Success story: Everybody knows that insurance is really tough to sell. But WLEE in Richmond can sell it! Just listen to what the manager of one of the big Richmond agencies wrote to us:

"Local knowledge of our hospitalization insurance plan has never been greater, and we think much of the credit is due to the excellent radio contact work through your efforts. Our agents have expressed their thanks for the radio work . . . I personally have had many people contact this office because of the radio ads and these contacts have resulted in a higher percentage of first-call sales than other methods employed by our organization."

Merchants of all kinds in Richmond know that WLEE produces quick, profitable results. More and more national advertisers are following their lead and using WLEE. If you'd like to hear the whole WLEE story, call in your Forjoe man today.
KDKA
PITTSBURGH 50,000 WATTS NBC AFFILIATE

7am is S-hour

$ for seven, $ for sales! The 7 AM News on KDKA (like so many other early-morning shows on the tri-state Pittsburgh area's favorite station) has won a tremendous following among wide-awake, ready-to-buy listeners!

**Item:** Peter Paul, a KDKA advertiser for 11 years, uses this spot on Mondays, Wednesdays, and Fridays... to sell its popular candy bars.

**Item:** Jack Swift, the 7AM newscaster, offered a household booklet for 25c on Tuesday, Thursday, and Saturday of a recent week (the days now open for sponsorship). 3,000 orders, with cash, rolled in... proving once again that early-bird advertisers get plenty when they use KDKA to cover the vast tri-state Pittsburgh market. Get full details. Check George Tons at KDKA, or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc
WBZ - WBZA - WOWO - KEX - KYW - KDKA - WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV NBC Spot Sales
Now on the air!

FM STATION
WFDR
104.3 mc

Operated as a Public Service by the International Ladies' Garment Workers' Union

New York City
Closed Circuit

IT MAY never be filed, but there's talk of multi-million-dollar restraint of trade suit by Benrus Watch Co. against NBC, CBS, Bulova Watch Co., and possibly others on theory that Bulova has sewed up under exclusive contract time signals on top network-affiliated stations. Rather, it's expected that current negotiations with Benrus by networks for choice station break spots will result in dispelling questionable litigation talk.

ALTHOUGH AFM resolution originating from floor at convention urged use of influence to obtain appointment of labor sympathizer to FCC when next vacancy occurs, Petriullo's office has no nominee in mind and says it will carry out resolution intent to letter.

ANNOUNCEMENT expected shortly on shift in sponsorship of Drew Pearson despite contract of Frank H. Lee Co. with some two years to run. Shift to be premised on economic reasons and reported cooling off of Lee on comment. Wm. Wenzel Broadcasting Co., which has Pearson exclusively, is secretive about talks with prospective new sponsor.

NEGOTIATIONS between IBEW and CBS will be covered in next issue of Broadcast Business Briefly.

Justice Dept. Monopoly Probe Is Underway

INVESTIGATION of possible monopoly in broadcasting field is under way in Justice Dept. Antitrust Division. Interstate Commerce Subcommittee on Communications was told Friday in wind-up of hearings on McFarland Bill to reorganize FCC procedures (early story page 26).

Disclosure came from James F. Kilody, chief of Ant-Trust's Transportation Section. He called it "a mild investigation," and later referred to it as involving "men looking into the possibility of an investigation of the radio field." He declined to elaborate to newsmen other than to say "several men" had been assigned and that it was based on "complaints" which would not identify. He did not think TV is involved except in a "corollary" way.

Existence of probe was revealed in course of questioning by Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, with another Justice Dept. official appearing at last moment to oppose certain provisions of his bill (S-1975) on grounds they would weaken "important" safeguards against monopoly.

Sen. McFarland professed astonishment at Justice Dept.'s opposition, which was directed primarily against proposed changes relating to renewals, elimination of "double jeopardy" on anti-trust matters, and imposition of discrimination ban on FCC. Legislator labeled Department's statement "very dangerous testimony" which he did not think Department could endorse after careful study.

Question of clear-channels—perennially controversial but not touched in McFarland Bill—generated heat earlier in Friday session when Sen. Ed C. Johnson (D-Col.), chairman of full commerce committee and author of clear-channel breakdown bill, said Director Ward Quaal of Clear Channel Broadcasting Service by demanding he be sworn and then loosing series of questions on lobbying.

E. B. Crane of Pacific Northwest "XL" stations, clear-channel foe whose Thursday testimony prompted Mr. Quaal's appearance, was recalled and similarly sworn upon insistence of Sen. Homer Capheart (R-Ind.), who charged committee had been "unfair" to CBS director.

In response to Sen. Johnson, Mr. Quaal said he was registered lobbyist, paid $13,000 annually by CBS, and had expense account around $1,000 per month. Mr. Johnson said he must have had Mr. Quaal sworn before subcommittee and testify before Senate Commerce Committee of which he was a member.

Mr. Quaal, under questioning by Sen. Capheart, identified Mr. Crane as head of Independent Broadcasters Protective League and said he knew Mr. Crane had engaged in lobbying.

Sen Johnson started to leave after exchange with CBS director but was restrained by floor leader until after floor session. D-C. chairman observed that he thought Mr. Quaal had "come to the right place" because committee felt only Congress, not FCC, has authority to authorize higher power which CBS seeks. Sen. McFarland accepted, for record, statement by Mr. Quaal outlining CCBS case.

Sen. Johnson had returned, and Sen. Capheart had left, when Mr. Crane was recalled after testimony by another witness. Sen. Johnson said he had had Mr. Quaal sworn before subcommittee and thought testimony by any registered lobbyist. Mr. Crane said he did not object to being sworn but that he did not consider himself to be lobbyist and was not registered as such. He said he was appearing as individual, paid own expenses, and represented his own business.

