1. To get actual facts on your product's present sales activity in the retail grocery stores of Chicago and territory?

2. To get a NEW product off to a flying start through the grocery stores of Chicago and territory?

3. To STEP UP sales of an ESTABLISHED grocery store product in Chicago and territory?

"MARTHA AND HELEN" are answering these three needs for such participating sponsors as "Old Dutch Cleanser," "Rapinwax," "Creamettes," "Chase and Sanborn," and others, with their daily Feature Foods program on WLS—

Chicago's only combination of powerful radio selling and powerful in-grocery-store merchandising the year around.

CALL or WIRE Sales Manager, WLS, Chicago 7, Ill., phone MOnroe 6-9700, for facts on how Martha and Helen can work for you, their radio broadcast, the informational and merchandising service, territory served, accomplishments for advertisers during 14 successful years. Call today.
WINS leads all new new york stations in audience increase from the hours of 10 am to 12 noon

88% increase
ON SATURDAYS

40% increase
ON WEEKDAYS

The Pulse Inc. November 1948 - April 1949

WITH the CHARLIE STARKE MUSIC SHOPPE

CROSLEY BROADCASTING CORPORATION

WINS 50KW NEW YORK
United States Steel presents the NBC Symphony Orchestra Summer Concerts

Every Sunday Evening
June 12 through September 4

World-Famed Conductors
Distinguished Soloists

...and George Hicks speaking for U.S. Steel

U.S. Steel Hour • Sundays 8:30 P.M. (EDT) • NBC Network
Closed Circuit

Upcoming

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.
June 15: Foreign Language Broadcasting Clinic, Hotel Roosevelt, N. Y.
June 16-17: Senate Communications subcommittee hearing on McNaral Bill, Washington.
June 20: NAB Employee-Employer Relations Committee, NAB Headqrs., Washington.

Other Upcomings on page 67

Bulletins

COLGATE-PALMOLIVE-PEET to sponsor Vic and Sade on NBC live from Chicago in fall.

June 13-20: NBC's 'You're There' is broadcasting all its half-hour shows live.

MADISON SQUARE Garden and Boxing Managers Guild, N. Y., reported "some progress" in meeting late Friday to end their dispute over cut of radio and television fees. Guild to meet today to talk over Friday's developments. Meanwhile, strike of Guild continues (see page 32).

TV AUTHORITY PLAN GAINING MOMENTUM

PROPOSED establishment of 4A's Television Authority has taken new video gaining momentum (see early story page 37). Whole matter will come up Friday (June 17) before international board of 4As (Associated Actors and Artists of America). Approval is regarded as certain.

Following AGVA's (American Guild of Variety Artists) okay of authority at Chicago convention last week, New York's big AFRA local unanimously voted for it. AFRA national board in East Coast, West Coast and Midwest sectional meetings authorized collaboration in founding Authority. Similar approval also given by Chorus Equity and Actors Equity.

Screen Actors Guild representatives also called in. SAG representatives expected to fly from Hollywood to New York today for first contact with other unions' representatives.

Overall, demand for more television talent expected to be vested in new authority, with some jurisdictional responsibility for films delegated to SAG.

SCHUSTER TO COMPTON

FRED W. SCHUSTER, formerly with Griswold-Ehleman Co., Cleveland, joined account group, Compton Adv., New York.

Business Briefly

WATCH ACCOUNT ● Bruner-Ritter, Bridgeport and New York (Bretton watch attachments), names Raymond Spector Co. New York, as agency. Firm has budgeted $750,000 for participation program on 187 ABC stations, Sun., 9:30-10 p.m., starting Sept. 4. In past few years company has spent $500,000 annually for white space.

KRAFT DAYTIMER ● Kraft Foods starts Oct., 5 five-weekly daytime program, 9:30-9:45 a.m. (CST) on full NBC network. Sponsor has renewed NBC Kraft Music Hall, Thur., 8-8:30 p.m. (CDT) for 11 weeks from July 21. Agency, J. Walter Thompson.

DEL MONTE RETURNS ● California Packing Corp., San Francisco (Del Monte foods), Aug. 7 returns to network radio for first time in 12 years with sponsorship of CBS Rocky Jordan on 11 Columbia Pacific Network stations. Program will be heard Sunday 5:50-6:50 p.m. (PST) until Oct. 2 when it changes to 5:30-6 p.m. Contract is 52 weeks. Agency, McCann-Erickson, San Francisco.

COSMETIC DRIVE ● Arta Cosmetics, Bloomfield, N.J., started $100,000 ad campaign on behalf of Sutra sun lotion and cream, using radio spots in Boston, New York, Los Angeles, San Francisco. Other media to be used. Agency, Kelly-Nason, N. Y.

MAXWELL HOUSE PACT ● General Foods, New York (Maxwell House coffee), signed to sponsor I Remember Mama on CBS-TV starting Aug. 5. Firm known to be dickering on withdrawal of half-hour of its hour-long Sunday night program on NBC-TV. Agency, Benton & Bowles.

MARS RENEWS ● Mars Inc., Chicago, renewing Captain Time on NBC (Wednesday, 10:30-11 p.m.) for 52 weeks. Agency, Grant Adv., Chicago.

BORDER TIME SHIFT ● Borden Co., N. Y., renewing County Fair for 52 weeks on CBS starting July 9. Program shifts that day from current spot, Wednesday, 9-9:30 p.m., to Saturday, 2-2:30 p.m. Agency, Kenyon & Eckhardt.

P & G REnews ● Procter & Gamble, Cincinnati, renewing P&G in Peace and War (Thursday, 8-8:30 p.m., CBS) effective July 7 for 52 weeks. Agency, Biow Co., N. Y.


CAMPANA MOVES ● Campana Sales Co., Chicago, sponsor of CBS First Nighter Thursday, 10:30-11 p.m., has moved to 10:10-10:30 p.m. in spot vacated by Hallmark Playhouse (Hall Bros.). Program returns to original time Sept. 8 with Hallmark Playhouse returns to 10:30-11 p.m. Agency, Wallace-Ferry-Hanly Co., Chicago, is Campana agency.

BROADCASTING ● Telecasting...
The Station that Delivers the PLUS AUDIENCE!

The Proof:

WSJS delivers higher than national average Hooperating* for 57 out of 61 NBC Commercial programs!

A PLUS AVERAGE of 6.1 Points Per Program!

WSJS share of audience for 5 month period:

- MORNING — 45.2
- AFTERNOON — 50.6
- EVENING — 50.0

*City Hooperating, Fall and Winter, 1948-49

Affiliated with NBC

Represented by Headley-Reed Company
NOW ON THE AIR!

WFBM-TV
INDIANAPOLIS, INDIANA

WFBM-TV is now on the air commercially, furnishing the best in locally produced shows and top network entertainment in television to the dollar-loaded Hoosier market which comprises the heart of the great state of Indiana.

REPRESENTED NATIONALLY
BY THE KATZ AGENCY
KFH IS TOPS IN LOCALLY PRODUCED PROGRAMS. Over $50,000 was spent for this purpose last year and the listening habits of the KFH area have been materially influenced by the uniform excellence of the broadcasts. For example, the sports programs scheduled for this fall include play by play broadcasts of 10 games voted most desirable in the KFH area. A KFH crew of 4 will travel 5500 miles through six states to bring out-of-town games to KFH and KFH-FM listeners. This is only one of the enterprises that make a station great.

All sports events of listener interest are adequately covered by sports editor Larry Stanley and chief announcer, Dave Wilson. These men have a long record of popularity on KFH and KFH-FM; their following is tremendous and their record of achievement for commercial sponsors is an enviable one. Ask any Petry man for evidence.

KFH FOOTBALL SCHEDULE FOR 1949

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<tr>
<th>Date</th>
<th>Opponent</th>
<th>Location</th>
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<td>Sept. 24</td>
<td>Kansas University vs. Colorado</td>
<td>Boulder, Colo.</td>
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<td>Oct. 1</td>
<td>Wichita University vs. Houston</td>
<td>Houston, Texas</td>
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<td>Oct. 8</td>
<td>Bradley University vs. Wichita</td>
<td>Wichita, Kans.</td>
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<td>Oct. 15</td>
<td>Kansas University vs. Oklahoma</td>
<td>Norman, Okla.</td>
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<td>Kansas State College vs. Kansas</td>
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<td>Nov. 5</td>
<td>Kansas University vs. Nebraska</td>
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<td>Oklahoma University vs. Missouri</td>
<td>Columbia, Mo.</td>
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<td>Nov. 19</td>
<td>Missouri University vs. Kansas</td>
<td>Lawrence, Kan.</td>
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<tr>
<td>Nov. 24</td>
<td>Detroit University vs. Wichita</td>
<td>Wichita, Kans.</td>
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</table>

*Thanksgiving Day*
WHEN an agency places an order with KOMA, it's not just "buying time."

Oklahoma City's ONLY 50 kw outlet merchandises, promotes and SELLS for advertisers. That's why KOMA is serving more local and national advertisers than ever before!

Let us or Avery-Knodel give you the complete picture of KOMA, Oklahoma's best buy in radio.

J. J. Bernard
General Manager

Hutchinson K. Fairman, in charge of Sun Oil Co. account, elected vice president of Hewitt, Oglivy, Benson & Mather Inc., New York.

James W. Sykes, vice president and manager of Sawyer-Ferguson-Walls Co., San Francisco, and manager of firm's western operations, resigns June 1 to become classified-display advertising manager of New York Herald Tribune. Mr. Sykes will be succeeded as manager of San Francisco office by Robert R. Kinsley of agency's New York office. No successor as western operations manager has been named.

Jim Christensen, radio-television director of Wolfe-Jickling-Conk Detroit, appointed to radio and television committee of American Assn. of Advertising Agencies.

Will Pascoe, formerly with Lunke-Maudsley & Assoc., Seattle, joins Peason & Morgan Agency, same city, as principal. He will handle production as well as account executive.

Robert R. Caddey Jr., formerly with McCann-Erickson, New York, joins Lennen & Mitchell, same city, as assistant director of research.


Francis X. Brady, account research executive with McCann-Erickson, New York, transfers to agency's Chicago office as research director.

Athol Stewart appointed radio director of Montreal office of Walsh Ad He formerly was with McConnell, Eastman & Co., Montreal, and with CB International Service, Montreal.

Harold M. Gardner resigns as partner of Ross, Gardner & White Adv Los Angeles, to open own agency. His interest was absorbed by two remaining partners, Edward H. Ross and William W. Schweid. Mr. Gardner retains given Mfr. Co. (garbage disposal) account which he handled for the agency. Agency will continue to operate under same name.

Bob Williams, formerly advertising director for Hamel Food Inc., Dallas, joins Ross Sawyer Adv., Los Angeles, as account executive. Before joining food company, Mr. Williams was with Lord & Thomas (now Foote, Cone & Belding), Chicago, as account executive.

Harrison Davis of Fielder, Sorensen & Davis, San Francisco, elected to two-year term as director of National Assn. of Transportation Advertising.

Carl D. Dennis Jr. joins McKim Adv., Montreal, as vice president. If formerly was managing director of Erwin, Wasey of Canada and prior to this he was assistant to president of Cockfield, Brown & Co., Toronto agency.

Keith Babcock resigns as plans director for the Biow Co., San Francisco. No future plans announced.


Phil Wasserman, formerly with Yolen, Ross & Salzman Inc., New York, joins General Promotions, subsidiary of Emil Mogen Adv., New York, as general manager. He will direct publicity and public relations services for agency's clients.


Don Francisco, vice president and director of J. Walter Thompson Co., was given honorary Doctor of Science degree June 5 by his alma mater, Michigan State College.
For just eighty-four cents
WCBS nighttime station breaks
will carry your message into
a thousand tuned-in homes!

2,668,180 DIFFERENT FAMILIES listen, at least once every
two weeks, to the commercials of a seven-nights-a-week WCBS
station break advertiser!** That's only 84¢ per thousand
actual listening families.†

YOU CAN DO AS WELL! WCBS' policy of rotating station
breaks gives every advertiser an equal chance to reach the
greatest number of listeners. (And with WCBS and CBS
programs attracting ever-increasing audiences,
WCBS station breaks become an even better buy.)

FIRST-COME, FIRST-SERVED. Get in touch with WCBS
or Radio Sales right now... and get more information
about one of the biggest bargains in all radio.

*Based on Nielsen Radio Index, January 1949.
†Class A Rate for 1-25 weeks.

New York key station for the Columbia Broadcasting System
EVERYBODY PERFORMS BMI-LICENSED MUSIC

AM FM TV

OVER 14 MILLION BROADCAST PERFORMANCES IN 1948
EVERYWHERE

BMI-LICENSED MUSIC IS USED BY EVERY PERFORMING ARTIST ON EVERY PROGRAM OVER EVERY NETWORK, EVERY LOCAL STATION AND CAFE, NIGHT CLUB AND HOTEL IN THE U.S. AND CANADA and performed by EVERY CONCERT ARTIST, EVERY OPERA COMPANY and EVERY SYMPHONY ORCHESTRA IN THE WORLD
FRANK MORIARTY
Time Buyer,
DANCER-FITZGERALD-SAMPLE, INC.

A 15-year advertising veteran, Frank buys spots and network time for such top accounts as: BAYER ASPIRIN, DR. LYON'S TOOTH POWDER, PHILLIPS' MILK OF MAGNESIA, HALEY'S M.O. ENERGINE SHOE WHITE and several other STERLING DRUG products.

Frank received today from the William G. Rambeau rep a hearty welcome into the Patroon, a certificate of membership and the deed to a tract of land in the heart of the Patroon country.

Re: Spot Rate Finder

EDITOR, BROADCASTING:

... Congratulations upon your initiative and thoughtfulness which prompted this excellent idea [Spot Rate Finder in the 1949 MARKET-BOOK] which should be invaluable to spot radio.

Guy E. Yeldell
Sales Mgr.
KSD St. Louis

EDITOR, BROADCASTING:

Congratulations on your new project, the Spot Rate Finder!

As usual you are undertaking something that is going to be of great benefit to the industry, both from the viewpoint of the stations and the advertisers.

M. Robert Rogers
Gen. Mgr.
WQW Washington, D. C.

Sound View of NAB

EDITOR, BROADCASTING:

May I express congratulations on your editorial entitled "NAB's Dropped Stitches".

I confess to a feeling of depression, not at the record of NAB but at the thinking of many men who are operating heads of broadcasting stations. I have read of resignations because "the little station was getting all the breaks in NAB service"; and of others "because NAB was functioning only for the benefit of the big and powerful station"; and because NAB was performing no worthwhile service for anybody.

None of these reasons is valid nor based on facts. In the many years of NAB operation, the record shows it has done a creditable job, and is now doing a good job in many fields of the broadcasting picture. Certainly not a perfect job — but in my opinion, after five years on the [NAB] board, a better job than average job in the trade association field.

In every growing industry, particularly in every field where change and progress is as fast as it is in the broadcasting industry, there are periodic cycles of change, and adjustment to conform function and administration to the changing conditions.

It is inevitable that there be a lag in accomplishing such a task because trade associations do not operate like private business. The administration and the board have too many diverse interests, and too much unorganized thinking to take into account. It has to be sensitive to the crystallization of this thinking, which takes time.

No other industry I have ever heard of needs a strong, united trade association to guard its very life more than does broadcasting.

The way to get such a strong and potent organization is to stay within its membership and use every influence one has through the at-large and district directors to help achieve this result — not to quit. Too many influential station operators have done that lately. It is the best way I know to effectually sabotage broadcasting at the very time NAB needs support — a time of change, and reorganization of functional aims and operations that can't be accomplished overnight.

There are two ways to meet the immediate problem of trade association future. Scuttle NAB and spawn a flock of little groups based on immediate class interests, competing with one another for influence and efficiency, and opening the lines wide for imirial interests to move in with restrictive actions; or to readjust our present NAB as a going concern — tailored to meet changing conditions.

Quitting is the way to bring about the first way. Staying in there and pitching is the second way and I think far the best.

Campbell Aronson
President
WTAR Norfolk, Va.

‘Business’ Praised

EDITOR, BROADCASTING:

The “Business of Broadcasting” series ... will do much toward augmenting the training and experience of our sales staff.

I shall look forward with a great deal of interest to the remainder of this outstanding series.

Bill Simpson
Commercial Manager
KTMS Santa Barbara
KCOY Santa Maria, Calif.

‘Business’ Series

EDITOR, BROADCASTING:

I have just finished reading an article by Jan Gilbert, radio-television director of Harold Cabot & Co., Boston, in your series entitled “Business of Broadcasting.” [BROADCASTING, May 23.]

I wish to commend both you and Miss Gilbert on the wonderful case she presents in this article ... the "Public Utilities Case" most certainly will play a big part in bringing about closer relationship and understanding between public utilities and the public as a whole.

"Business of Broadcasting" will

(Continued on page 68)

BROADCASTING • Telecasting
Only 18 days left — to save $131.50* on this famous Turntable

This moderately priced transcription turntable has no superior—either in mechanical simplicity or in high-fidelity reproduction.

One heavy-duty synchronous motor provides the drive required for playback and recording. Mechanical filters and spring-clutch assembly completely isolate the platter and the fly-wheel from the motor—and assure even running and smooth starts and stops. A high-quality universal lightweight pick-up, with a diamond-point stylus, provides true reproduction—for either vertical or lateral recordings.

A hinged door on the metal cabinet makes everything easy to get at. There is ample space inside to house booster amplifiers and record-cueing amplifiers. There is also accommodation on top for an RCA 72-D (or 72-DX) Recording Attachment. And you will be able to handle the new records designed to play at 45 rpm—by means of a simple modification kit soon to be made available.

* * *

Save $131.50 on your new 70-D by ordering it under RCA's 90-day "Spot" Plan—before June 30, 1949. Call your RCA Broadcast Sales Engineer for immediate delivery. Or write Department 19 FB, RCA Engineering Products, Camden, New Jersey.

* Reduced price of RCA 70-D Turntable is $498.50, April 1 to June 30, 1949. (Price does not apply outside continental U. S. A.)

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT. CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Telecasting

June 13, 1949 • Page 13
### Iowa Market Data by Counties

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<th>County</th>
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<th>1949 Radio Families 0.0 0.0</th>
<th>Retail Sales 1948, 1,000's 0.0 0.0</th>
<th>Employment Mid-March 1947 0.0 0.0</th>
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### 1949 Broadcasting Marketbook

**Spot Rate Finder**

FOR EVERY COMMERCIAL STATION

A new, easy way to compute the cost of a spot campaign in your market. In one minute, the buyer will get facts he formerly spent days to uncover.

The Spot Rate Finder, devised by Broadcasting in cooperation with the National Assn. of Radio Station Representatives and leading radio buyers, will show: (1) One-time day and night rates for every station (2) Average rates for each market for network stations and for independent stations (3) Average rates by class of market, regions and other geographical divisions.

For the first time the radio buyer will have at his immediate disposal all essential market facts and spot rate figures in one comprehensive volume. The 1949 MARKETBOOK will have a guaranteed circulation of 17,500, with complete coverage of national advertisers and agencies assured. Regular rates and frequency discounts prevail. Advertising deadline is July 15.

---

"RADIO BUYERS SAY..."

"Your 1949 Marketbook with the Spot Rate Finder should surpass your excellent 1948 Marketbook which I still am using."

Jack Purves
N. W. Ayer & Son

"What the doctor ordered... the basic facts that any advertiser needs to select markets."

Burns Lee
Retail Co.

"A genuine service that will be widely used and constantly referred to..." Lillian Selb
Foote, Cone & Belding

"Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years."

Signed,
Richard Grahl
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.
Feature of the Week

Tracing route of the KSTP manhunt flight are (1 to r) Pilot John Becker, Patrolman Senn, Mr. Ulmer, and Stanley E. Hubbard, KSTP president and general manager.

RADIO won citations from law enforcement officials last week for its leading role in a five state manhunt following the killing of a Minneapolis policeman and violations of the Lindbergh Law by three St. Paul men. Calling the honors for the industry was KSTP Minneapolis-St. Paul, 50 kw NBC affiliate, which was directly credited for the surrender of one of the fugitives.

Congratulations from the FBI, sheriffs offices, police and competing stations have been extended to the news departments of KSTP and KSTP-TV for coverage and aid rendered during the search.

The fugitives, Arthur E. Bistrom, his brother Carl, and Allen C. Harrison, all of St. Paul, killed a policeman when interrupted in a burglary of a suburban National Food Co. store June 3. Fourth member of the gang, Gustav Johnson of St. Paul, was seized near the scene.

As the three gunmen eluded police and headed toward North Dakota, KSTP's special events director, Roch Ulmer, picked up the Minneapolis inspector of detectives and flew him to the scene of the search. KSTP reports it also flew a reporter from the Minneapolis Star & Tribune to the scene and (Continued on page 86)

On All Accounts

"MY FATHER was a railroad man and I guess I fell in love with the express stops," said Lloyd (Bucky) Harris, vice president and international director for Grant Adv., as he recounted a radio career that has taken him the equivalent of twice around the world to most of the capitals of the Orient and Latin America.

Born in Thayer, Mo., and educated in several states before entering the U. of Missouri, Mr. Harris had served in that state as newsboy, call boy on a railroad and member of a touring vaudeville team.

After a sedentary interlude at the midwestern college, Mr. Harris muttered his apologies and got off his thesis to follow the main line back to Mississippi as a reporter on the Laurel Daily Leader. From there he moved to the Memphis Commercial Appeal to work on the city desk, later joining the paper's radio station, WMC, as an announcer. He emerged from that operation as manager of the station.

Striking north in 1928, he traveled to Chicago and WIBO, now WJJD. There, functioning out of the station's experimental television outlet, he put on one of the earliest known television shows on June 13, 1933.

When the station left the air, Mr. Harris accepted the invitation of NBC in Chicago to join that network as a producer. His list of credits there include such shows as The National Farm and Home Hour, The Singing Lady, Club Matinee and the original Horace Heidt program.

In 1941 he joined Grant Adv. to launch the international phase of his career as head of the agency's (Continued on page 86)
MADE TO ORDER

-for you
Knox Manning — one of radio’s most successful salesmen—is the new director of KNX’s “Housewives’ Protective League—Sunrise Salute” ...Southern California’s most sales-effective participating program.

Manning is made for the HPL.
For a dozen years, Manning has starred in Los Angeles radio...as an actor, announcer, newsman and story-teller. And result-getting salesman! (Manning sold 128 cars in nine days...increased a shoe manufacturer’s business 50% in one year ...was tagged by a big soap company as “the best salesman we ever had on the air.”)

The HPL is made for Manning.
For more than fourteen years, KNX’s “Housewives’ Protective League—Sunrise Salute” has been ringing up huge sales for advertisers. Because listeners know every word said about HPL-advertised products is true...backed by KNX’s “HPL Testers’ Bureau” (a select panel of Los Angeles housewives who give a tough try-out to every product submitted for HPL approval). And now the program will be even more effective. Because listeners know and respect Manning.

This package is made to order to deliver orders for you. Now more than ever!

The Housewives’ Protective League
The Program that Sponsors the Product
NEWLY elected officers of the Cleveland section of the Institute of Radio Engineers take time out for coffee and donuts as guests of WTAM Cleveland. Participating in the refreshments are (l to r) J. F. Dobosy, radio consulting engineer and new chairman of the Cleveland IRE section; Tom Friedman, chief engineer at WXEL (TV) Cleveland, secretary-treasurer; S. E. Leonard, engineer in charge, WTAM-NBC; J. B. Epperson, chief engineer of WEWS (TV) Cleveland, vice chairman, and F. B. Schramm, patent attorney, retiring chairman of the group.

GATHERED at Richmond, Va., during PGA golf tourney are (l to r) Joe Novak, PGA pres.; Harry Wismer, ABC sports dir.; Jacob Brown of Pepsi-Cola Bottling Co., Richmond, sponsor of Mr. Wismer's ABC show on WRNL Richmond.

INDULGING in a bit of serious conversation during National Restaurant Assn. Atlantic City Convention are Monroe Mendelsohn (l), general manager, WBAB Atlantic City, and Edward R. Murray, CBS commentator sponsored by Campbell Soups.

FOOTBALL games of Mississippi State College for 1949 will be sponsored on WMPS Memphis by Davis Motors, distributor of Jeeps and Jeepsters in the Memphis area. Completing the transaction are (l to r): seated—H. R. Kralstein, vice president and general manager of WMPS, and Walter L. Davis, president of Davis Motors; standing—William Rudner, WMPS merchandising director, and George Faulder, program director of the station. This is first year WMPS has carried entire Miss. State schedule.

LONG TERM affiliation of KVNI Coeur d'Alene, Idaho, with Don Lee Network is arranged by Chet. E. Redell (l), general manager of KVNI, and Pat Campbell, vice president in charge of station relations for Don Lee Network.

A HAPPY event as A. B. Crampton (seated), Stahl-Meyer Inc. adv. mgr., contracts for firm's participating sponsorship of Market Melodies on WJZ-TV New York. Approving are Murray Grabhorn (l), WJZ-TV mgr.; Harold Tueris, Blaker Adv.

BUYING TV spots to sell radios is Charles Kierulff (center), pres. of Kierulff & Co., Los Angeles set dealer, who contracts with Kevin Sweaney (r) and Eugene Overton of KFI-TV Los Angeles for nine participations weekly on KFI-TV.

INSPECTING General Electric's "Daylight" television picture tube plant at Buffalo, N. Y., is Charles E. Wilson, president of the company. General Electric is working "round-the-clock" six days a week at the Buffalo picture tube factory.
$1,000
for "MIKE MYSTERIES"

Convicted of Stealing Audiences, Killing Competition and Beating High Costs

"Mike Mysteries" is a 15-minute "Network Calibre" show (5 times weekly) worth a minimum of $1,000 per program. Yet, it is available to local and regional sponsors at station time plus a small service fee. What a reward for sleuthing sponsors!

DESCRIPTION

"Mike Mysteries" combines murder, mystery and music. Each show includes a 2-minute "Whodunit?" written by Hollywood's ace mystery writer, John Evans. Listeners are held in suspense awaiting the solution until end.

"Mike Mysteries" is a member of the fabulous Lang-Worth gang, including "The Cavalcade of Music," "Emile Cote Glee Club," "Through the Listening Glass" and 14 other programs equally guilty of stealing audiences for over 1,200 advertisers.

Information leading to the capture of "Mike Mysteries" may be had from your local Lang-Worth subscribing station or its representative.

LANG-WORTH
feature programs, inc.
STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.

Network Calibre Programs at Local Station Cost

Agency already handles following Grove products: 4-Way Cold Tablets, Pano Ointment and Suppositories, Grove's Chill tonic, Dr. Porter's Antiseptic Oil, Fitch Ideal Hair tonic and Fitch's dandruff remover shampoo.

Celco Corp. Los Angeles (Crayoffs, crayons that wash off), June 20 starting two week test campaign on three Portland, Ore., stations. Firm will sponsor half-hour daily newspaper of the air show plus one daily chimeset on KON; and daily spots on KGW and KXL. If successful campaign will be extended nationally. Agency: Mayers Co., Los Angeles.

Mitchell Manufacturing Co., Chicago, for its room air conditioner, names James Frankel Co., same city, to handle its TV advertising. Ira L. Morton is account executive. After test spot campaign with films on two Chicago video stations, agency will contemplate national TV.

Wildroot Co. Buffalo, begins television spot announcement campaign to promote their special bargain offer of Wildroot Cream Oil in combination with Wildroot Liquid Cream Shampoo. Twenty second and one minute spots were placed on following stations: WPTZ, WFMJ-TV WCAU-TV, all in Phila-delphia and WSBT, WCBS-TV, WABD-WJZ-TV, all New York. BBDO, New York, is agency.


Scatena York Co., San Francisco distributor for York refrigerator equipment, appoints Hooper, Dietrich & Brown, San Francisco, for campaign that includes TV. John Hooper is account executive.


Network Accounts • • •

Kraft Foods Co., Chicago, through J. Walter Thompson, New York, purchased 10:30-45 a.m. across the board on NBC effective Oct. 3. Company plans to place a daytime serial in that period but property has not been decided upon yet.

Wildroot Co. Buffalo, through BBDO, New York, is moving its Adventures of Sam Spade from its present time Sundays 8-8:30 p.m. on CBS to same time and date on NBC, effective Sept. 25. Thus making the Sunday night, 8-8:30 period available to the Edgar Bergen show on CBS. In effect two shows have switched networks.

Campbell Soup Co., Camden, N. J., through Ward Wheelock Co., Philadelphia, renew sponsorship of Club 15 and Edward R. Murrow with the News on CBS. Renewals effective June 27. Club 15 is aired Mon.-Fri., 7:30-7:45 p.m. and Mr. Murrow is heard on same days, 7:15-8 p.m. News commentator will take eight-week summer hiatus starting July 4, returning Aug. 10.

Fruehauf Trailer Co., Detroit, renews This Changing World on 97 ABC stations effective June 19. Program, aired Sunday 3-3:15 p.m., renewed through Zimmer-Keller Inc., Detroit.

Ronson Art Metal Works Inc., Newark, renews Twenty Questions for fourth year on MBS through Grey Adv., New York. Program aired Saturday, 8-8:30 p.m.

Adpeople • • •

Jack Melvin joins Hunt Foods Inc., Los Angeles, as director of public relations. Prior to this affiliation, Mr. Melvin was publicity director for Foote, Cone & Belding, Hollywood, and before that operated his own public relations firm in that city. New department of food company will be in its executive offices at 3065 Wilshire Blvd.

INDIANAPOLIS

Sales Begin

"At Home with Catherine Daniels"

Talking informally each day with wife announcer Gene Allison

Another important WISH "Personality" featured in our long string of successful shows programmed locally

Local and national advertisers alike can vouch for Catherine Daniels' terrific following...for the amazing sales job she does. Just completing her fourth year, she's become Indianapolis' authority on "things of interest to women." Her loyal audience literally jumps at her suggestions. She produces the kind of advertiser results every radio station dreams of.

WISH

1310 kc INDIANAPOLIS • A-B-C NETWORK

FREE & PETERS, National Representatives
George J. Higgins, General Manager

Page 20  June 15, 1949 BROADCASTING * Telecasting
Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. Only seven tube types — only twenty tubes total.
2. All-metal rectifiers, even in the output stages — no warm-up, no flashover, virtually unlimited life.
3. Supervisory control — more complete than any other transmitter.
4. Minimum floor space — by using only 6 cubicles in transmitter proper.
5. Centralized control — all controls on front panel — motor-driven where necessary.
6. Built-in spares — crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.
In radio as in riding-acts, there are two kinds of dare-devils—the ones who plunge unthinkingly into hazards (and graveyards), and the ones who survive and succeed through practice, experience and Know-How.

In our 23 years of broadcasting to Deep Dixie, we of KWKH have learned more about what it takes to get the audience and advertising results in this region than any station, anywhere. For example, during the nursery season just ended, KWKH sold 14,000 orders of rose bushes at $2.95 per order. KWKH airs its experienced programming with 50,000 watts... gets top Shreveport Hoopers and the greatest BMB audience throughout this four-state area.

Let us send you the proof of what KWKH's experience can do for you. Now?

50,000 Watts · CBS ·

Henry Clay, General Manager
**AVCO REPEAL**

By RUFUS CRATER

FCC'S MUCH PROTESTED Avco Rule on station sales was repealed outright by the Commission last Thursday with a frank concession that it had failed its purpose and often inflicts "severe economic and other hardships" on buyers and sellers.

The repeal, wiping out the auction plan which for almost four years has required that stations up for sale be advertised for competing bids, was made effective immediately. It affects pending as well as future applications. Advertisements already commenced may be discontinued, and if any competing bids are received they will be notification. FCC are no competing bids on file.

The move had not been expected generally, although the Commission had formally proposed to do away with the competing-bid procedure. Since that proposal was linked with a planned revision of procedure on the handling of virtually all major broadcast applications [BROADCASTING, Feb. 28], FCC had not been expected to act on the repeal separately.

The proposed changes in general procedure include a provision to require public advertising of most applications, including sales. Hearing on the overall proposal is slated June 27. If the advertising feature is that it be submitted at least 60 days before the proposed sale is to take effect. The forms are the same ones used heretofore.

The Avco Rule was conceived in — from Sec. 1.321 of FCC Rules and Regulations — the Commission adopted a brief merely specifying the forms on which applications must be filed and stipulating that they be submitted at least 60 days before the proposed sale is to take effect. The forms are the same ones used heretofore.

The Avco Rule was conceived in 1946 as a means of assuring that competition for broadcast licenses would be fair, just and unbiased.

**AVCO REPEAL**

**Avco Repeal**

**Sudden Move Wipes Out Competitive Bidding**

This was to be achieved by the requirement that transfer and assignment applications be advertised locally so that other interested persons might file competing applications offering to match the original bid "on the same terms and conditions." FCC would then approve transfer to the applicant it considered most fit. The plan was put into effect in principle in October 1945 and was formalized with rules the following year.

But it didn't work out as FCC had expected, though broadcasters who fought against its adoption had predicted it would not succeed. FCC conceded as much in its repeal order.

Only a relative handful of applications elicited competing bids; in many cases handled while the rule was in force. In several cases the competing bidders withdrew before the cases came up for decision.

The number of competing bidders who won Commission approval over the original applicants was few. The most noted of these cases was the "transfer" of KMED Medford, Ore.: KMED 'Sale' History

Mrs. W. J. Virgin "sold" KMED to Luther E. Gibson, owner of KHSV Watsonville and KSLI (FM) Salinas, Calif., for $250,000 plus. A group of Medford businessmen filed a competing bid and won FCC approval. But Mrs. Virgin refused to sell, claiming the Medford group's offer was not on the "same terms and conditions" as Mr. Gibson's.

The Medford group ultimately withdrew and FCC granted reinstatement of the original Virgin.

**How's Business? Time Ripe for Sales Punch**

By ROBERT LUCE

MANY AMERICAN businessmen have been holding their fingers in their ears waiting for a crash that hasn't yet been heard. The prevailing sentiment in Washington and elsewhere is that the current downturn in business may get worse; it won't be bad, and it won't last long. Best advice is to take your fingers out of your ears because there isn't going to be a loud crash.

Now one would deny a definite change in the business weather, even though the first six months of 1949 have been good months by any previous standard. Economists have settled on "gradual readjustment" as the best words to describe what is happening. Instead of one all-inclusive 1929-type crash, this readjustment is a series of small, soft bumps as the economy moves from an extremely high level to a new plateau.

The earmarks of this readjustment are, in brief: Change from a scarcity to availability of goods; definite reduction in price level; change from maximum employment to a more normal level of employment; a switch in business and consumer spending psychology from free-spending to cautious shopping.

All our recent experience has been with sudden economic shifts — boom or bust. This kind of gradual change is new and most businessmen still fear that it will snowball into serious depression. This could happen. For instance: If business expenditures for expansion, modernization, inventory and construction were cut to the bone overnight, unemployment would rise instantly, basic industries like steel and railroads would be operating in a depression climate, and the rest of the economy would soon follow. The same applies to consumer spending. Once buyers decide to eliminate all but necessity buying, demand would shrivel in another quarter with equally disastrous results.

Neither of these things has happened. Business expenditures are going ahead, at slightly reduced rates, but even with this small reduction, investment is still at high level. Same is true of consumers. Every analysis of the consumer's position in 1949 shows it to be superior to any previous period in this century. Savings and reserves of bonds are high. Debt is low. Income is high, even though it has dropped off from the peak of December 1948. And if worse comes to worst the NEW Deal, like it or not, has provided the economy with unemployment insurance, price supports, deposit insurance and other safeguards which serve to protect economy from a bust.

Construction activity is still at a high level. Backlog of demand for inexpensive housing is not nearly filled. Industrial and public construction projects are urgently needed to replace or expand facilities that could not be replaced or expanded during war period. (See chart, page 24.)

What kind of climate is this for broadcasters, agency men and their clients? For our money, it's a good, challenging climate. The challenge is one of distribution. Radio and its companion media are essential to the distribution of goods and services which are so (Continued on page 21)
How's Business?

(Continued from page 23)

vital in our economy. And now, the effective use of our best advertising and promotion brains can be a tremendous boost to the economy.

Here's why. Buyers and sellers are now on equal terms. We have a market, neither buyers nor sellers, just a normal market of exchange of goods, services and dollars. Buyers are now showing that same uncertainty, choosiness and care that is the right of any purchaser in his dealings with his retailer. In this kind of situation, the public will read or listen to advertising—will compare prices, services, quality, durability—and then buy. He will get his information from advertising and from salesmen.

Advertising is the catalyst in the transaction. It provides the spark between the need or desire and the final decision to buy.

