acted on a petition filed by KOB last October asking for removal of its application from the pending files and for immediate grant, and stressing the need for an early decision irrespective of the outcome of the clear-channel case.

Asks Extension

KOB also has pending a petition for extension of its special service authorization on 770 kc from March 1 to Nov. 1.

In its petition ABC reiterated its contention that continuation of KOB on 770 kc may hinder "if not preclude" retention of the 1-A

status accorded the channel by the North American Regional Broadcasting Agreement (NARBA).

The network pointed out that a grant of KOB's request for further extension of its special service authorization would mean the station will still be on 770 kc when the new NARBA is negotiated in September.

Notes NARBA Factor

With reference to the overall clear-channel case, the petition noted that a Senate Interstate Commerce subcommittee has recommended that FCC issue no decision until after the NARBA conference [BROADCASTING, Jan. 31].

"No formal announcement has been made of what action will be taken by the Commission in response to the report, but it is significant that no decision in the clear-channel proceeding has been announced, even though the U. S. NARBA proposals must be transmitted to other countries by May 2, 1949," the petition asserted.

Under the special service authorization KOB operates on 770 kc with 50 kw day and 25 kw night. ABC claimed this has caused "substantial interference to WJZ within its normally protected service area, with a resultant loss in service by a substantial population in areas where the programs of ABC are not otherwise available."

The KOB application is for 50 kw fulltime, non-directionalized. This, ABC contended, would cut off 31,968,866 persons from secondary service from WJZ, plus 2,374,005 within the normal primary service area.

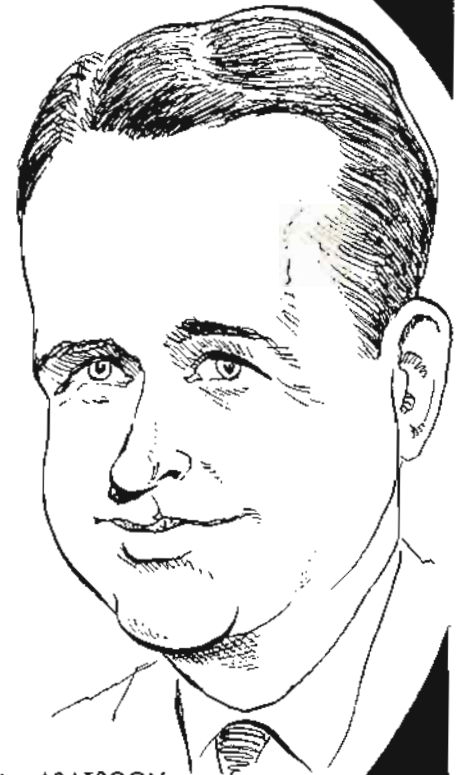
The petition was filed by Joseph A. McDonald, ABC vice president, secretary and general attorney, and Andrew G. Haley and James A. McKenna Jr. of Haley, McKenna & Wilkinson, Washington counsel for the network.

The Patroon* of the week

WALTER KNIFFEN

Media Director,
H. W. KASTOR & SONS
ADVERTISING CO.
Chicago

Despite his extremely youthful appearance, Walt has 32 years experience in the agency business . . . all 32 with Kastor, a near record at least in the agency field. The William G. Rambeau rep today presented Walt with his certificate of membership in the Honorary Order of Patroons and with the deed to a tract of land in the heart of the Patroon country.



*PATROON
Aristocratic
Landholder
of the
Hudson
Valley



The Fact of the week

Typical WPTR promotion for a sponsor's program includes courtesy announcements, newspapers, billboards, bus cards, direct mail and lobby displays.

10,000 Watts of
POWER
Night and Day

Represented by RAMBEAU

WPTR

PATROON BROADCASTING CO., ALBANY, N. Y.



RCA INSTITUTES, INC.
A Service of Radio Corporation of America

The oldest and recognized as one of the leading Radio Schools in America offers its specially trained Radio and Television technicians to the Broadcast Industry. (Our graduates have 1st Class Telephone License.)

We solicit your inquiry.
Address: Placement Manager
RCA INSTITUTES, INC.
350 West 4th St., New York 14, N. Y.

PHILLY MEET

Mitchell Addresses NICD

SERVICE establishments and other local businesses who want maximum advertising effectiveness should publicize their strong lines and "in-demand" services regularly on radio, Maurice B. Mitchell, NAB director of broadcast advertising, told the National Institute of Cleaning and Dyeing in Philadelphia last Tuesday.

Mr. Mitchell addressed a morning sales promotion session of the institute's 40th annual convention and exhibition. He spoke on "Radio Advertising Suggestions." General theme of the three-day meeting was "Better Your Quality — Better Your Future."

"The advertiser who consistently uses his advertising to associate himself in public with his least saleable services is doing nothing more than paying for an announcement of the fact that he is a poor businessman," Mr. Mitchell said.

After understanding their objectives, local advertisers should take advantage of the "beamed program technique" which radio affords, Mr. Mitchell said, adding: "When you buy radio to advertise your strong departments and your in-demand services, you're following the precepts of some pretty good retailers." Local businessmen are now radio's biggest customers, he pointed out.

ZENITH AD

FULL-PAGE advertisement by Zenith Radio Corp., extolling the virtues of its FM station, WEFM Chicago, and new model portable AM-FM set, while taking to task commercial radio, elicited heated replies from industry circles last week. Statements of protest were issued by Maurice B. Mitchell, NAB director of broadcast advertising; Frank V. Webb, general manager of KFH KFH-FM Wichita, Kan., and others.

The advertisement, appearing in the *Chicago Tribune* Feb. 13, said that "WEFM is the FM Radio Station which sells no advertising . . . and has a 40-second silence between selections instead of paid commercials." It added: "There are only two announcements per hour (. . . required by law). No paid spots. No singing commercials." WEFM was cryptically described as "truly an island of refuge in today's radio world."

Characterizing the advertisement as a "move of desperation," designed to move new low-priced Zenith models, Mr. Mitchell declared that "non-commercial" stations and newspapers "have been tried before" and the "results speak, not only for themselves, but for the American people." He observed that the firm's policy, if projected, seeks to eliminate "the very audience which commercial radio has built up for it and all other radio manufacturers—an audience which has invested over \$2 billion for more than 77 million radios . . ."

Sparks Non-Commercial Controversy

In a telegram to NAB, Mr. Webb characterized the advertisement as a "direct attack on all broadcasters everywhere" and urged AM-FM-TV operators to register "strong protest" to Zenith President Eugene McDonald.

"The demonstration is in extremely poor taste for it represents an open and unwarranted attack on the American system of broadcasting, a system that has made it possible for Zenith to acquire millions in profits at the broadcasters' expense . . ." Mr. Webb declared.

Mr. Mitchell also denounced the Chicago manufacturing firm for what he termed "violation of our industry's clearly stated policy cov-

ering free time chisels." He said that weeks ago Zenith requested "free advertising" time of both AM and FM broadcasters to promote an FM set. Broadcasters also received a followup letter pointing up scarcity of FM sets in certain markets and "suggesting they'd be delivered to areas where such free promotion was delivered by stations . . ." Mr. Mitchell continued.

KCBC QUILTS MBS

To Use Transit FM on AM

KCBC Des Moines terminated its affiliation with MBS effective last Monday and the station made plans to duplicate its FM Transit Radio programming on AM in place of many of the former network shows.

Actual cancellation with MBS followed unsuccessful talks between the station and network for renewal of the affiliation contract. A network official said that the KCBC termination was a breach of contract. Myles H. Johns, executive vice president of KCBC, expressed the belief the contract termination was permitted under a 24-hour cancellation clause, which the network contended applied only to it and not to the station.

KIOA is succeeding KCBC as the Mutual outlet in Des Moines.

Mr. Johns said he believed his station would be the first in the country to duplicate Transit Radio on AM. He said one rate would be charged for both the AM and FM programs and that by the time KCBC is ready to duplicate it will be from 50 to 60% sold out. An official of Transit Radio in New York acknowledged that if KCBC duplicates, it probably will be the first in the country to do so.

KOBAK ON CODE

Says Stations 'Slipping'

EDGAR KOBAK, MBS president, last week deplored what he saw as a growing tendency among some broadcasters to flout the NAB code.

Without identifying broadcasters or instances, Mr. Kobak said he thought radio and television had been "slipping in the questions of good taste." He said that Mutual itself was guilty of this on recent occasions and had been forced to cancel one program because of repeated breaches of taste.

The Mutual president talked at a luncheon given members of the press in New York.

As for Mutual, Mr. Kobak said, "we have no intention of changing our standards." Mutual, he said, would continue to make every effort to live up to the standards of practice adopted last year by NAB.

Speaking on the subject of the future of broadcasting, Mr. Kobak said he had not made up his mind as to what effect television would exert.

"I don't know if there is going to be enough advertising around to support four radio networks and five television networks," he said.

Brown to Hooper

THE RESIGNATION of Thomas A. Brown Jr. as president of the

Radio Council of National Advertisers Inc., to become vice president in charge of advertiser relations for C. E. Hooper Inc., New York, was announced last week. The new appointment becomes effective in

March. He was formerly with Dancer - Fitzgerald - Sample, and was secretary and general counsel of American Home Products Corp.

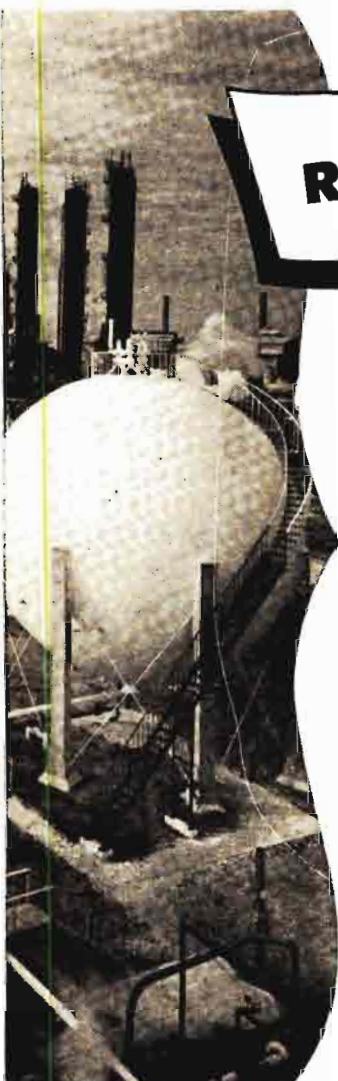


Mr. Brown

Upcoming

- March 1: Kansas City area stations meeting with local attorneys and Don Petty, NAB general counsel, Hotel Muehlebach, Kansas City.
- March 1: Wander Co. Hearing before FTC continued, Durham, N. C.
- March 2-6: Exposition of Electrical Progress (TV studio), Municipal Auditorium, Kansas City, Mo.
- March 3-5: Annual Radio Conference on Station Problems, U. of Oklahoma, Norman, Okla.
- March 4: Fourth Annual Michigan Radio Conference, Michigan State College Campus, East Lansing.
- March 7-9: Canadian Assn. of Broadcasters directors meeting, Chateau Frontenac, Quebec.
- March 7-9: Chicago Television Council national TV conference, Chicago.
- March 7-10: IRE national convention, Hotel Commodore and Grand Central Palace, New York.
- March 8-9: National Marketing Conference, Neil House, Columbus, Ohio.
- March 10-12: Assn. of Women Broadcasters Convention, Drake Hotel, Chicago.
- March 16: FCC Hearing on G. A. Richards' news policies, Federal Bldg., Los Angeles.
- March 15-17: Radio Manufacturers Assn. spring conference, Stevens Hotel, Chicago.

WINZ



REFINING

Another Reason Your Advertising Dollars Get Results on KFDM

As profiled in recent issues of LIFE and HOLIDAY, refining in this 3-city market is conducted on a scale unsurpassed by any other refinery concentration in the world. You expect to see things buzzing in such a singularly blessed market . . . and what's more, you can look for that buzz to last! Reach this buy-minded audience with ONE station — KFDM, now 5000 WATTS DAY AND NIGHT!

KFDM

BEAUMONT, TEXAS
"Delivering a 3-City Market"
5000 Watts Day and Night
560 K. C.

ABC-Lone Star Chain Affiliates



Represented by
FREE and PETERS, INC.



REVERSES

Mr. Crowl Can Take 'Em

SELLING time is comparatively easy for Ray Crowl, WHBC Canton, Ohio, although it has its reverses. Telling time—for Mr. Crowl, at least—has some reverses, too.

When Mr. Crowl is out calling on WHBC clients and prospective clients he wears a 17-jewel wrist watch in a gold-filled case. At first glance it looks like any other wrist watch, but—look again. The numbers appear in reverse positions and the hands move counter-clockwise.

A watchmaker in Mineral Wells, Tex., by changing the works in Mr. Crowl's watch, accomplished the counter-clockwise stunt. The WHBC salesman suggested counter-clockwise clocks carrying messages reading, "Don't be backward—buy our product." But the Patent Office wouldn't hear of it unless Mr. Crowl and his watchmaker friend would buy a complete



Mr. Crowl and his wrist watch.

clock factory already in operation. It was another reverse, but Mr. Crowl is accustomed to reverses.

ORIENTATION

Course for NBC Employees

APPROXIMATELY 500 NBC employees registered for the network's eight-week television orientation training program which opened Feb. 10 in New York.

Carleton D. Smith, director of television operations, described the courses to follow. Subjects to be covered are: Plans and problems, organization, programming, production, program facilities, feature services, news and special events, technical operations, sales, promotion, publicity, station relations and local operations.

Speakers will include the following NBC executives:

Sydney H. Eiges, vice president in charge of press; William R. McAndrew, assistant to the vice president in charge of the Washington office; Norman Blackburn, national program director; Warren Wade, national production manager; Robert Wade, manager, television production facilities; William Garden, director of field programs; Russ Johnston, director, film division; N. Ray Kelly, assistant director, film division; James H. Nelson, director of advertising and promotion; Robert Shelby, director, television engineering; F. A. Wankel, assistant director, television engineering; George H. Frey, director, network sales; Reynold R. Kraft, assistant to the director, network sales; Easton C. Woolley, director of stations department; Adolph Schneider, director of television news; James M. Gaines, director of owned and operated stations; Thomas B. McFadden, manager of WNBC, WNBT and WNBC-FM New York; and William Webb, audience promotion manager.

GERMAN VIDEO

U. S. Offers Six Patents

SIX U. S. patents, involving television tubes and projection devices formerly owned by a German national, are now available for licensing by the Justice Dept.'s Office of Alien Property, Attorney General Tom Clark has announced. They will be offered on a royalty-free non-exclusive basis for \$15 per patent, cost of the administrative fee.

Title to the patents was vested by the U. S. under the terms of the Trading-With-the-Enemy Act. Patents became available for licensing upon waiver by an American national of alleged claim of interest, according to David Bazelon, assistant attorney general of OAP. They were formerly under the name of Manfred von Ardenne.

Licensing information and a list of the six patents may be obtained from the Office of Alien Property, and copies may be purchased for 25¢ from the Commissioner of Patents, Washington, D. C.

The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"

WHAT STATION OVERLOADED A STORE WITH BUYERS?
MARYELLEN CONVERY,
Acct. Exec. for "FIRST UNITED BROADCASTERS" knows the crowds brought out by WVJS, Owensboro, Ky., forced a local department store to lock the doors to control store traffic.
THE RAMBEAU MAN WILL PRESENT HER WITH A FINE KY. CHESTERFIELD HAM!

Rambeau's
The Rep.

Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

Crime Fighter Role

TELEVISION's potentialities in the war against crime came to the forefront Feb. 7 when WMAL-TV Washington carried a special program featuring the pictures and descriptions of America's ten most wanted criminals. The material was supplied by the FBI. In a statement prepared by J. Edgar Hoover, director of the Bureau, and read by Bryson Rash, ABC Washington special events director, Mr. Hoover said in part: "The advent of television offers a new adjunct to law and order, and I see in this new medium an instrumentality of great aid and assistance in the future protection of society."

RCA TUBES ...

the standard of comparison



RCA Power Tubes, such as the famous 833-A, are noted for their Long Service Life in AM Transmitters

• RCA tubes for all types of broadcast service are available from your local RCA Tube Distributor or directly from RCA.

The Fountainhead of Modern Tube Development is RCA



TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

Respects

(Continued from page 46)

his New York job as done. He had come from a big town to a bigger one, had joined CBS and, after several jobs, built WCBS from a one man to a 95 man operation.

He could look forward to San Francisco, where he will take over operation of KQW and KQW-FM, outlets transferred to CBS. He also will have other duties, as yet largely undefined.

He has been to San Francisco numerous times and the city has always fascinated him. He has great faith in its radio and television future. He could say, as a press release has said for him:

"I believe San Francisco will play an increasingly important role in programming and I am privileged in being able to undertake a share in this development."

Mr. Hayes doesn't talk so formally as that, but the thought is there and he subscribes to it.

People in San Francisco may want to know about him. He was born in Detroit, July 1, 1904, and is a tall, blue-eyed man who looks younger than his 44 years, despite generous amounts of gray in his hair.

The fact he has a philosophy of station operation may not be accidental. He was graduated from U. of Detroit in 1926 with the de-

gree of Bachelor of Philosophy.

But long before his college graduation, he had already sown the seeds which grew into a desire to go to New York.

He had become an amateur magician, capable of mixing all kinds of potions and of pulling the usual scrawny variety of rabbits out of the usual moth-eaten tophats. But by college days he was good enough at it to appear professionally. Naturally, an entertainer looked to New York.

In addition, there was the example of Gene Buck, who had been errand boy in the Detroit drug store operated by Mr. Hayes' father.

Mr. Buck went to New York, became a partner of the great Ziegfeld and made his fortune. Mr. Hayes was bound to do the same.

James J. Hayes, father of Mr. Hayes, did not discourage his son. Just the same, the son served the same kind of apprenticeship as Gene Buck—only more so. Young Hayes not only ran errands, but he also began mixing potions as well, both on stage and in the drug store at the same time. He became a licensed pharmacist.

But when his college days were over, he decided that the things he liked most were show business and advertising. He couldn't make up his mind between them, but the first concrete offer came from advertising. He joined the *Detroit*

News national advertising department.

In 1928, he went over to the media department of Campbell-Ewald. Under his persuasion, a radio department was set up. He looked on radio as a happy wedding of show business and advertising, his two great interests, and it was only natural then that he got into broadcasting.

With its huge General Motors account, Campbell-Ewald probably would have remained his niche for a long time after that—except for the depression. But economic woes cut the C-E staff to ribbons. Mr. Hayes was one of those lopped off. He decided to go to New York.

First off in New York he joined CBS as an account executive for Radio Sales. A year later he was appointed the department's eastern sales manager. In January 1938, he was appointed to head WABC, now WCBS. Until then, WABC was exclusively a network station, offering no time for local sale.

Under his direction, first as sales manager and then in 1940 as general manager, he had ample opportunity to provide the welding of show business and advertising which were his twin interests. The station became the key outlet in the entire Columbia network.

He has been chairman of the sales managers executive committee of NAB; chairman of the NAB committee on standardization of rate cards; a member of the NAB committee on contracts, and of NAB retail promotion committee. During the war he served as OWI regional radio consultant for New York and New Jersey. He is a member of the faculty of Fordham U.'s School of Communications Art; chairman of the radio committee, Cardinal's Committee of the Laity, and on the board of advisors of WFUV, Fordham's radio station. He also is a board member of Arthur Godfrey Productions Inc.

His name is also in many other organizations, in which he has had an active interest. His primary activity in the past few weeks has been sending in letters of resignation and regrets that he will be unable to attend future meetings—at least until the commuting situation between San Francisco and New York gets straightened out.

With all his business and civic duties, Mr. Hayes has found time for a full family life. He and his wife, the former Florence Gruber, and the four children, usually do things together. The offspring are Arthur Jr. 15, James 11, Mary Anne 8, Florence Margaret 5.

All the children are radio-minded and make their own "radio shows" at their Scarsdale home on the twin turntables whose sound is piped from room to room.

He has a well-equipped wood-working shop where he makes furniture. He has a 19 foot "Lightning" sloop and an outboard which the family use in Long Island Sound.

Mr. Hayes is going off to

Management



RALPH L. ATLASS, vice president and general manager of WIND Chicago, has been elected to the board of directors of WMCA New York. Mr. Atlass was recently retained by the New York station as consultant to management.

JACK TODD, former manager of WIKK Erie, Pa., has been appointed general manager of KAKE Wichita, Kan. He was formerly manager of KANS Wichita.



