look--it can be done almost with pennies!

SAY YOUR ADVERTISING appropriation is just "small stuff". You're kind of leery about radio because you think of it in terms of "big" shows.

That's nonsense.
Here at WOR we have personality power-houses who are "big", but not in cost. For instance, take Martha Deane, a prize-winning, sales-making phenomenon. You can get this woman for $600.00 a week, daytime on WOR. She can charm a majority of 29,000,000 people in 14 states. Maybe she can do for you what she did for a recent sponsor: Jumped his sales 200% above the same period during the previous year in the brief time of 7 weeks.

You can buy 5 spot announcements for $500.00. Twenty-one of these recently sent 5,000 customers into one WOR sponsor's 10 retail stores.

That's buying. That's the power of WOR! How would you like WOR to sell your, or your client's wares that way for so little?
The place is

WOR that sells more at less cost than any high-powered station anywhere

Mutual
Whole family groups used to bring fiddles, guitars and musical gadgets to the old WLS studios in the Sherman Hotel 25 years ago. And then, as radio became more “professional,” WLS became famous for “family acts”—Louise Massey and the Westerners for one—Lulu Belle and Scotty—the DeZurik Sisters, the Williams Brothers, the Linder Twins, Connie and Bonnie.

But pictured here is our greatest “family act”—a family typical of countless others throughout Midwest America—families who listen to and enjoy WLS every day. This is the family of Harvey Litwiller, in Macon County, Illinois.

The three girls hear our DuPont Award-winning “School Time” programs every day at school. They all have their favorite home-listening WLS programs, too—Lulu Belle and Scotty, Bob Archer, the Buccaneers. Some they have seen in person at the Illinois State Fair.

Mr. and Mrs. Litwiller are daily “patrons” of WLS Dinner Bell Time (Mrs. Litwiller’s account of a “good neighbor” deed was read on this program last fall)—and of the markets, farm news and weather facts found on “Farm World Today” and early morning “Farm Bulletin Board.” They value these programs for help in daily operation of a modern 400-acre Illinois farm—a big business involving livestock, marketing practices, grain, storage, soil conservation practices, and other factors.

Like many young family men, Mr. Litwiller takes the lead in school consolidation, Farm Bureau and similar activities affecting his community and family. He has met WLS editors or field men many times in connection with this work.

And on Saturday nights, you’ll usually find all the Litwillers at home enjoying the WLS National Barn Dance.

The Litwillers and all the families like them are WLS’ greatest asset, because they have taken the radio station right into their family lives, wherever they may live in Illinois, Indiana, Michigan, or Wisconsin—city, town or farm. Naturally, these family groups have a basic loyalty to the radio station that serves them so well—and has for so long—and it is this widespread family loyalty to WLS that moves your products faster and easier when you advertise on the “family station” in the Agricultural Capital of the World—Chicago.
IT'S THE LOCAL EFFORT—THAT GETS RESULTS

What you take out of a market is in proportion to what you put into it in continuous local sales effort. In New England's many markets there is no better way to accomplish this than through the local and friendly influence of Yankee home-town stations.

That way you have at once the most important selling requirement — an aggressive local salesman everywhere. You are sure of blanketing the entire service area of each station, reaching a greater percentage of homes throughout the area.

New England has 24 of these Yankee home-town stations. In fact, radio coverage that conforms to the whole pattern of New England population and buying power is available exclusively through the Yankee Network.

With Yankee you can have more local impact in more markets — equally adequate coverage everywhere — more complete coverage of New England as a whole.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
BROADCASTING

Upcoming

June 6: NAB board membership subcommittee.
NAB Hqrs., Washington.

June 6: AFM 32nd annual convention, San Francisco.

June 7: NAB FM Executive Committee, NAB Hqrs., Washington.

June 13-15: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

(Other Upcomings on page 49)

Bulletins

MILES LABS has renewed both AM and TV Quiz Kids for 52 weeks on NBC. AM program, which suspends for season June 19, will reopen Sept. 1, 2:30-3 p.m. (CST), half-hour earlier than during year just ended. TV program, which was on at 8 p.m. up until May 24, will resume Sept. 7 on 9:30 p.m. schedule. TV will be on NBC's interconnected network, which is expected to embrace 22 stations. Quiz Kids will be handled by Bill Cowan production. Wade Advertising, Chicago, is agency.

WTCA-AM Minneapolis-St. Paul becomes CBS-TV affiliate July 1, bringing to 41 network's total. Station on Channel 4, with 17.3 visual and 32 kW audio power. WTCN-TV also primary ABC and DuMont affiliate.

MILLER JUMPS ON FCC FOR 'VAGUE' DECISION

NAB President Justin Miller, in Friday comment on FCC's Mayflower decision (story page 23), slapped down Commission for "vague and wandering" ruling. Text of his comment:

The FCC has issued a report which says broadcasting may not use their own facilities. The Commission, in other words, has condemned the NAB that the dicta contained in the Mayflower decision represented an unwarranted invasion of freedom of speech. This is the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago. It is true that the Commission's action does not in terms reverse the Mayflower case. Nevertheless, it nullifies the unwarranted and unjustified reasoning contained in that decision.

The accompanying observations of Commissioner Jones with respect to the pooled bigmoney known into the Commission's majority report demonstrates the danger of establishing policy through the use of dicta.

Now that the broadcasters' right to free speech has been recognized by the FCC, I suggest that broadcasters be cleared and more specific in their editorializing than the Commission has been in this vague and wandering report—of which they will fail to fulfill the Commission's new dicta concerning the "right of the public to be informed fairly."

HONOR PALEY, BERLE

WILLIAM S. PALEY, chairman of CBS board, and Milton Berle, comedian, will be given Barnum award, for network operations and television, respectively, by New York Public Relations Committee, co-chaired by Dick Pach, WNEW, and Hal Davis, Kenyon & Eckhardt.

Carson in connection with Barnum centennial to be held June 8 in Bridgeport, Conn.

Business Briefly

SYLVANIA AGENCY — Sylvania Electric Products, New York, has appointed Kenyon & Eckhardt, New York, to handle advertising for its first line of television sets which will be marketed Oct. 1. Other Sylvania products handled by Newell-Emmett Co., New York.

ARAKELIAN NAMES — E. Arakelian Inc., Madera, Calif. (Mission Bell wine), names Young & Rubicam, New York, as agency.

RALSTON RENEWAL — Ralston-Purina Co., St. Louis (Feed Division), renews Checker-board Jamboree fourth consecutive year on 200 NBS southern stations, Mon.-Fri., 1:45-2 p.m. Agency, Brown & Bowers, Nashville.

RCA DECLARES DIVIDEND

RCA declared dividend Friday of 87½ cents per share on $3.50 cumulative first preferred stock for period April 1 to June 30. Dividend payable July 1 to holders of record June 13. Announcement made by David Sarnoff, RCA board chairman, following meeting of board.

SILVERNAIL SAYS SPOT SALES 'BIG AS EVER'

KENTUCKY STATIONS were urged Friday by L. Gov. Lawrence Wetherby to accept responsibly all important questions of public policy in line with FCC's Mayflower decision repealer. Addressing Kentucky Broadcasters Assn. in Louisville, Wetherby said stations should not hesitate to criticize or praise administration.

Frank Silvernail, chief timebuyer of BDDO, New York, said his agency's spot business is "as big as ever, and gives no indication of slipping off." Most other stations have just as good business as prewar, he said. Tipping stations on what agencies want, he said they love BMB, Hooper and Conlan. He urged small stations to go out for local business, explaining that no station is safe unless 35% of its revenue is local.

In question-answer session, Mr. Silvernail said industry wants BMB or some basic coverage data. He thought station representation lists should be shorter for more effective selling. Any station that takes PI business is "nuts," he declared. Package deals, deviating from card rates, are in same category as PI, he said, and stations can "package themselves into bankruptcy." Rate card packages, however, he characterized as ethical.

Harry W. Schachter, Louisville department store executive and president of Committee for Kentucky, told of success of Wake up Kentucky campaign, ascribed to radio and to WHAS Louisville, which originated Peabody Award winning program, large measure of success for project.

Roundtable on sales and sales problems Friday afternoon had this panel: W. T. Isaac, WHIR Danville, chairman; J. W. Betts, WFFM Maysville; Fred Bullard, WKAC Hazard; Kathyrn Peden, WHP Hopkinsville; Kenneth Z. Turner, WNBS Murray; James Shacklette, WTCO Campbellsville, and Louis Rayburn, WAKY Glasgow.
KYW, the 50,000-watt NBC outlet in the nation's third market, always has delivered a huge and receptive audience.

Now, KYW gives you more coverage than ever before!

Thanks to a new, super-efficient antenna system including 465-foot towers, the KYW signal now comes in stronger and better... especially throughout the populous areas west and southwest of Philadelphia. This added coverage costs you nothing! For details on this expanded coverage pattern, contact Harvey McCall at KYW, or Free & Peters.
WFDF RECEIVES TWO AWARDS WITHIN NINE MONTHS

WFDF recently received the Alfred P. Sloan radio award for highway safety as national recognition for outstanding public service during 1948. This is the second award given to WFDF for locally produced and sponsored radio shows within a period of nine months! The first award was conferred by Billboard magazine for the Easter Bunny Show sponsored by a local department store.

We're honored at having been selected as recipient of the Alfred P. Sloan award... proud that WFDF is providing not only entertainment and enjoyment to its radio audience—but also is effective as a voice in the activity of public service. In this case, radio played an important part in the promotion of interest in highway safety.

Shown in this picture, left to right, are Mr. Robert C. Homady, Secretary and Treasurer of Homady Brothers, holding the sponsor's Certificate of Merit; Mr. George C. Mann, Jr., of AC Spark Plug Division of GM, congratulating on behalf of Mr. Sloan; Sgt. Wilbur Tweet of the Singing Cop Program; while Mr. Lester W. Lindow, General Manager, WFDF, displays the plaque awarded the station.

910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

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

Page 6 • June 6, 1949
...isolates the FM feed from your AM tower...the easy way

New design—New low price*

- The new RCA Type BAF-14A Isolation Unit enables you to transfer FM power effectively across the insulating zone of your AM tower...and makes it possible to completely isolate the FM and AM signals from each other. The unit maintains a low standing wave ratio on any FM channel and has minimum effect on AM tower impedance. Type BAF-14A will handle up to 10 kilowatts of FM power—with AM base insulator voltages up to 14 kv, peak!

In this Isolation Unit, two series-resonant circuit loops are coupled to each other in such a way as to provide excellent band-pass characteristics over the range of 88 to 108 Mc. Each circuit connects directly to its respective input or output transmission line—terminating in an end-seal. Provision is made to carry the gas pressure line across the unit.

It's a simple matter to connect up the BAF-14A...because the input and output terminals are both equipped with special swivel flanges that eliminate expensive special coaxial fittings.

Built in a weatherproof metal box, only 12" x 12", the BAF-14A Isolation Unit is delivered ready to go. No tuning or adjustments to go through after installation.

Ask your RCA Broadcast Sales Engineer how the BAF-14A can solve your tower coupling problem. Or write Dept.19FA,RCA Engineering Products, Camden, N. J.

*Ask your Broadcast Sales Engineer

In Canada: RCA Victor Company Limited, Montreal

BROADCASTING • Telecasting

June 6, 1949 • Page 7
"Any advertiser can and most advertisers should use SPOT RADIO"
"POWDER OR TABLET, YOUR CHOICE YOU SEE, SO TAKE YOUR CHOICE, BUT TAKE BC"

BC has been easing the headaches of millions of Americans for a great many years.

BC uses Spot Radio which has been easing the headaches of sales and advertising heads for a long time too.

BC offers a choice—powder or tablet. And Spot Radio offers a choice too—a choice of markets, stations, times, frequency . . .

What's your sales headache? Spot Radio, taken as directed, can cure it. We would like to think that we'll B-C-ing you in Spot!

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

SPOT RADIO LIST

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<td>WAAB</td>
<td>Worcester</td>
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THE YANKEE AND TEXAS QUALITY NETWORKS

TELEVISION

ATLANTA _______WSB-TV
BALTIMORE _______WBAL-TV
BOSTON _______WNAC-TV
BUFFALO _______WBEN-TV
LOS ANGELES _______KFI-TV
MILWAUKEE _______WTMJ-TV
M'PL'S- ST. PAUL _______ KTSP-TV
KDAL Duluth, Minn., has made effective use of puppet shows to promote its station personalities. An estimated 5,000 people watched the 14-minute KDAL puppet show every day during the Third Annual Duluth Home Show, the station reports. Fifteen shows were presented daily.

The puppets, caricatures of KDAL's local stars, were synchronized with the transcribed voices of KDAL personalities they represent. They played violins, guitars, and pianos from a studio setting. Everything from lights to a curtain was built into the puppet set by KDAL engineers.

Trav Bayly was m. c. of the show.

(Continued on page 67)

Feature of the Week

Duluth youngsters watch KDAL puppet show.

KDAL's local stars, were synchronized with the transcribed voices of KDAL personalities they represent. They played violins, guitars, and pianos from a studio setting. Everything from lights to a curtain was built into the puppet set by KDAL engineers.

Trav Bayly was m. c. of the show.

(Continued on page 67)

FORTNIGHT ago two Chicago newspapers—both with radio stations of their own—carried stories commending a third outlet. And, of all things, an FM'er.

A Tribune headline carried the call letters—WXRT—boldly on a story by its veteran radio editor, Larry Wolters. Sam Lesner, who writes radio for the Daily News, gave the station prominent notice in his column as well.

The reason for this uncalled-for respect was that WXRT (sister station of WSBC, proud Chicago foreign language station)—independent in its programming since it took the air last August—had announced it would become the Midwest's first all-classical commercial station on Memorial Day.

But it wouldn't go begging. General Manager Robert Miller already had a pocketful of retail accounts.

WXRT was the first Chicago FM station to take the air with an in-store broadcasting service, offering music and commercials to a large food store chain. The operation was begun last August and seemed to be successful. But Mr. Miller pointed out that the store broadcasting service made it difficult to attract a “significant outside audience” and to build the station along “fundamental” lines.

He noted that WXRT's evening programs, which all along had been featuring only classical music, had one of the largest and most enthusiastic FM audiences in the whole Chicago area. Two independent surveys, conducted five months apart, showed the station to have a larger audience than any other commercial FM outlet. Mail was coming in at such a rapidly increasing rate that its mailing list had increased in three months from less than 500 requests to more than 5,000.

Other significant factors were the overwhelming approval of the programming, not only by individuals but by organized groups of “good music” lovers. Two universities made WXRT required listening in their music schools. Semi-professional groups and individual performers listened to the station in preparation for their own concerts and recitals.

So Mr. Miller decided to abandon completely its occasional cocktail-lounge selections and convert 100% to the classics.

“Since the future of any radio station depends upon the ultimate

(Continued on page 67)

On All Accounts

ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO

Represented by ROBERT MEEKER ASSOCIATES
NEW YORK • LOS ANGELES • SAN FRANCISCO • CHICAGO

Page 10 • June 6, 1949

BROADCASTING • Telecasting
IN Chicago on way to West Coast, Hugh Feltis (center), KING Seattle mgr. and former BMB prez., is greeted by (l to r) Bernice McTaggart, J. Walter Thompson; J. R. Fischburn, Walker Co.; Ed Fitzgerald and Sylvia Rutt of JWT.

GROUND is broken for WSYR-TV Syracuse, N. Y., by Col. Harry C. Wilder, president of WSYR. Taking part in the ceremony are (l to r): E. R. Vadeboncoeur, vice president of WSYR; A. G. Belle Isle, WSYR chief engineer; Col. Wilder, and W. Ray Austin of Fundo-Austin Construction Co., Syracuse, firm erecting the building. WSYR-TV plans to be on the air with network service by mid-fall. The station will operate on Channel 5 (76-82 mc).

MEDAL awarded to the late Wm. H. Johns (portrait) as first AAAA pres. is given to assn. by his son, John Johns (I) of BBDO. Accepting are (I to r) Clarence Goshorn, Benton & Bowles, 4A's chairman; Frederic Gamble, 4A's pres.

ARRANGEMENTS for 1949 co-sponsorship of Portland (Ore.) Beavers baseball games on KWJJ Portland by (standing I to r) Ed Brandt, Charles Britt, Ken Beachboard, WLOE; (seated) Harold Shipley, National.


TELLING listeners how it feels to get an X-ray, Homer Stenersen of KXLQ Bozeman, Mont., is interviewed by KXLQ Pres. Ernest North (with mike) during broadcast from X-ray unit.

PURCHASE of two RCA transmitters, 50 kw for WNOE New Orleans and 5 kw for KNOE Monroe, is completed by (I to r) James Gordon, WNOE general manager; James A. Nee, WNOE-KNOE owner; F. J. Kelley of RCA, and Robert W. Dumm, manager of KNOE.

U. S. EDITIONS of works by Brazilian composers are presented to Pres. Dutra of Brazil (2d from l) by Karl Haventin (2d from r), BMI pres. Others taking part are (I to r) Herbert Akenberg, CBS; Joseph McDonald, ABC; Wm. S. Hedges, NBC.


CHECKING Camels' sponsorship on KTSL (TV) Los Angeles are (I to r) Bill Symes, KTSL sports dir.; Kendall Foster, Wm. Esty Co., agency; Bob Hoag, KTSL sales manager.

WELCOMING Don McNeill (I), ABC Breakfast Club mc., to New York where troupe broadcasts for two weeks is Robert E. Kintner, executive vice president of ABC.
One dozen reasons why you can depend on this General Electric 5-KW AM TRANSMITTER.

1. Spare Tube Switching. A distinctively new feature! To minimize time off the air, front-of-panel controls switch spare PA and modulator tubes into the circuit in a matter of seconds.

2. Variable Loading. To maintain output power within FCC tolerances despite changes in line voltage or load conditions, variable pressurized-nitrogen capacitors are used with front-of-panel controls. These capacitors—both for PA tank tuning and for output loading—assure maximum reliability and flexibility of operation.

3. Low Installation Cost. Each transmitter is assembled and tested in the factory and therefore requires a minimum of reassembly and circuit-checking at installation. Cubicle construction and steel base (with built-in wiring trench) make this transmitter exceptionally easy to install. Net result—money and time saved for you!

4. Blower Externally Mounted. The blower is designed for installation outside the cabinet, permitting the use of a spare unit if desired. This system keeps blower vibration out of the cabinets, decreasing room noise and tube vibration.

WDAE—TAMPA—Owned and operated by the Tampa Daily Times, the city's oldest station has been on the air since 1922. In recent complete modernization program, WDAE officials selected the General Electric 5 kw AM transmitter (above).

WNAX—YANKTON—On the air since 1926, this South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.

WARM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 3 kw AM transmitter (left), monitor rack, G-E 10 kw FM transmitter (background).
Comprehensive Supervisory Control Circuit. Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features—automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

Carrier Trip Circuit. A built-in trip circuit minimizes outages and helps protect equipment in the event of an arc-over caused by lightning.

Improved Crystal Oscillator Circuit. This frequency control circuit is exceptionally stable. Spare crystal can be switched and crystal frequency trimmed at any time—even when the transmitter is on the air.

Double Safety. Automatic mechanical grounding switches plus door interlocks assure maximum safety to operating personnel. The use of cubicle type construction permits the "island installation" you have always wanted. The area behind this transmitter is safely accessible during operation.

Day-Night Power Reduction. Power can be reduced to 1 kw at the flick of a switch!

Long-Scale Meters. 240 degrees long—they give better reading accuracy. Your engineer will find them easy to read from his console position.

Front-of-Panel Tuning Controls. On low power stages as well as high power, these controls assure proper tuning adjustment for full output and long tube life.

Easy Conversion to Higher Power. This G-E transmitter can be modified readily for 10 kw operation when desired.

Before you select any transmitter, get this bulletin FREE! Yours for the asking—a booklet giving complete specifications and details of the G-E 5 kw AM transmitter, Type BT-22-A. General Electric Company, Building 3, Electronics Park, Syracuse, N.Y.

You too, can put your confidence in—

GENERAL ELECTRIC

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representa-
Rayon Facts

EDITORS, BROADCASTING:

Your May 2 editorial comments regarding our Educational News Service have just come to my attention. There are several things which I feel you should know about this program.

In the first place, we couldn't possibly participate in your "P. I." racket since radio's listeners can't even buy our products. We make rayon yarn, which is sold only to mill customers. The finished rayon fabrics or apparel don't even carry our yarn identification.

Rayon is the second most widely used textile fiber today. Because of this, fashion editors, women's page editors, and broadcasters on daytime radio programs naturally find themselves making constant references to rayon in reporting on new fashion and interior decorating trends. In trying to give useful facts about buying and caring for rayon, however, these people have been greatly handicapped by the fact that very little up-to-date and accurate information has been available to them since rayon is still one of our newest textile fibers.

Actually, rayon has developed so rapidly in characteristics and methods of care that textbooks and other information sources have not been able to keep up with it.

We therefore started our Educational News Service six years ago in an effort to provide editors and educators with correct and up-to-date facts about rayon. We do not use our News Service as a substitute for advertising. We use it simply to provide facts about rayon to those people who will be writing or talking about it frequently in the normal course of their work—writers who are anxious to see that misinformation is replaced by factual information—whether the subject they are talking about be rayon, wool, cotton or atom bombs.

Charles W. Rice Jr.
Advertising Manager
American Viscose Corp.
New York

Welcome Relief

EDITORS, BROADCASTING:

Your CLOSED CIRCUIT item anent "Phony Stories about what FCC is alleged to be doing," came as a welcome analogy!

I can't possibly reconcile the story by a contemporary publication that "FCC Will Retain Ban on Editorializing," to what I believe to be the facts. The extremists responsible for such ill advised dicta as the "Mayflower Doctrine" have long since left the FCC. It was one of the problems that both the industry and the present members of the FCC inherited from the latter's predecessors.

Were the decision left to certain members of the legal department, no doubt the ban would be retained, but fortunately they only write the decisions instead of making them.

I think we can look forward with confidence to a fair decision.

Ray Howell
Managing Director
Western Slope Broadcasting Co.
KFXJ Grand Junction, Col.

Experience, Where?

EDITORS, BROADCASTING:

... Thanks to the study conducted by Robert J. Williamson Jr. on the subject "Qualifications for Program Department Personnel," I am now going to go to the nearest hardware store to be fitted with a tailor-made shovel. (I understand they are going to widen the Panama Canal). In the meantime I (and many others) who have recently completed a 12 week course in television programming and production can now do a very smooth dissolve into the surrounding scenery.

... Mr. Williamson hit the nail right on the head. NO EXPERIENCE!! And what's more he found the answer by sending a five-part, four page questionnaire to 96 stations in and around his neck of the woods. No Mr. Williamson ought to write a sequel to his thesis, one entitled "How To GET (Continued on page 18)
“Put your message where the money is,”

...said Mr. Jamison

Our man Jamison was talking to his friend Advertiser Y, who, like all good businessmen, is of a mercenary turn of mind.

Advertiser Y sells a high-priced item...expensive costume jewelry, to be precise, which appeals only to certain tastes and never to uncertain pocketbooks.

“Large cities, where they do a lot of dressing up and spend freely for handsome baubles, are your primary markets, my friend,” said Mr. Jamison. “And Spot Radio and Television are your primary media. Put your message where the money is!”

Mr. Jamison's advice applies to a lot more than costume jewelry. Though all markets are not as highly selective as Advertiser Y's, most of them are selective enough to make the careful use of Spot Broadcasting an intelligent advertising choice, indeed.

For years Weed and Company has been helping intelligent and successful advertisers—via Spot Broadcasting—to put their message where the money is.

MARY DUNLAVY, for past four and a half years with Pedlar & Ryan, New York, joins Newell-Emmett Co., New York, as a timebuyer of radio and television. Prior to her association with Pedlar & Ryan, Miss Dunlavy purchased radio time for Lever Brothers and Pall Mall through Ruthrauff & Ryan.

FRAN HARRIS, television director at Ruthrauff & Ryan, Chicago, moves to agency's Hollywood office July 5.


SAMUEL WIEDER joins copy department of Lewis & Gilman Inc., Philadelphia.


A. D. ADAMS, former advertising-sales promotion manager for Air King Products Co., announces formation of his own advertising and public relations company, A. D. Adams Adv., 24 Stone St., New York.

JOHN DRYER, account executive on Union Oil account for Foote, Cone & Belding, Los Angeles, is the father of a girl, Diane.


EUGENE J. COGAN resigns as media director of Geyer, Newall & Ganger, New York. CHARLES A. BROCKER, vice president in charge of operation, has temporarily assumed post, which he held prior to his present position. Mr. Cogan's plans, and permanent successor to his post will be announced shortly.

BENNETT, PETESCH & O'CONNOR changed its corporate name to Petesch, Hecht and O'Connor, effective June 1. No change in control or firm officers took place, as ALBERT S. HECT JR. replaced RICHARD BENNETT as an executive and board member last August.

WILLIAM MORRISSEY, formerly with Albert & Frank-Guenther Law copy department, joins Fletcher D. Richards Inc., New York, in same department.

CHECKING over Lionel the Lobster and his pal just before the annual lobster party staged in Toronto by CKCW Moncton, N. B., are (l to r): Lou Phenner, president, Bureau of Broadcast Measurement of Canada, and head of Canadian Cellucotton Products; Shirley Oakes, timebuyer, and David Lowen, radio director, Reynolds Advertising Agency, and W. J. Frost, Toronto manager, Kenyon & Eckhardt. More than 200 agency radio people and advertisers attended.
TO ALL BPS STATION MEMBERS:

A thousand thanks for the volume of heart-warming messages congratulating us on the big "windfall!"

Rather than thank you individually, we want to say - in this open letter - that we are just as thrilled and happy as you are. Thanking you in an open letter also gives us an additional opportunity to let hundreds of non-member stations - which will inevitably join our ranks - know about the "windfall" we are sharing, and which awaits them, too.

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 73 additional transcribed program series (in every category) -- totalling over 3,300 sides -- over 800 hours -- original talent costs of which exceeded $1,000,000 -- for pressing costs only! The term is more than apt!

Our acquisition of this tremendous group of proven shows for exclusive use of Broadcasters Program Syndicate members constitutes the largest single transaction in the 20-year history of the transcribed program industry. A great tribute to the great purchasing power of station operators working together!

Full details on the shows and complete information has just been sent to every non-member station eligible for membership (from a standpoint of coverage overlap). It's all pretty fabulous, and we'll expect your assistance in eliminating that "too good to be true" feeling it could inspire in non-member station men who might not realize the full significance of the information sent them - unnecessarily delaying their own profit potential.

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Eells
**Open Mike**

(Continued from page 14) EXPERIENCE for Qualifications for Program Department Personnel.

... Sorry, I'm just a guy who would rather marry a television job than Betsy Lamm.

A. A. Wigand's 1875 N. Magnolia

CHICAGO

**Terminiello Case**

**EDITOR, BROADCASTING:**

No case which the U. S. Supreme Court has decided in recent years has been so completely misunderstood and misinterpreted as the Terminiello decision handed down by the Court on May 16. Even the broadcasting industry missed the point. The decision has no bearing on the Shuler case.

Arthur Terminiello was fined $100 under a "breach of peace" statute for a violent and interministerial speech which he had made and which resulted in outbreaks of violence. ... The trial judge gave lengthy, detailed and voluminous instructions [to the jury] as to what constitutes a "breach of peace," which included the following 17 words:

... The majority of the Court reversed the conviction on the sole, specific, and limited ground that the statute, as defined by the 17 words quoted above, was unconstitutional. Certainly no one, irrespective of his own social, economic or political views, can take exception to the majority's opinion that no one who "invites public dispute" cannot be held to be breaching the peace. Nor can one seriously argue that the statute, as interpreted by the judge, was not unconstitutional.

... Justice Jackson [in a dissenting opinion] urged that the conviction should be affirmed because the overall charges which the trial judge made to the jury must have left the jury with the notion that if the words spoken by Terminiello were "fighting words," then, and only then, would a breach of peace have occurred. I feel confident that the five justices who reversed the conviction did not intend to indicate that "fighting words" were no longer a breach of peace or that the First Amendment to the Constitution unlimitedly protected words which incite people to violence.

Marcus Cohn Attorney Washington, D. C.

**Behind FM**

**EDITOR, BROADCASTING:**

... Broadcasting has always been behind FM. You can't realize how much we FM operators appreciate all you and your staff have done and are doing to promote FM.

S. Graeme Zimmer Program Director WCBS-WNY Columbus, Ind.

**Radio's Selling Job**

**EDITOR, BROADCASTING:**

Of equal importance to the selling job radio must do to prospective clients is the job it must do to sell itself.

... A more determined effort should be made by all departments to plug radio as an equal of newpapers in dependability, reliability and effectiveness.

Ray C. Chem Program Director WCBS-NY Amsterdam, N. Y.

**A Bright Saying**

**EDITOR, BROADCASTING:**

Something happened today that made me realize anew just how much your magazine means to the broadcasting industry and to the people associated with radio.

My father [Rev. B. R. Bright, minister of First Methodist Church] had just returned from the Post Office and I greeted him with the question, "Any mail?" To which he replied, "Yes, your Bible," and handed me this week's issue of Broadcasting.

... During the past three years, while I have been away from active participation in radio trying to regain my health, Broadcasting has been the medium to keep me in touch with my first love. We all depend upon Broadcasting each week to keep us informed.

Harry G. Bright Welch, W. Va.

[Editor's Note: When a minister calls Broadcasting a "Bible"—that's news.]

**Must Reading**

**EDITOR, BROADCASTING:**

... No matter how busy I am I always make time to read Broadcasting. ... Without a question ... it is the one publication in the radio field that ... I must read if I am to keep current and abreast of trends, new ideas, general news, etc.

Chester L. Riedemann Sales Representative WTCN Minneapolis

**'Essential Item'**

**EDITOR, BROADCASTING:**

... Dollars are very short, and can only be used for very essential items. ... Hence my subscription was renewed. ... You see, Broadcasting and Telecasting is a "must" in this office dollars or no dollars!

D. M. Butcher Manager, Radio Div. Central Advertising Ltd. Johannesburg, South Africa
Stay on the air... with Western Electric tubes

Since the early days of the broadcast industry, Western Electric electron tubes designed by Bell Telephone Laboratories have set the pace for quality performance and long operating life.

Western Electric’s line of power tubes and rectifiers for AM and FM includes many codes that have proved their dependability in stations from coast to coast.

For full information on Western Electric power tubes—now being made for Western Electric by Machlett Laboratories—call your local Graybar representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

— QUALITY COUNTS —

Western Electric

Western Electric’s line of high power transmitting tubes includes:

<table>
<thead>
<tr>
<th>Code</th>
<th>Type Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>212E</td>
<td>Air cooled triode, 275 watts</td>
</tr>
<tr>
<td>220C</td>
<td>Water cooled triode, 10 kilowatts</td>
</tr>
<tr>
<td>220CA</td>
<td>Forced-air cooled triode, 5 kilowatts</td>
</tr>
<tr>
<td>222A</td>
<td>Water cooled high vacuum rectifier, 25 kV. inverse voltage</td>
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<td>279A</td>
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<td>299A &amp; B</td>
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<td>341AA</td>
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<td>343A</td>
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<td>343AA</td>
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<td>379A</td>
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<tr>
<td>5541</td>
<td>Forced-air cooled triode, vhf, 10 kilowatts</td>
</tr>
</tbody>
</table>

The Patroon of the week

CAROL PEREL
Radio & TV Buyer
Arthur Meyerhoff & Co.
Chicago

Three years ago, before joining Meyerhoff, Miss Perel was "talent", conducting her own radio show. Even now, she does some writing and producing for the agency. Welcome to the fold. The William G. Rambeau rep today presented Miss Perel with her Patroon membership scroll and the deed to a tract of "Patroon-land".

The Patroon
Aristocratic Landholder of the Hudson Valley

*PATOON

Advertisers' success stories are proof positive that WPTR delivers:

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

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N. Y.

Page 20 • June 6, 1949
HERE is "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE

- DUAL-CHANNEL PROGRAMMING
- PROGRAM AMPLIFIERS INTERCHANGEABLE
- CAST ALUMINUM CABINET PROVIDES BEST RF SHIELD
- COMPLETE ACCESSIBILITY FOR MAINTENANCE WITHOUT REMOVAL FROM CABINET
- TWO VU METERS
- INTEGRAL CUEING AMPLIFIER FOR REMOTES, NETWORK, AND TURNTABLES

More features, more convenience, better construction—these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.

Gates Radio Company
Quincy Illinois

Eastern Zone Office
Gates Radio Company
Warner Building
Telephone ME-0532
Washington 4, D. C.

IN '49... IT'S THE GATES LINE

BROADCASTING • Telecasting

June 6, 1949 • Page 21
NORTH CAROLINA IS THE SOUTH’S NUMBER ONE STATE

AND NORTH CAROLINA’S No. 1 SALESMAN IS

50,000 WATTS 680 KC
NATIONAL REPRESENTATIVE

RALEIGH, N. C.
FREE & PETERS, INC.

Page 22 • June 6, 1949

BROADCASTING • Telecasting
MAYFLOWER DOCKED

By RUFUS CRATER

EDITORIALIZING by radio stations within undelineated limits of “fairness” and “balance” was sanctioned by FCC last Thursday in a 13-page decision which left three of the five voting Commissioners obviously unsatisfied.

Thus the Commission after more than a year of contemplation overrode its eight-year-old Mayflower doctrine against a licensee’s right to be an “advocate,” though Comr. Robert F. Jones maintained acridly that it had failed to “repudiate” the Mayflower ban.

In substance the decision was the same as the conclusions reached almost a year ago—that is, that “fairness” must be the keynote for licensees who air their own views over their own facilities [Broadcasting, June 22, 1948]. The majority made plain that it will not be enough for stations which editorialize to follow a policy of merely “not refusing” requests for time in which to present contrary viewpoints. Rather, stations have “an affirmative duty generally to encourage and implement the broadcast of all controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expression of opposing views.”

It was conceded that there will be “honest errors in judgment” on the part of licensees. But the majority held that these will not be condemned if the station’s “overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues.” The question which the FCC will pass upon is “the reasonableness of the station’s actions, not whether any absolute standard of fairness has been achieved.”

Posed for the Commission’s move, CBS announced immediately that “from time to time” it will editorialize. NBC and ABC declined to comment. During the hearings [Broadcasting, March 8, 1948] both came out explicitly for the right to editorialize, but did not indicate plans to exercise it. Mutual was reported undecided as to its course.

The position of CBS, which submitted transcribed “sample” editorials during the hearings and urged its right to broadcast them, was presented by Board Chairman William S. Paley:

“The reversal of the Mayflower decision by the FCC is a great forward step for broadcasting in this country. Within the past year, Columbia has publicly and repeatedly advocated the right of broadcasters to editorialize in their own names over their own radio facilities. With the recognition by the FCC of this right of broadcasters, Columbia intends, from time to time, to broadcast radio editorials in its name.”