If the position of the consumer in the United States were different, if he didn't have an income, adequate savings, no amount of advertising could help. But that is not the case. For the first four months of 1949 personal income was at an annual rate of $216.1 billion. This is 4% above $207.5 billion annual rate for the same period last year and 1% below the high of $219.5 billion in the fourth quarter of 1948.

A broadcasting time salesmen should keep this market in front of his clients at every turn. One recent survey shows, for instance, that 94 million refrigerators will be sold this year, 850,000 homes, 1,750,000 washing machines. These are the market facts that media men should emphasize in 1949. Wise advertisers will listen.

Element of Timing Vital

Timing is important. Right now, when demand is weakening here and there in the economy, is the time to move into selling campaign full force. Later on, if incomes are down, unemployment higher and business conditions generally less favorable, twice as much advertising will be needed to sell half the goods that can be sold now. At this moment our economic readjustment is slow enough to permit swift remedial measures—there's a chance to provide a high powered shot in the arm.

Business psychology has an effect on business conditions. A confident approach to this minor readjustment is needed. It has often been said that businessmen, through fear, can produce the very depression they are afraid of. This has been true in past economic crises. By trimming all businessmen accomplish a net reduction in employment, purchasing power and eventually prosperity.

This does not mean that complacency is warranted. Vergil Reed, associate director of research, J. Walter Thompson, New York, said in a recent speech: "Don't fall into complacent error of assuming that you can capture the market of the '50's with

CONSTRUCTION AT HIGH LEVEL

DOLLAR VALUE IN APRIL '49 EQUALS '48

TOTAL CONSTRUCTION

<table>
<thead>
<tr>
<th>YEAR</th>
<th>VALUE</th>
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<td>1923</td>
<td>100</td>
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KATE SMITH

Signs $5 Million Pact With ABC

Contract for an undisclosed length of time was signed last week by ABC and Ted Collins, Songstress Kate Smith's manager, covering what the network claims is "the greatest talent cost and network time package for prime evening hours in radio's history." The talent cost, it was understood, would amount to $5 million should the pact run its length. The two-hour program, to start July 4, is scheduled for Monday, 9-11 p.m., and time costs are in addition to the talent figure.

The program, Kate Smith's Music Room, will follow the disc jockey format, with Miss Smith and Mr. Collins supplying comment and eventually turn over to the performers. The program will be broadcast in New York, sponsored by the ABC Bride and Groom series (Mon.-Fri., 9-11 p.m.), to be sponsored by the ABC Bride and Groom series, and will be co-sponsored by ABC affiliated stations.

ABC SALES

New Contracts Total $2 Million

WITH the signing of three contracts representing $2 million worth of gross time charges, ABC last week noted a sharp increase in sponsored radio activity. Two new advertisers, Brumner-Ritter Co., New York (Brenton cachet bands), and the Suremark Co., Newark (cathodic), have signed 52-week contracts with the network covering five-quarter-hours of nighttime programing, to start early in September.

In addition, Sterling Drug Inc., New York, sponsor of the ABC Bride and Groom series (Mon.-Fri., 2:30-3 p.m.), has signed an added 52-week contract effective June 7, to sponsor the Tuesday and Thursday broadcasts of the network's My True Story program, 10-10:25 a.m. That show is sponsored on Monday, Wednesday and Friday by Roy, McCull & Libby, Chicago, and on Tuesday, Wednesday and Friday, Boston, and New York, by the Sterling Drug agency for the contract is Dancer-Fitzgerald-gerald-Sample Inc., New York.

The Breton watch band program, details of which will be announced at a later date, will be a half-hour audience participation show, to start Sunday, Sept. 4, and be presented weekly at 9:30 p.m. over 197 ABC stations.

CBS Signs BMB Waiver

CBS last week sent BMB waivers of the 90-day cancellation privileges on its contracts covering the nationwide CBS network, the Columbia Pacific Network and the six CBS O&O stations. BMB now has waivers from 410 stations, three regional and three national networks.

ZIV, LOMBARDO

Sign Long-Term Contract

FREDERIC W. ZIV Co., New York and Cincinnati, transcription package producers that businessmen, announced the signing of Guy Lombardo to a long-term contract.

A new series of shows will follow the opening of the Guy Lombardo Show now aired on 273 stations with over 125 sponsors across the country. Production of the open end transcriptions will commence June 21.

The contract, to open at least through 1952, with options to follow, involves more than a half-million dollars, a Ziv spokesman said. The price includes production cost, as well as Mr. Lombardo's share, and covers the year 1952. The money represents a substantial increase over Mr. Lombardo's previous contract, and Ziv was said to be planning an additional television deal with Mr. Lombardo.

CTV Signs WJBW Waiver

CBS last week sent BMB waivers of the 90-day cancellation privileges on its contracts covering the nationwide CBS network, the Columbia Pacific Network and the six CBS O&O stations. BMB now has waivers from 410 stations, three regional and three national networks.

Miss Smith

To Continue Present Shows

Miss Smith's two Mutual Shows, Kate Smith Speaks and Kate Smith Sings, heard Mon.-Fri., 12 noon to 12:15 p.m., and 12:15 p.m. to 12:30 p.m., respectively, will continue to be heard on that network.

Features Lindlahr

The Serutan program will present Victor Lindlahr, nutrition expert, who will be heard on other series on Monday, Tuesday and Thursday, 7-7:30 p.m., starting Sept. 5. Roy S. Durstine is the agency and the program will be heard over an initial group of 57 ABC stations.

ABC also reported gains in advertisers for its cooperatively sponsored programs together with an 11% increase in national spot billings on WJZ New York, the network's key outlet, for the first four months of this year as compared with a year ago. The station also showed a 19% increase in new business in April over April 1948.

At the close of May 1949, the greatest gains in ABC cooperatives were shown by Headline Edition, up 7% for American Town Meeting, up 5%, and Elmer Davis and Martin Agronsky, up 2% and 1% respectively.

Breakdown by industrial classification for the May reports showed that dairies gained 272%, household appliances 165%, building supplies 85%, newspaper advertisers 33%.
BALTMore ‘GAG’ LIFTED

Court Affirms Free Speech

THE STATE of Maryland last week joined the other 47 states in granting basic rights of free speech to radio stations and newspapers.

Reversal by the Maryland Court of Appeals of a lower court ruling which had upheld the state’s “Baltimore Gag” [Broadcasting, Jan. 31] served to dispel the pall of censorship which has hung over the broadcasting industry for nearly a decade.

Removal of the gag brought comments of approval from Baltimore broadcasters, who were cited last July for their part in broadcasting factual news about the state’s courts. “We had broadcast factual matter about an indicted criminal on the basis of statements by police officials,” the reversal also was hailed by NAB as another victory in its battle to protect radio’s rights of free speech and by newspaper interests which had joined broadcasters in fighting the gag.

Chance of Appeal

Chance of an appeal by the state to the Supreme Court still remained at the weekend, with officials stating they had not yet made up their minds about taking the ruling to the highest tribunal.

The appellate court’s action reversed contempt citations against WCBM, WITF and WBFR Baltimore, along with James P. Connolly, former news editor of WITF. WBFR Baltimore had filed a separate appeal after a separate trial, but Judge Charles Markell, in dissenting from the appellate court’s 5-1 decision, pointed out that the majority decision applies also to WBAL. WSDI, in suburban Essex, had been cited originally but had been freed of the contempt charge in the lower court. Opposing the decision by Judge John B. Gray Jr., Judge Gray had handed down the decision supporting the contempt citations of the Supreme Court.

In deciding the case, the majority supported the claim of broadcasters that the Baltimore court’s gag, Rule 904, violates the U. S. Supreme Court’s position on constitutional guarantees of free speech. It held these guarantees apply to radio just as they apply to newspapers.

Judge William L. Henderson, who wrote the majority opinion, held that the lower court improperly supported the old English common law doctrine of contempt (reasonable tendency) in the face of the U. S. Supreme Court test that a clear and present danger must exist. In this case, he wrote, the broadcasters were not even able to create a clear and present danger.

Proof Not Made

The lower court had held that the defendant was prevented from obtaining an impartial jury because of the broadcasts. The appellate court pointed out that the state had not proved this, and that testimony of the defendant’s lawyer about inability to obtain an impartial jury amounted only “to conclusions of the witness and not statements of fact.”

Claim of broadcasters and others who took part in the legal proceedings that they had been denied the right to counsel was upheld. The appellate court pointed to a practice where “the right to counsel may be denied for the inherent power of a court to punish by contempt.”

In citing U. S. Supreme Court precedents, the court ruled that Federal Communications Commission regulations are supreme as against laws of the state. It added that First Amendment guarantees of free speech and free press are implicit in the concept of due process of law and made applicable to the states in the Fourteenth Amendment. Then the court wrote, “We assume that the majority of state courts extend to radio broadcasts.”

The rule of exclusion prior to verdict, which affects covering previous behavior of a plaintiff as well as conclusions and similar matter, “remains a rule of evidence, not a constitutional right,” the court held.

“Trials cannot be held in a vacuum, hermetically sealed against any other state’s or federal laws,” the opinion said. “If a mere disclosure of the general nature of the evidence relied upon would vitiate a subsequent proceeding, we would order a new trial.”

“We find no direct evidence of prejudice in the community because of the broadcast information.”

The court wound up with this statement: “We have no intention of interfering with the high motives of the Maryland Bench and Bar in attempting to keep the stream of justice undefiled by the pernicious and dangerous influence of the press, but we are concerned about the danger that mere disclosure of the evidence may so cloud the issue as to prejudice a fair trial.”

“None of this is said to preclude the Justices of the State of Maryland from undertaking to restrain the broadcasts themselves, as may seem proper to the Justices of the State. We do not suggest that the court lack the power to discipline officials who are a part of the administration of justice. The question whether they can now deal with the radio stations or the press in cases where the statements are inflammatory, false or designed to intimidate is not before us. We simply hold that upon this record the claim for interference was not made.”

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The court took the position that a rule “that would condemn the publication of statements made by responsible officials, but condone the publication of similar statements from other sources, would be illogical, if not fatally discriminatory.”

Judge Gray had held in the lower court that one section (E) of Rule 904 was a road as violating the constitutional safeguards of freedom of the press. It covered “the publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any matter to interfere with...” (Continued on page 68)

FCC RESHOUFFLE? 

McFarland Opposition Slim

OPPOSITION to the McFarland Bill to reorganize FCC and revise its hearing and appellate procedure [Broadcasting, June 6] was virtually nonexistent last week as preparations were made for hearings Thursday and Friday (June 16-17) before the Senate Communications Subcommittee.

The lineup of witnesses will not be completed until this week, but spokesmen for the subcommittee said FCC, NAB, the Federal Com- munications Bar Assn. and the communications bar had indicated plans to offer testimony. Representatives of at least some of the other networks also are expected to appear.

It was conceded that objections probably would be raised on some points and that revisions of parts would be proposed. But no overall opposition was evident in industry circles, and the major portions of the bill were reported also to have the approval of FCC.

Congressional observers said lack of opposition as the measure’s only chance of passage this session, in view of the backlog of urgent legislation in both House and Senate.

Sen. Ernest W. McFarland (D-Ariz.), author of the bill (S 753) and chairman of the Senate Interstate and Foreign Commerce Committee, holds hearings on it, emphasized that it is designed to correct administrative, appellate and procedural practices that have long been a complaint against FCC action on broadcast cases. It contains nothing on such policy questions as clear channels, power over 50 kw and program regulation which have produced so much controversy in past legislation.

“The Committee hopes to have the cooperation of the industry and the Commission in keeping its hearings brief will be a real object of getting this legislation enacted in this session of Congress,” Sen. McFarland said.

“There is unanimous agreement in the Senate that the reorganization of the Commission is urgently necessary. Many Commissioners approve an internal reorganization, but differences of opinion have made it difficult for the Commission itself to work out a reorganization.”

The report cleared that his subcommittee also intends to keep “an eagle eye” on FCC’s general broadcasting, television and other licensing practices.

He also served notice that he felt government agencies “have no more right to frequencies without an impartial examination and justification of their need that does a private licensee.” In this he was sure to have the support of broadcasters as well as other private owned communications interests. He have complained frequently against “commandeering” of channels by government. Sen. McFarland noted that each of the armed services would like to have its own communications system but had said that for peace time he favored a single system for all three.

Sen. McFarland’s subcommittee is composed of Sens. Edwin C. Johnson (D-Col.), chairman of the full Interstate & Foreign Com- mercial Committee; Estes Kefauver (D-Tenn.), Charles W. Tobey (R-N.H.) and Homer E. Capehart (R-Ind.).

FCC Comm. Rosel H. Hyde, as acting chairman is expected to represent the Committee at the McFarland Bill hearings. The views of the ABA, which regards the measure as a great improvement and which has advocated many of the ideas it expresses, are to be presented by Don Petey, general counsel, and perhaps other officers. Executive Vice President Joseph H. Ream is slated to appear for CBS.

The Federal Communications Bar Assn’s representative had not been designated, but it was assumed that President Guilford S. Jameson or a member of the FCBA legislative committee would appear. Bar members have been active in advancing many of the provisions contained in the bill.

Several independently owned stations are known to have written the committee recommending the measure, but it was not known whether any would send a representative to testify.

Legislative authorities felt that letters from private broadcasters to their Congressional delegations,

(Continued on page 70)
by Frank Silvernail
Chief Timebuyer
Batten, Barton, Durstine & Osborn, New York

What data do agencies and advertisers need from stations to get business? How can stations get more local or national business? How does the future of spot look?

There are no pat answers. We can supply guideposts only. To do any forecasting, or to be optimistic about the future of all stations and their chances of getting a lot of business just by following a few simple rules laid down by any one person is a responsibility I do not care to take on.

I don't know, and nobody can guess, what the future of spot will be. Our overall spot business is big as ever, and we see no indication of it slipping off.

We hear complaints from some old-time buyers that isn't what it was a year or two ago, and some newer sta-

lished, and that now, only four years later the number has more than doubled. But we listen carefully to look at it in terms of smaller areas.

Some station people who can call upon us for some of the new ones—seem to think that an advertising budget is a horn of plenty poured out by caprice. Even though we have more than doubled and FM stations are springing up right and left, they think all the miserly timebuyer has to do is to tip the horn up a little more and shower out enough dollars to go around to everybody who has a station available.

Industry Expansion Rapid
Believe me, that isn't true. Budgets can't possibly grow as fast, as the industry is expanding. We have to have a good sound reason for recommending any new station and only then do I listen to indicate at the same time what station we recommend cancelling or cutting back to pay for that advertisement.

We have a lot to sell just as hard as you do. Maybe harder. Because all you have to sell us is an idea, but we have to convince the man who actually has the money, and we must look to you to give us material to help us. It may be a surprise to some of you to learn that we don't have carte blanche to scatter the advertiser's money.

We have to work from formal estimates and have to show why we believe our recommendations are right.

My next point deals with what the advertiser and the agency need to know about the station, and what the station needs to do to gain acceptance.

First of all, we buy on a basis of facts. The stations that pay just as a newspaper or magazine is bought on a cost per thousand readers, or an outdoor panel is bought on a basis of viewers. So we have to know how many radio homes are in your coverage area—how many listeners you can deliver.

1. We need maps—maps that tell where people do listen, not where they could if they wanted to. Best of all is a BBC type map, and next best is a mail map, that shows county by county what proportion of radio homes actually listen at some time per day.

We don't want them made from replies to special giveaways either—we want maps that we can supply to the advertiser, with confidence that no local dealer is going to jeer at them.

Don't try to exaggerate your coverage, for two reasons. For one thing, the local dealer and distributors always whine, and for the other thing how do you know that we're not trying to push people to waste circulation, and looking for conservative urban coverage? Maybe you fit your local trading area better than you think.

2. We need listening information. We want evidence that a station has built its own audience, and is not being overwhelmed by some big outside powerhouse. Maybe you can prove it merely by the list of local or national accounts you are already carrying.

3. One of the best pieces of evidence you can provide is to show that you do a good job is your list of local advertisers. In some ways, it is more important than your national list, because the local advertiser has to get immediate business from his radio advertising or he can't keep going with it.

4. We want to know what kind of programming you do to build a local audience—what you do about local news as compared with national—that special farm, home economics, or other special programs you build. And do you use live talent, or program with records, or library services? And what kinds of talent shows do you have that might be sponsored?

5. We want to know, too, what kind of promotion you will do for our client. How do you publicize the programs you carry? Do you use car cards, newspapers, posters, movie trailers, direct mail or similar devices to tell your local retailers posted on the products you are carrying? Do you give the druggists lists of your drug products, and the grocers lists of your food advertisers? Do you encourage them to put up store displays of products for which you are carrying special campaigns? Can you hold out the bait of getting local distribution for products that use your station?

In brief, we want any information you can give us—and you'd better see that your station representative has it available too—that will help the advertiser or the timebuyer make an intelligent breakdown of the advantage of a particular station, or program, or time spot for a particular client.

We love BBC and Hooper, and Conlon, and The Pulse, and Sales Management market ratings, and we use every source of information we can get to hold on to coverage, circulation, per cent of audience and sets in certain areas, and market share. We use any available percentages by age, sex or income levels for specific programs or times of day, to help to tailor-make a campaign to the client's needs.

I'm self-conscious about my comment about stations increasing faster than national budgets have.

Broadcasting tells me that in 1945, 4 AM stations folded, 49 got their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM stations have folded or given back their permits, and 96 FM stations have quit.

Need Proper Management
Probably, with proper management, that never needed to happen. Maybe they were counting too heavily on national advertisers, and not being aggressive or intelligent enough about local clients. That is foolish, for it is axiomatic that a station is safe unless at least 35% of its income comes from local business. Actually, in 1948, Broadcasting estimates that $103 million, or 40% of all time sales, was local, and only $59 million, or 24.7% was national and regional non-network.

The average national campaign seldom reaches down through more than the top 60 or 70 markets, except stories. We say: a saturation campaign is being put on (which can only last for a few weeks at most), or when a network show shows the stations and needs special coverage reinforcement. It is tough business for a $250 watt to
AGENCIES should assume a greater financial interest in the advertising research of the radio industry, Gordon A. Hughes, manager of market analysis of General Mills, believes.

Addressing an Assn. of National Advertisers regional meeting Wednesday in Chicago, Mr. Hughes revealed that General Mills "constantly is urging more financial investment in advertising research and other areas" of the industry.

"The department makes sure that all of the interests of the General Mills agencies are covered insofar as the particular problem is concerned, and that the plan conforms with accepted research procedures and findings.

"If approved, the plan is returned to the agency for completion, but the final report must clear through General Mills market analysis department before reaching the operating department for which the work was done. This assures each department that the research findings submitted to it are accurate in all matters of procedure and interpretation, Mr. Hughes explained.

Study of Agency Research
Mr. Hughes disclosed that a study of 315 agencies shows 225 with research operations of one kind or another. A total of 142 charge a fee for their research function. He noted that while 62 of the agencies are doing less than $250,000 billing each year, a fee for their research activities, only three of the 12 agencies doing more than $3 million a year charge a fee, implying that billings over $2 million tend to support a broader agency service program.

He cited another study showing that 60% of the companies with marketing research departments spend less than 10% of their appropriations through their advertising agencies.

Another speaker was George Brown, sales promotion manager of the Arvey Corp., manufacturer of point-of-sale merchandising aids. He emphasized the importance of repetition of trade names in advertising. While referring chiefly to store displays, he has caused spot radio advertisers to nod approval. Less than 20% of the people hearing a name repeated five times can remember it, he said.

After ten repeats, 40% will remember it, but not until it is repeated 87 times will 97% of the people remember it. He added that after seven days, 90% will have forgotten the name.

Walter H. Lowy, advertising manager of the Formfit Co., urged use of one advertising line instead of scattering several themes around. He listed as basic factors of good advertising "continuity, timing, coordination, repetition."

Co-op Ads Supported
Vigorously supporting cooperative advertising, he pointed to a sharp increase in the number of its converts in the past two and a half years.

"Cooperative advertising should be the spearhead of your selling program," he said. "It provides a measure of impact that sells figures alone do not give."

ROYALTY PAYMENTS to the American Federation of Musicians by broadcasters were ruled out by some other than those who believe in the union's president, at the 52nd Annual Convention of the union in San Francisco last week. The fiery little president demanded the union "had neither the economic nor legal power" to enforce such a demand.

The proposal to which Mr. Petrillo objected was introduced at the convention and also included demands for royalties from the movie and juke box industries, but Mr. Petrillo discouraged any such action. He said, "I could pull the musicians out of Hollywood studios today, if you say so, but the studios have so much money, that the boxers wouldn't care if we ever went back. It would just mean the loss of another 600 jobs for musicians."

Further, he said he knows of no legal way to force royalty payments from the radio or juke box industries unless new and helpful legislation was passed by Congress.

His remarks were in answer to a proposal by Samuel R. Rosenbaum, New York lawyer and independent trustee of the union's transcription and recording fund.

Mr. Rosenbaum told the convention the APM should demand royalty payments from the movie, radio and juke box industries to help support the fund.

The fund is designed to keep union musicians employed through the production of free public concerts.

At present, Mr. Rosenbaum said, fund receives $1,500,000 annually from royalty payments on record sales and that amount is "wholly insufficient" to care for musicians unemployed as a result of competition from "mechanized music."

Expansion Possibilities
The fund could be greatly expanded, he said, if radio, movies and juke boxes were forced to pay more for the canned music they use.

Mr. Petrillo said he agreed with intent and purpose of the proposal but believed it was impractical.

Radio unions were mentioned briefly by Mr. Petrillo in his opening day speech. He accused AFRA, along with the American Federation of Variety Artists, Screen Actors Guild and the American Guild of Musical Artists, of wanting "to muscle in on the APM."

"And believe me, brother," he said, "if they know what's good for them they'd better back up."

But other unions and brief mention, the broadcasting industry was the forgotten segment of the musical industry at the convention. Asked about the APM's attitude toward TV at a news conference on his arrival in the Bay City, Mr. Petrillo remarked only that "relations were fine." His union, he said, is interested in seeing TV develop both as a new American industry and as a new source of employment for musicians.

It was this interest, he said, that caused the APM to allow contracts calling for a sub-standard wage scale for musicians engaged in TV work. "We're interested in helping the medium grow," he said. "But when television begins to make money we will demand the same wages as are demanded of other industries."

When queried on the subject other union leaders at the convention said an even higher wage scale may be demanded of television when the industry becomes established. They indicated that the (Continued on page 88)

AN A

AGENCIES Should Invest More—Hughes

"Its GM believes."

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MULLEN
FRANK E. MULLEN'S contract as president of the G. A. Richards' stations—WRJ Detroit, WGAR Cleveland, and KMPC Los Angeles—has been cancelled effective July 1, FCC was notified last Friday.

Under the agreements filed with year's salary of $75,000 for the en-
muevance of Mr. Mullen an additional $75,000 if NBC affiliates KMPC before Aug. 1, 1952, and if control of the station is still in the hands of Mr. Richards, his trustees, or executors. Earle C. Anthony's KFI now has the NBC affiliation in Los Angeles.

Mr. Mullen, former executive vice president of NBC, will retain the 15% interest in KMPC which he held for $54,787 a few weeks ago [Broad-casting, June 6]. It was understood. He was reported undecided on fu-
ture plans, but will move his family from his present home in Los An-
gelos to his home in Westport, Conn., for the summer.

There was no indication as to his successor as head of the Richards' stations, a post he has held for the past year. There was some specula-
tion that none might be named, at least for the present. This view

Contract With Richards' Stations Cancelled

stemmed partially from the fact that Mr. Richards, whose radio news policies are under FCC in-
vestigation, has pending an application to transfer control of all three stations to a group of three

trustees.

Two agreements were filed with FCC, through the Washington law office of former Sen. Burton K. Wheeler. One was a contract be-
tween Messrs. Mullen and Richards canceling the agreement under which Mr. Mullen became president of the stations. Each of the three

outlets is to pay Mr. Mullen $12,500 on July 1 and an additional $12,500 on Jan. 1, 1950.

KMPC Contract

The second paper, relating to af-
filation of KMPC, Is in the form of a letter from Mr. Mullen to KMPC and signed as a contract by Robert O. Reynolds, KMPC general man-
ger. It provides for payment to Mr. Mullen of $75,000 in three in-

stalments if the station is affiliated with NBC before August 1952 and if the Richards' interests or trus-
tees still control the station.

FCC ACTIONS

GRANTS for three new AM stations plus a proposed trans-
casting looking toward another new AM station were issued by FCC last week. Authori-
zations also were announced to two commercial radio clients, including WGL Fort
Wayne, Ind.; KYIC Victoria, Tex., and WKTY LaCrosse, Wis. Authorizations for two commercial FM stations were announced, and deletions of seven FM authorizations were reported. Details of these Authorizations are car-
ried in FCC Roundup, page 62.

Industrial Surveys

The diary method is used by Indus-
trial Surveys, 255 N. Michigan Blvd., Chicago under its new program, to mea-
surements of AM program ratings, homes per dollar, total audience, audience flow, product sales related to program ratings. The program ratings are measured in terms of families listening to the individual program, measured the first week in each month.

Sample covers 765 counties, 4,700 families, with breakdowns into male-female, ages, income, educational level and other general categories. Firm also provides na-
tional ratings on all listings. These measurements are continuous. Reports on audience are issued quar-
terly, and the breakdown of product sales related to audience in an annual. Harper Boyd is in charge of radio research, and a branch office is maintained in New York under the direction of Donald Cobell, 209 Madison Ave.

Jay & Graham Research Organization

A new television research firm, Jay & Graham Research Organization, 64 E. Jackson Blvd., Chicago, now issues reports for New York, Chicago and Los Angeles, and plans to extend to Boston, Balti-
more, Washington, Detroit, St. Louis, Cleveland, Toledo, Pitts-
burgh and Philadelphia by Oct. 1.

Measurements include program ratings, set usage, share of au-
dience, audio-visual presentation, audience composition by sex and age, clarity of reception, rating of commercial presentation and con-
tent, program, perception experience with sponsoring prod-
cut (relevancy and frequency), and flow of audience from TV to AM and vice versa. These reports are issued monthly.

Jay & Graham use the diary technique in panels of TV set own-
ing homes. The sample is 450 in Chicago, 600 in New York, 500 in

(Continued on page 64)
FCC's RIGHT to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications was affirmed last week on an 8-0 vote by the U. S. Supreme Court.

The decision, handed down Monday in the so-called WJR daytime-skywave case, reversed a lower court's ruling which threatened to revolutionize the hearing procedures not only of the Commission but of other government agencies as well [BROADCASTING, Oct. 11, 1948].

The opinion also ran counter to that portion of the lower court's earlier opinion in the Wilson case which held that FCC must hear argument on the sufficiency of any allegations that a licensee files in support of its claim of interference or dismissing the pleading in which they are contained [BROADCASTING, April 19, 1948].

The Wilson case, however, differed from the WJR proceeding in that the interference occurred inside rather than outside the protected contour. The Wilson case decision was not appealed by FCC.

In the WJR case the Supreme Court held:...

The case turned on WJR, Detroit's claim that harmful interference, outside its normally protected contour, would be inflicted by FCC's 1946 non-hearing grant of the WPBS Tarboro, N. C., authorization. The decision of the FCC to turn over WJR's 760 kc 1-A clear channel to the Court of Appeals for the District of Columbia had taken FCC to task, ruling in effect that Constitutional due process entitles the

protesting station to oral argument on any question of law that may be raised.

The Supreme Court reversed this ruling in a 19-page opinion by Justice Wylie Rutledge. It did not, however, take the position that the interference to WJR, occurring outside WJR's protected contour, is actually "objectionable" and in effect results in indirect modification of WJR's license. The opinion was sent back to the appeals court for a decision. Upon this decision will depend (1) WJR's status as a "party" and (2) its right to appeal.

The Court held:

Congress, we think, has committed to the Commission's discretion at terms of Secs. 312(b) and 154(f) of the Communications Act, the questions whether and under what circumstances it will allow or require, at the request of an aggrieved party except where the Act itself expressly requires it. Congress has required oral argument in proceedings where the order has been heard initially before a examiner. Where such a requirement was met by Sec. 312(b) (1), the commission must begin its inquiry by examining the record and statement of grounds for any proposed oral modification. Before the court may act on an order it must: (1) give the respondent notice that it has the right to oral argument; it may modify the order only if it finds that the party has failed to meet by its own showing an outstanding license to be modified. (2) the court is still of the opinion that the change proposed would be harmful interference to the use of power above 30,000 kw. It is the court's opinion that the change proposed would be harmful interference to the use of power above 30,000 kw.

While the Court's decision was not influenced by the fact that courts as well as administrative agencies would be widely affected if the lower court's philosophy on this type of proceeding were to be allowed to stand. Rather, the Court said, "it is enough to say that the due process of law, as conceived by the Fifth Amendment, has never been cast in so rigid and all-inclusive form."

WJR REVERSAL

FCC Discretion Upheld

Mr. Gray

GORDON GRAY

Appointed Army Secretary

GORDON GRAY, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C., which owns and operates WJ-S, Winston-Salem, the Winston-Salem Journal and Times City Sentinel, and owner of WMIT (FM) Winston-Salem, was appointed Secretary of the Army last Tuesday by President Eisenhower. His appointment was unanimously approved by the Senate Armed Services Committee and was sent to the Senate Thursday for confirmation, which was believed to be assured.

Mr. Gray, who was appointed Assistant Secretary of the Army in 1947 and Undersecretary last month (May 28), succeeds Kenneth C. Royall, who resigned several weeks ago. Mr. Gray has served as acting secretary since Mr. Royall's resignation.

Gray, 45-year-old broadcasterpublisher enlisted in the Army in 1942 as a private and was demobilized in 1945 as a captain. He served overseas as a junior officer at Gen. Omar Bradley's 12th Army Group Headquarters.

Mr. Gray was born in Baltimore although his family has long been established in North Carolina. His father, the late Bowman Gray, was president and chairman of the board of R. J. Reynolds Tobacco Co. Young Mr. Gray was graduated from the University of North Carolina in 1930 and received his law degree at Yale.

After a few years practicing law in New York and Winston-Salem, Mr. Gray took over the Piedmont Publishing Co. in 1937. He was elected to the North Carolina State Senate in 1939 and served until he joined the Army in 1942. He has been active in industry affairs, serving on NAB committee.

Former Secretary Royall, who is part owner of WGBR and WEQR (FM) Goldboro, N. C., has returned to private law practice.

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PUBLIC SERVICE

Ad Proposal Hit in Calif.

PROTEST has been made to Atty. Gen. Fred N. Howser of California over a proposal to buy newspaper space to advertise a public service transcription series he has submitted to the California legislature.

The series is titled The Attorney General Speaks. Mr. Howser would underwrite the cost of newspaper advertising, to consist of three-inch one-column space, to be run just prior to the broadcast.

In a typical reply to the Attorney General, Jack R. Wagner, manager of KSYS Yreka, Calif., held that "paradoxical that the same people and organizations who take advantage of radio's public service policy look to newspapers whenever there is money to be spent."

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WIP'S GRAY

Heads New All-Radio Presentation Unit

GORDON GRAY, vice president of WIP Philadelphia, was elected president of the Presentation Committee Inc., at an organizational meeting Wednesday in New York.

The meeting was called after informal assurances from the government that it would not be considered a taxável commitment.

New officers of the committee, which has been incorporated in New York state, are Mr. Gray, president; Victor Ratner, vice president and treasurer. Maurice Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Kreuger, commercial manager of WTAG Worcester, Mass., treasurer, and Eugene Thomas, manager of WOIC (TV), Washington, assistant treasurer.

Nine directors to serve varying terms also were elected. Mears Gray, Ratner and Mitchell were reelected to three-year terms. Mr. Kreuger, Lewis W. Avery of Avery Knodell, station representative, and Ralph Weil, general manager of WOV New York, serve on the committee for two-year terms. Ivan Kenway, ABC vice president; George W. Wallace, NBC television and network sales promotion manager, and

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Mr. Gray
NEW L&M SHOW
Starts Sept. 8; Stars Como

DIRECTED by Wally K. May (Chesterfield cigarettes), New York, will sponsor a musical show on Thursday, 10:30 p.m., on NBC. The advertiser will drop its five-time weekly Chesterfield Supper Club, 7-8 p.m., which currently features Perry Como three times weekly and Jo Stafford and Peggy Lee on the other nights. It is known that the new half-hour show will be built around Perry Como. Actual format has not yet been revealed. Newell-Emmett Co., New York, is the agency.

Meanwhile, the five-hour weekly show on NBC dropped by Chesterfield are being considered by American Tobacco Co. (Lucky Strike cigarettes) through its agency BBDO, New York. No show has yet been decided upon.

MacDONALD, STANTON
Named To AMA Posts

JOHN H. MACDONALD, NBC administrative vice president in charge of finance, has been elected a vice president of the American Management Assn. Mr. MacDonald, a member of the association for more than 20 years, will be in charge of finance and personnel division. His activities in the association are in addition to his NBC duties.

Elected were: Frank Stanto, CBS president, named to the board of directors for a term ending in 1982; D. Donald, president, Syndicated Electric Products Inc., New York, chairman of the AMA executive committee; Russell N. Gallagher, manager, insurance department, Phileo Corp., vice president of the AMA insurance division, Keith S. McHugh, vice president of AT&T, re-elected vice president at large of the management association.

Richard Elected

MELVIN J. RICHARD, commentator on WINZ Miami Beach, Fla., last week was re-elected president of the Miami Beach City Council. Mr. Richard conducted his campaign almost exclusively with radio, according to Jonas Weingrod, president of AM. The newly elected councilman broadcast a 15-minute program on WINZ every night for 30 days before the election. He received 5,409 votes, putting him in 11th place. The votes of the top man in the council race, Mr. Weingrad, said.

ENGINEERING BOARD
To Advise FCC Suggested

ESTABLISHMENT of a board of engineers to advise FCC on the adequacy and objectivity of engineering evidence presented to the Commission was urged last week by Raymond M. Wilmotte, Washington radio consulting engineer.

Such a board would be composed of private engineers. Its duties would not involve matters of policy or the direction of the search for engineering evidence. Rather, he said:

[It] would review such evidence to determine if the conclusions or testimony of the expert is whether all engineering factors were properly presented and summarized; whether engineering opinion was backed by sufficient objective evidence or was merely a form of wishful thinking; whether the accuracy claimed for estimates or measurements is reasonable. In other words, it would fill in the gaps between the whole truth as known today, and merely some of the truth to which the presentations are often limited.

Work on Committee

Mr. Wilmotte's recommendation grew out of his experience on the so-called Ad Hoc Committee which prepared the technical reports on television that were released last week (see story page 38). Work on the committee was "a real pleasure," he declared, adding: "It would be a wonderful achievement if engineering presentations at FCC hearings could attain the objectivity that existed within the Ad Hoc Committee." He continued:

There is no doubt that much administrative time and operators' money is expended at hearings and associated activities which are centered on details and the analysis of engineering quantities, the effect of which to the operator and to the public is absolutely negligible.

It is also clear that the government regulations and the operation of radio stations down to many minute details. The degree to which delicate operation are written out makes one wonder whether the Commission reads the industry as slightly furtively or on the borderline of mild insanity. But, of course, that is not the Commission's point of view. The Commission distrusts the industry and that distrust has been reflected in over-strict and over-detailed rules.

There would be considerable saving in administrative cost if these rules were simplified, and if a proper sense of balance were injected in the accuracy of the engineering factors used.

He said the work of an engineering board such as he proposed "would not infringe on the work of the Engineering Division of the FCC, which has not only to evaluate engineering testimony but also present evidence, make rules, and make recommendations on policy."

Mr. Wilmotte continued:

There are in this country many good and unbiased engineers who could act conscientiously on such a board. And I believe that they would be willing to serve, for they need not all be full-time. All they would be required to do would be to consider important cases, and cases that are particularly bad and need special attention.

In such a board, the near ideal engineering atmosphere that was present in the Ad Hoc Committee could be maintained and the Commission could there be a place of engineering truth and a protection against untruths or partial truths. The recommendations of the board would inevitably step through to the detailed hearings and hearings on rules so that its thinking, substantially free from undesirable pressures, would gradually be reflected in careful and more responsible engineering testimonies and practices.

COMPLAINTS
Against Hoover Discs

A BURT of protests and a public demand for "equal time" in which to reply was fired last week by Democratic party leaders who charged that Repubilians members of Congress with recording "fake radio interviews" with former President Herbert Hoover for broadcast to stations in their home districts.