Friday witnesses in less heated appearances before subcommittee included Joseph H. Ream, CBS executive vice president, who gave broad endorsement to McFarland measure and particularly its panel plan, FCC salary increases, removal of anti-trust "double jeopardy," and divestiture of FCC's prosecutorial and judicial functions; and Gordon Brown, WSAW Rochester owner and plaintiff in pending anti-trust suit against networks, who recommended FCC be empowered to regulate networks directly rather than through stations.

Mr. Brown felt this should obviate situations like his, which he described as so time-consuming that "I'm going to be bankrupt before I can get a decision of the courts on whether the networks have been in violation of the anti-trust laws." Sen. McFarland put forward the additional safeguards which Mr. Quaal had provided. Sen. McFarland indicated substantive measures such as this should be considered later in another bill.

Dr. Edwin H. Armstrong, FM inventor, had been slated to testify but was ill. Sen. McFarland said he would submit statement.
Meeting Mid-America’s Need for News...

at a Very Low Cost per 1000 Coverage

KCMO’s newscasters and full-time news staff are not content to rest on their teletypes! They’re at it the clock around, pounding the pavement, checking the “line-up,” getting the news for Mid-America.

Under the watchful eye of Jim Monroe, KCMO’s news editor, Mr. Mid-America’s newscasters give the latest to the listening millions... a dozen times every day. And their record on local scoops, exclusive phone recorded interviews, and complete national coverage have made the 8-TEN Spot listening a must.

This preference plus KCMO’s low, low cost per 1000 coverage means a listenership bonus for smart sponsors. KCMO is Kansas City’s most powerful station with 50,000 watts that blanket 213 Mid-America counties (inside measured .5 mv. area) with a farm-and-factory-rich population of over 5,435,000.

One Does It In Mid-America
One station
One rate card
One spot on the dial
One set of call letters

50,000 WATTS
DAYTIME—Non-Directional

10,000 WATTS NIGHT
—810 kc.

National Representative:
John E. Pearson Co.

KCMO and KCMO-FM . . 94.9 Megacycles . . Kansas City, Mo.
Basic ABC for Mid-America
HELEN HARTWIG
Head Time Buyer,
RUTHRAUFF & RYAN

Miss Hartwig, with R&F for ten years, supervises the radio buying for LEVER BROS., DODGE DIVISION of CHRYSLER CORP., N.Y. STATE SAVINGS BANKS and GARRETT & CO. The William G. Rambeau rep today presented Miss Hartwig with a Patroon membership scroll and the deed to a tract of land in the heart of the Patroon country.

*PATROON Aristocratic Landholder of the Hudson Valley

The Patroon of the Week

The Fact of the Week

Your advertising dollar on WPTR buys more than just air time. Your dollar on WPTR gives you excellent coverage of more than a million buyers, smart selling promotion, expert merchandising assistance, top flight production and a station which has worked to have proved exceptional selling power.

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

PATROON BROADCASTING CO., ALBANY, N.Y.
Not One... Not Two... But

THREE TOP-FLIGHT DISC JOCKEYS on CKLW

THE TOBY DAVID MORNING SHOW
- From 6 to 9 a.m. daily, Toby David's versatile music-with-comedy routine has won him a high morning rating in the Greater Detroit Area. He has proven, again and again, his ability to move merchandise off sponsor's shelves, fast!

EDDIE CHASE and his MAKE BELIEVE BALLROOM
- Afternoons, 3:00 to 4:45 and evenings 6:30 to 7:00 Eddie Chase's Inimitable Make Believe Ballroom --- of latest recorded dance tunes in a realistic ballroom atmosphere, has ranked him one of Detroit Area's top salesmen. His show lists smoothly with the public... and packs a sales punch with sponsors!

HAL O' HALLORAN'S DAWN PATROL
- From midnight to 4:00 a.m., O'Halloran—a star of National Barn Dance fame—amuses a big audience of stay-up-lates with request recordings and an agreeable brand of folksy humor. Participation in Hal's show means surefire results at down-to-earth cost!

- Many advertisers have already climbed on the bandwagon, due to the increased ratings of these shows. More will also line up under our new 50,000 watt power!

VERY SOON!
50,000 WATTS in the Middle of the Dial at 800 kc.
• A GREATER VOICE... A BETTER BUY!

Guardian Building, Detroit 26 • Mutual System
Canadian Rep.
H. N. Stevin & Co.

Broadcasting • Telecasting
June 20, 1949 • Page 7
ON THE
WASHINGTON SCREEN

More people watch WMAL-TV
Monday thru Friday from 6 to 7:15 p.m.
Than all other stations combined!*

FRONTIER THEATER TOPS THE RATINGS Monday thru Friday from 6 to 7 p.m.
in the American Research Bureau Survey of television viewing in the Nation's
Capital! More than twice as many viewers between 6 and 7 p.m. on the
other three stations combined ... 70% of all viewers ... and over 50% of
them adults! This is the amazing story of Frontier Theater, the show that brings
an hour long, full length Western film to the ENTIRE family five nights a week—
the one minute participating announcements available between the Acts offer
advertisers the largest and most complete audience of its kind in the
great Washington market.

ACTION PACKED MOVIE SERIALS ... like Frontier
Theater, the serials are way out in front-reaching more men, more
women and more children than all other programs combined from 7 to
7:15 p.m. Monday thru Friday. Of
the total viewing audience of this
time, 68% is watching the serials!
Let WMAL-TV or ABC Spot Sales tell
you the complete 6 to 7:15 p.m. story
today.

JIM GIBBONS LED ALL
SPORTSCASTERS, network and
local, seen on the Washington Screen
His "Sports Beat" (now heard Monday
thru Friday from 7:15 to 7:30 p.m.)
received the highest rating of any
show at that time ... his "Sports
Carbon-A-Quiz" (Thursdays, 7:30 to
8 p.m.) received the highest rating of
any studio sports show ... and
Wrestling which Jim handles each
Wednesday from Turner's Arena was
one of the top 10 shows (network and
local) seen in Washington.