Mr. Todd

LOU GILLET has been appointed general manager of KMCM McMinnville, Ore. He was formerly with KPOJ Portland.

JAMES MURRAY, manager of KQV Pittsburgh, has

been appointed Pennsylvania Week Radio Chairman for Allegheny County in 1949.

GALEN GILBERT has joined KGER Long Beach, Calif., as general manager. He replaces



Mr. Gilbert

LEE WYNNE, who recently resigned to set up his own advertising agency in Los Angeles [BROADCASTING, Jan. 31]. Mr. Gilbert was formerly partner and general manager of KVLH Pauls Valley, Okla. Prior to that he was with K B Y E Oklahoma

City as commercial manager.

J. C. LINER Sr., owner of KMLB Monroe, La., has been ordered by his physician to take a long rest. He has been indisposed since the death of his son several months ago.

San Francisco alone for the time being so the children can continue at school and so he can find a permanent home for them. The last leg of his journey will be made aboard the Superchief and San Francisco real estate operators may well take note of his arrival. It is safe to say the local radio fraternity will benefit by his arrival.

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WAMS ACCUSES

WDEL-TV of Stalling

ACCUSING WDEL-TV Wilmington, Del., of falsely reporting construction underway, WAMS Wilmington asked FCC last week to call a hearing on the station's petition for additional time for completion.

WAMS also applied for WDEL-TV's assignment on Channel 7 (174-180 mc), requesting 1 kw visual and 600 w aural powers and antenna height of 300 feet above average terrain. Channel 7 is the only one currently allocated to the Wilmington area.

WDEL Inc. received its television grant Dec. 23, 1947, according to WAMS' petition, and later was given an extension of time to Feb. 23, 1949. Its current request for more time—to Aug. 23—was filed in January. In it, WAMS said, WDEL reported progress on the television station as follows:

Site purchased, land graded and fenced, lower foundations now being constructed. Tower to be delivered this month. Building under way. Working on roadway and building foundations.

But, WAMS charged, an on-the-spot examination three weeks after the request for additional time was filed showed that "nothing in the way of construction has been done." WAMS submitted photographs purportedly made at the site and affidavits of George L. Sutherland, vice president and general manager of Wilmington Tri - State Broadcasting Co. (WAMS and WAMS-FM), and Henry C. Eastburn of Wilmington, described as "a disinterested person."

The affidavits said a visit to the proposed site of WDEL-TV on Feb. 12 showed:

(1) "The only evidence of any grading work . . . was such as appears to have been done in connection with the construction of a road leading . . . into the site proper"; (2) "no evidence whatsoever of the construction of any tower foundations"; (3) "no tower or basic parts thereof"; (4) "the only materials located on the site are approximately 35 crates of guy wire insulators and a small box of undetermined content"; (5) "there are sticking out of the ground six or eight metal stakes with flags attached thereto, the significance of which is not apparent"; (6) "no evidence of any

Programs



PROGRAM with the atmosphere of the Old West has proved to be one of KLAS Las Vegas' most popular shows judging from requests which have come from as far as Pearl Harbor. This disc program, *El Rancho Chuck Wagon Time*, is staged in the Chuck Wagon room of the Hotel El Rancho Vegas where the nearby whirling roulette wheels lend an atmosphere that has become famous throughout the United States. Program is broadcast 12:30-3:30 a.m., and is emceed by disc jockeys, Jack Melvin and Johnny Ryken. Besides music and chatter, program regularly features interviews with such guests to Las Vegas as Hildegarde, Andy Russell, Frankie Lane, Carmen Miranda and many others.

'Suburban News Roundup'

TWELVE weekly newspapers in Eastern Pennsylvania and New Jersey and WFIL Philadelphia are cooperating to present *Suburban News Roundup*. Program features regular summaries of news from areas adjacent to the Philadelphia metropolitan district, and is heard each Saturday from 1:30-2 p.m.

'Television Roundtable'

A CO-OPERATIVE service for television set owners of metropolitan Detroit was inaugurated Feb. 16 by WJBK-TV and Detroit receiver distributors. *Television Roundtable* was originated to bring to light all problems being encountered by set owners for discussion and solution by the service managers of receiver distributors.

A Woman's World

GIVING the women of Cleveland a look at the latest in cooking, fashions, shopping hints, decorating and garden-

building construction, including building foundations, on the site."

Mr. Eastburn said he was informed that the roadway was constructed last September or October, and that "no construction of any nature has been engaged in on the site" since that time, so far as his informants knew.

W A M S cited the Supreme Court's decision in the WOKO Al-

ing is the object of WEWS (TV) Cleveland's newest program, *Distaff*. As show opens each day (Mon.-Fri., 4-5 p.m.), camera picks up a woman glancing through a magazine called *Distaff* and as she looks at each new department of the magazine the illustrations come to life and that segment of the program is presented from WEWS' auditorium studio.

Soda Set Show

CATERING to teen-age audience, KFI-TV Los Angeles recently started half-hour weekly telecast series, *Club El Teen*. The program, being telecast in a studio set to look like a malt shop, features teen-age talent in variety show format.

Stories Behind the Arts

STORIES behind great artistic creations are being telecast in a new weekly series entitled *Inspiration Theatre* on KLAC-TV Los Angeles. The half-hour live dramas are written, produced and directed by Jon Slott. Name actors are featured in the roles from week to week. Future programs will include stories behind inspirations of artist Paul Gauguin, poet Gerard Nerval.

Stamp Program

DESIGNED to appeal to stamp enthusiasts in the Bay Area, new Sunday morning program, *Kilpatrick's Stamp Man*, has been started by KQW San Francisco. Albert Henry, owner of a philatelic lobby in San Francisco's Palace Hotel, presents bulletins on U. S. stamps, background stories of old stamps and issue dates of new ones. He also includes a follow-up on foreign stamps and a "Stamp Story of the Week." Program is sponsored by Kilpatrick's Bakery through Emil Reinhardt Adv., Oakland, Calif.

bany case as pointing up "the seriousness of withholding true information or furnishing false information to the Commission." The station charged that WDEL "has not proceeded in good faith" and "will not be able to complete construction of its television station within any reasonable time that might now be extended by the Commission."

The petition, filed by Harold E. Mott of the Washington law firm of Welch, Mott & Morgan, said that in seeking additional time WDEL had attributed the delay to RCA's failure to deliver necessary equipment. "To the petitioner's knowledge," W A M S said, "RCA does not manufacture or sell concrete or other building materials."

WDEL is slated to file its reply to the charges this week.

RADIO ART Club of America, New York, has expanded its *Songs by Great Singers* program on MBS from 15 minutes to a half hour, with a time switch from 1:45-2 p.m. to 3-3:30 p.m., and an increase in number of stations from 63 to 150.

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52 WEEKLY ISSUES AND 1949 YEARBOOK

YEARBOOK Special

Commercial



ALAN JOHNSTONE, formerly in sales department of KLX Oakland, Calif., has joined KGO local and ABC Spot Sales department San Francisco. He replaces Frank Schmitt, recently promoted to network sales representative in San Francisco.

JIM MacCORMACK, formerly with BROADCASTING, *The New York Times* and the Bridgeport, Conn. *Herald*, has been appointed sales representative for WNLK Norwalk, Conn. He will cover the Westport, New Canaan, Wilton and Darien areas.

JAMES CRAWFORD has been appointed sales manager of WPEN Philadelphia.

JAMES KELEHAN, formerly vice president and sales manager of KWDM Des Moines, has been appointed sales manager of KIOA Des Moines.

EDWARD B. COUGHLIN, formerly associated with *The New York Times* and Weed & Co., New York, has joined the New York sales staff of Edward Petry & Co., station representative.

HARRY R. LIBSON, formerly with CKLW Detroit-Windsor, has joined sales staff of WJBK Detroit.

WILLIAM B. RAHN, affiliated for the last three years with Burn-Smith Co., New York, station representative, has been appointed account executive at WINS New York.

GORDON SWETTMAN has been appointed commercial manager of CKWS Kingston, Ont.

KEN SIBSON has been appointed head of new Southwestern office of Ra-Tel Representatives Inc. Mr. Sibson will headquarter in the Empire State Bank Bldg., Dallas.

KEITH SCOVIL, formerly KOVO Provo, Utah, sales manager, has joined KEEN San Jose, Calif.

DOUGLAS MANNING, salesman of CKGB Timmins, Ont., and **MILDRED HODGSON** of CJKL Kirkland Lake, Ont., have announced their marriage.

HEART DRIVE

Gets Strong Radio Support

MORE THAN 25 special network programs supported the fight against heart disease during National Heart Week, Feb. 14-21, Sylvester L. (Pat) Weaver Jr., vice president of Young & Rubicam, and chairman of the radio and television committee for the American Heart Assn.'s 1949 National campaign, revealed last week.

In addition, commercial spots were arranged on more than 50 top rated commercial programs including, Bing Crosby, Fred Allen, Bob Hope, *Duffy's Tavern*, and *Truth or Consequences*.

Radio kits, containing spot announcements and feature material, were sent to all AM and TV stations in the U.S. Television schedules featured a film short by Alan Ladd urging public support of the heart campaign.

CASH DISCOUNTS 4A Group Says Radio Lags in Practice

RADIO and television stations lag behind most other media in support of the 2% cash discount practice and, as a consequence, bear the brunt of most bad debt losses suffered by media.

That conclusion was reached by the Committee on Media Relations of the American Assn. of Advertising Agencies. The committee



Mr. Duffy

is headed by Ben Duffy of BBDO. At a recent meeting in New York it considered a report of its subcommittee on cash discount, headed by H. H. Dobberteen, of Benton & Bowles.

Mr. Dobberteen found the cash discount situation "reassuring" in every field except broadcasting.

The discount is allowed by 94.6% of daily and Sunday newspapers, by 92.7% of general magazines, by 72.5% of business papers, he reported. Individual radio stations, on the other hand, have ignored the cash discount practice to the extent that only 9% provide the incentive for prompt payment.

Of newer FM stations, only 8.1% allow it and of 40 television outlets listing rates at the end of 1948, only two allowed the discount, it was said. In the committee's view, absence of the discount is more serious among stations because radio has no machinery for

agency recognition as have other media.

"It is no coincidence that most of the bad debt losses in advertising in recent years have been confined to radio stations," said Mr. Duffy. "I fear station owners will continue to bear the brunt of such losses as occur, so long as radio lags behind other media in agency recognition and in allowance of cash discount."

EDWARDS AID

Cited by Hygiene Group

APPROXIMATELY \$145,000 in contributions to the National Committee for Mental Hygiene, was attributed to Ralph Edwards and his *Truth or Consequences* show, NBC, Saturdays, 8:30-9 p.m. The Committee whose medical director is Dr. George S. Stevenson, president-elect of the American Psychiatric Assn., will share the profits received from Mr. Edwards' "Mr. and Mrs. Hush," contest with the National Health Foundation.

Funds are expected to be used by both organizations to develop adequate mental aid facilities in individual states, but actual allocation will be made by a committee set up for the purpose.

Truth or Consequences is sponsored by Proctor & Gamble, Cincinnati.

Patricia Ryan

PATRICIA RYAN, 26, radio actress, was found dead last Tuesday morning in her New York apartment, after having been stricken while playing the title role in the NBC *Cavalcade of America* broadcast of "Valentine for Sophia." She also played Henry's girl-friend Kathleen in the NBC *Aldrich Family*. Miss Ryan was discovered by her husband, George Robert Gibson.

WNHC BASEBALL

To Carry Braves, Red Sox

ELM CITY Broadcasting Corp., operator of WNHC New Haven, Conn., has announced sponsorship plans for this year's baseball games of the Boston Red Sox and Braves. As has been the case in the past three years, the broadcasts, over WNHC AM-FM, will be sponsored by the Atlantic Refining Co. and Narragansett Brewing Co.

The baseball broadcasts are slated to start March 12 when the station begins a series of 20 Braves and Red Sox games of the Grapefruit League Spring Training Schedule from Florida.

WMPS
MEMPHIS

68 *On Your Radio*

10,000 W DAY TIME
5,000 W NIGHT TIME

YOU CAN HEAR THE DIFFERENCE

Represented by
RADIO REPRESENTATIVES, INC.

FCC Actions

(Continued from page 68)

Decisions Cont'd.

KVER Albuquerque, N. M.—Granted 30-day extension of time within which to carry out assignment of license.

KRUZ Santa Cruz, Calif.—Granted license for new standard station and to specify studio location; 1460 kc 1 kw unl. DA.

KCIJ Shreveport, La.—Granted mod. CP for approval of ant. and trans. location.

KRIS Corpus Christi, Tex.—Granted CP to change trans. and studio locations.

WBGE Atlanta, Ga.—Granted mod. CP to make changes in vertical ant. with FM and TV ant. on top, and change trans. and studio locations.

KYOS Merced, Calif.—Granted request for cancellation of CP for changes in vertical ant. and mount FM ant. on top AM tower.

WHIZ FM Southeastern Ohio Bestg. System Inc., Zanesville, Ohio—Granted request for cancellation of CP for new FM station.

KCRN Cardinal Bestg. Co., Palo Alto, Calif.—Granted request to vacate CP for new FM station.

WNBK Cleveland—Granted mod. CP to change ERP from vis. 18.8 kw, aur. 9.6 kw to vis. 15 kw, aur. 9 kw, and ant. to 620 ft.

Following were granted extension of completion dates as shown: **WCAR** FM Pontiac, Mich., to 5-25-49; **W6XJQ** San Francisco, to 8-17-49; **W6XAI** Area Los Angeles, to 8-17-49; **WOL-TV** Ames, Ia., to 8-14-49.

FCC Correction

KLER Rochester, Minn.—In report dated Feb. 1 item referring to **KLER** should read: Granted license for new standard station 970 kc 1 kw-N 500 w-D unl. DA-2.

February 15 Applications . . .

ACCEPTED FOR FILING

AM—730 kc

Eastland County Bestg. Co., Eastland, Tex.—CP new AM station 940 kc 250 w D AMENDED to request 730 kc.

License for CP

KVER Albuquerque, N. M.—License to cover CP change frequency AMENDED to change name licensee from Intermountain Bestg. Co. to Westernair Inc.

WWYO Pineville, W. Va.—License to cover CP new AM station.

Modification of CP

WORM Easton, Md.—Mod. CP new AM station for extension of completion date.

KMPC Los Angeles—Mod. CP increase power etc. for extension of completion date.

February 16 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

KSMA Santa Maria, Calif.—CP

change from 1450 kc to 1240 kc, install new trans. and change site.

AM—1390 kc

All Nations Bestg. Co., Boston—CP new AM station 1390 kc 5 kw D DA AMENDED re officers and stockholders.

AM—930 kc

WSAZ Huntington, W. Va.—CP increase power from 1 kw-N 5 kw-D to 5 kw unl. DA-N.

License for CP

KGST Fresno, Calif.—License to cover CP new AM station and specify studio location at 1018 Broadway.

WIRJ Humboldt, Tenn.—License to cover CP new AM station and specify studio location at 210 22nd Ave.

KAAA Red Wing, Minn.—License to cover CP new AM station.

WNAG Grenada, Miss.—Same.

Assignment of License

KGFN Grass Valley, Calif.—Assignment of license from '49er Bestg. Co. to Joe D. Carroll.

WFTC Kinston, N. C.—Assignment of license from Jonas Weiland to Kinston Bestg. Co.

Modification of CP

KHSL Chico, Calif.—Mod. CP increase power etc. for extension of completion date.

KFJI Klamath Falls, Ore.—Mod. CP change frequency, increase power etc. for extension of completion date.

License for CP

WVKO Columbus, Ohio.—License to cover CP new FM station.

KGW FM Portland, Ore.—Same.

KMUS FM Muskogee, Okla.—License to cover CP reinstating CP new FM station.

Modification of CP

KNBC FM San Francisco—Mod. CP change ant. height above average terrain from 1.220 to 1.224 ft. and make changes in ant.

WRGK La Grange, Ill.—Mod. CP new FM station to change ERP from 450 w to 1 kw, ant. from 150 ft. to 96 ft., change type trans. and change trans. and studio sites.

WEHS Chicago—Mod. CP new FM station to change ERP from 16 kw to 15.7 kw.

WFDR New York—Mod. CP new FM station to change ERP from 8.5 kw to 18 kw, ant. from 690 ft. to 539 ft., change trans. and studio site.

WMRN FM Marion, Ohio.—Mod. CP new FM station to change ERP from 2.3 kw to 7.55 kw, ant. from 315 to 352 ft.

KPRA Portland, Ore.—Mod. CP new FM station for extension of completion date.

WCAU FM Philadelphia—Same.

WJAR FM Providence, R. I.—Same.

WNAO FM Raleigh, N. C.—Same.

WREV Reidsville, N. C.—Same.

WMRN FM Marion, Ohio—Same.

WWLH New Orleans—Same.

WHB FM Kansas City, Mo.—Same.

WSYR TV Syracuse, N. Y.—Mod. CP new commercial TV station to change corporate name from Radio Projects Inc. to Central New York Bestg. Corp.

KTLA Hollywood—Mod. CP new commercial TV station for extension of completion date to 6-1-49.

KFMB TV San Diego, Calif.—Same to 9-15-49.

WCON TV Atlanta, Ga.—Same to 12-15-49.

WSYR TV Syracuse, N. Y.—Same to 9-12-49.

WKRC TV Cincinnati—Same to 9-16-49.

WSPO TV Toledo, Ohio—Same to 9-19-49.

WFIL TV Philadelphia—Same to 6-15-49.

TENDERED FOR FILING

Assignment of CP

WUTV Indianapolis—Assignment of CP new commercial TV station from The William H. Block Co. to Indianapolis Bestg. Inc.

Transfer of Control

WJVB Jacksonville Beach, Fla.—Transfer of control of Jacksonville Beach Bestg. Co. licensee, from 16 stockholders to Reginald B. Martin and Lester M. Combs.

WROD Daytona Beach, Fla.—Transfer of stock in Daytona Beach Bestg. Corp., licensee, from Wade R. Sperry to Lakeland Bestg. Corp.

WANE Fort Wayne, Ind.—Acquisition of majority stock in Radio Fort Wayne Inc. by C. Bruce McConnell through purchase of 190 sh owned by Merlin H. Smith and Glenn R. Thayer.

Assignment of License

KDON Monterey, Calif.—Assignment of license from Monterey Bestg. Co. to L. John Miner and Taft R. Wrathall d/b as Monterey Radio Bestg. Co. (Contingent on grant of **KRUZ** transfer).

KRUZ Santa Cruz, Calif.—Assignment of license from L. John Miner.

Feature

(Continued from page 10)

WKJG-FM WFTW-FM WANE the activities of the Fort Wayne-Allen County Chapter of the American Red Cross are being presented to the people. The simultaneous broadcast started Feb. 12.

The program, titled *Your Red Cross Show*, originates in the

Taft R. Wrathall and Grant R. Wrathall d/b as Monterey Bay Broadcast Co., to Central Coast Counties Radio Inc. (Contingent on grant of **KDON** transfer).

AM—980 kc

KICA Clovis, N. M.—CP change from 1240 kc 250 w unl. to 980 kc 1 kw unl. DA-DN and change trans. site.

AM—1420 kc

WLEA Hornell, N. Y.—CP change from 1320 kc 1 kw D to 1420 kc 1 kw-D 500 w-N unl. DA-N and change trans. site.

Modification of CP

KERB Kermit, Tex.—Mod. CP change from 610 kc to 600 kc, install DA, using 1 kw D.

SSA—730 kc

WPIK Alexandria, Va.—SSA 730 kc 1 kw-D 250 w-N unl. for period ending Nov. 1.

APPLICATION DISMISSED

AM—930 kc

WHBS Huntsville, Ala.—DISMISSED Feb. 14 application for CP change from 1490 kc 250 w unl. to 930 kc 1 kw-D 500 w-N unl. DA-N.

AM—1490 kc

Joe F. Rushton, M. D., Shreveport, La.—DISMISSED Feb. 14 application for CP new AM station 1490 kc 250 w unl.

(Continued on page 82)

studios of WGL. A 28-piece orchestra is featured, all members of Local 58, American Federation of Musicians. The orchestra was organized especially for the show by James Barger, Local 58 president, and William Miller, secretary. Mr. Miller conducts the orchestra which includes several members of the Fort Wayne Philharmonic. All the musicians volunteer their services.