Vote 4 to 1.

The Commission’s vote was 4 to 1.

Comr. Frieda B. Hennock was the dissenter, contending the majority’s standard of fairness is “virtually impossible of enforcement” and that editorializing should not be allowed unless fairness is insured. Chairman Wayne Coy and Comr. Paul A. Walker, attending a telephone and telegraph conference in Paris, did not participate.

Comrs. Jones and E. M. Webster, while agreeing that stations should be allowed to editorialize, issued separate additional statements questioning the lack of clarity in the requirements which the majority decision laid down for editorializations.

Comr. Jones also took the Commission to task for failure to repudiate the Mayflower Decision itself; for what he considered non-compliance with legal requirements that such policy matters be dealt with by rules rather than “reports”; for its failure to consider commentaries as “alter ego” editorialists for licensees” and to act accordingly, and for the conditions laid down for stations which editorialize.

“I would not say to the licensee as does the Commission’s decision, (Continued on page 50)

FCC REVAMPING

McFarland Introduces Bill

NOMINATED generally as the radio legislation most likely to succeed, an FCC staff, Commission and procedural reorganization bill was introduced last week by Sen. E. W. McFarland (D-Ariz.), chairman of the Senate Communications Subcommittee [Closed Circuit, May 16].

Besides realigning the staff on a functional basis, the bill (S 1973) would divide the Commission into two separate panels and overhaul current hearing and appellate procedures.

The bill incorporates less controversial portions of the famed White Bill of 1947-48, and the cease-and-desist, salary and radio fraud measures introduced earlier this year by Sen. Ed C. Johnson (D-Col.), chairman of the full Interstate & Foreign Commerce Committee.

The “new” provisions, not taken from the White Bill or pending measures, would:

- Organize the staff along functional lines, setting up a minimum of three “integrated” divisions (presumably broadcast, common carrier and safety and special services), with legal, engineering and accounting personnel in each. Each division would process the applications in its field.
- Create a buffer staff to stand between the Commission and its regular staff, and to be responsible directly to the Commission. This group would draft decisions, orders, etc., at the Commission’s direction.
- Authorize employment of a $10,000-a-year legal assistant by each Commissioner—a move which already was in the process of accomplishment [Broadcasting, May 9].

Introducing the bill Tuesday, Sen. McFarland told the Senate that in his view the proposed staff reorganization “must be a part of any bill enacted.” It was drafted, he said, “after consultation with Commissioners.”

He made clear that he felt “the most urgent and pressing problem of the Commission today deals with its internal organization.” For that reason he included “no policy sections,” he said, adding: “If legislation on substantive matters of policy are found necessary, it is my belief that they must be given careful committee consideration, either in this bill or possibly in other legislation.”

Still doubtful of the benefits of dividing the Commission itself into panels [Broadcasting, Jan. 31], he explained that he had nevertheless (Continued on page 24)
FCC Revamping
(Continued from page 28)

included the panel provisions to assure careful appraisal by the
central committee, to which the bill was referred.
Other provisions of the bill, either taken in whole or with modi-
fications from the White Bill or pending measures, would:
- Revise hearing procedures as prop-
poised by the House Ways and Means
setting up a 36-day waiting period for petitions against grants made without
hearing and making a hearing manda-
tory upon protest.
- Forbid rules which “effect a dis-
integration between persons based upon race, color, national origin, or any other
on kind of lawful occupation or business association,” which would block any move to exclude newspapers or
minority picture interests.
- Send all appeals to the U. S. Court
of Appeals for the District of Colum-
bia, thus terminating the divided jurisdic-
tion which now sends some cases to
that court and some to another; pro-
duce appeal direct from the Court
of Appeals to the Supreme Court
on revocations and non-renewals, and
for Supreme Court review of any case
upon writ of certiorari, as now.

- Repeal the antitrust provisions of
the Communications Act; the Antitrust
Commission would be limited to $10,000 to $15,000 as provided in
pending amendments to the act.

- The chairman of each panel would
serve for a 2-year period and, subject to
renewal, be eligible for reappointment.

- Reduce the size of the one
committee, to which the bill referred.

- Repeal the one-year rule on in-
formation for bureau heads.

- Grant additional authority to the
Facilities Division to handle certain
matters relating to and safety services (which
will have been given to a separate panel
under FCC’s original plan) and:
common carrier matters would also
be handled by the Communications
Panel.

- One major objection in former
considerations of the panel plan
would be removed: Petitions for
full Commission review of a panel
action—which has been attacked as
needlessly time-consuming—
would not be allowed. Panel actions
could be appealed directly to the
courts, as could actions taken by
the full Commission.

The whole Commission would
have authority over allocations “to
the various radio services”; the
selection of officers and employees;
the establishment of the panels and
their officers; the adoption of
rules of general application, and
other matters not specifically
dealt with by law. The full Commission
would be required to meet at least
once a month and, among other
things, assign cases to panels (or
to the Commission itself) and re-
view the functioning of both panels
and full Commission.

The full Commission would design-
ate the chairman of each panel.
Neither panel could have more than
two members of the same political
party. Within its field, each panel
would serve as “a committee of the
whole Commission in the exercise
of the Commission’s rule-making
powers.” Members of one panel
would have no authority over the
functions of the other.

Executive Officer

The Chairman of the Commission
would be its “executive officer.”
The chairmanship would not rotate
among the members, as proposed by
the White Bill, but would be filled
by the President, as stated.

The McFarland Bill contains none
of the censorship, clear-channel
limitations, or “ Gallup” provisions
which stirred up irreconcilable
controversy in the White Bill. Actually
there was substantial agreement
on many of the McFarland pro-
votions when they were considered
during the White Bill hearings. A
great deal of the material reflects
work done by the Federal Com-

communications Bar Assn. and
individual attorneys over a period of
years.

Some observers felt the bill had
a better chance of passage than
any other radio measure in years,
due to the absence of policy
considerations. One attorney who
has drafted numerous procedural
bills thought it had “the best
chance” of any legislation he could
recall.

But the commerce committee
reached no immediate decision as
to its approach. Sen. McFarland
expressed a hope that the com-
mittee would act “rather prompt-
ly,” with a view to enactment at
this session. He conceded that
“some hearings may be necessary,”
but said it appeared that there were
no “extensive hearings” in 1943, 1945
and 1947 on “many of the sections
involved.

Meanwhile, on the House side,
the prospect of investigation still
loomed before the FCC. Rep. Fran-
cis Walter (D-Pa.), who has
charged the Commission with vio-
lation of legislative intent in
radio measures, had introduced
a bill to revoke the FCC’s
jurisdiction.

‘Watch and See’
The House Interstate Commerce
Committee, however, has adopted a
“watch and see” attitude which is
attributed to (1) demands upon its
time by administration “must
hearings,” and (2) an apparent
inclination to let the Senate
committee take the initiative on radio
matters.

Rep. George Sadowski (D-Mich.),
vice chairman of the FCC-FTC
Sec. group, acting for Rep. Alfred L.
Bulwinkle (D-N. C.) who is ill,
said the committee would
schedule hearings in the next session
to determine what measures the committee
would take up next. All but two of the
16 communications measures
are currently on the Senate
agenda.

Congressman Sadowski has

tentatively scheduled the executive
meeting for today (June 8),
first open date when all his subcommittees
seem to be in session. No action is
foreseen now in light of the new
Senate bill.

Another factor in the House sub-
committee’s failure to delve into
radio, if reported, has been the
reluctance to consider any “contro-
versial” matter that might involve
drawn-out hearings, in view of

PROCTOR & GAMBLE Daytime Shows Realigned

EFFECIVE July 11, radio’s largest advertiser, Procter & Gamble,
Cincinnati, will realign its entire daytime radio schedule affecting
five shows. The move includes shifting products and networks as well as
switching shows between two agencies, Dancer-Fitzgerald-Sample and
Compton Adw., plus the dropping

of one program entirely.

The new line-up now consists of
the following:

- Crisco will sponsor Road of Life, 3:15-3:30 p.m. on

- Tide’s Life Can Be Beautiful, 1:15-2:15 p.m. on

- Life of Welcome, 10:15-11 a.m. on

- Who’s Afraid of Virginia Woolf, 11-12 noon on
on NBC, 10-10:30 a.m. The show will
move to NBC from its present
time on ABC, 12-12:30 p.m. One
show, Tide’s Life Can Be Beautiful
on NBC, will remain in the

same position.

As a result of the new

- Welcome Travelers, now produced
by Compton Adw., will be handled
by Dancer-Fitzgerald-Sample.

- The other, Brighter Day, for-
merly a D-F-S show, will be
handled by Compton.

(Continued on page 52)
Completion Assured by NAB

NAB June 16 guaranteed completion of the second nationwide BMB study of station and network audiences. This, Dr. Kenneth H. Baker, research director of NAB and acting president of BMB, announced during a conference at BMB's New York headquarters on that day, "clears up this question once and for all."

The guarantee, contained in a letter to Dr. Baker from NAB President Justin Miller, followed a report of BMB to NAB that on May 28 the bureau had been re-unsigned by 404 stations, two national networks (ABC and NBC) and two regional networks (ABC Pacific and New England Regional Network). These waivers, obligating the signers to pay dues to BMB through June 1950 and eliminating the 90-day cancellation clause contained in the original BMB contracts, meet the conditions laid down April 14 by the NAB board in Chicago.

Loan Provisions

At that time the board agreed to advance $75,000 to BMB, provided that the money be advanced for current operating expenses of April and May 1949; that the loan be conditioned on NAB's assumption of full control of BMB operations while any part of the loan is outstanding; that the resolution authorizing the loan anticipated a guarantee from the National Association of Broadcasters, unless the bureau's Study No. 2 "if NAB is satisfied that BMB has secured sufficient waivers and new subscribers by June 1." Those waivers guarantee BMB an income of some $315,000 during the period from now until the end of June 1950, Dr. Baker reported, a sum sufficient to insure repayment of the $75,000 loaned by NAB. Dr. Baker expressed the hope that the additional $15,000 offered to BMB by AAAA would not be needed.

Judge Miller's letter to Dr. Baker reads:

I have your letter and report of May 28, supplementing conversations with Mr. Willard, Mr. Arney and myself during the past six weeks. Your report covering the current financial status of the Broadcast Measurement Bureau indicates fulfillment of NAB's requirements--as set forth in our board's action at Chicago--and satisfies me that BMB has secured sufficient waivers and new subscribers to give reasonable assurance that the bureau's Study No. 2 will be completed.

This letter constitutes official assurance that the National Association of Broadcasters guarantees the completion of the bureau's Study No. 2.

Dr. Baker pointed out that many stations have been holding off signing their waivers awaiting the NAB guarantee that Study No. 2 would definitely be completed, adding that he expects a "flow of waivers in the next week or so."

Asked about CBS, he said that he could not answer for that network, but he had received informal assurances that it would continue to support BMB both for the network and for its owned and operated stations. He added that BMB will continue to try to sign up new stations for the study and to reinstate delinquent subscribers right up to the date of publication.

Reports on Status

Regarding the status of the study, Dr. Baker reported that about 315,000 ballots have been returned to date, with final follow-up to be completed within a week or so. He anticipates a total return of about 330,000 or 335,000 ballots in all, he said, noting that the job is a big one that the 1949 study, with more ballots to be decoded and tabulated and more stations to be reported on. He said he hopes to equal the time of that study's completion and deliver reports to subscribers by November.

Asked about TV and FM, Dr. Baker said that the returned ballots could report on reception of those forms of broadcasting but that lack of accurate county and city data on FM and TV homes makes it impossible to report them against anything but the overall base of all radio homes so that the study's FM and TV percentages will be extremely small and not very meaningful.

"One result of Study No. 2, which will probably surprise a lot of people in view of statements that have been published, is that there is still a lot of AM listening going on," he declared. The ballots are reporting many instances of listening to AM stations six and seven days a week, he said, adding: "What we all knew about AM listening in 1946 will be the discovery of 1949."

Asked about disclosure of data on non-subscribers, which the ballots disclose but which BMB did not report for Study No. 1, Dr. Baker replied that subscriber stations are impossible to report them for other stations' audiences for all counties reached by the subscribers. Advertisers and agencies desiring information on these non-subscribers stations can get it from the subscribers, he said.

AM LISTENING

LISTENERS who buy television sets pay less attention to their radios for a while but the listening curve returns to almost the former level when the TV honeymoon is over.

This listener-viewer habit was found in a survey of AM listening in homes, conducted by Sam Gill, director of research, Sherman & Marquette, New York.

Mr. Gill, in a statement directed to AM stations, said this form of entertainment and advertising medium and that it will have a profound effect upon the habits of families owning sets. But these changes in habits will not always have a negative reaction upon other media."

The Gill survey shows that daily AM listening per home was 4.13 hours before buying a TV set; 2.14 hours 0-3 months after purchase; 2.92 hours 3-6 months after purchase; 3.66 hours 6-9 months after purchase; 3.97 hours 9-12 months after purchase. Mr. Gill said he plans further analyses of the effect of TV on family habits.

Average Daily AM Listening per Home Sample of TV Homes

<table>
<thead>
<tr>
<th>Before Buying TV Set</th>
<th>0-3 Months After Purchase</th>
<th>3-6 Months After Purchase</th>
<th>6-9 Months After Purchase</th>
<th>9-12 Months After Purchase</th>
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<tr>
<td>4.13 hrs.</td>
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<tr>
<td>2.14 hrs.</td>
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<tr>
<td>3.56 hrs.</td>
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<td>397 hrs.</td>
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TV Declines as Novelty Wears Off—Gill

WTAL JOINING CBS

Station Is 184th Affiliate

WTAL Tallahassee, Fla., becomes a CBS affiliate effective Aug. 1, William A. Schurman, CBS director of station relations, announced last Thursday. Addition of the station brings to 184 the total number of CBS affiliates.

The 5 kw station, owned and operated by John H. Phipps Radio Stations with L. Herschel Graves as general manager, is a primary affiliate of MBS under a contract which expires July 18, 1950.

Chatfield to Compton

GEORGE CHATFIELD, vice president of Kenyon & Eckhardt, New York, has resigned to join Compton Co., New York, as vice president. His resignation is effective July 11. Mr. Chatfield will work on the Procter & Gamble account at Compton.

Mr. Chatfield

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BEKINS’ BEST BUY

SOME advertisers have often denied that radio has any direct sales value. Most advertising minds would insist that it holds little sales value for a van and storage company.

But Milo W. Bekins will argue with anyone on this count. And he should know, being president of the 54-year-old Bekins Van & Storage Co., a dominant radio advertiser in the West.

He believes it’s tops in doing a straight selling job. He is also convinced that it is a great influence in making friends for his organization. But he didn’t always feel that way.

Proof of his confidence in its selling power? Well, from a few thousand dollars as the initial investment some 15 years ago, the firm year-by-year has increased its radio appropriation.

With an annual advertising budget in excess of $250,000, Bekins today portions more than 50% to regional radio. Balance goes to newspapers in the western area.

Mainstay of Bekins radio today is a weekly half hour of nostalgic vocal and instrumental music titled Bekins Hollywood Music Hall on 10

Business of Broadcasting

One of a Series

CBS Pacific stations, Wednesday, 7:50-8 p.m.

In its fourth year, also, is Bekins Meet of the West on KOA Denver. It takes the Friday, 8:45-9 p.m. time slot on that station and has a large following, proven by the heavy mail pull. This vocal quartet features western tunes.

For the past one and a half years H. V. Kaltenborn has been a three weekly feature on KFSD San Diego, and about five months ago the firm also took over sponsorship of that commentary on KNBC San Francisco. In addition Bekins maintains a steady spot announcement schedule on four British Columbia stations—CKWX Vancouver, CKV Kelowna, CFJC Kamloops, CKPG Prince George, and two Texas outlets—WRR Dallas and KFJZ Fort Worth.

“Although we feel that our sales organization has proved itself to be most efficient and effective in establishing and maintaining the soundest type of company-public relationship and goodwill, we know that radio has helped to make our name a household word,” Mr. Bekins declares. “It has played a major role in our success. It keeps our name before the public as no other media can.

At Straight Selling

“We have always aimed to do a straight forward selling job making our message factual and all inclusive, so that it interests Pop as well as Mom, and the children too. Our market includes the whole family—Mother in the home and Dad in his store or office. The children are our customers of tomorrow.

“When we first dipped a tentative toe into the uncharted waters of broadcasting some 15 years ago, radio, in our estimation, hardly seemed a medium that could aid the particular type of selling job we were attempting to do. We hesitated. We pondered. We had doubts that the spoken word would accomplish our aim.”

The story of Bekins Van & Storage Co. success today is in part of the story of skillful use of advertising. Since that time 15 years ago when the firm first purchased spot announcements on scattered Pacific Coast stations, the story has changed. Mr. Bekins and other executives of the firm are ardent believers in the strong selling punch of the spoken word.

They know, that if properly handled, it pays off.

WIIL Advertising Agency, Los Angeles, took over the account in November 1937, Bekins Van & Storage Co. had already been a spot user of station time for three years, but as Mr. Bekins said, “without consistency.”

Al Brooks, head of the agency, recommended that his new client

CAREFUL planning of commercials for weekly Bekins Hollywood Music Hall brings this group of sponsors, agency and network executives together for a bi-monthly conference. Planners are (I to r)—scotsman, Milo W. Bekins and President and general manager, respectively, of Bekins Van & Storage Co.; (standing), James T. Aubrey, CBS Pacific Network account executive; Bill Shaw, CBS Pacific Network sales manager.

Bill Henry, News on eight CBS California stations Mon., Wed., Fri. 5:30-6:15 p.m. And four weeks later a Friday broadcast was added to the schedule.

It was on March 5, 1942, that Harry Flannery took the spot commercials for the sponsor in that same regional network time slot.

Having successfully whetted its appetite for daytime radio, and with an increased budget available, Bekins went looking for an additional network.

The hunt produced Remember Hour, a weekly half hour of music which started Sept. 27, 1945, on ABC California stations—Sunday, 11:30 a.m.-12 noon (PST). It originated from KGO San Francisco and featured Phil Behover’s nine piece orchestra with guest vocalist.

After about six months the program shifted to Hollywood and title was changed to Bekins Hollywood Music Hall. The orchestra was increased to ten, and Bill Adlam became musical director, with a featured vocalist added. Average Sunday morning Hooper was 3.1 the agency points out.

Expands Coverage

Then in April 1944 the program took the Sunday, 4:30-5 p.m. time and expanded coverage to include three Pacific Northwest stations (KJR Seattle, KGA Spokane, KEX Portland) continuing in that spot for the next four years. Effective July 1, Aubrey, Eula Besi, concert singer, and Bill Days, tenor and now leader of The Besi-Badam music group, are among the notable vocalists featured on that program during its early days.

Meanwhile Bekins continued its CBS newscasts, bringing in Nelson Pringle as replacement for Harry Flannery when the latter went on lecture tour for a couple months in June 1945. When Flannery resumed Aug. 19, 1945, coverage was increased to include two Pacific Northwest stations (KOIN Portland, KIRO Seattle). Charles Collingwood, news analyst, took over in November 1947 for the next eleven months.

Bekins then discontinued news programs to concentrate the budget on its Sunday musicals and in October 1947 made further change. Bekins Hollywood Music Hall moved to seven NBC Pacific stations, Saturday, 9:30-10 p.m. The coverage was increased to 36 times with Harry Flannery as musical director. Lucille Norman was added as featured vocalist. In addition

(Continued on page 53)

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BROADCASTING • Telecasting
Renames McMillan, Borton at Houston

Daniel Starch Associates. Other board members include Mr. Thomas Dyke, Chicago, president of Post and KPRC; Allan T. Preyer, Morse International, New York; George C. Wiswell, Chambers & Wiswell, Boston; B. W. Robbins, General Outdoor Advertising; Charles Luckman, Lever Bros.

Mr. Francisco said that in relation to national income the nation is spending less in advertising than before the war. "This decline in the ratio is due to three factors," he said, "an abnormal increase in national income, the lack of any pressing need for increased advertising pressure during the war and post-war years, and the fact that, on the basis of the cost of reaching a television buyer, the cost of advertising is about the same as it was ten years ago."

Reviewing media figures, he showed that the publication rate of newspapers has gone up 3% per-page, and the cost-per-thousand radio homes covered by two major networks has (in 1947) dropped 18% since 1940. Increased circulations and audiences have compensated for additional costs, he said.

"Pointing to the fact that the nation has entered a buyer's market, which he called "the normal kind of market," Mr. Francisco said: "Advertising today is reaching a greatly expanded market with more potential buying power, at almost the identical cost-per-person as ten years ago." The ratio of advertising expenditures to national income has dropped from between 3% to 4% in the 1890-1934 period to only 1.8% in 1948, he noted.

Advertising must accept its share of the responsibility of "selling the American way of life to the American people," according to Marion Harper Jr., president of McCann-Erickson. His address was the keynote speech delivered by Mr. Harper, vice president of the agency.

"The American thing—the American economy—the American accomplishments by all odds is the best and most successful accomplishment to date," Mr. Harper contended. "There has never been anything remotely like it. Every conceivable plan or 'ism' or concept, has been tried at least once. And each has failed as compared to American phenomenon."

"As a bench-mark for appraising the worthwhileness of human societies, perhaps it can be said that human progress may be measured by the degree to which man makes his possible other plan or 'ism' or concept, has been tried at least once. And each has failed as compared to American phenomenon."

FCC Actions

GRANTS for three new AM stations and improved facilities for one existing outlet, plus a late decision looking toward another new AM station, were issued by FCC last week. Final decisions also were announced to grant several new FM outlets and improve the facilities of an existing station. Authorizations for one non-commercial and several commercial FM stations were announced, and deletions of 3 FM authorizations were reported. FCC also approved station transfers. Decision and commitments announced or in FCC Roundup, page 73.

ABC DISMISSALS

MORE than 80 ABC employees in New York, Chicago and Hollywood were released last week in a budget-slicing move.

Although the network declined to disclose actual figures, it was learned that at least 35 were cut from the 27 eliminated in Chicago and about 20 in Hollywood.

The personnel reductions were made in both radio and television and in almost all departments. Although no official explanation was given for the action, it was learned that it was part of a general budget tightening program.

In Chicago, James Stirtton, general manager of the Central Division, termed the layoff a result of a New York order and by the networks. The order, believed to be effective at all network O & O outlets, follows loss of three major ABC accounts—General Electric's Houseparty from New York, which the sponsor cancelled; Break The Bank, sponsored by Bristol-Myers on AM and TV in New York, and Welcome Travelers, Proctor & Gamble Chicago show. The last two are switching to NBC. Combined, the three are estimated at $4 million.

Employees affected were below the executive level, it was said.

McCRAY SUCCEEDS DYKE In NBC Post

THOMAS MCCRAY, NBC National Program Director, last week assumed command of the network's program department following the resignation of Mr. Ken R. Dyke, administrative vice president whose resignation became effective June 1 (Closed Circuit, April 4).

Mr. McCray said the announcement was "made by the network, but it was understood that no replacement for Mr. Dyke's administrative vice presidency was immediately contemplated. Mr. McCray may be elevated to a vice presidency in the future, it was believed.

Up on leaving NBC, Mr. Dyke began a vacation during which he will make a decision as to which of several positions that have been offered to him he will accept.

It was understood that Mr. Dyke has under consideration one high-ranking job with an advertising agency and several others in the public relations field.

Mr. McCray joined NBC as eastern program manager in May 1944, after serving during the war with the Office of Censorship. Prior to the war he was assistant general manager in charge of programs at WTIC Hartford, an NBC affiliate.

Sterling Trip

FCC COMR. George E. Sterling left Saturday during the war with the Office of Censorship. Prior to the war he was assistant general manager in charge of programs at WTIC Hartford, an NBC affiliate.

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these organizations in a later article.)

Frequently these research consultants are engaged in other primary fields like marketing or distribution, but can and will handle special radio and television research problems under contract to individual clients.

Walter Burn
With offices in Middlebury, Vt., Walter Burn has built up a special map and market research service. His specialty is "economic values for market areas." Gathered from federal, state and local governments, his information covers the United States and Canada, much of it on a county basis. Some of the figures provided include, population estimates, households, and other economic data. Provides coverage area data for all types of broadcasting.

Facts Consolidated
One of the regional research firms, and a prominent one, is Facts Consolidated, 461 Market St., San Francisco. This West Coast organization does no continuous audience surveys. Contracts are entered into for research on sets-in-use, program ratings, station coverage, sponsor identification, program preferences, product sales related to program ratings.

The telephone survey method is the basis of measurement, but it is supplemented by personal interview and mail ballots when the job requires. Television, too, is under study. For TV, Facts Consolidated provides surveys on sets-in-use, share of audience, absolute number of viewers per program, and a rating of quality or clarity of viewing.

This organization will also do studies of marketing problems, opinion research, and other research jobs. A branch office is located at 8461 Melrose Pl., Los Angeles.

Edgar H. Felix
A different, but essentially valuable service, is provided by Edgar H. Felix, 176 Franklin Ave., Malverne, N. Y. Basically it is a combination field intensity measurement with market and economic data. Mr. Felix reports the field strength, stability and quality of service, day and night, of every audible service for all radio stations cities and other cities over 25,000 population. Special studies are made for stations, defining areas, analyzing the industries within the area, retail sales for areas to which a significant and ranking service is delivered.

Radio Coverage Reports by cities are done on a continuing basis, and are available to agencies for $200-$600, depending upon radio billings. Radio Coverage Letters are published for stations, and the fees range from $75 to $500 depending upon station power. The organization also provides analysis of spot lists, and prepares supporting data for stations applying for network affiliation. FM is not

(Continued on page 51)

1926

WORL Boston

1949

By MITZI KORNETZ

LAST WEEK, in a studio on the ninth floor of a bank building at 216 Tremont St., Boston, a voice spoke into a microphone. It was 8 p.m., Tuesday, May 31. "WORL will now cease for all time its broadcasting activities," the announcer said. With those parting words, to the strains of "I'll See You Again" on the 920 Club, WORL Boston, which at one time was considered the most successful independent local station in the country, passed away. It is one of the few instances, if not the only one, in radio history where a station has gone off the air for good as the result of an FCC ruling, without another licensee taking over. The rare death blow by the FCC was dealt to a station partly owned by a former member of the Federal Radio Commission, Harold A. LaFount, now general manager of the Arde Bulova radio interests. Other owners were Sanford H. and George Cohen, New York attorneys.

WORL had waged a vigorous fight for survival, first in the courts by the owners and, in the last days, on a humanitarian basis by the employees who felt they were "guinea pigs" and "sacrifices."

The literal life-and-death struggle was going on since 1945, when the FCC denied the station its renewal license on grounds of hidden ownership. Much of the time since then was spent in court litigation, with the U. S. Court of Appeals for the District of Columbia at one point reversing the Commission's decision.

However, three weeks ago the U. S. Supreme Court overruled the lower court, citing its own ruling in the WORK Albany case where it had upheld FCC's power to deny renewal on grounds of misrepresenting ownership.

Uniqueness of the resulting situation arose from the fact that the station, which had asked for an extension of its temporary license to 90 days from the date of the court decision, regardless of its outcome, suddenly changed its plans and requested dismissal of the petition. Since the license under which it had been operating expired June 1, the station expired with it.

In previous instances where sta-

(Continued on page 52)
BORED TO TEARS

Whatever that book is, it doesn’t seem to be making much of a hit with the silver fox. From the looks of that big yawn, he seems bored to tears with the whole thing.

We'll try not to bore you in this ad for W·I·T·H. We'll just give you a few fast facts:

W·I·T·H is the BIG BARGAIN BUY in the rich Baltimore market. Why? Because W·I·T·H delivers more regular listeners-per-dollar than any other station in town.

This means that a LITTLE bit of money goes a LONG way on W·I·T·H. You can get big results from small appropriations on this station.

So don’t put off this important move another day—call in your Headley-Reed man and get him to tell you the whole W·I·T·H story.
COLOR TV

COLOR television flared brightly last week, arousing public interest in its commercial imminence and industry concern over its effect on TV set sales.

Radio Mfrs. Assn. acted Friday to put out this color television fire by assuring the public that present sets will not be made obsolete by UHF assignments or color's eventual emergence from the laboratory.

Two factors caused the widespread interest in color and related status of the UHF band. First, the color question intrigued the public despite FCC's insistence the week before that it only desired color if black-and-white wouldn't be upset and if conversion wouldn't cost too much. Second, CBS sequential color was demonstrated over a closed circuit in an exhibition of medical operative technique.

Calls Committee

RMA called together its FCC Conference Committee after the Commission's carefully worded announcement [Broadcasting, May 30] had aroused public hopes for color TV. The manufacturers became worried when the alluring prospects of color television stirred public and dealer excitement. They were further agitated by the publicity surrounding the medical demonstration by a company interested in selling hospital television equipment for educational purposes.

All-day meeting was held Thursday by the RMA group, headed by Max P. Balcom, Sylvania Electric Products, who recently retired as RMA president. The committee met in early afternoon with Sen. Edwin C. Johnson (D-Col.), discussing all phases of broadcasting and television.

Representing the radio and television industry, the RMA committee issued a statement of policy designed to quell the agitation.

First, RMA reminded that FCC has stated that the 12 TV channels now in use for black-and-white will remain intact. It said say TV receivers now in use, and those which will continue to be produced and sold "can be purchased in complete confidence that they will continue to give satisfactory service to the purchaser."

Next, RMA said the manufacturing industry agrees with FCC that the present 12 TV channels are inadequate for a complete national service, and with the FCC proposal that UHF channels be added.

RMA reiterated past statements that "a simple and inexpensive converter" can be used to permit present TV sets to receive UHF stations.

The committee's position on color television is that the proposed systems are still in the laboratory stage. "When and if one of these systems is accepted by the FCC and industry as standard, it must be thoroughly field tested and proven under practical broadcasting conditions," it was stated.

RMA Reassures Owners of Present Sets

The industry is in accord with the policy expressed by the FCC that any future color system must be capable of being received on present sets with only minor modifications.

RMA wound up its policy declaration with this reassuring statement: "The industry wishes to emphasize that a television receiver purchased today will continue to receive television broadcast and provide fine entertainment for the life of the set."

Taking part in the Thursday conference at RMA headquarters in Washington, besides Chairman Balcom, were Ray C. Copgrove, executive vice president of Acro and newly elected RMA president; Joseph Elliott, RCA-Victor; H. C. Bonfig, Zenith Radio Corp.; David E. Smith, T. D. Lucas, Philco; John Craig, Crosley Division of Acro; Walter H. Steiner, Motorola; Bond Geddes, RMA executive vice president; James D. Seerest, RMA public relations director.

Though Zenith has been feuding with many TV manufacturers over its claims for a UHF tuning device in present Zenith receivers, (Continued on page 44)

ASCAP RIGHTS

Tentative Deal On TV Music

TENTATIVE agreement on the basic terms for the use of ASCAP music on video programs has been reached by committees representing the TV networks and the music rights organization, it was learned last week. Deal, reportedly patterned closely after the licenses issued by ASCAP to sound broadcasters, is said to call for a five-year contract covering all non-dramatic performances. Under this proposed agreement it is understood that cooperative network programs would be considered as network programs and paid for at the source, thus eliminating at the outset for TV a problem that has been a major bone of contention between ASCAP and the operators of AM and FM stations.

The network committee, which took over discussions with ASCAP after a breakdown in negotiations between the society and the NAB Television Music Committee early in May [Broadcasting, May 9, 16, 23], was empowered to discuss the use of ASCAP tunes only on video network shows. There was never any doubt, however, that any deal made by the networks would set a pattern for TV station licenses as well. Accordingly, the NAB overall committee has been informed of each step in the negotiations of the network group.

After the network committee had achieved a basis of understanding with ASCAP, Robert P. Myers, assistant general attorney of NBC and chairman of the NAB TV Music Committee, went into a week-long huddle with Herman Pinzelstein, ASCAP resident attorney, and in an attempt to reduce to proper legal language the points of agreement and to figure out the effect of these general conclusions on individual uses of ASCAP music on local and network TV programs.

Last Tuesday, Mr. Myers assembled his committee for a full discussion of the current status of negotiations and of the steps which must now be taken to turn the tentative agreement into firm licenses. One of these steps must be made by the ASCAP board, which must ask its members to grant it new, broad, long-term licensing rights for television. ASCAP's present agreement with its members gives the society limited TV licensing rights for a limited time, until Dec. 31, 1950. To give the video broadcasters the fuller rights they feel they must have to meet the requirements of day-to-day video programming and to give them five-year licenses, ASCAP obviously needs new and broader rights from its members.

Once these rights have been obtained, ASCAP will be able to offer television stations new licenses along the lines of the present tentative agreement. This would seem to (Continued on page 32)
PHILCO TV Sets

FIVE new Philco TV receivers at substantially lower price ranges from $245.05 to $299.95 were introduced at a meeting of eastern distributors in Philadelphia. “We are giving the consumer the greatest television values in the history of the industry,” said James H. Carmine, vice president of distribution. “Our new Model 1104E offers outstanding new picture quality at a price $100 under previous Philco 10-inch receivers.”

SILVER FIRM

Tells Why It Will Use TV

INTERNATIONAL Silver Co., Meriden, Conn., has advised its dealers that it abandoned radio advertising in the belief it was a declining medium and would turn to television in the fall.

In a circular letter explaining its cancellation of the Ozzie & Harriet program on CBS Sundays 6:30-7 p.m. the company said it was motivated by:

1. Our feeling that radio as an advertising medium for our products is declining in value.

2. The rapid development and growth of television which we believe bears great promise as the best of all media for advertising silverware.

The dealers were advised in the letter, which was signed by Craig D. Munson, vice president and general sales manager, that the silver company would undertake an advertising campaign in every television city.

Although the letter did not amplify the company’s plans, it was learned that International Silver, through Young & Rubicam, New York, is looking at a dramatic TV program for network sponsorship. Neither program nor network has been picked.

Funds covering 13 weeks of the Ozzie & Harriet program were left in the International Silver advertising budget at the time the company dropped the show, it was said, and this money will be allocated to the television program.

RTDG-NBC CASE

Guild Asks for Mediator

RADIO and Television Directors Guild last week asked for the intervention of a New York state mediator in its effort to obtain recognition for WJZ-TV New York. The same mediator, Mabel Leslie, also will handle the NBC case. NBC, as did WJZ-TV, takes the position that the television directors are managers and therefore a union of such directors is an improper bargaining agent.

PULSE TELEVISION RATINGS

HEADS of the four television groups cooperating with Screen Publicists Guild on its second annual Television Institute, Hollywood [Broadcasting, May 30] meet to confer on institute plans. They are (l to r): Hal Roach Jr., Television Film Producers Assn.; Henry Lubcke, Academy of Television Arts & Sciences; Claude McCue, Assn. of Motion Pictures United States and Guild; Mal Boyd, Television Producers Assn.