*American Research Bureau Survey
Washington, D. C. - May 11-18, 1949
(Call ABC Spot Sales to see this latest audience Survey)

WMAL- TV
THE EVENING STAR STATIONS
WASHINGTON, D. C.
ZIV BLASTS
SELLING RECORDS!

WITH
This Half-Hour
LOW-PRICED Western!
YOU'LL BE AMAZED
AT THE SENSATIONALLY
LOW PRICE!

Never before have you been able to offer your sponsors a selling program whose performance can be proved to them before they sponsor it! The record shows that "Cisco Kid" is America's greatest salesman — that he is a terrific producer for any mass-sale product or service, in highly competitive markets. Here is a Western that pays off from the very first broadcast! Sponsors say: "This is the show we've been looking for!"

"Cisco Kid" wins Motion Picture Academy Award. It's only Western to ever receive this recognition. Six big-budget pictures are released each year by United Artists. Duncan Renaldo plays the part of "Cisco Kid."

**Sensational Hoopers!**


These Promotions Pay Off!

Buttons, masks, truck posters, membership cards, teaser ads, sombreros, handkerchiefs, autographed fan photos, store displays, letters, photo postcards — complete localized campaigns.

"What Is Happening To Kid Shows?"

Write for this sensational analysis. It's an eye-opener!

**CISCO KID GIVES THESE 3 GREAT RESULTS TO LOCAL AND REGIONAL SPONSORS AND DEALERS!**

1. Sparks Sponsor's Sales Force!
2. Enthuses Sponsor's Dealers!
3. Builds A Great Adult Market!
that's the sensational success story of this terrific high-Hooper half-hour Western!

"THE CISCO KID"

O. Henry's Famous "Robin Hood of the Range"

KID, TEEN-AGE AUDIENCE!
Feature of the Week

TOBACCO-CHEWING contest sponsored by WDVA Danville, Va., attracted 1,000 spectators to the Danville Livestock Auction and was so successful as a promotion stunt that the station plans to make it an annual affair.

Finalists in the contest, held May 31, appeared on the WDVA show, King Cole Copera, at 12:30 p.m. that day. A tape recording of the program was made for MBS and presented as the "kicker" on Mutual Newsreel the following day.

"Letters received from Mutual in New York and Mr. Seavey [Hollis M. Seavey, coordinator of news and special events for MBS, Washington]... bear out our contention that this was a different promotion stunt," said Bill Ashworth, WDVA promotion director.

Entries to the contest were signed up by Frank Raymond, WDVA farm service director. plugs were weighed in by Thomas H. Brown, Danville Tobacco Assn. secretary, and the proceedings were described in play-by-play manner for WDVA listeners by Mr. Raymond.

The winner, Omer L. Glenn, representing the Virginia Tobacco Co., chewed his way to victory with a "chaw" weighing 4 1/4 ounces. Danville's mayor, Everett E. Carter, presented to Mr. Glenn a "Bullseye" musically-toned, home-type (Continued on page 48)

On All Accounts

WHEN Irving E. Stimson was elected Seattle's Young Man of the Year for 1947, friends twitted him on having reached the peak of his career so early in life—and at times, even Irv must have felt that the rest of his life would be an anti-climax. But this spring, when he or-}

IRV

filled ambition to be a cartoonist led him to the advertising department of Safeway, and by 1956 he had become assistant to the chain's divisional advertising manager for the State of Washington.

In February 1942, he enlisted in the Army Signal Corps and within a month was 2,000 miles into Alaska as a communications censor at Kakanakak ("Read it backwards," he says). Most of his Army time was spent in Alaska, where he was variously chief censor, chief cryptographer and T/4 in charge of the Signal Corps station WXFC at Excursion Inlet.

In Juneau, he organized and became president of the Enlisted Men's Club, a club which was run by and for the GI's and which, he now recalls, was "head and shoulders above all the other bars in town"—not a bad record for a man who suffers a two-day hangover when he occasionally takes a short beer.

One week after his Army discharge, in the fall of 1948, Mr. Stimson married Annette Larson, who was born in Cordova, Alaska, but, like Irv, had spent most of her life in Seattle. They now have

(Continued on page 73)
BIGGEST - studio audiences!
BEST - in station promotion!
FIRST - in total rated periods!

*December through April Hooper Report

STUDIO AUDIENCES
Over 100,000 people visit WFBR every year — no other Baltimore station is even close!

STATION PROMOTION
Just won 3rd award nationally in the annual BILLBOARD competition. No other Baltimore station won any award!

HOOBER RATINGS
Tops in Baltimore! First in morning, first in afternoon, first in total rated periods!

When the last ounce of intensive coverage is needed — when the advertising has to deliver — in the Baltimore market, you need look no further than...

WFBR
THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Albuquerque  KOB  NBC
Beaumont  KFDM  ABC
Boise  KDSS  CBS
Boston-Springfield  WBZ-WBZA  NBC
Buffalo  WGR  CBS
Charleston, S. C.  WCSS  NBC
Columbia, S. C.  WIS  NBC
Corpus Christi  KRIS  NBC
Davenport  WOC  NBC
Des Moines  WHO  NBC
Denver  KVOD  ABC
Duluth  WDSM  ABC
Fargo  WDAY  NBC
Ft. Wayne  WOWO  ABC
Ft. Worth-Dallas  WBAP  ABC-NBC
Honolulu-Hilo  KGMB-KHBC  CBS
Houston  KXYZ  ABC
Indianapolis  WISH  ABC
Kansas City  KMBC-KFRM  CBS
Louisville  WAVE  NBC
Milwaukee  WMAW  ABC
Minneapolis-St. Paul  WTCN  ABC
New York  WMCA  ABC
Norfolk  WGH  ABC
Omaha  KFAB  CBS
Peoria-Tuscola  WMBD-WDZ  CBS
Philadelphia  KYW  NBC
Pittsburgh  KDKA  NBC
Portland, Ore.  KEX  ABC
Raleigh  WPTF  NBC
Roanoke  WDBJ  CBS
St. Louis  KSD  NBC
Seattle  KIRO  CBS
Syracuse  WFBL  CBS

Television

Baltimore  WAAM  New York  WPIX
Fort Worth-Dallas  WBAP-TV  St. Louis  KSD-TV
Louisville  WAVE-TV  San Francisco  KRON-TV
Minneapolis-St. Paul  WTCN-TV
One of the obvious facts that confront any student of media is the wide variation among the stations of each network. In one area the affiliate may be a 50,000-watt, clear channel farm station; in another, a regional 1000-watter, or even a 250-watt local station. . . .