Guy S. Harris, continuity supervisor of WGL, writes the program which is produced by Ron Ross of the WOWO production staff. All personnel connected with the show donate their services including several members of AFRA.

Complimenting the stations, George W. Fishing, chairman of the local Red Cross chapter, said:

"It is the sincere desire of your Red Cross Chapter to bring to the citizens of Fort Wayne and surrounding counties a weekly radio program of outstanding entertainment never before featured by any Red Cross Chapter. Through the excellent cooperation of all Fort Wayne radio stations, Musicians Union Local 58, the American Federation of Radio Artists, and the other professional people connected with the show, we hope to make this possible. Like most Red Cross work, the time and talent of all these people and radio stations is donated. For this the Red Cross is extremely grateful because a radio program of this type will afford your Red Cross [an opportunity] to keep you informed as to what your Red Cross is doing and where your dimes and dollars, that you give so generously every year at this time, are going and what they are doing."

Present plans call for a 13 week schedule for the simultaneous broadcasts, but the time may be extended.



EYE APPEAL as well as LISTENER INTEREST RADIO PICTURE ALBUMS FOR YOUR STATION

Radio Albums individually planned for your station have tremendous listener appeal . . . cement listener support.

No Cost to you . . . no cost to your listeners. The American plan guarantees free, postpaid distribution of thousands of albums throughout your broadcasting area.

Exclusive rights — American albums are available to only one station in each city.

Proven effective — Our personnel has had almost 10 years

experience in the design, production, sales and distribution of Radio Picture Albums utilized by nearly 200 stations from coast to coast. These albums attract new station accounts, increase station revenue.

Finest available — American albums are individually designed, and beautifully executed — the finest available.

Write, wire or phone — Full information gladly sent without cost or obligation to you.

Act today — write, wire or phone for complete details. No obligation.
Phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

IN LOS ANGELES

GET ON THE BEAM!

Direct to the 1,130,000 "SPECIALIZED GROUP" within the Los Angeles Market.

YIDDISH 250,000
NEGRO 300,000
GERMAN 100,000
SPANISH 250,000
ITALIAN 100,000
SCANDINAVIAN 130,000

6 RESPONSIVE AUDIENCES
IN ADDITION TO 3 MILLION
ENGLISH SPEAKING LISTENERS

KOWL
5000 WATTS CLEAR CHANNEL
Owned and Operated by
ART CROGHAN & GENE AUTRY

CLASSIFIED ADVERTISEMENTS

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 insertion. Deadline two weeks preceding issue date. 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

New Michigan regional, new territory, wants commercial manager, staff, with black ink complex. Box 161a, BROADCASTING.

250 watt Mutual fulltime outlet looking for capable commercial manager. Salary and commission. Excellent opportunity for right man who is not afraid of work. Give full details first letter. Box 150a, BROADCASTING.

Wanted—Manager experienced in all operational phases. Unusual opportunity for earnings and interest in station for right man. Send letter stating age, references, and qualifications to WJPA, Washington, Pennsylvania.

One of best opportunities in radio available to topnotch sales manager. Large midwestern market. Full details and picture first letter. Box 197a, BROADCASTING.

Salesmen

Salesmen for new fulltime station in Norfolk, Virginia. Send photo, data and compensation details to Louis H. Peterson, 112 West Tabb Street, Petersburg, Virginia.

Wanted—Two salesmen interested in unlimited income per week. Here is an opportunity to the right men to receive a substantial drawing account against 15% commission at an independent fulltime newspaper-owned heavily promoted radio station in one of the best metropolitan markets. We are increasing the size of our sales department and want only men interested in permanent positions. Please send information, photograph and references with first letter. Box 129a, BROADCASTING.

Two salesmen—go getters wanted. Progressive southern station, soon 5000 watt. Prefer men with cars. Real opportunity, commission against drawing account. Give full history of radio experiences. Also junior salesmen for classified and special programs. Address P. O. Box 111, McComb, Mississippi.

Experienced salesman needed by progressive large market station. Send full record of experience and when available. Box 198a, BROADCASTING.

The only radio station in this beautiful southwestern town. KOBE a 250 watt Mutual affiliate, needs the services of an honest, hard-working salesman (one preferably with newspaper experience). Will pay 10% commission on all sales and a moderate draw to start. Must have creative ability and be able to write good commercial continuity. If you will be satisfied with less than \$100 a week, don't apply. The business is here if you can sell it. Write or wire details to Harry H. Stair, General Manager, KOBE, Las Cruces, New Mexico.

Local independent station in one of south's leading markets has opening in commercial department for salesman who can produce in highly competitive market. Will arrange attractive drawing account against generous commission arrangement. Must have topnotch references and good sales record. Man we want must be capable of earning 12 to 15 thousand dollars annually. Give complete history. All replies confidential. Reply Box 201a, BROADCASTING.

An experienced Muzak salesman has an excellent opportunity in fast growing Memphis. If past record shows you can produce then let's get together for mutual profit. Write Bob Alburty, Business Music Corp., 813-14 Three Sisters Bldg., Memphis, Tenn.

Announcers

Ohio's rural radio station needs competent 5 kw announcer not afraid of ad lib. Salary commensurate with ability and experience. Send disc and photo to WRFD, Worthington, Ohio.

Help Wanted (Cont'd)

Wanted—Experienced announcer with progressive southern tier New York station. Give experience, salary, references and send disc. Box 167a, BROADCASTING.

Announcers with first class ticket for new fulltime station in Norfolk, Virginia. Send photo, disc, data and salary requirements to L. H. Peterson, 112 West Tabb St., Petersburg, Virginia.

Announcer-copy editor, must be good announcer with ability and experience in copy writing. Must be college graduate. Home of Mississippi State College, with remote studios therein. Needed at once. WSSO, Starkville, Mississippi.

Two announcers needed. Must be experienced. Easy shift. Some discs. Mostly network. Little news. Start \$50 for 40 hours. Station in beautiful semitropic area. Send disc and full background to Box 188a, BROADCASTING.

Announcer with emphasis on news and commercials. Tell all first letter. Write F. A. Higgins, Manager, WHOW, Clinton, Illinois.

Announcer wanted for east coast city. Good experienced disc jockey with a flair for adlib. Must know board work and be versatile. Send a disc and letter immediately. Salary plus talent with a growing organization. No prima donnas. Box 196a, BROADCASTING.

Technical

Announcer-engineer. Send disc and photograph. WROD, Daytona Beach, Florida.

Wanted—Chief engineer by KMVI in Hawaii. Good background as chief engineer in small station essential. Must be able to do a fair job as combination man on few hours relief per week. Very good salary for right man. Personal interviews will be given in New York, Los Angeles and San Francisco during March and April. Send all details, plus references to station manager Richard Mawson, % Wills, 925 Rutter Avenue, Kingston, Pennsylvania. Permanent, dependable man wanted. References will be checked.

Chief engineer—Reliable, cooperative, economy-minded and ability to maintain equipment in top shape. Interested men write. Station WSKI, Montpelier, Vermont.

Production-Programming, others

Girl for traffic department, independent, Missouri river town. Pays about \$135 per month to start. Box 166a, BROADCASTING.

Program producer for new Chicago FM station. Please send full particulars as to experience, history, ideas, age, salary demands, etc. Box 176a, BROADCASTING.

Experienced commercial continuity chief for regional Michigan network station, capable of taking complete charge of department. Permanent position, opportunity for advancement to administrative duties. Include experience, references, sample of work in reply. Box 102a, BROADCASTING.

Wanted—Combination man with good voice and radio telephone first ticket. Good pay, good hours and pleasant surroundings. Network station, Charleston, South Carolina. Send recording of voice and all particulars to Box 144a, BROADCASTING.

Experienced girl continuity writer with good voice for woman's show. Unusual opportunity. Good pay. Box 200a, BROADCASTING.

Help Wanted (Cont'd)

Television

Salesmen

Wanted: Experienced man for television station, sales department. Send full details and picture immediately. Box 199a, BROADCASTING.

Situations Wanted

Managerial

Combination manager-program director successfully Hooperating 5 kw net basic highly-competitive five-station market 260 thousand. Topnotch commercial-promotion manager available. Size market or station unimportant. Integrity of operators and permanence count. For guaranteed, competent, sincere management, tested programming, reorganization, a complete, proven plan to produce listening and profits, wire Box 180a, BROADCASTING.

Employed commercial manager desires position with progressive station. Can qualify as manager or commercial manager. Eight years experience. Good record, A-1 references. Box 117a, BROADCASTING.

Manager—Thoroughly experienced all departments. Successful 16 year network affiliate record. University graduate. Dependable career man. Good references. Can be available on short notice. Box 892, BROADCASTING.

General manager of going station, thoroughly experienced sales, programming, engineering and administration wants permanent place to settle with family in or near Rocky Mountains. Reply in confidence to Box 812, BROADCASTING.

Manager presently employed. Fifteen years experience from announcing to management, network and independent. Mature family man, top references, salary requirements reasonable, primary requisite is sound, stable operation. Box 82a, BROADCASTING.

Young, experienced and successful manager desires change. 12 years radio, 5 years manager. Civic-minded. A working manager who announces, sells and has a profit record. Tops in local programming, station administration and operations. Box 935, BROADCASTING.

May I have the pleasure of making money for you and me with my new managerial plan? Box 922, BROADCASTING.

Employed manager—New or established station. Organization and experience all departments, stations from ground to prominence. 250 to 10,000 watts. Specialize efficient staffs, good programming and overall administration. 10 years radio. Former FCC employee. Stable. Box 219a, BROADCASTING.

Commercial manager—Presently employed. Sober family man with proven record. 13 years all phases. Available soon. Write, C. M., 1828 Roberts Street, Vernon, Texas.

Salesmen

Sales department flying a distress signal? I have been first-mate for some time. Would like a ticket to skipper a sales crew. Have ploughed radio's troubled waters for over four years. Keel is upright, have a full head of steam. Commercials bring cheers, not jeers, sales, not wails. 1948 salary was over eight thousand dollars. Do I hear an invitation to come aboard? I have a good story to tell. Box 189a, BROADCASTING.

Salesman—College graduate. Young. Experienced in space sales also radio announcing. Prefer midwest or east. Box 202a, BROADCASTING.

Announcers

Sell newscasts with knowhow. Experienced announcer knows news and puts it across. Also discs, sports. What's your best deal first letter? Box 78a, BROADCASTING.

Experienced combination man wants position with progressive station. Will travel anywhere. Available immediately. Box 135a, BROADCASTING.

Situations Wanted (Cont'd)

Award winning disc jockey in recent nationwide poll available. Beaucoup experience. Proven sales. For information dial 411 or write Box 19a, BROADCASTING.

Announcer—Ambitious young man, some experience, good voice, will travel. Box 151a, BROADCASTING.

Sports director—Top metropolitan rating play-by-play professional baseball, college football, basketball. Journalism degree. Experienced news and special events. Box 159a, BROADCASTING.

Announcer-engineer, first phone, capable newscaster, trained in production, graduate Central, and Pathfinder School of Radio, six months experience. Frank Berry, 1329 Oak Street, Kansas City, Missouri.

Announcer-salesman. 1½ years announcing plus 1½ years retail sales experience. Write E. H. Bonham, 317 W. Market St., York, Pa.

Announcer—28, single, graduate leading radio school, Radio City. Trained all phases, seeks small station for experience. Will travel. Disc on request. Box 178a, BROADCASTING.

Topnotch personality on loose. Twelve years experience, manager to janitor. Box 169a, BROADCASTING.

Combination announcer-engineer. Two years experience net and independent all phases announcing, newscasting and production. Also radio acting techniques. Prefer production to engineering. Want to program and write. One year copywriting and some programming experience. Disc and references. Will travel. Box 168a, BROADCASTING.

Announcer. Five years experience news, commercial. Deep voice. Prefer southeast. Box 171a, BROADCASTING.

New England jockey wants better deal. Two years instructor prominent radio school. Two years program director, now in second year at established metropolitan. Box 175a, BROADCASTING.

Announcer, 24, single, congenial and ready. Can double in continuity department. Speech major in college. Sheldon Section, 5511 Washington Blvd., Chicago 44, Ill. Mansfield 6-0600.

Announcer, knows news editing, programming, scripting. Excellent musical background. Top production. Single, available middle February. Herb Gottschalk, 5034 Woodlawn, Chicago 15, Atlantic 5-0516.

Announcer—All phases, play-by-play sports, experienced. Ed Silver, 4342 Drexel Blvd., Chicago, Ill.

I'm interested in night deejaying. Staff and deejay experience. Excellent reference. Have smooth show in mind, do any type. Box 209a, BROADCASTING.

Top announcer, 5 years experience, capable in all phases. Single, 25 years old, college graduate. Box 211a, BROADCASTING.

Sports announcer. Nine years experience. AM, TV. Play-by-play. Box 208a, BROADCASTING.

Qualified announcer with station experience and own singing programs. Highest recommendations. Will travel anywhere. Box 216a, BROADCASTING.

Announcer—25, single, 2 years college, veteran, sincere, well trained and ambitious, desires opportunity. Disc and details available. Box 215a, BROADCASTING.

Experience is the best teacher. I've received a year of instruction from experience. A year of well-rounded staff announcing, DJ, remotes, news, audience participation. Seeking advancement east of Mississippi. Position west with opportunities, acceptable. Write Box 220a, BROADCASTING.

Announcer—28, two years experience with network affiliate. Good commercial and all-round staff man. Presently employed. Desire change, midwest only. Disc on request. Box 214a, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, all phases. Strong news and commercials. Bachelor of Speech Degree. Experience WVAH, Hines, Ill. Disc on request. Write Howard Myles, 2353 E. 70th St., Chicago 49, Ill. Phone, Dorchester 3-9227.

Experienced announcer of one year, disc shows, MC, news, etc. High school graduate, six months radio school, one year in the field, good references available. Presently employed in 250 watt North Dakota station. Ambitious and ready for a larger market. If interested, disc will follow. Vet of WW2. C'mon, write, I'm waiting to hear from you. Box 121a, BROADCASTING.

Experienced announcer who can follow directions. Proficient in news, disc shows with emphasis on commercials. Commendable references. Has comb and toothbrush. \$60.00. Disc. photo upon request. Box 184a, BROADCASTING.

Veteran with car and first class license available immediately. Send telegram. Box 187a, BROADCASTING.

Sportcaster—one of southwest's top men, now employed executive capacity small station. All sports, baseball, football, basketball, boxing, wrestling, etc. Station I'm looking for carries sports year-round. With leading 50 kw station prior present position. Prefer salary plus talent basis, but will talk terms. Personal interview anywhere in southwest. Disc and top references elsewhere. Available March 15. Box 185a, BROADCASTING.

Announcer—21, single. One year experience 250 watt Mutual. All phases announcing. Disc and photo on request. Not a drifter. Presently employed. Will travel. Box 186a, BROADCASTING.

Texas, Ok'ahoma, Missouri stations—Sports announcer. Presently employed in the largest market in the southwest. Desire location with year-round sports play-by-play. Thoroughly experienced in all major sports. Well-rounded experience in special newscasts and staff-announcing. Detailed information and audition disc on request. Box 194a, BROADCASTING.

Staff announcer, four years experience, strong on news and commercials, married, 30, college grad seeks permanency. Paul Barnett, 299 Concord Street, Manchester, New Hampshire.

Technical

First phone—Engineer, veteran, 28, married. Three months experience. Midwest preferred. Available immediately. Earl Davis, 1004 Mill Street, Henderson, Kentucky.

Combination man, married, 26, 2½ years experience, first phone, first telegraph, present job 2 years, prefer north Texas or southern Oklahoma. Require \$65.00. Available two weeks. Box 177a, BROADCASTING.

Operator—first phone, 18 months experience including construction, turntable, remote, recording, console knowledge. Service and civilian radio schools. Northeast area only. Box 174a, BROADCASTING.

Experienced chief engineer—wants more engineering and less announcing. Veteran, 29, single, reliable. Will travel for permanent job. Will do news, sports, play-by-play. Best references. \$80 minimum. Two weeks notice. Box 170a, BROADCASTING.

First phone engineer, desires position with future in broadcast station. Two years instructing experience. Some xmt. experience and can also do part-time announcing if desired. Can produce good references. Box 165a, BROADCASTING.

Engineer, eight years experience studio, transmitter, construction FM, now employed, desires change. Box 154a, BROADCASTING.

Desire position. Have 1st class telephone license. Experienced. Active ham, ten years. Delbert King, 122 N. 65 Place, Birmingham, Ala. Phone 59-2311.

Engineer, 1st phone, experience. Graduate P.A.C. Southeastern states preferred. Box 218a, BROADCASTING.

Situations Wanted (Cont'd)

Available immediately, transmitter operator. Wide experience broadcast equipment. Want transmitter job, most anywhere. Age 30. Single. What's your requirements? Lewis Sherlock, Box 1161, Plainview, Texas.

Engineer—1st phone, single, age 27, car, will travel. No broadcast experience. Box 210a, BROADCASTING.

Engineer, age 22, single and have car. Transmitter, studio and remote experience with 250 watt station. Desire position in middlewest with no announcing. Box 182a, BROADCASTING.

Experienced control and transmitter. Familiar with television operation. CREI graduate. Prefer west. Box 183a, BROADCASTING.

Young man 20, with first phone. Have just completed 8½ months radio training. Inexperienced but willing to learn. Can do part time announcing. Box 190a, BROADCASTING.

First class engineer—Four years experience—AM and FM xmt. remotes, recordings, maintenance and installations. Single, sober. Available immediately. Lock Box 816, St. Louis, Mo.

Broadcast engineer desires position with station local to New York area. Graduate in radio communications. No experience. Hold 1st class phone. Class A. Amateur (W2SDH). Box 195a, BROADCASTING.

Radio Operator—First phone, 2nd telegraph. Available for broadcast or communications. Single, 20, trained at Melville and RCA Institutes. High speed code and ham experience. Box 203a, BROADCASTING.

Production-Programming, others

Commercial program director—announcer. Idea man with knowhow to wrap up attractive saleable program and spot package. Responsible executive now working in major market. Not seeking a come-at-once position but looking for a permanent assignment at a good salary in return for a hard hitting family man with many years of radio experience. Box 88a, BROADCASTING.

Continuity writers with six months or more training in announcing, production, traffic and console operation ready for placement. Pathfinder School of Radio Broadcasting, 1329 Oak Street, Kansas City, Missouri.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles School of Radio, 8800 Wilshire Blvd., Beverly Hills, California.

Program director—Presently employed as manager 250 watt small independent. Successful record as producer, program and prestige builder. Civic minded. Understand personnel. Interested in moving to station in medium to large market. Veteran, 33, married. Absolute sobriety and respectability. Box 172a, BROADCASTING.

Woman foreign news commentator, writer and speaker experience in public service. Trained in broadcasting. Wishes position in radio station. Has lived in England on continent and Far East. Box 205, BROADCASTING.

Production director—Young (27), married and has experience with three networks. Available now for permanent work. Reply Box 204a, BROADCASTING.

Program director employed but looking for station far-sighted outlook. Good announcer, news, disc shows, traffic, continuity. Degree Electrical Engineering, first phone. Four years two stations. Hard worker, married, 28. Minimum \$85. Virginia preferred. Box 193a, BROADCASTING.

Situations Wanted (Cont'd)

Educational director, special events, news. Either coast. Proverbs 20; 6. Box 213a, BROADCASTING.

Man, administrative ability, publications, radio broadcasting. Write good selling copy, newscasts, humor. Desire Florida climate. \$5000 year minimum. Particulars, photo. Box 192a, BROADCASTING.

Television

Television producers, programmers and directors—Chicago. Reliable young lady assistant with ten years radio and recent New York TV experience. Box 173a, BROADCASTING.

College graduate, 6 years of radio experience in sports, special events, audience participation, interview, news and disc shows, wants to get started in TV. Can go anywhere in the country. Available immediately. Would also be interested in AM job with a TV future. Box 162a, BROADCASTING.

Television position as production or studio assistant or script-continuity writer desired by man with two years extensive radio experience. Salary secondary to position providing plenty of work with opportunity to learn. Box 105a, BROADCASTING.

For Sale

Stations

For sale—Control or minority interest in network affiliate. Very desirable western city. Box 179a, BROADCASTING.

For sale—Eastern metropolitan market. 1 kw daytime. Profitable, well established. \$125,000. Box 163a, BROADCASTING.

New England 1000 watt daytime station—\$35,000. Exclusive in community of 60,000 with fifteen hundred businesses. Box 191a, BROADCASTING.