TV AUDITIONS

AFM Approves Film

TO AID SPONSORS buy a live telecast, AFM is permitting its musicians to make auditions on film or on television shows, it was learned last week. In permitting musicians to participate in such films, AFM has stipulated that the reels must not be used for actual telecasts. It also stated that this relaxation of its ban on telefilms is for “an experimental period” and may be rescinded.

Joseph Lindwurm, supervisor of radio and television at the AFM’s big New York Local 802, in advising members of the change, cautioned:

These film auditions are strictly for live television shows and must not be confused with television film used for actual telecasting. The American Federation of Musicians has made no agreements for making of television film. The Federation is merely allowing a show to be made up and placed in new telecast, but to be viewed by the sponsor without engaging a live cast.

He informed the members further that they must file contracts with his department in advance of any audition and that these shots are not contract for a live television show resulted. Members are required to make sure the films are used only for audition purposes and after the audition is over, the film and sound track must be filed with the local’s radio department.

Pay for TV audition work is to be the same as for radio auditions—$5.00 per hour in New York.

VIDEO S-R-O

35,000 Visit ‘Super Circus’

CHICAGO theatre owners are showing away from the vicinity of WENR-TV’s Civic Studio these Sunday afternoons. The spectacle of hundreds of people lined up to see ABC’s Super Circus is a grim reminder of what’s happening to their box-office. The one-hour program, which (CDT) over ABC-TV, has entertained 35,000 people, in person, since it was opened to the public last October. Admission is on a “first-come-first-served” basis. Invariably, a queue starts forming in front of the studio shortly after noon each Sunday.

Shortly after Super Circus was opened to audiences, ABC sought a means of keeping attendance under control. It was decided to admit no adults without accompanied by children. The idea has helped cut down the crowds, which were composed mostly of adults in the earlier days (Who said circuses were for kids?) but ABC still has its problems.

Super Circus is viewed by an estimated one million persons in 35 cities. Using the “big top” as its setting, it offers 90 minutes of fast-moving entertainment of a type usually associated with circuses. Telecast for 35 consecutive weeks of yesterday, it is sponsored by Canada Dry Ginger Ale and Derby Foods.

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Yes, WGN-TV is growing fast... in number of program hours, commercial time, number of advertisers and in technical progress.

In April, 1949, WGN-TV averaged 53 1/4 hours of programming weekly—more than any other Chicago television station—with almost two-thirds (63%) of this sponsored. The number of advertisers has increased monthly—67 in April as compared with 49 in March. Also in April, 83 hours were sold to national and regional advertisers—more than any other station in the country—as listed in a national television magazine.

In an attempt to further improve reception of its clients’ programs, WGN-TV has installed a new antenna 610 feet above ground atop Tribune Tower. The antenna, together with a new transmitter, are proof of WGN-TV’s continuous efforts to give the advertiser and the viewer the best possible service.

Add all of this together, and the result—WGN-TV is doing the kind of job that advertisers like. So why not let WGN-TV help increase your sales...

...join the trend to WGN-TV.

---

**BOXING**

**TELEVISION** had the boxing industry tied up in a clinic last week with some sharp blows nevertheless being struck in the interim in fighting.

The clinic was the deadlock between the Boxing Managers Guild and Madison Square Garden. At issue is the way telecasting and broadcasting monies are to be split between promoters on the one hand and fighters and managers on the other.

One of the blows struck during the week’s deadlock was the surprise thrust by welterweight champ Sugar Ray Robinson and Kid Galvian. That pair, failing to get a television deal to their liking from the Garden, took off to Philadelphia to sign with the Philadelphia Arena for a bout at Municipal Stadium. The arena, incidentally, is owned by the Philadelphia Inquirer, which also owns WPTL-TV Philadelphia.

Meanwhile in Detroit, came word that the middleweight title tiff between Marcel Cerdan and Jake La Motta would not be telecast. Fear of inroads on the gate was given as the reason.

What appeared to be the nub of the whole boxing controversy at the moment was the guild-Garden dispute.

The guild was seeking a 50% cut of all radio and television receipts put on under Garden auspices. The Garden’s answer was scaled to be a sliding scale which would give main-eventers $500 up to $1,000.

How the guild and Garden settled might serve as a model around the country. But during the week, neither side made what was regarded as “any real approach” to the other. No meetings were held.

Meanwhile, telecasters and prospective sponsors, innocent bystanders in the actual dispute but with a heavy interest in the outcome, were eager to have the matter settled so they could bring this kind of entertainment to the public.

**Gillette at Standstill**

Gillette Razor, for example, through Maxon Inc., its agency, was forced to mark time in signing a new annual contract for radio and television rights at the Garden. Its old agreement ran out last Tuesday, but interested in it might be in a new pact, the Garden was in no position to sign with it until the guild matter was settled.

While the guild-Garden matter was regarded last week as in a stalemate or suspended animation stage, the Robinson-Gavilan bout came along as an outright defiance to the Garden.

The Garden, it was said, had offered Mr. Robinson 4% of the television take and Mr. Gavilan 17¼%. The Garden reserved the right to make the deal with the sponsor.

Differing primarily on the latter point, the welterweights hopped a train for the Quaker City and signed on for 40% for Mr. Robinson and 18¾% for Mr. Gavilan. It was left up to all the parties to decide whether the bout would be telecast. If it were, division of air fees would be on the same percentage basis. The bout is scheduled for July 11.

Surveying the entire fight scene, Abe J. Greene, the National Boxing Ass’n’s commissioner of boxing, lamented that the telecasting situation had not yet been clarified. His own position is for getting the game before as many people as possible without killing the gate.

He feels, however, that the Detroit bout between Measra, Cerdan and LaMotta could well be one where telecasting of the event to eastern audiences would not interfere with the western gate. He said:

“That bout won’t pull too many people from the East and I feel it could be televised, even if only outside its local area, to the benefit of all concerned and the public.”

**ASCAP Rights**

(Continued from page 40)
leave the next move up to ASCAP—and officially it does.

However, once ASCAP has gone to its members for these additional rights and prepared new TV licenses, it can not very well go back to its membership again if these licenses are not acceptable to video broadcasters. Accordingly, Mr. Myers is preparing a letter outlining the terms of the proposed agreement which he expects to send to all TV stations early this week.

If their reaction is favorable, then presumably ASCAP will go to its members for the new licensing rights it needs. It is also presumable that while these rights are being obtained and the licenses prepared that ASCAP will continue in effect its present blanket video licenses, which are currently scheduled to expire June 15.

If video broadcasters do not approve the proposed license terms, the result might be either a resumption of negotiations to comply with their suggestions or a withdrawal of ASCAP music from all TV programs.

---

**WMBR-TV To DuMont**

WMBR-TV Jacksonville, Fla., last week signed an affiliation agreement with the DuMont Television Network. The station, owned by the Florida Broadcasting Co. and stated to be commencing commercial operation on approximately Oct. 1, is a full primary CBS affiliate as well.
Now in 1949

99.7% of the country's television audience is within reach of these stations

<table>
<thead>
<tr>
<th>Du Mont Programs Shown Live on these stations</th>
<th>Programs shown on these stations by Du Mont Teletranscription</th>
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<tbody>
<tr>
<td>WAAM</td>
<td>Baltimore</td>
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<td>WNAC-TV</td>
<td>Boston</td>
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<td>WBEN-TV</td>
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<td>WGN-TV</td>
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<td>WEWS</td>
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<td>WGBK-TV</td>
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<td>WTMJ-TV</td>
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<td>WNHC-TV</td>
<td>New Haven</td>
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<td>WABD*</td>
<td>New York</td>
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<td>WFIL-TV</td>
<td>Philadelphia</td>
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<td>WDTV*</td>
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<td>WTVR</td>
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<td>KSD-TV</td>
<td>St. Louis</td>
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<td>WSPD-TV</td>
<td>Toledo</td>
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<tr>
<td>WTTG*</td>
<td>Washington</td>
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</tbody>
</table>

For further information on television advertising, write or call: Du Mont Laboratories, Inc.

515 Madison Ave., New York 22, N. Y.

*Du Mont owned and operated stations

Copyright 1949 Allen B. Du Mont Laboratories, Inc.
STERLING FILMS INC., New York, has completed 16 mm film The Witch, and the Dragon. Fairy-tale to delight small fry is enacted with puppets. Available for all television stations. ... Charles Christenberry Jr., New York television package producers, and Katherine Rosser, writer-director, were re-elected American Television Guild president and secretary-treasurer. Elmore was elected vice president and Harold Weed treasurer. ... Contracts for Telenews, INS daily newswrap service, have been signed in three new video markets: KPIX (TV) San Francisco; sponsored by Lewis Food Co.; KSL-TV Salt Lake City and WFBFM-TV Indianapolis. ... Puppet Series
Official Television Inc., New York, currently offering for sponsored use, 10-installment series starring Pirro, puppet personification of child's whimsy and curiosity. Firm also releasing Chata, five-installment serial filmed in Tehuantepec, Mex. Story is of native girl and her pet hen. Information about children's films available from firm, 25 W. 41st St. Reinet, Irving Leos. ... Sara, Chicago, has inaugurated a "Follow Through" service, with Dr. J. L. Rosenstein, sales and industrial psychologist, gauging for clients use and effectiveness of films. Analysis is being given several national manufacturers and their products. ... Leo Holzman, "March of Time" film editor for six years, resigning to "enter into activities beyond scope" of MOT. Considering starting TV film organization or joining television unit of unidentified New York agency. Plans to be announced later. ... Frank Lewis Inc., Chicago, has completed series of tests in which quality of reproductions of white enamel and chrome on household appliances was analyzed. Firm, after two years of TV experimentation, plans to make TV spots for several of its national photographic accounts. Linquist, TV director at Malcolm-Howard Agen- cy, Chicago, begins production of 12 one-minute spots for Fohrman-Worthington. Production, same in city, is doing live-action institutional shooting. Fohrman, Hudson dealer, will use films during weekly wrestling matches on WBKB (TV) Chicago, but it will sponsor from June 20. ... Vaudeville Reels
Film Studies of Chicago is ready to release TV films narrated by Allen Prescott which have been compiled from Spanisch's Original Fool-A-Y芦 show. Series of Reels, each with three or four old-time vaudeville acts, run eight to nine minutes. WBNK (TV) Cleve- land has purchased Women's version from same firm. Achievements of outstanding women are pictured in two series of 13 10-minute shorts. Second series of with Tommy Bart- ley as narrator is offered to 40 or more stations which have run first, but will not be sold without sponsor. ... Alger Productions, Holly- wood, to produce 39 half-hour films for Los Milani Foods, Los An- geles. Films to cost $7,000 each. Releasing Chata, will start immediately but showings will not be ready before fall of 1950. At that time Milani will have television rights for two years. Agency: Jordan Co., Los Angeles. ... AUTHORS' LEAGUE
Dramatists Approve TWG
DRAMATISTS' GUILD Council has voted to admit the recently formed Television Writers Guild to Authors' League. The Authors Guild already has so voted and only the Radio Writers Guild balloting on this matter remains to be completed. The Authors' League is the parent organization.
TWG's third craft meeting will be held June 9 on "Writing Techniques—Dramatic Adaptations and Originals." Taking part will be: Worthington Minor, CBS producer; Mark Hunter, director of "spectacular Private"; John Chapman, Daily News (N.Y.) theatre critic, and two TWG members, Max Wilk and Benjamin Sherr. Like former craft sessions, the meeting will be in the Johnny Victor The- atre (RCA Exhibition Hall), New York. ... KTBV (TV) PLANS
July 4 Opening Splated
CONSTRUCTION on KTBV (TV) Dallas is proceeding rapidly, and owner Tom Pot- ter has set July 4 as the opening date. Tests will begin June 15. First staff appoint- ment, an- nounced last week, is that of Seymour C. ("Andy") And-rews as manager. ... Mr. Andrews, until recently, was program direc- tor of WBAP-TV Fort Worth. He went to Texas last year from Holly- wood, where he worked in radio network and film production as well as the advertising agency field. ... KTV, licensed to Lacy-Pet- ter Television, is building a new mod- ern structure in the 3000 block of Harry Hines Blvd., on high ground just north of downtown Dallas. ... Ad Features Video
TELEVISION was highlighted in the quarter-page ad run May 26 in the New York Times by the Consolidated Edison System, New York. "For 50 you get enough electricity to see 19 half-hour tv shows," the ad stated. Copy continued: "We've kept an eye on the future, too. People everywhere have been buying new television sets. ... In order to provide the additional power needed we're now in the midst of a 435-million-dollar expansion program." ... In addition there was a family seated around a television set.
There's new magic in the heart of the Southwest!

It's television over WKY-TV... opening a bright new market for TV advertisers, right in the middle of the great Southwest where business is best. And it's hitting the market with unprecedented impact!

And no wonder! Because WKY-TV has its taproots in the popularity gained from WKY's 25 years of AM broadcasting. It enters the market with the super sales power that only the call letters "WKY" can give a station down here.

This means that when you "buy" WKY-TV, you get more than a picture on the kinescope. You get WKY's prestige and acceptance behind every television message.

A quick call to your local Katz representative will repay you with information about the few availabilities still open.

Owned and operated by
THE OKLAHOMA PUBLISHING CO.
WKY, Oklahoma City • The Daily Oklahoman • Oklahoma City Times • The Farmer Stockman
Represented by
THE KATZ AGENCY, INC.
Setting Up of AT&T Co-ax & Relay
(Report 62)

MOBILE TV monitor, the "Sherlock Holmes," is a feature of the Long Lines Dept.'s television network control center at AT&T's New York headquarters. Described as a "detective-on-wheels," monitor can be connected to any of center's incoming or outgoing circuits and aid technicians in tracing source in event of equipment trouble.

At operating control position at new TV network center in New York, a technician tests, maintains and switches network channels interconnecting local television studios with Bell System's inter-city hookups. Fidelity of both video and sound transmission is checked with built-in picture tubes, oscilloscopes and loudspeakers at each monitoring position.

KSD-TV Hits Phoenix

KSD-TV St. Louis reports that on May 4 it received a letter from W. Brayer of Whitey's Radio-Record Appliance Co., Phoenix, Ariz., stating that the KSD-TV signal had been received in Phoenix. St. Louis is 1,300 air miles from Phoenix. Station immediately wrote Mr. Brayer asking him to report if the unusual occurrence should ever be repeated. Nine days later Mr. Brayer replied that he received the KSD-TV signal in Phoenix and that he receives both video and audio.

* Figures through May 1.
DAYTON, OHIO

PRESENTS
VETERAN
SPORTSCASTER
SI BURICK
IN
"SPORTS of all SORTS"

Now sponsored by Coca-Cola on WHIO-TV

* Every sports follower in Dayton and the Miami Valley knows veteran sports editor Si Burick . . . avidly reads his "Si-ings" column in the Dayton Daily News . . . tunes in his evening sports commentary on WHIO (a show which has had a continuous sponsorship since 1935).

Now, over WHIO-TV, Si Burick telecasts a new brand of sports show . . . "Sports of All Sorts." It's a fifteen-minute show featuring a "demonstration" interview with a sportsman representing a different sport each show. Tennis and golf pros, bait and flycasters, expert archers, baseball pitchers, trapshooters, speedboat pilots, and many other sportsmen demonstrate their techniques.

In addition, Si salutes a local "athlete of the week," gives quickie baseball scores and other sports news highlights on this new television program.

"Sports of All Sorts" is now sponsored by Coca-Cola.
If your Pacific Coast network isn’t Don Lee, you’re losing some mighty important coverage—for only Don Lee has enough stations to cover the important places on the big Pacific Coast.

Don Lee has 45 stations, one in each of 45 prosperous markets—within 2 stations of the total of all other Coast networks combined! You need a great many local network stations to do a thorough job of coverage on the Pacific Coast, where markets are surrounded by mountains (many over 14,000 feet high) that make long-range broadcasting unreliable. Don Lee broadcasts from within 45 buying markets, where people cannot always receive out of town or distant broadcasting.

Year in, year out, advertisers with complete distribution on the Pacific Coast choose the network that

LEWIS ALLEN WEISS, Chairman of the Board · WILLET H. BROWN, President · WARD D. INGRIM, Vice-President in Charge of Sales
1313 NORTH VINE STREET, HOLLYWOOD 38, CALIFORNIA · Represented Nationally by JOHN BLAIR & COMPANY

<table>
<thead>
<tr>
<th>Of the 45 Major Pacific Coast Cities</th>
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<tbody>
<tr>
<td>ONLY 10 have stations of all 4 networks</td>
</tr>
<tr>
<td>3 have Don Lee and 2 other network stations</td>
</tr>
<tr>
<td>7 have Don Lee and 1 other network station</td>
</tr>
<tr>
<td>25 have Don Lee and NO other network station</td>
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</table>
Sure, we can lift a sales curve!

(To watch out high's work, see back page of insert.)
### DNESDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>NBC</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>CBS</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>5:00 PM</td>
<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>You Are</td>
<td>You Are</td>
<td>You Are</td>
<td>You Are</td>
<td>You Are</td>
<td>You Are</td>
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### SATURDAY

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<th>MBS</th>
<th>CBS</th>
<th>NBC</th>
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<tbody>
<tr>
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<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
<td>News</td>
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<tr>
<td>5:00 PM</td>
<td>News</td>
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<td>6:00 PM</td>
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**EXPLANATORY LISTINGS IN ORDER:**
- **Sponsor Name, Program Name:** Name of program sponsored by sponsor.
- **Network:** Network on which the program aired.
- **Time:** Time the program aired.
- **Description:** Description of the program's content.

**Broadcast:** NBC
- **Time:** 4:30-5:35 PM
- **Program:** Name of the movie sponsored by sponsor.
As a sales-producer, CBS today holds the high altitude record among all networks. For today you find on CBS the greatest aggregation of stars and the most powerful facilities combining to sell billions of dollars worth of goods to the largest number of listeners at the lowest cost of any network in radio.

CBS — where 99 million people gather every week!
gives them complete market penetration to match.

Don't leave any places uncovered in any of the 45 important markets. Buy Don Lee for the only thorough coverage (from within each market) of the whole, big, 1,352 mile long Pacific Coast.

**Don Lee Stations on Parade: KHSL—CHICO, CALIFORNIA**

Located in the heart of the wealthy Sacramento Valley, KHSL is not just the only network station in its home county of Butte—the nearest competing network station is 80 miles away in Sacramento. Conlan Survey made during January 1949 gives KHSL 48.2% of the audience (average morning, afternoon and evening)—235% more listeners than the next highest station. Only Don Lee offers this kind of localized market penetration with 45 stations strategically located to give efficient network service all over the vast Pacific Coast area.

**The Nation's Greatest Regional Network**

---

**Mutual DON LEE**

**BROADCASTING SYSTEM**
Editorial

The Gill Technique

WHAT MAY go down in radio lore as the Gill Technique last week issued from the mind and pen of Sam Gill, research director of Sherman & Marquette.

While the Aylworths and the Coys, the Flies and the Ways were waging the battle of whether TV means sound radio's doomday and when, Mr. Gill was researching. His mathematicians done, his slide rule sheathed, he has announced preliminary results, depicted elsewhere in this issue.

Mr. Gill worked for a year. He monitored the listening-behavior of a cross-section of TV-equipped homes. He found that immediately after the purchase of a TV set, AM listening sank giddily. As the TV-owners became more accustomed to video, they became more selective. In the 9-12 month bracket, AM listening returned to a point not far below that held B.T. (before TV).

Avers Mr. Gill: "This form (AM) of entertainment and education will never become obsolete unless—they—the stations—so desire." Mr. Gill does not play down TV's potency or its potential and the profound effect it will have upon our life. The point he makes is that these changes in habits will not always have a negative reaction upon other media.

An AM medium to oblivion. It is becoming more and more evident that people make a date with TV, just as they did with the movies. And the movies don't do badly, even now.

The moral is that Mr. Gill researches while pontificating. Let's have more of the Gill Technique.

"Fore"—McFarland

IT HAS BEEN 15 years since Congress has enacted any substantive radio legislation.

In the interim, a number of measures have been offered. All proved abortive.

Now Sen. McFarland (D-Ariz.), chairman of the Senate Commerce Subcommittee has introduced a bill which he describes as limited strictly to organizational, administrative and appellate provisions. He emphasized that policy sections were specifically excluded because the "pressing problem of the Commission today deals with its internal organization."

We leave to the legislative analysts and the lawyers discovery of any "sleepers" in the bill. We detect none.

Certainly the provisions to raise FCC pay from $10,000 to $15,000 is highly desirable. The same goes for the increase in salaries for professional staff members (though we can't fathom why the confidential secretaries to Commissioners were specifically excluded).

We favor the move for mandatory horizontal reorganization of FCB. The operation of a buffer unit between the FCC bureaus and the Commission is among the most important of the proposed reforms. Whether much would be gained by splitting the FCC into two panels, or it would be three panels or none at all is debatable.

From where we sit, the bill has much to commend it. The judgment of the legislative strategists is awa...
Out Texas way, folks are mighty fussy about Brands . . . .

. . . they're fussy about the brands they heat and the kind they eat; about the brands they wear, drive, sip, smoke—and about their brand of listening, too!

Only last Fall, Texans in 65 counties . . . well over a quarter-million radio homes . . . helped C. E. Hooper, Inc., compile a "Listening Area Coverage Index." Asked what stations they listened to "Most Frequently" or "Most of the Time," they spoke right up in true Texas style. The result:

WOAI roped first place by 2 to 1 in daytime . . . 3 to 1 at night . . . over the second most popular outlet!

These neighbors, plus still additional thousands in our far more extensive nighttime primary, obviously find the WOAI brand of radio very much to their liking.

How's YOUR brand doing here? If you'd like to make this billion-dollar market more conscious of your particular brand, better get your iron in the fire right away! You'll be just in time for the big Fall Roundup!
ATTRIBUTING sales gains of 100% since November to sponsorship of sports telecasts on WPIX (TV) New York, Joseph Rudnick, president of Sunset Appliance Stores Inc., New York, has signed with the station for two more weekly sports events. The retail stores, currently sponsoring Sport of Call before weekend afternoon New York Giant baseball games, now presents, in addition, Thursday night boxing from Queensboro Arena, and Tuesday night wrestling from Coney Island Velodrome.

The three-year-old Queens firm, encouraged by success with its winter sponsorship of New York Rover hockey telecasts from Madison Square Garden, has allocated its entire advertising budget to television. The contracts are among the most extensive to be negotiated by a WPIX advertiser, the station said. Sunset also has sponsored wrestling from Eastern Parkway Arena on the Daily News station.

The firm concentrates its commercials on set selection and servicing facilities which represent 90% of its business, and backs up its claims with 40 technicians and 11 trucks. Boxing bouts are telecast Thursdays from 9 p.m. to conclusion, and wrestling Tuesdays at 8:45 p.m.

LIBEL SUIT
KTLA (TV), Paramount Mum

FORMAL reply to the $200,000 libel suit brought against Paramount Television Productions and KTLA (TV) Hollywood would come from Melveney & Myers, Mr. Raskoff, member of the Paramount Pictures legal staff, has advised BROADCASTING [BROADCASTING, May 23].

Although Mr. Raskoff declined to comment on the nature of the reply to come, he said that Paramount was formally served with notice of the suit May 20. Di Gorgio Fruit Corp. of Kern County, Calif., has brought the action as result of film presented in May 1948 and paid for by the AFL Film Council and Los Angeles Central Labor Council.

Refusing to be identified by name, a labor leader said that they could prove that all scenes in the picture were "true and accurate." It also was learned that Paramount Television Productions has been asked by letter to retract the alleged libel against the Di Gorgio firm. Neither the station nor Paramount would comment. Refusing even to admit the receipt of such a letter.

RCA Victor Home Instrument Dept. has announced new 10-inch direct-view table model TV receiver to retail for $299.50.

Mr. Rudnick (seated 1) and B. O. Sullivan (seated 2), commercial manager of WPIX (TV), complete the negotiations. Standing are Sam Jackson (1), station account executive, and Guy LeBow, quiz master of Sport of Call.

Poor Richard Names

JOSEPH L. TINNEY, vice president of WCAU WCAU-TV Philadelphia, was elected second vice president of the Poor Richard Club, same city, advertising club, at the annual elections in May. James J. Dr. Spillian, executive vice president of the Benjamin Eshleman Co., advertising agency, was elected president. Harry L. Hawkins, assistant business manager of The Bulletin, becomes a member of the board of directors. Harold S. Le Duc, vice president of the Bell Telephone Co. of Pennsylvania, was elected first vice president; Samuel Hodges, secretary, and Robert P. Lukens, treasurer. Arthur Joyce, advertising director of the Insurance Co. of North America, was elected a director. Howard C. Story, Arthur J. Adler and Graham Patterson were re-elected directors.

'Vedootown' Survey

TELEVISION set ownership in "Videotown" [broadcasting, March 7] has increased more than five-fold during the past year, a preliminary tabulation of Newell-Emmett Co.'s second census of its television test community indicates. Field work is now being completed, agency reports, with the results of the study to be available about the middle of June. Like the first study, made a year ago, the current survey comprises a complete census of set installations plus data on the family composition of TV families in the sample city, while Newell-Emmett describes as a town of 40,000-50,000 population, located within 50 miles of New York.
Most effective use a retailer can make of television is through spots and station breaks. His major problem in doing this is obtaining good commercial material. "The most practical solution to this problem is to provide the retailer with a service through which he can get his film from one source—ready for use and free of charge."

Based on this line of reasoning, Retailers Television Film Service Inc. has been organized by Sam Cuff, TV consultant, in cooperation with a number of retailers. Headquarters are at 22 E. 40 St., New York.

Calling his service in effect a television mat service, with the manufacturer providing the copy and illustration while the retailer buys the facilities for their reproduction and distribution to the public, Mr. Cuff outlined its operation as follows:

RTFS has an arrangement with Paramount Pictures for use of Paramount's 35mm sight and sound kinescopic recording equipment in making its films, which are produced in groups to keep costs down. RTFS recommends that a group include 10 commercials, three of 40 seconds each allowing for 10 seconds of retailer identification at each end and seven of 12 seconds each allowing for four seconds of retailer identification at each end.

"The ratio of seven to three has been determined by the fact that more and more retailers are getting into the station break premium evening time schedule," RTFS explained in a letter to manufacturers. "We constantly advise retailers to get into this time segment rather than into minute segments of daytime television since, first, there is relatively little difference in rate and, second, the audience reached in the evening is both large and more 'family' in its make up.

"Another reason for the number, and here again 10 fits into the schedule, is the cost. After rather extensive studies, we have ascertained that the fact that with adequate preparation on scripts, merchandising presentation and 'dry run' rehearsals, it is possible to complete 10 commercials in the ratio as mentioned above in a four hour studio and recording period.

"By doing this, it is possible to bring manufacturing costs down substantially. The rate for 10 commercials in a four-hour period is $196 each ($1,950 for the 10) on the three to seven ratio. This rate includes basic flats, narrator, demonstrators, full studio staff of three television cameras, recording, one 35mm sound negative (all recording is done on 35mm film, sight and sound simultaneously) and one 35mm print and negative edited. If the manufacturer chooses a protection 'dupe,' it can be made at only a very slight additional cost. In shooting the commercials, several recordings are made of each so that there is ample protection film in the event of any mishap in developing or editing.

"Still another reason for the 10 films is to avoid retailer complications as far as the Robinson-Patman Act is concerned. With 10 films there will be a sufficient supply in any one market to satisfy the normal demands of all the manufacturers' retail outlets."

Every television station in the country will receive a looseleaf binder listing all RTFS films by subject and advertiser, for their use in soliciting retail purchases of spots and station breaks. One key station in each market will also have a complete set of films available for viewing by any interested retailer in the area. However, any TV station may obtain from RTFS prints of any particular film it may want for showing to clients or prospects, Mr. Cuff said, if the manufacturer authorized making the extra prints at $1.50 each. He explained that the key station setup was created for ease in handling of audition films only and that the service is in no way restricted to those stations.

"Any retailer can use any film for any product he carries on any station," Mr. Cuff declared, "provided only that the particular commercial has not been previously restricted by another retailer in the same market." No retailer may get exclusive use of more than two films for any product, he added, so that with a total of ten films there is little chance of a retailer finding himself unable to promote any product he wishes by video.

RTFS has already made films for E-Z-Do Furniture; Frigidaire freezers, ranges, refrigerators and washing machines; Hudson Nylon Hosiery; Presto Pressure Cookers; Bigelow and Rambletuff rugs and Helena Rubenstein cosmetics. A number of others are in the planning stage. Walt Disney, radio and television director of Allied Stores Corp., reports this chain so enthusiastic over the venture that it has taken the unprecedented step of urging manufacturers to go into it, even if the films are used by stores competitive to members of the Allied chain.
the company concurred in the UHF and color statements on behalf of RMA. Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

Resentment was apparent among some TV manufacturers during the week over what they termed excessive press agentry on behalf of a hospital demonstration. The manufacturers felt that over-exploitation of special closed-circuit equipment could cause irreparable damage to the manufacturing and broadcasting industries because the public would figure color TV had actually been developed but was being deliberately withheld.

They conceded, for the most part, that laboratory progress has been made but pointed out that the field testing and development of receiving sets that can be operated by the public pose difficult problems that may require years to solve. They also conceded, however, that things happen fast in the electronic arts and that development of suitable techniques and apparatus in advance of present hopes is entirely possible.

Prior to the Philadelphia medical demonstration, E. F. McDonald Jr., Zenith Radio Corp. president, wrote C. Mahlon Kline, president of Smith, Kline & French Labs., asking the company to make clear "that this does not mean the coming of color television for the public; that this is not being broadcast but is being carried direct from the transmitters to the receivers by telephone wires."

Commdr. McDonald said the entire radio manufacturing industry will appreciate your cooperation."

He said directors of Radio Mfrs. Assn., meeting in Chicago last month, were "very much disturbed for fear inaccurate stories of this demonstration might get on the press wires and do untold injury to the television industry and mislead the public."

Fearful Wrong Reports

"In other words, they were fearful that through inaccurate reporting the press might get the impression that color television for broadcasting purposes and for the public is here. This, of course, you know definitely is not the case as this demonstration is merely a closed circuit demonstration and not a broadcast demonstration.

"I feel sure that you do not want any misleading stories to originate because of this demonstration, and, in passing, it might interest you to know that the same type of demonstration of color television over the telephone wires was made by AT&T at (I believe) the Bell Labs. in 1929."

Ted Leitzell, vice president of Zenith Radio Corp., said: "It would be unfortunate if the press were to interpret this color television demonstration as being the immediate forerunner of broadcasting television in color. These instruments (the sets used in the demonstration) are not broadcast receivers in any sense of the word. They have neither tuning mechanism nor provision for handling radio frequencies. They merely reproduce color pictures transmitted to them over a television wire."

"The CBS color television system was demonstrated Monday at the U. of Pennsylvania Hospital, Philadelphia, with a preview audience viewing two operations over a closed circuit. A series of operations will be demonstrated this week at the American Medical Assn. convention in Convention Hall, Atlantic City."

Radio observers who saw the Philadelphia preview described the pictures as sharp, clear, bright and with no flicker. Some claimed they saw color breakup at first but the complaint was not made in many instances. The room was normally lighted.

Pictures were viewed on three receiving sets manufactured and designed by Zenith Radio Corp. and Webster-Chicago Corp., and on a master control. Ten-inch tubes with magnifying lens were used. Images were 441 lines, 75 frames and 150 fields (interlaced) per second. Additional receivers will be set up at the Atlantic City convention. Sequential system was used, with mechanical scanning.

The demonstrations are staged by Smith, Kline & French Labs., Philadelphia pharmaceutical manufacturer and owner of the equipment. The company plans similar demonstrations all over the nation as a contribution to medical teaching."

Dr. Peter Goldmark, CBS director of engineering and research laboratories, who designed the color system, directed the Philadelphia demonstration. At Atlantic City the operations will be performed at the Atlantic City Hospital and beamed by a relay transmitter to the nearby convention auditorium.

Harold E. Stassen, U. of Penn.
sylvania president, declared he was "tremendously impressed" by the demonstration and said he hoped the university's projected $10 million medical center would have color television. Dr. Robin C. Buerki, vice president in charge of medical affairs at the university, said he was "delighted with the extreme mobility and simplicity of the equipment. The teaching hospital of the future," he said, "is almost certain to have color TV equipment as part of its standard facilities."

The CBS-designed camera was focused to produce an image larger than the actual subject. It was attached to a 6½-foot steel crossarm mounted on an upright standard used for surgical lamps. A small box on the other end of the arm contained scanning equipment and served as a counter-weight. The lens was operated 4½-feet from the operating field.

A 32-52 inch control desk was located in the amphitheatre balcony. The band width was 4 mc. Pickup equipment was operated on 115 v 60 cycles and used 26 amperes current.

Dr. Kendall A. Elsom, assistant professor of clinical medicine at Penn., said the color process permitted teaching of medicine as well as surgery, with reproduction of natural skin color a help in dermatology.

Smith, Kline & French Labs. issued a statement explaining how the retentivity of the human eye is utilized in presenting the three colored images sequentially, with aid of the scanning disc. The other sequential process, it was stated, utilizes a single tube on which three color images are produced, the images being superimposed on a projection screen by three lenses. Adrian Murphy, CBS vice president, said the camera had been developed by Dr. Goldmark and that CBS had no plans to make additional equipment. He cautioned against accepting the surgical color TV demonstration as a demonstration which could be used for commercial TV broadcasting.

As always, the new Charlotte Hooper* shows WBT is the biggest attraction in town. With ratings soaring as high as 20.6 by day and 31.1 at night!

No freak peaks these. Day and night, all through the week, WBT gets the lion's share of the listeners. A 38.7% bigger average audience than all other stations combined. Way bigger than the next station by 152.9%!

(Outside Charlotte, in 94 other Carolina counties, 50,000-watt WBT has virtually no Charlotte competition!)

Want to make your product the center of attraction in the Carolinas? Sign up with us or Radio Sales.

*Oct. 1948-Feb. 1949
AFM STATION

JAMES C. PETRILLO, president of the AFM, and Clair Meeder, his assistant in charge of radio, are opposed to the musicians’ union owning and operating a radio station.

That will be made known by Mr. Petrillo in his annual report to the AFM’s general executive board and international executive council.

He will tell the membership that one AFM local had submitted a resolution to the AFM’s general executive board that the AFM could not obtain reliable information on station operation which would aid it in negotiations with networks and outlets.

Mr. Petrillo said the same sort of request was made in 1947 of the AFM, and then declined.

Mr. Petrillo will then declare that the AFM radio station operation is 40% higher as compared to the AFM’s television station operation at a cost of $71,320.

Mr. Petrillo will cite the AFM’s report breaks even.

It also will be mentioned that the AFM’s report compares with figures a year ago.

Minimum operation costs there-from, Mr. Petrillo will tell the membership, is $58,550 annually.

The AFM will continue to provide entertainment services on a non-competing basis for radio and television stations.