The recordings were based on scripts prepared by the Republican National Committee utilizing quotations from a recorded interview in which Mr. Hoover discussed the work of the Hoover Commission to Reorganize the Executive Branch of the Government. The scripts outlined questions to be asked by the Congressmen, and Mr. Hoover's replies were dubbed in from the original interview, conducted by Lyman Bryson, CBS counselor on public relations.

GOP leaders maintained that the questions in the scripts were the same as those originally posed, except condensed and consolidated in order to save broadcast time. They also disputed any campaign by Democrats as well as Republican members of Congress. Robert Coar, chief of the House Press Committee, estimated that 40 to 50 members had made recordings and said others are still being made.

Political Use

Sen. J. Howard McGrath (D-R.I.) contended that the scripts make political use of the Hoover Commission's factual discussion of the Hoover Commission's activities.

The program is concluded, he declared, with "a violent, partisan attack upon the Democratic party" by the member making the recording. He said "there is no indication" that Mr. Hoover "sanctioned" such use of his remarks.

The Senator himself was quoted in New York saying that "no one has the moral right to rebroadcast [the remarks] in part with additions of their own. That would distort their objectivity and non-partisanship."

Sen. McGrath publicly asked the GOP whether it intended to "abandon this program," recall records already aired, and reveal the names of members "who have made such records and the stations which have carried them so that the radio industry will be given the opportunity to say for itself, if I can be sure of making equal time available to Democrats to make it clear that governmental reorganization is a non-partisan project and not, as these are, an exclusively Republican project."

A spokesman for the Republican National Committee said it had no intention of recalling such recordings or of saying where they had been made, adding that the program was "typical" while said they knew of no complaints having been lodged there.

Page 30 • June 13, 1949
THE fact that 41% of Iowa car owners have radios in their cars* is especially significant in the summer.

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

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

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

* The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.
The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ for Iowa PLUS +

Des Moines... 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
FM IMPACT

SURVEYS to show the impact of FM were suggested last week at a meeting of the NAB FM Executive Committee, held Monday and Tuesday in Washington.

In the belief that FM's influence importance is not realized in the industry or elsewhere, the committee favored studies in New York, Alliance Ohio and Kansas City, to be conducted by the NAB Research Dept.

Chairman Cecil D. Martin, WMBF-FM, Binghamton, N. Y., raised the point that FM is not receiving the recognition justified by its recent growth.

The committee went into a large number of FM problems, including its own status as an advisory organization. Everett L. Dillard, WASH (FM) Washington, an NAB board member for Class B FM stations, submitted a statement critical of the association's activities on behalf of FM and questioning the value of committee meetings if recommendations are ignored. The committee has suggested many FM activities that are needed, he said, but little has been done in many cases.

Mr. Dillard is a member of the NAB Structure Committee, which last April submitted a reorganization plan for the association. The board deferred action. The structure group meets in Washington June 24. The committee generally opposes the plan to set up a two-way division in NAB--aural and video, wanting separate status for FM. Committee members were critical of the reception qualities of some FM sets now being manufactured and called on set makers to improve their product, especially to eliminate drift.

In the regulatory field, the committee discussed the danger of congestion in the FM band as new FM licenses are granted. Adoption of FCC procedure to permit simultaneous filing of AM-FM renewal applications was favored. It was decided, engineering director and chairman of the board of directors, that an operating hours by FM stations.

The committee urged manufacturers to include FM circuits in television sets. Or Radio Mfg. Assn. disclosed last week that 28% of sets produced in April had the 88-108 mc FM band. (See page 37).

Other projects favored by the committee, with emphasis on development of revenue sources, include: FM listings and data in rate books; the establishment of a list of publications carrying rate information; booklets on transmitting radio and recording; program and promotion ideas and exchange among FM stations; FM advertisement studies; collection of FM success stories. The committee voiced concern over statements attributed to members in regard to the June 28 meeting of the FCC that the Commission should require FM stations associated with AM stations to duplicate the full AM schedules.

ARRL Field Day

SEVERAL thousand U.S. amateur radio operators will put their radios and skills through a dress rehearsal for actual communications emergencies as part of the American Radio Relay League's 30th Annual Field Day observance next weekend (June 18-19). Some stations will be set up in country fields, city parks and other locations will have a single operator, others will be elaborate installations with as many as a dozen transmitters in simultaneous operation. F. E. Hawley, ARRL communications manager, said. Still others stations will be mobile units in cars and trucks.

PRIVATE 'VOICE'

State Tactics Criticized

Creation of a privately operated corporation to take over U. S. international broadcasting, supported by government funds, was urged at a meeting of the NAB Advisory Committee on International Broadcasting.

The committee met at NAB headquarters Tuesday; Wednesday sessions with the U. S. Advisory Commission on Information and State Dept. took place.

NAB's committee voiced concern over the fact that the United States is the only nation whose federal government is in the broadcasting business. Sharp criticism was expressed on the way the State Dept. is presenting the American system to the rest of the world. The committee urged support of the Voice of America from State Dept.

Jamming of Voice of America broadcasts by iron curtain countries was discussed by the committee with suggestions on how this can be overcome.

The NAB committee endorsed a proposed inspection trip, with feeling expressed that the inspection should cover installations abroad since there has been little engineering research on “Voice” coverage. Names of those who would make the trip are:

Arne Arneson, WMBS Peoria, NAB. Engineering Executive Committee chairman; John S. Beach, WILD (FM) Los Angeles, an NAB director; John H. Furrer, Kokomo, Ind. an NAB member, along with Fortney Morgan, NAB president; the late George Ruby, Jr., a NAB director; and John Moye, WBCN-FM Boston, NAB member.

Members of the committee included: John J. Ryan, Jr., WEZ-W Omaha; chairman; Walter Lamon, World Wide Broadcasting Corp.; Marcus Cohn and Leonard Marks, World Wide, advisory; John Steen, Westinghouse Radio Stations Inc.; Robert Peare, General Electric Co.; A. A. Schechter, MBS; Earl Gammons, CBS; William Brooks, NBC; Wesley J. Dunn, George E. Hughes (advisory), Associated Broadcasters.

Members of the U. S. information group are Erwin D. Canham, Christian Science Monitor, acting chairman; Philip D. Reed, General Accounting Office; Henry J. May, Yale U.; Justin Miller, NAB. Chairman Mark Ethridge, Louisville Courier-Journal, was absent. He is serving on the UN Conciliation Commission for Palestine.

Judge Miller participated, as did Messrs. Rankin and Howard.
This little lion cub got deserted by its mother in the zoo. So the female boxer is playing foster mother, and solving all the baby lion's problems.

Advertisers are facing some pretty tough problems these days as the competition gets stiffer in the rich markets. There's an easy way to solve them in Baltimore—you just buy W·I·T·H, the big independent with the big audience.

W·I·T·H regularly delivers more listeners-per-dollar than any other station in town. That means you can get big results with little money on W·I·T·H.

So if you're looking for low-cost results from radio in Baltimore, call in your Headley-Reed man and get the whole W·I·T·H story.
now, listen, Blakelee... let’s
face the issue squarely!

The timebuyer said, "Now, look here . . ."
The lady client said, "Well, really!"
WOR's research department said, "But, honestly, it's so."

A man named Blakelee—nobody told us who he was—said, "I don't believe it."

Blakelee—let's face the issue squarely:
Your network program is not doing a job in greater New York if you're not using WOR.

A network client clocked 11.9% of the total radio homes three months after coming on WOR. A percentage, incidentally, which almost equaled that of the 12.3% audience he was rolling up on a local network station!

Then there's the case of the big network show that added 5.7% of greater New York's total radio homes to a network total of 7.4% by getting WOR to jump in and roll up that additional audience!

The story could go on and on—in fact, it does go on and on in a very factual presentation called "The Story of Plus-Programming on WOR." You can have a copy if you'd care to ask for it.

You can have that additional audience if you'd care to have WOR get it for you—for cash, for less than you'd pay for any high-powered station anywhere.

---

WOR
—heard by the most people
where the most people are
mutual
TV AND THE GATE

By ED JAMES

THE SPORTING NEWS, a publication dedicated to the belief that Happy Chandler is a greater savior of his country than George Washington, last week saw an ogre rising over the country's baseball parks.

Television, said The Sporting News, is cutting the gate. "Television," the publication reported, "which major league magnates said two years ago would prove a bonanza to attendance, has become a hot potato instead and now faces serious curtailing if not complete abolishment by the owners during the winter meetings."

Quoting no one by name, The Sporting News said some owners claimed telecasts were keeping fans at home. The situation was serious enough to warrant speculation that next season TV might be excluded.

The prediction of The Sporting News that television was destined, unless its ravages were checked, to make wastelands of the nation's stadiums did not seem founded on irrevocable proof. Attendance figures quoted elsewhere in the same issue of the publication show that paid admissions in the major leagues are 178,767 bigger in the 1949 season to date than they were in the same period last year.

Team by team, the attendance reflects no influence of television whatever, an analysis by Broadcasting shows.

In New York, for example, where games of all three major league teams are telecast, the Yankees are 114,208 paid admissions ahead of last year. The Giants are 65,575 behind. The Brooklyn Dodgers are 45,112 over last year.

There seems to be more correlation between the quality of the team and its popularity at the gate than between television and stadium admissions. The Yankees are leading the American League. The Dodgers and Giants are promising contenders for National League honors. Baseball experts are unable to explain why the Giants attendance is off, although several possible factors, not including television. The following tables show the gains or losses in attendance of the various teams in 1949 as compared with a similar period in 1948. All teams are being telecast except Pittsburgh. The attendance and standings are as of Memorial Day and are the estimates of The Sporting News.

C. RICHARD EVANS (†), KSL-AM-TV general manager, shows Gerald Maulsby, CBS New York, intricacies of television monitor amplifier. KSL-TV made its debut June 1. General Electric and DuMont engineers, working with KSL-TV engineers, recently completed installation. Station is on Channel 5 (76-82 mc) and uses CBS, ABC and DuMont network shows.

RALPH HARDY (†), KSL assistant general manager, explains function of one of KSL-TV's film projectors to Hack Miller, sports editor of Deseret News, Salt Lake City. Mr. Miller conducts a weekly show on KSL-TV.

GROSS expenditures by advertisers for time on the TV networks during the first four months of 1949 totaled $2,561,438, according to Publishers Information Bureau, whose initial TV report, covering the first third of the year, has just been published. Compilation and publication of video network data by PIB follows the pattern long used by this organization in collecting similar figures on time purchases on the four AM networks. The report shows the advertiser, product, number of stations, time period and gross billings, figured on a one-time basis.

PIB's monthly breakdown of video network time billing shows:

**January:** $425,285; **February:** $576,805; **March:** $773,209, and **April:** $788,139.

Receipt of these figures from PIB evoked some bewilderment on the part of TV statisticians who were unable immediately to explain the differences between the PIB gross TV network billings and those previously released by N. C. Rorabaugh Co., which since Jan. 1 has been estimating advertising expenditures for video time.

Rorabaugh has reported combined TV network gross time sales as $349,859 in January, $568,837 in February, $845,958 in March, and $1,139,798 in April for a four-month total of $2,904,452.

**Base Rates Different**

Subsequently the differences were found due to the use of different base rates by PIB and Rorabaugh. PIB obtained from the video networks the "account rates" applicable to each commercial network telecast in addition to the details of time, number of broadcasts and number of stations used during each month. Rorabaugh has used current rate cards for his dollar calculations each month, whereas other information was obtained from the networks in the same way as PIB. This means that station rate increases have been immediately reflected in the Rorabaugh dollar figures, whereas the PIB figures have followed the rate actually called for in the individual contract.

If an advertiser contracted in December for a six-month campaign, for example, PIB would report his expenditures on the basis of the rates at the time the contract was signed; Rorabaugh would report them as including any station rate increases occurring since the contract date. The wide divergence in the April totals reported by the two statistical organizations apparently stems from this difference in method of rate calculation, as many video stations raised their rates on April 1, those increases being reflected in the Rorabaugh reports whereas PIB figures take into account the protection against such increases given by the networks to current advertisers.

PIB Issues 4-Month Figures

**American League**

<table>
<thead>
<tr>
<th>Team</th>
<th>Attendance</th>
<th>League</th>
<th>No. of TV</th>
<th>Difference</th>
<th>Standing Sets in City</th>
</tr>
</thead>
<tbody>
<tr>
<td>N. Y.</td>
<td>114,208</td>
<td>600,000</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chi.</td>
<td>90,806</td>
<td>129,002</td>
<td>6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wash.</td>
<td>36,492</td>
<td>44,500</td>
<td>2 (tie)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Det.</td>
<td>19,624</td>
<td>80,000</td>
<td>3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**National League**

<table>
<thead>
<tr>
<th>City</th>
<th>Attendance</th>
<th>League</th>
<th>No. of TV</th>
<th>Difference</th>
<th>Standing Sets in City</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. Louis</td>
<td>220,575</td>
<td>28,000</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pitt.</td>
<td>65,486</td>
<td>6</td>
<td>2 (tie)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brooklyn</td>
<td>43,112</td>
<td>600,000</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bos.</td>
<td>22,606</td>
<td>61,592</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chi.</td>
<td>53,646</td>
<td>27,602</td>
<td>5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Phila.</td>
<td>15,593</td>
<td>105,000</td>
<td>4 (tie)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIN.</td>
<td>21,575</td>
<td>24,000</td>
<td>4 (tie)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>St. Louis</td>
<td>73,575</td>
<td>600,000</td>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: P-Plus; M-Minus

Even less influence was shown by television on the gate in New York in previous years. Attendance records of New York's three teams in 1946, 1947 and 1948 when television was expanding rapidly, fluctuated with individual team successes. In 1945, it must be kept in mind, baseball telecasts even in New York were irregularly scheduled. In 1947 and 1948 all three teams were telecast regularly.

The Yankees in 1946 had approximately 2,300,000 admissions; in 1947, when they won the American League pennant and the World Series, had a total gate of $2,200,000, and in 1948, although they finished out of the money, attracted 2,370,000.

The Dodgers in 1946 had a gate (Continued on page 66)
FOOTBALL BAN

By HERMAN BRANDSCHN
THE NEW YORK Giants' football team's ban against amateurs will be lifted for any telecaster guaranteeing to pay for empty seats, John V. Mara, president of that National League club, told Broadcast-
ing the week.

That disclosure followed the public announcement Monday by Giants' business manager, George R. Rohrs, that the team will permit telecasting of either home or road games this fall, as it did in previous seasons.

Broadcasting also learned that none of the American football teams would permit telecasts this fall, although several of the teams are actually friendly to television and its interests.

With that development the professional gridiron video picture appeared to narrow down to a 1949 hi-fi—except for the Washington Redskins (National League) which expects to telescast their home contests. The Philadelphia Eagles (Pro-Football League) last week turned down offers of from $8,000 to $10,000 a game for TV rights [Broadcasting, June 6].

Mr. Mara, however, explained that the television door at the Giants was not closed to the sponsor or telecaster willing to underwrite the empty seats.

Polo Grounds Capacity

The Polo Grounds, where the Giants perform, holds about 69,000 when 26,000 temporary seats are put down. Average attendance has been 51,000 in 1946, 34,000 in 1947 and 23,000 in 1948.

Although the decline in attendance has become progressively worse as the television audience in the area rose, Giants' top executives do not attribute the heavy rate the overall channel width. In fact, they freely admit they do not know exactly what television has to do with it.

They do believe, however, that the relationship is largely due to the "bad show." The New York audience likes to see a winner and a colorful attraction with big stars.

This year, the Giants expect to mobilize a powerful combination so that their club's telescast was not condemned for all time by the Giants. In fact, said Mr. Rohrs, the Giants were planning to sell this fall through a major television show, mixing interviews and exclusive films of Giants' games with inside information on the team. The Giants are also exploring use of TV to build up the gate, he said.

A spokesman at the Brooklyn-Yankees, New York's American Football League team, acknowledged that his eleven would not permit telescasts of its games.

Although this news broke with the New York newspaper, the Yankees' spokesman emphasized that the club had made no official announcement because it did not want to get into the position of declining a bid against the Jets.

He told Broadcasting that the Yankees club took the stand it did as a result of a meeting of American League club owners. A few of them, feeling television might hurt them locally and in their competition with the rival National League, asked for support of a ban against all telescasts.

It was understood that no formal agreement to take such a concerted stand was reached among the American teams. The stand was described as "a temporary expedient."

It was also understood that some of the American League owners were well-disposed toward television but were puzzled as to its ultimate place in their business. Having this viewpoint, they decided to wait and see. The hope in the picture in the box office will become at least as clear as that on the viewing tube.

TV SET RISE

Output At New High in April

TELEVISION receiver production rose to the highest weekly rate in history—41,634 sets—in April, Radio Mfr. Ass'n figures for the last week.

The figure covers RMA member output, about 90% of the industry total.

Total TV output in April was 166,536 sets, compared to the record 182,361 in the five-week month of March.

For the first time RMA broke down its production figures to show the number of television sets containing the FM band. Twenty-eight per cent of the April tv output, or 47,264 sets, contained FM reception facilities.

Production of FM-AM sets dropped from 147,733 in January and 171,265 in February to 37,563 in April. This followed the trend in AM only sets, where production dropped from 607,570 in March to 468,906 in April.

TV sets with FM, the total number of April sets producing FM reception was 84,827. RMA pointed out that radio set output in April was about 89% under the weekly average for the first quarter of 1949.

Production of all sets (TV, FM- AM and the non-amateur only) was 575,005 in April compared to 861,147 in March (five weeks). RMA's figures were late because of delay in submission of reports by one or two manufacturers. Figures for May are now made available about three weeks following the end of a calendar month.

The four-month totals for set producers follows: TV, 589,073 sets; FM-AM, 355,481 sets; AM only, 2,137,007 sets; all sets, 3,081,561.

Broadcasting • Telecasting

COLOR TV

Hailed as Boon to Surgery
At AMA Demonstrations

COLOR TV stole the show at the American Medical Ass'n. convention in Atlantic City last week. It was hailed—even at its present stage of development—as the greatest boon to surgery in many generations. But no predictions were ventured, either by CBS or by AMA spokesmen as to its future as a broadcast medium.

While sessions of AMA generally were sparsely attended, the television transmissions played to capacity houses Monday through Thursday, with long lines of doctors and technicians waiting their turn for each "performance."

Dr. George C. Goldman, director of engineering, research and development, and inventor of the color TV system, estimated that upwards of 25,000 doctors and visitors witnessed the demonstrations. The gross attendance at the convention was about 15,000.

Demonstrations were performed at the Atlantic City Hospital and transmitted by microwave relay to Atlantic City's Convention Hall over a four megacycle video channel. The transmission included sound, was about six megacycles.

So vivid were the color transmissions that a television group of the viewers—including practitioners—became ill and had to leave the viewing rooms. There were several who fainted; others who simply couldn't stomach the scenes.

Dr. Goldmark made no claims for public acceptance of his system. CBS maintained its rigid silence, (Continued on page 67)

Only Redkins Plan Video

FORMATION of a single Tele-
vision Authority to control TV work of performers in the Assn. of Ac-
tors and Actresses. If America was

-Except that card-
holders in all 13 of the 4A guilds
were okayed by delegates to the na-
tional convention of the American Guild of Variety Artists in Chicago last week.

The proposal calls for centrali-
ation of TV jurisdiction in the au-
thority, to be comprised of card-
holders in all 13 of the 4A guilds.
Major sponsor of the proposal
was the American Guild of Vari-
yety Artists, American Federation of Radio Artists, Actors Equity and the Screen Actors Guild.

Each guild will be represented equally with 10 members on the Authority board. One man will be chosen board chair, serving as coordinator. Guilds will retain their independence and complete jurisdiction in their respective fields of talent. Talent fees and conditions of employment will be negotiated during the mid-
week convention, and will be decided on later after the Authority ma-
chinery is set up, according to George C. Bloomberg, a veteran vaudeville actor and chairman of AGVA's television committee.

He, with AGVA President Gus Van and three other persons, has been working on details of the proposed centralization for five months. The last elements in the 4A's to sanction the parent group were AGVA and the central divi-
sion of AFRA, which gave its con-
sent Tuesday night. A unanimous vote of approval from the more than 1,700 delegates (repre-
senting 16,000 paid and active members) was tabbed Tuesday af-
aernoon after Mr. Price back-
grounded the suggested move and explained its provisions.

An estimated quarter million dollars will be subscribed by par-
ticipating unions to establish a sinking fund for the Authority.

Background to jump up to amal-
gamation of the 4A's into a single Television Authority last week was outlined by Mr. Price and Ray A. Goyer at the recent luncheon meeting of the Chicago Television Council Wednesday.

June 13, 1949 • Page 37
**Film Report**

**Mr. PRINCE**

**Mr. SARNOFF**

**Mr. SHAWN**

**Program Department Revised In Expansion Move**

FOUR NEW subdivisions have been
program department, and several other
reorganization which NBC said in
activities.

Heads of three of the new subdivisions
have been appointed, and
the fourth will be picked soon.
Robert W. Sarnoff, former assistant
to Norman Blackburn, national
program director, has been made
director of the Commission.
The Prince, also a former assistant
to Mr. Blackburn, has been appointed
manager of talent and program
procurement, and Fred Sherwood,
former executive producer, will
be named the committee's
managing editor. The new
program department is to be
selected.

It was also announced that Warren
Wade, former national production
manager, had been relieved of
administrative duties and
appointed executive producer to
permit him to take personal charge of
many of the network's programs.

J. Robert Myers, former
administrative assistant to Carleton D.
Smith, director of NBC television
operations, has been appointed
business manager of the network's
television department.

In his new job, Mr. Sarnoff will
coordinate the operations of
directors, writers, assistant
directors and program assistants.
Mr. Prince will be responsible for the
talent department and for sports,
created in the NBC television pro-
eexecutive appointments made in a
required by expansion of television
music, public affairs and education
departments affecting television.
Mr. Sarnoff has supervision production
facilities, program and studio
structures and operations of network
control.

According to Mr. Blackburn, the
new subdivision chiefs will be delegated
many of the functions at the discretion
of the division's head.

Mr. Sarnoff, who has been as-
director to Mr. Blackburn since
November 1948, joined NBC in
January 1948 after service as
artistic director of NBC television
and before that in the Los Angeles
Register and Tribune.

Mr. Prince came to NBC last
February after practicing law in
Hollywood, specializing in talent
aspects. He is a past vice presi-
dent of the Hollywood Bar Assn.

Mr. Sarnoff returned to NBC re-
cently, coming from WMAL-TV
Washington. He had previously
been administrative assistant to
the NBC vice president in charge of
programs since March 1946.
Mr. Sarnoff has been his director since
1929 as an announcer at WLW
Cincinnati. In 1935 he became
assistant director of WRC-WMAL
Washington and later became
program manager of WRC.

**DuMONT TV Network has new
weekly audience participation show
titled Cut. Designed exclusively
for home viewer, participants are
asked to telephone to identify
prices of drab accessories for sale
Merchandise prices range upwards
from $2,000. Packaged produced by
William Stark-Jerry Layton Inc.
New York. Robert M. Paszew,
director of film sales for TV, Inc.
Newark, N. J., has negotiated con-
tract with Edward Sherman, presi-
dent of Motion Picture Management
Hollywood, for 30 English-made films.
Program scheduled for
5:50 p.m. Wednesdays will run
through Jan. 19, and stars such
celebrities as Edward Everett Hor-
ton and Vivian Leigh. Tele-
Mount Productions Inc., Los An-
egles, producing second series of 13
Magic Lady television films. Reels
are 90 minutes.

**Cannon Productions, Los Angeles,
preparing series of one minute commercial film spots for
Signal Oil Co., same city, to pro-
temote new product. Feature races
from Chicago's Arlington and
Washington Park tracks will be tele-
cast nightly except Sundays
from June 20 to Labor Day over
WBKB (TV) Chicago. Two
top races of each day will be filmed
by Alexander & Assoc., processed
for tapes and ready to be tele-
vised from 7:45 to 8 p.m. CDT.
Jack Drees, turf expert will handle
**Lynn Knight, supervisor of stu-
dent affairs for past year at New
York's Television Workshop, has
joined Van Car Productions, New
York package video firm, to special-
ize in program development....

**Five Star Productions, Hollywood,
working with "Little" commercial
for Sunkist, if successful Sun-
kit plans series. Footh, Cone &
Belding in agency. Phillips
Brooks Nichols, manager RKO
Pathe's commercial film and televi-
sion department, resigned from
company, effective June 10.

**Telenews INS to be introduced
over more TV stations this month.
**WEWS Cleveland and
WRGB Schenectady, N. Y., have
contracted for daily runs. 
**sponsorship of weekly review over WHIO-
Miami, Columbus, Dayton, Cincinnati,
and other stations in Ohio. **The
newest in major TV markets are: KTLA (TV)
Los Angeles, WXYZ-TV Detroit and
KRON-TV San Francisco.

NBC-TV New York has also or-
der ed installation of ProjectCall bal-
option on experimental basis.

**ZENITH ANSWERS**

**Million Dollar Damage Suit**

**The ZENITH Radio Corp., in answer to a million dollar damage suit, has reinstated its claim that it is planning the only television set on the market which will not be obsolete if UHF is opened up.

It claimed that its sets are the
under its own-built in-tuner
with provision for receiving
broadcasts on present channels and
on proposed UHF channels with
out the use of a "converting set.

It made the answer in an action
brought against it and its New
York area distributor, Zenith Radio
Corp. of New York, in N. Y.
Supreme Court. The plaintiffs,
claiming Zenith's ads, claim that
the ads would be rendered obsolete, were fa-
se and misleading and were inserted
for the purpose of hurting sales by other manufacturers.

**TV PROPAGATION**

By LARRY CHRISTOPHER

TECHNICAL findings on VHF
propagation—key tools in FCC's
proposed reallocation of the pres-
current commercial television band
—were discussed at the Commission
last Wednesday. The reports were
made by the special Ad Hoc Com-
mitee of the television engineering
conference held Nov. 30-Dec. 3,
1948 [Broadcasting, Dec. 6, 1948].

The highly technical data, pre-
sented without interpretation by
the committee, will be used by the
Commission in forming its reallo-
cation. Chief problem in the
reallocation is the separation of
co-channel and adjacent channel
stations. The extent of separation
depends, among other things, on
consideration of the effects which
troposphere and terrain factors have
at TV transmissions. This
information, dealt with at length in
the technical reports, has been
omitted in the original TV chan-
nel allocation and was the cause of
the reallocation proceeding and the
resultant television "freeze."

FCC engineers already are working
on the new allocation plan, indi-
cating that the Commission is
endeavoring to avoid by its tele-
vision timetable reported in late
May [Broadcasting, May 30] the
reallocation and adjacent channel
stations. The timetable calls for hearings in
August on the VHF reallocation
program and proposed utilization of part of
the new UHF frequencies and pro-
visions for optional use of color
TV.

The revised VHF allocation table
and the issues for the August hear-
ing are to be made public in early
July. About 30 days would be al-
lowed for submission of comments.
July 1 was set by FCC as dead-
line for comments on the Ad Hoc Committee
report. Further sessions of the engineering conference
would be held only if there were
specific petitions to do so.

The committee report, consider-
ing and policy aspects, of the engi-
neering conference and the
"freeze" studies which accompanied
it, was declared to be final except
(Continued on page 87)

**Ad Hoc Report Issued**

**BROADCASTING**

**Broadcasting**

**Telecasting**
This Picture of a portion of the 56,000 baseball fans jamming Briggs' Stadium serves a dual purpose. It gives you an idea of the number of television sets in the Detroit market* ... and also serves as first-hand evidence of the immense popularity of baseball in sports-minded Detroit.

WWJ-TV, first television station in Michigan, is televising 35 Detroit Tiger home games this season to an audience unconfined by the seating capacity of a ball park. This again demonstrates the leadership of WWJ-TV in Detroit. With over two years of experience, WWJ-TV has the know-how that has resulted in outstanding programming and clearer pictures. It's easy to understand why surveys show WWJ-TV consistently has the largest audience ...and gets the best results for its advertisers.

*approx. 55,000 on May 1st
and increasing by leaps and bounds

WWJ-TV
FIRST IN MICHIGAN
Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERRY COMPANY
ASSOCIATE AM-FM STATION WWJ
NBC Television Network

BROADCASTING * Telecasting

June 13, 1949 * Page 39
**Telestatus**

By J. FRANK BEATTY

CLOSER spacing of television stations on the same channel, or at least a reduction in co-channel interference, may develop from the displaced carrier or off-frequency technique, judging by results of experiments at FCC's Laurel, Md., laboratory.

In a demonstration of the off-frequency method, the laboratory last Monday showed how interference is reduced. It demonstrated again its use of a frequency-modulated picture in comparison with the present AM picture [Broadcasting, Jan. 31].

Of special interest to many of the industry engineers who saw the tests was the fact that both AM and FM effects were of excellent quality when the desired-to undesired signal ratio was 20-1, though much of the past thinking has been based on the need of at least a 100-1 ratio.

The FCC's tests of offset carrier technique to reduce co-channel interference supported findings of RCA Broadcasting (Report 55), in the opinion of a number of engineers who watched the Laurel demonstration.

Dr. W. Chapin, chief of the FCC Laboratories Division, directed Monday's tests. He explained that the Commission is going further into the interference question. He hopes to conduct experiments using lay observers to watch television programs into which different types of interference are injected on a controlled basis, as was done last Monday for industry engineers. One of the objectives will be to determine the true interference ratio the average viewer can tolerate.

With TV allocation hearings coming up later in the summer, the laboratory expects to develop new data on the separation of TV stations on the same channel (now 150 miles).

The demonstration last Monday were conducted by Willmar K. Roberts, assistant chief of the Laboratories Division, and Frank D. Craig, engineer.

Mr. Roberts first demonstrated ghost effects on an adjoining receiver, one responding to AM and the other to FM. The two receivers were DuMont Chatham 12-inch models, one modified for FM video reception. A 10-inch Bendix receiver supplied the external video signal for both the ghost and interference tests. The WOJC (TV) Waukegan, Ill., signal was used for the external picture signal. An Indian Head microscope picture from FCC's own equipment was used for the interference test.

Creating ghosts artificially by use of a 3,000-foot cable (equivalent to about a mile ariene), the merits of FM and AM were shown in a 1-1 signal-to-noise ratio. The AM set was equipped with limiter and discriminator, which was not the case in similar January tests.

At 1-1, AM showed one sharp ghost, with some loss of horizontal sync depending on phasing. The FM picture was described by observers as "jittery" and "garbage," being strictly unusable and having brilliant halos around the distorted elements of the picture.

At 1-1, AM showed a faint black or white ghost depending on phasing. Here FM was about as good as AM other than for some loss of definition. At 1-1, AM and FM were usable, perhaps a slight superiority for AM in the opinion of observers.

Further ghost experiments were made with 470 feet of cable (1000 and 7000 foot sections). At 1-1, the AM picture was usable though there was a prominent ghost. The FM picture had a brilliant and disturbing halo, with mottled image. AM was still superior at 4-1.

BERLE AGAIN NO. 1

Ohio Adv. Surveys 3,000 Cleveland Viewers

MILTON BERLE garnered more television honors last week as the Ohio Advertising Agency, Cleveland, released results of its third video survey.

NBC-TV's Tejaco Star Theatre (Tues. 8-9 p.m.) starring Comedian Milton Berle and sponsored by the Texas Co., took 91.8% of "all possible votes for any one show" in the survey.

This survey is the largest ever attempted by the agency, according to C. Tener, president of the agency and television director. Over 3,000 questionnaires were mailed to televisers in the northeastern Ohio area served by Cleveland television stations.

The popularity poll was based upon the simple request: "Please list the 10 favorite television shows in order of merit." No specific question was included for local popularity choices, but this information was compiled from voluntary comment offered in response to the question. The Ohioans listed their favorite television programs you like?"

Of the top 10 shows, three were sporting events — baseball, boxing and wrestling, in that order. Baseball was second only to Milton Berle in the popularity poll. These sporting events took 32.2% of the votes for the top 10 shows.

In estimating the status of films in popularity, the survey analysis notes: "A total of votes for western films, which was in 14th place. feature films in 25th place, and Korda films, in 32nd place would give us a general category of films' in ninth place. Almost three times as many people voted for the top three dramatic shows... as cast votes for the general category of 'films.'"

The three top dramatic programs were Suspense (Electric Auto Lite), CBS, Tues. 9:30-10 p.m.; Phoenix (Playhouse of the Stars, Corp.), NBC, Sun. 9-10 p.m.; and Kraft TV Theatre (Kraft Foods Co.), NBC, Wed. 9-10 p.m.

Second in network popularity was Arthur Godfrey, who is featured on Talent Scouts (Lipton Tea) on CBS, Mon. 8:30-9 p.m., and Godfrey and His Friends (Liggett & Myers Tobacco Co.) on CBS, Wed. 8-9 p.m.

In answer to the question: "From what television stations do you receive a good, clear, useful picture?" televisers listed, in addition to WEWS (TV) and WNKB (TV) Cleveland, WSPD-TV Toledo and WXYZ-TV Detroit.

As an aid to stations in scheduling programs, the survey also asked televisers when they had their evening meal. Largest percentage (42.0%) rating any one time listed 6 p.m. as their dinner hour. Several viewers suggested that "good programs" should not be scheduled at this time as they find it difficult to get the children away from the television set to eat.

Mr. Roberts next demonstrated co-channel interference. At 1-1 both AM and FM pictures were unusable. At 4-1, a regular beat appeared on AM which caused bouncing pictures. Though they had superior since it had a distributed beat and no bounce. At 10-1 FM was better, AM still having moving bars. At 20-1 there was a slight beat in AM but none whatever was discernible in FM.

Up to this point, AM showed up better than FM when ghosts were injected into the signal, but FM was better than AM in the case of co-channel interference.

In further testing effects of co-channel interference, FM showed better definition than offset AM in desired-to-undesired ratios from 1-1 to 10-1 but many observers commented that AM seemed easier to watch. This was said to have been caused by flicker, herringbone and a moving image of the interfering station, yet its definition was better than AM.

At 20-1 both the FM and the offset AM signals were excellent. When normal AM video and offset AM were compared, with the same ratio of desired-to-undesired signal, the offset or displaced technique revealed a vastly better signal.

Mr. Roberts said the improvement was at least 5-to-1.

The laboratory experiments were based on the WOJC test pattern. Near the end of the demonstration showing the tests were filmed when a live program was teletcast by WMAR-TV Baltimore. The AM picture made a better showing than FM at 1-1, where AM had a prominent ghost displaced about a half inch and FM was completely distorted. At 2-1, AM appeared better, FM having a prominent halo outlining the images. At 4-1 both AM and FM pictures were usable.

Attesting to the FCC's demonstration for the industry were Lester A. Looney, NBC; George C. Sziklai, A. V. Bedford, Donald W. Peterson, Gordon L. Pridenden, RCA Laboratories; J. P. Veatch, Raymond E. Simonds, RCA Frequency Bureau; Royal V. Howard and Neil McNaughten, NAB; Jay W. Wright, CBS; R. Morris Pierce, WGR Cleveland; G. F. Leydorf, WJR Detroit; M. E. Floegel, of the FCC land transportation office.

**MIRACLE OF TV**

Explained for the Layman

THE MIRACLE OF TELEVISION, by W. E. Wilcox & Folsom Co. 151 pp. $2.50.

IN LANGUAGE understandable to the layman, Dr. Gable reviews the miracle of television. He explains how and why TV then goes into the technical aspects and explains, for example, the meaning of frequencies. Using photographs and charts, he tells how television works, and in two final chapters reviews its future possibilities.

"Already it is foreseen," he says, "that coast-to-coast television can easily employ as many people as our magnificent telephone system does today." And, he adds: "Television is here. Those young men and women who best recognize that fact will make great strides toward a successful career in the electronic industry in our Atomic Age."

Regarding color television, Dr. Gable comments: "Color television is another miracle; perhaps, indeed be that impossible achievement of which the broadcasting executive smilingly says, 'It will take a little longer to achieve.' . . ." And to all the thousands of young men now studying television engineering as a career will contribute to this final achievement. 

**Offset Carriers Reduce Interference**

(Report 63)

**BROADCASTING • Telecasting**

Page 40 • June 13, 1949
In Maryland, it's **WMAR-TV** for family programming

The usual limits of a gamut are from A to Z. WMAR-TV's local programs are designed for the whole family from moppet to grandparent.

That the youngsters in Baltimore like WMAR-TV's "Television Playground" is attested by the fact that more than three thousand of them have joined the *Playground Club*.

Those who have reached the hobby age (do any outgrow it?) are regular viewers of "Let's Take A Picture" and "What's Your Hobby?"