Equipment, Etc.

For sale—One used Buda model 6-DTG-317 30 kw diesel powered generator set, 220 volt, 3 phase, 60 cycles. Price \$1000 fob, Danville, Va. Write or wire WBTM, Danville, Va.

FM antenna, 4 bay federal square loop, complete with de-icers and 9'3" lattice-steel A sections, transmission line harness with expansion joints. Original cost \$4,800. Will sell for \$2,400.00 with engineering assistance. WTCN, Minneapolis 4, Minn.

For sale: New in original shipping boxes one General Radio type 1181-A frequency monitor less crystal and type 1931-A modulation monitor one set of tubes for each. Western Electric gray finish. Immediate shipment \$950. Box 66a, BROADCASTING.

Completely equipped mobile unit, one 25 watt VHF and one 100 watt MF transmitter, Onan 1500 watt power plant, dynamotor, controls console, cable reels, lockers, accessories, etc. Box 142a, BROADCASTING.

For sale—Western Electric 335-El, 5 kilowatt transmitter with extra tubes and all switch gear necessary for installation. Performance exceeds FCC requirements. Make offer. Contact Jim Ebel, WMBD, 212 S. Jefferson Ave., Peoria 2, Ill. Phone 7133.

For sale—Complete 3kw General Electric FM equipment in good condition, used only year. Anxious move, reasonable price. State Journal, Topeka, Kansas.

One Lingo, insulated, guyed, uniform cross section, tubular steel tower 165 ft. high. Excellent condition, kept painted and just re-guyed six months ago. Type A-2 lighting equipment and tuning box with 600 ft. of ½ inch 72 ohm copper coaxial line included. Also one Western Electric 4 bay clover-leaf 54-A FM antenna used six months and in excellent condition. Presently being used on 92.9 mc's. Can be adjusted to any frequency in the FM band. Contact KBUR-KBUR FM, Burlington, Iowa.

Two Brush magnetone wire recorders, model BK-303. Perfect condition. Cost \$795.00. Make offer. Box 22a, BROADCASTING.

For Sale (Cont'd)

For sale—Scott dynamic noise suppressor 910-C. Includes tubes and remote control resistor. Gray finish. Almost new. \$75.00. Write WLAD, Danbury, Connecticut.

For sale—One new unused Presto 6N recorder in floor cabinet. Cost \$700. Reason for sale, duplication of order. Best offer takes. WLTC, Gastonia, N. C.

Help Wanted

Salesmen

\$8,000.00 REWARD

FOR RIGHT MAN

If you are between 30 and 45, own an auto and are willing to travel west coast, there's a position opening about March 5th with leading transcription program producer. Prefer man with radio time sales experience. Exclusive representation required. Expenses advanced against liberal commissions. Executive will train you in territory. Send references, experience, and photo
BOX 207a, BROADCASTING

Technical

Chief radio engineer—Large midwestern educational institution is expanding its radio broadcasting facilities. It is in the market for a chief engineer who can head up the technical staff necessary for the installation and operation of a 10 kw frequency modulation station. Studios and all equipment are new and of latest design. Applicant should have a degree in electrical engineering from an accredited college and must have a valid first class radio-telephone operator's license. Interested applicants are requested to include in their letters complete outlines of their educational backgrounds and experience, personal history and salary expected. Write
BOX 109a, BROADCASTING.

Situations Wanted

Announcers

EXPERT AM-TV SPORTCASTER AVAILABLE

Desires position with station having strong sports schedule, preferably with TV operation or plans. Nine years experience, established reputation play-by-play all sports, now handling complete TV sports schedule. Present employers future sports plans doubtful. College education, extensive news, special events background. Finest references.
BOX 212a, BROADCASTING

NEWSCASTER, REPORTER

I want to work for a progressive, metropolitan station as a newscaster/reporter. Presently, network news writer. Formerly, news writer for 50 kw midwest station; newscaster, reporter, special events for 36 kw community station; public relations. Excellent references. Pleasant, authoritative voice. College graduate. Married. Box 217a, BROADCASTING.

(Continued on next page)

Situations Wanted (Cont'd)

BARGAIN!

Writer-announcer-newsman desires change. Experienced all phases of radio both network and independent. Competent-congenial-family man - Minimum \$4,000.
BOX 206A, BROADCASTING

Program manager in major eastern market seeks new connection. Legitimate reason for change. Two years with present management, fourteen years in radio including four in NY as director of topflite network shows. Thirty-four years old married, dependable. Thorough knowledge of music. Excellent references. Box 557, BROADCAST-ING.

Schools



STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

3338 16th Street, N. W.
 Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
 3338-16th St., N.W.
 Washington 10, D. C.

Please send information concerning

Correspondence Residence Courses.

Name.....

Address.....

City..... State.....

TRAFFIC CONTROL

New System Installed at WALA Mobile

TO PROVIDE a ready reference and control center for the programming of WALA Mobile, Ala., the station has installed a new traffic control board. Through a system of movable cards and colored tabs all essential information is available at a glance.

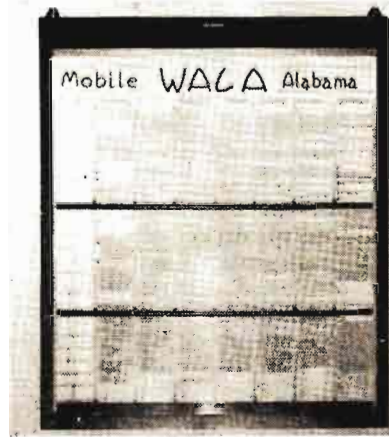
The chart board in the traffic department gives a weekly index of all scheduled programs as well as showing availabilities.

Called a "Sched-U-Graph," the set-up was designed by Remington Rand.

The board includes 100 pockets arranged in eight rows. The first row at the left carries the time schedule, the other seven rows carry the daily schedules.

Cards are staggered so only the name of the program shows at the top. Vital statistics are carried on the remainder of the card, such information as sponsor, starting and expiration dates.

Four different card colors are used to denote different program classifications. To the left of each



The "Sched-U-Graph" at WALA Mobile.

* * *

card and at the end of a broadcast period, colored signals are used to denote spot availabilities.

'BE-BOP' ABROAD

Block to Air Show on 'Voice'

SEEKING to improve diplomatic relations among the countries of the world, WNEW New York disc jockey Martin Block is scheduled to beam his *Make Believe Ballroom* to foreign audiences sometime this month. Through the State Department's "Voice of America," the disc jockey ambassador hopes to bring American culture to the far corners of the earth, creating a new world, dedicated to "be-bop" and "schmaltz"—or peace at any price.

Undaunted by the triviality of language barriers, the irrepressible Mr. Block is currently cramming up on a half-dozen or so foreign tongues, including algebra. Aided and abetted by genuine linguists, Mr. Block will do the opening, introduction and sign-off in various languages, spelled phonetically. Program, with comprehensive backgrounds supplied to create foreign understanding of America's Dorsey, Goodman and Lombardo, etc., will follow its domestic format.

Wanted to Buy

WILL BUY _____

**Construction Permit
 and/or
 Small Station**

Eastern Market preferred
*Financially responsible and
 competent principals*

BOX 160a, BROADCASTING

Miscellaneous

**RADIO BROADCAST STATIONS
 BUYERS! SELLERS!**
 List With Us

Prompt Confidential Service

NATIONAL RADIO STATION BROKERS
 5051 Sunset Blvd., Normandy 7848
 Los Angeles 27, California

PANEL ON BMB

Audience Data Discussed

BMB audience data, their significance and their proper use, were discussed Monday by a six-man panel at a luncheon meeting of the market research group of the New York chapter of American Marketing Assn.

In the absence of Cort Langley, assistant to the president of BMB, called out of town on business, the panel discussed BMB's similarities and differences from engineering measurements of station coverage, program rating service, measurements of program popularity and Audit Bureau of Circulation's measurements of the average number of purchasers of newspapers and magazines.

Edward B. MacDonald, chairman of the market research group, presided at the luncheon held at the Sheraton Hotel, New York. Panel members were: J. F. Kurie, ANA vice president; Frank B. Kemp, assistant media director, Compton Adv.; W. H. Mullen, director, Magazine Adv. Bureau; Howard C. Haupt, account executive, ANPA Bureau of Advertising; H. M. Beville Jr., NBC director of research; Paul R. Benson, MBS assistant director of research.

TRANSIT FM

WWDC-FM Reports Sale

MORE THAN 35% of all available time was sold when WWDC-FM Washington began its transitcasts, Ben Strouse, general manager of the Capital outlet, revealed last week.

Time was purchased by 14 advertisers, both national and local, when broadcasts to 20 FM-equipped busses of the Capital Transit Co. began Feb. 10, Mr. Strouse said. Seven different agencies placed one account each.

Accelerated installations have been inspired by initial advertiser and listener reaction. One hundred busses will be equipped with receivers by April 1 and 500 vehicles by the end of the year, Mr. Strouse announced. Eventually all of the company's busses and street cars will carry the sets, according to present plans.

The Next
RADIO SALES TRAINING SCHOOL

Columbus, Ohio Feb. 24 • 25 • 26

Make reservations now.

Statements from last month's school:

"Now I have a definite plan of selling . . ."

Marshall True, Comm. Mgr.
 WIBV, Belleville, Ill.

"This school is the best sales training I've ever had . . ."

Harley West, Jr., Comm. Mgr.
 WABJ, Adrian, Mich.

" . . . training and inspiration. I recommend it to others."

Paul Bonham, WKBZ,
 Muskegon, Mich.

"This sales training will improve my sales."

Ed Clinton, WKBZ,
 Muskegon, Mich.

Write to **The FRED A. PALMER CO.** Box 108
 Worthington, Ohio
 Radio Consultants
MANAGEMENT and OPERATION

RARE OPPORTUNITY

for broadcast equipment sales engineers

Designer and manufacturer of AM and FM broadcast transmitters, audio equipment and accessories of widely recognized superiority has immediate openings for six able, experienced sales engineers to provide intensive coverage of the following territories:

PACIFIC NORTHWEST Washington, Oregon, Idaho

PACIFIC SOUTHWEST California, Nevada, Utah, Arizona. Two men here.

SOUTH CENTRAL Texas, Oklahoma, Arkansas, Louisiana

SOUTH EASTERN Mississippi, Alabama, Georgia, Florida

CENTRAL Michigan, Indiana, Ohio, Kentucky

These openings hold real rewards for ability and hard work. They can only be filled by aggressive sales engineers with a thorough knowledge of broadcast station equipment and its applications, and years of large-scale sales experience in the field. Write us fully about your background, present status and demonstrated earning capacity. A photograph will be helpful. Address BOX 21a, BROADCASTING.

WISCONSIN BILL

Censorship, Says 'Journal'

A BILL to prohibit stations from broadcasting "any story, description or account of deeds of bloodshed, lust or crime, other than as a current news event," was introduced in the Wisconsin state legislature Jan. 21 by Sen. Brown of Oshkosh. The bill (No. 93-S) is a proposed amendment to a present statute relating to obscene language, writings and moving pictures "tending to corrupt morals."

The bill was introduced at request of the Lutheran Ladies Assn. and has been referred to the committee on state and local government. One hearing on the bill has been held and a second one scheduled.

In an editorial in the Feb. 10 issue of the *Milwaukee Journal*, owner of WTMJ WTMJ-FM WTMJ-TV, the bill was classed as one more attempt "to get the legislature into the uncertain field of censorship." "The bill attempts to run around the constitutional guarantees of freedom of speech by exempting news broadcasts," the editorial stated.

"But the dodge surely would be clear to any court. The legislature would seem to be wasting its time if it is seriously considering this measure. In the case of radio, even those police powers that may be exercised are pre-empted by the Federal Communications Commission."

Regarding the effect such a bill would have on Wisconsin radio if it were enacted, the editorial stated:

At the first hearing at Madison, it was pointed out this would shut the door on the broadcasting of most of Shakespeare's plays. Shakespearean tragedies are full of pretty bloody stuff. Yet every high school student in the state studies one or more of them. . . . A great many Bible stories would seem to be tabooed. Many of our best historical dramas would be out the window. . . . We could not hear the story of the assassination of President Lincoln, Garfield and McKinley.

In fact, what would be left for the Wisconsin radio listener but music? Oh, yes, and the soap operas. Even those might be out, depending on how wide a definition was placed on the word "lust."

. . . The people of Wisconsin surely realize that censorship is a sign not of progress but of decadence. It is a way, not to promote democracy—but to end it.

Radio Ups Savings

FIRST Federal Savings and Loan Assn., Kenmore, N. Y., reports an 80% increase in the number of its Christmas Savings Club accounts as a result of using radio. For several weeks before Christmas the bank used opening and closing commercials on a news roundup three times a week 11:50 a.m.-12 noon on WXRA Kenmore, a 1 kw daytimer on 1080 kc. Number of accounts jumped from 850 to 1,560, Leonard Rautenberg, loan company's president, said.



FIRST Chicago Marine Reserve of the of the Year award goes to Jim Hurlbut (l), WMAQ (NBC) Chicago's reporter-at-large for "outstanding achievements in the field of radio broadcasting." Award, presented by Lt. Col. John M. Bathum, commanding officer of the Marine Reserve's 9th Infantry Division, was made also for Mr. Hurlbut's "development of an unusual form of radio news reporting and exceptionally keen interpretation of local news."

BUSINESS-LABOR

KJR Backs Roundtable

A STEERING committee of seven men, representing management, labor and the public, has been established in the State of Washington to work toward formation of a permanent industrial roundtable group. Periodically the group will meet to consider business and labor problems of the Pacific Northwest.

Plan is an outgrowth of 13-week series, *Out of the Fog*, originated by KJR Seattle and broadcast also on five other stations throughout the state [BROADCASTING, Dec. 27, 1948].

The steering committee will set up a roundtable group of eighteen persons, with six each from labor, management and the general public, and with six alternates for each category. The total group is expected to meet monthly, and to report periodically to the public.

Majority of the labor and management representatives who appeared on *Out of the Fog* when the series was aired from Sept. 9 to Dec. 2, 1948, have been actively working toward continuing the roundtable.

Findings and recommendations will be brought to the listening public through a monthly program to be produced by KJR and broadcast also by KIT Yakima, KGA Spokane, KVAN Vancouver, KWLK Longview and KXRO Aberdeen. The new program is planned for a half hour, but station officials have indicated that if an hour is needed for the monthly report, it will be made available.

WMCT(TV) Memphis has signed for Telenews-INS daily and weekly newsreels, which will be sponsored by local General Electric dealers.



JAMES DAY, director of public affairs and education for KNBC and NBC's San Francisco office, is taking a leave of absence from his post for two-year tour of duty with Allied Occupation forces in Japan. He will serve as radio information specialist with Radio Unit of the staff of Supreme Commander of Allies in the Pacific. He will work with 12 other American radio specialists in supervising operation of the two networks of Broadcast Corp. of Japan. **WILLIAM MINETTE**, KNBC staff news writer for past two years, has been promoted to succeed Mr. Day, and **HARVEY SACHS**, formerly news editor of KTIL Tillamook, Ore., has joined KNBC's news staff to replace Mr. Minette.

CLAIR SHADWELL has joined WGTM Wilson, N. C., as farm service director. Mr. Shadwell has served in all phases of radio since 1926, and his most recent post was as farm broadcaster in Columbia, S. C.



Mr. Shadwell

NED RYAN, former news editor of WHEN (TV) Syracuse, N. Y., has been appointed director of special events for the station. Mr. Ryan will also supervise studio announcers and schedule announcer assignments for remote telecasts.

Lanphier Reelected

CHARLES J. LANPHIER was re-elected president of Wisconsin Broadcasting System, licensee of WFOX Milwaukee, at the annual stockholders' meeting. Mr. Lanphier is WFOX's manager. Others elected were: Thad Wasielewski, Milwaukee attorney and former Congressman, vice president; Robert Tehan, chairman of Democratic State Committee, treasurer, and Stanley H. Nastal, member of the board of directors and secretary. WFOX is a 250 w daytimer on 860 kc.

JAMES A. McCULLA has joined KMPC Hollywood as news editor. Mr. McCulla was formerly announcer-producer with KSO Des Moines, and before that announcer with WLW Cincinnati. In addition to his duties as news editor, he will do five weekly quarter-hour newscast.

JULIAN PIERCEFIELD has been appointed sports director of WCSI (FM) Columbus, Ind.

HOLMES ALEXANDER, Washington columnist, has joined WFBR Baltimore, where he will conduct a series of news programs with **LOU CORBIN**, WFBR newscaster.

JIM HURLBUT, WMAQ Chicago's reporter-at-large, has been appointed an honorary member of the Chicago Patrolmen's Club and the Chicago Police Sergeant's Assn. in recognition of his efforts "to credit good police work." He has been asked to be guest of honor at the annual banquet of the police sergeants Feb. 23 in the Morrison Hotel.

RUSS PARK, assistant farm program director at WLS Chicago for three years, is retiring to manage a family farm near Mechanicsburg, Ill., where he will raise grain and livestock.

PROBE AUTHORITY

Asked for House IFCC

AUTHORITY for the House Interstate and Foreign Commerce Committee to conduct investigations relating to matters coming within the committee's jurisdiction, is sought in a resolution introduced Feb. 14 by Rep. Robert T. Secrest (D-Ohio).

Purpose of the measure (HRes 100) is to eliminate the necessity of seeking House approval for investigations each time the Committee decides to launch a probe into matters coming within its jurisdiction. The bill has been referred to the House Rules Committee.

Although the strongest reason for introduction of the measure was believed to have been to insure jurisdiction over petroleum matters, the resolution would also cover communications. Rep. Robert Crosser (D-Ohio), chairman of the House Commerce Committee, introduced a similar resolution (HRes 107) Feb. 16.

long established

Western Network Station

One of the oldest western radio facilities located in a most desirable western market.

This is a long established, firmly entrenched property that has a valuable network affiliation. The excellent earnings are impressive and have maintained a consistent growth over a period of years. This station is definitely in the conservative investment category on the basis of its earnings record and low price to earnings ratio. Price \$300,000.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C. James W. Blackburn Washington Bldg.	DALLAS Philip D. Jackson Tower Petroleum Bldg.	SAN FRANCISCO Ray V. Hamilton Russ Bldg.
Sterling 4341-2	Central 1177	Exbrook 2-5672

Production



BYRON PAUL, studio and cameraman for the past two years at CBS-TV, has been promoted to the network's program department as a director, effective Feb. 20. Mr. Paul was also a CBS-TV laboratory technician for two years.

PAUL KNIGHT, formerly with WMAR-TV Baltimore as producer-director assigned to its mobile unit, has joined KFI-TV Los Angeles as director of remote programming. He replaces **ROBERT LIVINGSTONE**, recently appointed producer-director on station's studio production staff.

ZENAS SEARS, Atlanta disc jockey, has joined WGST Atlanta, as featured disc m. c.

HUGO DI SILVA, formerly with WLW Cincinnati, has joined announcing staff of KXXX Colby, Kan.

PAUL C. LOUTHER has been appointed program director of WVET Rochester, N. Y.

KATHRYN BRADY, formerly of the WLS Chicago school time and educa-

tion department, succeeds **JOHN DRAKE** as continuity chief. Mr. Drake, r.e.w promotion department assistant, replaces **WARREN MIDDLETON**, who joins KMOX St. Louis.

JACK LAZARE, formerly on announcing staffs of WQXR and WNYC New York, has joined WOR New York, as announcer-producer. Mr. Lazare is currently announcing for "Voice of America," and expects to continue these duties along with his WOR assignments.

NORMAN BARRY, NBC Chicago commentator, has been awarded first place among the network's announcers in annual H. P. Davis Memorial Award competition. Mr. Barry was cited for his work on *R.F.D. America* and for an ad lib commentary during a cow-milking contest on the program recently.

WILLIAM T. JOHNSON, ABC producer, replaced **TED TOLL** as producer of *ABC Starring Kay Star*. Mr. Toll is devoting full time to production of *ABC Kay Kyser Show*.

MIKE FIDLER has joined KBOW Butte, Mont., as chief announcer. He is a former actor and writer.

MARY HARTLINE, band leader on ABC-TV's *Super Circus* televised from Chicago, has been chosen "Miss Television of 1949" by Phi Gamma Delta fraternity at the U. of Michigan.

BGB HOPE has been appointed honorary radio chairman for the 16th annual Easter Seal Campaign to be conducted by the National Society for Crippled Children and Adults from St. Patrick's Day to Easter Sunday.