These services were sponsored by 570 agencies or companies in 19,186 broadcasts, his figures show.

Radio Barter

ADVERTISEMENT announcing that the owner of a 1 kw station in a midwestern city of 100,000 would trade his radio property valued at $100,000 for a “midwestern farm or other real estate of equal value” appeared in the Kansas City Star classified section’s “Business Opportunities.”

The ad prompted Verl Bratton, former general manager of WREN (then Lawrence, now Topeka, Kan.), to comment:

“Perhaps the community has reached the status of the pool halls and popcorn vending machines which share space in this ‘Business Opportunity’ column? Or has some forward-looking broadcaster suddenly awakened to the fact that there are such things as subsidies associated with farming?”

ARRL Manager

Budlong is Named to Post

A. L. BUDLONG, for 25 years assistant secretary, American Radio Relay League, was appointed secretary and general manager by the league’s board of directors at its annual meeting Monday night.

Mr. Budlong has been acting secretary of the ARRL since the death of Secretary K. B. Warner last September.

Mr. Budlong also is editor of the ARRL’s monthly publication QST.

Albuquerque Switch

MBS will switch all co-op and commercial programs in Albuquerque to KVER July 12. William T. Kemp, president and general manager of Western Air Inc., KVER licensee, announced last week.

KOB, which formerly carried NBC, ABC and Mutual programs in Albuquerque, gave up MBS sustainers when KVER went on the air in August 1947.

MBS is on 1940 kc with 250 w fulltime.
WSAZ-TV PLANS
'S4 Opening: Rogers Manager
LAWRENCE H. ROGERS 2d, sales promotion manager of WSAZ
Huntington, W. Va., has been appointed station manager of WSAZ-
TV, Capt. John A. Kennedy, president of WSAZ Inc. and publisher of
the San Diego (Calif.) Daily Journal, has announced. The television
station is expected to be in operation before the end of the year.
Contracts were signed last month with RCA for the purchase of
all equipment for the station, Capt. Kennedy said. Purchase in-
cludes a 6 kw transmitter, a super-
turnstile antenna, film camera and
projection equipment, and a com-
plete two camera station. Station
officials are negotiating for tower
facilities, with actual construction
to begin as soon as the construc-
tion permit, originally granted
Sept. 29, 1943, is renewed by the
FCC. WSAZ-TV has been as-
signed Channel 8 (76-92 mc).
Mr. Rogers has been with WSAZ
since 1946. Marshall Rosene will
continue as manager of the AM
operations, and Leroy Kilpatrick will serve as
chief engineer for both WSAZ and
WSAZ-TV.

KGD M RELINQUISHES
Video CP, Power Boost Plea
E. F. PEPPER, licensee of KGD M
Stockton, Calif., and permittee for
television Channel 8 obliged
(180-186 mc) there, last week advised the FCC
he was relinquishing his TV con-
struction permit. He also said he
was relinquishing his CP for power
boost for KGD M.

Stating only that he has decided
to not proceed with television or the AM
power increase, Mr. Pepper asked the Commission to dismis
pending applications for extensions of completion dates for the AM and
TV facilities. Both the extensions
were designated for consolidated
operation by FCC in April and May
but no hearing date has been set.

The AM permit was for boost in power from 5 kw to 10 kw. KGD M
is assigned fulltime on 1140 kc and is a CBS affiliate.

Polio Telecast
IN CONNECTION with the Michi-
gan State Polio Preparedness
Conference held at Hotel Statler, Detroit, WWJ-TV Detroit presen-
ted a televised illustration of treat-
ment given infantile paralysis
victims. Moderator of the show,
Fran Harris, introduced a seven-
year-old boy who had recovered
sufficiently from polio to return
home and a physical therapist
who treated him. Also on the program were three physicians prominent in the polio field. Process used to
enable the boy to re-educate his
chest and limb muscles was dem-
strated, and there was a running
explanation of efforts of the Na-
tional Foundation for Infantile
Paralysis to conquer polio.

EAGLE BAN
Pro Team's Ruling May Be Precedent
HOME football games of the Philadelphia Eagles, National Professional
League champion, will not be telecast during the 1949 season. James P.
Clark, new Eagles' president said the board of directors decided to turn
down offers of from $8,000 to $10,000 per game for the TV rights. Board
was motivated by a desire to boost
the sale of season tickets to the public. It was felt that many
regular Eagles' supporters elected not to buy season tickets in order
to watch the games at home on
their TV sets.

Mr. Clark said that 40,000 tick-
ets are on sale for each home game
and that the return of $10,000 in
the sale of TV rights would be
small indeed when stacked up
against the disposal of large blocks
of tickets. The Eagles' home con-
tests at Shibe Park last season were telecast.

Commissioner Bert Bell, con-
menting on the decision of the
Philadelphia Eagles in banning
telecast of its home games next
season, said, "It's up to the indi-
vidual clubs," but that the National

Buffington vs. Buffington
COMPETITION is a great
American institution and a
fine thing until a firm starts
competing with itself. That's
the problem facing Al Buf-
fington, head of Al Buffington
Co., Baltimore and Hollywood
producer. Mr. Buffington dis-
covered recently that KLAC-
TV Hollywood had scheduled
his film's "Make Me Sing If
show on Monday at 7:45 p.m.
right after his Name the Star
program had moved to the same
time on KTLA (TV) Hollywood.
With two of his shows in competition
with each other, Mr. Buffington
thinks his only recourse is to
convince one of the stations that the competition is too
tough to beat and one show
will have to be moved.

We wrote them to find out why and they told us they'd rather stay
home and watch the games on te-
levision. We can't afford that."

A Philadelphia TV station, which preferred to remain anony-
umous, had been quoted (misquoted, the station claims) in a wire story
to the effect that pro football is one of the sports that needs the most
selling to the public and that the best selling medium is TV.

While TV officials pondered what effect the Eagles' ban might have
on other sports, it is a fact that TV
has served to draw large crowds to
the Philadelphia arena to witness
the roller derby, now in progress.
The Eagles filled its home Shibe
Park to near its $5,000 capacity in
two of six games last fall, when
the contests were televised. It won
the championship but, according
to Alex Thompson, then owner,
dropped $32,000. Five college
games televised from the U. of
Pennsylvania's Franklin Field last
fall drew about 70,000 spectators
spice and the televised Army-
Navy game at Philadelphia's Mu-
icipal Stadium drew 102,000.

But H. Jamison Swarts, U. of
Pennsylvania athletic director,
pointing to a recent survey con-
ducted among Eastern colleges,
said: "Television definitely tends
to decrease attendance at sports
contests. In our opinion, televising of games of national importance
will tend to decrease attendance at small stadiums." Penn's 1949 games
will be telecast.

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

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

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

HERE IS THE RECORD:

<table>
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<th>Time Purchased</th>
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Announcements: 135
** Newscasts & Sportscasts: 555
** Entertainment Programs: 1,045
** Play-by-Play Sports: 646
** Total Program Time: 2,246, 1,225, 830

* Exclusive of 23 advertisers on a 4 promotion-deal.
** In Minutes.

June 6, 1949
BIRMINGHAM TV

two TV stations set to start

JULY 1 has been set as the starting date for WBRC-TV Birmingham, Ala., Eloise Smith Hanna, WBRC president and manager, announced last week.

On the same date WAFM-TV Birmingham will begin operation with experimental programming. Announcement was made last week in a special brochure issued by the Voice of Alabama Inc., owner of WAFM-TV (WAPD and WAFM), in all Birmingham. Full scheduled operation will begin Oct. 1. WAFM-TV will use an RCA six-ray superturnstile antenna located some 1,000 feet above the city atop a four-ray pylon FM antenna. In addition to local programs, WAFM-TV will carry programs of ABC-TV, according to the brochure. Ed Norston is chairman of the board of Voice of Alabama Inc. and Thad Holt is president and general manager.

WBRC-TV transmitter and studios will be in the new WBRC-FM building atop Red Mountain. A second antenna, which will reach a height of 750 feet above local terrain, is being erected near the building to handle TV.

Plans call for three hours of television operation daily—7 to 10 p.m., according to G. P. Hamann, manager of WBRC's FM and TV operations. Besides presenting NBC film programs, WBRC-TV will show DuMont programs and will teletcast local events, including sports, Mr. Hamann said.

WBRC-TV will be on Channel 4 (68-72 mc). It will operate with 7,200 kw visual and 4,000 kw audio. WAFM-TV will operate on Channel 13 (210-216 mc) with 26 kw visual and 27.2 kw audio.

NEWS INTERNEs
Five Schools Send Teachers

Five universities are sending journalism instructors to radio stations this summer to serve as interns in newsrooms; fifth consecutive year of the internship program.

Internships are financed by cash grants made by stations to the Council on Radio Journalism, according to Arthur C. Stringer, NAB staff director. The program was developed in 1945 by NAB and the American Assn. of Schools and Depts. of Journalism "to teach teachers through learning by doing."

The 1949 interns and stations at which they will serve follow:

Charles O. Voight Jr., Washington & Lee U., at KCMO Kansas City;
Bruce W. Smith, U. of Colorado, at KUCO, Oklahoma City;
James R. Young, Ohio State U., at WJJO Hammond, Ind.;
Edward C. Jones, Syracuse U., at WLW Cincinnati;

FIRST regularly scheduled TV program to go on the air in Detroit. The Hudson Sketchbook, celebrated its second birthday May 17. Sponsored by The J. L. Hudson Co., program is teletcast on WWJ-TV and produced by Wolfe, Jickling & Conkey advertising agency, Detroit. Enjoying a birthday party are (to r.): Standing—Wally Keip, actor; Ed Hagemier, stage electrician; Jim Christensen, agency radio-TV director; Ira Harroun, stage manager; seated—Cy Anderson, assistant radio-TV director of agency; Gene Holich, WWJ-TV producer-director; Pat Tobin, moderator, and Dick Bevis, actor. Russell Choppell, not shown, is manager of television promotion for Hudson Co.

WDSU-TV Extends
Adds Two Sponsored Shows

REGULAR afternoon program operations were started June 1 by WDSU-TV New Orleans, with all new time segments sponsored, Robert D. Sweney, executive vice president of Stephens Broadcasting Co., WDSU-TV owner, announced last week. Station previously began its seven-day-a-week schedule at 5:15 p.m. New schedule begins at 4 p.m. and will probably be extended to 3:30 p.m. daily about June 15, Mr. Sweney said. WDSU-TV, which operates on Channel 6 (62-88 mc), is now on the air 44 hours weekly.

The new programs are being sponsored by the New Orleans Public Service Inc. (public utilities) and eight local television distributors. Public Service sponsors a half-hour of music, cartoons and features and plans to take a full hour after June 15, according to Mr. Sweney. The dealers' co-op program also is a variety type and is backed by General Electric Supply Co., Industries Sales Corp., Radio Specialty Corp., Southern Music & Television Co., Stratton-Baldwin Co., Walther Bros., Westminster Electric Supply Corp. and Woodward Wight Co.

NABET SCHISM
Halts Negotiations at WOR
NEGOTIATIONS at WOR New York between the station and its NABET engineers were halted last week by a schism inside the union.

A group of WOR engineers, claiming to be a majority, broke away from NABET's Hudson chapter and formed an organization called Technical Employes Union.

Reason for the split was said to be dissatisfaction with NABET's failure to stand by original wage demands calling for 15% increases.

The new group, however, could not begin to negotiate for its members until certified by the NLRB. It claimed that through its attorney, Oliver Harper, such certification was in process of being completed.

Clarence Westover, national executive secretary of NABET, discounted the effect of the rupture. He said that to his knowledge the rebellious group had not become an official body through NLRB certification and that he was hopeful NABET would still remain the bargaining agent at WOR.

He defended NABET's record in negotiations with ABC and NBC, where settlements were made with but slight wage increases, and in parleys which led to the WOR deadlock, where the company offer was said to be about 2 1/2%.

POWERS to WAAM (TV)

HELEN POWERS, previously in charge of her own production firm, joins WAAM (TV) Baltimore as administrative director effective today (June 6), Samuel Calliner, WAAM executive vice president, announced last Wednesday. Mrs. Powers has been in radio since 1921 when she started in the program department of WCAO Baltimore. She spent four years at WBFR Baltimore, then joined Henry J. Kaufman Adv., Agency, Washington, D.C., as radio supervisor, writing and producing Sally on the Air and other shows. In 1941 she was named assistant manager of WITH Baltimore, where she worked for six years. Since leaving WITH, she has been in charge of Powers Productions, Baltimore, writing, creating and producing radio and television shows and spot announcements.

EYES of Texas are apparently on WLWT Cincinnati's TV signal these days, and Crosley engineers have their own explanation for the phenomenon—ionized air layers and wave-guide effects. Station received letters from Texans in Gatesville and Hereford, and also from Minnesotans in Murdock and Eden Valley, fully documenting program times, titles and descriptions for telecasts May 15 and 16. Engineers theorize it was probably stratified air which guided station's signal beyond its normal 45-mile range—but also pointed out that the letter-writers must not expect "regular, dependable service from WLWT.

McLEOD NAMED
Succeeds Owen Davis Jr.

VICTOR McLEOD, writer and producer for 10 years for Columbia and Universal pictures and producer of the Bing Crosby, Charlie McCarthy, Jack Carson and Dennis Day radio programs, has been named producer of the Chevrolet on Broadway program, NBC-TV, Monday, 8:30-9:30 p.m. He succeeds Owen J. Davis Jr., who lost his life in a boating mishap [Broadcasting, May 30].

At the same time, NBC-TV announced this month of five stations to the 17 already carrying the program. They are WGAL-TV Lancaster, WHAM-TV Rochester, WDEL-TV Wilmington, WJAR-TV Providence, WICU (TV) Erie.

Video Workshop

LAKE GEORGE summer headquarters has been established for New York's Television Workshop. For eight weeks, starting July 6, student television writers, producers and directors will take acute and advanced production training at the resort headquarters. Specially equipped television studio is being set up at Bolton Landing, N. Y.

AMVETS has given special recognition to WTMJ WTMJ-FM Milwaukee series, They Can Come Back.

JONIS NBC-TV

WJAR-TV Commenced June 5

WJAR-TV Providence, R. I. has signed as a primary affiliate of NBC-TV it was announced May 27.

Station was to begin operation on Channel 11 June 5 and is 40th affiliate of the NBC television network.

Faraway Places

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Page 48 • June 6, 1949
TRUMAN SENDOFF
Given Correspondents

FORMER wartime radio and news correspondents left for London by air last Thursday, and were to take part in memorial services scheduled for this past weekend by the French government. They were accorded a sendoff by President Trum-
man before he headed for Normandy where they will view scenes of the Allied landing operation in June 1944.

Among the party of 32 reporters, representing radio networks and stations, newspapers, newspapers, magazines and press associations were the following: Harry Butcher, KPIT San Francisco, Calif.; Walter L. Cronkite Jr., KMBC Kansas City, Mo. and other stations; George Hicks, NBC; Larry Le-
sueur, CBS; John MacVane, NBC. They were received by the Presi-
dent at the White House.

FCC Answers Skyway

REPLY to appeal of Skyway Broadcasting Corp. was filed by FCC last week in U. S. Court of Appeals for District of Columbia. Skyway, licensed for 1120 ke at Columbus, Ohio, charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio [BROADCASTING, Nov. 15, 1948]. FCC said full hearing had been afforded and case decided following Communications Act regulation requiring equitable dis-
tribution of stations, Argument before the court is scheduled Thursday.

'YOUR LIFE'
WMAQ Show Featured

NEWS of It's Your Life, authentic tape recorded series on health prob-
lems aired over WMAQ Chicago (Sundays 3:30 p.m.) and spon-
sored by Johnson & Johnson, is spreading rapidly. The program has been featured in national mag-
zines three times in the 29 weeks it has been on the air.

Largest spread on the series appeared in the May 15 issue of Parade, Sunday newspaper sup-
plement. Under the heading "A Child's Life Is Saved," Parade car-
cried a five-page picture story. Other stories appeared in the Jan. 24 issue of Time magazine and the May 2 issue of Newsweek.

Series is produced by the Chi-
cao Industrial Health Assn. under the direction of Ben Park. Mar-
aleete Dutton Associate, Chicago, han-
dles the publicity and promotion for It's Your Life.

WLBH (FM) Mattoon, Ill., has an-
ounced its 3 kw Gates transmitter has been delivered, and its Collins B-
Rig FM antenna, being mounted on its present AM tower.

BROADCASTING • Telecasting

'TOWN MEETING'
Trip Fund Grows

RADIO LISTENERS have already contributed more than half of the $60,000 budget of the round-the-
world tour which America's Town Meeting of the Air is to make this summer, George V. Denny, creator and moderator of the ABC series, reported Tuesday. Speaking at a party celebrating the 14th birthday of the discussion series, Mr. Denny said that appeals made on the weekly Town Hall broadcasts since late March, augmented late in May with requests for funds transmitted by prominent personalities and broad-
cast by individual ABC affiliates, had produced more than $33,000 —"Dollars for Democracy." He ex-
pressed hope that the tour, on which he will be accompanied by some 25 representatives of major American organizations, may be

WWPA to CBS

WWPA Williamsport, Pa., new station on 1340 kc fulltime with 250 w, became a CBS affiliate May 22. Owner is Williamsport Radio Broadcast Assn., composed of Harry J. W. Kiesling, Carl F. Stroehmann and William P. Wil-
son. National representative is Burn-Smith Co.

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los An-
geles.
June 20: NAB Employer-Employee Rela-
tions Committee, NAB Hqtrs., Wash-
ington, D.C.
June 29: First Annual Radio News Editors Conference, Kent State U.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Van-
ucover, Vancouver, B. C.
June 27-July 11: Seminar on Educ-
tional Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, West-
worth-by-the-Sea, Portsmouth, N. H.
July 25-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditor-
ium, San Francisco.
Sept. 6-10: Western Assn. of Broad-
casters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 36-38: National Electronics Con-
ference, Edgewater Beach Hotel, Chi-
cago.
Sept. 10-12: 7th Annual National Television and Electrical Liv-
ing, Chicago Coliseum, Chicago.
Nov. 11-12: NARND Convention, New York.
Nov. 19-20: AWB District 13 conven-
tion, Radio House, U. of Texas, Aus-
tin, Tex.

FCC Files Reply

BRIEF has been filed by FCC in the U. S. Court of Appeals for the District of Columbia in reply to appeal taken by United Detroit Theatres Corp., Detroit TV appli-
cant, last fall. FCC charged that United Detroit failed to substanc-
tiate in its appeal why its new TV station order was denied as claimed to comparative considera-
tion with request by WXYZ-TV Detroit for extension of completion data. Such comparative considera-
tion was denied by FCC in early 1948 [BROADCASTING, March 1, 1948]. The Commission earlier was denied its motion to dismiss the appeal on jurisdictional grounds [BROADCASTING, Oct. 11, 1948].

State Dept.

New Asst. Secretaries Allowed

A MEASURE to strengthen and improve organization of the State Dept., by adding four new asst.
secretaries and delegating cer-
tain responsibilities to others, was signed into law by President Tru-
mun May 28. George V. Allen, asst. secretary of state for public affairs, will continue in his present capacity, the State Dept. announced.

Mr. Allen, in that post, will con-
centrate on serving as high-level staff adviser on domestic and for-
"product public opinion, and as chief of press relations and other media of public relations for the State Dept. He will continue to supervise the foreign information and exchange program, including Voice of America operations.

LEADERSHIP IS EARNED • LEADERSHIP IS EI

Headley-Reed, National Representatives

NBC AFFILIATE IN CENTRAL NEW YORK

570 kc—5000 watts

June 6, 1949 • Page 49
**Mayflower**  
*(Continued from page 55)*

You may speak but only on the prospective conditions that are laid down in our report," Comm. Jones wrote. "For my part, I would merely say to the licensee, 'You may speak.'"

The majority summed up its views as follows:

... the Commission believes that under the American system of broadcasting the individual licenses of radio stations have the responsibility for determining the specific program material presented over their stations. This choice, however, must be made in concert with the basic policy of the Congress and must not be made as a medium of free speech for the general public as a whole rather than as an adequate means for the primary commercial or private interests of the licensee.

The majority held that licenses devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community.

The particular format best suited to serve the public interest is one in a manner consistent with the public interest, but not necessarily dear to the heart of the licensee in the light of the facts of each individual situation. Such presentation may include the identified viewpoints of the public as part of the more general presentation of views or comments on the various issues, but the opportunity of the licensee to present such views to the extent they may have on matters of controversy may not be a substitute for the public radio as a medium of free expression and fair presentation.

**Prestige Considered**

FCC conceded that a station's prestige is a great help in gaining the public's confidence to an extent it espoused. But the majority saw no cause for alarm. The same is true, it pointed out, in the case of "any individual or institution" which has gained prestige. The report continued:

"It is against the public interest for the licensee "to stack the cards" by a deliberate selection of spokesmen for a particular view to favor one viewpoint at the expense of other viewpoints. A list of these spokesmen is identified as the views of the licensee or of others. Assurance of fairness must be in the minds of the public as a way of life and emphasis on the forcefulness with which the view is expressed will be to the detriment of those available for the presentation of contrary views without deliberate selection designed to impede equally forceful presentation."

The majority said it "was not persuaded that a station's willingness to support and countenance on... particular issues upon which the licensee has a definite position may not be actually helpful in providing and maintaining a climate of fairness and equal opportunity for the expression of contrary views. Certainly the public has less to fear from the open partisan than from the covert propagandist."

But on controversial subjects, the majority cautioned, "news and information must be presented as complete and impartial a manner as possible." Presentations on controversies cannot be "fair or in the public interest where such discussion must take place in a climate of false or misleading information concerning the basic facts of the controversy."

The majority held that FCC would be required to take a stand on the merits of particular issues in event a station's handling were questioned.

"The action of the station in carrying or refusing to carry any particular program is relevant only as the station's actions with respect to such programs fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with impunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the norm of fairness."

"Abridgement of the right of free expression, as resulting from requiring fairness, the majority contended. "On the contrary," the report said, "[we believe] that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions on the paramount issues facing the American people is within both the spirit and letter of the First Amendment."

The report continued:

"The most significant meaning of freedom of the press to the American people to listen to this great medium of communications free from any governmental dictates as to what they can or cannot hear and free alike from similar restraints by statute and law."

Comm. Jones maintained that editorialization by licensees is "in the public interest not on any policy requirement created by the Commission but upon the invariable tendency of the licensee to make programs designed to impede equally forceful fair presentation."

The majority's failure to discuss the question in terms of the original Mayflower case, said, "indicates either "a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect." He said the majority "does not expressly say that [editorialization] is permitted in the public interest," but merely concludes that "over licenses editorialization, within reasonable limits and subject to the general requirements of fairness, is not contrary to the public interest."

Any condition prohibiting editorializing, he said, "creates "an unreasonable and unconstitutional condition, in violation of the First Amendment."

This view, he said, is not at all with his contention that FCC has a right to review a station's past operation to determine whether it has been in the public interest.

Even if he thought such conditions permissible, Comm. Jones said, he could not subscribe to any "as vague as the concept of the duty to be fair." Even constitutional limitations "should be stated in such a way as to be clearly ascertainable," he declared. The problems with respect to editorializing, he continued, should be settled on a case-to-case basis after they occur, not before.

**Notes**

In no event, the report said, "he felt the problems should be treated in a "report" such as this; the law, he noted, requires that general policy be issued "in a separately stated and currently published codified rule."

Consequently he saw "serious questions as to the validity of any substantive programming requirements now created by the Commission."

He accused his colleagues of "gagging at a gnat" in their failure to "come to grips with the licensees' standard practice of editorialization through commentators."

Comm. Jones, a target of Commentator Drew Pearson when nominated to the Commission, commented:

"The Commission tells are literally filled with legitimate complaints of unfair attacks on other licensees, the alter egos of licensees, who have become identified with other people over a period of years as inextricably the trade name of the station or network. The ambiguous doctrine of fairness has never been attached to them; the Commission has never had the power to demand the kind of proof it has exacted from them in their presentation of the licenses—in this decision. And the majority completely avoids discussion as to the station's control over the licensees—and his appointments."

He asserted that "the Commission is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon persons after person without foundation in fact."

"(Networks (as licensees))... "his position should be held jointly accountable, he declared. He also felt FCC should set up rules establishing "standards for the fair presentation of news and ideas..."

"If any licensees may include the identified expressions of the public interest for the community."

"The majority, without going into the question of a station's responsibilities with respect to commentators, acknowledged that editorial expression may take many forms ranging from the overt statement of position by the licensees, as by his knowledgeable spokesmen, to the selection and presentation of news editors and commentators sharing his views. This means that not only the station's facilities... to persons... organizations reflecting the licensee's viewpoint."

**Webster Agrees**

Comm. Webster, although agreeing in all respects with the view that it still left the licensee "in a quandary and a state of confusion" as to "what he can or cannot do," accordingly offered his interpretation.

He felt that each licensee is responsible for determining who shall have access to the microphone, but that he must operate "in the interest of the public at large," and that "the public must have "reasonable opportunity to hear differing and opposing views on the controversial public issues of interest to the entire community." When a licensee devotes time to one opinion, he continued, the station must "insure that opposing points of view will also be presented or at least that a reasonable opportunity be afforded for the presentation of such views."

If the licensee airs his views through "some of his spokesmen," he continued, "such broadcasts must be handled in the same manner as all other broadcasts of controversial issues and the licensees may be called upon to select the persons to have access to his microphone to advance his own ideas or opinions to the exclusion of others."

Comm. Webster also offered reassurance that "any licensee making a sincere and reasonable effort to serve the needs of his listening audience as a whole in conformity with the principles set out above, should be able to meet his obligations as a licensee of providing service in the public interest, convenience, or necessity."

Comm. Hennessy voted against...
editorializing because she felt it would be "follyhard" to permit it in the absence of a method of policing and enforcing the requirement that the public trust granted a licensee be exercised in an impartial manner. She felt that "in the present climate of distrust, preventing [editorializing] is our only instrument for insuring the proper use of radio in the public interest."

The Mayflower case, dating back to 1941, involved WAAB (now Worcester), which in the past had editorially backed political candidates and ideas endorsed by the licensee, and applicant for W A A B's facilities. Mayflower Broadcasting Corp. FCC renewed WAAB's license, but held that licensees may not air their own views. After industry agitation, FCC set the doctrine down for review last year. The hearings were held in March and April 1948.

FCC's disposition of the problem coincides with the development advanced during the hearing by Morris Novik, public service radio consultant, and to a considerable extent by Mr. Noonan in a prepared statement. Cornell U, licensee of WHCU Ithaca, and Ed Craney of the Northwest "XL" stations.

Research Firms

Continued from page 28)

included in scope of the Felix organization, but TV is measured.

Charles C. Flirda Jr.

Specializing in the personal interview method, Charles C. Flirda Jr., 420 Lexington Ave., New York, does depth interviewing to determine product sales related to program rating, pre-tests of programs, tests showing effectiveness of commercials, sponsor identification, limited reports on station coverage, and sets-in-use figures. Covering 44 states, 38 farm counties and 96 urban areas, sample varies from 2,500 to 10,000, depending upon the requirements of the particular job.

His work on effectiveness of commercials is a continuing process, but the remainder of the measurements are done on contract to individual clients. TV research is likewise done only at special request. The largest TV sample available is 3,000.

From his total sample, there are breakdowns according to area, age group, sex, educational levels, occupation, city size, and marital status. These samples have been set up using 1948 Bureau of the Census appraisals. No national ratings are made, and all reports are confidential to the clients.

Richard Manville

Richard Manville, 15 W. 45th St., New York, is a leader in radio and TV research. One of the special features of his research program is comparison between users of the product and their viewing of the product's advertising. All of this work is done on contract basis, none is continuous.

The method is a combination of mail ballot, personal interview, and listener panels. It is adaptable to television, providing program rating, sets-in-use and share of audience. Mr. Manville specializes in the correlation of product use with listening or viewing. Some FM work is included. The Manville organization provides breakdowns of its listener information by income levels, product use, male-female, age groups and educational levels.

Market Research Co. of America

Market Research Co. of America, 200 E. 45th St., New York, has no continuing radio or television measurement service. However, the company has developed a personalized Chronolog recording system, which is sent to a picked sample of 5,000 homes in 250 cities and towns every three months. This sample is carefully selected and projectible to the entire U.S. population. Its principal use is to determine product use by types of families.

Edward J. Noonan

Another in the regional field is Edward J. Noonan, 157 Federal St., Boston. Covering New England and upper New York State, Mr. Noonan's organization will do jobs providing sets-in-use, program ratings, station coverage, sponsor identification, effectiveness of commercials, talent popularity and program preferences. Data is obtained by telephone, personal interview and mail ballots.

Sample sizes range from 500 to 20,000, depending upon the job at hand. Naturally there are no national ratings in this regional service. TV research is included in Boston and New Haven, using similar method as in AM jobs. TV reports provide measurement of sets-in-use, share of audience, and program ratings. Noonan has done no FM research, but will do it on contract basis.

The firm also handles market research problems of a general nature.

Alfred L. Politz

Specializing in tailor-made investigations, Alfred L. Politz Research Inc. provides measurements of sets-in-use, program ratings, station coverage, effectiveness of commercials. All work is done by personal interview. Mr. Politz is primarily a consultant on research matters. He says, "We recommend to our clients the use of existing services wherever the information sought justifies this procedure." Mr. Politz will do television research as well as AM, including sets-in-use figures and share of audience.

The probability sample used by the firm is broken down in reporting by age, income, educational level, tenure and rental, and male-female. No national ratings are provided, and all work is tailor-made to the client's needs.

N. C. Rorabaugh Co.

Essentially publishers of reports on TV advertising and AM spot advertising, N. C. Rorabaugh Co. is located at 347 Madison Ave., New York. Reports all TV advertisers by name, product, agency, program, type of announcements, length, type of production, frequency, time and station used. For AM spot advertisers the firm reports about 60% of total spot business, showing product, markets and stations used, number of insertions, frequency and type of spot, general time used. Also does a supplemental report on total TV time expenditures.

Stewart, Dougall & Assoc.

Stewart, Dougall & Assoc., 30 Rockefeller Plaza, New York, specializes in work on marketing and distribution problems. As such it is not primarily concerned with audience measurement, or radio and television research. Primarily its concentration is on new product acceptance, product markets, distribution patterns, and similar material. Each job is done on a special basis for each client.

In this introduction to the field of available research, Broadcasting has shown the varied nature of research available, and the kind of work that is being done by the special consulting firms in the business. Some are big, others are small and new. For each, the challenge is to provide more and better facts and figures on which to base advertising plans.

In the next issue, additional firms will be surveyed, with emphasis on specialized TV research.

EXECUTIVES of Fort Industry Co. and of stations it operates held a three-day business session recently. Attending meeting were: Seated (1 to r) — John D. Montgomery, publisher of The Florida Sun, Miami Beach newspaper recently acquired by Fort Industry; J. Harold Ryan, senior vice president and treasurer of Fort Industry; George B. Storer, firm’s president; Lee B. Walls, vice president in charge of Fort Industry operations; Alnair Haid, managing director, WMMN Fairmont, W. Va.; standing — William E. Rine, managing director, WWVA Wheeling, W. Va.; Glenn G. Bondy, Fort Industry chief engineer; Stanton P. Kettler, managing director, WGBS Miami; J. Robert Kerns, managing director, WLOK Lima, Ohio; E. Y. Flanagan, managing director, WSPD WSPD-TV Toledo; Richard E. Jones, managing director, WJKB WJBK-TV Detroit, and James E. Bailey, managing director, WAGA-WAGA-TV Atlanta. Attending meeting but not in pictures were two other Fort Industry executives, H. A. Steenstra, assistant treasurer and comptroller, and John B. Poole, general counsel.

WORL Boston

(Continued from page 28)

tions have gone off the air, they have generally been profitable enterprises and their owners have been willing to accept license extensions until a new licensee took over.

In WORL’s case, it had been suffering losses understood to be between $800 and $2,000 weekly since 1947 when the bad publicity resulting from the station’s difficulties hit the local papers. Unwilling to continue to underwrite the loss any longer, until a successor was chosen, the ownership terminated operation immediately.

In the final days, the employees, who saw their livelihood disappear along with the station, took matters into their own hands. They formed an employees’ committee consisting of Robert Perry, program director; Miriam Walker, sales staff; Joseph Miller, salesman; and Joe Dineen, Boston Globe columnist and WORL contract commentator, chairman.

Appeal Filed

Feeling that they were being punished unfairly for an infraction for which they had not been responsible, the group appealed to the FCC. (In the WOKO revocation of license, the Commission had said, “It cannot reasonably be concluded that any of the WOKO employees need suffer a loss of employment.”)

Informed that the FCC must maintain its impartiality, the employees were advised, however, that a solution might be found if the applicants for the station could agree among themselves upon a procedure for underwriting the deficit until the FCC could take action.

With two of the five remaining applicants, Boston Radio Co. and Barker Hill Broadcasting Co., announcing their intention to withdraw, the employees held lengthy conferences on May 26 and 27 with the three still in the running: Beacon Broadcasting Co., Pilgrim Broadcasting Co., and Joseph Solimene.

Varying proposals whereby the applicants would contribute a certain amount to underwrite the loss for a month were presented. For a time, prospects looked hopeful, with the applicants expressing a willingness to take a loss as a gamble, in order to keep the pot boiling.” Some of the employees offered to contribute money, others agreed to cut in salary.

But upon which the discussions went aground, however, was realization that hearings and legal action could hold up the final award for months and even years. Unwillingness of the applicants to waive their right to protest an award made within the month to one of the others, and consequent inability to assume an indefinite loss for what would be an indefinite period, resulted in complete failure of the negotiations.

Fifty-two employees are affected. Known as a “family group,” more than half of them had been with WORL from eight to twelve years. Only about three or four had prospects of new jobs.

Not sure just where to place the blame for their predicament, but regarding themselves as “sacrificers” nevertheless, they view it as “someone’s responsibility to see that it doesn’t happen again to others like us.”

Ashley L. Robison, general manager, expressed the opinion that “in case it ever happens again, the employees should be considered. Some provision should be made so that either the employees can carry on the station activities under a temporary license or else the new licensee be appointed from the competing applicants before the station terminates its activities.”

Chief contribution of WORL to the industry was the 920 Club, the all-recorded, popular music show based on a kilocycle number. On a 10-hour basis, it set the stage for a new type of programming which appealed to listeners and advertisers alike and spread throughout the country. Idea was originated by George Lasker, general manager of the station from 1938 to the early part of this year when he became vice president of WBMS Boston.

Appropriately enough, the station’s final broadcast was the 920 Club program.

WORL, originally licensed as WHSO to the Babson Statistical Organization, had been on the air since 1926. It was acquired 12 years ago by Broadcasting Service Organization Inc., with principal ownership held by Mr. Lafount and the Cohen brothers. Originally on 920 kc, it had been for many years on 950 kc with 1 kw daytime.