In radio, only national spot (Bull's-Eye) radio permits you to choose your stations by power, by coverage-area, by type of programming, or by the other yardsticks you employ.

If you want your radio and television to reach out for the greatest possible percentage of your best prospects, at the time when they listen, in the areas where they live—well, Free & Peters have been specializing in national spot radio since 1932, and we believe we'll appreciate and understand your sales/advertising problems a little better than any other people you've ever met. Say when!
Easter Seal Sales
EDITOR, BROADCASTING:
Your generous help during the Easter Seal campaign... had a far-reaching effect... Our executive secretaries in 48 states, Hawaii and Alaska, tell us of growing interest and helpfulness from their local radio stations...
Lawrence J. Linck 
Executive Director
The National Society for Crippled Children and Adults Inc. Chicago

The High Cost of...
EDITOR, BROADCASTING:
Many thanks for that excellent editorial "Prince or Pauper" (BROADCASTING, May 23). From what you say, that man Godfrey gets $20,000 more than I do. What I get has always puzzled me because I never seem to see any of it. Here's the $64 question: Does the extra $20,000 enable the inimitable Arthur Godfrey to pay his taxes? I've never quite caught up...
Lowell Thomas 
CBS New York

Milwaukee Story
EDITOR, BROADCASTING:
May I compliment you on your Milwaukee Radio Market story. No one has ever been able to catch the real spirit of the city. Your representative in Chicago has done a very able job.
I know. I have lived and worked there.
George P. Herro
Publicity Director, Midwest Operations, MBS Chicago

WSBT
—and only WSBT
—commands the South Bend audience!

Sure, people can hear other stations in South Bend—but they listen to WSBT. This station has won its audience through more than 27 years of personalized service to this market. It gives listeners what they want when they want it. This is why the ever-growing WSBT audience remains loyal year after year, Hooper after Hooper. No other station even comes close in Share of Audience.

Open Mike

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

Spot Rate Idea OK
EDITOR, BROADCASTING:
Congratulations on your Spot Rate Finder idea—we definitely want to be included...
Graham H. Moore 
Commercial Manager
KCBQ San Diego, Calif.

Agree With Gill
EDITOR, BROADCASTING:
We were very much interested in the Gill report on listening habits of AM vs. TV listeners in the June 6 issue of BROADCASTING. Also would like to say that we agree with your editorial about the report; others have been content to speculate and daydream about the impact of TV on AM radio, while Gill got down to cases to get the real answer....
T. K. McCrum 
Secretary 
People's Broadcasting Co. Minneapolis, Minn.

Engineering Handbook
EDITOR, BROADCASTING:
In the "Open Mike" section of your May 30 BROADCASTING, you published a letter from Chief Engineer Robert M. Harvey of WKBC North Wilkesboro, N. C., in which he said, "... I have been wishing there was available a book written expressly for the chief engineer of the broadcast radio station."
While we have written direct to Mr. Harvey, we feel that there are probably many engineers who have not seen the announcement of the publication of the Third NAB Engineering Handbook in August. This 500 page, post-type binder handbook is not designed expressly for the chief engineer but for the broadcast engineer and will contain essentially all the desired information set forth in Chief Engineer Harvey's letter.
The new NAB Engineering Handbook is broken down into six sections, namely: Regulations and...
The RCA Universal Pick-up Kit installed on an early model 70-D turntable.

Only 11 days left—

to buy this high-fidelity playback kit for $149.50*

AND SAVE $75.50

NOW you can have high-fidelity reproduction from your old turntable for only $149.50—simply by installing an RCA Universal Pick-up Kit on any turntable that has not otherwise exceeded its useful life.

Designed specifically for broadcast needs, kit MI-4875-G is capable of producing ideal transcription curves on all types of vertical and lateral-cut records. The kit includes: (1) a dynamic-type pick-up head of low moving mass having adjustable weight and adjustable vertical and lateral stops; (2) a compensator using a series-resonant circuit that can be variably tuned and shunted by a 6-position switch; (3) a handsomely styled tone arm—complete with finger-rest; (4) a tone-arm rest position; (5) a noise-filter kit with cable and terminal board; (6) and all necessary mounting accessories for any 70-series turntable.

Save $75.50 over the former price by ordering this Pick-up Kit under RCA's 90-Day "Spot" Plan (good until June 30, 1949). Here is the kit that will make any record sound better—and it's available from stock.

Order today from your RCA Broadcast Sales Engineer. Or direct from Department 19EC, RCA Engineering Products, Camden, New Jersey.

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

In Canada: RCA VICTOR Company Limited, Montreal

*90-day reduced price, April 1 to June 30, 1949
(price does not apply outside continental U. S. A.).
Watch the New WDSU

No other New Orleans station is doing so much, for so many . . . . . so successfully!

Teledigraphed for the First Time!
The World Famous Mardi Gras (Sponsored by General Electric)

“New Voices”
A Simulcast (AM-TV-FM) Series.
One of the many new WDSU Productions.
(Open for Sponsorship)

AM-TV-FM WDSU
NEW ORLEANS

Page 18 * June 20, 1949
Since announcement of the Gates MO-2890 Frequency Monitor a few months ago, nearly 300 have become day in and day out dependable indicators of frequency drift.