GEORGE HALL, formerly of CKGB Timmins, Ont., has joined announcing staff of CFCH North Bay, Ont.

ESTHER HOTTON, formerly with WKOW Madison, Wis., has been appointed women's director for WEXT Milwaukee.

BILL BAILEY has resigned from WOWO Ft. Wayne, Ind., to join WLS Chicago's announcing staff. Mr. Bailey is known to midwest audiences for his work in the transcribed *Practical Land Use* series sponsored by Keystone Wire & Steel Corp.

BOB MOON, m.c. on *Don Lee Ladies First*, temporarily replaces **RICHARD WEBB** on KTSL (TV) Los Angeles weekly *Richard Webb's Hobby Shop*. Mr. Webb left to take leading role in forthcoming play "Elgie's Woman."

ART LINKLETTER, m.c. of ABC *G.E. House Party*, has started "How We Met" department in *True Love and Romance* magazine adapted from the feature on his radio program.

BILL EDWARDS has joined the announcing staff at WNLK Norwalk, Conn.

WALT TURNER, formerly with WWVA Wheeling, W. Va., has joined announcing staff of WABB, AM and FM, Mobile, Ala.

JESSE FRENCH has been appointed program director of CKGB Timmins, Ont., moving from CFCH North Bay, Ont.

JACK POLLIE, program director of CKWS Kingston, Ont., was elected to the vocational committee of the Kingston Board of Education.

GORDON WILLIAMSON, producer-director at WTTG (TV) Washington, and Joanne Wright have announced their marriage.

LEE FENECEY and **RUTH BRADLEY** have joined program department of WOW Omaha, Neb.

NORAH ADAMSON, WBZ-TV Boston film editor, and Frederick W. Yardley, have announced their marriage.

JIMMY O'HANLON, writer of MBS *George O'Hanlon Show*, is the father of a boy, Tarrance.

JIM BUTLER, program director at WVLN Olney, Ill., and Joan Allie have announced their engagement.

'Commercial' Sermon

SOME improvements, like public address systems in churches, have a way of sneaking up on people. At least parishioners of Fort Wayne's First Presbyterian Church think so. The church installed a new public address system and, to overcome distortion, placed 20 speakers beneath pews. When Rev. Edward Collier mounted the pulpit, speaker volume was turned up and a musical serenade permeated the pews. Listeners, who may have ascribed it to church improvements or a new kind of FM, were soon set straight. Midway through the sermon, news bulletins and a commercial followed. But the pastor continued, unaware he was competing with a WANE Sunday broadcast. System was picking up and amplifying WANE's signal—because of a technical fluke and lack of an arrester device.

CANADIAN RADIO manufacturers plan to produce 12,700 television receivers this year, according to M. Brownlee, executive secretary of the Canadian Radio Manufacturers Assn., Toronto.

TV IN COLLEGES

Pooler Cites Its Potential

TELEVISION'S potential for colleges is discussed by Dr. Lynn D. Pooler, director of public relations at the Johns Hopkins U., Baltimore, in the January issue of *College Public Relations*, monthly publication of the American College Public Relations Assn.

"... as public relations directors," says Dr. Pooler, "we must examine this new medium and be ready to become an integral part of it." And he tells why: "Because already television has millions of devotees, has proved itself to be a powerful means for transmission of information, a dramatic vehicle for moulding public opinion—and it can be a vital instrument in expanding culture and general education."

Television is a medium through which every type of college activity can be illustrated, Dr. Pooler points out. He tells his public relations colleagues that "whether we have a local television station already in operation, or whether the nearest station is 500 miles away, it behooves each of us to think seriously on what the program possibilities are for us in our public relations activities."

Dr. Pooler's article, entitled "Television—The New Challenge," also summarizes television activities at Johns Hopkins to date. Cover layout of the magazine presents five pictures illustrating these activities.

'Julius Caesar'

NBC will telecast the entire production of Shakespeare's "Julius Caesar" Sunday, April 3, through facilities of WNBW (TV) Washington. Socony-Vacuum Oil Co., New York, will sponsor the show that is to be carried by coaxial cable to the 14 interconnected cities. Production will be staged in authentic Elizabethan style by the Masquers of Amherst College performing in the playhouse of the Folger Shakespeare Memorial Library.

Only station saturating rich Western Washington market!

KIRO
CBS SEATTLE TACOMA
THE PIONEER 50,000 WATT STATION OF THE PACIFIC NORTHWEST
710 KC

NATIONALLY REPRESENTED BY FREE & PETERS, INC.

We Cordially Invite... YOUR INQUIRY about an exceptional station promotion... without obligation.

Write, wire or phone for details

Many Stations Attest to the Effectiveness of our Plan

RADIO TELEVISION PUBLICITY CORPORATION
EXECUTIVE OFFICES: 159 EAST CHICAGO AVENUE • CHICAGO 11, ILLINOIS
Member National Association of Broadcasters

MOBILIZATION

TENTATIVE proposals for development of a stand-by mobilization plan for the communications industry were discussed Friday at a meeting of an industry advisory committee assisting the National Security Resources Board.

The communications advisory committee meeting was the first in a series of conferences between government officials and industry advisory committees.

R. A. Lumpkin, president of the Illinois Consolidated Telegraph Co., was slated to present the report of the informal task group assigned to make a preliminary study of means to mobilize the communications industry in the event of a national emergency. Recommendations for formal plans to submit to NSRB were also anticipated, in addition to appointment of similar task groups to consider phases of the industry's capacities and formulation of reporting and appeals forms for use in an emergency.

The agenda included reports from industry representatives on four main subjects: (1) World War II—the situation at the beginning and wartime events; (2) situation at the end of World War II; (3) postwar events and present situation, and (4) outlook for the future—war or peace.

Leighton H. Peebles, assistant director of NSRB's Office of Production and expert in communications mobilization planning, presided over the session.

Among the government officials invited to attend were Wayne Coy, FCC chairman; Rear Adm. Earl E. Stone, chief of naval communications; Maj. Gen. Francis L. Ankenbrandt, director of U. S. Air Force communications; Maj. Gen. S. B. Akin, Chief Signal Officer, U. S. Army; Commdr. W. H. Kreamer, USN, of the Joint Communications and Electronics Committee, and a representative of the Dept. of State.

Advisory committee members, all from telephone or telegraph companies, include H. T. Killingsworth, general manager of AT&T's long lines department, and K. S. McHugh, vice president of AT&T.

Standby Plan Studied

CONTRACT COSTS

Munitions Board Revises

REGULATIONS covering contract cost principles in the Armed Services Procurement Regulation have been tightened through revisions developed by the Army, Navy and Air Force in cooperation with the Munitions Board.

Section 15 of the regulation, dealing with types of allowable costs in supply and research contracts with commercial organizations, research contracts with non-profit institutions and construction contracts, has been revised.

Portions of the section pertaining to the allowability of advertising costs have been modified to permit advertising in trade and technical journals only under supply and research contracts with commercial organizations, provided that it does not offer specific products for sale.

Advertising must be placed for the purpose of offering financial support to journals which are valuable for the dissemination of technical information within the contractor's industry, the national military establishment announced.

The effective date of the section was changed from Feb. 1, 1949 to March 1, 1949. Charity and community benefit donations are not now allowable as contract costs. The changes were in addition to those previously made in Section 15 [BROADCASTING, Dec. 20, 1948].

E. Rawls Hampton

EDWIN RAWLS HAMPTON, 65, a member of the WFAS White Plains, N. Y., staff, died Feb. 7 in an upstate New York hospital. Mr. Hampton entered radio in the mid-twenties after a stage career. He was born in Marshalville, Ga., on Aug. 20, 1883. Burial was in the family plot at Gainesville, Fla.



VIEWING oil painting of WFAS WFAS-FM White Plains, N. Y., transmitter plant by Julius Geilenkirchen (r), engineer at the stations, is Frank A. Seitz, WFAS WFAS-FM managing director. Mr. Geilenkirchen, who took up painting while in a Veterans Administration hospital last summer fighting a "bug" he brought back from three years' Army service in the Pacific, is now working on an interior of the transmitter house.

A. U. COURSE

Limited to Professionals

WORKINGMAN's workshop in television production is now being held by WMAL-TV Washington and the American U. there. The limited class of 20 pupils is confined to professionals in radio and allied fields.

Started Jan. 15, the workshop is being held Saturday afternoons for 15 weeks in the studios of WMAL-TV with Arthur Weld, WMAL-TV production manager, as instructor. It provides practical experience in television techniques through actual participation in various types of productions and programs.

Emphasis is being placed upon use of TV in adult education, public service and government information. Observation of transmitter, remote pickup and mobile operations is also included.

Among those enrolled are:

Larry Beckerman, WTOP Washington producer-director; William Bailey, Navy Dept.; Gertrude Broderick, radio education specialist, U. S. Office of Education; Charles Batson, NAB Television Report director; Herrin Culver, head of visual information section, Soil Conservation Service, Agriculture Dept.; Franklin Fitzgerald, assistant to Mr. Culver; Larry Frommer, WTOP production manager; Verne Hansen, WTOP announcer.

Elinor Lee, WTOP director of women's activities; Lansing Lindquist, program director of WOL Washington; Hazel Markel, WTOP public relation director; Tom Noone, television information specialist, Agriculture Dept.; Lela Reynolds, head of radio service, Agriculture Dept.; Ben Rogers, Veterans Administration television producer.

Ed Scoville, WTOP director of special events; Hernandao Silva, VA television and radio information specialist; Maynard Speece, television researcher, Agriculture Dept.; Mary Taylor, director, division of reports, Children's Bureau, Labor Dept.; Julia Warner, WINX Washington producer; Lynn Wilson, WINX writer-producer; Bill Wood, radio liaison officer, State Dept.

FILMS FOR VIDEO

Released by United World

UNITED WORLD FILMS is releasing films for video on a regular monthly schedule, its television department has announced. Films, most of them never before offered to video stations, are made available to TV stations at specified rental terms and under an agreement permitting stations to purchase as many programs as desired.

Lewis Blumberg, sales manager of United World's television department, said the first six months' program will include the following:

Children's features, 13 films of 20 to 60 minutes each, made for J. Arthur Rank's children's film programs; two series, five and six reels each; 13 "Stranger than Fiction" episodes; a sports package of 11 to 13 reels featuring Babe Ruth and other sports personalities; series of British "Secrets of Life" films on animal and plant life interspersed with humorous narration; "Atomic Physics" presented in four parts and featuring such leading scientists as Albert Einstein; the Julian Huxley science series on biology; two series of travel films and a football series to be utilized by stations on sponsored football programs for showing during half-time intermission.

KNAK to 1 kw

A POWER increase to 1 kw has been announced by KNAK Salt Lake City, Utah. The station moved Feb. 12 to 1280 kc when the power change took place. Non-directional for daytime operation, the station uses 500 w directional at night. Operation formerly was on 1400 kc with 250 w.



10,000 WATTS IN KANSAS CITY
WHB AM-FM
Represented by
JOHN BLAIR & CO.
DON DAVIS, President
JOHN I. SCHILLING, General Manager
MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

We Like Meadville—

It's a great little community . . . chock-full of prosperous farm families that count on WMGW for good music . . . farm and market reports and up to the minute news. When you broadcast your advertising message over WMGW you are assured not only of a listening audience but a buying audience! WMGW spent advertising dollars always result in direct sales gains for you. For further information contact . . .

WMGW

or

Robt. Meeker Assoc.

521 Fifth Ave.

N. Y. C.

Technical



HARRIET GEORGE has been promoted to position of daytime technical director at WAAM (TV Baltimore). Miss George continues her duties as assistant to **HERB CAHAN**, operations manager, in addition to her new post.

PRECISION APPARATUS Co., Elmhurst, L. I., N. Y., has announced new wide-range sweep signal generator, known as Series E-400, which offers wide and narrow band sweep selection for positive FM and TV alignment and service.

HAROLD L. POWELL, engineer on ABC *Zeke Manners* and *Bride and Groom* show, is the father of a girl.

GENERAL ELECTRIC Co., Schenectady, N. Y., has announced production of an improved vacuum-tube voltmeter for measuring voltage in electronic and other low-energy circuits where minimum current drain is desirable. Designated as type AA-1, new instrument has a calibrated range of 0.001 volt to 300 volts at all frequencies from 10 cycles to 1.5 megacycles. It also is graduated in decibels, covering range of -52 to +52 decibels from a reference level of 1 milliwatt at 600 ohms. A ten-position push-button switch permits any working range to be selected instantly without passing through intermediate ranges.

A 1 1/2

BILLION DOLLAR MARKET

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer
Co., and KWFT, 801 Tower
Petroleum Bldg., Dallas

VIDEO KNOW-HOW *New Ideas Needed, Says Hutchinson*

TELEVISION programs won't improve until television executives know what they are doing, according to Thomas H. Hutchinson, technical director of television, School of Radio Technique, and author of *Here Is Television*. Mr. Hutchinson last Tuesday addressed the luncheon meeting of the Advertising Women of New York at the Hotel Astor.

"Too many dramatic programs are drawing from the same sources, namely, successful stage plays," said Mr. Hutchinson, "and sponsors are busily vying with each other to obtain the same programs." As a result, he noted, comedians, for instance, "play switch," being seen on one sponsor's show one week, and on another's the following week.

"Television needs new ideas and new talent," he said, "and it's not necessary to have big names and unlimited budgets to succeed in the new field."

Richard Hodgeson, Paramount Picture's technical director of television, outlined the four-faceted video program engaged in by motion pictures as: Films for television, television broadcasting, bringing television into the theatre for large screens, and using television as an advertising medium to promote motion pictures.

Video Effectiveness

Predicting a minimum of 115 television stations by 1950, J. T. Baral Jr., merchandise manager of Philco Corp., Philadelphia, television division, proclaimed video advertising ten times as effective as radio advertising. He also pointed out, that in preparation for the still further growth of video, Philco had trained "more servicemen than all other manufacturers put together."

About color television, Mr. Baral

RCA CONSOLE Has Centralized Features

A. R. HOPKINS, manager of RCA Broadcast Equipment Sales, has announced development of a universal transmitter control console, capable of providing centralized control of all mixing and primary switching operations for AM, FM, and television transmitters.

Up to nine different types of "blocks" or sections may be bolted together in various combinations to form a console capable of satisfying the requirements of one or more transmitters of any type. The basic unit of the console consists of an audio control turret and an r-f control turret mounted on two desk-type sections with removable end pieces.

Other available units are a 90-degree desk section, a television control console, a complete turret with blank panel, and a 45-degree wing turret with blank panel.

The audio turret of the FM console contains all mixing and switching facilities for up to six inputs, a seven-position selector switch for monitoring all important circuits, and individual bridging pads for equalizing the level of the various signal sources.

said, "On the basis of the highest technical information, I predict that it will take three or four years to develop tubes with sufficient power, and transmitters to carry that power, to perfect color television."

George Moskovics, CBS-TV director of sales development, told the ad women that while equipment for television broadcast was pretty much the same, and that technical perfection was within reach of all, excellence in programming was the most important goal for which to strive in selling merchandise via video.

HIGHWAY WARNING System Planned in Nebraska

NEBRASKA stations have started action to set up a unified, efficient and fast highway reporting system for use by all stations in the state. Soren Munkhof, news director at WOW Omaha, suggested the plan at a meeting of Nebraska Associated Press radio stations in North Platte. He reported on a similar operation set up in Iowa through the cooperations of the news editors association, state highway department, state patrol and weather bureau.

The project will be handled by a committee composed of William Newens, KOIL Omaha manager, chairman; Mr. Munkhof; Harry Peck, KFOR Lincoln manager; Bud Neble, KFAB Omaha news director, and Ed Makiesky, bureau manager of AP in Omaha. The committee is to meet with representatives of the Nebraska highway commission and safety patrol and representatives of the U. S. Weather Bureau stations located at Omaha and Lincoln.

UN TOMB URGED Smith's Idea Considered

SUGGESTION for the creation of a United Nations Unknown Soldier's Tomb was submitted to Trygve Lie, UN secretary-general, late last month by Arthur J. Smith, manager of WNAX Sioux City-Yankton, S. D.

A United Press release Feb. 8 reports, according to Mr. Smith, that Mr. Lie has sent the proposal to Wallace Harrison, UN New York architect supervising construction of the UN permanent capital. Mr. Lie has received scores of suggestions, the UP report stated, "but this one, a high UN official said, has impressed UN officials more than others."

Mr. Smith sent a detailed outline of his proposal to Mr. Lie, suggesting that the tomb "should be strategically located so that all delegates and representatives of the nations assembled would consistently pass the hallowed shrine." In selecting the body to be honored, Mr. Smith proposed that unidentified bodies from the theatres of the war should be assembled and one selected by secret lot. He concluded "I feel that the undying symbol created by the United Nations Unknown Soldier's Tomb would be worth any problems that occurred in establishing it."

Turntable



CHARLES MICHELSON Inc., New York, has announced that during week ending Feb. 11, six new markets had contracted for its *Blackstone*, *The Magic Detective*, quarter-hour transcribed series. New stations are: WHTB Talladega, Ala.; WRBC Jackson, Miss.; WWRL Woodside, L. I., N. Y.; WHAL Shelbyville, Tenn.; WHLF South Boston, Va., and WNBFB Binghamton, N. Y.

FREDERIC W. ZIV Co., Cincinnati, has announced that KRKO Everett, Wash., has contracted for six of its transcribed shows. Also announced was KOMO Seattle's purchase of the *Wayne King Show*. All contracts are for 52 weeks.

When It's **BMI** It's Yours

Another BMI "Pin Up" Hit—Published by Johnstone-Monte

I COULDN'T STAY AWAY FROM YOU

On Records: Frankie Carle—Col. 38354; Ella Fitzgerald—Dec. 24562; Bob Chester—Collegiate*.

On Transcriptions: Men of Manhattan—NBC Thesaurus; Rene Durant—Standard; Russ Morgan—World; Buddy Weed—Associated; Jan Garber—Capitol; Dean Hudson—Lang-Worth.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.





Plaque which Alfred P. Sloan winners will receive in April.

SLOAN AWARDS
Board Picks 10 March 29

RECIPIENTS of ten Alfred P. Sloan radio awards for outstanding public service in the field of highway safety will be chosen at a meeting of the board of judges in Washington, D. C. March 29. The 1948 awards are open to regional, local and clear channel stations, and national and regional networks.

Decorative bronze plaques will be presented some time in April by Alfred P. Sloan Jr., chairman of the Sloan Foundation and chairman of the board of General Motors Corp. The ceremonies will be aired on a nation-wide network. Board of judges includes Kenneth G. Bartlett, radio department head, Syracuse U.; Ned H. Dearborn, president, National Safety Council, and others.

Closing date for entries is March 1. All types of commercial and sustaining programs promoting traffic safety are eligible. Networks and stations should submit entries direct to Automotive Safety Foundation, 700 Hill Bldg., Washington 6 D. C., which is administering the radio award program. Entries in the form of statements should include program description, presentation method, and ascertainable results.

LIONEL HAMPTON made his television debut last month over WAVE-TV Louisville, Ky. Mr. Hampton and his orchestra debuted on station's *Club Ebony*.

WILLIAM KOSTKA has resigned as director of information for United States Brewers Foundation and will open public relations office in Denver early in March. He formerly was publicity director of NBC, vice president of Institute of Public Relations and managing editor of *Look* magazine.

EDWARD (Bill) REICHE, for the past three years eastern editor of *Popular Mechanics* magazine, has joined the department of information staff at RCA, New York.

BMI CANADA Ltd., Toronto, is expanding its operations, and has opened an office at Montreal primarily to cater to the Franch-language field. Office is at 1502 St. Catherine St. West, with MARGUERIE JACQUES as office manager, and CLYDE MOON in charge of radio liaison.

ELBERT HALING, former publicity-continuity director of WBAP-WFAA Fort Worth-Dallas, has been appointed continuity director of the Institute of Radio Broadcasting, Dallas.

Equipment

WILLIAM W. BOYNE has been elected vice president of Zenith Radio Corp. of New York.

ROGER M. WISE, authority on electron tubes, and his group of tube engineers are joining technical staff of Philco Corp., Philadelphia. WILLIAM BALDERSTON, president, made the announcement for Philco, which is acquiring the assets of Roger M. Wise Inc.