Mother takes pride in her housework and her cooking. So naturally she eagerly watches the kitchen doings on "Homemakers Roundup" and the fashion hints of "The Woman's Page."

Of course, Dad and Junior like sports. So it's channel two in Baltimore for them when WMAR-TV is carrying the daily "Sports Parade," or the races from Pimlico, or the Orioles baseball games.

Grandad loves to sit back and reminisce with "Remember Yesterday's Newsreels" and he approves of the traffic wisdom of the "Court of Common Sense" and the health advice of "Your Family Doctor."

The whole family enjoys guessing the answers to "Tune Title Time" and "Do you Know Baltimore?" They root for their favorites on the Sunday Amateur Parade. And whether they take the groaners seriously or not, Tuesday night wrestling on WMAR-TV is a family "must" in most Baltimore television homes.

**Represented by**

**THE KATZ AGENCY, INC.**

**NEW YORK** - **DETROIT** - **KANSAS CITY** - **SAN FRANCISCO**

**CHICAGO** - **ATLANTA** - **DALLAS** - **LOS ANGELES**

**TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

*Broadcasting* • *Telecasting*
TV OPEN HOUSE
WHEN (TV) Dedicated June 6

WHEN (TV) Syracuse, N. Y., held open house and dedication ceremonies last week, beginning Monday (June 6). Dedication took place in an hour-long telecast from the studio, with government officials and guests participating, according to Paul Adanti, WHEN station manager.

Business leaders, agency personnel and television dealers in the Syracuse area were invited to the open house through a series of personal calls, after which the station was open to the public. Highlight of tours was the inspection of the new 537-foot transmitting tower which went into operation May 18.

WHEN aired its first program, Dec. 1, just 16 days after the first equipment arrived, Mr. Adanti said. Station now programs 5-11 p.m. and 7:15-10:30 p.m. Monday through Saturday and 6-10:30 p.m. Sundays. In addition to studio and remote programs, WHEN carried 16 network shows each week. Station is affiliated with CBS, ABC and DuMont.

Owned and operated by the Meredith Syracuses Television Corp., WHEN operates on Channel 8 (380-186 mc). Ed Meredith, vice president and general manager of the Meredith Publishing Co., Des Moines, is president of WHEN.

WTTG (TV) Washington has added to tours of its Saturday program schedule.

Television Fund

FIRST semi-annual report to stockholders of Television Fund, Chicago, shows an increase of net assets from $47,963 to $2,061,760 in six months. Largest common stock holdings, based on April 30 market values, are in Admiral Corp., DuMont Labs, Eastman Kodak, Emerson Radio, General Electric, Paramount Pictures, RCA, Sylvania Electric Products and Westinghouse. Marketable security investments as of April 30 totaled $1,754,425, of which $801,500 was in government securities. Shares were first sold to the public last September.

BECK RECOVERING

Injured in Auto Accident

JOSEPH H. BECK, president of Beck Studios Inc. and executive director of Twin City Television Lab, Minneapolis, was reported to be recovering last week following an automobile accident in which he was critically injured, according to Mel Jass, TCTL public relations man. Mr. Beck and his wife, who was killed in the accident, were returning from a business trip in the southern part of Minnesota when their car collided with a truck.

William Gage, vice president of Beck Studios, has assumed duties as executive head during Mr. Beck's absence, Mr. Jass reported.

A GREAT TV FILM BUY!

Television Fund

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PEEP HOLE PROMOTION on construction progress of WTAR-TV Norfolk, Va., is peered at by its perspicacious progenitor, John C. Paffen, chief engineer of WTAR-AM-FM-TV. Sidewalk foreman watch building activity through opening of view screen. WTAR-TV expects to be on the air about April 1, 1950.

Casting Call

First Oklahoma Outlet

Is on Channel 4

WKY-TV Oklahoma City, Oklahoma's first television station, began regular telecasting June 6-and just one year and four days after the FCC granted its construction permit, according to A. P. Sugg, WKY-AM-TV manager.

Participating in the opening telecast Monday night were Oklahoma's Gov. Roy J. Turner; E. K. Gaylord, president of the Oklahoma Publishing Co., owner of the station; Dr. H. G. Bennett, president of Oklahoma A&M College, and other notables.

Operating on Channel 4 (66-72 mc), WKY-TV is programming six nights a week, Sunday through Friday, 7 to 9:45 p.m. Schedule is to be extended later, according to station officials. A wide variety of local programming is planned by the station, including coverage of sporting events. Network programs also will be carried. WKY-TV has signed contracts with NBC, ABC, CBS and DuMont television networks.

Studios for the new television station are in the Little Theatre of the Municipal Auditorium ( Broadcasting, May 9). For remote telecasts, the station has a $75,000 custom-built bus, made flexible. WKY-TV has been airing test patterns since April.

In honor of WKY-TV's opening, the June 5 issue of the Daily Oklahoman published two special sections totaling 38 pages of television information and details on the station. A two-color cover page headed "Television Is Here," displayed pictures of the mobile unit, 988-foot tower and studio views.

Also contained in the special sections were byline pieces by William S. Paloy, CBS board chairman; Frank Stanton, president of CBS; Niles Trammell, NBC president; Dr. Allen B. DuMont, president of DuMont Labs; Dr. W. R. G. Baker, general electric vice president; William Balderston, president of Philco Corp.; J. R. Poppele, vice president and chief engineer of WOR New York and president of television operations; and Joseph A. Beal, more than a half-dozen other notables.

Star System

29.7

BERLE RATES TOP

With Capital TV Viewers

MILTON BERLE and his Teasoco Star Theatre show, NBC-TV (DuMont's TDPD), rate No. 1 with the Washington area television audience. This was revealed in an American Research Bureau survey covering the week of May 11-18 for the Capital's four TV stations, WMAL-TV WBNB WOIC and WTTG.

Ratings were based on information taken from television viewer diaries placed in 455 TV homes selected at random. Of the 455 diaries, 366, or 80%, were recovered and usable, the research firm reports.

Close behind the Berle program, which had a rating of 68, were three CBS shows, all with ratings above 60, Top of the Town (Lincoln Mercury), Sunday, 8-9 p.m., was second with 66.4. Third and fourth, respectively, with ratings of 63 and 61.9 were Arthur Godfrey's shows, Tuna Scouts (Liggett & Myers Tobacco Co.), Monday, 8-9:30 p.m., and Godfrey and His Friends (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.
GUENTHER ON TV
Speaks to Tea, Coffee Group

"Here at last is the perfect home demonstration, combining the better elements of pictorial advertising with sound advertising along with person-to-person selling." This description of television was given by Wilfred Guenther, director of radio and television at Haehne Advertising Agency, Cincinnati, in an address before the National Retail Tea and Coffee Merchants Asso. convention in Cleveland. Mr. Guenther was with WLW Cincinnati for 11 years prior to joining WMAQ Miami two years ago. He recently returned to Cincinnati and joined Haehne.

In emphasizing the importance of television to such groups as the tea and coffee merchants, Mr. Guenther reminded that house-to-house salesmen, which are the principal sales tools of the group, cost more than $4 per new customer. "Now, suppose you could find a salesman who is congenial, has a sense of humor and who is not only welcome into the homes of your community but also one upon whom large sums of money have been spent by your potential customers to bring him right into their living room...who could bring you new customers at less than $4 each..." and who "would call on not hundreds of customers a week, but thousands. Such a salesman is available. That salesman is television."

NEW TV FIRM
Media Productions Formed

NEWEST among the ever-increasing number of television package producers on the East Coast is the New York firm of Media Productions, with offices at 4 W. 68 St. in that city. Formed to produce for radio and the theatre as well as video, the firm is presently concentrating on the latter medium.

President of the new organization is John Houseman, screen, theatre and radio producer. Vice presidents are Howard Teichmann, radio writer, editor and producer who has been associated with the Teaneo Theatre, Helen Hayes Theatre and others, and who will head the writing department; Herbert Schectel and Alfred Burger, television newscast producers who head the independent producing firm of Telenews. James B. Ca- hoon, film editor for 12 years in Hollywood, will head that activity, and production will be supervised by Palmer Williams, former production supervisor for Pare Lortens and production manager for Film Assoc. T. Edward Hambleton and Alfred R. Stern, Broadway theatrical partners, will act as secretary and treasurer.

WPIX PREVIEWS
Promote Station's Shows

WPIX (TV) New York is using its own facilities to promote its program features in a series of Pie Program Previews broadcast at the opening and close of each day's operations, augmented by audio-video spots throughout the day. Basis of the sight-and-sound program promotion, is a library of still slides from photos of the station's programs taken while they were on the air. Several different scenes are used for each program.

Copy is written to fit the time available and the slides are cut to the spoken announcements, achieving easy synchronization of pictures and words.

The sign-on period plugs that day's programs. The sign-off invites viewers to return to WPIX for the next day's features. Other promotional spots may advertise programs to be broadcast later in that day, or outstanding attractions coming up on later dates or institutional programs for the station. Where trailers are available, they are used in place of stills for motion pictures to be telecast on WPIX.

Number of slides and plugs used between programs is dictated by the time available, with three slides considered right for a 45-second break. A period of that length, Monday, following Six O'Clock Playhouse and preceding the 7 p.m. News of the Hour, for example, plugs the Jimmy Powers Sports Show at 7:15, The Benny Rubin Program at 8 and the boxing remote at 8:30.

OFFICIAL HEADQUARTERS for TV, radio and newspaper correspondents during American Legion national convention in Philadelphia beginning Aug. 29 will be situated in Pen and Pencil Club.

TILLSTROM
Signs 5-Year NBC Contract

BURR TILLSTROM, creator of the Kukla, Fran and Ollie, signed a five-year talent contract with NBC in Chicago last week. The network acquired all TV, AM and FM rights, with Mr. Tillstrom retaining rights to films and recordings. Radio Corp. of America will continue as sponsor.

The show was sold as a package, which includes the continued services of Fran Allison, the single live character, who is also Aunt Fanny on ABC's Breakfast Club. Mr. Tillstrom and his puppets marked their 10th year of performing last week as the program moved from WBKB (TV) Chicago. It will be aired five times weekly from WNBQ on NBC-TV starting Aug. 8 after an eight-week hiatus. Bulah Zachary of J. Walter Thompson is producer. Lou Gome-

vitz moves to NBC as director.

Now Add

ROCHESTER, N.Y.

to your TV list

And please note that Television's first appearance in this populous, prosperous Western New York market is credited to the same company that pioneered radio here, twenty-seven years ago.

- Channel: number 6
- Power: 16.7 k.w. visual, 8.6 k.w. austral
- Antenna: 497 ft. above average terrain
- Service area: coincides with Rochester, N.Y., retail trading area
- Telecasting begins June 11th, 1949 with both local & network programs

WHAM-TV ROCHESTER RADIO CITY

Owned and operated by Stromberg-Carlson

June 13, 1949 • Page 43
WBKB (TV) ANNIVERSARY

Special Telecast To Observe Eighth Year

MILTON BERLE has been asked to lead-off the array of talent which will appear Thursday night in a special premiere telecast of the Chicago Theatre stage show during WBKB (TV)'s eighth anniversary this week. The theatre is the flag-ship of the Balaban and Katz chain, which owns WBKB.

An expensive line-up of stars from all fields of entertainment was planned late last week as B&K officials readied their staffs for five hours of TV programming Thursday.

The event will mark the première of the theatre screen TV in the Midwest, with the station's remote crews going across the street to the theatre for shots of patrons and guests. Interviews are expected to be teletranscribed and films will be edited for 15-minute presentation on the screen.

At the same time, a documentary film on the teletranscription process, with details of the mechanics, will be telecast to home viewers.

Station officials have been working several weeks to telecast live that evening the boxing bout of Jersey Joe Walcott and Ezzard Charles from the Chicago Stadium. Plans called for this to be picked up live for theatre showing also.

More than 100 guests, including civic leaders and representatives of TV agencies, sponsoring firms and the press, will attend the première, scheduled to start at 9 p.m., according to plans made by WBKB program director, E. Jonny Graff, who is supervising the entire production.

WBKB has been attempting to clear time with ABC-TV, with which it becomes officially affiliated in October, for a network feed of the stage show.

ERNEST RICCA

Heads N. Y. RTDG Local

ERNEST RICCA, freelance director, was elected last Monday to the presidency of the New York Local of Radio and Television Directors Guild, succeeding Robert Lee Stuever, CBS.

Others elected: Ralph Warren of ABC-TV, vice president; Betty Todd of CBS, secretary; Paul Harrison of NBC, treasurer. Council members were Leonard Blair, ABC; Joseph Bell, freelance, and Fred Carr, ABC-TV. Re-elected by the local as national board members: Todd Corday, freelance; Earle McGill, freelance; Lester O'Keefe, freelance, and George Zachary, CBS-TV.

STANFORD COURSE

Video Included in Agenda

TEN KNBC San Francisco executives and staff members have been selected to instruct classes at this year's Summer Radio Institute, June 26-July 29, presented jointly by NBC and Stanford U. on the Stanford campus.

John Elwood, general manager, will teach a course in program planning and scheduling. George Geaves, assistant general manager, will teach television. Paul Speegle, program director, will teach a course in broadcasting in the U.S. and in radio program planning and scheduling.

John Thompson, director of news and special events, will teach radio news writing and special events.

Others include: Alfred Crapsey, radio selector; John Grover, radio drama and announcing; Tony Freeman, music director; Grace Hyde, announcing; Bill Minette, administration, and Hal Wolf, announcing.

DuMONT NETWORK

Adds WGAL-TV, WRCB-TV

ANNOUNCEMENT of the signing of two more affiliates of the DuMont Television Network was made last week by Mr. W. Loewi, network director. They are WGAL-TV Lancaster, Pa., which is also a primary NBC affiliate and an affiliate of CBS, and WRCB-TV Birmingham, primary NBC affiliate.

WGAL-TV, owned by WGAL Inc., started commercial operation last Tuesday, while WRCB-TV, operated by the Birmingham Broadcasting Co. Inc., is to begin commercial operation July 1.

ANDREA RADIO Corp., Long Island City, N. Y., has announced new combination console model, including TV, AM, FM and three-speed record player.

WBTV (TV) DINNER

Video Outlet Starts Soon

GEORGE MOSKOVICS, CBS television sales development manager, was featured speaker at a TV preview dinner given by WBT Charlotte, N. C., last Monday at Hotel Charlotte.

The dinner, attended by distributors, dealers, agency representatives, business executives and newsmen, heralded the forthcoming opening of WBTV (TV), scheduled for July 15. WBTV, owned and operated by Jefferson Standard Broadcasting Co. Inc., a subsidiary of the Jefferson Standard Life Insurance Co., will be on Channel 3 (60-66 mc).

The station will carry programs on film from all four TV networks (NBC, CBS, ABC, DuMont), Charles H. Crutchfield, WBT general manager, said.

Super-Long Record

SUPER slow-speed long-playing record which lasts one year has been introduced by Fred Bennett, WPTZ (TV) Philadelphia disc m.c., on WPTZ's Life of the Party, Saturday evening teen-age show produced by Philadelphia Dairy Products Co. The record, more than five feet in diameter and bearing Life of the Party label, turns at one revolution per day, according to Mr. Bennett. He hastens to add that the record cannot be played "on your regular phonograph" but requires an attachment (still in the design stage) that "plays through your radio."

N.J. CAR VIDEO

Weak Anti-Use Bill Vetoes

BECAUSE he felt the bill was not strong enough, Gov. Driscoll of New Jersey May 31 vetoed a measure prohibiting the operation of a motor vehicle equipped with a TV set so placed that the viewing screen is visible to the driver.

"Public safety will best be served by prohibiting television equipment in private motor vehicles," Gov. Driscoll said. "Television will unquestionably prove a distracting influence to the driver whether the viewing screen is directly visible to him or not."

Observe FCC, U.S. TV

CAPT. C. F. BOOTH, head of the radio developmental section, British Post Office Dept., and W. J. Bray, an engineer in that section, are visiting in the U. S. to observe communication procedures and operations, especially television. Here for several weeks, the British representatives have been at FCC in Washington to study various phases of radio regulation and administration. They also are making a trip to the Midwest.
WCAU's Umbrella Coverage gives the Philadelphia businessman an advantage against competition. Local businessmen "who know Philadelphia best" spend more advertising dollars on WCAU than on any other Philadelphia station. It's WCAU, the Philadelphia Bulletin station—affiliate of CBS—complete with TV, AM, FM.
Dinnertime in America — if there is a central point for family affections, it focuses upon the American dinner table. Be it humble or proud, whatever the situation, here is the meeting place for home-loving Americans. No wonder “Candlelight and Silver”*, complementing the quiet harmony of strong family ties, has become “America’s favorite dinner music program.”

No words interrupt the even flow of carefully programmed music. The selections are familiar favorites and light classics which blend readily to form a quiet background during America’s mealtime — the family meeting time. Whether the tablecloth happens to be snowy imported linen or red checked gingham, this program can bring to the tables of the families in your community the richness and warmth of a dinner hour served with “Candlelight and Silver.”

This quietly-paced half-hour program of dinner music gives your sponsor a ready welcome in the homes of your listeners . . . six days a week.

This is Associated...

Completely diversified library of more than 5000 selections * More selections by more performers Two full program-hours of new music each month * Talent selection with a “sixth sense” Sixteen hours of planned programming each week * Specially arranged themes for artists Vertically cut on quality-controlled, cherry-red Vinylite * Wide variety of production aids Modern, stream-lined steel cabinet and rapid index system * Across-the-board programming without repetition * Complete promotion aids.

THE BASIC RADIO LIBRARY

**Associated program service**

A DIVISION OF MUZAK CORPORATION

151 West 46th Street, New York 19, N.Y.

*Another in the profit-building “Shows That Sell” series.*
Editorial
evan shrdlu

AFTER EIGHT years of gestation, the FCC has brought into the radio world its editorializing offspring. Obviously, because it labored so long, it has dropped a monstrosity of confused parentage—one that can become a Puckenstein monster turned out by those who tossed so diligently for its arrival.

The opinion (it is neither definitive regulation nor rule) establishes fairness as the yardstick if stations transmit editorials reflecting the views of outside organizations. There's no definition of controversy.

The FCC, in our view, takes the wrong road. The right to editorialize imparts the right to be unfair. Stations are newspapers of the air. Five members of the Commission split four ways in the abortive effort to rescind the Mayflower ruling which, via legal dictum, proclaimed that radio could not be an advocate. Four of the five agreed to the "fairness" principle; one (Hennock) clung to the Mayflower doctrine in dissenting. Comr. Jones' vehement and audibly profane language was weaker than pro forma. Comr. Webster's lawgineering concurrence was questioned as to accuracy by Comr. Jones, Chairman Coy and Vice Chairman Walker, in Europe, didn't vote. So only Acting Chairman’s fair comment today could be construed as unfair a year hence.

Despite the incongruities and the rhetorical drooling, we feel that scuttling of the Mayflower doctrine (if, in fact it is torpedoed) is not unweedly, clumsy first step. NAB President Miller once noted it took 100 years for the press to achieve freedom; it may take as long for radio to establish its right to speak under the guarantees of Amendment.

As always, the FCC premises its limited editorializing authority upon the scarcity of frequencies. Newspapers continue to fall for it, with the solitary exception of the able ditty of cold lawman—two of seven—wholeheartedly supported the majority opinion (see text, page 76).

One thing is clear. The opinion does give broadcasters the chance to live dangerously. Stations which venture into editorializing in politics and on public affairs may find themselves in hot water on license renewals—because fairness and balance are chameleons. The precedent, if management today could be construed as unfair a year hence.

Pa.'s TV Ghosts

THE BRIGHT PROSPECTS held out for television as the ne plus ultra of mass communications are in peril in the suit before the courts of Pennsylvania, where telecasters are fighting the State Board of Censorship. Edge of new medium is being pared away.

It is no exaggeration to say that television could be reduced to the electronic equivalent of a second or third-run theatre if the board's assertion of authority is upheld. The Pennsylvania board would be the first of many.

Consider the consequences. Kinescope recordings, so vital where intercity connections are not available and such desire to be experienced by anyone would have to be approved in advance. This is incongruous in itself, since the same show would go unchallenged if used alive. But there is a more serious side to this.

The delay required by clearance would rob the shows of the immediacy which is essential to the visual art. Indeed, it would substantially limit their use, since the musicians union requires that they be played within two weeks of the original broadcast. The problem would be compounded for each "live" show which uses films incidentally, and would become totally intolerable with varying state censorship laws. Program quality would go down; costs up.

This, of course, would bring no gloom to the motion picture interests who, as was brought out during the trial, prompted Pennsylvania's board. We think their position, incidentally, reflects poor grace. The similarity between television and the movies is superficial. Licensors must operate "in the public interest" when they are watchful. The Pennsylvania telecasters have the answer: That is, that the regulation of radio is a function of the federal government, and no state shall have a power of censorship which is forbidden even to the federal government.

All in the visual art may hope that the courts will agree. We suspect that the Pennsylvania censors themselves would not persist in its position. The State Board have already admitted that they were unaware of the scope of their undertaking, and that they're unequipped now to cope with the job.

Wake Up, Dept. Stores!

THOSE WHO have sung the praises of radio for its right to broadcast to mankind, as well as for its ability to sell anything from candy-bars to Cadillacs, are legion.

The other day, the Kentucky Broadcasters Assn. was regaled with one of those success stories in the form of a declarant of the Committee of Kentucky, paid tribute to the broadcasters of his state for the Wake Up, Kentucky campaign, which carried as its theme the fight of democracy against totalitarianism. It was an amazing story, eloquently told. The campaign won a Peabody Award last year.

Mr. Schacter, we learn, also is general manager of Kaufman-Straus Co., one of Kentucky's leading department stores. Kaufman-Straus does not use radio.

Mr. Schacter knows what radio did to sell Kentucky to the world. If it can do that, radio can sell merchandise to Kentuckians.

Our Respects To—

P. C. SOWELL

LIKE a great many of broadcasting's pioneers, F. C. Sowell got into the industry by accident. And a most profitable accident it was. The insurance has paid off in lifetime dividends for the manager of WLAC Nashville, Tenn.

This year marks his 20th anniversary in radio and his 19th year at WLAC. He has been general manager since 1928. Conclusive proof of his success in the field came in December of last year when his fellow broadcasters elected him to head the Tennessee Assn. of Broadcasters.

The "accident" occurred in the early part of 1929. Mr. Sowell was handling advertising for an automobile firm in Columbia, Tenn., where he was born in 1904. The car dealer decided to buy some radio time and he propositioned Mr. Sowell to do the announcing. Young Sowell had won a medal in college for public speaking and since that time had been entertaining visions of becoming a radio announcer. The dealer’s offer was the spark he needed to fire his ambition.

He foresaw the advertising business and the newspaper field—his first job had been as a jack-of-all-trades in a county newspaper office in Columbia—and since that time has never strayed from the radio field.

After a few months describing the advantage of the horseless carriage on the air, Announcer Sowell felt he was ready for a fulltime broadcasting job. With rather limited experience he hopefully applied to a former home-towner who had set up a 250 watt in Detroit—the old WMBC. A return wire came immediately saying, "Catch the next train," Mr. Sowell regrets that he didn't keep a copy of that first letter of application, for he is still mystified as to what produced such rapid results.

The broadcasting industry measured up to all of the Tennesseean's expectations, but the hustle and bustle of a big city operation didn't appeal to him. By the end of 1929 he decided to head for home. En route he passed through Nashville and dropped by WLAC to pay a friendly call on Truman Ward. Before he left, Mr. Ward had a new employee—a combination announcer-salesman-copy writer. The Ward-Sowell association has proved to be a long and lasting one. In 1955, when J. T. Ward purchased WLAC, he named Mr. Sowell general manager, and the arrangement has continued to grow and prosper.

In the early days, Mr. Sowell recalls, "radio was a losing proposition financially, and didn't (Continued on page 58)
the TALK of the Town!...

ERNIE SIMON

on WJJD Chicago

Simon's Charming has made him Chicago's most popular personality!

Spins 'Em at WJJD
He's a kiddie
In Morgan Style
By Adele Horowitz.
A new type of kiddie radio show.

Zany Ernie Simon To MC Daily Gan
War Hero Ernie Simon Displays New Technique As Disc Jockey on WJJD

Zany Ernie Simon, to MC Daily Gan...

It Never Rains...

Country Cousin

ERNE SIMON

WAR HERO

ERNE TWINS

Rides Too Hard,
Some Fans Say
Of Disc Jockey

Other Find Ernie Simon
Pure!

By Margaret Batty

Ernie Simon, the boy with the phony Arabian accent, who is to be the new
headliner of the Daily Gan, shows up in the WJJD studio in the drinking cap
and turban that he will wear for the show.

Ernie Simon, who was born in Chicago, went to Morgan School where he
was a "good" boy. But he was always interested in radio. When he heard
Ernie Fields Spins 'Em at WJJD, he said: "I'm going to be a disc
jockey." He signed up for the Navy, but by the time he was done with the
war, he had been drafted.

As a disc jockey, he found that he enjoyed the job. He found that he
enjoyed the people. He found that he enjoyed the music. But he found
that he didn't enjoy the kids. So he decided to quit.

The Daily Gan is a new show that will be heard on WJJD at 8:00 A.M. to
10:00 A.M. and before and after the Chicago White Sox Games on June 13.

TWICE DAILY
8:00 A.M. to 10:00 A.M. and before and after the Chicago White Sox Games on

WJJD
50,000 WATTS

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL
BROADCASTING • Telecasting

June 13, 1949 • Page 49
WMT mines a rich lode in Goldfield

MALCOLM E. KENNEDY, former national radio representative of Forjoe & Co., has joined South Jersey Broadcasting Co. as general manager of WKDN Camden, N. J.

ELLIS ATTEBERRY, formerly vice president and manager of ECKN Kansas City, Kan., has been appointed general manager of WJBC Bloomington, Ill. He succeeds HALE BONDURANT, who has become manager of KFBI Wichita [BROADCASTING, May 30]. WJBC is owned by The Daily Pantograph of Bloomington.

IVOR KENWAY, ABC vice president, has been elected to board of directors of Salvation Army Asso. of New York.

JOE RAHAL, owner of Rahall stations, WNNR Beckley, W. Va., WKP Allentown, Pa., and WNAR.

S. F. 'CHRONICLE'

Fetes Ad Executives

TWENTY-FIVE eastern advertising agency executives visited Northern California fortnight ago as guests of the San Francisco Chronicle. Paper also is in attendance of the local KRON-TV. The trip was designed to acquaint them with the industrial development and market potentialities of Northern California.

In addition to tours of the area, including airplane flights over Lake Tahoe, Yosemite National Park, Big Sur, and the Monterey Peninsula, the agency visitors were treated to an informal round of parties, luncheons and other entertainments. Highlight of the trip was a party at San Francisco's Palace Hotel at which the visiting executives met local agency representatives and executives from the area's radio stations, magazines, business firms and competing newspapers.


Mr. Atteberry

If you're prospecting for markets and don't care whether your nuggets come from rich farmlands or prosperous industrial terrain, cast a calculating eye on WMT-ward. We've staked our claim to Eastern Iowa—and Goldfield is only one of the hundreds of communities in WMTLand that mean pay dirt for WMT advertisers. Add 'em all up and you get an impressive total of 1,121,782 people within our 2.5 mv line.

Cash farm receipts for Iowa led the nation in 1948; value of manufactured products exceeded $1.8 billion. There's gold in Goldfield and the whole of WMTLand! Get a lode of the details from the Katz man about Eastern Iowa's exclusive CBS outlet.

Mr. Renfro

SALES CONTEST

Ten Win Trips From ABC

NEW YORK and Bermuda vacations have been won by 10 account executives, managers and sales managers of ABC radio affiliates in a local sales contest conducted during March and April by the network's cooperative program department.

KFAB . . . BIG in power . . . BIG in facilities . . . BIG in audience . . . as shown by the most recent Conlan.*

In the survey (146,553 calls) of 98 counties in Nebraska, Iowa and Kansas, KFAB tops all Omaha stations with 32 daytime quarter hours between 7:00 am and 6:15 pm. The closest competition leads in only 12 quarter hours. This BIG loyal audience enables the BIG station to do the BIG selling job for you in the BIG Middle-West.  *Feb. 1949

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by  FREE & PETERS, INC.  General Manager, HARRY BURKE
GENE HALLIDAY has been appointed assistant sales manager of WTMJ-TV, Milwaukee, and Assistant Sales Manager for WTMJ and WTMJ-TV Milwaukee, Inc., has been named Sales Manager of WKBS San Francisco. WTMJ has been with WTMJ since 1927, has been a member of KBS San Francisco.

HOWARD WHEELER, formerly assistant advertising sales promotion manager of Douglas Aircraft, Santa Monica, Calif., has been named Assistant Manager of Advertising for WTMJ-TV, Milwaukee. He was the only one of the old CBS "Hello Europe" programs. This was an hour-long show originating at Fisk U. and featuring the Fisk Choir and Jubilee Singers. It was relayed to London for distribution to stations in 11 European countries.

His announcing days had some exciting moments, too. The program series which stands out most vividly in his memory is that of Tennessee's state penitentiary. It consisted of interviews with convicts who cooperated in WLAC's "War Against Crime."

The Nashville broadcasters have paid his greatest fame as a result of WLAC's weekly county newspaper program, "What's Happening," which Mr. Sing has and puts on the air each Sunday morning. His decision to do "newspapering" on the air came as a consequence of that first job back in Columbus.

Proof that the gentlemen of the press like what "Radio-Newspaper Editor" Sowell is doing is shown in the more than 400 complimentary requests that have appeared in middle Tennessee papers during the two years the program has been broadast. Typical of the comments is that of the Lawrenceburg Dem- ocrat-Union which praised the broadcaster for his "cooperation, rather than competition, with the newspapers of Tennessee."

"It's so much easier to make friends of competitors than fight them," Mr. Sowell says. "Why not just 'jine up' with them?" In the case of WLAC, his idea has paid off handsomely, which Mr. Sing sees as an additional amount of good will throughout the Nashville trading area.

Operating a station in the public interest is a "must" in Mr. Sowell's code of broadcasting. For first place in WLAC's public service programming, he was awarded the network's "Clothing Collection Campaign" for foreign refugees. In a single day the campaign resulted in the donation and collection of 50 tons of clothing, an achievement which won WLAC a national award for the year.

The Sowell code also requires personal endeavor as well as gen-

KTOY-AM, Tacoma, Wash., new outlet of the Tacoma Public School System, began regular programming June 1. The station, a unit of the Tacoma Vocational-Technical School, operates on 957 mc. It has a 1 kw transmitter and radiates 4 kw. Its 317-ft. tower is atop the Vocational School Bldg. Equipment is Western Electric.

The station is expected to provide training in practical radio for 30 students, most of them enrolled under the G.I. bill, who are taking a two-year radio course. The course is divided equally between the engineering field and announcing, producing, and directing. Classes are held five days a week.

Merle L. Kimball, staff announcer and producer at the Tacoma studios of KYK, Seattle, teaches the production and announcing classes. Technical instruction is taught by John McClan- rock, formerly engineer at KING Seattle.

Respects

(Continued from page 18)

pay the help much, but everybody had a lot of fun." He says the most interesting book he handled was one of the old CBS "Hello Europe" programs. This was an hour-long show originating at Fisk U. and featuring the Fisk Choir and Jubilee Singers. It was relayed to London for distribution to stations in 11 European countries.

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The Sowell code also requires personal endeavor as well as gen-

Wm. G. W. King

WILLIAM G. W. KING, 42, NBC news writer, died June 4 while vacationing on Fire Island, N. Y. Death was attributed to a heart attack. He joined the NBC News in 1933, and was a member of the network’s news and special events department early in 1948, after having freelanced for seven years.
YESSIR, no joke—you do see some mighty fancy living out here in the Red River Valley. Us North Dakota hayseeds have an average Effective Buying Income of $5599 per family—'way above the national average!

And, yessir, WDAY's popularity in these parts is like our income—it keeps growing every year! In addition to our exceptional rural coverage, the latest Fargo Hooperatings give WDAY a whopping big 67.5% Share of Audience (Total Rated Periods) against 13.1% for the next station (Dec. '48—Jan. '49).

HERE ARE THE FIGGERS!

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Write us, or ask Free & Peters for all the facts!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives
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<th>Consulting Radio Engineers</th>
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<td>JANSKY &amp; BAILEY</td>
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<td>National Press Building</td>
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<td>William E. Benns, Jr.</td>
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<td>&amp; ASSOCIATES</td>
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<td>H. V. ANDERSON</td>
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<td>Consulting Radio Engineers</td>
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<td>134 Clarence St., Phone 7-277</td>
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<td>GEORGE P. ADAIR</td>
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<td>Radio Engineering Consultant</td>
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<td>4125 Monroe Street</td>
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<td>LEE E. BAKER</td>
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<td>Gaultney, Ray &amp; Price</td>
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<td>Herbert L. Wilson</td>
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<td>WASHINGTON 6, D. C. NA 7161</td>
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<td>Member AFCCB*</td>
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<td>Consulting Radio Engineers</td>
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<td>BOND BLDG. EXECUTIVE 5670</td>
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<td>William L. Foss, Inc.</td>
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<td>Formerly Colten &amp; Foss, Inc.</td>
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<td>927 15th St., N. W. Republic 2883</td>
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<td>Philip Merryman &amp; Associates</td>
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<td>• Heatherdell Road</td>
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<td>Silliman &amp; Barclay</td>
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<td>Specializing in Antenna Problems</td>
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<td>1011 New Hampshire Ave. BE 6646</td>
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Page 54 • June 13, 1949
June 3 Decisions... ACTIONS ON MOTIONS

(By Commissioner Stone)

Beachview Best Corp., Norfolk, Va.—Petition for renewal of

WCAV Norfolk, Va.—On petition amended application to raise N


15.聽Continued indefinitely hearing for consent to

license, pending action on petition for consent to

license, hearing and reconsideration; granted without hearing of renewal

application.

AFM-American Best System, Inc., Naperville, Ill.—On petition continued

hearing on application from

July 13 to 14 at Washington.

WSAZ Huntington, W. Va.—On petition dismissed without prejudice ap-

lication.

KTYL Mesa, Ariz.—Granted petition insofar as it requests leave to amend

application to raise power to 250 kw.

WFMG Nashville, Tenn.—On petition for extension of time for filing

application, asking that granting be set aside; hearing continued from June 13

to August 18, at Washington.

WSUI University of Chicago, Chicago, Ill.—On petition extended time to file

proposed decision.

William M. Brase, Greer, S. C.—Changed time for hearing on applica-

tion from June 9 to July 7 at Greer, S. C.

WFRV Green Bay, Wis.—Application amended application to require

request N power to 1 kw and specify different time. Applications were

dissolved as multiple petitions for renewal and license granted without hearing, and

supplementation thereof.

WQXR New York—On petition extended time to file additional information,

holdings in applications in mid-

west Radio Inc. and Patchogue Bcstg. Corp., Patchogue, N. Y.; time extended to

June 30.

June 6 Applications... ACCEPTED FOR FILING

WWRF Russellville, Ala.—License for CP new AM station.

AM——610 kc

WAYS Charleston, W. Va.—Authorization to change from 610 to 5 kw-D 1 W-N

unil 610 to 5 kW.

License Renewal

Request for license renewal AM sta-

tions: KWJ Gloste, Ariz.; KROY Sac-

ramento; WHBU Anderson, Ind.; KDEC Cedar Rapids, Iowa; WABC New York,

WOCB Albany, Ore.; WJR Salt Lake City; KXNO San Antonio, by.

License for CP

License for CP new FM stations: KBML Bismarck, N. D.; WTOO Dayton, Ohio; KTFS-Minneapolis.

Custom-Built Equipment U. S. RECORDING CO.

1312 Varnum Ave., Worsh, S. D. C.

STERLING

Ben Adler

TV TELEVISION FACILITIES ENGINEERS

American Name Design

Low Cost TV Operation

515 MADISON AVE. PLAZA 5-7350

N. Y., N. Y.

June 7 Applications... ACCEPTED FOR FILING

Modification of CP

Requests for extension of completion date new FM stations: WCCS-FM Car-

bondale, 1st to 5-15; WJMC-FM Bridgeport, Conn., to 5-15; WJFN-FM Bridge-

ton, N. J., to 30-30; WOAI-TV San Antonio, to 1-15.

WQDI Quincy, Ill.—Mod. CP new FM station to change ERP to 768 kw, ant.

to 25 feet.

APPLICATIONS RETURNED

Booone Best Corp., Boonville, Ind.—RETURNED June 8 application for CP

new station 1540 kc 250 w.

WIHM Hammond, La.—RETURNED June 8 application for CP new FM

station.