The MO-2890 Monitor is indeed a precision instrument with features that broadcasters like—the biggest of which—like all Gates equipment, is dependable trouble-free operation.

Write for a brochure on this instrument today or—if you would like a complete leather bound Gates catalog, it’s yours for the asking on your company letterhead.
Year after year...
MORE AND MORE PEOPLE FOLLOW THE LEADER IN MID-AMERICA

Again this year—as in 1946, 1947, and 1948—"The Voice of St. Louis" is the unchallenged leader in vast Mid-America! That's proved again by the new 1949 CBS-KMox Listener Diary, conducted by impartial Benson & Benson, Inc., throughout KMox's 70-county 50-100% BMB Area.

THROUGHOUT THE ENTIRE WEEK—KMox is first in 78% of all quarter-hours, day and night...a 36% increase in KMox's margin of leadership just since 1946! In '46, KMox was first in 57% of all quarter-
hours. In '47, KMOX's lead jumped to 70%. In '48, up again to 78%. And in '49—with BMB* reporting an increase of 56,650 new radio homes here—KMOX still leads in 78% of all quarter-hours. That's 6½ times as many firsts as any other station, and 3½ as many as all other stations combined.

**DAYTIME (6:00 AM-6:00 PM)**—KMOX leads in 75% of all quarter-hours...with 6½ times as many firsts as its closest competitor and 3 times as many as all competition combined.

**NIGHTTIME (6:00 PM-Midnight)**—KMOX leads in a smashing 84.5% of all quarter-hours...with 6½ times as many firsts as the next station and 5½ times as many as all others combined.

To be a sales leader in two-and-a-half-billion-dollar Mid-America, get in front by getting on KMOX, Mid-America's undisputed leader. You can get the whole story from us or Radio Sales.

*BMB, Radio Families, 1948
YOU MIGHT FLY NON-STOP AROUND
THE WORLD—

BUT...

YOU NEED WKZO-WJEF
TO REALLY BOMBARD
WESTERN MICHIGAN!

Big talk, you say, and where is the proof?

Well, BMB audience figures prove that WKZO, Kalamazoo, and WJEF, Grand Rapids, are tops in Western Michigan’s rural areas. And the February-March, '49 Hooperatings show that WKZO-WJEF have the greatest Share of Audience in their respective cities — WKZO getting a 57.8% total-period rating in Kalamazoo, and WJEF 26.5% in Grand Rapids.

These two stations deliver 41.5% more listeners than the next-best two-station combination in Kalamazoo and Grand Rapids. Yet WKZO-WJEF’s combined rate results in a 20% saving for advertisers!

Write to us or ask Avery-KnodeI, Inc. for all the facts which prove WKZO, Kalamazoo, and WJEF, Grand Rapids, deliver more Western Michigan listeners for less money! . . . You’ll be glad you did!

© The United States Air Force did it in February, 1949.

WKZO
first in Kalamazoo and Greater Western Michigan (CBS)

WJEF
first in Grand Rapids and Kent County (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
RACE TRACK RESULTS

By LARRY CHRISTOPHER

FCC may soon review its policy with regard to race horse programs.

This was indicated last week as transcripts became available from the investigation of WTUX Wilmington, Del., to determine if that station's race horse programming has aided illegal gambling activities.

Instigated upon complaint by Wilmington's police superintendent of public safety, Andrew J. Kavanaugh, the hearing has brought directly to the Commission's attention that:

The policy conclusions in the WWDC Washington case may be cast in doubt by testimony of local police—confirmed by certain self-styled present or former bookies themselves—about race program details and length of delay in airing of winners.

Local police authorities find the use of radio by bookies is increasing as telephones are confiscated and believe that police elsewhere may be facing the same problem.

These same authorities believe the problem of broadcast aid to gamblers is not a one-station or one-community matter, as radio signals cross municipal boundaries, hence their appeal for FCC action.

Extent of Any Changes

Big question in the minds of observers last week was how far-reaching will the Commission's reconsideration be, what forms will it take and when will it come. Some saw the FCC withholding action on all applications of stations having similar programming until the issue is settled.

Further, there appear to be two schools of thought within the Commission on settlement of the issue. One would make proceeding, a general investigation of the problem from a nationwide standpoint. Such a hearing would conclude with issuance of rules and regulations on race horse and like programming similar to the proposed lottery rules now under consideration. The other school would make WTUX a test case, run it through the courts to final settlement and then swing into action, depending upon outcome of the litigation, against all other offending stations when their renewal bids or other applications were presented for approval.

There was speculation as to which of the two methods is the more favored, but it was pointed out that rule-making would be quicker than litigation and hence perhaps the one that would be used. Some reservation was voiced, however, as to whether the matter would finally issue in view of the nature of the subject matter itself, the press of other matters before the Commission and some conflicts of opinion and testimony in the WTUX case.

Hearing in Wilmington

The WTUX hearing had been ordered by the Commission last February [Broadcasting, Feb. 28]. It commenced in Wilmington May 23 before FCC Hearing Examiner Jack F. Blume and was recessed May 28 to resume last Friday in Washington. However, Thomas W. Wilson and Lester P. Carr, WTUX counsel, were expected to seek continuance in order to prepare proposals of modified programming. WTUX is a daytime only outlet, assigned 500 w on 1290 kc.

Superintendent Kavanaugh's complaint which caused the hearing was a letter to FCC last October. He wrote that it was alleged WTUX was "collecting a certain monthly payment from the various race horse rooms within the city," that the station had broadcast it would not let other program material interfere with the giving of race information, that the airing of results was almost instantaneous and that in many recent bookie raids the police found radios tuned to WTUX.