Chief Executive

In charge of the several businesses associated with the station was R. H. Haid, president of WORL, who has been with the organization since its incorporation in 1935.

‘Tobacco Jamboree’

OVER $10,000 worth of stock in a new McMinn County, Tenn., tobacco warehouse was sold via WLAR Athens in two Tobacco Jamboree broadcasts, according to the station.

When subscriptions to the much-needed warehouse began to lag, Otis Parker, WLAR general manager, invited local talent to the studios to stage the radio stock sale. Listeners were asked to phone in requests for numbers and entertainment and make pledges for stock subscriptions. Local merchants, along with WLAR, provided the air time.

Over $6,000 was raised during the first broadcast and at the request of the Athens Chamber of Commerce a second show was aired, netting an additional $4,000.

FM AUDIENCE

Vital Factor—Ware

ANY DEMANDS by advertisers that their AM time charges be reduced should be met by a showing of FM audience, providing the AM station has FM facilities, William E. Ware, FCC counsel in Iowa, FM Assn. president, declared Friday.

“Widespread inroads being made by FM and TV on the nation’s radio audience have doomed AM-only stations to a slow but certain death,” Mr. Ware said. “And with TV presently mired down by allocations and lack of available channels, FM is the only expandable product remaining on the radio market for the next year or two.”

Mr. Ware said that where an operator has both AM and FM, “it is FM’s opportunity to prove itself a paying proposition. Through an FM station, the operator can show the audience, if anything, is increased. And the station owner should be able to prove to the advertiser’s satisfaction that he is getting more for his money than ever before because of the superior characteristics of FM broadcasting.” He added that FM coverage “is far beyond that of most AM stations, especially at night.”

Concerning the Freeze

As to the FCC’s recent announcement concerning the TV freeze, Mr. Ware said: “It is more likely that additional TV channels will not become available until after the first of the year and probably not until March. So far as cornering the advertising dollar, the full impact of TV’s threat to AM will not be felt until 1951.”

He urged AM-FM operators to insist that the networks “keep books” on the extent of the FM audience.

INCOME FIGURES

RCA, Zenith Show Decline

RCA showed a drop in business in the quarter ended March 31 over the previous quarter ending Dec. 31, 1948.

Its gross sales, less discounts, returns and allowances, were $61,872,733 while its operating revenue was $30,141,727. Together, the two total $92,014,460.

The latter figure compares with $100,535,090 as shown in its statement ending Dec. 31, 1948, and $97,866,000 in its statement a year ago, ending March 31, 1948. All statements are on file with the SEC.

In other such statements, Zenith Radio Corp. also showed a decline for the quarter ending April 30 over both the previous quarter and the same quarter a year ago. Zenith’s gross sales, less discounts, returns and allowances, were $20,565,985 for the quarter ending April 30, $23,620,900 for the quarter ending Jan. 31, 1949, and $21,326,268 for the quarter ending April 30, 1948.
Bekins' Best Buy
(Continued from page 88)
weekly guest singers or groups were included.
Bekins' Best Buy was a Hooper of 7.5 when it shifted to CBS Pacific stations on Oct. 1, 1948, taking the Wednesday, 7-7:30 p.m. time slot. Lud Gluskin became musical director of the firm's house orchestra. Miss Norman continued her spot on the showing. According to latest Hooper, that show today has the highest rating of any light musical program on the Pacific Coast. With daylight savings, program on May 11 last made another shift and is now broadcast on Wed-
nesday, 7:30-8 p.m. (PST).
"Just how many new customers our radio programs have brought to Bekins, we cannot say off hand, but we do know that they have made friends for our firm," Bekins vows. "This is attested to by much of the unsolicited mail that we have received over the years.
"Some people have told us that they've heard of our services during the program and were writing for details. Others have expressed appreciation for the 'excellence of the music,' and assured us that when our various offers are needed, we would be remembered. Many others have just sent a 'thank you' for a pleasant program. All these add up to dollars and cents over the years. We consider our radio advertising a real asset of our business."
Bekins had its first taste of TV on Jan. 1 last, when it sponsored the two hour New Year's Day Parade in Los Angeles. "This was a real thrill," Bekins added. "We plan to have more television jumps in the future."
Bekins sends regular information bulletins and copies of radio commercials to 48 branch managers and in addition utilizes the firm's house organ Bekinsaves to reach all employees. Individual stations of CBS go along with spot announcements calling attention to the broadcast. In addition some billboard promotion is used.
Promotes FM
FULL-PAGE ads promoting FM broadcasting are being run weekly by WFAH (FM) Alliance, Ohio, in the Alliance Review, owner of the station. The attractively designed ads all carry the same slogan: "For better listening — FM — the velvet voice of radio." Copy explains the advantages of FM broadcasting and the mention of WFAH is a line at the bottom of each ad stating the advertisement is published by WFAH "in the interest of gathering FM." WFAH is making available to other stations interested persons mats for the full-page ads, according to Frank A. Hoels, manager. A charge of $10 is made by the station to cover the production cost.

FCC Revamping
(Continued from page 24)
Hoping, May 30th

NEW AM GRANTS
Include Springfield Action
PROPOSED decision to grant application of Lincoln Broadcasting Co., operator of AM station at Spring-
field, III., on 970 kc with 1 kw, 500 w night, fulltime, was announced last Wednesday by FCC. The Commission would deny bid of WMMJ Peoria, Ill., for switch from 1 kw day on 1020 kc to 1 kw fulltime on 970 kc. FCC would deny the WMMJ request because of increased interference to WJE Ciudad Juarez, Mexico, in violation of the inter-American Regional Broadcasting Agreement. Comr. Frieda B. Hennoek, however, voted in favor of WMMJ over Lincoln.

CKRD is call of new 260 w station on 1280 kc at Red Deer, Alta. Gordon S. Henry, formerly vice-president of CJCA Edmonton, is owner of station. Radio Representatives Ltd., Toronto, is representative in Canada, and Adam J. Young Jr., New York, in U. S.

FCC's proposed allocation of wavenumber time on the legislative calendar. This was believed especially true with respect to technical aspects of pending bills assigned to the subcommittees, notably one dealing with proposed allocation of a section of the 60 mc band to FM, authored by Rep. William Lemke (R-N. D.). Another would render FCC decisions containing technical or scientific errors appealable to the courts. No action is expected on either. The FM measure is a carryover from the 80th Congress.
Overall, subcommittee members have neither manifested sentiment nor acknowledged "pressure" to "rock the boat" radiowise at this late date. Such measures as the explosive Shepard bill, authored by Rep. Harry Shepard (D-Calif.), and one to maintain the power ceiling at 50 kw and break down clear channels, by Rep. Robert L. Ramsay (D-W. Va.), are among the most spectacular pending bills. The latter is a companion piece to one introduced by Sen. Johnson last January while Mr. Shepard's would force roughly $150 million worth of network and independent station properties on the market by prohibiting station ownership by either networks or radio manufacturer.
The new Senate bill is regarded by House interstate communications members as the catchall, with its watered down provisions, which will now eliminate the need for any action on their part.
Senate Group Urges Decrease

In five languages on plans already formulated, they stated. Reduction also would administrate travel required for inspection and supervision of radio relay bases overseas.

Speaking for State's package shown late, the President, and House reduction, George V. Allen, assistant secretary of state for public affairs, reminded that last fall, and Congressional committee "emphasized strongly that we should do more, as other countries have been doing in this information activity, to place programs on local radio bases abroad."

Also testifying, the behalf of the information program and the Voice was Sen. Karl Mundt (R.-S.D.). He said it was very important for public interest and advertisement to increase permanent the advantages we seek to secure with the $21 million program to fight Communism ." He said the $34 million allotted by the House was small compared to that spent for weapons and food, and "in terms of what Americans consider legitimate percentages for advertising."

Sen. Allen J. Ellender Sr. (D.-La.) told Sen. Mundt it was "very unfortunate that more of us did not read and study more carefully the so-called Smith-Mundt Act. When I voted for that measure I thought I was voting to spread the Gospel by way of radio and not all over the things that we are called upon now to do."

HOOD TO KFDX

Is Vice President, Manager

W. P. (Bill) HOOD has been appointed vice president and general manager of KFDX Wichita Falls, Tex., Darrold A. Cannan, president of Wichita Broadcasting Co., owner of the station, announced last week. At the same time Mr. Cannan announced the resignation of Charles E. Clough as commercial manager. Mr. Clough has joined KWFT Wichita Falls, as general manager.

Mr. Hood for the past five years has been general advertising manager of White's Auto Stores, a statewide chain in Texas. Before that, he was general manager of KWFT. From 1933 to 1935 he was manager of KGTK Wichita Falls, since deleted.

Radio Institute

EMPLOYEES of 30 radio stations have registered for the eighth annual NBC-Northwestern U. Summer Radio Institute at NBC Chicago, according to Judith Waller, director of public affairs and education at the Communications Division. She is director of the institute, which this year is offering only graduate level courses. Of the 77 registrants thus far, 63 are men. They come from 27 states and Canada.
Radio and television schedules for Cramer-Krasselt clients have reached into hundreds of stations throughout the nation. These stations have been most helpful at all times in making our radio-television campaigns resultful. For the co-operative spirit of American networks and stations, we wish to extend our sincere appreciation, and we are particularly grateful for the generously helpful attitude of our neighbor stations in Milwaukee:

WEMP • WEXT • WFOX • WISN • WMAW • WMIL • WTMJ • WTMJ-TV

THE CRAMER-KRASSELT CO.
Co-ordinated Advertising
733 NORTH VAN BUREN ST., MILWAUKEE 2, WISCONSIN
Serving American Advertisers Since 1896

Thirteenth of a Series
We'd Lay an Egg in Egg Harbor

When we started this radio station a couple of years ago, we decided to develop a unique program formula that would fit the peculiarities of this unique market, even though it might flop anywhere else. So we threw away the book and went to work.

The result? For the last six months only one station in this vast market has ever consistently equalled or exceeded WMIL's* afternoon audiences! And no Milwaukee station has successfully duplicated WMIL's programming!

It seems that there is an old Sales Manager's copy-book maxim that "Milwaukee is tough." But it isn't. It's just different. As a matter of fact, the blue book roster of national and local advertisers who tell their stories over WMIL...week after week, all year long...testifies to the fact that Milwaukee likes folks who do things Milwaukee's way. And when they like you, they buy from you!

How are you doing in America's Ninth Market? Maybe WMIL's Milwaukee-made programs can help boost your sales.

* FORMERLY WMLO
By BILL THOMPSON
AS LONG as there's water in the Great Lakes—and mineral, timber, and agricultural resources in the surrounding area—Milwaukee feels secure.

And as long as there's a purring kilocycle within range, most of Milwaukee's 869,000 citizens and their neighbors for miles around will provide a prosperous and high-buying audience for local and national advertisers.

More centrally located in the economically strong Lake Area of industrial concentration than Buffalo, Cleveland, Duluth and her nearby "rival," Chicago, Milwaukee is the tenth largest industrial city in the nation. Moreover it's one of the top-flight radio cities and has pioneered many important events in electronic history.

Despite her fame as "America's beer capital," Milwaukee is not dependent on the foamy beverage for its prosperity, nor is it dependent on any other single industry. Its seven radio stations provide this versatile community with reliable service and in return the citizenry, mostly of German and Polish origin, loyally support the stations. Few visitors to this "lake gateway to the Northwest" realize it produces much of the machinery that has built the world's highways, dug its canals, harnessed the water power of Niagara, impounded great rivers, mixed the concrete for Hoover Dam, and fabricated millions of motorcycle and automobile frames. But to the Milwaukeeans names like Allis-Chalmers, Falk, Bucyrus-Erie, Cutler-Hammer, Evinrude and Harley Davidson mean just as much as Schlitz, Pabst, Blatz, and Miller. And he will tell you that Armour, Cudahy and Plankinton prospered, as meat packers, even earlier than the brewers.

Milwaukee's forebears began arriving in 1848, following defeat of the intellectual liberals in the Fatherland. Hundreds of Germans brought their biergartens, weinstubes and turnvereins to this "American Munich." In later years, the Poles and Italians brought singing societies and operas. Their culture has survived in the Milwaukee Musical Society and in concerts at the magnificent Blatz Temple of Music.

Of greater interest to the student of this market, however, is the fact that these early settlers also were skilled workmen. Today, Milwaukee's labor force is made up essentially of descendants of European racial stocks, known for their mechanical skills, efficiency and dependability. With a century of manufacturing experience, the city offers to industry second and third-generation artisans in practically all of the skilled trades.

Wins Recognition
Milwaukee's accomplishments in health conservation, fire prevention and traffic safety have repeatedly won national recognition. Its government has been widely acclaimed as a model of non-partisan efficiency. Its law enforcement policies have kept it orderly, and the city is attractive and neat. Its very appearance gives an insight into the kind of people who make up its citizenry, for Milwaukeeans are conservative and home-loving, with well-kept lawns and gardens. More than half the families in the metropolitan area, which has a population of 869,000, own their homes.

The city boasts the largest vocational school in the United States, which, together with an expertly-supervised state apprenticeship program, provides a pool of trainees to fill the varied demands of manufacturers. Marquette U., the U. of Wisconsin in Milwaukee and Milwaukee State Teachers College also are located there.

Over-the-counter buyers spent $790,000,000 in retail stores and another $576,000,000 in service establishments in Milwaukee County last year, with radio a major influence in this vast spending. The center of a retail area embracing one-third of Wisconsin's population and accounting for one-half of its buying income, it leads all cities of 500,000 or more in department store sales increases since 1939. Dept. of Commerce reports also show Milwaukee leading these big cities in sales gains of independent merchants.

The city has surpassed the national average in factory employment, production and construction of plant facilities since 1939. It has added about a quarter-billion dollars worth of new factories and equipment. By reason of this expansion and more extensive use of existing plants, industrial production in Milwaukee County last year (Continued on Milwaukee 4)

June 6, 1949 • Milwaukee Page 3
Tool and die shops, plating and finishing facilities which fall into the general classification of metal trades. It is in this phase of manufacturing that Milwaukee is supreme.

Leading Industries

A glance at the city's leading industries indicates, however, that the metal trades do not completely dominate the field. Near the top of the list, in dollar volume, are malt liquors; food products; meat packing; leather and leather products; printing and publishing; chemicals, paints, and varnishes; and textile mill products.

Milwaukee leads the world in the manufacture of Diesel and gasoline engines, outboard motors, motorcycles, tractors, wheelbarrows and padlocks. The price of veal is established here, and the city leads the nation as a barley market, brewing center, and in the production of hosiery, work shoes, leather gloves, tin and enamelware, sawmill and flour-mill equipment.

The reason for this industrial record is found in a combination of factors. Strategically situated on Lake Michigan, the city is in the very front yard of one of the richest farm regions in the country, which provides excellent agricultural markets and outstanding advantages to those industries dependent on products of the farm for raw materials. Basic raw materials also are readily available.

The annual increase in forest growth in Wisconsin substantially exceeds the amount of timber cut; zinc and lead mines are located in the southeastern part of the state; gravel, sand and limestone are in great abundance throughout the area; and in northern Wisconsin and in adjoining Michigan and Minnesota is the greatest iron ore deposit in the world, producing 85% of the ore of this type mined in the United States. This ore is converted into steel at several points within 100 miles of Milwaukee, and the cost of transporting the steel to the receiving departments of Milwaukee plants is lower in many instances than in most other industrial cities.

Adequate Transportation

The city has adequate transportation facilities of all types. An active lake port, it also is served by five lines of ocean steamers. Three car-ferry lines link it not only with Upper Peninsula Michigan, but with the Atlantic Seaboard, and three railroad systems have connections to every important municipality in the country. Four transcontinental airlines provide direct service to the East and West Coasts, as well as Mexico, Alaska and the Orient. Many air routes to the east and south by-pass Chicago. A "feeder" airline serves Milwaukee's trade area, and 70 truck lines radiate to every section of the country. Open docks, cold storage and merchandise warehouses, grain elevators and extensive freight terminals are available.

The community's enterprises are given financial assistance by 26 banks with combined resources of more than $1 billion.

Milwaukeeans have an indomitable competitive spirit springing from the days, more than 100 years ago, when the present downtown area was divided into three parts: Juneautown, Kilbourntown and Walker's Point. Merchants in each of the three settlements schemed to win patrons from the other.

Each of the towns having been independently planned, none of the streets approached the Milwaukee River at the same places, and today's diagonal bridges and haphazard street patterns are a memorial to the rivalry which preceded incorporation of the three units into Milwaukee in 1846.

Rivalry still runs high among the other hundreds of business establishments—and broadcasting is no exception.

The Hearst station, WISN, is Milwaukee's oldest, having gone on the air in 1922. Its general manager is George W. Grignon. WTMJ, the Milwaukee Journal station, has made a name for itself regionally which compares with that of its famous newspaper parent. The one man largely responsible for its success is Walter J. Dam, who was named manager of WTMJ at its inception in 1927. Since that time, his "radio log" reads, in part:

1930, elected president of NAB; 1932, began television experiments with spinning disc; 1933, pioneered first metal survey of radio listening habits; 1934, transmitted facsimile; 1939, signed for WTMJ to become basic NBC station and named manager. WTMJ's net revenue had passed $1 million; 1947, spoke at dedication of WTMJ-TV; 1948, announced WTMJ-TV would affiliate with all four television networks.

Since WTMJ-TV took the air as Wisconsin's only video station, more than 26,000 TV receivers have been sold in the Milwaukee area. Most of these sets, 93% are in homes and 7% in public places. The WTMJ-TV operation, which is linked to the east-west microwave relay by microwave, has many "firsts" to its credit, including a record 19 remotes in one week. Its teletacts of Milwaukee Brewer games are credited with increasing attendance in 1948 to 364,516, as compared with 296,377 in 1947. It was the first TV station in the state to carry every local and nearby sports contest, and last November sent its mobile unit to Chicago to do its longest remote—the Green Bay Packers-Chicago Bears pro football game.

WTMJ-TV's success and the filming of TV applications by WEMP, WFOX and WISN have stepped up the interest of Milwaukee agencies and film producers in video. One of the most active agencies is Cramer-Krasselt Co., which is in its 53d year, and whose president, Walter Seiber, was a C-K account executive on the Maytag radio program heard on NBC in 1925. Other

(Continued from Milwaukee 3)
WHY "Hooper-up" AT WEMP?

1. Policy of popular music all day long pays off in Milwaukee
2. More play-by-play sports than any other Milwaukee station
3. Programs and personalities that please the people:

- HI-TIME 6-9 AM with Vern Harvey
- CLUB 60 2-4:30 PM with Tom Shanahan
- 1340 CLUB 4:30-7 PM with Tom Mercein
- OLD-TIMERS PARTY 7-8 PM with Bill Bramhall
- WIRE REQUEST 11:30-2:00 AM with Joe Dorsey

SPONSORS ARE IN GOOD COMPANY ON WEMP

- Gimbels
- Household Finance Corp.
- Miller Brewing Co.
- Colgate-Palmolive Peet
- Socony Vacuum
- Schusters
- Kool Cigarettes
- Robert Hall
- Hudson Motor Car
- F. W. Fitch

Share of Audience

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Based on Hooper Station Listening Index

Milwaukee's ONLY Full Time Independent
It's Easy to MAP your BUY MILWAUKEE PLUS!!! REGION

FIELD INTENSITY CONTOURS
WFOX, MILWAUKEE, Based on measurements made by Edward W. Jacker, consulting radio engineer, September, 1948.
"Milwaukee Mail Campaign"

Mail Coverage at Local Rates!!

K.C.
The Dial PopulaHon Coverage Value Around Milwaukee

(Based on 1948 Mail Count)

- Mail Received Daily
- Mail Received Weekly
- Mail Received Occasionally

Charles J. Lanphier, Pres. & General Manager

DIAL ... 860
**AM Stations Serving Milwaukee Marke**

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<th>Call</th>
<th>Frequency</th>
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<td>WTMJ</td>
<td>620 kc</td>
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**Call**

Miller Brewing Co., Morton Salt, Holsum Products, Robert A. Johnson Co., Gimbel's Department Store, Oswald Jaeger Baking Co., Borden Co., and Wisconsin Electric Power Co. The agency's first client, Harley Davidson (motorcycles), started advertising in 1907 with an appropriation of $75 and has been with K-VP-D ever since.

The company's original trio of Gustave Klau, Anthony Van Pietersom and Walter F. Dunlap started business in two rooms, K-VP-D presently occupies the entire sixth floor of a large Milwaukee office building. Mr. Dunlap, president and treasurer, is in charge of a staff of 80. The agency ranks third in financial resources among all agencies of its class in the country, according to current 4-A ratings.

**Meyerhoff Founded**

Arthur Meyerhoff & Co. was founded in Milwaukee and maintains a strong branch office under the direction of George Grabin, who was an account executive on the original staff of nine. Mr. Grabin handles radio for the Chicago, North Shore & Milwaukee Railroad, interurban electric line between Chicago and the city, as well as the local Milwaukee Electric Railroad & Transport Co. and Clark's Super Gas. He finds time to go to Chicago every week to handle accounts he has developed there.

Arthur Meyerhoff, formerly with Hearst's Wisconsin News, formed the agency in 1929 with Walter Neiser, local advertising man. The firm captured the Wrigley gum account in 1932 and a year later moved to the flossy Wrigley Bldg. of Chicago's Madison Boulting. Mr. Meyerhoff bought out Mr. Neiser in 1938.

Hoffman & York agency handles That's O'Tools on ABC television. Originated in Chicago, program is sponsored by Delta Mfg. Division of Rockwell Mfg. Co. Among the agency's clients are some of the biggest manufacturers in not only Wisconsin, but Illinois and Michigan. Agency was founded by Harry C. Hoffman and Wilford York in 1936. Howard L. Peck, vice president, who formerly was program director at WISN, is manager of the radio department. Mr. Peck has had considerable teletextual experience, which is proving of great value in creating and directing TV shows. While the agency has had major radio shows at present, virtually all of its clients use spot radio.

The largest radio account handled in Milwaukee is Allis-Chalmers Tractor Division, which sponsors the National Farm & Home Hour on NBC. Bert S. Gittins Advertising is the agency. This agency also has Kasco Mills Inc. of Toledo, Ohio, and Waverly, N. Y. (transcribed spots on 54 stations), and Consolidated Products Co., Danville, Ill., a subsidiary of National Pure Oil Co. The agency uses expensive daytime shows, featuring local talent, to promote milk by-products used as poultry and livestock feeds.

Arthur Meyerhoff, formerly with Hearst's Wisconsin News, formed the agency in 1929 with Walter Neiser, local advertising man. The firm captured the Wrigley gum account in 1932 and a year later moved to the flossy Wrigley Bldg. of Chicago's Madison Boulting. Mr. Meyerhoff bought out Mr. Neiser in 1938.

Through the use of transcription, Allis-Chalmers continues to develop country music and through country music programs, the company's image is enhanced.

The first Federal Savings & Loan is a joint project of the Federal Savings & Loan League and the World Savings & Loan League. The program is broadcast from Milwaukee's WEMP Radio Station.

**COMPLETE SCRIPT TO SCREEN SERVICE**

16mm and 35mm

Television Films

Theatre Shorts

Sound Motion Pictures — Slide Films
Franklin Cheek, who gained a reputation as a marionette operator before he joined the art studio as an illustrator, making the advertised products “come to life” on the TV screen.

Before the war, Milwaukee had only three radio stations—WISN, WTMJ and WEMP, in the order of their appearance. In 1946, WFOX took the air; in 1947, WMIL and WEXT; and, last year, WMAY signed on. Brief histories of all seven stations follow:

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**BACKGROUND OF MILWAUKEE STATIONS**

**WEMP**

Empire Bldg., 710 N. Plankinton Ave. Marquette 8-7722 1430 kc 250 w MILWAUKEE'S third oldest station was established as a 100 w daytime outlet in October 1935 by Glenn D. Roberts, Madison attorney. WEMP’s president is Robert M. LaFollette Jr., former Senator from Wisconsin. Other stockholders include Dr. Wellwood Nesbit, Madison physician; John Ernest Roe and Wade Boardman, last partners of Mr. Roberts; Hugh K. Boice Jr. and Mr. Roberts. The latter is vice president, Dr. Nesbit is treasurer and Mr. Roe is secretary.

The station went fulltime in 1958, and was upped from 100 to 250 w in 1959. It was affiliated with NBC’s Blue Network, and later ABC, from 1940 until last August when it became Milwaukee’s only full-time independent. Mr. Boice, general manager and a veteran of 14 years in radio sales, was commercial manager of WMBD Peoria before moving to Milwaukee. He previously was national sales manager of WNEW New York, and for several years was with Free & Peters’ New York sales staff.

WEMP is best known as Milwaukee’s “Music and Sports Station,” using the slogan “20 Hours Daily of Continuous Popular Music, Sports and News.” Mickey Heath, former vice president and general manager of the Milwaukee Brewers baseball team, handles exclusive play-by-play at all Brewers’ games.

American and National League running scores are announced every half-hour during the afternoon on Baseball Reports. WEMP also carries Marquette U. home football and basketball games, all of the U. of Wisconsin basketball games and the Milwaukee Journal-Clarks hockey games. Only independent station with FM (35 kw effective radiated power), it claims to give FM listeners the only strictly local programming in Milwaukee. Station boasts more announcers than any local station except WTMJ. Four are featured as disc jockeys, one of them a Negro be-hatted disc-jockey. Most popular daily disc shows are 1:40 Club with Tom Mercein, Club 60 with Tom Shanahan and Milwaukee’s largest night owl show, Wire Request with Joe Dorsey. Announcer Bill Bramhall’s Old Timer’s Party features music native to Milwaukee such as polkas, schottisches and old familiar favorites.

Seventy percent of WEMP’s accounts are handled direct, with commercials written by station personnel. Between 75% and 80% of all WEMP business is with retail stores, with John Gagliano handling a retail sales force of four people. Mr. Gagliano, retail sales manager, was with the Hearst newspapers before joining the station in 1946.

WEMP’s present offices are in the Empire Bldg., but it is expected that all activities soon will be centered at a new $150,000 plant on the outskirts of the business district at 5407 W. Martin Dr., claimed to be the highest point in the city. Station states its 455-foot tower is the highest in the city, and was built with an eye towards television. WEMP-TV application is frozen.

**WEXT**

2501 S. 43rd St. Evergreen 5-1450 1430 kc 1 kw D ESTABLISHED in 1947 by Gerald A. Bartell, former faculty member at U. of Wisconsin and with 15 years’ production experience in network and local broadcasting. Mr. Bartell has had outstanding success with programs designed to serve “community markets” within the Milwaukee area. He has tapped such program sources as the various foreign language groups (German, Polish, Slavic elements, and those from the Near East), as well as the Negroes.

His Playtime for Children has won an award for children’s programs in the 1 kw class. A daily program of music and chit-chat of the colored community is emceed by Larry Saunders, editor of the local Negro newspaper. Programs originating from neighborhood theatres and halls have been especially well received. Much promotional work is carried on through business associations and neighborhood newspapers. Station is known throughout city as “Your Neighbor on the Air.”

(Continued on Milwaukee 10)

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**TO REACH THIS RICH MARKET**

(America’s 13th)

**SMART ADVERTISERS**

**USING THE STATION**

with

“5,000 WATTS OF BETTER LISTENING”

**WMAW**

1250 on the dial

- - - the station that is building its leadership on showmanship “know-how”, and on its alertness to public preferences.

- - - the station with the one, the only, the original, “Heinnie and his band”...

**ABC Network**

**FREE & PETERS**

National Representatives

**Studios and Offices:**

TOWNE HOTEL—MILWAUKEE 3, WIS. 723 N. Third St. Daily 8-2154

**BROADCASTING • Telecasting**
WHl

Mr. Lanphier, Wilson, WFOX

Mr. Lanphier, who is president, general manager and controlling stockholder of WFOX, got his baptism of fire in radio under Ralph Atlase and Gene Dyer in Chicago in the early ’30s. In October 1936 Mr. Dyer sent him to Milwaukee to manage WEMP. When he left the station 10 years later to establish WFOX, he not only took along “savvy” — he took five of WEMP’s personnel. Viola Wilson, WFOX controller, has been with him 13 years as has Orley La Force, Milwaukee’s original man-on-the-street. Carl Zimmerman, program director and promotion manager, who was an Army Radio conductor in the European Theatre for two years, has been with Mr. Lanphier 12 years; An- nouncer Paul Bartell, director of the Face Club disc show, 10 years; and Wally Behl, music director, 8 years.

Mr. Lanphier also took to WFOX the 10-year-old program, founded at WEMP in 1936 by Stanley Natal, one of Milwaukee’s most prominent Poles. When Mr. Natal died a few years ago, his son, Stanley Jr., not only took over the program but became secretary of WFOX. The Jewish Hour, presented Sundays by the Jewish Daily Forward, with Yiddish songs by actors from the Jewish Theatre Guild, also is an exclusive WFOX feature. Other popular programs are Sentimental Journey, featuring “collectors’ item” records; talks by Bernard Hoffman, past presi- dent of Milwaukee’s Steuben Society; musical interludes by the WFOX Balalinka orchestra and the Fox Foursome, an instrumental combination. In the public serv- ice category, WFOX’s Sunshine Hour, which brings together “misplaced” persons, has wide listener- ship under the direction of Paul Hoffman. Station has broadcast U of Wisconsin football games for three years, with Neil Searles at the mike. Gudahy Bros, meat pack- ing company sponsors the games, as well as the man-on-the-street programs. Another regular WFOX client is P. & H. Homes, manu- facturer of prefabricated houses, which sponsors Home With Music, a semi-annual in cooperation with Schucks’ Department Store recently put an announcement of its removal sale on the tail-end of the Sunshine Hour and lined up customers for blocks.

WFOX was the second Mil- waukee radio station to apply for a TV channel, doing its application March 16, 1948.

In addition to Mr. Lanphier, other officers of the station are: Thad Wasielewski, former Congress- man, who is vice president, and Robert E. Tehan, state Sena- tor recently appointed to a Federal judiciary by President Truman, who is treasurer. Mr. Tehan also is chairman of the Wisconsin State Democratic Committee.

WISN

123 W. Michigan St.
Division 2-3000
1150 kc 5 kw

OLDEST station in Milwaukee, WISN’s original call letters were WIAO. License was issued to the Milwaukee School of Engineering and station took the air July 22, 1922, on a fre- quency of 360 meters with 100 w. The Hearst or- ganization, present owner, has been in broadcasting on-part-time basis July 30, 1924, when the signal was changed to WSOE for “School of Engi- neering.” Hearst took over complete programming 1 year later. In June 1927 sta- tion’s power was increased to 500 w and it was assigned to 1110 kc. By the following January, Hearst bought the property and was au- thorized to change the call letters to WISN, for Wisconsin News, one of its papers.

On Nov. 11, 1928, the then new Federal Radio Commission as- signed WISN 1120 kc, with 250 w, sharing time with Marquette U.’s WHAD. An announcement from the FRC stated that WISN operate six- sevenths of the time and WHAD one-seventh.

Station affiliated with CBS in January 1929 and has remained with the network since that time with the exception of a brief period in 1935 (Feb. 17 to May 15) when WISN cancelled all CBS programs in protest against inadequate net- work programming. WISN’s pow- er was increased to 1 kw, along with WHAD’s, in June 1934. In December of the same year a new transmitting plant was in- stalled. Station moved into its present studio and offices, in the Milwaukee Sentinel Bldg., in April 1932. Two years later Hearst pur- chased WHAD. Going on full-time operation, WISN installed a new transmitter and a vertical array at Milwaukee’s Public Service Bldg. On Christmas Day 1937, station presented Marquette U. with the old WHAD transmitter for the construction of a new station tower.

WISN’s frequency was changed from 1120 to 1150 kc in the general reallocations of 1941. The same year WISN was broad- cast by Westinghouse Air Brakes, and a new transmitter and radiating system, using a four-element directive array, was installed at suburban Greenfield. Interim FM operation, with 3 kw, was started last July, with a sched- ule of AM duplication from 3 to 10 p.m. seven days weekly. FM trans- mitter and antenna are located on the Wisconsin Tower Bldg., which station claims is the tallest building in Milwaukee available for a transmitter location.

Outstanding WISN programs include Your Question, Please, panel discussion of youth problems by teen-agers; Your Common Coun- cil, a discussion of current community problems by local aldermen, and Worthy Listening To, which for five years has featured dreamy, soothing semi-classical rec- ords, blended together, without titles, by Program Director Jack Raymond’s homespun philosophy.

WISN has a long list of old ac-

counts. Independent Milwaukee Brewers has been on the air 14 years; Edwards Motors, 12 years; Jaeger Motors, 11; The Grand (clothing), 10; Jaeger Baking and Carpenter Baking, 9 years each.

WISN’s general manager for 17 years has been Gaston W. Grignon, also vice president and a member of the board of directors of Hearst Radio Inc. Mr. Grignon is the oldest station manager in point of service in Milwaukee. Fourteen staff members have been with the station 14 or more years.

WMAW

Towne Hotel
723 N. Third St.
Daly 8-2154
1250 kc 5 kw

FOUNDED by the late Herbert E. Ulhlein, president of the board of Schlitz Brewing Co., who died four months before the station took the air March 24, 1948, WMAW started as an independent but began carrying ABC programs on part-time basis a month later. It became full-time ABC affiliate in August 1948. Present stockholders are Attorney Clifford A. Randall, presi- dent; Nickie Zimmerman, of the law firm of Zimmers, Rand- all & Zimmers; John Fleissner, Milwaukee post- master; Ray Bor- cheit, president of Borchert Con- struction Co.; General Manager Jack Bundy and Chief Engineer Ray Host.

Mr. Bundy was George E. In- graham, who did WMAW spade work for nearly two years before the inaugural. He resigned shortly after the program became manager of WISN, Hearst outlet, and was succeeded by Jack (Heinie) Bundy, 29-year radio veteran who formerly was program di- rector of WXYZ Detroit but is best known as the leader of “Heinie and His Band.” The Bundy aggregation was featured on WTMJ Mil- waukee for 12 years and was on NBC coast-to-coast two years. Its folksy music, comedy and audience participation stunts are heard twice daily in a number of cities. Known as the “Station With the Personal Touch,” WMAW has put heavy accent on live music-docu- mentary type programs, employing a staff orchestra. Such programs include Parade of Progress, commercial series, and Red Cross Salute and Scout-O-Rama, public service salutes to the Red Cross and Boy Scouts.

One of the station’s most popular programs is WMAW’s Barn Dance, broadcast Saturday nights from the Circus Room of Hotel Wisconsin.

BROADCASTING • Telecasting

This is NEW!

HIGH ACTINIC RECORDING

Available August 1949

For the first time in the history of sound-on- film recording a precise recording system may be purchased outright at a cost so low that every film producer and TV station can afford top ranking professional sound track quality!

Write for information

ELECTRO SOUND CO.