WIAS Canton, Ohio—CP new FM station to license from Joseph A. Sins and

Henry L. Munsen, to 1560 kc; to Tri-State Enter-

prises to Joseph A. Sins.

June 7 Decisions... BY THE SECRETARY

KCID Spencer, Iowa.—Granted li-

ence instal. new ant. and mount.

FM station.

Following were granted mod. CPs

for completion of extension as shown: WIZZ-TV New York to 12-30-49;

KGO-TV San Francisco, to 12-30-49; WBRC-TV Birmingham, Ala., to 8-1-49;

KFMR-TV San Diego, Calif., to 11-1-49; WAPM-TV Birmingham, Ala., to 9-30-

49; KUOM-FM AM-FM Burlington, Iowa., to 7-1-49; WSDT Springfield, Mass., to

11-15-48; WSPA-FM Spartanburg, S. C., to 7-1-49; WCTV Jacksonville, Fla.,

to 11-22-49; WNYK Buffalo, N. Y., to 1-50; WAYS-FM Chattanooga, Tn., to 11-

15-48; WXYZ Detroit, Mich., to 7-19-49; WBBH-TV Columbus, Ohio, to 7-1-49; WGL-

Washington, D. C., to 12-30-49; KTLA Los Angeles, Calif., to 7-1-49; KMAY-TV

Pasadena, Calif., to 9-4-49; WOAL-FM Cleveland, Ohio, to 12-30-49; WTVK-TV

Washington, D. C., to 11-15-49; WGST Atlanta, Ga., to 9-30-49; KGBT Corpus

Christi, Texas, to 7-1-49; KXL Kansas City, Mo., to 6-20-49; WSPJ St. Joseph,

Mo., to 11-15-49; KWOE Dallas, Tex., to 11-15-49; KOMA Oklahoma City, Okla.,

to 11-15-49; WJKY Greensboro, N. C., to 11-15-49; WAKO-FM Rockford, Ill.,

to 7-1-49; WTOZ-TV Columbus, Ohio, to 11-15-49; WKNW-FM Keene, N. H., to

7-1-49; WERF-FM Tulsa, Okla., to 10-2-49; KTUJ-FM Tulsa, Okla., to 11-28-

49; KARM-FM Fresno, Calif., to 9-7-49.

KAWT Douglas, Ariz.—Granted li-

ence changes in ant. and mount.

KOLT Scottsdale, Ariz.—Granted li-

ence use of old main trans. 955 aux.

WFTS New Orleans—Granted li-

ence new main station Channel 229 (85.5 mc) at 575 feet.

KCBS Marlingham, Tex.—Granted mod. license to change studio location.

KUTA Salt Lake City—Granted CP

install old main trans. for aux. with 1 kw.

SERVICE DIRECTORY

Custom-Built Equipment U. S. RECORDING CO.

1312 Varnum Ave., Worsh. S. D. C.

STERLING

Ben Adler

TV TELEVISION FACILITIES ENGINEERS

American Name Design

Low Cost TV Operation

515 MADISON AVE. PLAZA 5-7350

N. Y., N. Y.

June 13, 1949 — Page 54-A
BONUS! That rings cash registers!

WMBD brings CBS advertisers a tremendous listener bonus in spite of five-station local competition. Adjacencies to all CBS and WMBD programs give national selective advertisers a big extra bonus, too. Check these typical samples from the current Peoria C. E. Hooper* report -- -

PROGRAM WMBD HOOPER
Lux Radio Theater .................................. 39.9
Bob Hawk Show ........................................ 32.2
My Friend Irma ....................................... 31.2
Arthur Godfrey Talent Scouts ..................... 29.6
Dr. Christian .......................................... 23.0
Crime Photographer .................................. 20.8
Inner Sanctum ........................................ 20.7

These remarkable ratings are the result of three things:
1. WMBD is Peoria’s favorite station ... with over 20 years experience in local programming.
2. CBS is Peoria’s favorite network.
3. WMBD maintains a hard-hitting, full-time merchandising and promotion staff.

*Peoria City Hoopering for October, 1948, through February, 1949.

WMBD DOMINATES Peoriaarea

FCC Actions
(Continued from page 51-A)

Applications Cont.: station to change ERP from 32.7 kw at 315.1 to 315.2 at 32.2.

TENDERED FOR FILING
AM-1390 kc.
WFNC Fayetteville, N. C. - Change from 1450 kw to 250 kw to 1390 kw to 1 kw.

June 8 Decisions ... BY COMMISSION EN BANC

Revised Allocation Plan

Adopted order dismissing proceedings to add Channel 24 (467 mc) to Albertville, Ala., amended tentative allocation plans for Class B FM stations to decrease Channel 26 to 100.3 mc; and add Channel 100.3 mc to Albertville, Ala.

Following were granted modified terms of present authorizations:

KUNS-FM Blessing, Texas - Change from 3.4 kw to 11.5 kw,ant. from 305 ft. to 150 ft.
KBEE Modesto, Calif. - Change from 2 kw to 13 kw, ant. from 346 ft. to 330 ft.
WFDR New York, N. Y. - Change from 8 kw to 5 kw, ant. from 250 ft. to 600 ft.
KTRK-KFOM Omaha, Neb. - Change from 13.5 kw to 8.3 kw, ant. from 250 ft. to 600 ft.

License Renewal
WUMA Eufaula, Ala. - Change from 100 kw to 250 kw to 350 kw to 1 kw.

License for CP
WLPJ New Albany, Ind. - License for CP new AM station.
KSCO Santa Cruz, Calif. - License for CP new AM station.

Modification of License
KGFJ Los Angeles, Calif. - License for extension of completion date.

Modification of CP
FWOD Lynchburg, Va. - License for CP new AM station.

KQD-C-T american Commercial TV stations.

AM-1395 kc.
WFNC Fayetteville, N. C. - Change from 1450 kw to 250 kw to 1390 kw to 1 kw.

License for CP
WLPJ New Albany, Ind. - License for CP new AM station.
KSCO Santa Cruz, Calif. - License for CP new AM station.

Modification of License
KGFJ Los Angeles, Calif. - License for extension of completion date.

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Modification of License
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KQD-C-T american Commercial TV stations.
Whether you sell...

ntelope antlers for armchair adventurers... arnica for active, agile athletes... antidotes for abdominal alkaline and acidity... accountant’s audit analysis of ailing accounts... advanced avocational academic aids for ambitious adolescents... articles about aircooled aircraft armatures... adopt advice to adjust abashed altar aliens...

dpartment accommodations for apprehensive applicants... aspirin for acute alcoholic aches and ails... amber ale for ample absorbing amusement... anklets and appealing apparel for an alluring auburn angel's anatomy... arrows for amateur archers... angora argyles and appliqued ascots for agency artists...

ncient antiques for ardent acquirers... action on alimony, accidents and attachments by ambulance ambling attorneys... academy albums for affectionate alumni... auto accessories and anti-freeze... abbreviating action for accumulated avoirdupois... applause appliances to arouse aging actors... asterisks and amethysts for appeasing agitated aunts... amazing ambidextrous aerial acrobat acts... better buy radio... better buy WGN!

Yes, Radio Sells... likewise, WGN is a result-getter for its advertisers

Here’s what one of them told us: “... I am sure that you can well realize that (our company) is completely sold on the productivity and listening audience of WGN.” Another wrote, “We are happy to tell you that of all the stations we have used, WGN has consistently remained at the head of the list in turning in low cost, well qualified leads.” These are just two among many testimonials to WGN's sales effectiveness.

That’s why we say... make your next buy your Best Buy with WGN!

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

A Clear Channel Station... Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
335 Montgomery St., San Francisco 4 • 2975 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

BROADCASTING • Telecasting

June 13, 1949 • Page 57
Mr. Time Buyer
Anywhere, U.S.A.

**WSGN continues to forge forward!**

The Hooper report for October 1948 through February 1949 between 8 A.M. and 12 Noon (Mondays through Fridays) shows WSGN had 7 of the 11 highest rated quarter hours. Station "A" had four. Station "B" none. WSGN and Station "A" tied for tenth place with an 8.2 rating.

In the afternoon WSGN had 3 of the 10 highest rated quarter hours. Station "E" had four. Station "A" had three, one of which was ninth place and the other tenth place.

In the evening hours (Sundays through Saturdays) WSGN had 4 of the 10 top half hour periods with Station "B" having four and Station "A" having three.

Is there any wonder more and more people are saying WSGN is Alabama's best BUY far?

**Becky Tevis,** for past three years assistant to director of public relations and publicity at WLW and WLWT (TV) Cincinnati, has been appointed publicity manager of WNSY New York.

**Frank L. Orth,** formerly sales manager of KPHO Phoenix, Ariz., has been promoted to newly created post of sales and program promotion director.

**WKT** (TV), new video outlet under construction in Utica, N. Y., has appointed Devereux & Co., Utica, to handle promotion and publicity. Station plans to begin commercial operation in September.

**John Wilkoff,** promotion and merchandising manager of WCOP Boston, is teaching course in "Radio Sales Promotion" at summer session of Boston U.

**Mildred Ramey,** San Francisco radio director for 1949 Red Cross campaign, has joined promotion department of KGO San Francisco.

Capitalizing on Comments

MISHANDLE newspaper advertisement was capitalized on by WOR New York in a manner which station stations evoked much comment from trade and consumer press. A WOR ad stating "Three G-B-E-A-T Shows Tonite on WOR" ran in May 18 New York Herald-Tribune. Beneath it, and flush against it was reverse Benday white and yellow ad, stating "Wouldn't You Rather Drink Four Roses?" WOR immediately distributed bottles of Four Roses to radio editors, with pulled proofs of ad.

**Beautiful Blondes**

Attractive, blondes, expensive, for sale in Chicago by WBKB (TV). In connection with its 8th anniversary festivities June 13, 14, 15 and 16, the station is sponsoring a contest for an official hostess in collaboration with producers of Betty Grable's "Beautiful Blonde From Bashful Bend," which will be shown at the B & E Chicago Theatre simultaneously. Semi-finals will be conducted at WBKB the first three nights. After the finals June 16, the winning blonde will be presented in the lobby of the theatre. She will receive numerous prizes and a one-week modeling contract.

"It Pays To Listen"

ENTERING the giveaway sweepstakes, WSB Atlanta has started new morning show titled It Pays To Listen. Bob Van Camp emcees, and calls listeners asking questions pertaining to WSB and NBC programs. Right answers are worth $5 apiece. A Jackpot is involved in segment using a recorded excerpt from an NBC program. Listeners are asked to identify the voice.

**KSTP-TV Rates**

**TO NOTIFY** advertisers of details of its increase in rates effective June 15, KSTP-TV Minneapolis-Paul has distributed folder titled "On June 15th KSTP-TV Increases Its Rates . . . but . . ." Folder explains that the person who buy time before that date, to start before July 15, are covered on old rate through June 14, 1950. Inside copy tells of special offer and shows new and old rate cards. Special card is enclosed to be mailed to station by those interested in special offer.

**Mr. Time Buyer**

Anywhere, U.S.A.

**WSGN continues to forge forward!**

The Hooper report for October 1948 through February 1949 between 8 A.M. and 12 Noon (Mondays through Fridays) shows WSGN had 7 of the 11 highest rated quarter hours. Station "A" had four. Station "B" none. WSGN and Station "A" tied for tenth place with an 8.2 rating.

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In the evening hours (Sundays through Saturdays) WSGN had 4 of the 10 top half hour periods with Station "B" having four and Station "A" having three.

Is there any wonder more and more people are saying WSGN is Alabama's best BUY far?
PORT ANGELES gives us another example of how ABC goes inside, outside and all around the towns. In this Washington paper, pulp and timber center, 67% of the radio families listen regularly to ABC.

SANTA BARBARA is full of Spanish memories and the kind of free-wheeling buyers you can’t afford to overlook. And you don’t, amigos, when you sell on ABC; 89% of its radio families are ABC fans, according to BMB.

On the coast you can’t get away from ABC

FOR COVERAGE...ABC’s booming Pacific network delivers 228,000 watts of power—49,250 more than the second-place network. This power spells coverage—ABC primary service area (BMB 50% or better) covers 96.7% of all Pacific Coast radio homes. And ABC’s Coast Hooper for 1948 was up 9% or better both day and night.

FOR COST...a half hour on ABC’s full 21-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

Whether you’re on a coast network or intend to be—talk to ABC

ABC PACIFIC NETWORK

New York: 7 West 66th St. - Thaddeus 3-7000 - DETROIT: 1700 Studebaker Bldg. - harbor 6311 - Chicago: 20 N. Wacker Dr. - DELLA 1900 - Los Angeles 58 Sunset Blvd. - HUmanoid 3-1411 - San Francisco: 155 Montgomery St. - EXtwo 2-0544
CONCESSIONS

Sholis Hits NAB Channels Stand

IF THE NAB accedes to further degrading of standard broadcast channels, whether they be local, regional or clear, through concessions which would be made to other American nations under NARBA, most if not all of the 1-A member stations of the NAB would resign from the trade association.

That is the view of Victor A. Sholis, director of WHAS, Louisville, clear channel outlet, and former director of the Clear Channel Broadcasting Service. He told the Kentucky Broadcasters Assoc. at its closing meeting in Louisville June 4, after that organization, by a 34-1 vote, had adopted a resolution opposing more than 50 kw power to any station and favoring the breakdown of clear channels.

Pointing out that WHAS alone pays $7,000 a year into the coffers of the NAB, Mr. Sholis said that the 15 CBBS members constitute an important segment of the association's dues-paying members. "If we resigned, the NAB would collapse," he said.

He said that as long as the KBA resolution was on the books, WHAS had no choice but to resign — reluctantly.

The resolution, adopted at a Saturday morning session, was recommended following Mr. Sholis' attack upon its propriety. He argued that neither the NAB nor the state associations should engage in intra-industry controversies. The resolution then was referred to the KBA executive committee for study and consideration at next fall's meeting.

At the Saturday morning session, the proposal to inveigh against higher power and retention of clear channels was launched by Stephen A. Cisler, WKYW, Louisville, a leader among independent metropolitan stations. Mr. Sholis was absent at the time, and Dick O'berlin, WHAS news editor, opposed precipitate action.

At the concluding luncheon session, Mr. Sholis predicted dire results if clear channels were broken down and warned against a "breakdown of NARBA" which he said would affect duplicated channel stations to a greater extent than the clear.

Gilmore Nunn, WLAP, Lexington, NAB district director, supported Mr. Sholis' position as to principle.

Hecht S. Lackey, WSON, Henderson,旦an, proposed to amend the resolution, following Mr. Sholis' ultima
tum, by referring only part of it to the executive committee. He suggested that portion which would break down clear be referred but that everything opposing more than 50 kw be retained. This amendment was defeated and the Association then approved, 13 to 6, the motion to reconsider the entire resolution and refer it to the executive committee.

Previously, the KBA had approved a resolution to petition the Kentucky legislature to grant radio newsmen the same immunity provided newspaper reporters on disclosure of news sources.

It also agreed to cooperate with the State Insurance Commission in its effort to prevent foreign insurance companies, not licensed to do business in the state, from utilizing radio for exploitation.

"We find ourselves in a sensitive and delicate position as to premiums on the American nations," said Mr. Sholis. "We should reconsider the KBA resolution, and, if necessary, resubmit it to the NAB for further action."
To the PRESS and RADIO:

Subject: MOVING THE WHEAT CROP

As this is written, railroads are putting the finishing touches on the preparation to handle their part of the greatest combined job of transportation, marketing and storage which is done anywhere in the world, any time in the year -- the movement of the winter wheat crop into storage.

This year the task will be more difficult than usual. The difficulty is not so much one of moving the grain -- although that in itself is a tremendous job -- as it is of finding the space in which to store it.

This year the railroads are being called upon to move not only a near record new harvest, but at the same time to move a large part of last year's grain. Approximately 500,000,000 bushels, or some 300,000 carloads, of last year's grain had been held on the farms and in country elevators under government loan until April 30, and could not be taken to the terminal markets until after that time. This is the grain which under ordinary circumstances would have been moved by the railroads during the winter months when grain shipments are slack.

Unfortunately, storage space for grain is unusually scarce this year. In fact, the terminal and sub-terminal elevators were half full before a bushel of the old grain still on the farms or in country elevators started to move.

In the coming weeks, you may hear a great deal about this grain movement. But no matter what you hear, you can be certain of one thing: the railroads are ready and able to move every bushel of wheat which can be promptly unloaded into proper storage space upon its arrival.

Sincerely yours,

William T. Faricy
Transfer of WVO New York from the Arde Bulova interests to Victory Broadcasting Co. for $300,000. The transfer was last day to end the dispute situation between WVO and WNEW New York, the last of FCC's original dual ownership cases.

The transfer was approved by the Commission in mid-May, ending FCC's long investigation proceeding into the broadcast interests of Mr. Bulova. Regular liens were granted to both WNEW and WVO [Broadcasting, May 16].

Victory Broadcasting Co. is owned by New York Lehigh Industrial Co. under the name of Richard O'Dea (33.3%), minor stockholder in both WVO and WNEW and who gives up his WNEW station. G. W. O'Dea, General Manager Ralph Well (15%), and Program Director Arnold Hately (5%). The consideration includes $200,000 cash plus $180,000 in stock, representing Mr. O'Dea's 10% holding.

WVO, licensed to Wodaam Corp., had been owned 80% by Mr. Bulova, 20% by T. Henschel. WVO licensed to Wodaam Corp., had been owned 80% by Mr. Bulova, 20% by T. Henschel.

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FCC ROUNDUP

Box Score

Summary to June 9

New Grants, Transfers, Changes, Applications

Corpus Christi, 80%; William E. Stubbsfield, special events director KBIX, 20%. File June 8.

FMM APPLICATIONS

Knoxville, Tenn.—University of Tennessee, Corp., presently holding license to KBIX. Estimated cost: $16,500. Filed June 8.

Dallas, Texas—Texas School, Corporation of Texas, 20%. Estimated cost $4,001. Filed June 8.

Transfer Requests

WFGN Gulf Coastal, 35—Acquisition of WRT Radio Co. by A. B. Godshall from W. K. Gunter, 25% stockholder, and Mrs. W. K. Gunter, 25% stockholder and president, new owner of Cherokee Broadcasting Co., and 10% of stock of both Mr. Gunter and Mrs. Mer- chant. He pays Gunter $8,250 and receives Mr. Merchant's stock in lieu of stock by Mr. Merchant. WFGN is assigned 175 kw, 250 watts.

WGNL Glenn Falls, N. Y.—Transfer control of Glenn Falls Publicity Co. to McCann & McCann and Star Media. Ernest C. McKenna to Glenn Falls Post Co. Transmitter is 50% owner of license corp., and acquires 22.1% from John McKenna and 24.8. McKenna for a total consideration of $11, 477. 20. McKenna relinquishing their right to purchase an additional 65.8% of outstanding stock and right to purchase same goes to Glenn Falls Post Co. WGLN is assigned 1220 kw, 100 w unlimited.

Las Vegas, N. M.—KXRT Radi- os. N., M.—Transfer 1,500 shares of stock to Fern Merson. Mrs. J. B. Copley from Laurel Theriwell, deceased, to her son R. N. Thierwell. Thierwell is present and general manager of South- western Broadcasting Co., 100% owner. KXRT is assigned 123 kw, 250 w unlimited.

File June 2.

KRM-D-AM-FM Shreveport, La.—Applications filed by T. E. Shreveport, M. D., for broadcast licenses. KRD-FM Filed from T. B. Lano, Rev. M. T. Lane, and Mr. J. de Radio Station KRD to T. B. Shreveport, M. D., Mrs. Mary Jewell Kimball Lano and Mrs. Mary Jewell Kimball Lane. T. B. Shreveport, M. D., on her death left her property to her children in trust. Mrs. Mary Jewell Kimball Lane- son of the late Mr. T. B. Shreveport, M. D. Kimball Lano, 125 kw, 250 w unlimited.

File June 2.

WTOV TRANSFER

Ends Duopoly Case

TRANSFER of WVF New York from the Arde Bulova interests to Victory Broadcasting Co. for $300,000. The transfer was last day to end the dispute situation between WVO and WNEW New York, the last of FCC's original dual ownership cases.

The transfer was approved by the Commission in mid-May, ending FCC's long investigation proceeding into the broadcast interests of Mr. Bulova. Regular liens were granted to both WNEW and WVO [Broadcasting, May 16].

Victory Broadcasting Co. is owned by New York Lehigh Industrial Co. under the name of Richard O'Dea (33.3%), minor stockholder in both WVO and WNEW and who gives up his WNEW station. G. W. O'Dea, General Manager Ralph Well (15%), and Program Director Arnold Hately (7%). The consideration includes $200,000 cash plus $180,000 in stock, representing Mr. O'Dea's 10% holding.

WVO, licensed to Wodaam Corp., had been owned 80% by Mr. Bulova, 20% by T. Henschel. WVO licensed to Wodaam Corp., had been owned 80% by Mr. Bulova, 20% by T. Henschel.
**FCC Actions**

(Continued from page 54-B)

**June 9 Decisions . . .**

**BY COMMISSION EN Banc**

Hearing Designated

WALT Tampa, Fla.—Designated for hearing application for CP to change from 1100 kc 1 kw to 580 kc 1 kw, DBA-DIN. Install new trans., change trans., location.

License for CP

WLAD Danbury, Conn.—Granted license to cover CP new station.

Petition Dismissed

John Deme, Grace Reilly, Hugh J. B., and Agnes Piatrelli, minority stockholders of Berkshire Best Corp. —Dismissed petition requesting revocation of Commission's consent to transfer control Berkshire Best Corp., per- mittee of WLAD-AM-FM Danbury, Conn., since petition was filed within 20 days after public notice of grant of said station, as required by sec. 3.590 of Commission's rules.

Petition Denied

John F. Coull, Houston, Tex.—In memorandum, opposition, and de- nied petition of Cooke to sever application from consolidated proceeding involving it and application of Felix H. Morales, Houston, Tex., to grant Cooke without hearing.

Hearing Designated

WTJS Jackson, Tenn.—Designated for hearing application to increase day- time power from 5 kw to 5 kw, install new trans., change trans., location and change from DA-N to DA-O to be heard in consolidated proceedings with applica- tions Lemoine College, Memphis, Tenn., and Ripley Best Co., Co, Ripley, Tenn., June 16, June 26 and July 2 at Jackson, Memphis and Ripley respec- tively.

**Request Granted**

KWBE Beatrice, Neb.—On request for clarification of cond. attached to grant of CP of March 11 that "program tests will not be authorized with Radio Station YDK, Atchison, Kansas, has been licensed, operation of said amendment said order of March 11 to read "program tests will not be author- ized until Radio Station YDK, Atchison, Kansas, commences operation at 700 kc."

Petition Denied

KANA Anaconda, Mont.—Denied petition of KANA requesting reconsideration and grant without hearing of application to change facilities on Com- mission's own motion, amended order of April 16, 1945 designating said application for hearing to include as Issue 3: "To determine the type and charac- ter of program service proposed to be rendered and whether it will meet the requirements of the population and area of City of Anaconda, Mont., and vicinity."

**Modification Granted**

KVAK Atchison, Kan., and KJAY To- peka, Kan.—Granted mod. CP to make changes in ant., patterns of KVAK, sub- ject to eng. cond. remanded 8 H. Pat- ters of cond. Oct. 11, 1945, grant to him of mod. CP for KJAY Topeka. The divest itself of all interest in KVAK, meanwhile extended KJAY pro- gram tests for 30 days with notice that any request for further extension must be supported with evidence as to steps taken to comply with this end.

June 9 Applications . . .

**ACCEPTED FOR FILING**

License for CP

License to copy CP new AM station:

**RULES CHANGES**

**On Program, Equipment Tests**

PROPOSED amendments to its rules governing equipment and program tests in the broadcast services were announced by FCC last week to eliminate unnecessary time limitations on such tests and to conform the rules to existing Commission practice. Paper work for both FCC and stations would be reduced.

Under the proposed rules, once a station began equipment or pro- gram tests it would not have to secure repeated extensions but would be allowed to continue equipment tests until expiration of the construction permit or program tests until action on its license application.

Another matter clarified is an ambiguity in the rules as to when construction has been completed. Considerable uncertainty has arisen in FCC action on forfeiting or extending CPs. Under the proposal no further extension of permit would be required once a station had begun program tests. Comments were invited by FCC until July 18.
Los Angeles. The report is entitled Videoexz, and is issued in two parts, quantitative and qualitative, and is sold in combination to stations, networks, agencies and advertisers.

All data are placed on IBM cards and special compilations from these cards, are made for clients upon request.

MarketScope Research Co.

Audio-Scope and Video-Scope reports are the product of the MarketScope Research Co., 156 Washington St., Newark, N.J. The AM report includes sponsor identification, effectiveness of commercial, talent popularity, program preferences, pre-tests of programs. Data are collected by mail ballot and personal interview, with some use of panels of listeners or viewers.

Both the AM and TV samples are 600 homes, and breakdowns by sex, education, age, income and educational level are made from this study. This research is localized in Essex, Bergen, Union, Passaic and Hudson counties in New Jersey and the five boroughs of New York. All measurements are on a definite contract basis, and are issued in quarterly reports.

For TV, MarketScope Research Co. does a qualitative program rating, program analysis, popularity, market potential, and escort effects. The Video-Scope report is $2,000 per year—each report sold separately, $600. Mr. Robert E. Spinner is in charge of TV research.

Research Co. of America

A variety of AM and TV measurements are provided by Research Co. of America, 341 Madison Ave., New York. For AM the firm does measurements of sets-in-use, program ratings, station coverage, homes reached per dollar, total audience, sponsor identification, effectiveness of commercials, talent popularity, program preferences, pre-tests of programs and measurement of product sales related to program rating. Data are collected by telephone interview and mail ballots. No fixed sample is used, but breakdowns are available by age, income level, education, and others as required by client. Although the organization is equipped to handle national ratings of programs, all of these measurements are provided on contract, none on a continuing basis. A. Edwin Fein is in charge of the radio research.

The TV research is carried on by the Television Measurement Bureau, a division of the Market Research Co. of America. This organization does work on program ratings, sets-in-use, share of audience and marketing studies on TV receivers.

Television Research Institute

Not primarily a measurement service, but engaged in preparing some special reports for the trade, the Television Research Institute is located at 40 E. 40th St., New York. The Institute has developed an audience reaction testing service to test or obtain representative opinions concerning likes and dislikes of commercials, comprehension, intensity of appeal, and other measurements on a contract basis for individual clients. Also publishes Video, a weekly newsletter.

CANADA

Bureau of Broadcast Measurement

Working from a sample of 70,000 homes, the Bureau of Broadcast Measurement, 85 Richmond St. W., Toronto, provides station coverage reports and reports on total audience by station and network. It program rating is defined as "the number of radio homes that can and do listen to each station, where these homes are located, and whether the listening is day or night listening."

As in the case of the BMB in the United States, a mail ballot sample is used. National ratings are provided for networks, the remainder of the data is by station areas. The distribution of the sample includes all Canadian cities, over 10,000 population, and all counties or sub-districts, and is projectible to total population of Canada (12,547,100).

No TV or FM measurements are made. Reports are issued every year with station audience maps. They are provided on a member-ship basis to Canadian advertising agencies, advertisers, radio representatives and others. Membership to all but stations is $25 yearly. C. J. Folkett is in charge of radio research.

Elliott-Haynes Ltd.

Marketing Research

Canadian exponents of the telephone survey are Elliott-Haynes Ltd., Marketing Research, 515 Broadview Ave., Toronto, Ont. These measurements are sets-in-use, program ratings, station coverage, homes per dollar, total audience, sponsor identification, audience flow, effectiveness of commercials, program preferences, pre-tests of programs, product sales related to program rating. The program rating measures the percent of radio homes within a given area listening to a given program at a given time.

Sample is determined by random selection from telephone book, and includes 400 homes per reported rating and 1,166 for national ratings. National ratings are provided for sets-in-use, program ratings, and sponsor identification. These national reports are published semi-monthly.

The geographic distribution of the sample is 35 cities, and is projectible to about 4,500,000 listeners, approximately one-third of Canada's population. The national ratings are done on a continuing basis, and data are used in contract arrangements.

TV research is done for Niagara and southwest Ontario, mostly by personal interview. Regional day and evening 35-city-by-city ratings are published monthly. The organization does special reports on radio advertising expenditures by individuals, and also conducts studies for audience reactions for clients. J. Myles Leckie is in charge of Elliott-Haynes radio research.

Penn McLeod & Assoc.

Surveys on a tailor-made basis are made by Penn McLeod & Assoc., 7th and St. Vancou- ver. Through telephone and personal interview the organization will provide station coverage, sets-in-use, program ratings, homes per dollar, sponsor identification, audience flow, effectiveness of commercials, talent popularity, program preferences and product sales related to program rating.

Sample are constructed from phone book listing, and averages 800 calls per hour. No credit is given unless the respondent correctly identifies any two of the following: name of station, name of program or name of sponsor. Sample breakdowns include male/female, age groups, income, educational levels, telephone area provided in reports. The rate for a quarter hour survey is $25.

Penn McLeod also will contract for studies of buying power, buying habits, travel habits, market potential, product research, dual coin and will follow up surveys.

William E. Watts is in charge of radio research.

Next week more about American research firms providing national ratings.

PULLIAM

Talks to Chicago Headliners

FREEDOM in America must be protected if it is ever "going to be free," Eugene C. Pulliam, Jr., retired president of the Indianapolis Broadcasting Co. and WIRE, asserted Tuesday evening at a meeting of the Chicago Headline Club.

He is a founder of Sigma Delta Chi, national journalism fraternity, of which the Chicago group is the local chapter.

Mr. Pulliam, discussing "Postwar Europe and British Socialism," charged that socialism in England is a "noisy sham and cruel delusion"; that socialized medicine is a "farce" and said that the British and French are working harder and eating less. He predicted that the Conservative Party "probably will win the 1950 election by a narrow margin"; that the Soviet Union will take over all Germany eventually if Russia has a part in controlling the Ruhr, and that Tito's rebellion is "the most important and significant thing that has happened in Western Europe this year."

He concluded that "the tragedy of Europe" is a lack of freedom, and that neither Czechoslovakia or the other satellite countries should receive any help from the U.S. or Western European countries until they "begin to show some independence."

Mr. Pulliam, an Indiana and Arizona newspaper publisher, returned last month from a tour of Europe. He was appointed director of propaganda for the Czechoslovakia and Yugoslavia.

Thomas' 21 Years

C. L. (Chey) THOMAS, general manager of KYOK and KOK-FM St. Louis and newly elected president of Transit Radio Inc., marked 21 years in the radio in-dustry yesterday (June 12). Mr. Thomas launched his radio career in Cincinnati with Crosley stations, WLW and WSAI, as assistant to the sales manager.

Following were several years each with WINS New York, KSD St. Louis and KFRU Columbia, Mo. He was appointed program manager and general manager of KYOK in 1940, and in March 1944 was made general manager.

Mr. Thomas

TOTAL sales of Capitol Records Inc., Hollywood, for first three months of 1949 were $3,184,229, according to Glenn E. Wallichs, firm president.

THE Fred A. Palmer Co.

Columbus, Ohio

Radio Consultants on Management and Operation

(20 years experience)

- SALES CAMPAIGNS
- SALES TRAINING
- SALES PROMOTION

Post Office—Box 108, Worthington, Ohio

Telephone—Worthington 2-7346
FM DOUBLING
RCA Demonstrates System

RCA Engineering Products Department, Camden, N. J., conducted tests the last week of May successfully demonstrating means of doubling available FM frequency channels for mobile radio communications without increasing frequency allocations. A new system said to be 1,000 times more selective than any other receiver announced to date was the subject of the tests.

Limited selectivity of conventional mobile radio receivers has made it impracticable for the FCC to assign adjacent channels to users in any one community or area.

Results of the tests indicated that adjacent channel operation (90 kc separation) can be achieved with no more interference than is presently experienced on alternate channel operation, and far less interference than is presently experienced on single channel operation.


PHI BETA, national professional music and speech fraternity, presented U. S. Steel Theatre Guild of the Air its 1949 Speech Award.
TV and the Gate
(Continued from page 38)
of 1,796,000; in 1947, when they
won the National League, had
1,807,000 and in 1948, a trouble-
some year in Brooklyn manage-
ment, fell to 1,400,000.
The Giants in 1946 had 1,234,000;
in 1947 had 1,599,000 and in 1948
had 1,401,000.
On the basis of the tables shown
on page 30 there is no evidence that
theater hames the gate, or, it
must be admitted, even discerni-
tly affects it.
The improvement of Pittsburgh's
1949 admissions over the club's
ate in 1948, despite its cellar po-
ition in the league, was made much
of by The Sporting News, which
pointed out that Pittsburgh was
the only team rejecting telecasts.*
There is doubt that the absence
of television in the Pirates den was
more than a contributory factor in
the gate increase. The Pirates, it
was pointed out, have lately come
to considerable publicity because
Richard Crosby bought an interest.
The rise or fall of ates receipts
so far this year must be attributed
to many circumstances—the league
standing of the clubs, the economic
condition of the community, the
publicity breaks of the teams. Be-
tcause television is to date a large
unexplored phenomenon, it is easy
to make it the whipping boy for any
owner whose team plays to empty
seats.\*
*Editor's note—It should also be con-
idered that no television outlet was
available to the NFL clubs during
1948 season, thus eliminating basis
for comparison of attendances.

Radio Urged
EQUIPMENT for both broadcast-
ing and telecasting should be a
part of forthcoming remodeling of
the House Chamber, Rep. A. L.
Miller (R-Nebr.) told his colleagues
in a speech on the floor last
Wednesday. "There has been much
discussion as to the advisability of
installing such equipment as part of
our procedure," he reminded, adding
that "with broadcasting will come
telecasting. He made his plea in
a talk in which he advocated installa-
tion of an electric voting system.

NEW NAB executive committee representing the Assn. of Women Broad-
casters held its first meeting in Washington June 3 (see story). Attending
were: Seated (l to r), Ruth Crane, WMAL Washington; Katherine Fox, WLW
Cincinnati; chairman; Pat Griffith, NAB; Lois Buck, NBC; Kaye
Thompson, CBS; Martha Gaston, KFOX Long Beach, Calif.; Standing: Elmer Lee,
WTOP Washington; Kaye Witter, WBKO Harrisburg, Pa.; Sally Work, WBEN
Buffalo; Doris Corwith, NBC; Anne Hayes, KCMO Kansas City; Dorothy
Kemple, MBS; Marjorie Christopher, WQAM Miami.

Women's Shows
DEVELOPMENT of women's programs into more effective advertising
vehicles will be undertaken by NAB's Bureau of Broadcast Advertising
and the affiliated Assn. of Women Broadcaster.

Mr. Mitchell disclosed that NAB is planning a sales presentation on
women's programs, to be known as "Radio's Feminine Touch." It is to be
in the hands of stations in time for autumn selling.

Presiding at the meeting, first
to be held by the new committee since
AWB became an NAB staff depart-
ment, were, from left, Walter Thomp-
son, CBS; Pat Griffith, NAB; Lois
Buck, NBC; Kaye Witter, WBKO
Harrisburg; Elmer Lee, WTOP
Washington; Marjorie Christopher,
WQAM Miami; Anne Hayes, KCMO
Kansas City; Martha Gaston, KFOX
Long Beach, Calif.; Doris Corwith,
NBC; Dorothy Kemple, MBS; Ruth
Crane, WMAL Washington; Linnea
Nelson, Walter Thompson Co., New
York. Absent were Ruth Trexler,
ABC, and Elinor Inman, CBS.

Guideposts
(Continued from page 26)

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York. Absent were Ruth Trexler,
ABC, and Elinor Inman, CBS.
The State Dept.¹'s Voice of America and related information activities, whose 1950 budget suffered a $2 million cut at the hands of the House, last week was cut an additional $1,656,100 by the Senate. The adoption of the $32,343,000 appropriation recommended by its Appropriations Committee the week before [BROADCASTING, June 6].

Conferences were appointed from House and Senate to reconcile the differences in the respective bills of the two houses. The original Budget Bureau request for the international information and educational program was $36 million, which the House reduced to $34 million [BROADCASTING, April 11].

After balancing out non-recurring expenditures, it was brought out, the Senate-approved budget for the information program would be $3,700,000 above the current year's despite the cut in funds requested.

Nevertheless, officials said, the scope of information activities would have to be reduced "slightly" if the Senate appropriation figure is not raised, "since the annual rate for the programs is now approximately $32,947,080."