Medium's Future Role

The public safety superintendent said also in his letter that "we honestly believe that the radio and television, in the very near future, are going to take the place of the telegraph system heretofore used in transmitting racing information." He thereupon asked FCC to monitor WTUX and "collect the evidence which we believe is now available of its violation of the FCC regulations."

WTUX Agreement

The city official's letter also advised the Commission that WTUX "has entered into some agreement with the William Armstrong Sports Publications" of New York which "prints an exclusive information sheet known as the Armstrong Race Sheet which gives the horses, the odds and the information on race tracks."

WTUX's co-owners, Gordon K. Macleod and Howard R. Robinson, replied to FCC in November, explaining the station's programming and denying certain of the allegations. They explained that station had been airing race information for a long period of time using (Continued on page 47)

$50 MILLION

FIFTY MILLION dollars worth of network radio programming was put behind public service campaigns of The Advertising Council in 1948, the council estimated in an annual report released last week.

Major network radio support was given to 15 priority projects of the council, and additional coverage was devoted to 42 other council campaigns. The council estimated that a total of nearly 15 billion listener impressions were scored in the year.

"The value of this contribution by American business is evident in the tremendous circulation received by Advertising Council campaigns during 1948," said Stuart Peabody, chairman of the radio and television committee of the council and assistant vice president of The Bond Club Co., in the report.

The council pointed out that the report was confined to the public service performance of networks and their advertisers and agencies and did not attempt to assess "the tremendous amount of local time and talent which individual radio stations contributed to public service organizations and government agencies."

Total circulation of the network

$50 million in public service messages in 1948 was estimated at 14,855,520,000 listener impressions. The report pointed out that public service programming remained at the high volume which had been maintained in 1946 and 1947.

"By using published network rates and talent costs and allowing every available discount," the report said, "it can be estimated that the total cost to the advertisers and networks of the time and talent of the programs which carried these public service messages in 1948 would be well over $50 million."

The cost of time and talent actually devoted only to the public service messages themselves was estimated at from $13 million to $15 million.

"Although it has been a number of years since the expediency of war brought the [council's] Radio Allocation Plan into being," said the report, "American business is still doing an outstanding job of public service through radio—and, more important, this type of public service (Continued on page 41)
**WMOB SOLD--OFF AIR**

By J. FRANK BEATTY

WMOB Mobile, Ala., ceased operations last Tuesday midnight in the highly competitive five-station market after sale of its physical assets to WABB Mobile, Press Register station, for a reported $150,000. The Nunnels retained accounts receivable.

The transaction, which eliminates one AM competitor in the market, carries with it the assignment of WMOB's ABC affiliation to WABB which now is a joint ABC-MBS outlet. A similar sales option, it was learned, had been held by Fred Weber, interim WMOB manager and former stockholder and general manager of WDSU New Orleans. Mr. Weber relinquished his option to permit the Nunnels to complete the WABB transaction.

Closing of WMOB was ascribed by J. Lindsay Nunn, chairman of the board of the station group, to continued operating losses due to rising production costs and union demands for higher wages. The action was announced at 6 p.m. Tuesday, just six hours before the last signal was emitted.

WABB will carry out all WMOB advertising contracts and it has named Branham Co. as national representative. W. J. Hearin, WABB executive vice president, said WABB will give WMOB listeners the cream of ABC and MBS programs.

WMOB had been involved for a fortnight in negotiations with IBEW over the union's contract with the station. The union had been picketing the station up to the time of its death, though IBEW technicians remained on the job. It was indicated in union circles that the picketing was designed to show IBEW resentment against inability to reach an agreement with WMOB.

Mr. Nunn, father of Gilmore Nunn, president of the Nunn group, issued a statement in Mobile imploring the "little" group's costs have been spiraling sharply in recent years. This has been culminated by recent wage increases demands and picketing by our studios by the radio electricians union.

"These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret the decision to liquidate and close WMOB was made somewhat by the knowledge that ABC network programs rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, the Press Register station." Mr. Hearin said that a few time changes were necessary in some of the established WABB programs because of the dual network operation. "Our objective is to select the cream of the output from both networks and serve to the people," he said.

WMOB was started in 1959 by S. B. Quigley, Mobile, in the auto finance and radio appliance business. It originally operated with 1,200 kw fulltime on 1200 but later was assigned 250 kw fulltime on 1320.

The station was bought by the Nunnels for $250,000 in 1946, shortly after Gilmore Nunn returned to business after service in the Army. The transfer was approved in April 1946 by the FCC.

Addition of WMOB brought the number of stations to five. Other members of the group: WLAB-Lexington; KYW-WCM, Ashland, Ky.; WBBR-Knokville, Tenn.; KPDA Amarillo, Tex.

Studios and offices of WMOB have been located at 468 Government St. Mobile. After the station had shut down Tuesday, phone calls were referred to WABB.

No indication has been given of decision to be made of the WMOB equipment. WMOB held a permit for an 8.8 kw Class B FM station on 97.5 mc.

It is hoped the license surrender papers as Broadcasting went to press at the weekend.

Mobile has four stations now operating. WABB operates on 1480 kw with 5 kw fulltime, along with 99.9 kw FM on 992.1 mc. Both stations operate from 6 a.m. to midnight seven days a week. WABB studios are located in Radio Center, Press Register Building.

WALA operates with 5 kw fulltime on 1410 kw. It is an NBC affiliate. WKRG on 710 kw operates with 1 kw daytime and 250 kw when and is a CBS outlet. It also operates a 3 kw FM station on 99.9 mc. WKAB, 1 kw daytime on 840 mc, is an independent outlet. Like WKRG and WABB it was founded after World War II.

Addition of three postwar stations to the city, said to have a combined audience of 175,000 was believed a critical factor in WMOB's abandonment though the war boom had brought a heavy increase in population and income. Last act of WMOB Tuesday evening was to carry a series of announcements informing listeners they could hear their favorite ABC programs on WABB starting Wednesday morning.