2215 N. Twelfth Street
Milwaukee 5, Wisconsin

Page 10 Milwaukee • June 6, 1949

(Continued from Milwaukee)
WMIL
2225 W. Wisconsin Ave.
West 3-1290
1290 kw 1 kw D

ONE OF the first stations in the country to develop old-time music as the basis of its program policy, WMIL was established in April 1947 by a group of local business and professional men headed by Attorney Gene Posner. First manager was Bill Travis, now of Paramount Pictures, who resigned after three months and was succeeded by Jerome Sill, formerly a CBS executive in New York. Under Mr. Sill's direction station started concentrating on polkas, schottisches and continental waltzes, using live music as well as discs. Regularly scheduled are several of Wisconsin's famous orchestras including the Louie Bashell's, whose "Silk Umbrella Polka" is one of Mercury Records' biggest hits. WMIL has departed from the usual independent-station formula by plunging its own air-developed personalities, such as Hungry Hank and Fritz the Plumber, who entertain with a burlesqued German accent one hour daily. Station broadcasts six days weekly, 5:45 to 8:30 a.m., from the Mermac Theatre in suburban West Bend, which is almost entirely German.

"There is one thing an independent station can do that a network affiliate never can do," Mr. Sill says. "That is to program in a straight line to the hearts of its listeners."

WTMJ
Milwaukee Radio City
Marquette 8-6800
620 kc 5 kw

THOUGH WTMJ didn't take the air until June 25, 1927, with 1 kw, the station's owner, Milwaukee Journal, had been interested in radio since May 1, 1922, when it sponsored a program over WAAK, the Gimbel station, shortly after its inaugural. The Journal joined Marquette U. in the joint operation of WHAD in January 1925, and two years later purchased WKF, owned by the Kesseman-O'Driscoll Co. WKF equipment was scrapped, new transmitter erected at suburban Brookfield and call letters changed to WTMJ for The Milwaukee Journal. Station has been broadcasting U. of Wisconsin football games each year since 1927 and basketball games since 1929. Exclusive broadcasts of Green Bay Packers football games began in 1929 and these games are fed to a selected group of state stations. WTMJ applied for a TV station May 5, 1930, and received a license for an experimental outlet in 1931. Station transmitted facsimile on July 2, 1934, claimed to be the first attempted by a newspaper-owned outlet.

It was one of the first stations in the country to develop programming around personalities who are a part of everyday life of the community. The first participating series was The Dinner Table of the Air, which began in 1927. In 1932 it became The Grenadiers, which carries on currently as one of the most popular nighttime shows in the area. A new 5 kw transmitter was purchased in 1929 and WTMJ's daytime power was increased to 2.5 kw. In 1930, WTMJ presented the radio industry with the first standard station cost accounting system. Three years later, the station pioneered a coincidental survey of radio listening habits. Daytime power was increased to 5 kw in 1934. Same power at night, using directional antenna, began in 1941.

The Journal's FM station, W9XAO, went on the air April 22, 1940, labeled the first FM station west of the Alleghenies. Later it became WMFM and then WTMJ-FM.

Milwaukee's Radio City was built by The Journal in 1942 at a cost of $800,000. It was the first building of its kind designed to house all three types of broadcasting - AM, FM and TV, the station claims. Auditorium studio has 389 seats. Large crowds take daily tours of Radio City, considered one of the showplaces of the city.

WTMJ-TV began commercial television operations Dec. 3, 1947, as the first TV station in Wisconsin.

New 550-foot tower and first 50 kw FM transmitter made by RCA were put into operation in 1948 by WTMJ-FM, making it the "world's first super-power FM station."

Walter J. Damm, general manager of the Journal's AM-FM-TV operations, was named manager in 1927 when the station started.
Sure, WISN has complete coverage, finest Hoopers and the best programs in the Greater Milwaukee area. And come Summer and Fall these facts will stand out like the bride and groom at a wedding. But there's another reason why in Milwaukee even the birds like to “LIS’N TO WISN.” It’s the friendliness you find when you dial eleven-fifty.

No stuffed-shirts or circus barkers among WISN announcers. From sunrise to midnight all Milwaukee declares “It’s a real pleasure to ‘LIS’N TO WISN’ . . . the station with a smile.”

And you'll find it a real pleasure to do business with WISN, too, because friendliness is foremost in every WISN representative. You probably already know that the large national agencies have WISN on their must-lists. They know that WISN, Milwaukee's most promotion-minded station is THE BEST RADIO BUY in the entire Milwaukee market!

**WISN**

5,000 watts day and night

Gaston W. Grignon, General Manager

Milwaukee's CBS Outlet

REPRESENTED BY THE KATZ AGENCY
HOUSEWIFE LISTENING FACTS
Ohio State Finds 31.6% Sets in Use

RADIO sets were in use in 31.6% of the homes in Columbus, Ohio, contacted during a survey of household activities and daytime radio listening.

On the other hand, only 3.8% of the housewives reached were reading newspapers at the time of contact.

The survey was conducted as that in a series by the Ohio State U. Dept. of Speech, under direction of Prof. Harrison B. Summers.

Of the housewives listening to the radio, it was found that 82.5% were engaged in other activities, with 18.5% "resting, just listening." The "other activities" at time of listening were principally of the quiet type such as ironing, dishwashing, sewing and mending, and eating meals in that order.

Extensive data showing just what household duties during the daytime are included in the study, based on coincident telephone calls to some 6,000 homes April 20-21. Area covered included Columbus and adjacent suburbs of Bexley, Grandview and Upper Arlington. Calls were completed in approximately 3,500 homes, spaced from 7:30 a.m. to 6 p.m.

Data cover only activities and radio listening of women, according to the study, the number of men supplying information being too small to justify detailed analysis. The calls were made in the first half of the week, causing a somewhat heavy loading of such activities as washing and ironing. One activity missed in the study of daytime activities is telephone conversation, since interviews were secured by that method. Some 9% of the calls made resulted in busy signals.

A definite relationship is shown between types of home activities and the probability of radio listening. For example, 44.6% of women engaged in ironing and sewing also listened to the radio compared to 36.5% engaged in kitchen work; 36.5% in leisure time activities such as reading, talking, reading, etc.; 29.7% in home cleaning; 15.9% in personal care activities and 10.6% in non-living area work such as laundering and gardening. The figures are broken down by household age.

Extent of listening was found to vary at different hours of the day, being slightly higher from 1 p.m. than 8-12 a.m. The type of activity, at specific times also influences the amount of listening. Between 7:30-8:30 a.m., nearly half of all listening reported by women was done while the listener was engaged in work in the kitchen though such work was being carried on by only 28% of the women interviewed during the period.

A detailed study was made on the relationship between type of activity and type of program heard by women. Home activities which preclude close attention to the radio cause the housewife to prefer musical programs, it was found. Activities such as sewing or ironing permit the listener to choose dramatic or participatory programs, lessening the preference for music.

Table showing radio listening by women engaged in various activities is below (figures are percentages of women engaged in the activity mentioned at the time indicated, who reported they were also listening to the radio).

<table>
<thead>
<tr>
<th>Household activities</th>
<th>Entire Day</th>
<th>Daytime Only</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>7:30 to 10</td>
<td>10 to 12</td>
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<tr>
<td></td>
<td>12 to 3</td>
<td>3 to 6</td>
</tr>
<tr>
<td></td>
<td>6 to 9</td>
<td>9 to 12</td>
</tr>
<tr>
<td></td>
<td>12 to 3</td>
<td>3 to 6</td>
</tr>
<tr>
<td></td>
<td>6 to 9</td>
<td>9 to 12</td>
</tr>
<tr>
<td>LEISURE TIME ACTIVITIES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working, just listening</td>
<td>58.1%</td>
<td>72.7%</td>
</tr>
<tr>
<td>Eating, meals, meals</td>
<td>30.5%</td>
<td>36.6%</td>
</tr>
<tr>
<td>Waking, study when work</td>
<td>28.4%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Reading, newspaper</td>
<td>29.5%</td>
<td>28.3%</td>
</tr>
<tr>
<td>Reading, books, magazines</td>
<td>19.8%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Talking, conversation</td>
<td>19.5%</td>
<td>13.3%</td>
</tr>
<tr>
<td>Personal care activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dressing, etc</td>
<td>24.5%</td>
<td>21.7%</td>
</tr>
<tr>
<td>Cooking, etc</td>
<td>27.2%</td>
<td>29.7%</td>
</tr>
<tr>
<td>Quiet work, etc</td>
<td>47.6%</td>
<td>47.0%</td>
</tr>
<tr>
<td>Sewing, mending</td>
<td>40.3%</td>
<td>36.6%</td>
</tr>
<tr>
<td>KITCHEN WORK</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preparing meals</td>
<td>33.5%</td>
<td>70.0%</td>
</tr>
<tr>
<td>Dishwashing, etc</td>
<td>41.3%</td>
<td>64.6%</td>
</tr>
<tr>
<td>Home Cleaning</td>
<td>30.5%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Dusting, sweeping, etc</td>
<td>28.2%</td>
<td>33.0%</td>
</tr>
<tr>
<td>Non-living area activities</td>
<td>12.1%</td>
<td>10.3%</td>
</tr>
<tr>
<td>Gardening, outdoor activity</td>
<td>2.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Other activities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sleeping, talking, etc</td>
<td>2.2%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Miscellaneous, no information</td>
<td>16.8%</td>
<td>17.4%</td>
</tr>
</tbody>
</table>

NEW way to answer a per inquiry proffer is submitted by KGVL Greenville, Tex.

Approached by North American Underwriters, Box 5733, Dallas, Earle Fletcher, KGVL manager, made this proposal, "We will be happy to handle all of your advertising on a per inquiry basis, providing that your company will handle all of our insurance on the same basis."

Amplifying his proposal, Mr. Fletcher wrote the P. L. advertiser, "That is, we take our policies with your company and we pay you nothing unless we have a hail, fire, tornado loss of some kind, at which time we will be happy to pay you. Of course, we don't want to pay for the insurance policy during the period that nothing happens to cause us to need it." Letter adds:

"This sounds simple, doesn't it. Well, that is just the way your proposition (per inquiry) sounds to us. We believe in radio. We believe in it strong enough to spend in the neighborhood of $60,000 to get this station on the air. You evidently believe in insurance, because I am sure you spent several thousand dollars getting your company in operation. If you handled insurance on the basis that you want us to handle advertising you would soon go out of business. The same would happen to us if we took advertising on the some basis that you outline in your letter."

"Now why don't we get together and do business like business concerns. I'll pay you when we buy an insurance policy through your firm and you pay us when we run advertising for you."

P. I. SQUELCHER
KGVL Proposals Firm

DATA on the National Safety Council's traffic safety points program programmed successfully by CKEY, and has applied for call letter change to CKY. Eddie Guest, CKEY traffic manager, was appointed CKEY and Jack A.客 activities. CKEY newscaster, moved over to CKCO as chief newscaster. In addition, CKCO changed station representative, naming National Broadcast Sales in Canada and Donald Cooke in the U. S.

CKCO Changes
CKCO OTTAWA has retained Jack Cooke, president of CKEY Toronto, as consultant to reorganize its sales and technical staff. Station will institute block programming and successfully by CKEY, and has applied for call letter change to CKY. Eddie Guest, CKEY traffic manager, was appointed CKEY and Jack Allen, activities. CKEY newscaster, moved over to CKCO as chief newscaster. In addition, CKCO changed station representative, naming National Broadcast Sales in Canada and Donald Cooke in the U. S.

Commercial

LYNN JOHNSTON, formerly manager of KAGH Pasadena, Calif., has joined KW '4 New York office of W. S. GRANT Co., station representative.

AROLDA H. SEGAL, formerly with sales department of WTAG Cambridge, Mass., has joined sales staff of WOPC Boston.

MARIAN E. SANDUSKY has been appointed traffic manager of WUCV (TV) Erie, Pa.

JOHN R. DeBOW, formerly with WLS Lansing, Mich., has joined WTAD Quincy, 111., as account executive.

WALTER TOLLESON, assistant sales manager of KNBC San Francisco, has been elected president of San Francisco Radio Executives Club.

JEFF JEFFREYS of ABC Chicago's sales service staff, and SHORELY BOWLIN of the TV division, plan to be married June 24.

KLS Denver received an award from National Safety Council for its Traffic-safety program devoted to airing traffic safety pointers.

Yes

comes in loud and clear in a larger area than any other station in the U. S. A. *
LOG CODE SYMBOLS

LETTER symbol chart for systematizing code symbols for broadcast operations has been devised by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Confronted with the problem of incomplete log information, Mr. Skinnell set up the chart for use at WLBR and states it "proved to be entirely practical and highly efficient after more than two years of use. The principle is also sufficiently flexible that it may be modified in some degree to fit the peculiar needs of individual stations." In log recording the operation is described by no more than four letters, but the position of each letter is of utmost importance. For instance, "G" as the first letter in the symbol indicates that the operation is "group" or network, whereas in the second position it indicates a commercial operation (see chart).

The most significant point to remember, Mr. Skinnell states, is that the basic information is classified into three different categories with a fourth column for miscellaneous. Three to four letters for each symbol are written horizontally and just preceding the operation on the log. These symbols also comprise four vertical columns of letters on the log page.

The first column of letters always refers to the technical source of the material; second column indicates the commercial aspect; third describes program types or denotes an announcement and the fourth column is designated for miscellaneous information.

In the first column of the chart, Mr. Skinnell explains, the "wire" classification is included to comply with FCC requirements and signifies material from press wires. The chart greatly simplifies the preparation of FCC reports and renewal applications, but, Mr. Skinnell points out, some revision is required for the first three columns when used for these reports.

In the first column "N" should be included as live and "C" should be reported as network. In the second column all but sustaining should be deemed commercial, with minor exceptions. In program types (third column) all types other than those required by the FCC, such as religious, agricultural, educational, news, panel discussions and speech programs, as a general rule may be classified as entertainment for FCC purposes.

The fourth column serves to clarify and subdivide some of the classifications in the other columns. The FCC requires that certain announcements for which the station receives no pay be chalked up as commercial, Mr. Skinnell explains. These are entered in the second column as sustaining in order to give the accounting department accurate sales and billing information, but they are precisely described in the fourth column for FCC reports and other purposes. Free announcements as used in the chart are announcements that are commercial in nature but for which no charge is made by the station.

It is not contended that the layout of this chart is a cure-all. Mr. Skinnell says, "or that it meets all informational needs, but it can increase operating efficiency..."

CANADA AWARDS

DOMINION SHOWS CITED

For the first time Canadian radio productions, producers and actors were honored with strictly Canadian awards, with awards being divided between Canadian Broadcasting Corp. and independent station personnel. Awards were presented at Toronto May 27 by the Canadian Assn. for Adult Education, with Edward J. Mugan, general manager of the Metropolitan Opera Co., New York, a Canadian, making the presentations.

In the open class the first award for dramatic went to Ross Ljungdahl, CBC Toronto, for his presentation of Ghosts. Homeless manned the drama and the group went to Rupert Caplan, CBC Montreal, and Andrew Allen, CBC Toronto. In the community drama class honorable mention went to Dick Despecker, CJOR Vancouver, and Ross McLean, CBC Toronto, for productions.

The variety open class award went to Wayne and Shuster Show (Toronto, Halcyon preparations), the leading Canadian network production, with stars John Wayne and Frank Shuster, produced by Jack Rowntree. The music award went to Terence Gibbs, CBC Toronto, for production of Le Bois de Bouche by CBC Co. Honorable mention went to his Laganne’s History of Music production. In community class music award was given to Wallace Peters, CJOR Vancouver, for choir of U. of British Columbia.

Actual class award was won by Bernard Bradley and Andrew Allen, CBC Toronto, for story Resin Boy. Charles Harris, CBC Toronto, won award in special and public issues open class for Cross Section on Communism, and in its group Dick Despecker, CJOR Vancouver, won first award for documentary, Battle of the Frasers. In children’s program group first award was presented to Mrs. E. L. Holmes, CJHL Kent, for her program The Story Lady.

In the best group first award was given to Ross McLean, CBC Toronto, with his mentions to Montreal; Gus Muggan, CBC Toronto, and Frank Edwards, CBC International Service, Montreal.

Special awards also were made for sustaining programs to Foster Hewitt, freelance sportscaster, Toronto, for the Hockey Broadcasts (Imperial Oil, Toronto); to John Adshead, freelance producer of Singing Stars of Tomorrow (York Knitting Mills, Toronto), and to Margorie McKinlay and Eise Luijen for sustaining program in Search of Citizen.

MERCHANDISING

WSAI Shows Meat Cutting

MERCHANDISING plan launched early this year by WSAI Cincin-

nati with a Training School for Food Retailers has proved successful for the station and the retailers. A meat cutting and merchandising demonstration was held in Cincinnati by WSAI, with the cooperation of the Retail Meat Dealers’ Assn. of Greater Cincinnati.

Over 1,200 meat and food retailers attended the sessions, WSAI reports. Purpose was to demonstrate the best way to lower overhead by efficient meat cutting. George R. Dressler, national secretary of the Retail Meat Dealers’ Assn., attended one of the sessions and commended WSAI for its training programs and for "broadening the understanding between advertisers and radio." Plans for a similar demonstration for produce retailers are being formulated by Harold L. Hand, WSAI director of merchandising; station reports.

DO YOU NEED . . .

Rugged, accurate resistance boxes for use in testing laboratory work, and as components in bridge work?

YOU DO

write to DEPT. BD-3 for further information.

THE DAVEN CO.
191 CENTRAL AVENUE
NEWARK 4, NEW JERSEY
Animals come into their own on WBNQ (TV) Chicago's newest television series. The Pet Shop, produced by Louis G. Cowan Inc., New York, features pets of all kinds—from dogs to Japanese fighting fish. Viewers follow 15-year-old George Cooke as he pays his regular visit to "The Pet Shop" after school—looking with him through front window at shopkeeper, Gail Compton, seated at desk holding his special pet, a white toy poodle named "Snow White," and surrounded by puppies, a parrot, a monkey, and aquarium of tropical fish—and entering with him to learn about the care of pets. Don Meier is producer of program, and program director is John Lewellen of Cowan organization. Series is produced in cooperation with NBC.

'Holy Hour For Peace'

WNAV-TV Boston was scheduled to teletcast "The Holy Hour and Living Rosary for World Peace" Sunday, June 5, from Fenway Park in Boston. Viewers were able to witness this moving religious pageant, attended by 40,000 Holy Name members, from opening procession of 1,000 clergymen to end of Benediction service. Highlight of program was recitation of the Glorious Mysteries of the Rosary by the entire group. Nearly 2,000 Holy Name men from Boston were assembled on field in form of "Living Rosary." As each head was told 18 flashlights went on, until entire Rosary was illuminated.

Mexican Celebration

SPANISH-speaking people of Ventura County, Calif., joined in celebrating major Mexican holiday of year, Cinco de Mayo, with three broadcasts over KVVC Ventura. Principal program was aired from 6-7:30 a.m. with representatives from every community in county taking part. Program included talks, explanation of historical day (holiday commemorates victory of Mexican troops over French invaders at Puebla), vocal and instrumental Mexican music, and recitation of poems. Recorded greetings from Mexican consul-general at Los Angeles, Salvador Dubart, also were heard. KVVC reports that it is to receive a citation from Mexico's president for its efforts, and that Mexican government has requested full report on its activities on behalf of celebration.

'Magic Island'

JUMPING frogs and kazoos, and prizes are sparkling new children's show on KLZ Denver, Magic Island is aired each Saturday morning. Every youngster who sends in riddle that shows "Uncle Bob" (Glen Martin) and "Aunt Mary" (Betty Trunk) cannot answer, receives one of the toy prizes. Program is sponsored by Lucerne Milk.

Jud Collins (holding mike), WSM Nashville special events man, interviews Sidney N. Berry, coordinator of special events, U. S. State Dept., who was in Nashville during visit of Eurico Gaspar Dutra of Brazil. Assisting at interview are (1 to r) Jack Stapp, WSM program director; Mr. Collins; Mr. Berry; Marge Cooney, WSM woman's director, and Rubens Ramalho, Brazilian student at Vanderbilt U., who acted as interpreter for WSM's 11 man special events crew.

BRAZILIAN President Eurico Gaspar Dutra (1) "says a word to the WSM [Nashville] audience" at his news conference in that city May 25. WSM said it was only station to give full coverage to two day event [Broadcasting, May 30]. With President Dutra is Arthur de Souza Costa, representative for state of Rio Grande do Sul, Brazil.

'To Meet the Stars'

NEWEST show on WSM Nashville in station's Meet the Stars. Program, aired Saturdays, 4:30-5 p.m. features popular and folk music stars from WSM's talent staff, and incorporates both live and recorded entertainment. Featured artist each week plays record and sings live those discs of his own he prefers. Listeners participate by attempting to choose in advance tunes which each week's guest considers his best. Listeners whose lists of tunes come closest to personal choice of entertainer receive autographed copy of his latest recording, autographed picture of star, and talk with him on air.

Turtle Derby

TURTLE Derby hit off Johns Hopkins Hospital Turtle Derby got under way May 25 under watchful eyes of WMAR-TV Baltimore cameras. This station reports, was first telecast at live turtle race. Hospital's racing event, annual affair, was teletcast on WMAR-TV's The Sports Parade. Special race course, six feet in diameter, was erected. Turtles started from starting gate in center of circular course; and first turtle to reach rim of circle was declared winner. When starting bell rang, one turtle ("Doctor," out of "Nurses Home") broke fast. Other two entries didn't budge. "Doctor" was declared winner in three minutes flat. "Situation" out of "Hand," by "Golly," and "Orioles," out of "Cellar," by "Tonight," are still waiting at the gate, according to WMAR-TV's latest report.

'You're The Top' Twice

TWO-DAY broadcast schedule went into effect May 30 when You're the Top returned to air over WTOP Washington. Audience participation, question-answer-prizes show is being broadcast live from 10:10-15 p.m. Mon.-Fri., and few minutes after the live show a second 15-minute segment is being transmitted for 4:45-5 p.m. broadcast the same day. Show was first aired by WTOP during winter of 1947-48. Same format is being used. Each contestant is asked three questions, for letters T, O, and P. If he answers all three correctly he becomes a "Topper," and gets an additional merchandise prize. Program also features riddles and stunts.

Latest Hits

from RCA Victor...special "DJ" couplings for your platter shows*

Perry Como

Everytime I Meet You

Two Little New Little

Blue Little Eyes

DJ-709

Tony Martin

Angels Never Leave Heaven

My Heart Beats Faster

DJ-708

Claude Thornhill

Maybe It's Because

Life Begins When

You're In Love

DJ-710

Dizzy Gillespie

Swedish Suite

I Should Care

DJ-713

"DJ" disks couple the cream of the RCA Victor hits for your conventions

RCA Victor Records

June 6, 1949 • Page 57
**MacGregor Expands**

EXPLORING firm's scope of operations from transcriptions alone, C. P. MacGregor, Hollywood, has announced plans for a line of phonograph records. Experiment announced in 1943, is now a full-scale, 12-inch records featuring music and call for the square dance. Result since has led to production of such albums as well as single records along the popular line, firm reports.

**Modifications of CP**

WNAC-FM Boston.—Mod. CP new FM station for extension of completion date to 1945.

KWW-FM St. Louis.—Mod. CP new FM station to change ERP to 149 ft. (90.1 mc.), ERP 800,000 w. on.

KOJO-FM Portland, Ore.—Grant new FM station to change ERP to 125 ft. (91.1 mc.), ERP 500,000 w. on.

KGB-FM New Bedford, Mass.—Grant revised new FM station to change ERP to 99 ft. (97.4 mc.), ERP 300,000 w. on.

WBZ-FM New York.—Grant new FM station to change ERP to 1,400 ft. and tower.

**Tender for Filing**

AM-1450 KATW Oak Ridge, Tenn.—CP change from 1450 to 1550 mc.

(Continued on page 72)

**June Applications**

**ACCEPTED FOR FILING**

KWNX-FM Clintonville, Ohio.—Grant application for CP new FM station.

KWWY-FM Sarasota, Fla.—Grant CP new FM station.

KWJU New Minn., Minn.—Grant CP new FM station.

KATW Oak Ridge, Tenn.—Grant CP new FM station.

KBNX-FM Kinston, N.C.—Grant CP new FM station.

KNNF-FM Kingston, N.Y.—Grant CP new FM station.

KXAI-FM Kingsville, Texas.—Grant new CP new FM station.

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<tr>
<th>Name</th>
<th>Address/Location</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Exec. Offices</td>
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<tr>
<td></td>
<td>National Press Building</td>
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<td></td>
<td>Offices and Laboratories</td>
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<td></td>
<td>1339 Wisconsin Ave., N.W.</td>
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<td>Washington, D. C.</td>
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<td>ADams 2414</td>
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<td>ANDREW CORPORATION</td>
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<td>LYNNE C. SMEBY</td>
<td>“Registered Professional Engineer”</td>
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<td>A. D. RING &amp; CO.</td>
<td>26 Years’ Experience in Radio</td>
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<td>H. V. ANDERSON</td>
<td>Consulting Radio Engineers</td>
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<td>134 Clarence St., Phone 7-277</td>
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<td>Lake Charles, La.</td>
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<td>CONSULTING RADIO ENGINEERS</td>
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<td>TOLEDO 6, OHIO</td>
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<td>Telephone—Kingswood 7361, 9541</td>
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<td>SILLIMAN &amp; BARCLAY</td>
<td>SPECIALIZING IN ANTENNA PROBLEMS</td>
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<td>WALTER F. KEAN</td>
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<td>Telephone Riverside 2798</td>
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<td>114 Northgate Road</td>
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<td>Riverside, Illinois</td>
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**CONSULTING RADIO ENGINEERS**

Broadcasting • Telecasting
Situations Wanted (Cont'd)

Sales

Situations Wanted

Managerial

Will invest $5,000 with services. Manager independent, major market, past 5 years experience. Must have payoff possibilities for know-how. Box 97B, BROADCASTING.

Manager, now holding good job, but prefers western climate. 12 years radio, all phases, net and independent. Account on book in present market. College grad, married. Box 113B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in that case career man. Who knows how available? Now, if you have good, proven list, please contact us. Top record. References will be required. Box 2694, BROADCASTING.

Station losing money? Experienced manager available. Broadcast radio and newspaper experience. Actively sell. Results guaranteed. Copyrighted programs, sales material now being used stations across the nation. Experience with family man. Commission or bonus arrangement. Box 2441, BROADCASTING.

Manager—Twenty years experience full time at major market. Excellent references. Excellent relations with station owners. Knowledge of local sales problems. Proven ability in all operations. Married, hard working, strong character. Can bring your station community-oriented leader. Box 2027, BROADCASTING.

General manager wants opportunity to prove abilities. Here's your chance. Box 303B, BROADCASTING.

Qualif ied by 14 years experience in radio. At present manager of independent large metropolitan market. College graduate. Age 35, married with one child. Excellent references. Opportunity waiting. Box 304B, BROADCASTING.


As present part owner and general manager of successful station, have made money here and would like to show you the same for you as manager of your station. Am at present with Broadcasters in my state, vice president of local conjurers and hold offices in various civic clubs. Experience in radio and station management and operations and have first class engineer's license. Reasons for making change are sound. Box 333B, BROADCASTING.

Salesman, complete experience, ten years sales, stable, congenial, civic minded, college graduate. A high pressure, $76,000 sales last year. Case invest. No boomer. Four years last job. Box 333B, BROADCASTING.

Successful businessman employed in executive capacity last five years, still looking. Re-entering sales or advertising agency field. Will require protection and organization. Six years experience with previous owned radio station. Single, twenty-nine ambitious, university graduate, great ideas, would prefer midwest. Box 3210, BROADCASTING.

Limited but intensive radio sales experience. Knowledge of production and operation sought. Immediate. Please refer. Box 306B, BROADCASTING.


Announcer—Experienced all phases, strong play-by-play sports, AM, FM, TV, anywhere. Box 911B, BROADCASTING.

Experienced sportscaster, play-by-play backbone staff. Box 147B, BROADCASTING.

Dependable announcer. Six years experience, no drama, no drink, music, special events. With production staff to handle on-camera duties, sales, and_map. Topflight affiliete, and progressive independent market. Must have graduate. Excellent references. Will travel. Has good, proven list. Will offer permanent employment at an attractive salary. Box 3223, BROADCASTING.

Announcer, play-by-play, all phases, experienced in radio, but all income from real estate. Box 369B, BROADCASTING.

Announcer—Experienced all phases. Former music director, baseball, basketball, football, etc. Will travel. Box 342B, BROADCASTING.

Announcer, experienced young married veteran, seeks a position with a progressive programming organization. Box 256B, BROADCASTING.

File announcer, experienced, available. Box 102B, BROADCASTING.

Announcer—Five years experience, newscaster, experienced, sought. Both day and evening. Will work. Box 304B, BROADCASTING.

Announcer—Two years looking for station that deals fairly. Preferably in the midwest, married with family and disc. Box 307B, BROADCASTING.

Single, veteran, versatile announcer, graduate of radio school, one year experience networks and independent. Box 321B, BROADCASTING.

Well established major market announcer interested in job involving programming and sales. Box 322B, BROADCASTING.


Loyal announcer—copywriter. Two years experience. Crrisp style, single, attractive, good interpreter. Box 344B, BROADCASTING.

Personable announcer, adlib, video-genic, natural for AM-TV outlet. Box 316B, BROADCASTING.

Announcer—Three years experience in competitive market. Strong on news, competent disc jockey, college background. Top references. Prefer large midwest market. Salary sixty-five dollars. Box 336B, BROADCASTING.

Help Wanted

Managerial

Technical

Immediate opening, chief engineer. Do some small station in the small Georgia town. Permanent. Box 311B, BROADCASTING.

Combination engineer-announcer KDZA Pueblo, Colorado. $60.00 weekly.

Production-Programming, others

Program director, all-round man with good background for full time in competitive market. Top salary for top qualifications. Reply to Box 318B, BROADCASTING.

Situations Wanted

Managerial

Network affiliate southeasterens area desires reliable, dependable announcer. Must have minimum 2 years experience. Complete resume and references necessary. Immediate opening. Full salary and benefits. Reply Box 214B, BROADCASTING.

Staff announcer with good quality voice, excellent reputation. Experience: 4 years age job on news, special events, and announcing. Will work out of New York area. $5000 yearly salary is expected. Five dollars to start with top rated stations. Reply Box 319B, BROADCASTING.

Announcer—Wanted with first class voice, send disc and full details to KXXL, Butte, Montana.

Announcer—Wanted with first class voice, send disc and full details to KXXL, Butte, Montana. Contact WELM, Elmira, N.Y.

Combination announcer-engineer, 1st class license. Station within short distance of city. N.Y. Competitive rate, part time. Personal interviews only. WPOE Elizabeth City, N.C. Reply Box 348B, BROADCASTING.

Wanted—Combination announcer-engineer with emphasis on announcing. All interested in locating college education at Mississippi College Station, WSO, Starkville, Mississippi. Contact WELM, Elmira, N.Y. Personal interviews only. Reply Box 305B, BROADCASTING.

WANTED—Combination announcer-engineer. 1st class license. Station within short distance of city. Part time. Competitive rate. Personal interviews only. WPOE, Elizabeth City, N.C. Reply Box 348B, BROADCASTING.

WANTED—Combination announcer-engineer with emphasis on announcing. All interested in locating college education at Mississippi College Station, WSO, Starkville, Mississippi.
Situations Wanted (Cont'd)


Operator, first license, available now. Phone. 2nd Engineer. Combination-car, station, excellent first phone, second engineer. WTBST, Chicago 45.

Situations Wanted (Cont'd)

Radio-telegraphic operator. Supervises, maintains, installs equipment. Classroom training and remotes. Has above position so wishes to leave. Will write continuity. Handling women's programs. hams, would love to work with exotic equipment. For position. Box 1551E, BROADCASTING.

TECHNICAL

Two girl team-University graduates in electrician field. 40, 18 months experience, 12 months school training. 5000 watt station, writing continuous, production. Have all the other-throwing in thorough production. Practical experience doing University programs. Russia, England, good air voices, versatile, ambitious workers. Can handle up to 1500 watt station. WTBST, Chicago 9.

Hold your present clients with the right kind of service. Obtain new sponsors by imaginative presentation of your station. Get public on your side for both tasks. Hire willing worker with practical experience. Opportunity to work with one who knows the station. Job requires expertise in all departments. Presently employed. Hire a live, experienced announcer. Excellent records of producing results as assistant to manager, in programming or continuity. Box 378B, BROADCASTING.

Idea man and writer for TV and AM seeks effective connection and growth opportunities. Likes to work with imaginative thought, high pressures. Requires organization looking hopefully, and direction to a television future, and which believes that fine programming is as important as advertising. Regular route types of programming. Will work off board. Broad-minded, background, and work on faculty of eastern college. Box 343B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent telephone, writing, editing, or general work. Will travel. Box 345B, BROADCASTING.

Technical

1st class engineer-Single, sober. Four years experience, studio, transmitter, remote. Vacancies at small station or small job at large station. WTBST, Chicago 45.

Engineer, twenty years experience. Some combination experience, desires permanent position in western area. Box 346B, BROADCASTING.

First phone, veteran engineer. Instructing, announcing, writing, producing, editing, console man. Box 325B, BROADCASTING.

Presently Employed 250 watt station, six months experience. Desires change. Prefer location in south or south- west. Box 328B, BROADCASTING.

Experienced engineer operating 250 watt station, desires change. Desires change. Prefer location in south. Box 329B, BROADCASTING.

Engineer-Twenty years technical radio, broadcast and manufacturing, chief, supervisory experience. Excellent ability. Want connection with established station, midwestern or southeast. Permanent. Salary $300-500 mo. Available July 15. Box 345B, BROADCASTING.

Experience first phone, second telegraph operator, 4 years. 3 years broadcast. One kw installation and remotes. Now employed. Wants midwest location with mild winters. Box 342B, BROADCASTING.

Transmitter operator, experienced, active amateur, veteran, married, with car, desires permanent position. Progressive stage within 200 miles. Frank Daley 6401 Gilbert St., Oak Lawn, Ill.

Combination-announcer-engineer. Disc, references, car. Married, no children. Any location. Box 302, hrs 10-6, 7, 216 30th St., Des Moines, Iowa.

Engineer-Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. W. 109, Hazel, Danville, Ill.

Production-Programming, others

Operator, first license, available now. Phone. 2nd Engineer. Combination-car, station, excellent first phone, second engineer. WTBST, Chicago 45.

Successful program director now employed. Seeking new one. Offers excellent salary. Seeks broader opportunity. Know all phases operation. Consider for mon-whole job. Box 183B, BROADCASTING.

Situations Wanted (Cont'd)

FOR SALE

FOR SALE—Broadcasting equipment. 110-200 watt RCA used transmitter, 176 ft tower and all transmitting equipment necessary for you to begin operating a 100 or 250 watt station. Control room equipment not included.

Address BOX 170B, BROADCASTING.