MOTOROLA Inc., Chicago radio and television equipment manufacturer, has announced the appointment of A. C. SAYLAND as chief engineer of Motorola Consulting Service, with headquarters in Washington, D. C. Mr. Sayland, formerly with Federal Television and Radio Corp, will handle FCC licensing procedures, assisting in filing of applications for CP's and licenses by Motorola customers, and dealing with problems of frequency allocation from engineering viewpoint.

G. W. DeSOUSA has been appointed staff assistant to J. M. LANG, division manager of the General Electric Co.'s tube division at Schenectady, N. Y. Other new GE appointments include: O. K. LINDLEY as assistant sales manager, communications products, for the specialty division at Electronics Park, Syracuse, N. Y., and GRADY L. ROARK as New York district manager for the company's electronics department.

Allied Arts



GENERAL ELECTRIC Co., Special Products Division, Schenectady, N. Y., has announced production of a new model wide range power supply apparatus which features a continuously variable voltage output from 500 to 50,000 volts. Apparatus is designed for laboratory applications where a variable voltage at low current is required.

CHARLES P. BAXTER, formerly controller of the department, has been appointed to newly created post of assistant general manager of the RCA-Victor home instrument department, according to HENRY G. BAKER, general manager. Mr. Baxter will assist Mr. Baker in the administration of sales, engineering, design, purchasing and manufacturing operations, including factories in Camden, N. J.; Pulaski, Va.; Bloomington, Monticello and Indianapolis, Ind. GEORGE K. BRYANT, formerly general plant accountant for the department, will succeed Mr. Baxter as controller.

Television

SAM E. HUNSAKER, former radio writer for N. W. Ayer & Son and originator of the George Gallup show on CBS-TV last autumn, has joined newly formed TELESCOOPS, New York, producer of television packages.

RENZO CESANA has joined JOHN MASTERSON, JOHN REDDY, and JOHN NELSON, producers of ABC *Bride and Groom*, as head of new television production department. Mr. Cesana was formerly producer of ABC *Ladies Be Seated* and operator of his own Hollywood agency.

VAN CAR PRODUCTIONS, subsidiary television package organization of Van Diver & Carlyle, New York advertising agency, has purchased exclusive video rights to *Friar's Frolics*, weekly one-hour variety show created by the Friar's Club. The revue features stars of movies, radio, Broadway and opera working with directors, writers and production men. Show is said to be drawing interested glances from several heavy advertisers, and early sponsorship is expected. The

Friar's sold rights to their *Frolics* to help raise funds with which to build an anticipated new clubhouse.

TELESPOTS Inc., New York, has announced sale of one of its series of 13 open-end, one-minute spot television filmed commercials. Series, *Better Living*, featuring household decoration hints, is one of five such filmed groups produced by Telespots for regional sponsorship by local advertisers. *Better Living* was purchased by Seven Santini Brothers (moving and storage), New York, who also purchased time for the programs on WPIX New York. Sale of film was completed on rental agreement covering 35% of the time charges for a 13-week period. Contract to produce sponsor's copy bracketing open-end spots was also awarded to Telespots.

WALTER WHITE Jr., President of Commodore Productions & Artists Inc., Los Angeles, and SHIRLEY THOMAS, vice president of firm, will be married tomorrow (Feb. 22) in Hollywood.

DON McNAMARA, television director of Telefilm Inc., Hollywood, is confined to his home with broken right leg suffered recently when skiing at Yosemite Valley, Calif.

Mrs. Margaret Hart Nelson
Oliou Advertising Company
St. Louis, Missouri.

Dear Maggie:

"My stars" said Uncle bathless algys,
"Hit's gettin' t'be so's a man ain't got
no reason a'tall
fer not bathin'."
Walkin' down
th' street t'other
day when
one o' them
WCHS fellers
pops out, see
"Whatcher-
name?" an'
hands me a
box o' SURF.
I put some in
th' rain barrl
an' fer I
know'd it I
was standin'
knee deep in
suds. First
time I took a
bath since I
was caught out
in th' rain 17
years ago
Groun' havin'
day. Mighty
fine stuff—that
SURF. Mighty
fine promotion
—I see... a
real WCHS
job. — as
always.



Yrs.
Algys.

TAX REPEAL
Asked on Line Facilities

TWO MORE bills to repeal the wartime taxes on telegraph, telephone, radio and cable facilities were introduced last week in the House of Representatives.

Both measures, HR 2657 by Rep. Mike Mansfield (D-Mont.), and HR 2651 by Rep. Edgar A. Jonas (R-Ill.), also proposed the repeal of excise taxes on various other articles. The measures have been referred, as in the case of similar bills previously introduced, to the House Ways and Means Committee.

WCHS
Charleston, W. Va.

Returning to the Network*
WLS NATIONAL BARN DANCE

*ABC, 9:00 TO 9:30 P.M. C.S.T.
SATURDAYS FOR PHILLIPS
PETROLEUM COMPANY

Represented by JOHN BLAIR & CO.
50,000 Watts — ABC Affiliate

CHICAGO 7

The PRAIRIE FARMER STATION

A CERTIFICATE of membership in its "Pioneer Television Club" is KPIX (TV) San Francisco's acknowledgement for its listeners' cooperation in sending in reception reports. Within the dotted line, cut-out area of the wallet-size souvenir card, the name of the person sending in a reception report was hand-written, bestowing membership in the club. To further personalize the acknowledgements, the mailings were addressed in long hand.

'Granny Be-Bop'

TOM MOORE, emcee of ABC's *Ladies Be Seated* (five-a-week, 2 to 2:30 p.m. CST) began a nation-wide search last week for the "Granny Be-Bop" queen. Three singing grandmothers compete daily, and each Friday the week's winners challenge each other for a weekly title. During the week of March 14, the five weekly winners will compete for the grand title. Sponsors of the variety show are the Quaker Oats Co. and the Toni Co.

It's a World in Itself

"THE MID-AMERICA market served by 50,000-watt KMOX (St. Louis) is a world in itself. And not a small one at that!" That is the introduction to KMOX's latest promotion piece featuring area maps which show coverage, products, markets all done with green, white and black illustrations. The text of the booklet also includes facts and figures pertinent to the illustrations.

Public Service Report

WTAZ Norfolk, Va., has distributed its "1948 Annual Public Service Report." Report lists all announcements and programs which the station had devoted to civic, religious, educational, local and national drives

Promotion



which were in the public interest. It gives a total of 7,976 announcements and 4,217 programs, a total of 1,128½ hours of time for 1948.

CPN Booklet Issued

COLUMBIA PACIFIC NETWORK has distributed a booklet outlining the whys and whereof of radio on the Pacific Coast. Information in-



WAIST-deep in a kangaroo's fan mail is pretty Kay Blossom, WFAA Dallas staffer. Object of all 14,000 letters is a new kangaroo character on station's *Daddy Ringtail* children's show about "humanized" monkeys. Young letter writers are sending in names for the kangaroo. Prize to the winner is a new bicycle.

WANDER CASE

FTC Hears More Testimony

FURTHER testimony was placed before the Federal Trade Commission in support of the government's complaint charging Wander Co. with dissemination of false advertisements (including radio) on behalf of its product, Ovaltine. The hearing was continued to March 1 at Durham, N. C.

Testimony before FTC Trial Examiner Abner E. Lipscomb began last Monday and was taken over a four-day period. It dealt with the scientific issues involved, generally relating to the therapeutic qualities claimed by Wander Co. for its product. Three doctors testified: Dr. E. C. Albritton, head of the physiological and biological department, George Washington U's Medical School; Dr. E. N. Nelson, head of the vitamin division, Food and Drug Administration, and Dr. C. R. Hardman, Washington practitioner, also associated with George Washington U.

All offered opinions tending to discredit Wander's claims and support the allegations of R. P. Bellinger, government attorney.

cludes network's coverage area; its programming; news services; its program promotion and its music service.

Additional Information

BECAUSE 6,450 people in WNAC-TV Boston's televiewing area desired additional advance information as to program schedules, the station is now distributing weekly program schedules. The offer of schedules was made only on WNAC-TV. In a promotion release the station broke down the requests as follows: 5,729 from Massachusetts; 7 from Connecticut; 11 from Maine; 324 from New Hampshire, and 382 from Rhode Island. Also included in the release was a map of the area, and a sample program schedule.

Personnel

FRANK MURPHY has been appointed guest relations manager at ABC's Central Division, replacing HENRY SCHAEFER who is now night service manager in Chicago.

HOWARD C. CLARK, former sales and promotion representative for M. W. Houck & Brother, New York food brokers, has joined WOR New York as an assistant to JOSEPH CREAMER, director of advertising and promotion.

ROBERT J. JOHNSTON, formerly salesman on CKLW Windsor-Detroit, has been appointed promotion manager of the station.

DICK KOSTER has resigned as publicity director of WFIL and WFIL-TV Philadelphia to take over as director of public relations for the Federation for Railway Progress in Washington.

RALPH GENTLES, KXOK St. Louis, public relations department, is the father of a boy, Robert James.

REALM PRODUCTIONS

Incorporates in S. F.

FORMAL articles of incorporation indicating a capitalization of \$50,000 have been filed in Sacramento by Realm Television Productions Inc., with Stanley Rubin as president.

Other officers are Louis Lantz and Sobey Martin, vice presidents; Norman Elzer, treasurer, and Morris Coppersmith, secretary and general counsel. Realm is co-producer, with Marshall Grant Productions, of the series of American Tobacco Co. films to be titled *Your Show Time*.

First 26 films are in current production at Hal Roach studios, with Messrs. Rubin and Lantz serving as producer-writer and Mr. Martin sharing producer-director assignments with Charles Haas of Marshall Grant Productions. Mr. Elzer represents both companies as general manager.

WPOR GETS IN

How? Just Ask Mr. Citrin

WPOR Portland, Me., already has won a reputation for making its listening area "WPOR-conscious," and Murray M. Citrin, Hotel Wadsworth, Portland, thinks he knows one of the reasons.

In a letter to Murray Carpenter, WPOR manager, Mr. Citrin wrote:

"Yesterday I took a new spool of recording wire, inserted it into my Webster wire recorder and proceeded to make a recording of the children talking and playing. After about 15 minutes of recording, I rewound the spool and started to play back the recording. My eyes popped out of my head when I heard the deep-throated tones of an organ accompanying the jabbering of my children's voices! This lasted for several minutes, and then I heard . . . 'This is WPOR, Portland's favorite station.'"

Dumfounded over how WPOR "was able to come into my house uninvited," Mr. Citrin decided to call the station. He relates that an engineer at WPOR's transmitter "explained to me that a small particle of dust evidently became lodged somewhere in the set, probably in the magnetic recording head, and was acting exactly like one of the old-time crystal sets, by picking up your [WPOR's] broadcasts so that they were being recorded on the wire."

"Isn't it amazing," says Mr. Citrin, "the way WPOR manages to get into people's homes?"

Educational FM

AGREEMENT between KMUS-FM Muskogee, Okla., and KWGS Tulsa, U. of Tulsa station, has been completed whereby KMUS-FM will carry the university's *Schoolroom of the Air* features. Through the broadcasts, listeners who are enrolled in certain subjects may receive full university credit. Facilities of KMUS (AM) are being used to publicize the KMUS-FM feature, according to Virgil Evans, manager of both stations. The FM outlet has just started program tests with new power of 10 kw.



ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

in
the prosperous
MIDWEST
people buy by
WLS
... nationally
represented for
14 years by
**JOHN
BLAIR
& COMPANY**
Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

FMA SESSION

Speakers, Agenda Given

PARTIAL list of speakers and subjects for FM Assn.'s Time Sales Clinic in New York April 1 was announced last week by FMA President William E. Ware. The clinic will be held at the Hotel Commodore.

Generally titled "What's What in FM," the one-day session will cover such subjects as listener characteristics and growth of FM audience; case history report on programming from individual FM station operators, and sales results of special cooperative campaigns with dealers, manufacturers and advertisers.

Everett Dillard, president of Continental FM Network and WASH (FM) Washington, D. C., will analyze latest available figures on set production and estimated total number of receivers in use. A report on the current nation-wide, dealer-station set merchandising program will be delivered by Ted Leitzell, public relations director, Zenith Radio Corp., Chicago.

Programming-sales techniques--what advertisers can expect from FM stations and FM's role in advertising market plans--will be discussed by Herbert Georges, vice president and general manager of WHEB-W F M I-FM Portsmouth, N. H. Other speakers and subjects will be announced at a later date, FMA said.

Purpose of the meeting is "to bring advertisers, agency people, broadcasters, set dealers and other interested parties up to date on the progress of FM," according to Mr. Ware.

WOIC Daytime TV

WOIC (TV) Washington will start daytime programming today (Feb. 21), inaugurating three daily CBS TV programs from 12:45 to 2 p.m. Station is second in D. C. to enter TV daytime field in the past five weeks. Additions include network's *Warren Hull Show*, *Vanity Fair* and film shorts. In addition WOIC will carry *Earth We Live By*, a CBS TV film agricultural program.



STATION, sponsor and agency representatives complete arrangements for the big television contract for Gimbel Bros., Philadelphia. Store will sponsor Gimbel's Television Breakfast Carnival 10-11 a.m. (EST), Mon.-Sat. (excluding Wed.), on WFIL-TV Philadelphia Feb. 28-March 26. Details are discussed by (l to r) Kenneth W. Stowman, television sales manager of WFIL-TV; David Arons, publicity director, Gimbel's; Howard Enders, manager, Robert J. Enders Advertising's Philadelphia office, and Donald S. Kellett, WFIL-TV administrative assistant in charge of television.

STANDARD BRANDS

Appoints Compton Adv.

STANDARD BRANDS, New York, has appointed Compton Adv., New York, to handle the advertising campaign for its Tender Leaf Tea, Tender Leaf Tea Balls and Instant Leaf Tea, effective April 15. The billing of the account is said to be approximately \$1 1/2 million.

Standard Brands had been handled by J. Walter Thompson Co. for the past 15 years. The agency, however, will retain the Fleischman's Yeast and Chase & Sanborn products of the company.

Standard Brands has used radio consistently for the last decade but dropped two of its network shows last year, Fred Allen now sponsored by Ford, and Edgar Bergen. Its third network show, *One Man's Family* on NBC, which has been sponsored by the firm for the past ten years, was also dropped this month. The advertiser was one of the first to use an hour-long show

on television when it sponsored *The Hour Glass* on NBC-TV last season.

Future radio and television plans have not been revealed as yet by Compton.

EFFECTIVE NEWS

Henle Presents Views

EFFECTIVE presentation of news on television is still something to shoot for, according to Ray Henle, editor-in-chief of *Sunoco 3-Star Extra* (NBC, Mon.-Fri., 6:45 p.m., EST). Mr. Henle presented his views on television news during a discussion of the effect of television on standard radio news broadcasting at a meeting of the National League of American Pen Women in Washington Feb. 6.

Mr. Henle said: "None of the straight news programs now on TV have come up with the answer to the need for a well balanced presentation of pictures and voice. People will not indefinitely look at a man who for 15 minutes merely reads a radio script; nor will crude still pictures and unrelated news shots fill the bill. . . . TV will have to provide the means of making news live. So far no one has come up with the right answer." In radio and TV, said Mr. Henle, "trained newsmen who know what news is and who know how to measure the important from the unimportant and the interesting and entertaining from the drab and colorless will find that their superior judgment and experience will continue to pay off."

RADIO STUDENTS of U. of Virginia, Charlottesville, and associated Mary Washington College, Fredericksburg, Va., visited New York radio and television studios this month on special tour conducted by Mildred Sollenberger, MWC radio director.

EQUIPMENT MEET

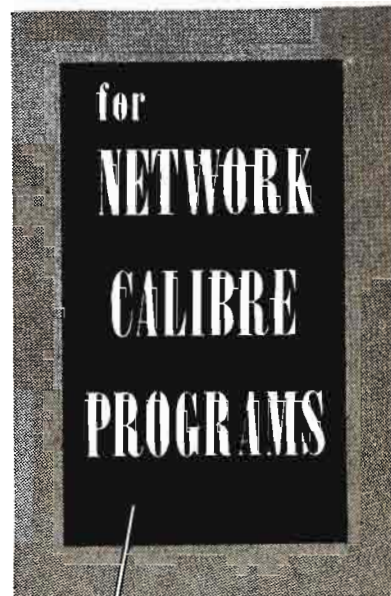
Three-Day Session at GE

RADIO communication equipment sales should reach \$23.5 million in 1949, according to E. H. Vogel, manager of marketing for the General Electric Co.'s Electronics Dept. Mr. Vogel made his prediction during a three-day conference of radio communication specialists led by Nat Gada, GE product manager for radio communication equipment, at Electronics Park, Syracuse, N. Y.

Reporting a probable expansion in new installations of 28%, Mr. Vogel told the group that the greatest purchasers would be police departments, utilities, taxicab companies, the petroleum industry and forestry groups. Largest buyer is expected to be police departments who, according to the market analysis, will spend \$6 million.

Humor Award Urged

ADVISORY Board of the Pulitzer Committee has been petitioned by the National Laugh Foundation to add a prize for humor in literature to its present awards. The Foundation, which devotes itself to the discovery and development of "creative funmakers," contends a category should be set aside similar to those for poetry, fiction, non-fiction, plays and news. National Laugh Week begins April 1.



... at local station cost

See your station representative or write

LANG-WORTH
feature programs, inc.

113 W. 57th ST., NEW YORK 19, N. Y.



CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas
in TOPEKA

FCC Actions

(Continued from page 71)

February 17 Decisions . . .

BY COMMISSION EN BANC FM Authorizations

Granted CP new Class A FM station; issued CPs in lieu previous cond. to three FM outlets.

Assignment of License

KOBN Fremont, Neb.—Granted assignment of license from Inland Bcstg. Co. to Walker Newspapers Inc. for \$22,000.

AM—1580 kc

Leslie Goodaker tr/as The Princeton Bcstg Co., Princeton, Ky.—Granted CP new AM station 1580 kc 250 w D; estimated cost \$7,998 exclusive of studio construction.

AM—1520 kc

Thomas E. Danson tr/as Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted CP new AM station 1520 kc 1 kw D, 250 w N unl. DA; engineering cond.; estimated cost \$32,554.

Hearing Designated

KAFY Bakersfield, Calif.—Designated for hearing application to change from 1490 kc 250 w unl. to 550 kc 1 kw unl. DA-N in consolidated proceeding with applications of Patrick G. Smith and Redlands Bcstg. Co. and made KFMB San Diego party to proceeding.

Petition Denied

Radio Corp. of Arizona Inc., Phoenix, Ariz.—Denied petition for reconsideration and grant of application for new station 1450 kc 250 w unl.

Petition Dismissed

WBNY Buffalo, N. Y.—Adopted memorandum opinion and order dismissing petition seeking reconsideration of Commission's action in granting application of Dunkirk Bcstg. Corp. for new station 1410 kc 500 w unl.

Requests Denied

WINN Louisville, Ky.—Denied requests that Commission (1) withhold action on application of Mid-American

Box Score

SUMMARY TO FEBRUARY 17

Summary of Authorizations, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,932	1,886	244		464	266
FM Stations	710	262	660	30*	85	28
TV Stations	57	7	116		316	181

* 11 on the air.

TV APPLICATIONS

Charleston, W. Va.—Joe L. Smith Jr. Inc., Channel 2 (54-60 mc), ERP 19.5 kw visual, 9.5 kw aural, antenna height above average terrain 184 ft.; estimated cost \$235,000, first year operating cost \$124,700, revenue \$80,000. Applicant is licensee of WKNA Charleston and WJLS Beckley, W. Va. Filed Feb. 14.

Springfield, Ill.—WCVS Inc., Channel 19 (192-198 mc), ERP 2.48 kw visual, 1.24 kw aural, antenna height above average terrain 423 ft.; estimated cost \$131,580, first year operating cost \$75,000, revenue \$50,000. Applicant is licensee of WCVS-AM-FM there. Filed Feb. 17.

Bcstg. Corp. for license for WKLO Louisville pending determination of court proceedings, or (2) designate same for hearing, "Any license which may be granted," advised Commission by letter, "would in any event be subject to the action taken by the Court on the appeal and could be set aside if the Court makes a determination adverse to Mid-America Bcstg. Corp., or any other determination requiring further proceedings."

WSKB McComb, Miss.—Denied request to commence program tests on 1250 kc with 1 kw D, instead of authorized 5 kw D since "to grant this request would be contrary to the policy of not permitting program tests with facilities other than those authorized by a construction permit except in emergency circumstances."