Several other stations have left the air in recent months because of economic conditions. WTWS Clearfield, Pa., with 250 w on 1490 kw left the air May 25 after a brief period of operation. KRKN Port Smith, R.I., founded in 1947, abandoned its 1220 kw 250 w facility (same as WMOB) March 16 on the ground it was economically impossible to compete with three other stations in a city of 50,000.

KABR Aberdeen, S. D., left the air April 1 for economic reasons. WKOB N. Adams, Mass., founded in 1947, abandoned its 250 w daytime on 860 kw last February.

**Cragston Upped**

Ziv Also Adds Long, Wester

FREDERIC W. ZIV Co. last week announced appointment of Barney Cragston as assistant sales manager and Dewey H. Long and William C. Wester as account executives.

Alvin E. Unger, Ziv vice president in charge of sales, said Mr. Cragston will continue to headquarter at Ziv's Cincinnati office, as he has since joining the company in 1947.

Mr. Long, who until recently was general manager of WMOB Mobile, Ala. (see separate story on this page) will headquarter in New Orleans. Before joining WMOB he was WBT Charlotte, N. C., commercial manager, WSAA Cincinnati sales manager and Chicago representative of Crosley Broadcasting Corp.

Mr. Wester was president and commercial manager of WMUS Muskegon, Mich., before joining Ziv.

---

**Network Billings**

**Network Gross Declines**

<table>
<thead>
<tr>
<th>Gross Billings (Source: Publishers Information Bureau)</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1948 Jan.-April 1948 April 1949 Jan.-April 1949</td>
</tr>
<tr>
<td>---</td>
</tr>
<tr>
<td>Agriculture</td>
</tr>
<tr>
<td>Food, Footwear &amp; Accessories</td>
</tr>
<tr>
<td>Automotive, Automotive Accessories &amp; Equipment</td>
</tr>
<tr>
<td>Building Materials, Equipment &amp; Fixtures</td>
</tr>
<tr>
<td>Consumer Goods &amp; Services</td>
</tr>
<tr>
<td>Drugs &amp; Medicaments</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Petroleum Products</td>
</tr>
<tr>
<td>Horticulture</td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
</tr>
<tr>
<td>Household Furnishings</td>
</tr>
<tr>
<td>Industrial Materials</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Camera</td>
</tr>
<tr>
<td>Paints, Druggists &amp; Chemicals</td>
</tr>
<tr>
<td>Paper Products</td>
</tr>
<tr>
<td>Office Equipment &amp; Stationery</td>
</tr>
<tr>
<td>Paper Products &amp; Allied Products</td>
</tr>
<tr>
<td>Radios, Phonographs, Musical Instruments &amp; Accessories</td>
</tr>
<tr>
<td>Retail Stores</td>
</tr>
<tr>
<td>Sporting Goods &amp; Toys</td>
</tr>
<tr>
<td>Tobacco &amp; Tobacco Products</td>
</tr>
<tr>
<td>Travel &amp; Recreation</td>
</tr>
<tr>
<td>Miscellaneous</td>
</tr>
</tbody>
</table>

**Total** $17,876,719 | $69,139,580 | $16,760,805 | $68,218,455
McFARLAND BILL FAVORED

By RUFUS CHATER

BROAD APPROVAL of much of the McFarland Bill to reorganize FCC procedures [Senate, June 6, 13] was evidenced in a two-day Congressional hearing last week, though FCC in particular called for revision or deletion of a number of bare provisions.

Industry for the most part approved the “uncontroversial” bill (S-1973). But observers speculated whether the questions which were raised, by FCC if not by industry, were not enough to dim its chances. With Congress facing a crowded calendar, substantial unanimity is considered vital for enactment at this session despite the absence of major policy issues.

Sen. W. McFarland (D-Ariz.), author of the measure and chairman of the Senate Interstate Commerce Subcommittee on Communications, which conducted the hearings Thursday and Friday, himself conceded the difficulty of drafting “non-controversial” legislation.

“I am beginning to believe that anything that goes through the air is going to be controversial,” he admitted at the outset.

The testimony revealed a sharp division among FCC Commissioners on several major organizational matters, including rotation of the Chairmanship, mandatory division of the Commission into panels, and mandatory reorganization of the staff along functional lines. There was also a division on proposed changes in the law on removal, with neither group satisfied with the McFarland amendment. With more unanimity FCC described proposed changes in hearing procedures as “cumbersome” and unduly restrictive, and suggested changes in other sections.

Industry View

Industry witnesses, on the other hand, generally viewed the proposed amendments with favor, although most of them advanced suggestions for “improvements.” These included spokesmen for the Federal Communications Bar Assn., NAB, FM Assn., and, via a letter rather than personal testemony, FCC.

E. E. Graneey of the “X1” stations of the Pacific Northwest, a leader in the campaign to break down the clear-channel barriers and endorsed the measure and urged that Congress enact it and then address itself to the clear-channel and higher-power question, one of the most controversial issues raised in radio legislation.

He was assured by Sen. Charles W. Tobey (R-N.H.) that this question, canvassed extensively in hearings during the last session of Congress and also involved in another pending bill, “isn’t going to be lost sight of.” Mr. Graneey submitted a detailed study of “The Clear Channel Question” prepared by the Washington law office of former Sen. Burton K. Wheeler, long-time foe of clear channels and author of the 1930 resolution opposing power above 50 kw.

Debate over monopoly and anti-trust implications marked subcommittee discussion of portions of the measure. Over the protests of Sen. Tobey, an avowed antimonopolist, Sen. McFarland defended his amendment to eliminate the “double jeopardy” provisions of the reorganized anti-trust section. Sen. Tobey also protested an anti-discrimination provision which he said could mean that “newspapers can buy up stations and the movie industry can take over television.”