Wanted to Buy

Have need for three towers 395 feet in height. All three must be of same type and may be either self supporting or guyed. Quality specifications and price. Box 343B, BROADCASTING.

Tower, FM transmitter. Tower-1000-500 ft. 10 watts output, tower, transmitter, or equivalent, by standard manufacturer. Complete information and lowest cash price. Box 338B, BROADCASTING.

Want somewhere in or near the midwest there is a small station owner who would like to sell his station. He has gone on the air without sufficient "know how" to bring out the best in himself or his station. He may be a good property for some enterprising person to purchase. Has been in the business for many years, with a good background. Price, $350.

Television

Announcers

Staff announcer, director. Experienced, versatile. Some TV and NY experience in writing, producing, directing. WTBST, Chicago 45.

Young man, ambitious, some experience in writing & announcing. Excellent telephone, writing, editing, or general work. Will travel. Box 345B, BROADCASTING.

Production-Programming, others

Opportunity in TV station or ad agency more important than salary! Check my record. College grad., 8 years theatre organization looking hopefully, and direction to a television future, and which believes that fine programming is as important as advertising. Regular route types of programming. Will work off board. Broad-minded, background, and work on faculty of eastern college. Box 343B, BROADCASTING.

FOR SALE

For sale—Radio equipment. 2 new 400 volt, 1 kw amplifiers. Box 350B, BROADCASTING.

Situations Wanted (Cont'd)

Managerial

General Sales Manager

18 years experience, 11 years executive capacity. Married, age 41. A real sales producer, guaranteed results.

Salary starting minimum, but must have potential in excess of $15,000 per annum. AM or TV.

REPLY BOX 364B, BROADCASTING.
SALES PROBLEMS TO TOP
June 13-16 Slate

Sales problems to top June 13-16 slate will deal with sales reports under chairmanship of Ralph Snelgrove, CFGS Owen Sound. Panel discussion on "How to Emphasize Selective Radio," will be headed by W. C. Horler, Baker Adv. Co.; William Wright; Jack Slatter, Radio Representatives Ltd. A panel on "Foreign Programs and Their Impact" will include Pat Freeman, CAB; W. Speers, CKRC Winnipeg; Lee Hart, NAB Washington.

Thursday morning closed meeting will deal with CAB policy on new Royal Commission on Broadcasting and Television, which starts meetings at Ottawa Aug. 1. and the report of which will set Canadian policy on radio for many years to come. There will also be a policy discussion on presentation to Parliamentary Radio Committee. Afternoon closed meeting will deal with performing rights fees, unfinished business and election of officers.

Campbell Slated
Afternoon meeting June 13 includes talk on "Agency Executive Looks at Broadcasting" by R. M. Campbell, J. Walter Thompson Co., Toronto, and a panel discussion on radio publicity.

Tuesday morning session starts with closed business meeting with reports from CAB executives, and discussion of CAB stand on NAB's objection to CEBT approval of CFOS in CJOR, Vancouver. Open meeting Tuesday morning will be a slide presentation on "Facts About Canada" by Andy McDermott, H. N. Stovin & Co., Toronto. Tuesday afternoon open meeting includes a report on how surveys are made by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talk on "New Forms of the Broadcasting Art" by Stewart Finlayson, Canadian Marconi.

Closed Wednesday morning meeting will deal with BMI Canada Ltd. problems, and open meeting with panel discussion on "Selling the Industry" led by Max Reid, RCA Vicor; W. D. Byles, Young & Rubicam; Waldo Holden, CFORB Toronto, and Guy Herbert, All-Canada Broadcasting. Also to be a panel on "Keeping Posted" with Mr. McDermott; T. R. Hart, Spitzer & Mills Ltd., and Gordon Keeble, CFCF Montreal.

AFTS ANNIVERSARY
FOUR years after the end of the war, service men stationed throughout the world and those in the 107 Army, Air Force, Navy and veterans hospitals in this country are still receiving 50 hours of radio programming weekly by the Armed Forces Radio Service through its 60-standard broadcasting stations. AFRS was started seven years ago in May to bring information, education and entertainment to American troops overseas. A joint operation of Army, Navy and Air CAB official, since 1948, the group was put under direct control of the Office of the Secretary of Defense May 1 of this year. This was reportedly done because of the importance placed upon its overseas broadcasting operations by service men but to foreign listeners. AFRS headquarters are in Los Angeles.

COLLINS RADIO
Opens Three New Offices
COLLINS radio, manufacturer of broadcasting equipment, has announced offices in Dallas, Knoxville and Dayton, F. J. Pippenger, assistant broadcast sales manager, has announced. The Dallas office, located at 1616 S. T. B. Moseley. John Stanbery is in charge of the Knoxville office, located in the Fountain City Bank Bldg. Manager for the office is 351 N. Ludlow St., has not been announced. Also announced is the addition of Thel W. Sharpe and F. A. Scott to the sales staff. Mr. Sharpe will headquarter in Dallas and Mr. Scott in Dayton Beach.

Spokesmen for Collins have stated their belief in both AM and FM broadcasting has been sustained by good sales volume over the postwar years and that "sales are the best of the present and the future looks promising." It is apparent that AM and FM broadcasting will remain the leading entertainment and public service medium for some time to come. Television has our open support and is assuming a major role with us, but...the period that will be necessary to bring TV to the country as a whole and the areas that cannot enjoy television must continue to have the advantage of top-grade equipment source.

WMSL LABOR EDITC
Must Cease Practices

THE NATIONAL Labor Relations Board, acting through a three-man panel, has ordered the Tennessee Valley Broadcasting Co. (WMSL Chattanooga) to cease and desist from refusing to bargain collectively, discouraging membership in Radio Broadcast Technicians, and other alleged unfair labor practices. The panel upholding the findings of an NLRB Trial Examiner John H. Eadie that WMSL had engaged in certain unfair labor practices in violation of the National Labor Relations Act. Mr. Eadie's findings, issued as an intermediate report Dec. 29, 1948, grew out of a complaint filed by Radio Broadcast Technicians Local 1564, International Brotherhood of Electrical Workers (AFL).

Besides issuing its "cease and desist" order, NLRB directed WMSL to offer immediate and full reinstatement without prejudice to seniority and other rights and privileges to two discharged announce workers and to bargain, upon request, with Local 1564. WMSL is a 250 w MBS outlet on 1400 kc.

SUCCESS of a local Quiz Kids show in Elkhardt, Ind., is the subject of an article in this month's issue of Bulletin, official publication of the National Public Relations Assn. The article was written by Lloyd Z. Minnix, vice president of the First National Bank, which sponsors the show on WTRC Elkhardt—6:30 p.m., Monday—from the stage of the Elco Theater. Mr. Minnix comments that "the good will engendered has unquestionably been beneficial." "From a public relations standpoint," he says, "the management finds the activity is a happy choice for any banking institution."

The show is produced under professional guidance of owners of the network program of the same name heard Sunday afternoons over NBC. Children in the network Quiz Kids show are mainly Chicagoans, the show's sponsor, Miles Labs, recently decided to permit NBC stations to "train" out-of-town children for the network program by conducting such shows on a station basis.

For the top weekly winners in Elkhardt the bank opens savings accounts. Winners also receive a gold coin, signifying the initials "Q & K." Quarterly winners are sent to Chicago, expenses paid, to perform on the network show. Quizmaster of the Elkhardt show is Mr. B. Capelle, a local advertising man.
STERLING DRUG
ELECTS HILL CHAIRMAN

JAMES HILL Jr., president of Sterling Drug Inc., New York, was elected last week to that additional office of chairman of the board, succeeding the late Edward F. Rogers. Appointment was made at a company board meeting.

Mr. Hill was elected a director. The board also elected James F. Thompson as a vice president of the company, in charge of the Hilton-Davis Chemical Co., Division, Cincinnati.

RADIO CENTER

OPENED BY WASK WFMF (FM)

NEW radio center of WASK Lafayette, Ind., and its FM affiliate, WFMF, was formally opened in a three-hour (7-10 p.m.) program last Tuesday. The center replaces WASK's former studios, from which programs had originated for seven years.

Six air-conditioned studios, including a main studio seating more than 100 persons, and two master control rooms are provided in the center. The structure contains a reception room, offices, and a music library. Raytheon, RCA and Gates speech input equipment is used.

WASK is a 250-w MBS outlet on 1450 kc. WFMF operates on Channel 236 (95.1 mc).

KLB OFF AIR

EQUIPMENT PARTS STOLEN

THEFT of technical equipment last month forced KLBK La Grande, Ore., to suspend operations completely May 8, according to John G. Jones, station manager. KLBK is licensed to Inland Radio Inc.

The equipment was of a permanent nature and replacement parts had to be rushed in from a considerable distance. Murray Durham, chief engineer; Chuck Harlan, technical chief for Inland Radio, and other KLBK technicians were required to check and test replacements constantly. Loss of equipment deprived KLBK listeners of several Mother's Day programs scheduled that Sunday.

Theives had not yet been apprehended but city and state police are working on the case, Mr. Jones reports. Conviction for the crime of forcing a station off the air carries severe penalties if tried in federal courts, the station pointed out.

Over-Ambitious

A YOUTH's ambition to sing on the radio has gotten him in trouble—because he allegedly posed as an FBI agent. Robert Palmer, 20, from Springfield, Ohio, was ordered held under $7,500 bond in Cincinnati May 16 after reportedly taking several attempts to get time on WLW as an FBI man. In his latest attempt, Mr. Palmer was shown to a studio and allowed to sing into a dead microphone while the station notified the real agents.

ALASKA RESCUE

KFAR, KENI Air Reports

DRAMATIC radio coverage of a rescue mission in the frozen barren wasteland of Alaska has been reported by KFAR Fairbanks and KENI Anchorage, Mid-Night Special Broadcasting Co. stations. U. of Alaska professor, Bert Griffin, had been the object of a widespread aerial search since he failed to return from Galena on a flight from Fairbanks.

He was rescued by the U. S. Air Force in one of the few known glider-pickup rescues in aviation history, in which a C-54 transport, towing a CG-13A hospital glider, was dispatched from Ladd to the crash scene. It was a searching C-47 which located the missing aircraft on a small island, and made possible the rescue.

Station's special events crew of Del Day, Arvid Erickson and Audgie Hiebert recorded the 10th Squadron glider rescue, and gave listeners 45-minute reports on both stations. Mr. Griffin told listeners he became lost and was forced to land when fuel ran out. In the past KFAR also covered the Tanana River ice breakup in 1946, and was the first station to send a representative along with the Air Force weather flotilla on a mission over the North Pole, according to Mr. Hiebert, acting KFAR manager.

Mooney Elected

ALICE LYNNE MOONEY, account executive with Lawrence Everling Inc., Philadelphia, was elected president of the Philadelphia Club of Advertising Women at the annual business meeting held at the Poor Richard Club. Miss Mooney succeeds Mrs. Helen Corbitt, retiring president.

Other officers elected include Mrs. Jerrie C. Rosenberg, radio director, Lavenson Bureau, first vice president; Ann La Mott, Ford Bros. & Co., second vice president; Marie Kerrigan, A. Pomerantz & Co., recording secretary; Mrs. Mary Beilner Whitmore, Accurate Advertising Co., corresponding secretary, and Gladys N. Mornan, S. E. Roberts Inc., treasurer. New officers will be installed July 6.

HULLINGER

IN HALL POST AT ABC WESTERN

NED HULLINGER, assistant promotion manager of ABC Western Division, has been named western publicity manager to replace Robert Z. Hall, resigned, according to Frank Samuels, network’s western vice president.

Mr. Hullinger joined ABC Hollywood publicity department in November 1946. Last February he was transferred to the promotion department as assistant manager. A native of Urbana, Ohio, he is a graduate of Northwestern U. He has also been advertising manager of General Finance Corp. and has served as a reporter on the staffs of the Evansville News-Index, Chicago Daily News and the Gary (Ind.) Post-Tribune. Mr. Hall had been with ABC since June 1944 and had been manager since early 1945.

Permit Requested

FCC routine was reversed recently when C. L. Cooley of Bradford, Tenn., stated in an application that his station, for which he desired a license, is ready to operate as license approval can be secured. Mr. Cooley, a 43 year old veteran who is self-employed as a radio repair man, had an application returned several months ago when he applied for 18 w—far below the FCC minimum of 100 w. He is now applying for this minimum and stated that he plans to operate eight hours a day, four days a week. The application, written in longhand, states that the transmitter is of Mr. Cooley's own design. Tower location, shown on a rough sketch, is located "Two miles east of the watter tank at Bradford."

MILTON L. GREENBAUM, president of Saginaw Broadcasting Co., Saginaw, Mich., presented the Arnold Boustell Award to Eric F. Wiencek, senior Saginaw city councilman, for Mr. Wiencek's efforts in making possible city's new water system.
MILESTONES

- WBZ-TV Boston marked its first birthday May 23.
- WSUI at State U. of Iowa, Iowa City, is celebrating its 30th anniversary this year. Station originated a regular broadcasting schedule in 1919 when it was known as KYA. Carl Menzer, present director of the station, was also its first manager.
- June 4 marked 100th broadcast of KNBC San Francisco's Signposts for Young Scientists. Signpost listeners were invited to an open house and special birthday party.
- To celebrate its second birthday May 18, WPIT Pittsburgh organized a series of birthday parties. Complete "fixings" for a party were sent to all agencies and allied fields in Pittsburgh area. Package included a decorated cake, ice cream, paper plates, spoons and napkins. Enclosed was a card thanking various organizations for the part they played in the growth of WPIT and inviting them to join with the station in celebration of its "cotton" anniversary.
- WINS Milwaukee and the Milwaukee County Pharmacists' Assn. will celebrate the seventh anniversary of their public service program Know Your Drugist Better June 8 when druggists eat the WINS staff at a dinner-dance.
- Dressed in authentic costumes of 1849, some 1,500 persons—employes of the McClatchy newspapers and stations and their guests—gathered in the Sacramento, Calif., Civic Auditorium to mark 100th anniversary of arrival in Sacramento of James McClatchy, founder of The Sacramento Bee, forerunner of the present McClatchy station and newspaper chain.
- John Falkner Arndt & Co., Adv., Philadelphia, observed its 20th anniversary in May, marking the occasion with a pamphlet titled "Achievement."
- Stan Lomax, WOR New York sportscaster, was honored May 30 through June 5 on a variety of the station's programs during "Stan Lomax Week," celebrated in recognition of his 15 years of broadcasting for WOR. Mr. Lomax appeared on the programs throughout the week in addition to his regular sportscasts, Mon.-Fri., 6:45-7 p.m.

CBS SUSTAINERS

Hiatus for Hayes, Godfrey

CBS has announced the scheduling of two sustaining summer replacements for commercial shows on hiatus. Every Your Vacation, a quiz series with school teachers competing for prize vacation trips, replaced the Helen Hayes Electric Theatre, Sunday, 9-9:30 p.m., starting June 5. On July 31 the Electric Theatre sponsor, Electric Companies Advertising Program, will see Carlos Archer in the time period. This series will run through Oct. 2 with Miss Hayes returning to the air Oct. 9.

Young Love will fill the spot vacated by Arthur Godfrey and his Talent Scouts, starting July 4. A comedy series about a wedded college pair, the program will be a CBS sustainer.

Fairfax Agency Named

DAVID RODES Inc., New York, manufacturer of Inflato Toys, has appointed H. W. Fairfax Advertising Agency Inc., also New York, to handle its advertising. Television campaign for the giant (four feet high) inflated toys will be tested with one-minute spots on WATV (TV) Newark, to be followed with similar spots in New York and Chicago areas. The filmed commercials will promote mail-order buying of two inflated toys, a "big shmo" and a sea horse, both at $2.95 each, and a play pond for $7.95. New York and Chicago stations are still not selected.

Up to 42% Savings on your Recording Costs!

By The Sensational New COLUMBIA

See How You Save!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than On Present 16" Record

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

Full Columbia Transcription Quality Maintenance Throughout.

CALL, WRITE, WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc.

**Trade Marks "Columbia" and @ Reg. U. S. Pat. Off. Morocos Registered @ Trade Mark


Whitehall 6000

UN TO BE CITED

NBC to Aid in Observance

NBC, in cooperation with the American Assn. for the United Nations, will launch a countrywide five-week observance of the accomplishments of the UN Sept. 18. Announcement of the public service project was made by Sterling W. Fisher, NBC manager of public affairs and education.

The observance will start two days before the UN General Assembly convenes and close with a World Day of Peace Oct. 24. Telecasts from UN, documentary shows and other special programs will mark the occasion, and sponsors of all NBC commercial programs will be asked to key note UN themes during the period.

Other features will include an Augustinian Folk Festival and dancing in New York's Rockefeller Plaza on Sept. 25, special exhibits and a banquet in the Waldorf Astoria on Sept. 23, with State Dept. and UN officials participating in the broadcast portion.

Henry Nolan Dies

HENRY J. NOLAN, 40, assistant controller of McCann-Erickson Inc., New York, who had been with the agency 25 years, died May 25 of a heart ailment in his home. Surviving are his wife, Mrs. Helen G. Nolan; a son, James A. Nolan; his mother, Mrs. Jennie Nolan; two brothers and three sisters.

BROADCASTING'S 1949 Marketbook will be published August 15.

Advertising deadline July 15. Reserve space today in your state sections. Regular rates.

17,500 circulation
THE ADVERTISER’S best buy is
tional spot radio, according to a
t new brochure of NBC Spot Sales
which points to the advantages of
brocasting over magazine and
newspaper advertising.
The piece is a plastic-attched
book, attractively illustrated, and
contains testimonials on the effec-
tiveness of Spot Sales.
One testimonial, from an un-
ied president of an agency, said
that an analysis of 50,000 returns
on premium offers, radio had the
lowest cost per return, 87 cents as
compared with 22 cents in Sunday
supplements; 36 cents in newspa-
ners, and $1.17 for magazines.
Another testimonial, from an
account executive, showed the cost
of obtaining orders on a $2.95 sewing
ook. The account executive testi-
ied that every NBC-owned station
plus certain NBC affiliates “paid
out for us extremely well.” The
figures cited were:
Station		Order		Cost
WGY Schenectady		$1,516.00 72¢
WMAQ Chicago		4,109 2,512.50
WNBC New York		2,940.00
WRC Washington		1,045 878.50
WTAM Cleveland		1,274.00
KNBC San Francisco		3,543 1,662.05
KOA Denver		1,450 810.00

The brochure opened with pic-
tures of an easel presentation of
radio coverage in the Chicago area
compared with magazines and
newspapers in the same area.
WMAQ Chicago was said to reach
2,603,870 daytime; the nation’s
largest magazine had 592,966 cir-
culation in the area, while Chi-
ago’s largest newspaper had
1,010,829 circulation in the area.
Studies, said the brochure, are
available for New York, Cleve-
lend, Washington, Schenectady,
Denver, San Francisco and Chi-
ago.
The book closed with a presenta-
tion of what $50,000 will buy
among media. That sum, it was
said, will purchase three black and
white pages in the nation’s largest
magazine, or four full pages in
each of the largest newspapers in
seven major markets, or 24 day-
time hours on the leading radio
station in seven markets, or 150
station breaks on the leading radio
stations in seven major markets.
The major markets listed were New
York, Chicago, Cleveland, Wash-
ington, Schenectady-Albany-Troy,
San Francisco and Denver.

INDEPENDENTS
Offer Opportunity—O’Konski
LISTENERS are looking to the
independent station to save them
from boredom, Rep. Alvin E.
O’Konski (R-
Wis.), president of
WLIN Merril,
Wis., told the
newspaper
members of the Na-
tional Academy
of Broadcasting,
Washington,
late last month.
Rep. O’Konski
said he believes
“people are tired
of soap operas and murder mys-
teries” and that “we need new
pat-
terns for entertaining and infor-
national broadcasts.”
He urged graduates to avoid
imation of sponsored programs
and to be alive to the desires and
needs of their communities. He
suggested that graduates seek em-
ployment with independents in
small cities and suburban localities.

On AAAA Committee
WINSLow H. CASE, of Camp-
hell-Ewald Co., New York, and
Al
vin H. Kaplan, of Kaplan & Bruck,
New York, have been named
members of the American Assn.
of Advertising Agencies standing
committee on radio and television.
Their terms run to April 1960.
Chairman of the committee is
Carlos Franco of Young & Rubi-
cam, New York.

‘ELECTRON TUBES’
RCA Editors Compile Papers
ELECTRON TUBES Vol. I, II.
Edited by Alfred N. Goldsmith, Arthur F.
Dyke and George M. Baker.
Princeton, N. J. RCA Review, RCA
II pp. 454.
PAPERS on the general subject of
vacuum tubes and thermionics
which were originally published
during the years 1935-1948 have
been compiled into these two vol-
umes by RCA authors and editors.
The preface states that the books
are published “for scientists,
en
eng
ers and others whose work in-
v
olves the design of tubes or their
application with the sincere hope
that the material here assembled
may serve as a useful background
text and basic reference source to
help speed new tube developments
and thus advance the science and
art of radio-electronics.”

Electron Tubes, Vol. I and II, are
the ninth and tenth volumes in
the RCA Technical Book series and
are the first devoted exclusively to
tubes. Vol. I covers the period
1924-1944 and Vol. II carries the
series through 1948. Both volumes
are presented in four sections:
General, transmitting, receiving,
and special. An additional section
of reference the appendices contain
bibliographies on vacuum tubes,
thermionics and related subjects
and reference lists.

CBC RADIO TIME
Used by Political Groups
RADIO IS being used to a consid-
erable extent by major Canadian
political parties during the federal
election campaign. All national
network broadcasting is being done
on a free time basis. Only pro-
vincial networks may carry paid
political broadcasting under CBC
regulations.

Radio and television
broadcasting must be left
at the hands of the
major political parties.
Liberals and Conservatives,
will have their party
leaders do most of the network
broadcasting. Bookings by the
Progressive-Conservative party at
this date are far advanced
in eastern Canada, following closely
the campaign travels of George
Drew, party leader. Bookings are
being placed for all Canada by
McKim Adv. Ltd., Toronto.
The Liberal party bookings at
this date are not as far advanced,
and such bookings as have been
made follow the campaign travel of
Premier Lous St. Laurent.
Bookings are being made by Louis
Leprohon, Liberal party radio net-
work liaison officer at Ottawa. The
Co-operative Commonwealth
Federation (socialist party) had
not yet booked any provincial
network time at this date, nor have
any of the smaller parties. Bookings
on local stations are beginning to
increase for local political talks.

COMPLETE erection of
5 tons of supporting
steel and FM antenna—
600 feet above street level.

ERECTION OF FM AND TV
ANTENNAS AND TOWERS

188 RANDOLPH BLDG.—CHICAGO

B D N
STEEL ERECTING CO.
82 W. WASHINGTON St.
Phone: Financial 6-3496
CHICAGO 2, ILLINOIS

June 6, 1949 • Page 65
STANLEY HESS has been named program manager of WICU (TV) Erie, Pa.

CHARLES GRADY has joined announcing staff of WIMA Lima, Ohio. He also has been appointed regional news director.

DONI WINN, formerly with General Amusement Corp., has joined WNYC New York as staff writer.

DON GEHRING, freelance writer, has joined continuity staff of WPDF Pottsville, Mich. RALPH GILROY and LEE DRISCOLL have joined station's announcing staff.

DALL GRAY, formerly with CKOV Kelowna, B. C., has joined announcing staff of WBBN Buffalo, N. Y.

JOHN MILLAR, graduate of Hal Bagg School of Broadcasting, New York, has been appointed to staff of WDEV Waterbury, Vt.

ALEXANDER BURNS, formerly with WNYK New York, has joined announcing staff of WTTT Coral Gables, Fla. He is being featured in two morning disc shows.

MAURICE C. DREICER, conductor of the Chicago Symphony on WEVD New York, sails June 7 for an extended European trip. He will make recorded interviews via battery tape recorder for programs to be called "Europe's Diary," which will be aired for sale to stations in this country.

BILL HAWORTH, formerly freelance announcer and newscaster, has joined KPI Los Angeles announcing staff as a vacation relief announcer.

JERRY GROVE, formerly with WSNY Schenectady, N. Y., has joined WIP Philadelphia as summer-relief announcer.

BETTY SCHMIDT, program director at KEKL Great Falls, Mont., is resigning to go to Europe. She will spend the summer in Czechoslovakia as member of the Experiment in International Living.

ROBERT H. FORBA, assistant program director at KTTY (TV) Los Angeles, is the father of a boy, William R. R. Yourenson.

VIRGINIA CROSBY of WGN Chicago program staff, and GORDON SEEGER, vice president of Del-Farm Foods, have announced their engagement.

FANNY DODGE of CBS Arthur Godfrey, and JACQUELINE JONES, network receptionist, have announced their marriage.

BILL WHALEN, WOCB Boston announcer, disc jockey and sportscaster, is the father of twins, Kurt and Karen.

**Newsmen Meet**

RICHARD HARKNESS, commentator, was slated as principal speaker at a meeting of the Carolina Radio News Directors Assn. last Friday and Saturday at the Ocean Forest Hotel, Myrtle Beach, S. C. The association membership comprises radio newsmen from the two Carolinas.

**JAMES P. TURNER**

*Former WINK Manager Dies*

JAMES PARKERS TURNER, 47, account executive with WTAN Clearwater, Fla., and former manager of WINK Ft. Myers, Fla., died May 25 at Morton Plant Hospital in Clearwater. His death followed a major operation and five weeks illness.

A pioneer in the industry, Mr. Turner was at one time general manager and later part owner of the old WJAY Cleveland. For four years he led his own dance band, playing throughout the Midwest. In 1938 he joined WSIX Nashville where he remained for nearly five years, leaving there to join WING Dayton and WIZE Springfield, Ohio, as program director and promotion manager. He was later sent by the WING-WIZE management to Florida as general manager of WINK radio.

Mr. Turner is survived by his wife, Mrs. June D. Turner, and a son, Terry, both of Clearwater.

**BASIL LOUGHRANE**

*Producer-Director Dies*

BASIL LOUGHRANE, 48, freelance radio director and producer of MBS and NBC shows, died May 25 at his Madison Avenue, L. I., home of a heart attack.

Mr. Loughrane produced and directed Sherlock Holmes for Mutual and Light of the World for NBC. Previously, for Lord & Thomas agency, Chicago, he had been director of the first Amos 'n' Andy series, and later of the Lum 'n' Abner programs.

He was an AFRA member, and belonged to the Radio Directors Guild. He is survived by his wife, Mrs. Helen Frances Loug- rane, and a son, Barry E. Lough- rane.

WLBZ Lebanon, Pa., received American Legion's 49 and 5 Club award for outstanding community service.

**WHAY OPENS**

*New 910 Station on 910 kc*

WHAY, new fulltime standard station at New Britain, Conn., began operation May 25. Owned by the Central Connecticut Broadcasting Co., the station operates on 910 kc with 5 kw. Station is programmed daily from 6:30 a.m. to midnight.

Laurence C. Edwards is president of Central Connecticut Broadcasting, which is composed of a group of New Britain businessmen. Other officers are: George Coyle, vice president; Leo V. Gaffney, treasurer, and Willis H. Holt, secretary and general manager of the station. Staff personnel include Frederick E. Bilder, assistant manager; Mr. Edwards, sales manager; William T. Walker, program director, and Allan S. Taylor, accountant.

Station has been in the planning stage for five years, spokesmen said. Actual construction started last October. WHAY's studios and offices are located at 22 Grove Hill. Its transmitter and antenna tower array are in Farmington.

PHILCO Corp. has published and is now making available to its distributors a new "Radio Component Handbook," for engineers, technicians and servicemen.

**PHILCO**

*New 1410 Station to Debut*
show. The script, created by Gil Fawcett, KDAL traffic manager, who also doubles on the fiddle, wrapped up a facetious presentation, "A Day in Studio A."

The puppeteers, Betty Vanderport, of the KDAL bookkeeping department, and Don, Richard Piper, the only outsider connected with the project, produced the action.

As the curtain fell at the conclusion of each puppet performance, KDAL stars, in person, began circulating program schedules complete with pictures of the KDAL staff. Before distribution of the schedules was completed after each show the puppet stage curtain went up again, revealing an opal glass screen. During the period between the puppet shows a rear- view projector threw 16 color slides of KDAL stars on the screen.

The puppet shows and the slides were part of KDAL's overall station promotion plan launched last September to sell voices, personalities and programs.

HUFFMAN NAMED

Head of Wisconsin Network

WILLIAM F. HUFFMAN, president of WFHR Wisconsin Rapids, Wia., was re-elected president and treasurer of the Wisconsin Network at the annual meeting of stockholders in Fond du Lac. John Walter, manager of WJPG Green Bay, was re-named vice president and George T. Frechette, WFHR program director, was re-elected secretary. Mr. Huffman will serve his eighth term as president of the regional network this year.

The Wisconsin Network, organized in 1941, is composed of following stations in addition to WFHR and WJPG: WIBU Poynette-Madison, WCLO Janesville, WGEZ Beloit, WRJN Racine, WHBL Sheboygan, WHBY Appleton, KFIZ Fond du Lac.


The Eastman School of Music at Rochester, N. Y. He wisely recognizes that his brother's business acumen is needed to keep his carefully selected concertos and symphonies on the air.

Both WXRT and WSBC are strictly family affairs. In addition to the two brothers, Bob's wife, the former Gertrude Hillman, helps at the station. And often their 6-year-old daughter, Chellie, and a toddler named Drew, are seen on the premises.

CONSUMER MARKETS

is a gold mine of market facts!

That's what one agency man says of SRDS CONSUMER MARKETS. And hundreds of other agency account executives, media and market men, consumer product sales and advertising managers say they're finding CONSUMER MARKETS a most reliable and complete source of marketing data.

It covers all counties, all cities and towns with daily newspapers and/or radio stations, all incorporated urban areas with populations of 5,000 and over. Its market maps for every state and for every city of 250,000 population and over help to visualize the areas of interest to you.

Besides, in the Service-Ads* of many individual newspapers, radio stations and other consumer media, you find additional qualitative information pertinent to the problem of how to cover marketing areas of specific interest.

Be sure to use SRDS CONSUMER MARKETS whenever you need information on any local market in the U. S., the U. S. Possessions, Canada, or the Philippine Islands. The new and further improved 1949-1950 Edition, to be published September 1, will give you, along with 1945 estimates, the most recent data obtainable from the U. S. Government and other reliable sources.

*Service-Ads are informative advertising in CM that sell by helping people buy.

"One of the most helpful and valuable reference books I've ever had," says advertiser.

C O N S U M E R M A R K E T S

Published by Standard Rate & Data Service, Inc., 333 North Michigan Avenue, Chicago 1, Illinois

New York, Los Angeles, Washington, Times-Herald, San Francisco

Broadcasting • Telecasting

June 6, 1949 • Page 67
CBS Sales Balloon

PULLING up that sales curve is occupation of man in balloon, pictured on latest CBS promotion folder. Opening folder, reader finds reasons given by CBS as to why its man in the balloon "can lift a sales curve!"

WFBF's String Contest

AT WBFR Baltimore, Jim and Phil-Crist—Morning in Maryland program—a launched a kite and 115 balloons to culminate their string contest. Thirty-eight prizes were offered to people who could return identification tags. Previous to contest listeners sent pieces of string to Phil Crist who wended them on ball. Mystery contest was held inviting listeners to guess what Crist brothers were going to do with ball of string. Mystery word was given out each day with some letter missing; at end of 12 days, audience had answer to final event.

Evening's Fun

SPECIAL FM promotion in form of evening's entertainment at studios of WIBB-AM Benton Harbor, Mich., May 21 brought together for first time large group of station's newly formed "FM Club." Three-hour party included gifts of record albums, impromptu mystery show by guests, palm and hand-writing analyses over air, newscasting by guests, awarding of door prizes, and refreshments. Station reports that club now has 200 members. Only requisite for membership is certified ownership of an FM radio.

Salute to WTVN (TV)

ARTISTS conception of LeVeque-Lincoln Tower in Columbus, Ohio, when WTVN (TV) tower is erected atop building is featured in reprint of article in The Columbus Citizen being distributed by station. WTVN, which plans to take air by Labor Day is licensed to Picture Waves Inc. Edward Lamb is owner. Article was written by Jo Bradley Reed and features story of Mr. Lamb, his radio and TV interest plus some facts on WTVN's plans. Mr. Lamb also is owner of WICU (TV) Erie, Pa.

Big Shores

FROM the shores of Lake Minnetonka will come five of WCCO Minneapolis' evening programs each week during the summer. Five half-hour programs moved to picnic pavilion at Excelsior Park, Minn. Move of its popular evening shows will enable WCCO to accommodate an audience of 3,000.

Transit Radio Activities

TRANSIT RADIO, Chicago, is sending out 16-page mailing piece outlining its activities, methods and costs. Printed offset with pictures and type, booklet is yellow, black, white and gray. It was designed by Frank Pellegri, national sales manager.

WIP Campaign

MAMMOTH 16 x 12" booklet carrying reproductions of its spring-summer audience promotion campaign has been distributed by WIP Philadelphia. Six ads are reproduced on heavy glossy paper. Ads designate WIP's children's features, sports, personalities, music and news programs.

behind the Mike

LATEST promotion activity of WIMA Lima, Ohio, is weekly "Behind the Mike" radio column. Column is carried in the Lima Penny Saver, free, weekly shopping guide with rural circulation of 10,300. WIMA and Mutual programs and personalities are highlighted. Column is "cross-plugged" on feature programs of station.

Classical Music Poll

POLLS to determine classical music preference of city's listeners has been completed by WBMS Boston. Result of four months' survey conducted with station's monthly program subscribers, poll elected Beethoven as favorite composer by wide margin. First place symphony was Brahms' Symphony #1. Sibelius' "Finlandia" was favorite tone poem, and Bizet's "Carmen" was favorite opera. Several other categories including overture, opera and musical comedy were included.

Personnel

JIMIE SPANOS, publicity and promotion director of WIND Chicago, has resigned to move to New York. Her working plans will be announced later.

SARAJANE CHERASHORE has been appointed to WPEN Philadelphia promotion staff to assist WILLIAM B. CASKY.

WQXR APPEALS

Non-Hearing Taunton Grant

NOTICE of appeal in the U.S. Court of Appeals for the District of Columbia was filed May 28 by WQXR New York against FCC's non-hearing grant to Silver City Broadcasting Corp. at Taunton, Mass., last November.

WQXR, assigned 10 kw fulltime on 1560 kc and applicant for 50 kw on that channel as a Class I-B station, opposed the Commission's award of 1 kw daytime on 1560 kc to Silver City. WQXR charged that objectionable interference would be caused to its primary, secondary and intermittent service assigned to violations of the Commission's rules and standards. In denying WQXR's petition for reconsideration of the Taunton grant, the FCC in early May had ruled that the New York outlet wasn't entitled to such protection.