Waiver Granted

WMOA Marietta, Ohio—Granted waiver of Sect. 3.30(a) of rules to permit WMOA to continue to identify itself as Marietta station pending establishment of main studio in that city (Studio now located at trans. site, Williamstown, W. Va.).

Action Deferred

KLAC KLAC-TV Los Angeles and KYA San Francisco—Deferred action on application for consent to transfer control of KLAC KLAC-TV and KYA from Dorothy S. Thackrey to Warner Bros. Pictures Inc. pending examination of qualifications of proposed transferee in light of decision of Supreme Court in U. S. v. Paramount Pictures Inc., 68 S. Ct. 915.

AM—930 kc

WPAT Paterson, N. J., and WFMD Frederick, Md.—On petition, removed from hearing docket, applications of WPAT to increase power to 5 kw unl. and WFMD to increase power to 1 kw unl., DA-N, and granted both applications subject to engineering cond.

AM—1540 kc

WPTR Albany, N. Y.—Granted mod. CP to increase power from 10 to 50 kw and change DA, without prejudice to any action which Commission may ultimately take upon application for license now pending before Commission, or filed in connection with this application in light of May 3, 1948, decision of Supreme Court in Schine Chain Theaters Inc., et al v. U. S. 334 U.S. 110 (Comr. Jones dissented).

AM—1380 kc

WAMS Wilmington, Del.—Upon petition for reconsideration and grant of application removed from hearing docket and granted mod. license to permit operation unl. (except for those hours after local sunset at Wilmington, during which station WAWZ Zarepath, N. J. operates), using 1 kw. (Comr. Jones dissented).

Nelson at Boston

THE Feb. 16 meeting of the Radio Executives Club of Boston featured Linnea Nelson, chief timebuyer at J. Walter Thompson Co., New York. Miss Nelson's topic was "The Selling Force of Radio."

24.8%; John B. Caraway Jr., vice president and 49.9% owner Electronics Research Inc., Evansville, Ind., and one-third owner Engineering Services Inc., maker of FM antennas for Collins Radio Co., vice president 24.8%; and John R. Ax, secretary and one-third owner WITZ, secretary-treasurer 24.8%. Filed Feb. 16.

Richfield, Wash.—Yakima Broadcasting Corp., 900 kc, 1 kw, daytime; estimated cost \$15,850. Applicant is licensee of KYAK Yakima, Wash. Firm is owned one-third each by the following: Tom Olsen, owner-manager KGY Olympia, Wash., secretary-treasurer; J. Elroy McCaw, 50% owner KELA Centralia, Wash., and KPOA Honolulu, vice president, and Robert S. McCaw, 50% owner KXRN Renton, Wash., president. Filed Feb. 14.

Sitka, Alaska—Baranof Enterprises Inc., 1400 kc, 250 w, unlimited; estimated cost \$14,954.45. Principals: Clarence R. Rands, local businessman, president; Afton M. Coon, owner photographic studio, vice president, and Charles L. Buck, employe Alaska Communication System, secretary-treasurer. Each owns 30 shares of total 106 shares common issued to 15 stockholders. Eight stockholders hold 29 shares preferred stock. Filed Feb. 15.

Wasco, Calif.—E. J. Peters d/b as Maple Leaf Broadcasting Co., 1050 kc, 250 w, daytime; estimated cost \$21,010.50. Applicant is grower-packer-shipper of farm produce and cotton ginning. Filed Feb. 15.

Wilmington, Del.—Wilmington Tri-State Broadcasting Co. Inc., Channel 7 (174-180 mc), ERP 1 kw visual, 600 w aural, antenna height above average terrain 300 ft. (Requests facilities of WDEL-TV; see story page 67); estimated cost \$141,205, first year operating cost \$180,000, revenue \$150,000. Applicant is licensee of WAMS-AM-FM Wilmington. Filed Feb. 16.

AM APPLICATIONS

Danville, Ill.—Vermilion Broadcasting Corp., 1240 kc, 250 w, unlimited; estimated cost \$25,000. Principals: Gilbert E. Metzger, president-treasurer and one-third owner of WITZ Jasper, Ind., president 24.8%; Ralph Rouse, attorney, vice president 0.6%; Louis O. Mitzlaff, vice president and one-third owner of WITZ, vice president

1950 Plan

(Continued from page 29)

on a coast-to-coast broadcast of the Jefferson-Jackson Victory Dinner program over the combined facilities of the four major networks and the Continental FM Network from 10:30-11 p.m. (EST) Feb. 24.

Mr. Barkley will speak from San Francisco and the President from Washington.

Full television coverage will be given. The Midwest will receive telecasts via coaxial cable.

GOP leaders are also concentrating their efforts on radio.

Ed Ingle, radio director of the Republican National Committee, revealed this month [BROADCASTING, Feb. 7] that radio would serve as "the spearhead of a revitalized fighting force."

Congressional leaders of the Republican party had announced plans for a giant public relations project, designed to advise voters of the activities of GOP legislators [BROADCASTING, Feb. 7].

Minority Leader Joseph W. Martin Jr. announced appointment Feb. 14 of members of the Congressional committee to supervise the job.

Members are Rep. Martin, chairman; and Reps. Leonard W. Hall (N. Y.), James C. Auchincloss

(N. J.), Charles A. Halleck (Ind.), Clarence J. Brown (Ohio), Harris Ellsworth (Ore.), Francis Cass (S. D.), Ben F. Jensen (Iowa) and James Caleb Boggs (Del.).

Rep. Martin emphasized that "there was no disposition on the part of the committee to come into conflict with the other established committees. It wants to work in close harmony with the national and Senatorial committee, and, of course, would dove-tail its work with the Republican Congressional Campaign Committee."

Appointment of a radio-television subcommittee is held likely.

ROLF KALTENBORN

Joins Dad as Research Asst.

DR. ROLF KALTENBORN, son of NBC commentator H. V. Kaltenborn, arrived in New York last Thursday to accept a post with his dad as his research assistant.

Dr. Kaltenborn recently abandoned temporarily his subscription radio project because of patent difficulty. For several years he taught political science at Yale, and recently returned from a tour of England where he studied that country's present Socialist government.

IT'S A
GREAT DAY



WLAV leads ALL stations in daytime share of audience in Michigan's second market. (1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.



KGW and KGW-FM

PORTLAND, OREGON

COMPLETE SCHEDULE SIMULTANEOUS SERVICE

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

Super Radio Survey

(Continued from page 26)

formation two years ago.

Chairman of the council will be a man of recognized public stature and independent thought, to be selected by council members. A working committee would cooperate in finding solutions for common broadcast problems.

Among council objectives are development of sounder methods for licensing; quicker ways of solving international allocations problems; mutual understanding between the FCC and licensees.

Practical Laboratory

To a considerable extent the council will serve as a proving grounds, or practical laboratory, avoiding political, economic and social enterprises. As a result of its mutual-aid setup it will bring valuable by-products in the form of lessened efforts by official agencies to get into broadcast activities beyond their authority or knowledge; avoid allocations mistakes by the FCC; provide for advance review of proposed FCC policies before actual decision or announcement.

High praise was voted the Inter-American Assn. of Broadcasters for its efforts to promote private broadcasting and resist government operation of radio. IAAB was praised for its work and the board pledged its continuing support. Text of a resolution adopted on the final day of the board meeting follows:

The board endorses the courageous work of the Inter-American Assn. of Broadcasters in the interests of free radio, in the establishment of national broadcasting associations in the various countries of the Americas and the promotion and encouragement of the free enterprise system of broadcasting in this hemisphere.

Earlier the board had voted to fight efforts to set up broadcast stations under government ownership, with special reference to the insular government station in Puerto Rico.

Judge Miller, now serving under an Oct. 1, 1945-Sept. 30, 1950 contract with an added 1950-1955 advisory role, was granted a one-year extension by mutual agreement.

This one-year pact, at \$50,000 a year and expenses as at present, will absorb the first year of the 1950-1955 agreement under which he serves as legal advisor at \$12,500 a year. Furthermore, he is to get a year's notice of any change in the arrangement.

The membership drive is to be a concentrated campaign. In charge will be C. E. Arney Jr., secretary-treasurer, and Mr. Richards. It is designed to help NAB expand its services and possibly reduce individual station dues.

The board voted to submit the Breen anti-code amendment to the membership with an explanatory statement. Similar action was taken last November but a committee named to write an explanatory statement to accompany the referendum ballot couldn't agree on what to say. The amendment was presented last May by Edward Breen, KVFD Fort Dodge, Iowa, but passed over by the board because it wasn't received 30 days before the Los Angeles board meeting. It would remove the board's power to write standards of practice from the by-laws.

What will happen if the membership approves the amendment is anybody's guess. The board was vested with code-writing power when it adopted the code at Los Angeles last May but its power in case the Breen amendment is approved becomes a touchy legal matter.

The board voted to submit to the membership an amendment proposed by William B. Smulin, KIEM Eureka, Calif., District 15 director. The amendment would prevent directors from serving more than two consecutive terms. In voting, the board made it plain that it was opposed to Mr. Smulin's idea. The vote was 19 to 2.

Picture of the international allocations problem was given the board by Forney Rankin, NAB international adviser to President Miller, along with Goar Mestre, owner of CMQ Havana, president of Inter-American Assn. of Broadcasters, and Emilio Azcarraga, XEW-XEQ Mexico City and theatre owner, IAAB vice president.

Mr. Mestre appeared before the board in connection with a series of

BMB 1949 STUDY

To Use Magazine's Figures

BROADCAST Measurement Bureau announced last week that it would use for its 1949 study the population estimates of *Sales Management* magazine.

The figures are estimates of county and city populations as of last Jan. 1.

Dr. Kenneth H. Baker, NAB director of research who is on loan to BMB, said that BMB would apply its own estimates of radio ownership to the *Sales Management* population estimates.

The decision to use the magazine's figures, rather than for BMB to do its own estimating, was based on economy grounds, it was speculated.

visits he is making to Western Hemisphere nations in the interest of promoting hemispheric freedom of radio. He plans to visit Puerto Rico, Venezuela and Colombia, and will attend the third NARBA in Canada as an IAAB observer.

Mr. Azcarraga will attend the Canadian sessions as IAAB vice president and possibly as a Mexican delegation observer. He may accompany Mr. Mestre on one or two of the trips to other nations.

Warnings Heard

The board heard their account of IAAB efforts to preserve free radio and their warning that the activity must be pushed or governments gradually will take over. Efforts of the Peron regime in Argentina to conduct radio propaganda in Cuba were reviewed [BROADCASTING, Feb. 14].

Mr. Rankin told of efforts of the International High-Frequency Conference in Mexico City to reach an agreement and urged firm action by U. S. broadcasters in preparing for the next NARBA with its critical effects on all broadcasting.

The board took the international problems under advisement.

Judge Miller named a committee to study allocation matters. An allocation committee consists of T. A. M. Craven, engineering consultant; Everett Dillard, WASH Washington; Calvin J. Smith, KFAC Los Angeles; G. Richard Shafto, WIS Columbia, S. C.; H. W. Slavick, WMC Memphis.

Members of the IAAB policy committee are Messrs. McCollough, Arnoux, Nunn, Hanna and Breen.

Dr. Kenneth H. Baker, now directing BMB's 1949 research project on loan from NAB, said the 650,000 ballots for the second study will go into the mails March 1, predicting final reports will be ready for subscribers by mid-October.

Agreement to name a five-man committee to discuss the whole role of NAB in audience measurement was in line with resolutions adopted at three district meetings last summer.

Text of the board's BMB resolu-

tion is as follows:

The board resolves that the president of the NAB shall name a five-member board committee to study NAB's role in the future structure and status of a radio audience measurement organization to meet today's competitive and research problems; and that the committee is to report back to the board at its April meeting in Chicago with specific recommendations.

Approval was given a plan to re-vamp completely the present NAB reports to the membership. Instead of the present *NAB Reports*, the association will publish weekly summaries of its news releases to the trade and general press. It will supplement these with a series of member service bulletins.

The plan was presented to the board by Mr. Arnoux as chairman of a special committee which studied the matter in January. Other members were Howard Lane, WJJD Chicago, and Willard Egolf, WBCC-FM Bethesda, Md. The idea is expected to save 23% of the printing budget, or about \$12,000 annually.

All departmental bulletins will be financed out of a common fund but departments will be restricted to the share they may receive. The idea originally was conceived by Mr. Richards. James Dawson, director of information, will be in charge of the project, to be known as NAB Member Service.

The board endorsed a plan to re-

(Continued on page 85)

**FIRST...
WHERE THERE'S
MOST!**

WJDX
NBC AFFILIATE
IN JACKSON
MISSISSIPPI

Money means a market...
and in JACKSON, MISSISSIPPI,
there's more money
than ever before. Bank de-
posits in 1948 were the
highest on record, 3% over
1947. At 1939 rates WJDX
and WJDX-FM give you ef-
ficient coverage at lowest
cost.

**5000 - DAY
1000 - NIGHT**

19 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingbery Co.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

On All Accounts

(Continued from page 10)

the next five years, he worked on such shows as "Olsen & Johnson," *Adventures of Sherlock Holmes*, *Lum 'n' Abner*, *Cavalcade of Hits*, *Kay Kyser Show* and *Bob Crosby Show*.

Foote, Cone & Belding beckoned in 1941 and Arnold left NBC to join the agency in Hollywood as producer of the Kay Kyser show. During the next four years there he produced such shows as Johnny Mercer Show, Hedda Hopper and Charlotte Greenwood show.

In 1945 when people were starting to talk about "some crazy thing called television," the agency got on the bandwagon and appointed Arnold Maguire West Coast director of television.

In 1948 he was in on a "first" when FC&B's client, Union Oil Co., sponsored a half-hour before and after the first telecast of the Rose Bowl Game in Pasadena on KTLA Los Angeles.

Since then he has produced for Union Oil telecasts of Santa Anita Races, Icecapades, and various other Los Angeles sports events on KTLA. He is currently producing a weekly two-minute animated television film series, *Milford Muddle*, for Security National Bank, Los Angeles, on KTTV there. He is also planning another quarter-hour television show for the same firm.

In addition he is working on

television plans for seven other Los Angeles firms—B. B. Pen Co., Cole of California, S & W Foods, Southern Pacific Railroad, California Fruit Growers Exchange, Lockheed Aircraft, and All-Year Club of Southern California.

The one permanent advantage of Arnold's stage career was a dancer in the show, Evelyn Draper, who in 1934 became Mrs. Maguire. Mr. and Mrs. M. and one daughter, Susan, 16, currently enjoy a six-room home and quarter-acre in San Fernando Valley.

Not much of a club man, Arnold is a member of the Hollywood Advertising Club and Academy of Television Arts & Sciences.

His active hobbies are golf and tennis. He confesses he's never broken 109 in the former. His most recent hobby however is sitting in his office waiting to see if anyone is going to fall through the large hole in the ceiling. Gap is a result of ceiling being chopped through by firemen to let smoke out during recent fire which drove two of his fellow-executives out of their offices. The fire, caused by a short circuit, occurred shortly after the agency had moved into its new Hollywood headquarters.

Television business is still going on as usual, reports Arnold, although in "charcoal-broiled offices."

ALBANY SUCCESS

WABY Signs \$100,000

SINCE the acquisition of Eugene P. Weil as its sales and promotion manager last Oct. 1, WABY Albany, N. Y., reports that approximately \$100,000 in contracts have been signed. During a recent week Mr. Weil reports contracts signed total better than \$30,000.

Among the new business brought in by Mr. Weil: A 52-week contract



Mr. Weil (l) with Jerry Bess, advertising director of Sawdon Advertising Co., New York, agency for Robert Hall Clothes.

with Robert Hall Clothes; a contract covering the Eastern League Albany Senators baseball games, from Tobin Packing Co.; a contract from W. M. Whitney & Co., department store, for a consistent schedule of spots; a 15-minute, five-a-week schedule for Griffin Shoe Polish, and a contract from Yager Pontiac Co. of Albany for 15 minutes preceding the baseball games and five minutes after.

CHICAGO MEETING

CTC to See Nielsen Device

A. C. NIELSEN, president of the A. C. Nielsen marketing research firm, Chicago, is planning to introduce a new video audience measurement device at the Chicago Television Council's national television conference March 7-9.

No details of the machine will be divulged before that time, according to James Stirton, council president and general manager of ABC's Central Division.

Appearing with Mr. Nielsen will be Dr. Sidney Roslow, president of The Pulse Inc. C. E. Hooper has been asked to attend also, Mr. Stirton said. Between 45 and 50 video experts from networks, stations and agencies are expected to address a minimum of 250 persons, he added.

CTC is mailing 5,500 brochures and invitations to agencies, advertisers, TV stations now on the air and others planning to begin operations. Schools and colleges with actual or prospective video courses also will be invited to send representatives, Mr. Stirton said.

Three-day session will be held at the Palmer House, where 400 rooms have been reserved. Registration fee for council members is \$22.50, for non-members, \$27.50. The organization is making a combination offer of membership in the council and the conference fee for \$30.

\$10,000 RESULTS

Attributed to WXYZ-TV

BUSINESS totaling \$10,000 in two weeks directly attributed to television has been reported to WXYZ-TV Detroit (ABC) by Sid Caswell, general manager of the General Electric Supply Corp., same city.

GE has been sponsoring participation spots on *Charm Kitchen* twice weekly since November, but made the offer resulting in \$10,000 worth of business three weeks ago for the first time. Viewers were told they could write in requesting a GE dealer to visit their homes and draw plans for complete GE kitchens. Mail response resulted in this high volume of sales, Mr. Caswell reports.

As a result, his firm has renewed participation in the Edythe Fern Melrose show for 13 more weeks, from Feb 21.

Golden Gloves on TV

FOUR major events in the 22nd annual Golden Gloves boxing tournament will be telecast by WGN-TV from the Chicago Stadium and fed to the Midwest and eastern CBS-TV network, under sponsorship of the R. J. Reynolds Tobacco Co. (Camel cigarettes). Telecasts, slated for Feb. 21 and 22, March 4 and May 18, begin at 8:30 p.m. (CST). Jack Brickhouse, WGN sports service manager, will give the commentary.

'Do as I Do ...'

WIRL Peoria, Ill. is apparently a firm believer in the value of radio as an advertising medium—even to the extent of plugging its shows on other radio stations. Robert B. Jones, its manager, has signed a 52-week contract with WSIV Pekin for its sign-off spot to advertise WIRL nighttime programs. The move, according to Mr. Jones, was calculated to gain more listeners—for WIRL, that is, since WSIV is a daytimer.

NEW PACKAGES

Hile-Damroth Produces Six

HILE-DAMROTH Inc., New York, producers of video commercials, has announced completion of six new package shows, available immediately.

They are: *The Munro Leaf Clubhouse*, juvenile feature with Munro Leaf, creator of *Ferdinand the Bull*; *Say Can You See*, visual quiz show, featuring Jay Jackson; *Curtain Going Up*, dramatic half-hour of plays by Percival Wilde, with author's introduction; *Tell Me Another*, anecdotes starring New York *Herald Tribune* sports editor Bob Cooke; *Budget Planning the Menu*, conducted by Frank Wetherell, U. of Connecticut director of dining halls; *Opera as You Like It*, with Carol Longone and guest stars.

Hile-Damroth produces video commercials for such companies as RCA-Victor and Jell-O.

Ahrens Elected

CHARLES E. AHRENS, Central Division radio news editor of UP, was elected president of the Chicago Radio Correspondents Assn. at the group's February meeting. Other officers — Spencer Allen, WGN-TV, vice-president; Richard Elliott, WCFL, secretary; Donald McGibeny, WAIT, treasurer, and Julian Bentley, WBBM, and James Hurlbut, WMAQ, members of the executive board. Mr. Ahrens succeeds Ervin Louis of WLS, who automatically becomes an executive board member.

LIBEL and SLANDER

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY
provides adequate protection.
Surprisingly Inexpensive
CARRIED NATIONWIDE
For details & quotations
write

**Employers
Reinsurance
Corporation**
Insurance Exchange Bldg.,
Kansas City, Missouri

Ideas
THAT HAVE
MADE MONEY
FOR OTHERS ...
Will Make Money for YOU

FREE
FULL MONTH'S
SERVICE

HERE'S A SERVICE THAT BRINGS YOU. More than 650 Commercials covering 50 Business Classifications EVERY MONTH Seasonal copy suggestions EVERY MONTH Tested Program Ideas, case histories and Planning Guide Material EVERY MONTH Ideas for Sales, Program and Continuity department . . . EVERY MONTH Issued 30 days in advance, this service is used by more radio stations than all other Continuity services combined! But—you'll never know how much NRB's value packed service can mean to you 'till you actually try it. So we offer you a complete and full months service—FREE! No cost —no obligations. You can't lose so send coupon now

SEND COUPON NOW

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CHICAGO 10 ILLINOIS.
Please send me your full 30 days
service without cost or obligation.