Items which would have to be "eliminated or drastically curtailed," authorities said, include purchase of packaged shows for local overseas broadcast ($220,000); broadcasts in five languages which were to have been instituted and in one language (Persian) which are now being conducted ($246,621); and field staff for local overseas broadcasting for Europe and the Middle East ($142,978), which would mean that there would be local overseas broadcasting only in the Latin American countries.

By a vote of 43-33 the Senate rejected the amendment offered by Sen. Ralph E. Flanders (R-VL) to increase the Voice and Information program's allocation to the full $36 million originally recommended by the Budget Bureau.

Compares Expenditures
Sen. Karl E. Mundt (R-S.D.), who joined Sen. Flanders in offering the amendment, told the Senate that General Electric Co. spends almost 1% of its income for advertising, that Procter & Gamble spends 3.7%, and that Reynolds Tobacco Co. spends 1.1%. Yet even a $36 million appropriation for the information program would be only one-sixth of one percent of the U.S. military and foreign budget, he declared.

Overall appropriation for the State Dept. as approved by the Senate would be $260,172,456, compared to $271,405,556 voted by the House. The bill was the first this year in which the Senate reduced the amount allowed by the House.

¹The FAIRCHILD Professional Tape Recorder easily outperforms requirements set by NAB Standards. Features include: "plug-in" type construction, both mechanical and electrical, for uninterrupted service; interlock system to prevent accidental erasing; volume indicator and circuit metering; adjustment of playback head during operation for optimum performance with all tapes; simultaneous monitoring of the tape during actual recording. Major network and recording studios are using FAIRCHILD Tape Recorders. Write for complete information.

FAIRCHILD SYNCHRONOUS DISK RECORDERS

**The FAIRCHILD "Synchroll" Drive System combines advantages of the transfer of power through soft rubber rollers with those of direct gear control of the capstan. This unique development of FAIRCHILD results in a no-slip synchronous tape drive.**

**High Frequency Flutter causes roughness in a reproduced sine wave tone. Smooth motion in the FAIRCHILD Tape Recorder is apparent in the cleanliness of simple musical tones.**

**Hum problems are generally recognized as inherent in magnetic recorders. The high efficiency of FAIRCHILD Playback Head design and amplifier construction results in a hum measurement at least 68 db down. (ref. 2% distortion).**

Above are some of the features that have gained FAIRCHILD the reputation for the finest in recording equipment. Fairchild Synchronous Disk Recorders are manufactured in 3 models; Unit 523 for the finest fixed studio installation; Unit 539K for the small budget studio; Unit 539G (shown above) for console performance in a portable unit. Maintain your reputation for making the finest transcriptions and masters with Fairchild equipment. Write for illustrations and complete specifications.

FAIRCHILD SYNCHRONOUS DISK RECORDERS

**ACCURATE PROGRAM TIMING—Synchronous direct to the center gear drive for shows "on the nose."**

**FREEDOM FROM WOW—No slippage. No musical pitch change makes listeners aware the show is transcribed.**

**SOUND ON FILM DUBBING—Many of the motion picture sound tracks you hear and enjoy are first recorded on Fairchild Synchronous Disk Recorders.**

**RECORDING EQUIPMENT CORPORATION**

154TH STREET AND 7TH AVENUE, WHITESTONE, L.I., N.Y.

June 13, 1949 • Page 67
MEMBERSHIP DRIVE

PROPOSED NAB membership drive, which already has board approval, is now involved in the proposal to revamp NAB's structure.

The whole membership problem was reviewed last Monday at a meeting of the NAB board's membership committee. The three-man group will work with the Secretary-Treasurer in finalizing the suggestions that member stations should work further action on reorganization.

NAB's Structure Committee is scheduled to meet June 24 at NAB headquarters in Washington. The committee will handle the winter and early spring, offering recommendations to the board. These included naming of a television director as well as transfer of most NAB functions from the president's office, each served by a committee of seven. Eventual formation of separate aural and visual departments was proposed.

Main result of the recommendations thus far has been President Miller's appointment of Executive Vice President A. D. Willard Jr. as television director, but NAB has not indicated whether Mr. Willard has accepted the transfer.

The rest of the Structure Committee recommendations were deferred at the April board meeting in Chicago.

The membership group received a report last Monday from Secretary-Treasurer C. E. Arney Jr. on status of the membership. Mr. Arney said that 72% of the resignations in the last half year consisted of stations licensed since the war.

Need for descriptive material on NAB's operations was expressed. This would be helpful in case a membership drive is to be staged.

The committee members felt NAB should revise its past publications of this sort. Latest was The Story of NAB, published in 1945. Proceeding it had been Let's Look at the Record in 1943 and Let's Get Acquainted in 1942.

Attesting the committee meeting were Gilmore N. Nunn, WLAP Lexington, Ky., chairman; Henry W. Slavick, WMG Memphis, and Merrill Lindsay, WSOY Decatur, Ill.

COMR. STERLING

Addresses Canadian Mgrs.

REVIEW of television in the U.S. was given by COMR. George E. Sterling last Wednesday before the 78th annual general meeting of the Canadian Mgrs. Assn. at St. Andrews, New Brunswick.

COMR. Sterling said that television, although eight years old, "is only on the threshold of its development" and foresees reaching social, economic and cultural impact. He detailed the concern TV has caused in the movie industry and quoted one Hollywood representative who said that unless the film capital moves fast it will become "a whistling stop at the end of a coaxial cable."

Cheers for Zenith

EDITOR, BROADCASTING:

In behalf of FM, we take issue with your “Zenith Target” story on page 30 of May 30, 1949, issue of BROADCASTING magazine. To me, this appears as another deliberate attempt for your publication to again debase FM and the FM industry.

The Zenith Radio Corp. is to be congratulated for its stand in promoting improved aural reception—for setting the pace in research and producing more and better FM receivers.

J. W. Kerr
208 S. Glover St.
Fremont, Ohio

[Editor's Note: Three cheers for Zenith, or for any manufacturer that produces a better FM receiver than the AM receiver or better TV receiver. And three cheers, too, for every FM broadcaster. The only “deliberate attempt” we plead guilty to is an honest attempt to cover all radio news each week.]

EDITOR, BROADCASTING:

We were glad to get the new Zenith Major. If all FM radios were as sensitive as the Major, we wouldn’t have any trouble building an FM audience. We are located in the Allegheny Valley and despite 800 foot obstructing hills, we pulled in the three stations 150 miles away. It’s about time a manufacturer put out a decent set.

A. David Potter Jr.
General Manager
RNAB WPGA-FM
Warren, Pa.

SPOT BILLINGS

Small Fluctuation Shown

FLUCTUATION of less than 25% in average national spot time billings, month by month, through an average year was reported last week in figures compiled by Price-Waterhouse for the National Assn. of Radio Station Representatives.

There was less than 25% difference between the highest month's business, in October, and the lowest, August. The fluctuating figures represent percentages of total national spot billings.


The averages were drawn from advertised time billings for the past three years from a sample of 75% of the billings of stations which are represented by NARS members.
The administration of justice. The next section (F) was upheld by Judge Gray but rejected by the appellate court. It forbids "the publication of any matter obtained as a result of a violation of this rule." The first four parts of the rule, covering photography statements by officials and statements about the conduct of the trial, still remain in force.

The dissenting opinion termed the broadcasts inflammatory and pointed to its relation to race prejudice. The defendant, James Brill, a Negro, was convicted of murdering an 11-year-old girl and sentenced to hang.

The majority decision was concurred in by Chief Judge Marbury and Judges Delaplaine, Collins and Cranson.

James Lawrence Fly, former FCC Chairman who appeared as counsel for the American Civil Liberties Union at the trial, described the decision as a "real contribution to freedom of press and radio." He added that he was "very much gratified" at the sweeping court opinion.

Miller Comments

Commenting on the court's ruling, NAB President Justin Miller said, "The decision, coming as it does at the end of the historic week whose beginning saw the modification of the Mayflower rule which had gagged the right of broadcasters to express opinions, gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights." As in the case of the Mayflower rule report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for Rule 904. But words, like administrative agencies, i.e., naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions. However, again like the Mayflower report, the decision in this case represents a noteworthy victory for those of us who refuse to acquiesce in the nibbling process so frequently used by those who would break down the freedoms of the American people.

"The broadcasters of America and their national association may well be proud of their uncompromising and successful fight in the case. We are grateful, too, for the support lent us by the newspaper publishers and the many press associations which, stood beside us when we refused to bow to the intimidation of governmental officials. Again we see that a little courage accomplished much more than vacillations in such matters. The NAB will continue to work toward wider and wider acceptance of the fundamental principles here involved."

**MINN. ELECTIONS**

**MBA Directors Named**

DIRECTORS for the Minnesota Broadcasters Assn. have been announced by Mel Drake, secretary-treasurer of the new group and vice president of WDGY Minneapolis. Tabulation of mail ballots June 7 showed the following elected:

John F. Meagher, KYSM Mankato; C. T. Hagan, WLOL St. Paul; Lewis H. W. Lint, KLYM Willmar; Odin S. Ramsland, KDAL Duluth; E. J. McKellan, KVOX Moorhead; Wallace E. Stone, KWOA Worthington; James J. Delmont, KATE Albert Lea.

Messrs. Meagher and Hagan were named president and vice president, respectively [BROADCASTING, May 30]. Directors will meet in Minneapolis June 20.

**Show Quits GN&G**

DONALD S. SHAW, who has been with Geyer, Newell & Ganger, New York, for the past five years as vice president and director of radio and television, has resigned. No replacement has been named yet.

**FIRST PRIZE** in Milwaukee County Radio Council's competition was awarded Milwaukee Spokes, WTMJ Milwaukee Sunday afternoon discussion program. It was cited as "1948-1949 locally produced public service discussion show which has made the best local contribution to the development of interest in civic affairs..."

**Zenith**

(Continued from page 28)

the Senate Committee on Interstate and Foreign Commerce, and FCC Chairman Wayne Coy and Comr. Frieda Henock occurred that Zenith decided upon its advertising policy which produced the now famous "obsolescent ads."

Sen. Johnson had stated that television set purchasers were not warned about the danger of receiving obsolescence because of proposed UHF changes. He stated converters were not the answer to the problem. In reply, Chairman Coy acknowledged that if UHF channels were added there would be obsolescence and that converters were not as satisfactory as regular receivers. Comr. Henock wrote about the desirability of the public being informed by manufacturers of just what a set will do. After that correspondence was published in the press, said the answer, Zenith decided to bring to the public its stand that Zenith receivers would not be rendered obsolete, come UHF.

Zenith further contended that it had a perfect right to so advertise "from the standpoint of their own business interest and from the standpoint of fair dealing and proper information and advice to the general public interested in purchasing television receivers."

It then went on to allege that Sightmaster sets of one of the plaintiffs were not similarly equipped and could not receive UHF without a converter. It alleged that converters thus far developed were unsatisfactory and that a satisfactory converter may never be developed.

It defined a converter as a separate instrument or device designed to supplement the frequencies receivable by a radio or television set. It usually consists, said the answer, of a separate chassis in which are appropriate circuit and tubes to convert radio and television signals to permit their reception on sets which otherwise would not be capable of receiving them.

Zenith said its own sets did not need a converter but could be adapted to UHF by "simple substitution of panels in the especially designed turret tuner" which is standard equipment in its receivers. Thus the sets can receive both UHF and the present channels, it was claimed.

Frank McIntyre

FRANK McINTYRE, 71, well known as "Cap'n Henry" on the former Maxwell House Showboat, died June 8 at Ann Arbor, Mich.

**The BIGGEST DOLLAR BUY in the Rich Cleveland Market**

Alert programming, civic interest and planned promotion have made it possible for Cleveland's Chief Station to offer advertisers more listeners per dollar than any other Cleveland station. Take advantage of this Big Dollar buy — gear your advertising plans accordingly!
FCC Reshuffle? (Continued from page 85) urging support of the broad principles of the bill, would do much to expedite action once it reaches the floor.

Extensive hearings were considered unnecessary since many of the provisions were from bills on which lengthy testimony was taken in past years.

Chief "new" section is one which would reorganize FCC's staff along functional lines and set up a new, separate staff group responsible directly to the Commission to assist it in the preparation of decisions, orders and the like. The "buffer" plan already has been adopted by the Commission, which announced the establishment of such a group only four days after the McFarland Bill was introduced.

Three Major Divisions

The functional realignment of the staff would set up at least three major divisions along the lines of the Commission's major workload. These presumably would be broadcasting, common carrier and safety and special services, and each would have legal, engineering and accounting personnel. By comparison, the present organization divides the staff into legal, engineering and accounting bureaus, each containing broadcasting, common carrier and safety and special services divisions.

Most of the remainder of the bill, including a plan to divide the Commission itself into two semi-autonomous panels of three members each, was taken from the 1947-48 White Bill or from pending measures introduced earlier in the current session.

There was considerable speculation that the panel plan would be deleted. This belief stemmed from Sen. McFarland's own doubts about the desirability of such a plan, which he and Sen. Tobey expressed in a subcommittee report that subsequently was adopted by the full committee [BROADCASTING, Jan. 31]. That report blocked a three-panel system which FCC was then considering.

Other Portions

Other portions of the bill, all derived from past or pending legislation, would revise FCC's hearing procedures; raise the pay of Commissioners from $10,000 to $15,000 a year and provide increases for key staff executives; simplify appellate sections of the current law; shorten the present anti-trust section of the Communications Act; prohibit representation of licensees by bureau chiefs in proceedings before FCC for 12 months after they leave the Commission; and forbid adoption of rules which would result in discrimination based on race, religion, politics or business.

Aside from the buffer staff which FCC has now set up to separate judicial and prosecutory functions, the bill contains two other sections which are at least in the process of accomplishment irrespective of long list of projects already in the

Mitchell will be Charles A. Batson, assistant director, and Lee Hart, NAB retail coordinator. The staff will be augmented when the New York transfer is complete.

The BAB slide film, produced under NAB board mandate, is to be ready by July. The film will show the advantages of radio and will include suggested speech material, providing a complete broadcast presentation.

BAB's progress and plans for the future will be taken up at a meeting of the BAB Policy Committee to be held June 22-23 in Washington, and the NAB Sales Managers Executive Committee, to be held June 23-24 [BROADCASTING, June 6].

TV Subcommittee Named

A television subcommittee has been named to augment the sales managers committee. It will hold its first meeting during the June 23-24 session. Most of the subcommittee members are not members of the full committee.

Mr. Batson is completing work on a greatly expanded study of dealer cooperative advertising, based on questionnaires sent to manufacturers and producers. The idea of printing this list in card index form for station filing, and keeping it up-to-date will be considered by the committees.

Mr. Mitchell spoke last Tuesday at a station workshop session in Des Moines. Miss Hart addressed advertising clubs in Evansville and Terre Haute, Ind., and Milwaukee.

Mr. Mitchell will speak on retailer use of the broadcast medium at the sales promotion convention of the National Retail Dry Goods Assn., to be held June 27-28 at the Hotel Stevens, Chicago.

Television will be taken up at the session. Speakers include Walt Dennis, radio director of Allied Stores; M. Markowitz, sales promotion manager of Alexander's, and a panel of TV and radio users.

IN CHICAGO

NBC and CBS had more audience . . . BUT . . . NOT PER DOLLAR SPENT

W-I-N-D first! in circulation per dollar

W-I-N-D third! in total audience 6 AM-6 PM-7 days/ wk

*PULSE—52 WEEKS, '48

560 KC • 400 N. MICHIGAN AVE., CHICAGO, ILL.
THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

BAB BOOK One of Many Projects Underway In New NAB Operation

PUBLICATON of a book containing full information on sales practices, contracts, PI and other advertising practices in broadcasting will be undertaken by NAB's Broadcast Advertising Bureau.

The compendium will be one of many works at BAB less than two months after its authorization by the NAB board. It will fill a need on the part of broadcasters, sponsors, agencies and others concerned with broadcast advertising, according to Maurice B. Mitchell, BAB director.

BAB is preparing to move its Washington operation to the BMB offices at 270 Park Ave., New York. Moving to New York with Mr. Mitchell is the one to provide a legal assistant for each of the Commissioners, which FCC itself approved several weeks ago. The other authorizes the issuance of examiners' recommended decisions in lieu of proposed decisions by the Commission, which FCC had pending in proposed form for nine months and approved finally a few days after introduction of the McFarland Bill.

The revisions encompassed in the McFarland measure form one prong of a dual "initiative" objective which the Arizona Senator said his subcommittee had set for itself. The other is "consideration of the problem of American telephone and cable companies," which was commended several weeks ago in a conference with record communications firms.

The problem of the communications companies, Sen. McFarland explained, is typified by the reductions in income which they are suffering and by the fact that they must compete with foreign government-owned communication monopolies. The possibility of mergers of some of the companies, not permitted by present law, is under study but Sen. McFarland said "several months" may be needed to work out necessary legislation. The companies themselves are working on proposals, he reported.

Sen. McFarland insisted that in neither broadcasting nor common carrier operations should the government have its "finger in the pie."

FOR COVERAGE

—Over a million people in 79 counties of Georgia, South Carolina and Florida.

—3 1/2 times more people than any other station in this market.

—A $557,206,000 retail sales area.

WSAV

Experienced by shoppers...

(860 kw, 5,000 watts)

FULL TIME
Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has everything you need in broadcast equipment . . . plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 4104

**CINCINNATI**
J. R. Thompson, Main 0600

**CLEVELAND**
W. S. Rockwell, Cherry 1350

**DALLAS**
C. C. Ross, Central 6454

**DETROIT**
P. L. Grady, Temple 1-5500

**JACKSONVILLE**
W. C. Winkler, Jacksonville 5-7180

**KANSAS CITY, MO.**
R. B. Uhrig, Grand 0324

**LOS ANGELES**
R. S. Thompson, Trinity 2221

**MINNEAPOLIS**
W. G. Frey, Geneva 1621

**NEW YORK**
F. C. Sweeney, Watkins 4-3000

**PHILADELPHIA**
G. F. Jones, Walnut 2-2405

**PITTSBURGH**
R. F. Greenvold, Court 4000

**RICHMOND**
E. C. Toma, Richmond 2-2833

**SAN FRANCISCO**
K. O. Harrison, Market 5131

**SEATTLE**
D. H. Craig, Main 4605

**ST. LOUIS**
J. P. Langley, Newstead 4700

**GRAYBAR BRINGS YOU**

**BROADCASTING'S BEST:**

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (3)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2, 18)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

**MANUFACTURED BY:**

- (1) Western Electric;
- (2) General Electric; (3) Whitney Blake;
- (4) General Radio; (5) Karp Metal;
- (6) Hugh Lyons; (7) Welsman;
- (8) Hubbell; (9) Presto; (10) Weston;
- (11) Blaw-Knox; (12) Crouse-Hinds;
- (13) Communication Products;
- (14) General Cable;
- (15) National Electric Products;
- (16) Triangles; (17) Bryant; (18) Machlett
THE PICK OF
THE NEW HITS!

IN WHAT stations believe to be first tie-up of its kind in television, WMAR-TV, video outlet of Baltimore (Md.) Swappers, and WMAL-TV, Washington Star, outlet, began series of simultaneous 2½ hour daily telecasts. Program, The Sports Rode, has been aired by WMAR-TV alone since April 20. WMAL-TV will do air plugging for telecast in Washington. Program is fast-paced, potpourri of sports results, community news, entertainment, interviews and weather. It is aired from 3:30-5 p.m. and National Brewing Co. sponsors 4-5 p.m. segment Mon.-Fri. and 4-6 p.m. on Saturday.

Saints and Sinners
VIDEO rights to Circus Saints and Sinners, New York luncheon group, have been acquired by CBS-TV for half-hour series titled Circus Saints and Sinners—Meet the Fall Guy, to be telecast weekly. Those who are to be announced. Format has prominent personalities "on trial" for idiosyncrasies, which are vindicated at conclusion by performance showcasing talents.

Plays and Airs
BASEBALL fans at Canwell Park in Knoxville, Tenn., saw something new in way of baseball broadcasting when WKG N Knoxville’s Sportscaster Lind- sey Nelson broadcast a game and participated simultaneously. Occasion was annual benefit game between Knoxville Junior Chamber of Com- merce and radio team. Mr. Nelson strapped a microphone to his chest and ran extension cord to ampli- fier located in dugout along first base line. He kept up his regular line of play-by-play chatter as he batted and played first base. Baserunners, catcher, and umpire were interviewed whenever they came within range of micro- phone during progress of game.

With a Roar
WHEN news story blow in near Nacogdoches, Tex., on May 31, KTRE Lufkin presented two broadcasts direct from scene of the well. Interviews were conducted and radio audience heard great roar caused by the tremen- dous pressure. Station reports that a field east Texas gas field is predicted to have been discovered through this well.

300 Years Ago
WITH Annapolis, Md., celebrating its 300th anniversary last month, WMAR Annapolis, put on a 1949 version of the 1649 "Town Crier." Announcer zamirdon iron the local fashion, as were most Annapolitans, gave the scheduled events of the day, in the "man on the street," fashion as well as testing the knowledge of the au- dience on Annapolis history.

'Stop, Look and Learn'
DEMONSTRATIONS of household help which save either time or money are shown by six contestants weekly on WGN-TV Chicago’s new Stop, Look and Learn, telecast Fridays from 7:30 to 8 p.m. CDT. After winner is selected by studio audience jury, M. C. Harold Isbell gives remaining five persons materials for making a hat in three minutes in a Mad Hatters contest. Show has participating spon- sorship.

Favorite "Pop" Tunes
CLIFF WARREN, popular singer and yodeler, hitherto featured on western and hillbilly programs, is being pre- sited over WOA I San Antonio in quarter-hour of favorite "pop" tunes. One western classic is included on each program so that Mr. Warren may give forth with his famed yodel. Music is by WOA I staff orchestra under direc- tion of Melvin Winters, with one instrumental number each day.

Based on Police Files
CASES taken directly from the files of the Los Angeles Police Dept. are being dramatized in a new series titled Dragnet on NBC. Program replaces Life of Riley, Fridays, (7-5 p.m., PST). Series involves adventures of two detectives portrayed by Jack Webb and Barton Yarborough. Karl Grenier produces; William P. Rous- seauf directs.

'Milk Day'
From the "milk center of the world," WLS Chicago broadcast queen-crowning ceremonies of annual Harvard, III., Milk Day events June 3. Air show highlighted noon ceremonies, and has been an annual feature since 1948, a year after the day was first observed. Event attracts thousands of Illinoisans to Harvard fair grounds.

Football Technique
ENGINEERING and production staffs of WOIC (TV) Washington, have added "like" events to their line of special events, new in advance planning for cover- age of special events programs. Following pattern established by top-flight college and professional foot- ball teams in pre-game briefing, WOIC personnel are holding their own "skull practice" sessions, complete with films, when plotting coverage of shows of special event nature. Whenever possible, films and photos made of pre- vious "like" events are obtained, and staffs use these as basis for advance planning of camera positions, beat individual shots, and placement of personnel. In addition, staff makes complete inspection of each "origin- ality" site. To completely round out program coverage, a production re- search assistant is detailed to task of compiling a material file containing history of event, place and participat- ing individuals.

'Operation Tarheel'
JUD COLLINS, WSM Nashville special events man, penetrated deep into the wilds of North Carolina near Fort Bragg, with the Army on "Operation Tarheel," to secure wire recordings of maneuvers. Recordings de- scribed actual sounds of simulated battle involving units of the 3rd Army, 82nd Airborne, 3rd Cavalry and other outfits. Wire material acquired over period of four days was developed into quarter-hour show by Mr. Collins and WSM engineers.

Family Farmers
BILL Moshier, KJR Seattle farm editor, recently interviewed some of the "dairying Kleins" of Snohomish County, Wash., for cut-in to ABC’s American Farmer. The Kleins who were interviewed represented yearly production of more than 1,625,000 pounds of milk and 100,000 pounds of butter by the dairy farmers. KJR stated it didn’t have studio large enough to invite all the Kleins, because there are more than 200 of them in Snohomish County.

MATS Anniv. Show
IN COOPERATION with National Military Establishment at Washington, WNBW (TV) Washington telecast first anniversary show of Military Air Transport Service May 31. Show featured music by Tune Pilots of Air Forces Band and musical solos. Pro- gram was narrated by NME personnel and was reportedly first unified effort of NME in this field.

Talent Series
TEN WEEK series of home town tal- ent programs, Top Talent Stars, fea- turing entertainers from ten towns in its coverage area, has just been com- pleted by KSGM Ste. Genevieve, Mo. Broadcasts were held "on location" remote. Winning acts for each community was chosen through audience vote as was grand prize winner who was named "Top Talent Star."

Cadet Competition
ANNUAL District of Columbia High School Cadet Corps Competitive Drill was telecast by WOIC (TV) Washing- ton June 1. Eugene S. Thomas, WOIC general manager, stated that this marks first time event has been covered by television. WOIC also presented coverage with public school officials active in staging annual drill—plus leading government figures who were formerly members of Cadet Corps during their high school years.
This new book for radio station managers, promotion men and sales reps tells how to get maximum sales results from station promotion

**SPOT RADIO PROMOTION HANDBOOK**

64 pages, 8 1/2 x 11, $1.00

Gives you what it would cost you, literally, thousands of dollars to get for yourself: a first-hand, up-to-date, composite picture of spot time buying habits, practices, procedures, and problems—and how you can influence them most favorably.

**PARTIAL TABLE OF CONTENTS**

INTRODUCTION—A first-hand study of users' practices and viewpoints: The spot time selling job; The time salesman; The printed word, the salesman's helper.

WHO PARTICIPATES IN SPOT TIME BUYING—Where list building begins: The pattern of working responsibilities: Market selection; Size, negative market factors; Budget and appropriation; Station selection.

WHAT BUYERS SAY THEY WANT TO KNOW ABOUT STATIONS—Difference in viewpoints: What sort of information wanted most; Four major station values: (1) Coverage; (Geographical Characteristics; Economic; and Marketing characteristics; (2) Audience, Station "personality" plus program power; (3) Programming and program structure; (4) Production quality; Product merchandising aids; Program promotion; Availability; Cost. A valuable time-sales promotion pattern.

 HOW TO REACH THE PEOPLE WHO INFLUENCE TIME BUYING—Groups, sections of broadcast industry: Dispensers of available information: Increasing salesmen's choice; Zone; Serial mailing; Most useful information the key to successful direct mail: Radio, radio, and advertising trade papers: They're all different; The buyers' group type of publication: How used; Timing factor important promotions; Salesmen and printed word a team: Habit of use lays basis for full promotional value.

CONCLUSION—Increase sales volume: Reduce; unit selling cost; The research behind this book and an invitation.

**National Authority Serving the Media-Buying Function**

**STANDARD RATE & DATA SERVICE, INC.**

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

**Convenient Order Form**

**STANDARD RATE & DATA SERVICE, INC.**

333 North Michigan Avenue, Chicago 1, Ill.

Please send me a copy of the new SPOT RADIO PROMOTION HANDBOOK. Enclosed is my check for $1.00.

I understand that I will return my money if I return the book to you in ten days.

NAME

COMPANY

STREET

CITY

ZONE

STATE

June 13, 1949 • Page 73
EDWARD (Ted) KIMBALL has been named program director of KSL Salt Lake City. He has been in radio for 22 years, having begun his career with KSL in 1926.

THOMAS P. BASRAW has been appointed program director of KPH-FM Winchita, Kan. He was formerly with NBC and WLS Chicago as director, producer, writer and sales promotion man.

LOU EMERSON, formerly announcer at KWSW Roswell, N. M., and who recently joined KGAS Gallup, N.M., in same capacity, has been appointed program director at KGAK.

JEFF SELDEN, continuity director of WNEW New York, has resigned to devote his full time to script writing of Chesterfield Supper Club, sponsored by Liggett & Myers Tobacco Co., through Newell-Emmett, New York. On NBC, Mon.-Fri., 7-7:15 p.m. Mr. Selden, who has been with WNEW since 1940, has been scripting for post year, for both AM and TV (NBC-TV Fri. 11-11:15 p.m.). Replacing Mr. Selden as continuity director of WNEW is BOB STEWART, staff writer. Other changes at WNEW involve ELSIE KUBINSTEIN, member of publicity department, who has been appointed assistant to DICK PACK, director of publicity and special events, and RICHARD KANE, former assistant to Mr. Pack, who joins continuity department as script writer.

EDWIN J. TURNER, staff member for two years of WJU Film, Fords Dam U. outlay, New York, has been appointed production supervisor, following resignation of MANUEL YLANAN, who is returning to Philippines to re-enter commercial radio. Mr. Turner, who assumed his new duties June 7 upon graduation from Fords Dam, has been an announcer, director, writer and producer for station.

ALAN RHONE, former Chicago newspaper, has been appointed film director at WBKB (TV) Chicago.

ALAN HARVEY has been promoted from log man to staff announcer.

GORDON ROTH, formerly with KNJ Fresno, Calif., has joined KFRC San Francisco as staff announcer.

CHARLES PICKENS, staff pianist and music librarian at WHBC Canton, Ohio, has been named musical director.

LEE LIVELY, announcer at WLOW Norfolk, Va., has joined Marine Corps Reserve Fighting Squadron 201, Naval Air Station, Norfolk. He was sworn in during a Marine Air Reserve Unit program on station.

FRANK POLLACK, disc m.c. on WON Dayton, Ohio, and Arlene Peterson have announced their marriage.

FREDERICK P. LAFFEE, chief announcer at WRAW Lawrence, Mass., was awarded a Certificate of High Honor by National Pet Protection League. Award was made as result of a This Is Greater Lawrence broadcast, May 26, produced by Mr. Laffee.

PEE WEE KING, leader of Golden West Cowboys who conducts two daily musical shows on WAVE- TV, has been promoted to disc jockey of the station.

JAY RUSSELL, former New York press agent and more recently program director-announcer at WBNZ Saranac Lake, N. Y., has resigned his position there. He will pack on WAVE-

DOLORES MURPHY, New York radio and stage actress, is now heard over WCCO Hartford, as the "Lady of the Air." Mon.-Sat., 12:15-12:30 p.m. She dramatizes stories and plays children's songs.

JOHN L. McNEVIN, Syracuse radio personality, has joined announcing staff of WHEN (TV) Syracuse, where he will handle sport shows and serve as m.c. on several live studio shows.

ARMAND LA POINTE has been appointed staff announcer of KFMY (FM) Hollywood.

BILLY WELLS has been appointed program director of KCON Houston, Tex.

WALLY OSBORNE has joined announcing sales staff of WHIT Dur- haam, N. C.

NICHOLAS SAGARRO, junior majoring in radio at Temple U., was recipient of subscription to Broadcast- ing as "Award for Excellence in Programming" at annual banquet of Temple U. Radio Workshop.

HELEN MARIA KORDAY, NBC television personnel supervisor, was married May 21, to Col. Charles A. Miller of the U. S. Army. Mrs. Miller has been with NBC for 12 years.

LUCIEN E. DUMONT, production manager of WIDE Big Band, Pitts, was presented a certificate of Honorary Dog Catcher by Rosario Halle, mayor of Asbury, N. J. Other Halle and two other main mayors appeared on station's Kennel Club of the Air.

HEAT'S ON...

SALES DOWN...

NOT IN THE NORTH COUNTRY!

Retail sales are higher in June, July and August. Farmers harvest cash crops—vacationists bring in—and spend more money.

WEAV-WENT Stay on the Job the year 'round.

LOCAL AND NATIONAL spot advertisers get thirteen extra weeks of effective advertising to the 13.3% "city folks" who summer in the North Country.

It's Business as Usual on . . .

ABC 960  1000 WATTS  CBS 1340  250 WATTS

WEAV...WENT

Plattsburg, N. Y.    GLOVESSVILLE-JOINTOWN

Joseph Hershay McGilvra    Adam J. Young, Jr.

RA-DI-O PRIM-ER

is for jackass. He is no-ted for his per-spi-cac-i-ty. In fact, some au-thor-i-ties say he prob-a-ly does not know that it is im-pos-i-ble to do a com-plete sell-ing job in Kan-sas and ad-join-ing states with-out us-ing WIBW. It is the sta-tion that farm and small town folks listen to most.

WIBW

SEARING AND SELLING
"THE MAGIC CIRCLE"

WIBW - TOPEKA, KANSAS - WIBW-FM

Rep: CAPPER PUBLICATIONS, INC. • BEN LUDY, Gen. Mgr. • WIBW • KCKN • KCKN-FM

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BROADCASTING • Telecasting

FALL TRIAL

Seen in Baseball Case

WHETHER broadcasting and tele-casting baseball changes their character from an intrastate to interstate activity will probably come to a court test this fall de-spite action of organized baseball last week to obviate such a step.

Through Commissioner A. B. (Happy) Chandler, baseball offered to re-instate the 16 players who "jumped" to the Mexican League in 1946, attracted by higher sal-aries than they were getting in the major leagues.

But three of the players who went to Mexico said they never-the-less will continue their actions against organized baseball for damages amounting to $2,500,000. The theory of their actions is that baseball has violated the federal anti-trust laws. It therefore will be necessary for them to prove at trial that baseball is in interstate commerce and that the federal laws therefore apply. Trial will be in Federal District Court in New York.
This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!
**SUPERIORITY COMPLEX**

My husband, advertising manager of the Ding-Bat Company, used to be a nice fellow with just enough of an inferiority complex to make him easy to live with. Since he picked KXOK, sales have gone up so fast my husband thinks he's the smartest advertising manager in town. Now he has a superiority complex and he's positively obnoxious.

**Unhappy Wife:****

Dear Unhappy Wife:

Maybe KXOK should have the superiority complex instead of your husband. During March, 1949, KXOK was within range of audience striking distance of five places in St. Louis. Briefly, this means that KXOK delivers more Hooper audience per dollar than any other St. Louis network station. No wonder Ding-Bat products are going to town. When your husband checks KXOK's low-cost, per- Hooper point, KXOK's wide coverage, and KXOK's low-out St. Louis rates, he'll even cool it.

KXOK, St. Louis

630 on the dial

**Basic ABC**

5,000 Watts

A "John Blair" station

**HONDURAS OUTLET**

Now Permits Commercials

LA VOZ DE LEMPRIA (HRA) of Tegucigalpa, Honduras, has opened its broadcasts to commercial sponsorship for the first time and has appointed Pan American Broadcasting Co., New York, its exclusive representative in United States and Canada.

Pan American said that among the first advertisers to become customers of the station are Esso, Prell Shampoo, Sterling Products, Canada Dry, Vitavosa, Borden's, Camay Soap and Chiclets. Station equipped with RCA transmitters and facilities, offers the only long wave coverage of Tegucigalpa and also broadcasts short wave for national coverage, said Pan American.

**KXOC SIGNS**

Becomes CBS Outlet 185

KXOC Chico, Calif., has signed an affiliation agreement with CBS, bringing to 185 the network's total outlets. The contract is effective Aug. 1.

KXOC, owned and operated by Sacramento Broadcasters Inc., with Theodore B. Hall as general manager, operates with 5 kw day and 1 kw night on 1150 kc.

**TENNESSEE BANK'S 'PARTY LINE'**

Women's Show Gets Results, Says Clark

**WU'S POLICIES**

Baseball Service Probe Ends

INQUIRY into Western Union's policies and tariff for baseball play-by-play service was completed last Tuesday by FCC.

Involved in the proceeding is a complaint by WIND Chicago that WU's new rate, effective in April, discriminates against radio stations over newspapers and press associations [Broadcasting, May 23, 2, April 18]. The new rate calls for a $2 fee from each additional station using the service in a baseball network besides the regular fee paid by the originating station.

Further testimony on policy and practices was heard from A. J. Douglas, assistant vice president of WU, before Hearing Examiner Elizabeth C. Smith. John T. Carey, WIND commercial manager, testified on his station's practice and part in the Midwest Baseball Network.

Mr. Douglas said that 1948 revenues totaled $331,990 and that income for this year would appear to be greater. Costs also are up, though, he said. Earlier Mr. Douglas said WU paid some $149,000 in 1948 to clubs for privileges to cover games. The WU service in April was being taken by 168 stations, 4 press associations, 13 newspapers and 19 others, he testified.

Mr. Carey told the examiner that WIND wasn't objecting to the charges involved but rather to the principle. He said WIND didn't approve of the added fees but would be willing to pay any amount so long as all stations covered equally.

Mr. Carey said WIND formed the Midwest Baseball Network to increase coverage and that it includes about two dozen stations.

**NEWSPAPER COMMERCE**

The bank began sponsorship of the program, designed for women, when Mr. Clark discovered that (1) the building of deposits was a major problem, and (2) 60% of the bank's new savings accounts were opened by women or named women as joint owners, and that 52% of the bank's employees are women. Pioneer chose The Party Line because of its wide selection of news interesting to women. Controlling personality, Drume Smith. Miss Smith has been prominent in local society for some time and is active in promoting community projects, according to Mr. Clark.