WQXR told the court that FCC held a hearing on its request for 50 kw I-B operation even before the Silver City application was filed. It was pointed out that the Commission failed to consider the FCC application when approving the new Taunton station without hearing. The appeal was filed by WQXR's Washington counsel, Loucks, Zias, Young & Jansky.

Lehrbas to Paris

LLOYD A. LEHRBAS, director of State Dept.'s Office of International Information, has been appointed to the U.S. delegation to the sixth session of the Council of Foreign Ministers which convenes in Paris May 23. Mr. Lehrbas, under whose office Voice of America operations are maintained, will serve as public affairs officer to the delegation.
Respects

(Continued from page 40)

man has difficulty in selling, and
the amount of time all this takes
at the expense of family life.

The postwar scramble had a par-
allel in Mr. Cowan’s life with his
start in the business of selling
ideas back in his native Chicago
in 1931, when he found having a
bachelor of science degree was no
help in landing a radio job.

In his school days he already
had begun to build the foundations
for a radio career. He constructed
his own radio sets. As president of
his high school sophomore class, he
simulated a radio studio for the
class dance under the call letters
WBSC, which stood for “World’s
Best Sophomore Class.” In col-
lege, he was circulation manager of
the Daily Maroon, campus pa-
er, and used electrical transcrip-
tions to sell the paper. In college,
too, he did a research piece under
Prof. Harold Laswell on a com-
paring of selling ideas by oral
and visual media. The Laswell
course in college technology got
him intensely interested in ideas
and how to sell them—a fascina-
tion he has never lost.

It was in college, too, that he
laid another important chunk of
the Cowan foundation. As public-
ity and promotion manager of the
Black Friars dramatic club, he per-
suaded Wayne King, then near the
beginning of his career, to take
on the Black Friars over KYW
—the Westinghouse station which
has since moved to Philadelphia.

But all this didn’t add up to a
chance at a radio station job, which
was the Cowan ambition. Nor, in
those depression days, did it rate
a job with an advertising agency
or newspaper.

Finally, however, he landed a
connection at the Aragon and Tri-
on Ballrooms and set up a pub-
licular office in the Woolworth
Tower. His pay $35 a week
and he was aware that he might
not be worth it.

Anxious to prove otherwise, he
turned to radio to sell the orches-
tras at the ballroom. Ted Weems
and Hal Kemp were among the
band leaders he publicized. Curio-
sitously enough, Wayne King, who
aided him in college, now sought
his services, too. In fact, he can
claim credit for boosting the ca-
ners of many orchestra leaders.

One important public service ac-
count he got in the early thirties
was the Tuberculosis Institute for
Chicago and Cook County. Pub-
diting a survey for it, he played
an important part in getting
networks to set up an allocation system for
playing Christmas Seals.

Success in the radio aspects of
that job won him the further ac-
count of radio consultant for the
Methodist Episcopal Church. For
this client, he built a transcribed
show he called Heralds of De-
sustry, a transcribed show played
over more than 150 stations. The
Northern Baptists liked the idea
of the show so much that they, too,
sought to be included. As a result
of these successes he also became
consultant for WMBI Chicago, the
Moody Bible Institute station, and
did another transcribed religion
series for it. Young Mr. Cowan
was thus learning to be a package
man.

Handled Publicity

In the period 1936-40, he
turned increasingly to his other
interest—serving as manager for
his biggest show in the world,
using radio in this job, too. Dur-
ing this time, that is, the sug-
notation of Leonard H. Leonard, now
president of Music Corp. of America, he
built the Kay Kyser College show,
bought by Lucky Strike. It was
during that time, also, that he de-
veloped a showing which was to pro-
ve his biggest disappointment in two
respects: He didn’t like it and he
sold it at so low a figure as to
shake his faith in his own good
sense. The show was Play Broad-
cast, which ran two years for
Illinois Meat Co. on Mutual. His
part of the show was $50 a week
as under-payment for which he
has since chalked up the costs of learning
the facts of life.

In August 1939, one of the most
important events in his life took
place. He met Pauline “Polly”
Spiegel, daughter of the late Modie
J. Spiegel, founder of the Spiegel
mail order house.

On their first date they saw a
play which perhaps was propheti-
cally titled, “I Married an Angel.”
Six months later, there were
Cowan-Spiegel nuptials. Four
months later, Mr. Cowan learned
he was going to be a father.

It is to be doubted whether such
news ever had the same sort of
impact on the history of broad-
casting, before or since. Mr. Cowan
began to become kid-conscious im-
mensely, began to consider how
smart kids are and how they could
be used on radio. Three months
before his own child was born, he
had created the Quiz Kids.

This birth of a new idea, however,
did not result in automatic suc-
cess. Having the idea, it was ne-
necessary to sell it. It was a tough
sale. Throughout the country on
Quiz Kids in 1940 and 1941, it
burned down the Quiz Kids.

It remained for Wade Advertising
Agency, seeking a summer replace-
ment for the Kon-Ton Show to buy it, make the show
a national hit and the phrase “Quiz Kid” a part of the language.

The sale was an illustration of
one of the principal characteristics
of the Cowan character—sitting
and waiting. His faith in what he
believes is a good idea doesn’t waver in the
face of disappointment. That same
 year Mr. Cowan was called
into the service. Eight years later
when Stop the Music took strong peddling before
it could be sold.

Meanwhile, with the sale of the
Quiz Kids, Mr. Cowan was really
launched in big time radio package
deals. Among shows which he
built soon after was one for Pure Oil
Company, who had wanted to
sell its Quaker Oil at a discount
in any way with the NBC show
Who Said That? which was to start
about eight years later.

Joined War Dept.

Not long after his early national
successes came Pearl Harbor. Mr.
Cowan stopped everything, turned
over his business to associates and
got into war work. He be-
came a consultant to the radio
service of the federal bureau of public
relations, War Dept. In that job
he was involved on Army Hour, Command Performance, Hymns from Home, Chaplain
Jim, and other shows. Subse-
quent to this activity, Mr. Cowan
was called to the Public In-
formation section of the Coordi-
ator of Information and still later
went to New York to be chief of
the Armed Forces Radio Service.

In September 1945, he resigned
the post. By that time, he had be-
come a New Yorker. He decided
to abandon publicity and Chicago
and to set up an office in New York
to package radio shows. Thus,
Louis G. Cowan Inc. was born.

Success again was the reward of
persistence and ideas. Cowan
began to build networks for-
twenty, among them Herb Shriver
Time (CBS), Elmo Roper (CBS), Stop
the Music (ABC), E.F.D. (NBC)
and Quiz Kids (NBC). Cowan
transcribed shows also
found big favor among stations
around the country. On the fluctu-
ating bills and curves of the
party, the Cowan peak has
mounted to 624 outlets using
Cowan shows.

Mr. Cowan believes there is a

great future in the package bus-
iness and that the future is there
even for the newcomer. He holds
this opinion despite the tough time
he himself had in starting up his
postwar operation. Although he
wouldn’t want to do it all over
again, he believes that because of
television there are even more op-
portunities now than ever for the
program entrepreneur—if he has
patience and ideas.

For himself, however, he feels
that he might have been happier
if his wife, his children, Paul 8,
Geoff 6, and Holly 5, could have
seen more of him in the past three
two and a half years, and if they all
could have been more often at his
Connecticut farm.

What would he have wanted
most to do, instead of fathering
the company that packaged Stop the
Music et al? His answer reflects the
envy of all concerned for the work
of the man in the seventh row—the
man who gets in for nothing, then
legally scribbles off a judgment on
the long labors of his betters. Yes,
if he had it to do over again, Mr.
Cowan feels it would be wonderful
in believing he would like to be a critic.

The Cowan agency was a
possibility. It was in 1951 that he
was contacted by Frank C. Allen,
who in 1946, had had the
listing of many exciting shows still
to come.

THE
LONG ISLAND
STORY

WHLI
daytime listenership now tops
3 network stations in Long
Island’s Hempstead Town
where drug sales exceed
$27,000 a day...
$9,912,000 a year.
$107 a family.

Drug sales here are 20% higher
than the U.S. average.

Data sources: Sales Management 1949
Survey of Buying Power; Condon,
January 1949.

June 6, 1949 * Page 69

AM
FM
HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS LODGOFSKY President
CHARLES HARREL, who resigned June 1 from ABC where he had been a video program producer, will announce shortly the formation of new firm in radio and TV package field.

J. W. HEAD, president and founder of Electronics Institute Inc., Detroit, was to be awarded an honorary Doctor of Laws degree by Piedmont College, Demorest, at commencement exercises June 5.

IRMA GLEN, organist-composer, has been named musical director of George Ellingson Productions Inc., Los Angeles.

ROBERT CLARKSON, manager of transcription division of Columbia Recording Corp., and ELANORE FINCH, copywriter of Compton Adv., have announced plans to be married June 8.

Equipment

G. W. DESOUSA has been named manager of sales administration for Tube Division of General Electric Corp., Syracuse, N. Y. Other new appointments in division include R. Y. BONTECOS as staff assistant to manager and L. E. RECORD as supervisor of development and testing laboratories.

JAMES H. JEWELL, manager of apparatus sales of Westinghouse Electric Corp., and JOHN M. McKIBBIN, assistant to vice president and manager of advertising and sales promotion of firm, have been elected vice presidents of both men headquarter in Pittsburgh. HERBERT P. MACDONALD, treasurer manager in company's Eastern District office in New York, has been elected assistant treasurer and creditor manager with headquarters in Pittsburgh.

E. R. McCULLOUGH Inc., San Bruno, Calif., has announced it will manufacture metal 16-inch TV picture tubes at its new plant in Salt Lake City.

ALTEC Service Corp., New York, has issued new booklet describing its speech and music reinforcement (P. A.) systems.

WESTINGHOUSE ELECTRIC Corp. has announced series of continuous television service schools for all interested groups, at its Home Radio Division, Sunbury, Pa.

‘Thank You, Neighbor’

PUBLIC service campaign with a unique twist was conducted by KOMO Seattle last month. For seven days—"Thank You, Neighbor, Week"—no appeals for contributions were aired by the NBC affiliate. Instead, listeners were encouraged to put themselves on the back for their continuing support of worthy community ventures. Timed to follow the major 1949 spring fund-raising campaigns which have recently ended in Seattle, KOMO’s drive took the form of special programs and announcements expressing appreciation to listeners for their past cooperation. Attention was called to the services accomplished by such organizations as the March of Dimes, Heart Assn., Red Cross, etc. In addition, one-minute messages were transmitted by civic leaders and aired throughout the week.

ESSO DEALERS Co-Sponsor News on WMEV

FIRST broadcast of WMEV Marion, Va.’s Esso Dealer News Reporter, sponsored three times daily by 16 area Esso stations on a co-op basis, was highlighted by the appearance of dealers themselves giving interesting short stories of individual service they render customers. First program in the 32-week segment ran June 26.

Each dealer’s station is mentioned once each day, with commercials mailed out to tie-in of merchandise offered on the air. Commercials are prepared and approved by the Esso district office which urges all dealers to merchandise directly with air promotions. Idea was sold to Bob Wolfenden, WMEV station manager, by Bill Hawkins, Esso district sales director.

WMEV is merchandising the co-op program with continuous air promotions and microphone displays in each Esso station sponsoring News Reporter. Displays give station call letters, program time, and WMEV frequency (1010 kc), as well as Esso slogan. News reports are aired at 7:30 a.m.; 2:35 p.m. and 6:30 p.m.

Technical

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has announced type 6G-2 transmitter, a high-level, amplitude-modulated standard broadcast transmitter with nominal power output of 50 kw.

GENERAL ELECTRIC Corp., Syracuse, N. Y., has announced new miniature triode tube (SABA) for grounded-grid radio-frequency amplifier and local oscillator for television receivers.

SHALLCROSS Mfg. Corp., Collingdale, Pa., has introduced new No. 9079 rhombic antenna terminating resistor, which consists of two non-inductive Aytron-Perry wound 362.5 ohm resistors enclosed in a glazed ceramic insulating shell and sealed under a dry vacuum method.

WXIZ-TV Detroit has ordered a Zonar lens with an outside focal length of 35 inches.

JAMES HUNTER LOGAN, broadcast operations manager of WSMAL Washington, and Victor Irene Francis have announced their engagement.

GLADYS BUNIM, engineer in CBS general engineering department, and DAVID SCHREIBER, executive at Drake-Nassau Corp., New York, have announced their marriage.

KEN JOHNSON, engineer at WZJB-TV Detroit, is the father of a girl, Judy Lynn, and PETER WARE, also a WZJB-TV engineer, is the father of a boy, Marcie Frederick.

CARL BENSON of engineering staff of WHFB and WHIF-FM Benton Harbor, Mich., and Alice Sill plan to be married June 11.

DAR DISCRIMINATION

Alleged by Godfrey

ARTHUR GODFREY reported on the air May 26 that he had been denied the use of Constitution Hall in Washington, D. C., owned by the Daughters of the American Revolution, because of the presence of two Negro singers in his quartet.

Mr. Godfrey had been scheduled to tour CBS radio show, which required extra expense, to perform at a Constitution Hall fund-raising rally June 4 on behalf of Attly, Gen. Tom Clark’s juvenile delinquency campaign, but he reported he had been advised the troupe could not appear if the two Negro singers were included.

"Of all the shameful things," Mr. Godfrey said on his CBS 1015-11:30 a.m. Thursday program, "in our nation’s Capital. For heaven’s sake, the citadel of democracy."

Mr. Godfrey described the banning of his singer as a Ku Klux Klan action. "Nuts to the D.A.R.," he added. "We’ll do it ourselves."
STATION TAX
Case Nears Highest Court
U. S. SUPREME Court appeal of the Arkansas Supreme Court's decision holding valid a Little Rock occupation tax on radio stations appeared a certainty at the weekend as two Little Rock stations indicated they would carry an appeal to the highest court.
NAB President Justin Miller said Thursday that the association would take part in a Supreme Court appeal, acting as a friend of the court.
Move was developing during the week among stations in the South to raise a kitty to help finance the appeal in view of the possible impact of the Arkansas court's decision. KOHL and XARK Little Rock had suggested that NAB finance cost of the appeal [BROADCASTING, May 30].
Apparently NAB does not plan to take over the entire responsibility of seeing the case through the Supreme Court. It was explained informally at NAB headquarters that a trade association would be in an embarrassing position if it appeared before the highest court as an active party in proceedings involving two appellants.
Another problem, it was suggested, was the possibility that President Miller and NAB General Counsel Don Petty might face barment proceedings because President Miller was suggested, was in an embarrassing position if it appeared before the highest court as an active party in proceedings involving two appellants.

SETTING OFF the panel discussion at the afternoon session of the Southern California American Ass'n. of Advertising Agencies eighth annual spring convention in Los Angeles is Robert Shirley (standing), manager of Los Angeles office, J. Walter Thompson Co. Speakers are (1 to r): Leon Benson, television director, J. Walter Thompson Co.; Charles Coleman, Buchanan & Co.; Fred Schreiber, production manager, McCarty Co.; Charles Melvin, director of research, Foote, Cone & Belding; Mr. Shirley; Robert W. Wheeler, art director, Young & Rubicam; Andrew W. Neally, vice president in charge of Los Angeles office, BBDO; Buell Brooks, media and research director, Ervin, Wasey & Co.; Jack Morse, vice president, Don B. Miner Co. All are Los Angeles agencies.

PULSE RATINGS FOR METROPOLITAN NEW YORK

<table>
<thead>
<tr>
<th>ESeveral</th>
<th>MAY</th>
<th>April</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theatre</td>
<td>19.2</td>
<td>19.8</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>22.5</td>
<td>21.7</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>15.0</td>
<td>22.3</td>
</tr>
<tr>
<td>Godfrey's Talent Scouts</td>
<td>17.7</td>
<td>16.7</td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>15.7</td>
<td>14.9</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>15.2</td>
<td>14.2</td>
</tr>
<tr>
<td>Inner Sanctum</td>
<td>15.0</td>
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</table>

590 Kc Protection
Cuban Interference Cited

ADDED protection from special Class II Cuban stations was asked last week by WAGA Atlanta in a petition to FCC. The Fort Industry Co. outlet, a Class III station associated 2 kw fulltime on 599 kc direction, said the special Class II operations on the U. S. regional channels were causing greater-than-predicted interference to regularly assigned U. S. stations.
WAGA asked FCC to instruct the U. S. delegation to the forthcoming revision of the North American Regional Broadcasting Agreement to secure the additional protection. WAGA pointed out that in 1937 when the special assignments were allowed, certain interferences were accepted but that these have proved considerably greater in practice. WAGA said it was receiving interference from CMKC Havana to as much as the 16.0 mv/m contour rather than 5.0 mv/m as expected. Relaxation of protection to the Class II stations also was said to be in order in view of Cuban policy of desiring chiefly high signal coverage only.

Root Beer 'Rhythm'
DAD'S Old Fashioned Root Beer's Calypso Rhythm spots are being aired from 10 to 20 times weekly on stations in 10 national markets. Written and recorded for Dad's through Malcolm-Howard Agency, Chicago, the spots will be expanded into other national markets during the summer.

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Marks

BALLIN' THE JACK
On records: Danny Kaye—Dec. 24401; Sidney de Paris—Blue Note 41; Kid Or—Excer 4; Eddie Condon—Cor. 531; Georgia Gibbs—Mer. 5269; Three Suns—Fic. 20-3999; Miff Mole—Brunswick 80105; Martha Tilton—Hov. 57-618; Edger (Gin.) Miller—Rainbow 70066.
PARTY given by the Borden New England Div. for members of CBS' County Fair after an Albany broadcast brought together station officials, producers and front row—W. W. Carter Jr., station manager; WTRY Albany-Troy; Harold Smith, president, The Borden Co., North-East Div.; George MacGregor, account executive, Kenyon & Eckhardt, which handles Borden account; back row—Ed Schrauch, division sales manager; John Bote, K & E radio supervising; Henry Schacht, Borden Co.'s national advertising manager; Len Carlton, producer of County Fair.

FCC Actions
(Continued from page 58)
June 2 Decisions...

BY THE COMMISSION EN BANC

STTA Grant

WSM-TV Nashville, Tenn.—Granted STA subject to conditions, for 60 days to operate two composite pulse transmitters for side and operational testing; modified outstanding CP to specify commencement of construction within two mos. and completion within eight mos. from June 31.

Modification of CP

KHTV Dallas, Tex.—Granted mod. CP to change ERP from 21 kw and 31.5 kw to 27 kw and 31.5 kw, to change trans. and station identifica-
tions, and to make ant. changes; eng. cond.

Hearing Designated

WJAX-TV Jacksonville, Fla.—On request of party opposed of May 4 denying application for additional time to complete construction, designated same for hearing, at time and place to be designated later, on issues relating to diligence.

KGCX Sidney, Mont.—Designated for hearing application for mod. CP to increase N power from 1 kw to 5 kw, to install DA-DN, to change KGLU Safford, Ariz., and WISC Madison, Wisc., parties to proceeding.

KIOA Des Moines, Iowa.—For hearing application for CP to make changes in DA-DN; made KFNM and KMA Shenandoah, Iowa, parties to proceeding.

Restatement of CP

Governor Borden Corp., Al.

New York.—Granted application to regrant CP in executable form for completion six months; eng. cond.

Modification of License

KFMR Kansas City—Granted mod. license to increase radiation tolerance in direction of KYFN Bismarck, N. D.

Hearing Designated

New Rochelle Briefs, Service Inc., New Rochelle, N. Y.—Designated for hearing application requesting station 1460 kc 500 w in accordance with hearings on application in Boston, Mass.; New Rochelle, N. Y.; made WNAJ Buffalo, N. Y.; Grant requested new New Rochelle, N. Y.;作出 hearing to determine on comparative basis which, if either, should be granted. Granted request to hear New Rochelle to operate test trans. in violation of N. J. law to determine relationship of 2 mw and 25 mw comparative consumer satisfaction with the FCC, and those proposed by New Rochelle.

June 2 Applications...

ACCEPTED FOR FILING

Modification of License

WNAI Nairnstown, Pa.—License to change station to WPTE, for 10 kw N.

KCNY San Marcos, Tex.—Modification of license changing frequency from 1480 kc 250 w to 1470 kc 250 w-100 w.

SSA-1030 kc

KWBU Co., Champaign—Extension of SSA to operate 1030 kc 50 kw non-DA from local service Boston to local sunset Corpus Christi.

License Renewal

Request for license renewal AM station WATR, Stuart, Ark.; WINK Port Myers, Fla.; WATL San Antonio, Tex.; KGTA Omaha, Neb.; WIMN-Pittsburgh, Pa.; KXXL Cheyenne, Wyo.; KYM San Antonio, Tex.; Granted.

WYRT Toledo, Ohio.—Modification of CP for 940 kc WUOT to 945 kc.

WJBY Louisville, Ky.; Granted.

Licenses for


Modification of CP

Request for extension of completion date of CP for new WRMM-AM in Birmingham, Ala.; Granted.

WAFS-TV Corpus Christi, Texas—Grant of request for extension of CP to change ERP to 4 kw.

WYTA Wash., D. C.—Grant of request for extension of CP to change ERP to 4 kw.

TENDED FOR FILING

AM-1230 kc

KGFJ Los Angeles—Mod. of license to change frequency from 1450 kc to 1460 kc.

KTOY Tacoma, Wash.—License for Clear Channel Broadcasting, Inc., new non-commercial educational FM station.

Modification of CP

Request for extension of completion date of new TV station WPIM-TV in Birmingham, Ala.; Granted.

APPLICATION DISMISSED

KWK St. Louis, Mo.—Dismissed May 19 request for transfer of control of Thomas Farm broadcasting from Robert T. Convoy to Robert T. Convoy as trustee. C. L. Cookley, Bradford, Tenn.—Dismissed June 2 application for CP for new AM station 1180 kc 5 kw limited. Incorrectly carried as Bradford, Va., in BROADCASTING, May 30.

Construction Contracts

CONTRACTS for the construction of two 250 w full time stations in Cumberland, Md., and Dover, Ohio—have been accepted by Charles E. Dewey Jr., Battle Creek, Mich., construction engineer. Contracts were awarded by A. R. Raese and Mrs. H. C. Greer, with both stations owned by related interests, according to Mr. Dewey. Since the request Mr. Dewey has developed and supervised the installation of WPFZ Kalamazoo, Mich., 1 kw four-tower outlet, and WBCK Battle Creek, Mich., 1 kw three-tower station. He formerly was with KWOJ Jefferson City, Mo., KMOX St. Louis and Raytheon Mfg. Co.

Theodore Thompson

An 8 years of radio experience and personal participation in his community's affairs and services have made Roy Thompson a household word in industrially rich Altoona. WATY, the radio station Thompson founded, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 kc

Altoona, Pa.

Represented by

ROBERT MEKKER ASSOCIATES
DOCKET ACTIONS

FCC ROUNDPUP

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO JUNE 2

Class AM Stations FM Stations TV Stations

Total 1,993 772 64

Licensed 1,993 772 64

Condl. Profits. Granting

192 24 19

ECC ROUNDPUP

New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>Class</th>
<th>AM Stations</th>
<th>FM Stations</th>
<th>TV Stations</th>
<th>Condlg. Profits. Granting</th>
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<tr>
<td>Total</td>
<td>1,993</td>
<td>772</td>
<td>64</td>
<td>192 24 19</td>
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</tbody>
</table>

Non-Docket Actions


EARLY RISERS

SERENADED ON WOC PROGRAM

"EAGER Beavers" (early risers) are SERENADED ON WOC Davenport, Iowa's Wake Up With Music, 6:30-7:30 a.m. Motto of program is "Please Make "EAGERS" of the People Most of the Time." The show's "Eager Beaver" club was built to give recognition to the people who have taken over the program, according to Ernie Sanders, WOC manager. Members receive an "Eager Beaver" club card which entitles them to "... to wake up before 6:30 a.m. and then listen to "Wake Up With Music." Another feature of show is its "Pet Peeve" department, which gives listeners a chance to get some things off their chests.

Time and temperature reports and weather forecasts are important features of the all-request program. Show is sponsored by Petersen Barned von Maur, Davenport department store.

CITY, IOWA — The 230-kw station now being constructed in this city for WOC Broadcasting Service Inc. and KACK Tulsa, Okla., will be sold to the WOC Co. by the granting of the licenses for the facilities of 1 kw fulltime on 960 kc day and night, and of 4 kw from 1 kw day at 1570 kc to 1590 kc night, directional, Combs, Coy and Walker not participating. Granted June 1. See story page 53.


PROPOSED DECISION

Springfield, III. — Lincoln Broadcasting Co. proposed decision to grant bid for new station on 900 kc, 1 kw day, 500 kw night, unlimited. Proposed decision would deny WOJP, III, which from 1 kw day at 1075 kc fulltime on 970 kc. See story page 53.

MEMBERSHIP

Atlantic City, N. J. — Atlantic City Broadcasting Co. denied petition requesting revocation of license and decision to accept proposal of Jan. 14 denying Atlantic City's application to increase power. ReQuested provision of waivers of provisions of Section 73.352(a) in favor of Atlantic City as a small community over business district of city, permission to file complaints or objections on the application, and suspending transmitting station fee (35 cents) on 255 mw contour overlapping 225 mw contour of WOJP, Combs, Coy and Walker not participating. Decision May 27.

Not Docket


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BROADCASTING • Telecasting

June 6, 1949 • Page 37
At Deadline...

HEARING PROCEDURE REVISED BY FCC

SPEED-UP PLAN reorganizing FCC's hearing procedures, including creation of five-man separate staff responsible directly to Commission, was agreed upon by FCC Friday. It is effective immediately.

New procedure is substantially same as proposed last August [Broadcasting, Aug. 16, 1948], and has backing of industry legal authorities. FCC has been severely criticized in Congress and by members of communications bar for failure to enact it earlier, on grounds it's required by Administrative Procedure Act. Principal changes from current procedure were reported as:

1. Separate staff set up to advise and assist Commission on hearing matters. Such hearing and opinion work is taken out from under supervision of official having prosecuting or investigatory functions. General Counsel may in effect be "party to hearings, filing proposed findings, exceptions, etc., as other participants do.

2. Unless otherwise ordered, hearing officer's recommendation issued is as Commission's initial decision (in lieu of proposed decisions), which authorizes a party to file comments within functioning weeks to months. Procedure thereafter will be substantially the same, except that General Counsel may participate on same basis as regular parties.

3. Many motions now handled by Motions Commissioner may be handled by the hearing officer.

Separate staff to work on hearing matters under Commission supervision will be: Parker D. Hancock, chief of Review Branch of Law Bureau's Broadcast Division; Robert H. Aldorf and Frederick W. Ford, also of Review Branch; Horace E. Sloan, engineer; and Charles S. Borum, accountant.

STA REVISION URGED

IMMEDIATE action on their six-month-old petition for relaxation of ban on after-hours operations [Broadcasting, Nov. 29, 1948] was urged in request to FCC Friday by five parttime stations. "Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to what hours such stations will be permitted to operate," FCC was told. Group contends ban invoked last summer should be revised so parttime stations can again get STA's for after-hours operations and carry local and national interest programs. Group is composed of WOI, Ames, Iowa; WKAR East Lansing, Mich.; WNAM, Grand, Okla.; WNYC New York, and WHCU Ithaca. Petition was filed by Cohn & Marks, Washington law firm.

SOLE GETS KVYM CONTROL

J. H. SOLE, KNFS Hangman, Calif., associate manager-chief engineer, buys 62% control (subject to FCC approval) KVYM Twin Falls, Idaho, for $23,500. Franklin V. Cox, majority stockholder, disposed of holdings in KVYM (250, 1450 k.w. E. W. Roberts and Murray Doerr retain minority interest. Blackburn-Hamilton Co. handled transaction.

DAVID BALABAN FUNERAL

FUNERAL services for David Balaban, 50, founder of Balaban & Katz theatre chain which owns WBKB (TV) Chicago, were to be held yesterday. Balaban died Wednesday in Highland Park, III., after heart attack. He is brother of John Balaban, general manager of WBKB, and Barney Balaban, president of Paramount Pictures. Other survivors are his wife, two daughters, a son, and three brothers.

NAB COMMITTEES PLAN JOINT MEETING

INTERLOCKING meetings to be held late in June by NAB's Broadcasting Advertising Bureau Policy Committee and Sales Managers Executive Committee. General Manager opens June 22-23 at NAB Washington headquartered to lay plans for operation of new bureau. SMEC meeting to be held June 23-24, permitting joint session on 23rd.

Chalmers of SMEC, John J. Gillin Jr., WOW, Omaha, also serves on NAB policy group. First meeting of policy-framing body held May 11 [Broadcasting, May 16], when decision was made to move headquarters to New York. Maurice B. Mitchell, NAB director, already operating in BMB executive offices at 270 Park Ave., New York, though decision has not been made whether this will be permanent NAB office in New York. NAB's former headquarters are at 60 Broadway.

WHAM-TV TO MAKE DEBUT AT C. OF C. LUNCHEON

FIRST TV station in Rochester, WHAM-TV, opens formally June 11 in connection with tenth annual Convention and Banquet of the Chamber of Commerce. Justin Miller, NAB president, will be principal speaker. Other speakers include: Robert C. Tait, Stromberg-Carlson president; Melvin R. Hendy, Rochester mayor, according to William Fay, Stromberg-Carlson broadcasting vice president.

Electrical Assn. of Rochester at same time will open eight-day television exhibition in local civic center, with retailers sponsoring a second exhibition the following week.

WHAM-TV will operate on Channel 6 as basic NBC affiliate. Transmitter and tower are on Pinnacle Hill, in suburban Brighton. Station has built own microwave relay near LeRoy, N. Y., to take programs from WBEN- TV Buffalo. AT&T relay scheduled for October.

NABET-IATSE DISPUTE

FORMAL NLRB hearing expected in dispute between NABET and IATSE over about 30 projectionists and kinescope cameramen at ABC stations. Cases were heard by NABET's Friday hearing examiner. NABET petitioned NLRB for clarification of its certification as bargaining agent to include the projectionists and kinescopers. IATSE's New York Local 306 of Motion Picture Machine Projectionists contested NABET's claim. Networks said to be neutral. Parties failed to reach an agreement at informal NLRB hearing in New York.

NAB CLINIC TO STUDY NEWS

USE of wire services to increase station sales through better news and feature programming to be explored by newsmen of press associations and program directors at first nationwide NAB Program Directors Clinic in Chicago June 27-28. E. R. Vadeboncoeur, vice president and general manager, WSYR Syracuse, N. Y.; Tom O'Neill, AP radio news editor; John M. Cooper, INS radio dept. director, and Phil New, AP TV manager, will discuss methods by which local stations can capitalize on special feature wire service material.

WTPS-TV HEARING AUG. 2

REQUEST of WTPS-TV New Orleans for additional time to complete construction set for hearing Aug. 2 by FCC Friday.

MULLEN ACQUIRES 15% OF KMPC FROM RICHARDS

FRANK E. MULLEN, president of G. A. Richards' stations, has acquired 15% of Mr. Richards' KMPC Los Angeles for $4,417,500, FCC was told. Mr. Mullen faces new issue, which reduced Mr. Richards' interest to 54%. He also controls WGBR Cleveland and WJR Detroit, which Mr. Mullen, former NBC executive vice president, also heads.

FCC was given contract, dated May 19, covering stock transaction. With it was May 1948 "writing" between Measrs. Richards and Mullen specifying salary ($75,000) Mr. Mullen will get as president of three stations; giving Mr. Mullen option to buy 20% of KMPC for $64,800 and providing that cost of this stock would be cut in half if NBC affiliated KMPC before August 1962; and containing resignation provision for Mullen.

Mr. Richards and Los Angeles counsel told FCC this "writing" was "not definitive contract" and therefore was not filed originally. It was signed and it was said, with understanding it be followed by "definitive agreement." FCC was given undated agreement—which attorneys was signed by Messrs. Mullen and Richards. NAB Committee, BAR policy group, was preparing for "certain modifications" to be made later. Mr. Richards and counsel said May 19 contract was that modified agreement and that no stock transfer occurred before it was executed.

FCC meanwhile still has pending its probe of Mr. Richards' news policies, and subsequent application for approval of arrangement whereby control of three stations will be put in hands of trustees. FCC has not indicated when it may decide cases. General Counsel Benedict F. Cottone, who had been slated to head FCC counsel at hearing before it was postponed, will report only, left Friday for Paris to join U. S. delegation to International Telephone and Telegraph Conference. Delegation not expected to return before mid-August.

GETS CBS CAPITAL POST

LEWIS SHOLLINGER, reporter for CBS since 1942 broadcasting under name of Bob Lewis, appointed network's Washington's director of special events.

Closed Circuit

(Continued from page 4)

Washington expect FCC Chairman Wayne Coy to return to U.S. between June 15 and July 1 to report on Paris Telephone and Telegraph Conference. After fortnight, it is expected he will retrace steps to Paris, and thence to London for windup of Bermuda Telecommunications Treaty. He's making side trip to Geneva to check on activities of Provisional Frequency Board, headed by former Commissioner Ray C. Wakefield, who recently returned to U.S. because of ill health.

IS FRANK H. LEE (Lee Hat) or for Drew Pearson cooling? Reports current that Lee's sponsorship of Pearson will terminate some time soon but that number of prospective replacements have been mentioned by Wm. H. Wirtz, Labor and Workmen's Rehabilitation agency, which has Pearson exclusive. Pearson contract reportedly has two years to go but reportedly can be dropped at commentor's option, Mr. Lee, daughter of colored layman, is understood to have disagreed with Pearson comments on Catholic clergy.

WM. WRIGLEY Jr. Co. looking over Larry on Location, new WBKB (TV) Chicago puppet show which replaces Kukla, Fran and Ollie after latter leaves WNBQ June 13. Station conducted live and teletranscribed client auditions last week.

BROADCASTING • Telecasting
"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within The KMBC-KFRM Team's primary coverage area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions: First, "What Radio Stations do you listen to regularly?" Response showed The Team far out in front among all broadcasters in the huge Kansas City Primary Trade area.

Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The Team's Phil Evans and Bob Riley were far in the lead. Ken Parsons, although then a relatively new air name, ranked fifth.

Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters!

Fourth: "What Radio Stations do you listen to for Market reports?" The Team led in number of mentions to this question by 60 per cent over the second-place station.

Fifth: "What Radio Stations do you listen to for other Farm programs?" The Team had four times more mentions than the second ranking station.

Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The Team received twice as many mentions as the second place station.

The KMBC-KFRM Team not only has top listener preference in the area it serves, but provides advertisers with the most economical circulation in the $4,739,317,000 Kansas City Primary Trade territory.

Only The Team provides "one broadcaster" coverage of this huge area which encompasses western Missouri, all of Kansas, and portions of adjacent states—3,970,106 people within The Team's half-millivolt contours! This wide coverage, also the remarkably wide-spread sampling in this survey, are dramatically shown in the map on this page.

Interested parties are invited to study this and other KMBC-KFRM surveys. Simply call any Free & Peters "Colonel" or KMBC-KFRM man!
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