Name.....
Address.....
City.....State.....
Station.....

SEARCH for new sources of revenue to meet higher operating costs and to permit broadened public service programming marked a meeting of the Louisiana Assn. of Broadcasters held Wednesday and Thursday at the Roosevelt Hotel, New Orleans. J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president, was in the chair.

NAB President Justin Miller, first speaker, lauded work of the association as an example of what state groups can achieve. He outlined the scope of NAB activities and reviewed actions by the NAB board (see story, page 25).

Robert K. Richards, NAB director of public relations and publications, explained public relations work of the association and called for support of the "courageous effort" of Judge Miller on behalf of freedom of speech. NAB will publish a directory of U. S. Senators and Representatives for use of broadcasters, he declared, and in cooperation with the Radio Correspondents Assn. will issue a bulletin titled "Congressmen Are People."

Richard P. Doherty, NAB director of employe-employer relations, gave an earthy resume of the labor situation along with a discussion of pending labor legislation in Congress.

Carl Haverlin, president of BMI, termed the organization a bulwark of protection against high ASCAP fees, citing the recent ASCAP renewal at the same rate, and said BMI will provide similar protection for television.

At the Wednesday afternoon meeting Michael R. Hanna, WHCU Ithaca, N. Y., NAB District 2 director, warned that the idea of government radio ownership is spread-

JUDGE MILLER

Says TV Will Help Radio

TELEVISION'S rapid growth will bring increasing enjoyment of AM and FM broadcasting rather than retard their growth, Judge Justin Miller, NAB president, told the New Orleans Rotary Club at its luncheon last Thursday. He recalled that broadcasting had upset the forecasts two decades ago when it started the phonograph and music industries to new heights instead of destroying them.

Judge Miller told the Rotarians how broadcasting has assumed professional status alongside law and medicine, with standards of conduct self-regulated as in other professions. He went into the practical problems facing broadcasters in domestic and international affairs and outlined new technical developments.

NAB board members were guests at the luncheon. Gilmore N. Nunn, WLAP Lexington, Ky., was presented a book, *Old Creole Days*, by the club. He accepted on behalf of the board.

ing rapidly, with the United States being hemmed in by this concept. He opposed a proposal to set up a worldwide radio network, which would mean the building of a powerful transmitter in the middle of the United States. Mr. Hanna urged station managers to make their stations strong forces in their communities.

"There's a lot of money in the woods we are overlooking," Mr. Hanna said, explaining increased income will permit better service. He said the tune-in must be increased by better programming and personnel. His station is located in a community of 25,000, he said, but is a TV applicant.

Clair R. McCollough, WGAL Lancaster, Pa., NAB director-at-large for small stations, urged members to become more active in NAB and the state association and to keep directors posted on their views concerning broadcast problems. He told of NAB services and said dues can be reduced and there can be better service if stations will bring others into the NAB fold.

Mr. McCollough said WGAL is about to go on the air with TV, and expects to be in the black. He told of steps taken to keep down costs, such as triplexing of AM, FM and TV on one antenna. He reviewed plans of the NAB Dept. of Broadcast Advertising to increase its sales aids for stations.

Dr. George A. Mayorall, co-manager of WJMR New Orleans, said AM station patterns are being hemmed in, with programming and public services now far out of proportion to the limited facilities available to transmit them. He felt FM should have been sold to the public as an improved technical service; predicted FM sets will be cheaper; advised use of FM transmitters for relay purposes; criticized the FCC for making "serious engineering mistakes" in putting powerful FM stations on the same frequency; declared FM signals reach long distances, 165 miles and more, "Norton's law notwithstanding."

Everett Dillard, WASH(FM) Washington, NAB director-at-large for FM(B) stations, said sound broadcasting is AM and FM. With the AM band hurt by crowding, he said AM daytime service has improved but is deteriorating at night due to interference. He questioned if the present rate of AM set production will maintain the AM audience inasmuch as half the production consists of parttime listening equipment (auto and portable sets).

Hugh B. Terry, KLZ Denver, NAB District 14 director, said he likes to feel the whole program structure of KLZ is in the public interest. "We program with special purpose," he said, telling how the station gets advisory help from civic, business and other groups in its programming. Many local problems, many of them delicate, are

treated frankly and effectively with the aid of advisory groups, he said.

Registered at the Louisiana meeting were:

J. Roy Dabadie, WJBO-WBRL(FM) Baton Rouge, LAB president; Henry B. Clay, KWKH Shreveport, LAB vice president; Paul H. Goldman, KSYL Alexandria, LAB treasurer; Willard L. Cobb, KALB Alexandria; Robert D. Swezey, Edgar B. Stern, Jr., Ralph Steedle, WDSU New Orleans; Charles L. Planchard, KWCJ Natchitoches; Preston McGraw, United Press; George Mayorall, Stanley W. Ray Jr., WJMR New Orleans; W. Eugene Jones, KSLO Opelousas; Forest Burnett, WIHL Hammond; H. F. Wehrmann, WTPS New Orleans; W. H. Dick, KPDR Alexandria; E. Radcliffe Anderson, H. V. Anderson, KLOU Lake Charles; James E. Gordon, WNOE New Orleans; Charles C. Carlson, WJBW New Orleans; Edgar Sheen, WDSU New Orleans; Robert W. Dunn, KNOE Monroe; Tom E. Gibbons, WAFB Baton Rouge; Cecil K. Beaver, Francis Edwards, KTES Shreveport; Kenneth Whitaker, KRUS Ruston; George Phillip Martin, KROF Abbeville; G. T. Owen, H. W. Bumpas, WCLA Baton Rouge; Hugh M. Smith, WLAU Laurel, Miss., president, Mississippi Broadcasters Assn.; Sol Taishoff, J. Frank Beatty, BROADCASTING; W. H. Summerville, WWL New Orleans; Harold Wheelahan, T. J. Fontelleu, WSMB New Orleans; Roy Schwarz, Fitzgerald Adv. Agency, New Orleans; J. D. Bloom, WWL, New Orleans; Ralph Steedle, WLSU(FM) Baton Rouge.

Television Appraisal

Roy Schwarz, head of the creative department of Fitzgerald Advertising Agency, New Orleans, and its expert on TV, kicked off the closing session Thursday with an agency man's appraisal of the video medium, largely from the local angle. Basing his penetrating observations on this study of the national field as well as from Fitzgerald's experience in placement of programs on WDSU-TV, New Orleans' only TV outlet, Mr. Schwarz touched off a discussion as to the ultimate place of the local sound broadcaster and of the local advertiser in TV.

He emphasized that TV is a demonstrating medium, and that as such it is ideal for the retail advertiser.

Locally, TV must build programs economically, Mr. Schwarz said. He urged special training for producers and announcers because of the vastly different techniques.

In the ensuing discussion, led by Edgar B. Stern Jr., president of WDSU AM-FM-TV, and Verne Anderson, consulting engineer and co-owner of WLOU Lake Charles, costs of station installation and operation predominated. Mr. Stern

Carlson Denial Upheld

FCC'S DENIAL of Charles C. Carlson's application for license renewal for WJBW New Orleans, on grounds that repeated violations of FCC rules and standards "demonstrated his unfitness," as a licensee [BROADCASTING, May 3, Nov. 22, 1948], was upheld by the U. S. Court of Appeals for the District of Columbia last week. In denying renewal to WJBW, the Commission awarded the facilities—1230 kc, 250 w, fulltime—to Mr. Carlson's divorced wife, Mrs. Louise C. Carlson, competing applicant.

said the physical equipment investment in WDSU-TV, which was installed as economically as thought possible, ran \$350,000.

Henry Clay, general manager of KWKH Shreveport, questioned the economic feasibility of a TV station in 100,000 markets.

A. D. Willard Jr., NAB executive vice president, commended LAB for its far-sighted work. He said there now are about 30 state associations working hand-in-hand with the NAB. Mr. Willard reiterated previous statements that aural broadcasting is, and will remain, the "greatest means of mass communications in the world."

Mr. Willard on behalf of the LAB, presented to James E. Gordon, general manager of WNOE New Orleans, a framed hand engraved scroll, expressing the thanks of Louisiana broadcasters for his "splendid leadership in forming the association" nearly two years ago. Mr. Noe was LAB's first president.

Henry W. Slavick, WMC Memphis, Sixth District director, in brief remarks, commended LAB and pointed out that a resolution unanimously adopted at the last LAB meeting looking toward an industry owned audience measurement organization, had been approved by the NAB board.

Don Petty, NAB general counsel, wound up the meeting with an off-the-record discussion of radio's myriad legal and legislative problems.

Super Radio Survey

(Continued from page 83)

organize the Assn. of Women Broadcasters as a department within NAB. The AWB board had voted overwhelmingly in favor of the idea and it now goes to the AWB convention March 10-12 in Chicago. Funds were appropriated to make the plan affective, including advisory sessions of an AWB executive committee and election of AWB district chairmen in the 17 NAB districts.

Attending the New Orleans board session were:

President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel, all for the administrative staff; Kenneth H. Baker, research director; Richard P. Doherty, employe-employer relations director; Robert K. Richards, director of public relations; Ella Nelson, secretary to Mr. Arney.

Directors attending were: Harold E. Fellows, WEEL Boston; Michael R. Hanna, WHCU Ithaca, N. Y.; George D. Coleman, WGBI Scranton, Pa.; Campbell Arnoux, WTAR Norfolk, Va.; Henry P. Johnston, WSGN Birmingham; H. W. Slavick, WMC Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Charles C. Caley, WMBD Peoria; William B. Quarton, WMT Cedar Rapids, Ia.; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KRLD Dallas; Hugh B. Terry, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Paul W. Morancy, WTIC Hartford; Howard Lane, WJJD Chicago; G. Richard Shafto, WIS Columbia, S. C.; Clair R. McCollough, WGAL Lancaster, Pa.; Edward Breen, KVFJ Fort Dodge, Ia.; Everett L. Dillard, WASH Washington-KOZY Kansas City.

Willard Egolf, WBCC-FM Bethesda, Md., and Harry Bannister, WWJ Detroit, did not attend.

At Deadline ...

SCRIPPS-HOWARD ASKS REHEARING FOR CLEVELAND

SCRIPPS-HOWARD Radio filed petition with FCC seeking rehearing of Jan. 28 final decision granting 1300 kc, 5 kw at Cleveland to Cleveland Broadcasting Inc. (WERE-FM) and asking stay or recall of construction permit pending settlement [BROADCASTING, Jan. 31].

Scripps-Howard charged Commission erred in finding greater ownership-management integration for Cleveland Broadcasting, failed to make proper comparative findings in its decision, improperly concluded grant of Cleveland Broadcasting would effect greater diversification of mass media of communication, wrongly found neither application to have better program plans than competitor, disregarded superior radio experience of Scripps-Howard and unjustly found that more efficient use of 1300 kc proposed by Scripps-Howard to be outweighed by other considerations.

January ruling was second decision. First, two years ago, was later set aside for further hearing.

EXPRESS PUBLISHING CO. FILES BID FOR KTSA

EXPRESS Publishing Co., licensee KYFM (FM) San Antonio and publisher of San Antonio *Express* and *News*, filed application with FCC offering to match Cowboy Star Gene Autry's \$450,000 bid for KTSA San Antonio [BROADCASTING, Nov. 29, Dec. 27, 1948]. Application filed under FCC's Avco rule through Washington law firm of Loucks, Zias, Young & Jansky.

KTSA is one of three stations involved in pending transfers by which 15-year-old station ownership of O. L. (Ted) Taylor, Gene Howe and T. E. Snowden will be dissolved. Others: KRGV Weslaco and KANS Wichita. Mr. Autry owns KOOL Phoenix, minority interest in KOWL Santa Monica. Express Publishing headed by Frank G. Huntress. KTSA, CBS affiliate on 550 kc with 5 kw, would be managed by Charles D. Lutz, general manager of KYSM, if acquired by Express Publishing.

THEATRE TV IN PHILADELPHIA

COMMERCIAL television show will emanate from Philadelphia motion picture house during regular performance at Roosevelt Theatre in suburban Frankford Tuesday night, March 1, when *Telekids* is telecast from stage, 7:30-7:45 p.m. on WPTZ. Show will rotate among three Paramount theatres in Philadelphia area. Other two theatres are Nixon and Tower. Weatherguard Mfg. Co., Philadelphia (aluminum doors and storm windows), will sponsor *Telekids* for 39 weeks. Fien & Schwerin, Philadelphia, is agency.

NBC ADDS WGAL-TV, WDEL-TV

ADDITION of WGAL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., to NBC's list of television network affiliates announced Friday. WGAL-TV begins operation on Channel 4 April 1 and WDEL-TV on Channel 7 May 15. Total NBC TV affiliates now 33.

LIFT 'FREEZE,' EXPAND TV SERVICE, RMA URGES

EXPANDED TV service plan and prompt lifting of "freeze" on TV grants urged before FCC Friday by Radio Mfrs. Assn. committee headed by President Max F. Balcom. Program would continue "expanding service for those receivers now in the hands of the public" and provide a "maximum amount of television service at the earliest possible time." Present use of 12 VHF channels should be expanded, and future UHF service and stations should have minimum of overlap with VHF areas, RMA said.

Recommendations were:

(1) Where practical . . . utilize 12 VHF channels in those areas with stations operating or under construction; extend their use to other areas as soon as possible; (2) utilize . . . UHF channels for monochrome TV so that cities without any or few VHF channels can have competitive service; (3) arrange assignments so VHF and UHF provide minimum overlap; (4) release VHF allocation plan for use at once to permit establishment of further VHF stations . . . propagation data now available for VHF is adequate for preparation of such plan; (5) provide that same standards be used for monochrome television in UHF as employed in VHF.

TRENDS NOTED BY FMA IN PRELIMINARY STUDY

PRELIMINARY survey of current FM status disclosed today (Monday) by FM Assn. Following trends were indicated: Production of sets with FM has reached new all-time peak while output of AM-only sets has slumped heavily; FM and TV present a challenge which may change home entertainment habits of millions; potential FM station audience increased 35% during 1948 while AM potential dropped 28.5%.

Figures tabulated are incomplete but overall picture will be made public for first time April 1 in New York at FMA Time Sales Clinic. Everett Dillard, president, FM Continental Network, will explain survey (early FMA story, page 81).

TV SET OUTPUT DROPS; FM PRODUCTION INCREASES

RADIO and TV set production by member companies declined seasonably in January, Radio Mfrs. Assn. reported today (Monday). Drop in television sets was only moderate, RMA said. TV receiver production totaled 121,238, with weekly average of 30,130 sets, approximating level for last November.

Overall set production—radio and TV—dipped below million for first time since last summer, with members reporting manufacture of 709,633 radio receivers of all types, of which 147,733 were FM-AM or FM sets. January's weekly FM production rate was 21% above average weekly rate last year, RMA reported.

SOUTH DAKOTA LIBEL LAW

SOUTH DAKOTA stations will be protected against libel suits resulting from defamatory remarks carried over their facilities if it can be shown they tried to prevent such defamation, under new law signed Friday by Gov. George T. Mickelson. Exemption applies only if speakers are not associated with stations.

INDIANAPOLIS TV STATION IS PURCHASED BY WIRE

PURCHASE by WIRE Indianapolis of William H. Block Co.'s television station WUTV that city for \$37,758.37 reported in application filed with FCC. Earlier in week granted deletion of its FM station WMHC, Block firm said in transfer request it "has decided not to continue its TV activities and desires to recover only its out of pocket expenses."

Commission Friday denied WUTV petition for continuance of hearing, scheduled March 21, on request for extension of completion date to June. WUTV granted CP for Channel 3 (60-66 mc) in October 1946. WUTV has had several completion date extensions. Last December it was denied extension of special authority to make equipment tests, first granted May 1947.

WIRE is chiefly owned by Eugene C. Pulliam, broadcaster-publisher. WIRE estimated construction cost would be \$273,725, first year's operating cost \$250,000 and revenue \$120,000.

Block cited following breakdown of WUTV expenses: Salary of engineer, \$11,869.33; engineer's helper, \$1,164.08; travel, \$1,832.66; studio rent, \$7,120; telephone (toll), \$83.38; equipment, supplies and miscellaneous, \$13,205.68; legal fees, \$1,616.24; consulting engineering fees, \$427; rental of test equipment, \$440.

Closed Circuit

(Continued from page 4)

plans will not be decided until early spring. Meanwhile Liggett & Myers (Chesterfield) is conferring with CBS and Mr. Crosby for sponsorship next fall.

FM BROADCASTERS and certain manufacturers are exploring development of average-priced TV-FM combination (using new metal tube) which could give FM transmission much-needed adrenalin shot. It's reported that FM circuit can be added to TV receiver for less than \$2, manufacturer's price.

CBS has suspended indefinitely plans to add to Hollywood studio and office facilities because of "unreasonably high construction costs."

LONG-RANGE thinkers in international telecommunications already are contemplating international interchange of TV programs. Knottiest problem of moment is how to relay and synchronize our system with that of British, which uses different line and frame standards, for both transmission and reception.

WHO will be radio's legislative representative on Capitol Hill in pursuance of NAB board action last week creating that post? Names mentioned in closed board sessions as possibility include: Lucien Hilmer, former FCC assistant general counsel for broadcasting, who a decade ago served on Senate Interstate Commerce Committee staff; former GOP Rep. Everett M. Dirksen of Illinois, and former Chairman Clarence F. Lea of House Interstate Commerce Committee, both ex-Congressmen voluntarily retired at last session. Appointment rests with NAB President Justin Miller.

WHAM Rochester TV adjunct, to be known as WHTM, expects to hit air with test pattern in late March or early April. Target date for regular commercial operation (including network) is seen in mid-June.



and then, ADVERTISING



Although "time on the air" is the main product sold by WLW, it is seldom the first thing discussed when a manufacturer or his agency brings a selling problem to The Nation's Station. Rather, the talk is apt to be about distribution, product, package, display, selling appeal... *and then, advertising.*

For at WLW it is accepted that advertising can be truly effective only when other factors are right. And with service facilities found at no other radio station, plus manpower and know-how to do the job, WLW is often in a position to help in many, many ways.

Many success stories have been written at WLW by manufacturers both large and small. And these manufacturers have not only sold goods in WLW-land; they have learned lessons invaluable for use throughout the country.

WLW-land is not north nor south—
not east nor middle west. It is made up of

parts of all these varied sections, just as America is made up of the sections as a whole. WLW-land is neither industrial nor agricultural. It is both. WLW-land is neither rich nor poor. It is a combination. The folks who live here typify the people of the entire land. It is an ideal proving ground. When you know what will work here, you can be pretty sure it will work elsewhere in America.

So, if you have a selling problem, why not talk it over? Simply contact any of these WLW Sales Offices:

140 West 9th St. 630 Fifth Avenue
Cincinnati 2, Ohio New York 20, N.Y.

360 N. Michigan 6381 Hollywood Blvd.
Chicago 1, Ill. Hollywood 28, Calif.



THE NATION'S MOST MERCHANDISE-ABLE STATION

Crosley Broadcasting Corporation



Mercury, "messenger of the gods," was slow compared with Ultrafax—which moves at the speed of light.

This messenger delivers a million words a minute

Recently, at the Library of Congress, a distinguished audience saw documents flashed across Washington by a new means of communication . . . and reproduced *in facsimile*.

This was Ultrafax in action—a super-fast television communications system developed at RCA Laboratories. Reproductions of *any* mail—personal, business, or military . . . including police descriptions, fingerprints, bank drafts, government records, military maps—can travel at 186,000 miles a second!

Material to be sent is placed before an RCA "flying spot" scanner, and transmitted by ultra-high frequency radio signals. Miles away, the pictures appear on a picture tube and are photographed. Negatives, by a new photographic process, are ready for printing or projection in 40 seconds.

Eventually, when Ultrafax comes into commercial use, a complete Sunday paper—every word, every picture—may cross America in 60 seconds . . . a letter in the twinkling of an eye.

Science at work . . .

Ultrafax is but *one* of scores of major achievements pioneered at RCA Laboratories. This leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television, and electronics may be seen in action at RCA Exhibition Hall, 36 West 49th Street, New York. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.



RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television