Outstanding feature of the program is a segment known as the "Woman of the Week." Each Friday at the end of the program, Miss Smith announces the woman to be so honored, who is presented with a $5 Pioneer savings account and a varying list of gifts donated by local firms. "A number of times," Mr. Clark said, "a $5 gift to the 'Woman of the Week' has resulted in the transfer of substantial savings from the lady herself or members of her family who are tipped off to listen on the program."

"We have had this program about three months at a cost of $450 per month," Mr. Clark wrote, "and so far are pleased with it. . . . The recognition and local interest we gain by seeing women to appear on our program has given us a very fine response."

Visiting women celebrities also are interviewed on the program as are local leaders of prominent women. Opening phrase of each show sums up the format: "You never know what you'll hear on The Party Line."

Commercial Rotated

The bank uses about eight to ten commercials, plus six "after," rotated with some substitutions and additions. Theme of commercials, Mr. Clark said, "is to express our appreciation to women for the apparent popularity of our bank with women, to stress the friendliness of our service, give credit because 'women are more important than men, and women are women,' and constantly refer to the importance of women in the home, the management of family financial affairs, and in their husband's success."

A typical Pioneer commercial on The Party Line:

"Feel free to call Mrs. Brown saves far more important to your happiness than that which Mrs. Jones spends. And when you save at PIONEER BANK, just remember that every dollar saved means interest at the rate of 3% per cent. . . . It isn't necessary to deny yourself the comforts of good living in order to save. Wise money-managers reserve a certain stipulated portion of their monthly income, and simply regard it as their regular investment in family security. It's just how far-advanced saving accounts grow, when you save systematically at PIONEER BANK, where women are important."

**Opposes WOR Towers**

FURTHER obstacle to effort of WOR New York to install new directional antenna system appeared last week as the Port Authority of New York petitioned FCC to intervene in the Commission's hearing on the WOR proposal. The Port Authority, representing both the states of New York and New Jersey in long range development of the air and sea port facilities, told the Commission that WOR's plan to increase the height of its towers at Carteret, N. J., by 50% would adversely affect the terminal operations. WOR earlier had received local Civil Aeronautics Administration approval only to be opposed by CAA in Washington.
FIRST sheet of dirt in the groundbreaking ceremonies for WSAL Logansport, Ind.'s new home is scooped up by Mayor Gene Loganspoon (r). Aiding in the project are Glenn Miller (l), secretary-treasurer of the Logansport Broadcasting Corp. owner of WSAL, and Jim Jordan, WSAL general manager. WSAL, which operates fulltime on 1220 kc with 250 w, has been operating from temporary quarters since February pending construction of its new, modern broadcasting unit.

AAW CONVENTION

Vancouver Meet June 26-30

ADVERTISING Assn. of the West will hold its 48th annual convention June 26-30 at the Hotel Vancouver, Vancouver, B. C. Effective plans are being made to make this the most outstanding convention in the association's history, according to Gilber L. Stanton, AAW president.

Among featured speakers scheduled to participate in the convention is William B. Ryan, general manager of KFI-TV Los Angeles, who will head the television presentation to be made during the June 28 sessions.

Wednesday, June 29, meeting will be highlighted by a segment known as "Meet the Champs." During this period, the chairmen of the judging committees on all craft and advertising club contests will show the winning entries. Among the many awards to be presented will be the Vancouver Trophy for Radio, sponsored by the Vancouver Advertising and Sales Executives.

Objective of this competition, which is open to all stations, agencies, advertisers or individuals in the western states and western Canada, is to encourage the best in radio advertising. Entries are grouped in four categories: Commercial programs, and spot announcements (one minute or less, not a part of a program) with each of these subdivided into (a) used in cities of 100,000 or over or on a network, and (b) used in cities of less than 100,000. Burt Oliver of Foote, Cone & Belding, Hollywood, is chairman of the AAW radio contest.

BUSINESS and professional men tend to look with favor on radio editorializing, according to a survey conducted in Columbus, Ohio. The survey was made from February to May 1949 by Richard Mall, of the Ohio State U. Dept. of Speech.

Using the personal interview method, Mr. Mall tested 200 doctors, lawyers, clergymen, educators and business men by find their reactions to situations such containing a potential element of controversy varying from very weak to points of stronger interest. Situations were built around Red Cross fund-raising, UN understanding, smoke abatement, universal military training, support of a candidate for office and open support of a political party.

Mr. Mall found that as the element of politics enters the resistance toward radio editorializing increases. This is most interesting in the case of lawyers, who are described as "probably closest to the machinations of politics."

"On the whole," Mr. Mall learned, "this specially selected and highly educated group of men looked with favor on such editorial expression."

Many of those questioned were "hearty in favor" of radio editorializing, while others imposed reservations. For example, one interviewee said radio editorializing will stir people thinking who do not respond to newspaper editors. Another pointed to the free-speech rights of the station owner.

Among those who endorsed editorializing, qualifications were given in a majority of cases. These included suggestion that the material be so identified; that it be proper on a local scale but not by a network; that radio should stay away from politics and confine itself to civic issues of a local nature; that radical minorities should not be granted access to this mass medium; that editorialists should be in good taste and handled by experienced men versed in research methods.

HATCHETT FETED

For a quarter of a century Paul Hatchett was president of the National Assn. of Radio Station Representatives at New York's Lexington Hotel.

Mr. Hatchett plans to devote his entire time to the manufacture of a schedule board which he invented. The board shows station programs, production and sales figures for manufacturers, inventories and other data.

Floyd M. Headley, NARSR president, presented Mr. Hatchett with an inscribed watch on behalf of the members. Mr. Pearson, Pearson Co. president, expressed his regret at Mr. Hatchett's resignation, and announced removal of company headquarters to New York, in which city he has established residence.

Jim Hunter Dies

JIM HUNTER, 48, newscaster at CFBR Toronto for the past 18 years, died in Toronto June 6 after a short illness. Two years ago he passed his 10,000th broadcast, doing a morning and evening show six days a week. He started broadcasting in Chicago, but soon returned to Canada to start newscasts on CHML Hamilton. From there he went to CKCR Kitchener as manager. He moved to Toronto in 1941 as a newscaster on former CKNC, and in 1933 joined the Toronto Evening Telegram and began doing its newscasts on CFBR, which he continued twice daily until May 24, when he took ill.
World’s Tallest Radio Towers
designed and engineered by Truscon

- Never before has man reached so high into the sky with ground-supported radio towers. Never before have man's skill and science achieved such a structural masterpiece for transmitting sound.

These new 1220-foot Truscon Radio Towers are an outstanding development. Truscon engineers had to meet many essential requirements and specifications never before encountered in structures of this type.

Broadcasters the world over depend on Truscon Radio Towers for maintenance of continued schedules to hold listeners. Every Truscon tower is engineered to its location...windy or sheltered...open or mountainous...humid or dry. And, each is a product of the finest materials and workmanship serving your industry.

Truscon can design and erect exactly the tower you need...tall or small...guied or self-supporting...uniform or tapered in cross-section...for AM, FM and TV. For engineering assistance without obligation, phone or write our home office in Youngstown, O., or any convenient Truscon district office.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS
Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.
In the Matter of Editorializing by Broadcast Licensees
Docket No. 8516

REPORT OF THE COMMISSION

By the Commission
Clyde J. Coy, Comm'r, Walker not participating;
additional views by Comm'rs Webster; separate
opinion by Comm'r Jones; Comm'r Hennock dis

This report is issued by the Commission in connection
with its hearing on the unidentifited matter
held at Washington, D. C., on March 1, 2, 3, 4,
and 5 and April 19, 20, and 21, 1946. The hearing
had been ordered on the Commission's own motion
on September 5, 1945, because of our belief that
further clarification of the Commission's position
with respect to the obligations of broadcast licensees
in the field of broadcasts of news, commentary and
opinion was advisable. It was believed that in view
of the apparent confusion concerning certain of
the Commission's previous statements on these vital
matters by broadcast licensees, and the general
public, as well as the professed disagreement
on the part of some of these persons with earlier
Commission pronouncements, a reexamination
and restatement of its views by the Commission
would be both helpful to interested persons and
organizations to whom the Commission has already
made available its position with respect to any
Commission determination, as to the proper
resolution of the difficult and complex problems
involved in broadcast editorializing in a democratic
society, was desirable. It was decided for public
health, safety, and welfare before the Commission on
the following issues:

1. To determine whether the expression of editorial
opinion by broadcast licensees is consistent with
their obligations as licensees.

2. To consider the relationship between any
such expression of editorial opinion by broadcast
licensees and the relationship of any such expression
to the general obligations of broadcast licensees
with respect to the presentation of programs
involving controversial issues.

3. In approaching the issues upon which this
proceeding has been held, we believe that the
parameter and controlling consideration in the
relationship between the American system of
broadcast communication and the democratic
process is the public interest, convenience and
need for the general welfare. To these ends,
licensees are licensed to provide broadcasting service
to the various communities and regions, imposes responsi-
bility upon them for the use of their program material
upon such licensees. Congress has recognized
these responsibilities in the Communications Act
by making available to them for their consideration
and identification those public issues which are
apparent in the public mind. We are of the belief that
a person engaged in radio broadcasting shall not be
denied on the basis of his editorial consider-
ations, who must determine what percentage of
the limited broadcast day should appropriately be
dedicated to the presentation of editorial material
in the public interest, convenience and necessity
as applied to radio-broadcasting must be determined
in the light of this basic purpose. The Commission
has consequently recognized the necessity for lic-
encee activity to be conditioned by considerations
of public interest, convenience and necessity
applied to radio-broadcasting. Unquestionably, the
standard of public interest, convenience and necessity
was held to be the cornerstone of the American system of
broadcasting.

Editorializing

7. This affirmative responsibility on the part of
broadcast licensees to provide a reasonable amount of
radio program material for the information and
education of the public, and to devote a portion of
their programs to the discussion of public issues,
was reaffirmed by this Commission on a long series of
decisions. In United Broadcasting Co. (WBRC) case, 10
FCC 670, (1943) certain provisions of reasonable proposal for the discussion of con-
versational issues of public importance in the
community served, and to make sufficient time avail-
able for full discussion thereof. The Scott case, 7
FCC 670, relied upon the First Amendment without regard to personal views and
preferences of the individual, and the measure by
which it is to be determined by the licensee as to
the public interest, convenience or necessity,
whether the program is to be carried. The question
of any individual to use such means of such radio communications. It
would be consistent with the public interest
and necessity to reach decisions regarding the
act to maintain the control of
the United States over all channels of interstate
and foreign commerce. Section 326 of the act provides
that the control of the United States shall not res-
lute to the right of independent operation in the
act to assert that, while it is the purpose of the
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commerce. Section 326 of the act provides
that the control of the United States shall not res-

4. It is apparent that our system of broadcasting
is designed to serve the needs and oratories
are licensed to provide broadcasting service to
the various communities and regions, imposes respon-
sibilities on them for the use of their program
material upon such licensees. Congress has recognized
these responsibilities in the Communications Act
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dedicated to the presentation of editorial material
in the public interest, convenience and necessity
as applied to radio-broadcasting. Unquestionably, the
standard of public interest, convenience and necessity
was held to be the cornerstone of the American system of
broadcasting.

Discussion of Public Issues

1. The Commission is convinced that the widest
discussion of public issues, including editorializing,
should be encouraged. "The public interest,
convenience, and necessity in the field of radio
consideration. "The
public interest, convenience, and necessity in the field of radio
consideration. "The
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public interest, convenience, and necessity in the field of radio
consideration.

2. In the Scott case, 7
FCC 670, relied upon the First Amendment without regard to personal views and
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and foreign commerce. Section 326 of the act provides
that the control of the United States shall not res-

Page 76 * June 13, 1949

BROADCASTING * Telecasting

calls to operation, 1962: 170.

objections. If we are to judge the public interest by the
sensible and unselfish spirit in which the station's broadcast
of the issue is made, however, we must turn to the

10. It is a question of what we can expect from the
licensee. It is clear that the licensee's rating and program
abilities are not the same for the service of the public
interest and the service of his personal interests. The
licensee, who is the owner and operator of the station,
will naturally be more interested in the station's
income than in the public interest. The public interest
will be served by the station only when the licensee is
willing to forgo some of his personal interests in favor of
the public interest. The public interest will be served by
the station only when the licensee is willing to devote
some of his resources to the service of the public interest.

11. The Commission has made it clear that the
licensee is responsible for the broadcast of the station.
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of news and information concerning the basic facts of the controversy in as complete and impartial a manner as possible, and in his position as public trustee of these important means of mass communication he would be withholding from the public a fact that may be crucial to a fair consideration of the issues involved in any controversy can be fair or in the public interest where such discussion is more general presentation of views or comments on the controversy is essential to the understanding of the facts of each individual situation. Such presentation may include the identified expression of the opinions of others. This is particularly true on public communications where the licensee's personal viewpoint as an individual citizen is not covered by the license as a public communication, but is expressed as the result of reasonable effort to present such views as they may have on matters of controversy may not be utilized to accomplish an objective in the public interest.

As we have observed, the First Amendment right of the public to hear a reasonably balanced presentation of the essential aspects of public issues on particular issues can such editorialization be considered to be consistent with the licensees' duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving the public interest as a medium of free expression and fair presentation.

FEDERAL COMMUNICATIONS COMMISSION

J. R. Sowles
Secretary

Adopted: June 1, 1949
Released: June 2, 1949

ADDITIONAL VIEWS OF COMMISSIONER

E. M. WEBSTER

I adopt the majority opinion and file the following additional views. The views expressed are those of the Commissioner, and attached separate views of Commissioner Jones still leaves a licensee in a quandary and a state of uncertainty concerning the proper interpretation of an involved academic legal treatise on the public interest, the rights of the public, and the present-day operation. He is entitled to know from the Commission just that—what he can or cannot do to protect the public interest in what he wants to do in his daily operation.

A brief statement is simply stated: "Can a licensee of a broadcasting station be an advocate over his own station?"

And in risk of oversimplification, but in the interest of the licensee, I consider the answer to this question:

Freedom of speech over the radio is not at issue.

The right or privilege of access to the radio microphone (except for such right as may be conferred by Section 315 of the Communications Act—"Facilities for Ancillary Radio Activities") to the public is not at issue. Each individual licensee has the privilege of and responsibility to determine for himself or herself whether to provide access to the microphone, for his own personal or private interests.

2. No individual has the right of access to a radio microphone for generally radio as a medium of free expression and fair presentation.

3. This privilege and responsibility is not unqualified, however. The radio microphone, as a sacred trust which must be exercised in a manner consistent with the public interest, convenience, and necessity, is not to be regarded as a license to act as an artist or to perform in a manner which the public or the broadcasting licensee sees fit. It is the licensee's personal viewpoint as an individual citizen is not covered by the license as a public communication, but is expressed as the result of reasonable effort to present such views as they may have on matters of controversy in the public interest. For the licensee is a trustee impressed with the duty of preserving the public interest as a medium of free expression and fair presentation.

4. The licensee is free to exercise his privilege of speaking over the microphone to present his own views of controversial issues and to give his own views of other issues over his facilities for the public's benefit. However, when he does so, he is acting in his capacity as a citizen and the licensee grants the privilege of access to the microphone as a sacred trust which must be handled in the same manner as all other public interest for the public and the licensee may not utilize his authority to select the persons who shall speak, or advance ideas or opinions to the exclusion of others.

The principles for the presentation of controversy must be determined by the individual licensee in the particular circumstances of each case. There can be no mechanical rules to apply, but it is his responsibility to be fair and impartial in the presentation of diverse views. The licensee in this field are in many cases difficult to determine. But it is the trusty mission of the licencese to do in his daily operation.

5. As we have observed, the First Amendment right of the public to hear a reasonably balanced presentation of the essential aspects of public issues on particular issues can such editorialization be considered to be consistent with the licensees' duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving the public interest as a medium of free expression and fair presentation.

But, any licensee making such a selection might have to be fair and impartial in the presentation of diverse views. The licensee in this field are in many cases difficult to determine. But it is the trusty mission of the licencese to do in his daily operation.

As we have observed, the First Amendment right of the public to hear a reasonably balanced presentation of the essential aspects of public issues on particular issues can such editorialization be considered to be consistent with the licensees' duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving the public interest as a medium of free expression and fair presentation.
SEPARATE VIEWS OF COMMISSIONER JONES

1. I agree that radio station licensees may edit oralize over their own facilities. I believe that any document in the record or the reversal of the Mayflower Broadcasting Co. decision should be considered editorially licen- sees. The FCC's duty is to protect the public interest, convenience, and necessity. The courts have held that licensees' editorial activities should be regulated by the Federal Communications Act. It is therefore reasonable to conclude that the FCC's decision was not contrary to the public interest, convenience, and necessity. The FCC's decision was therefore reasonable.

2. The majority decision of the FCC, however, was contrary to the public interest, convenience, and necessity. It is therefore reasonable to conclude that the FCC's decision was not contrary to the public interest, convenience, and necessity. The FCC's decision was therefore reasonable.

3. The Commission can be responsible for the same type of editorialization, as in the Mayflower decision. The Mayflower decision is contrary to the public interest, convenience, and necessity. The FCC's decision was therefore reasonable.

4. In my opinion, cases such as United Public Workers v. Mitchell, 330 U.S. 75, dealing with problems related to the First Amendment, may have no meaning here. These decisions rest solely on the ground that congressional enactments, as an employer, in persons in its employ, of a newspaper, are mere preferences. It has been raised from time to time as to whether these broad statements are illustrations of the Commission's dispositions of the proceedings. The Court of Appeals panel in this case held that the licensee could not be deprived of the editorial function without a clear showing of a clear and present danger. The court held that the licensee had the right to engage in editorial activities, subject to the general requirements of the Communications Act. The court held that the licensee had the right to engage in editorial activities, subject to the general requirements of the Communications Act.

5. My objection to the manner in which the majority approaches the problems presented does not depend on whether such a position is desirable, but on whether it is possible, that is, whether it is consistent with the language of the Communications Act and with the policies of the FCC.

(Continued on page 80)
of fairness as it must be applied to the myriad of factual situations which arise in connection with the broadcasting media.

I believe that the citation of decisions involving specific factual situations need not influence the application of the anti-trust doctrine. Radio commercialism, radio advertising of liquor or broadcast promotions by liquor dealers of liquor prices are not susceptible to the manner in which the doctrine of fairness may be applied to the editorializing by licensees.

I believe that the problems with respect to editorializing by licensees should be dealt with in a more positive manner. The judicially proceeding arising out of individual factual situations should be handled by the Supreme Court of the United States in accordance with the procedures set forth in the Federal Register. The Supreme Court of the United States should be consulted in the matter of whether the doctrine of fairness may be applied to the editorializing by licensees.

17. The procedure set forth in the Federal Register may serve as a clear guide to licensees as to the conduct which is regulated by the Federal Register. The procedure set forth in the Federal Register must be followed. If the procedure set forth in the Federal Register is not followed, the licensees shall be subject to the Federal Register. The Federal Register must be followed by the licensees as the guide to the conduct which is regulated by the Federal Register.

18. Not only has the Congress provided in the Administrative Procedure Act for the orderly and fair conduct of proceedings before the Federal Communications Commission, but the Rules and Regulations of the Administrative Procedure Act have been held to apply to the Commission pursuant to the Federal Register Act (44 U.S.C. 3501 et seq.). 

8 B) clearly require policy statements such as that of the Rules and Regulations of the Administrative Procedure Act. The procedure set forth in the Federal Register Act provides that policy statements "be made in writing and shall include a statement of the reasons for the rule, an explanation of the rule, and a summary of the rule." The policy statements issued by the Commission must be based on a careful study of the policies and procedures set forth in the Federal Register Act. The Commission must be guided by the policy statements set forth in the Federal Register Act.

The policy statements of the Commission must be made in writing and shall include a statement of the reasons for the rule, an explanation of the rule, and a summary of the rule. The policy statements must be based on a careful study of the policies and procedures set forth in the Federal Register Act. The Commission must be guided by the policy statements set forth in the Federal Register Act.

9. Section 1.10 of the Federal Register Regulations provides: 

"No policy statement was adopted by the Commission in the exercise of its discretion to issue a rule or regulation which may require payment for the time or labor of persons whose employment is regulated by the rule or regulation. Such a policy statement must be based on a careful study of the policies and procedures set forth in the Federal Register Act. The Commission must be guided by the policy statements set forth in the Federal Register Act.

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NEWSPAPERS, which editorialize with no strings attached, showed varying opinions on FCC's New Mayflower Decision giving radio the right to broadcast private talks without the usual financial assurance of "balance" and "fair play." (Broadcasting, June 6; also see text of this issue).

The press reactions ranged from unqualified demand for the removal of the strings imposed by FCC, to commendation of the move as a "welcome step toward the recognition of radio as an adult American institution."

The New York Times, owner of WQXR, questioned whether FCC, in seeking "fairness and consistency, might not have to start passing upon the political affiliation of an applicant, in order to achieve community-wide 'balance'" in the handling of controversial issues.

David Lawrence, noted columnist, charged that the decision officially reaffirmed the imposition of "thought control" by the government upon both radio and television.

If FCC may condition licenses and renewals on a "partisan administration's" desire to impose "unfair" or "unbalanced" handling of controversial issues, he said, "then the day is not far distant when the government may claim the same legal right to control the press, to control the contents of other media of public expression as a condition of use of a license or facility."

Lawrence further charged that FCC has not legally justified evidence that the government has a valid reason why its control over radio should be more extensive than over newspapers. He noted that there is no valid reason why it should be more restrictive than its control over the various papers and organizations that were once subject to a microphone by purchase, or as a public service.

The action of the Commission in refusing to renew the license of KFRB even though it found that music programs were entertaining and unobjectionable in character. 47 F. 2d at 622.

Dissembling Views of Commissioner

I agree with the majority that it is imperative that a high standard of impartiality in the presentation of issues of public controversy be maintained by broadcast licensees. I do not believe that the Commission's decision, however, will bring about the end of editorializing by radio stations. The decision decried in the report is virtually impossible of enforcement by the Commission with our present laws. The problem given us by law. We should not underestimate the difficulties inherent in the absence of unfair prejudice in any problem presented by the fact that the sole sanction the Commission possesses is total deprivation of broadcast privilege. A deprivation proceeding which may occur long after the violation.

In the absence of some method of policing and enforcing the requirement that the public trust granted a license, the broadcast problem would in an impartial manner, it seems foolishly to permit editorialization by licensees themselves. I believe that we should have a some method of enforcement in order to prevent this self-imposed lack of freedom. There would be no inherent evil in the presentation of a licensee's viewpoint if fairness could be guaranteed. In the present circumstances, prohibiting it is only instrument for insuring the proper use of radio in the public interest.

From New York Times (WQXR New York owner)—

The question arises whether the radio medium has not thus far failed to exercise the extreme penalty of putting the channel of broadcast out of commission. The Commission constantly undergoing a change in personnel, may subsume conduct to maximum freedom of expression.

Similarly, it is difficult to see how the question of editorializing by radio stations can be resolved around radio giving editorial support to a political candidate. If there are to be "Republican," Democratic and "Independent" stations, would not the political beliefs of the applicant be pertinent to maintaining the balance in the neutral radio system in a given community?

Before it can be decided whether fair use of an editorial opinion merely to one station owned by a political foe, or a channel devoted to publicity about commerce." If there is to be "Republican," "Democratic" and "Independent" stations, would the public interest not be maintained by a neutral radio system in a given community?

From Louisville Courier-Journal (owner of WHAS Mayflower)—

Is the image of a broadside publication with its ban on radio editorial, [but] unfor- shown with its ban on radio editorial, [but] unfortu- nate that the more shocking the technique of the commentator the more valuable he becomes to the station and to the network or licensee to rid their programs of the influence.

26. The Commission's power to take action with respect to such unauthorized and inappropriate comments and actions is clear. The Commission will continue to consider the views of those who permit irresponsible professional editorializers to broadcast false news and to misrepresent good and bad attacks upon person after person without foundation in fact. Senate Report No. 247, 82d Cong., 1st Sess. 13.

The Commission has always maintained the right to broadcast false news and to misrepresent good and bad attacks upon person after person without foundation in fact. Senate Report No. 247, 82d Cong., 1st Sess. 13.

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Milestones

- KTLA (TV) Los Angeles Sandy Dreams children's program celebrates its first anniversary on that station.
- Ray Perkins, disc m. c., celebrated third anniversary of his daily show (9:30-4:30 p.m.) on KPFT Denver May 27.
- WSBR Springfield, Mass., marked its 13th anniversary on June 3.
- On eve of their fourth transcribed year on RTUC Tucson, Ariz., Arthur Church's Texas Rangers stopped in Tucson to do their show live.
- KAYX Waterloo, Iowa, has marked its second anniversary with four special shows and also aired transcribed greetings from stage and screen stars. Iowa Senators and Representatives in Washington, as well as FCC Chairman Wayne Coy, also sent greetings.
- WWJ Detroit's Land O'Fan program celebrated its first birthday last month.
- The Back to the Bible Broadcasts marked its tenth anniversary of continuous broadcasting during May. Program is heard via transcription on 44 stations in U. S. and eight foreign outlets.
- ABC's Breakfast Club will mark its 16th anniversary on June 23. General Mills, sponsor of 9-9:15 a.m. portion of five weekly, hour-long programs, is offering special charm bracelets to listeners during 12 broadcast days from June 16 to July 1, which have been set aside to mark program's birthday.

WPST APPEALS

State Court Ruling

CHARGING that the very power of FCC to "control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy, WPST Atlanta, Ga., appealed to the U. S. Supreme Court last week to reverse a state court finding that the station must honor a contract FCC refused to approve.

The contract covered purchase by WPST, state-owned U. of Georgia outlet, of Southern Broadcasting Stations Inc., which had been operating WPST. FCC refused to renew WPST's license until the university took full license responsibility.

Following up by formal petition its notice of appeal filed earlier [Broadcasting, March 28], WPST stated the principle involved is whether state courts can oppose the rulings of federal administrative and judicial bodies. The possibility of dangerous precedent in all administrative fields was expressed.

"Also the issue is squarely presented here," the petition said, "as to the weight and dignity that should be accorded to the determination of a federal administrative agency in a field in which federal power is exercised, when such determination is relevant in the resolution of a private controversy by a state court."

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win license renewal from FCC, previously denied because of management arrangement. Under the contract the university agreed to pay Pickard group $50,000; increase WPST's gross revenue until 1960 for acquisition of Southern Broadcasting. But FCC also disapproved of this arrangement and the university then declared the pact void and sued for injunctive relief.

Regular license renewal was granted in March 1945. In 1947 the Pickard group filed suit for breach of contract and won decisions through the Georgia Court of Appeals. In March the state Supreme Court refused WPST's appeal.

SYPHILIS FIGHT

Gets Potent Aid from Radio

EIGHTY-NINE stations in 16 states have broadcast more than 5,000 programs and announcements in support of a syphilis case finding campaigns since July 1, 1948, the U. S. Public Health Service, Washington, reported last week.

An estimated 25 million listeners heard the 1,184 15-minute programs and 1,860 announcements.

Not included in the tabulation was much special programming built by individual stations to supplement the transcribed series. Through these special programs, the Public Health Service said, listeners got the localized slant on the syphilis fight in their communities from local authorities.

In connection with a more expansive drive by some 300 communities in 29 states beginning July 1, the Public Health Service plans to make available to station managers through local health authorities a ton-talent series of music-drama ET's.

ELECTION ORDERED

At 3 San Antonio Stations

A THREE-MAN panel of the National Labor Relations Board has directed that an election be held among transmitter and studio operators at KTSA San Antonio and transmitter and studio technicians at KMACK-KISS (FM) and KGBR to determine if they wish to be represented by the International Brotherhood of Electrical Workers (AFL) Local 60.

The order affirms the rulings of an NLRB trial examiner, James P. Wolf, made following a consolidated hearing in the case. Election must be held within 30 days.

The NLRB panel denied a request of Sunshine Broadcasting Co., KTSA licensee, that the order exclude KTSA on the grounds that since licensee has contracted to sell the station stock it might be called upon to execute a collective bargaining agreement which would be a breach of its contract of sale.

IRE-RMA MEET

Opens Oct. 31 in Syracuse

MEMBERS of Institute of Radio Engineers and the engineering department of Radio Mfrs. Assn. will convene Oct. 31-Nov. 2 at Hotel Syracuse, Syracuse, N. Y., for the 1949 radio fall meeting. Announcement of the conclave originally known as the Rochester fall meeting, was made by Virgil M. Graham, meeting chairman, and director of technical relations for Sylvania Electric Products Inc., Syracuse.

Officers of the meeting committee also include R. W. Ferrell, General Electric Co., vice president and treasurer, and R. A. Hackhusch of Stromberg-Carlson of Canada Ltd., secretary.
1. FILAMENT POWER. The thoriated-tungsten filament of an RCA-5671 draws 60 per cent less power than a conventional pure-tungsten filament... making possible approximate savings of $1300 a year* in filament power alone!

2. TUBE COST. The RCA-5671 now costs no more than the 9C22 which it replaces. The new price represents a saving of $800 on a complement of four 5671's for a standard 50-kw transmitter.

3. CONVENIENCE. The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds... or approximately 43

   per cent. The new radiator fits the same air jacket as used for the former radiator.

4. LIFE. RCA-5671's have been proved in actual operation. RCA-5671's are still going strong after more than 12,000 hours of actual broadcast service.

To get all the power-tube performance you pay for, buy RCA tubes. They're available from your local RCA Tube Distributor or direct from RCA. For technical information, write RCA, Commercial Engineering, Section 37FP-1, Harrison, New Jersey.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA CORPORATION of AMERICA

HARRISON, N.J.
**CLASSIFIED ADS**

**PAYABLE IN ADVANCE—Checks and money orders only.**

**Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. The charge for blind box number. One inch ads, acceptable, $12.00 per insertion.**

Deadline two weeks preceding issue date. Send copy to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is indexed for libraries and research (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

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### Help Wanted

**Managerial**

Expansive manager for local station under construction in northeast section and a part of 100,000. Stabile, congenial, civic minded, experienced man. Good written and oral communication interest on highly favorable terms. Full details. Box 6428, BROADCASTING.

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### Salesmen

Account executive—author. Local station, Washington, D. C. Excellent market. Position for high-grade marriage man wishing to move west or man in west market who wants to get anyone to crack. 28 or over, college, personal- ity, experience, outlook, production, ability to demonstrate own ideas for client submission. Must be out-going. Box 3939, BROADCASTING.

Traveling representatives—Experienced man in advertising or sales. Excellent opportunity. Automobile expense paid. Salary and commission. Box 4398, BROADCASTING.

Several part-time salesmen for metropolitan New York area. WRKS, Oyster Bay, Long Island. Call Glen Cove 4-300.

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### Announcer

Wanted—Announcer to work full-time. Apply to station manager, 606 W. 57th, Chicago. Six room apartment available for local announcer. Salary and free experience. Can earn $4500 per year. Box 3913, BROADCASTING.

Combination announcer first class tick- et holder. Good salary with advance- ment opportunity. Send full details to WDFD, Flint, Michigan.

Several part-time salesmen for metropol- itan New York area. WRBS, Oyster Bay, Long Island. Call Glen Cove 4-300.

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### Situations Wanted

#### Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 2133, BROADCASTING.

Answer: What’s the difference between red and black? Answer: A man- ager who knows how. Available now.

Manager—Two years experience in radio sales, production, and references. Excelsius relation- ship and good sales. Birthday is nineteen. Knowledge of all department operations. Married, hard working, and free experience. Box 3683, BROADCASTING.

Can bring your station community leader. Excellent references. Box 2638, BROADCASTING.

#### Technical

$1800.00 and your full time will buy sales and 30% salary and profits independent station. Must be experienced and written reference. Box 428, BROADCASTING.

Wanted—Combination operation—an-ouncer. Heavy, on the announcing. HI altitude, ideal year-round climate. Keen of these. Answering in your magazine is sufficient to place every show. Box 375, BROADCASTING.

Mutual agent seeking a 1 year trainee as a complete independent. Must have FCC license but need not offer over $1000 per month. KVER, Albuquerque, New Mexico.

Box 3497, BROADCASTING.

#### Salesmen

New Director, Must be network callbonner, expert on all radio reporting, and writing wire copy, well along in experience, desire to demonstrate. Proven record in similar capacity with local advertising sales. Box 4124, BROADCASTING.

Wanted—Experienced man. Continuity writer capable writing excellent sales copy. Must take responsibility. Send all personal, experience, etc. Box 4198, BROADCASTING.

Woman—Commercial copy and traffic. Experience desirable. Write full details, sample copy and snapshot. WDBX, Chillicothe, Ohio.

I find advertising in BROAD- CASTING most effective. Please advise how you make your reputation and friends. Box 4464, BROADCASTING.

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### Situation Wanted (Cont'd)

we are completely satisfied with the job he has been doing in the Help Wanted section. We have not received the opportunity to weigh the applicants' backgrounds and to ob- serve the potential for the number of applications. The results thus far are the number of applicants. Box 3857, BROADCASTING

We are again employing a large station over $100,000,000. Announcer, 3 years experience in all phases of radio. Have abi- lity to handle board, production, sales, and sales execution. Consider only sound production. College graduate with advertising references. Box 3538, BROADCASTING.

Manager—Excellent sales background. Understanding of profitable sta- tion operation. Deeds as position as manager or sales manager, salary open. Box 3938, BROADCASTING.

Manager—Small market, top production, $1000.00. Five years experience, fully trained and responsible. Box 3591, BROADCASTING.

Station managers—The Pathfinder School of Radio Broadcasting is sending out letter, enclosed, to the following positions: ninety-seven stations, our graduates. Starting salary forty to one thousand dollars per year. Kansas City, Missouri. Harrison 9173, BROADCASTING.

Education in advertising, copy writing. At present manager of indepen- dent station. Thirty years experience. Excellent references. Opportunity available. Box 3122, BROADCASTING.

#### Announced

Announced—Experienced. Phases, strong play-play sports, AM, TV, network, adlib. Box 9114, BROADCASTING.

Experienced announcer. Formerly chief disc jockey, ten years experi- ence, announces in top city for a year. All quizzes club disc shows and all network shows. Box 3746, AM. References on request. Box 3322, BROADCASTING.

Topflight announcer with television ex- perience, top class talent. Write, mysteries, etc., in BROADCASTING. Box 3508, BROADCASTING.

#### Sons

Announced—single, good all- round man. Will work for permanent position in out-of-town station. Box 4268, BROADCASTING.

Announcer, now employed. Nearly 2 years experience. Excellent phonetic training. Seeking permanent solo or mid-week position. Box 4275, BROADCASTING.

Announcer—five years experience, De- sired opportunity to buy stock and ad- minister station. Box 4292, BROADCASTING.

#### Sports Announcer

Announced—Ski season, ski- ing, skiing, skiing. All phases of skiing. Write on this line. Box 2788, BROADCASTING.

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### Situations Wanted (Cont'd)

Announcer—Got an announcer going on two weeks salary and no weeks notice, anywhere. GI experience, no practical experience. Box 3918, BROADCASTING.

Full experienced Staff man with selling voice, ideas available. Presently employed by large station in the South. Excellent. Box 3518, BROADCASTING.

Announcer—Join well established company in commercial, newscast and disc shows. Must be good, very much wanted. Box 4718, BROADCASTING.

Conscientious, versatile, veteran, market- man. Has written for large radio school, Radio City, N. Y., wants oppor- tunity to go to work in the West. Willing worker, disc, photo, character references. Box 4068, BROADCASTING.

Experience—5 years experience. Disc, shows, audience participation, sports, etc. Available immediately. Transcription, photos, scripts and references. Box 4248, BROADCASTING.

Announcer—Ambitious, dependable, with thorough training. Can give good news reports. Box 4182, BROADCASTING.

Former jockey desires position as an- nouncer. Parttime radio actor, 35, single, good college education. Box 4313, BROADCASTING.

Announcer—Presently employed. De- sire part-time TV station. Also seek position at city, or midwest station. Box 4268, BROADCASTING.

Bos's says, I am the best announcer on the staff, but wife needs northern cli- mate. Box 4105, BROADCASTING.

Announced, 21, single, good all- round man. Will work for permanent position in out-of-town station. Box 4268, BROADCASTING.

Announcer, now employed. Nearly 2 years experience. Excellent phonetic training. Seeking permanent solo or mid-week position. Box 4275, BROADCASTING.

Announced—single, veteran desires position in any outlet, with phonetic train- ing. Good resonant voice that sells. Box 4317, BROADCASTING.

Graduate of specified radio school. Of Radiotechnical class. Will work on travel. Box 3438, BROADCASTING.

Stations— Edwin D. Thompson, radio school, Radio City, Collete, music background. Can write, will travel. Disc available. Box 4348, BROAD- CASTING.

Sports announcer. Network baseball, football, basketball, boxing. Outstand- ing voice, will work any city. Box 4339, BROAD- CASTING.

For situation of smooth operation. Announced, experienced, college by graduate, university, college, NBC trained. Excellent voice. Some experience radio, TV, disc. Box 4438, BROAD- CASTING.

Announced—sports, news, copy, adlib. Single, will travel east, northeast. Full references, photo, and disc available. Box 4438, BROADCASTING.

Announces—single, after college, pleasing voice, excellent disc work. Good English, full references, photo, and disc available. Box 4442, BROAD- CASTING.

Announced—single, college, Peay voice, excellent speaker, complete knowl- edge unimportant. Box 4428, BROAD- CASTING.

Announced—Sports, news, copy, adlib. Single, will travel east, northeast. Full references, photo, and disc available. Box 4438, BROAD- CASTING.
Situations Wanted (Cont’d)

Want to marry, settle down. Got Slavic blonde, cute face, needs the photo. Need job. Anywhere. Know box 62051, Bridgeport, Conn.

Want $50 week, plus paid tuition at radio school. 10 years experience, 6 years successful experience, government, private. Prominent station, well known. Recommended staff member with the voice, know how, works on good local shows. 25 year old teletyperist. Box 66376, Cleveland Heights, Ohio.

Young family man desires permanent position in large broadcasting station. Has been with the same company through all phases announcing. Play-by-play all sports. One year college, first phone, presently employed, references, Prefer Midwest or southwest. All offers considered $70 minimum. Call 302-654-1522.

Ten years experience in all type programs. Aka you. Offers some outside duties. Prefer West Coast station. Box 31001, North Oliver, Wichita 8, Kansas.

Announcer-Experienced in class A stations, college trained. R. E. Neumann, 434 N. Union, Kenosha, III.

Announcer-engineer, 21/2 years experience. One year training, specialist in sales work, announcing school. Kansas City, 2607 Amite Concourse, Kansas City, Mo. Wine-gardens, Kansas City, Missouri.

Technical

Chief engineer, medium or low power station. 15 years experience including construction of two stations. Presently employed, with large company and will do top notch work. Excellent references. Box 2318B, BROADCASTING.

Engineer—Trainee. 1st class technical radio, broadcast and manufacturing, chief engineer. Cities, also ability to assume technical responsibility. Willing to work with experienced engineer. Fully established audio and film engineering. Willing to work in either small or large. Box 2548B, BROADCASTING.

New Yorker—Seeking position as engineer within 500 miles of New York City. Experienced, intelligent, ambitious, cooperative with a pleasing personality. Good technical background. Willing to move outside of New York City if not employed as a combination man. Box 3713B, BROADCASTING.

Engineer—Wayne station seeks prominent radio schools. One year broadcast experience at night. Very desirable to radio school, studio supervision, maintenance,mitter, transmitter watchman, radio repair room, some announcing, etc. Single, free to travel, $250.00 monthly position with progressive station. Available within two weeks. Best of references. Write for additional info. Box 3849H, BROADCASTING.

Engineer, 13 months experience. Will accept permanent position. Available anytime. Will travel. Box 4605B, BROADCASTING.

Engineer—Present working in southern city, 15 years experience, will accept permanent position in western states. Available anytime. Box 2025D, BROADCASTING.

Engineer, 18 months experience, first phone, active in TV, radio, author, music, etc. Desire position in Midwest. Available immediately, will travel. Box 4012B, BROADCASTING.

Experienced engineer, installation and maintenance, graduate two schools. Helped all licensing problems, no children, prefer south. No combination of work. Box 4349, BROADCASTING.

Engineer-10 years experience, installation maintenance, graduate two schools. Helped all licensing problems, no children, prefer south. No combination of work. Box 4349, BROADCASTING.

Engineer—Eight years experience, major at high school, prefers present, interested in any secure position, with good working conditions. Box 4148B, BROADCASTING.

Bookkeeper-Thoroughly experienced bookkeeper, in radio station, mobile pictures, etc. for radio station, Metropolitan area, pays $450.00 plus. Must be willing to travel. Box 1085, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements. Local residence. Box 411B, BROADCASTING.

Women's dir, young engineer, experienced. 500 watt or larger broadcast market. Excellent voice. Desire permanent position. Box 425B, BROADCASTING.

Continuity writer, single, available at 150 watt station. Joe Turner, KLO, Ogden, Utah.


Television

Manager

General manager-program director experience in large midwestern market. Box 397B, BROADCASTING.

Production-Programming

Will travel anywhere to get experience production, camera operation, writing, directing, producing. Single. 18-19, References, resume on request. Box 416B, BROADCASTING.

For Sale

Stations

Wyoming advertising, exclusive and profitable, $75,000. Box 310B, BROADCASTING.

21w watt Oklahoma exclusive network affiliation. Net earnings $40,000. Class A, 500 watt, 1st class phone. Price $300,000. Box 397B, BROADCASTING.

Daytimer in major eastern market. First four months this year netted $20,000. Price $100,000. Box 3718 BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for midwestern or eastern property. Box 3108, BROADCASTING.

Highly profitable daytime one kilowatt station in large midwestern market. Sale must be consummated soon due to health reasons. Station highly accepted by advertisers and listeners. $125,000. Box 3818, BROADCASTING.

BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 5kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in ship- ping crate. Ten percent of list price. Wire Box 1823B, BROADCASTING.

Consolette, RCA 76-B including power supply and full set of tubes $500.00 F.O. Missouri. Station KDRO, Sedalia, Missouri. Box 4426B. Box 397B, BROADCASTING.

Free 125' Riverside guyed tubular steel mast, 150' long, 16' diameter. Details Sam Wellers, WJOJ, Hammond, Indiana.

Mixe-Complete, practically new equipment, for 250 watt station, includes transmitter, master siren, control panel, tower, Gales, console, etc. Address Paul Hunter, WLOS, Las Vegas, Florida.

Scott radio, 500 watt, 400 watt B battery, 110 watt C battery, super sensitive, an extra, used one year. Make offer. Box 4117, Quincy, Illinois.

Portable sales-writer, recorder. Used only two hours. Contant J. K. Sutherland, 623 Haround St., Lowell, Mass.

Wanted to Buy

Wanted—One console meeting FM requirements; two turntables, line amplifier, auto changer, also 700 feet 1% co-ax transmission line with fittings. WITR, Knoxville, Tennessee.

We are now ready to serve you in the National Academy of BROADCASTING, INC.

3333 18th Street, N.W.
Washington 10, D. C.

National Academy of Broadcasting, Inc.

WANTED TO BUY—Two 300A WE reproducing panels, switchboards, radio chassis, KEMO, Ham- niball, Missouri.

All types used radio towers. Will dis- mandle. Joe Au's 370A Sagebrush Ave., Salt Lake City, Utah.

Unusual circumstances offer opening for reliable, experienced commercial manager, to acquire interest on highly favorable terms, in solvent 25 watt station with bright future in growing industrial community of 15,000 on east coast. Must have full confidence. Box 3425B, BROADCASTING.

Television rights to many foreign programs. P. A. 360G, 3 Rue de Pontville, Paris 8, France.

Employment Service

Mr. Manager—Hard time replacing key personnel! A three cent stamp will do it here. Fifty-three station managers seeking personnel now! HRR-Radio-TV Employment Bureau, Box 413, Phila- delphia.

Help Wanted

Salesman

GOOD JOB AS SALES MANAGER

I kibosh southern station, astro- nomical salaries. If you can turn out a sale and produce, you can become became sales manager of a property for a man who knows radio business. Box 4157, BROADCASTING.

Wanted to Buy

Wanted to Buy Cont’d

The NATIONAL ACADEMY OF BROADCASTING, INC.

3333 18th Street, N.W.
Washington 10, D. C.

Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3328–16th St., N.W.
Washington 16, D. C.

Please send information concerning:
Correspondence __ Residence Courses __

Name ________________________________

City ________________________________ State ________________________________

(Continued on next page)
Arthur Bistrom's wife three times.

For hours the fugitives paced the floor of a Nebraska farm home in which they were holed up deciding their next move. Within a few hours after the appeals were broadcast June 6, Arthur Bistrom surrendered himself to police while the other two continued their flight. KSTP reports. Police officials said the KSTP-WOW broadcasts were directly responsible for the surrender, according to the two stations.

The remaining two fugitives were captured after their car was wrecked in Kansas.

Earlier in the chase, a North Dakota policeman, Ralph Senn, was kidnapped by the gunmen and later released near Randolph, Neb. Shortly after his release, KSTP's Mr. Ulmer interviewed the patrolman in a recorded phone conversation to KSTP and flew him to Minneapolis where he broadcast details of the chase from out of the station's studios. Dick Hance of KSTP-TV followed the chase from his airplane shooting pictures which were later telecast.

KSTP reports that competing stations in Minneapolis and St. Paul gave air credit to the outlet on the news beat. WTGN's John Ford was congratulated KSTP news editor, Walt Raschick, for his "brilliant reporting." Twin Cities also obtained pictures at the KSTP dinner for Patrolman Senn, members of the FBI and Twin Cities detectives.

The two planes used by KSTP were furnished by Northwest Aviation and Brandon Aero Service.

**WVRN OPERATION**

Opens Studio in Lyons

NEW, fulltime studios in Lyons, Ga., have been opened by WVRN Vidalia, Ga., according to an announcement by Howard Gilreath, general manager of Vidalia Broadcasting Co. Collins equipment is used in new studios combined with the latest in recording and playback facilities. Air time over station is shared equally between the two studios. Studios in Lyons were made possible by contributions of city's citizens, station reports.

Staff of the new studio consists of Gordon Tucker, former chief announcer of the Vidalia studios, as manager and chief announcer; Low Parks, as program director and office manager, and Donald Randell, in charge of special events. New staff of WVRN in Vidalia now consists of Bill Dobbs, formerly of WIS Columbus, S. C., as chief announcer, replacing Mr. Tucker.

**FM STANDARDS**

MINOR amendments to its FM engineering standards have been proposed by the FCC along with certain editorial changes. Purpose of the amendments is to require that the Commission be notified of any operation with an emergency antenna and to provide that such operation may continue for not more than 10 days with approval of authority. Amendments also would clarify operating log requirements where rf transmission line meters with other than absolute scale readings are used to make provision whereby half-wave dipole receiving antennas may be used in field intensity measurements. Further changes would include amendment of requirements for supplying original data in field intensity measurement reports, amendments of the table of standard power ratings of approved transmitters, amendment of standards on output noise level to include reference frequency of 400 cycles and to add 1,000 cycles to audio frequency sweeps. Comments are invited by June 30.
TV Propagation
(Continued from page 88)

for evaluating the cumulative effect of two or more interfering signals upon the desired signal. Although this evaluation was held to be vital to any reallocation, it was decided not to withhold the other findings since they may be used to determine the effect of one predominant interfering signal.

The multiple-signal problem was to be approached further by the industry-government committee Friday and a solution is hoped for prior to the conclusion of the August hearing. The importance of this problem was pointed out by one committee member in his reservation to the full committee report. Kenneth A. Norton of the Central Radio Propagation Lab., National Bureau of Standards, warned against the use of the report as basis for allocation before "appropriate methods become available for combining the effects on a desired frequency in more than one undesired signal."

Many Signals Involved

Mr. Norton said a preliminary analysis of this problem has shown that the signals from as many as 14 different interfering stations may need to be considered in an allocation problem involving the congested eastern part of the U.S. "In such a case," he said, "the picture of the service provided by various proposed station separations will be far different from that indicated by considering only the interference from a single interfering station."

The reservation of another committee member went even farther. Dr. Thomas J. Carroll, an NBS associate of Mr. Norton, warned that the technical findings "may be taken too seriously" and "might throttle the possible development of TV broadcasting in places where our guesses turn out to be wrong." He emphasized the newness of the fields being explored and the paucity of data upon which to base theories.

Dr. Carroll said "we have been asking ourselves essentially two new and inordinately difficult questions: (1) The tropospheric field intensities which will be exceeded for given percentages of time at distances well beyond the horizon, and (2) the effect of terrain irregularities on the service field intensities near a television station."

He indicated that "we have no theoretical understanding quantitatively of either of our two fundamental problems" and that the "few measurements which are available are the only basis for thinking that our present guess about these factors will be better than the original guess to ignore these factors in the original TV plan."

Dr. Carroll held that "fancy statistical presentations will only confuse the issue not only to other engineers but to the Commissioners."

He urged that the "guesses" be kept simple to save the time of allocating authorities and that any allocation plan that might be adopted be kept flexible "to allow for our ignorance." He said that gross terrain features are much easier to modify than too close spacings.

Dr. Carroll said the "important part of our job is to get stations on the air" and pointed out that through the experience of operating stations and research of proposed applicants it would be possible through the years to collect accurate technical data. Thus a flexible allocation policy could be modified into a practical system.

Raymond M. Wilmot, consulting engineer and committee member, in his separate endorsement of the general report also urged that the final allocation plan be kept "as flexible as possible so that there may be an opportunity to revise it as additional data becomes available."

The general report of the committee, headed by E. W. Allen Jr., chief of FCC's Technical Information Division and who also headed the earlier engineering conference, discussed four general fields: (1) Prediction of service field intensities (including effects of fine and macro terrain features upon median signal levels and a realistic appraisal of apparent antenna height of transmitter); (2) evaluation of random variations in field intensity from median levels due to local terrain and buildings; (3) tropospheric propagation curves (determination of methods for evaluation and treatment of available data and of methods and basis for extension of the data to other frequencies and antenna heights); and (4) method of combining effects of spatial and time variations of the desired signal and one or more interfering signals.

For reference" studies accompanied the general committee report. These were: Reference D (Technical Information Division Report 2.4.8), "Summary of Tropospheric Measurements and Development of VHF Propagation Charts (Revised)"; Reference F (TID Report 4.2.2), "The Normal Distribution As Applied to the Daytime Listenership of Network Stations at Frequencies Above 50 mc.;"

"and Reference G (TID Report 4.3.8), "Application of Tropospheric Propagation Charts to Preparations of Iso-Service Contours" at Frequencies Above 50 mc."

The general committee report in addition to propagation and statistical studies made "quantitative assumptions" on other factors relating to "equipment and subjective factors," all important in allocation planning. While warning these were not recommendations and that further consideration by other organizations may be in order, the report said these included: Acceptable desired-to-undesired signal ratios for the several types of co-channel operation and for adjacent channel operation; maximum signal input voltage for satisfactory service in current and future receivers at various frequencies; and transmitter output power available in the future, together with practical antenna power gains and horizontal directivity.

Members of the Ad Hoc Committee in addition to Messrs. Allen, Norton, Wilmot and Dr. Carroll include the following: W. C. Boese and Harry Fine, FCC engineers; Dr. Frank G. Kear, W. C. Beecher, Stuart L. Bailey, Paul A. deMars and A. F. Murray, consulting engineers; Dr. T. T. Goldsmith and R. P. Mackman, Allen B. DuMont Labs.; William B. Laboe and J. W. Wright, CBS; Dr. G. H. Brown, RCA Lab. Division; R. N. Harmon, Westinghouse.

THE LONG ISLAND STORY

WHLI
daytime listenership now tops 3 network stations in Long Island's Hempstead Town where automobile ownership averages 1.2 passenger cars per family... where four out of every five families live in single family dwellings... where six out of every ten live in their own homes... where bank deposits average $3,800-a-family.

Data sources: Nassau County Motor Vehicle Bureau; Nassau County Planning Commission; Nassau County Clearing House Association; Conlon, January 1949.

AM

WHFM

ELIAS GLODOSKY

President

Mr. MacDonald Donbar

Ted Bates, Inc.

New York City

Dear Mac:

Don't tell nobody y'! to 'ter see this 'til we're in the studio... I'm over the floor. Nobody picks it up on 'im yet. Here are the official results of 'Bill's latest Hooker, and was it good! It showed that... did y' ever... WHBI is 'in the leader both day and night right here in 'W'... 'Charleston, N. M., this ain't out yet, on the high brass around here and really polish 'in off when they holiday roll include... Western Virginia's number one city?

Yez. Also

WCHS

Charleston, W.Va.

June 13, 1949 • Page 87
A 1 1/2
BILLION
DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you’ll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT
THE
TExAS-OKLAHOMA STATION
Winslow 4-Law 829 KC-CBS
Represented by Paul M. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

97.41O
RADIO HOMES
LOUISIANA

KMLB
MONROE, LOUISIANA

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representatives
TAYLOR-BORROFF & CO., Inc.
Affiliated with
AMERICAN BROADCASTING CO.

FIRST FIFTEEN PACIFIC HOOPERS—May 1949

No. of
Program
Jack Beatty
McGee & Molly
People Are Funny
The Whistler
Bob Hope
Ray Cochey
Horace Heidt
Lowell Thomas
Sah Baw
Groucho Marx
My Friend Irma
Fred Allen
Skippy Theatre

Cities
BBDU
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Sponsor & Agency
American Tobacco
S. C. Johnson (NLB)
B & W Tobacco (Beards)
Wildwood Co. (BBDU)
Signal Oil (Dobkins)
Lever Bros. (YAR)
Lever Bros. (YAR)
M & L (YAR)
Radio One
Elgin American Div.-Illinois
Pep Squad Div.-Lever Bros (FCB)
Ford Dearborn Div. (AM), (WJT)
Bosfield Packing (YAR)

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YEAR 1949

Avco Repeal

(Continued from page 28)

Communications Bar Assn. sometime ago in a petition asking that it be set aside [ Broadcasting, Oct. 25, 1948]. The bar group claimed the rule had not served its purpose and that, since station owners could not be required to sell to competing bidders, it was also "futile." Text of FCC’s order, dated June 9:

The commission having under consideration Notice of Proposed Rule Making adopted Feb. 21, 1949, which, in effect, looks toward the revision of Sec. 1.321 of the Commission’s Rules and Regulations,

IT APPEARING, That Sec. 1.321 of the rule, sometimes referred to as the "Avco Rule," was designed to furnish notice to the public generally of public sale or prospective public sale of broadcast license applications to assign licenses and permits or transfer the control of broadcast licenses and permits as well as to provide an opportunity for computing applications to be filed in order that the Commission might exercise the widest possible choice among potential assignees and permittees in order to assure the public the best qualified applicant will be chosen; and

IT FURTHER APPEARING, That the matter of giving notice to the public regarding such proposals is more broadly dealt with in the aforesaid notice of proposed rule making [revision of procedure on handling broadcast applications generally]; and

IT FURTHER APPEARING, That the experience under the existing Avco rule has failed to realize the expectations afforded with respect to making possible a choice among more or competing applications for assignments or transfers of control,

IT FURTHER APPEARING, That the present application of the rule in many cases produces severe economic and other hardships on parties interested in assignments or transfers of control,

NOW, THEREFORE, IT IS ORDERED:

Pursuant to the provisions of Sec. 1, 313(r) and 309(d) of the Communications Act of 1934, as amended, Sec. 1.321 of the Commission’s Rules and Regulations is amended as set forth below:

"(a) Application for voluntary assignment or transfer of control, broadcast,..." (c) (1) An applicant for assignment of a construction permit or license for an AM, FM, TV or other broadcast station or for consent to the transfer of control of a broadcast license shall file with the Commission a copy of the FCC form No. 314 (Assignment of License) or FCC form No. 315 (Transfer of Control). Such applications shall be filed with the Commission at least 60 days prior to the date of the filing of the construction permit or license. The filing of such an application shall effectuate the effective date of assignment of transfer of control; and

"(c) In addition to the foregoing application forms, the following forms should be used:

FCC Form No. 328, Income Statement. The applicant’s own form of income statement may be used if he desires.

FCC Form No. 329, Statement of Balance Sheet. The applicant’s own form of balance sheet may be used if he desires.

This rule shall be effective immediately and shall apply to all applications on file, the new rule shall be applicable also to pending applications. Any advertisement commenced under Sec. 1.321 may be discontinued and any competing application is required to file in accordance with Sec. 1.321 will not be accepted.

Since the amendments provided for herein relate to procedure alone, the requirements of Sec. 4 of the Administrative Procedure Act are inapplicable.

FEDERAL COMMUNICATIONS COMMISSION

D. A. Slowie
Secretary

PETRILLO

Set for Chicago Institute

JUDGE Justin Miller, president of the NAB, will appear in the general AM and TV symposium June 28 at the opening of the annual NBC-Northwestern U. summer radio-disco institute in Chicago. A television forum with NBC Central Division personnel will be conducted as a supplement to the regular six-week course of graduate radio training.

Division TV men, and their topics, will include: Ted Mills, program director, programming; Norman Felton, production director; Reinald Werrenrath Jr., director of special musical operations; and notes; Ben Wampler, art director, staging, and Paul Moore, engineering operations supervisor, engineering.

Lectures in the general symposium will be given Tuesday evening on N. U.'s Chicago campus, with the others at NBC's Merchandise Mart studios.

for a better-than-ever Blur

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM

5390 KC
165.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Page 88 • June 13, 1949

for Telecasting
NATIONAL NIELSEN RATINGS
(TOTAL U.S., INCL. SMALL-TOWN, FARMA AND URBAN HOMES
—and including TELEVISION AND NON-TELEPHONE HOMES)
May 1-7

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Winston-Salem was selected as CRNDA's 1950 convention site.

PLANS to furnish pronunciation guides to all stations in the two Carolinas and to begin work on a radio style book were made by the Carolinas Radio News Directors Assn., at its meeting at Myrtle Beach, S. C. [Broadcasting, June 6].

Appointed to supervise preparation of the style book were F. O. Carver Jr., WJSN Winston-Salem, N. C., news director; Lieffers, WNBC Greenville, S. C., news director, and Ed McGrath, news and program director at WSMP Spartanburg, S. C.

The association also discussed plans to conduct a one-day news clinic during the fall or winter.

Announcement of FCC's decision on editorialization on the eve of the two-day meeting aroused considerable discussion. The association authorized its directors to draw up a resolution on radio editorial privileges when they deem it "wise and appropriate."

Speaking at the banquet session, Richard Harkness, commentator, gave the newsmen an account of news gathering methods in Washington. Elmer Oettinger, WNAO Raleigh, N. C., news and specialty events director, outlined North Carolina's three statutes on defamation, and Groe Seibers, WIS Columbia, S. C., newscaster and the association's new elected president, discussed problems facing South Carolina newsmen under present libel laws in that state. He suggested formation of a legislative committee to promote favorable radio legislation in the state.

The association elected Mr. Carver to succeed Mr. Seibers as its first vice president. Marjorie Jordan, WFNW Fayetteville, N. C., was re-elected secretary and Bill Milia, WNCW Asheville, N. C., as recording secretary.

Directors-at-large are Ed Kirk, WPTF Raleigh news director; Bob Truere, WCSC Charleston, S. C., news director; Jack Kneal, retiring president of the association and WBT Charlotte news and special events director, and Mr. Mitchell. Presidents of both the North and South Carolina broadcast associations addressed the newsmen.

Delegates were welcomed by Bevo T. Whitmire, head of the South Carolina broadcasters and WFBF Greenville general manager, Harold Essex, president of North Carolina Assn. of Broadcasters and WSJS vice president-general manager, spoke at the Saturday luncheon meeting.

The newsmen voted to amend their constitution to permit presidents of the North and South Carolina broadcasters associations to serve as ex-officio members of CRNDA.

Winston-Salem was selected as CRNDA's 1950 convention site.

© 1949, A. C. Nielsen Co.  
† NOTE: Number of homes obtained by applying the "Nielsen-Rating" (%) to 39,725,000—
the 1948 estimate (revised) of total U. S. radio homes.

PATALUMA GRANT
AM Proposed by FCC

PROPOSED decision was announced by FCC last Thursday to grant application of Pataluma Broadcasters for new AM station at Pataluma, Calif., on 1,490 kc with 250 watt power.

FCC would deny competitive bid of Pacific States Radio Engineering for the same facilities at Pittsburg, Calif. The Pataluma applicant was favored because that city has no local outlet while Pittsburg does have a new local station, recently authorized, KEC.

The grant at Pataluma is subject to the condition that the station shall not commence operation until KXOA Sacramento vacates the channel and providing antenna and transmitter site approval is given by CAA.

Ownership of the applicants:
Pataluma, Calif.—Pataluma Broadcasters, Inc., of Pittsburg, Calif., a public utilitarian corporation: Howard H. Elvy, trans-
mitter lawyer; Howard Elvy, KEGX; George H. Elvy, general man-
ager; John E. Elvy, partner; R. W. Elvy, reducing partner and KEGX engineer; Harold A. Sparks, announcer;
KXOA, Victoria, Calif.; Pittsburg, Calif.—Pacific States Ra-
dio Engineering, 1890 kc, 250 w, unlimited, Bob H. Bell, partner; Joseph L. Smith, partner; Robert A. Sparks, announcer.

Oscar O. Lieffers

OSCAR O. LIEFFERS, 31, vice president and partner in W. B. Geissinger & Co., Inc., Los Angeles agency, died June 7. Mr. Lieffers, before joining Geissinger in 1947, had been head of a national iron search in the Los Angeles office of BBD. Funeral services were held June 9. He is survived by his wife, Susan, and two children, Susan and Michael.

Quaker Oats Expands

FARM SHOW TO FULL MBS

Quaker Oats Co., Chicago (feed division), will sponsor Man on the Farm on coast-to-coast Mutual network for 39 weeks beginning Aug. 27. Program, which has been "approved" on stations in all sections of the country for the past 11 years, will be broadcast over more than 400 Mutual outlets Saturdays 13-12:30 p.m., local time, in each time zone. It stars Chuck Acee and features A. A. (Denny) Dennerlein, manager of Quaker Oats sales service division. Sherman and Marquette, Chicago, is agency.

Hill Discs

House Groups Ask Review

"COMPLETE REVIEW" of the operation of recording facilities in the Capitol was recommended last week by the House Appropriations Committee, which held that the project, which has been subsidized by general tax funds, was "disproportioned its continuation "on that basis."

The project, known as the Joint Radio Information Facility, prepares recorded messages for members of the House and Senate exclusively and is operated under the supervision of the Clerk of the House and Secretary of the Senate. It is directed by Robert Coar and his wife, who had operated a similar service privately for 11 years before Congress approved a lease arrangement with the Coars in 1947.

Avidity, totaling $26,340, are paid from appropriated funds from House and Senate. When these are included, the report said, there was a net loss of $15,284 from Jan. 1, 1947, when Congress took over, to March 31, 1949. There was a net profit of $4,658 during the first quarter of this year, however, and in the second quarter it may go higher, according to information presented about the Committee during hearings.

It was estimated that the recording project is growing about $100,000 a year, which is used for expenses other than salaries (materials, equipment, etc.).

The Committee recommended approval of $125,000 in appropriations in the 1950 Legislative Branch Appropriations Bill, which the House passed Thursday. But it said:

. . . the facility is being subsidized from general tax funds and the Committee is not in favor of continuing the activity at its present level. Furthermore, examination of the lease and operating regulations leaves the committee in doubt as to adequacy of some of the operating arrangements.

The whole arrangement appears somewhat ad hoc in nature and the Committee could do a stand alone review. A more comprehensive investigation of the relationship between the private officers and committees concerned' could be in order, in the Committee's view with plot to placing it on a completely self-supporting basis. The Committee has been working toward proving the organizational and operational setup before another budget is submitted.
At Deadline...

PUERTO RICAN RENEWAL PROPOSED BY FCC

INITIAL decision by Comm. Paul A. Walker looking to grant of license renewal to WPAB Ponce, P. R., reported by FCC Friday. Proposed decision to deny application to The Acme Broadcasting Co., for new AM station at Elizabethtown, Ky., on 1450 kc with 250 w fulltime, also announced.

WPAB, designated for hearing December 1, will seek recommendation on renewed renewal on basis it is improving programming and commercial practices. Initial decision said that at time of hearing designation "the broadcast service of this station was very poor" and cited excessive spot announcements and time sales to entertainer-brokers. Poor or no program continuity also cited. Comm. Walker said failure of licensee to present programs which met statutory requirements of public interest and failure to comply with FCC rules and standards would justify denial but since WPAB is seeking to improve situation he recommended renewal. He pointed out station recognizes there is need for further improvement and will endeavor to comply.

Acme Broadcasting received proposed denial based on decision of objectionable interference with WLAP Lexington, Ky. Firm includes J. W. Burkholler Sr., part owner WTCO Campbellsville, Ky., president 30%, and William J. Harris Jr., WTCO commercial manager, vice president 20%.

REVOCATION DISMISSAL

REVOCATION proceeding against KGAR-AM-FM Garden City, Kan., dismissed as moot by FCC Friday following voluntary surrender of permit by owner Albert B. Payti on May 19. Mr. Payti, charged with financial misrepresentation in acquisition of station, explained drop-out was because of Commission's delay in revocation case, heard more than year ago [Broadcasting, March 1, 1948]. KGAR was assigned 1 kw day on 1050 kc.

STIFF COMPETITION SEEN FOR RADIO AND TV JOBS

COMPETITION for radio and TV jobs will be keen and network positions hardest to get, U. S., Hopefuls for positions pay results of Labor Statistics study shows. Results of study, discussing radio-TV employment outlook in each state, published as Bulletin No. 958. Copies can be obtained for 30¢ from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Study supplements previous one made earlier in spring for Veterans Administration [Broadcasting, March 1, 1948], which indicated broadcasting employment probably would "continue to rise for at least another year or two but at a slower rate than since the war."

Bulletin No. 956 says TV stations going on air this year will hire hundreds of technicians and other workers. New AM and FM stations will hire "several thousand," it adds. Men with operating experience will be needed by new stations, and those especially trained in television will be increasingly in demand, says the report.

JOINS ROY S. DURSTINE

CARL FRIEDLANDER, president of Aerocene Aircraft Corp., Middletown, Ohio, from 1937 to 1945 and for past three years planning and producing in television, has joined executive staff of Roy S. Durstine Inc., N. Y.

COPYRIGHT PROBLEMS STUDIED BY UNESCO GROUP

WORLD copyright protection to be discussed at UNESCO meeting opening July 4 in Paris. American delegation members will take along views of copyright owners, users and related interests. These views were given at Washington hearing.

NAB's position presented by Don Petty, general manager Miami picture, publisher, legal and other groups stated viewpoints on international copyright.

Delegation members are Dr. Luther Harris Evans, Librarian of Congress and co-chairman of copyright panel of U. S. National Commission for UNESCO; John Schulman, New York copyright attorney; Judge Charles E. Wyzanski Jr., U. S. district court Justice; Arthur Fisher, technical advisor.

No commitments made by delegates at Thursday hearing. Eleven nations to be represented at Paris session, which is part of UNESCO copyright study.

WKOW TAKES STAND ON COURT BAN

WKOW Madison, Wis., urged Wisconsin governor to void bill prohibiting broadcasting of courtroom proceedings, recently passed by state Senate. Station editorial stand was taken in broadcast by Robert Lindsay, news editor, during his Madison Lawline program. Station has asked other broadcasters for information on courtroom radio bana in other states and cities. Industry's traditional position is that broadcasters are as much entitled to courtroom privileges as newspapers.

NBC-SPAC HEARS PLANS

SUMMER and fall program schedules and promotion campaign for fall presented to NBC Stations Planning & Advisory Committee meeting in New York Thursday and Friday. Principal attraction previewed for SPAC was new giveaway, Hollywood Calling, Sunday, 6:30-7:30 p.m., to start July 11. Niles Trammell, NBC president, told SPAC fall schedule was nearly complete with "only a few scattered time periods" unsold.

NAMED K-F AD DIRECTOR

BURTON DURKEE named Kaiser-Frazer advertising director, succeeding H. M. Swartwood, who continues in advisory capacity. Mr. Durkee, with Kaiser interests since 1942, has been account executive and vice president of Morris F. Swaney agency, Chicago. Mr. Swartwood retiring because of poor health, Clay P. Bedford, K-F executive vice president, said.

CBS TRANSFERS FLATEN

A. H. FLATEN, CBS network sales account executive for two years, Friday joined CBS-TV sales staff.

SEYDEL NAMED TO POST

VICTOR SEYDEL, formerly with Walker & Downing, has joined Anderson, Davis & Platte, New York, as head of television and radio departments.

NEW ASCAP TV FEE WOULD BE 10% OVER AM

TELEVISION stations, NAB directors, TV grantees and NAB music committee members asked by Robert P. Myers, chairman of NAB Television Committee, for quick reply to proposed new ASCAP-NAB TV contract terms.

Since networks have been meeting with ASCAP and said to have reached informal accord on contract provisions, both have now gone to memberships for reaction. Present TV temporary licenses expire July 1.

Blanket ASCAP licenses on basis of AM blanket license formula plus 10% tentatively accepted by ASCAP. Important angle, according to NAB negotiators, is that requirement for clearing of special uses and paying special fees for such uses has been dropped.

Licenses would run three to five years, retroactive to Jan. 1, 1949, as provided in present temporary licenses; AM local station blanket commercial rate of 2 1/2% and network rate of 2 1/2% (with clearance at source) based on net time sales, and subject to 10% markup; net time sales include deduction of rate card discounts and rebates, 15% agency commission and 15% sales commission; cost of interconnected stations allowed up to 25% of net time sales during first three years, 20th third and fourth years, 15% fifth year; co-ops treated as network programs.

ASCAP has agreed to suggest per-program formula for local stations. Other problems still to be worked out, but not considered serious. TV stations asked to send their comments on proposed rates to A. D. Willard Jr., NAB executive vice president.

MILITARY RECOGNITION FOR TV NEWSREEL POOL

TELEVISION newsreel pool to facilitate rapid distribution of National Military Establishment movies for TV reproduction recognized by NME, Curtis Mitchell, chief, News Division, NME Office of Public Information, announced.

Among those attending meeting June 7 at Pentagon to iron out details of distribution were: Jesse Sabin, NBC-TV, and William Montague, Teletenews, representing national TV newsreels; Harry W. Krause, manager, Philadelphia Newsreel, which services WFIL-TV Philadelphia; Mr. Mitchell; his deputy, John Adams; Jose Yovin, chief, Pictorial Branch, NME, and Charles Dillon, NME radio- TV chief.

Closed Circuit

(Continued from page 4)

last week, two new Atlanta hospitals already planning to revise operating room layouts to accommodate color TV. Other inquiries also reported.

FM STATIONS taking steps to see they aren't shunted into insignificant role at NAB in forthcoming Structure Committee and NAB board meetings. They're opposed to lumping of FM into an Aural Division and made this plain at FM committee meeting last week.

Pennsylvania Railroad understood to be interested in sponsoring television version of American Forum of the Air, Sunday, 3 p.m., on NBC-TV.

Among ideas to expand NAB membership is proposal to broaden associate member bracket. Association kicked out consulting engineers some months ago, but drew hot protests. New plan of action is to admit all related industry groups.

Broadcasting • Telecasting
Miss Helen Hartwig  
Ruthrauff & Ryan, Inc.  
405 Lexington Avenue  
New York 17, N. Y.

Dear Helen:

Here's a magic formula you may find useful. It has nothing to do with algebra; it has everything to do with broadcasting:

\[ P + P + P = P \]

Translated, power, plus programs, plus promotion equals pressure. Our thought is that this formula is really at work for you and your clients in WGY-land.

It is no secret that WGY operates with 50,000 watts, or that our local programming strongly supports the fine shows which reach the station from NBC. Less well known is the fact that WGY is right in there, promoting the shows and services it carries.

An example is "Mike and Camera". This is a monthly paper circulated among listeners with a paid subscription list running into the thousands. It is filled with news and gossip, schedules and pictures. It is doing a job for our program sponsors and for our station.

"Mike and Camera" is only one of several forms of continuing promotion which, with power and programs, add up to sales pressure. Any time you want to put the magic formula used by WGY to work for more of your clients, just get in touch with Jim McConnell or one of the NBC Spot Sales men.

Sincerely,

G. Emerson Markham:acs  
STATIONS MANAGER
Can a housefly make a board bounce?

Surprising though it may seem to you, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkably sensitive RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, it can be used to measure the degree of vibration.

Scientists predict many practical uses for this electronic transducer. Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new electron tube are put to work.

Another RCA "first":
The electronic transducer, first of its kind, is one of many research achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

Examples of the newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.