Sen. McFarland maintained that there is nothing in the present law or his bill to prevent FCC’s consideration of anti-trust violations in passing upon an applicant’s “character” qualifications. FCC agreed with this interpretation but feared others would take a contrary position, leading to litigation and delay, if the anti-trust provisions were shortened.

Sen. McFarland, who made plain that he planned several revisions to clarify and improve his bill, presided over the hearings. Other members of his subcommittee are Sens. Edgar C. Johnson (D-Col.), chairman of full commerce committee; Estes Kefauver (D-Tenn.); Tobey, and Homer E. Capehart (R-Ind.).

Most of the Thursday session was devoted to testimony by FCC’s Acting Chairman Rosel H. Hyde, followed by FCA President Guild Jackman, and Mr. Crane. Friday witnesses included CBS Executive Vice President Joseph H. Minor; Leonard Marks, attorney for FMA; E. K. Hartenbower, general manager of KCMO Kansas City and chairman of the NAB Legislative Committee, and Don Petty, NAB general counsel.

Mr. Hyde presented a statement outlining the views of himself and four of his colleagues. On some questions he was also able to report the views of Chairman Wayne Coy and Vice Chairman Paul A. Walker, who are in Paris as an International Telephone and Telegraph Conference.

Oppose Mandatory Panels

With the exception of Comr. Walker, he said, the Commissioners oppose the bill’s plan to make mandatory a division of the Commission into panels. Under a discretionary system, he explained, the full Commission could take on the work of any panel which found itself without a quorum. But if the system must be mandatory, he added, then all agree with the bill’s creation of two panels: Broadcast, and Communications.

Three of the five present Commissioners agreed with the proposed legislation requiring that the staff be functionalized along the lines of FCC’s major workload (broadcasting, common carrier, safety, and special services, for example). Comrs. Robert F. Jones and Fred A. H. Edwards favored the system.

But the Commission felt that in any event, if the functional plan is to be required, then “many of the detailed provisions” of the bill should be eliminated and FCC be given more leeway to work them out to fit changing conditions.

The time allotted to the Commission to achieve a functional system should be at least six months rather than the 60 days allotted in the bill, Mr. Hyde asserted.

On the panel, Sen. Tobey insisted that actions by either panel should be reviewable by the full Commission. “The parts should not be greater than the whole,” he declared. Sen. McFarland, defending his bill on this point even though he is admittedly cool to the entire panel idea, replied that full Commission review would be “cumbersome” and induce delays.

Jones’ Statement

In a separate statement of additional views Comr. Jones said he formerly believed strongly in the panel system for the Commission itself, but that he felt the bill’s proposal to give each Commissioner a legal assistant and to set up a separate staff directly responsible to the Commission would make the panel system unnecessary and undesirable.

Even under a panel system, he insisted, “the staff will continue to be a predominant force in fashioning Commission policy” unless the Commissioners get additional assistants as proposed.

Comr. Hyde said Chairman Coy, who heretofore favored panels, now felt that organization of the staff along functional lines would make the panel plan unnecessary. But Mr. Coy favored the panel system if functional staff organization could not be accomplished without it.

The Commission was in disagreement on Sen. McFarland’s proposal to eliminate the present requirement that FCC action on renewals be governed by the same considerations affecting the grant of original applications. Comrs. Hennessy and E. M. Webster, according to Mr. Hyde, want the present law retained on the theory that the proposed amendment would in effect

Subcommittee at Hearing

(Continued on page 50)

Hill Hearings Open

BROADCASTING • Telecasting
REALTOR BONANZA 432 Buy Homes in 48 Hrs.

A FIVE-DAY radio campaign on one New York station last week was credited with selling $3,800,000 worth of houses in 48 hours.

The advertiser was William Levitt & Sons, mass production builder, and the station was WNEW New York. The total cost of the whirlwind campaign was $2,760.

"I thought I knew a lot about advertising," William Levitt Jr., president of the building firm, said last week, "but I never realized until now how the tremendous pulling power of radio was used.

Mr. Levitt, until now a frequent user of newspaper space but not of radio undertook the campaign on a joint sponsorship basis with Bendix, whose washing machines are standard equipment in his homes. Bendix is a regular sponsor of WNEW.

On June 6 he intended to put on the market 332 new houses in Leavittown, Long Island, for September occupancy. Knowing that real estate was getting harder to sell, he decided vigorous advertising was needed to unload his new batch of homes. As an experiment, he elected to concentrate his budget on the single medium, radio, and the single station, WNEW.

On June 1, the five-day campaign opened. In all, 16 quarter-hour programs, eight half-hour programs, two 10-minute programs and 65 announcements were used. Listeners were asked to telephone the Levitt company's Manhasset, L.I., office, a 20-cent toll call from Manhattan, for information and were advised the sale would begin Monday, June 6.

By Saturday, according to Mr. Levitt, customers were hopefully appearing on the site of the new project, although no orders were taken until Monday. By Sunday a traffic jam of customers' automobiles clogged the area.

"I had expected that our WNEW commercials would produce at best a couple of hundred inquiries," Mr.

HOME ECONOMISTS SELL AMAZO

Free Samples and Radio-TV Shows Promote Dessert

KENYON & ECKHARDT, New York, has worked out an unusual promotion stunt to introduce a new product—Amazo Instant Dessert—which when added to a pint of cold milk is ready to eat in 30 seconds, using radio and television home economics shows.

The agency sends telegrams to 50 regular listeners of a local woman commentator telling them to prepare dessert for their evening meal—that it will be delivered to their door. The same afternoon the wire is read on the program but does not reveal what dessert is being sent to the homemakers. On the same week, one of the women who had received the dessert to appear on the video program. At that time, Miss Landis and her guest made the dessert for the benefit of the viewers who had not received the product that the night before.

The promotion has been used in Columbus, Cincinnati, Cleveland, Pittsburgh, Philadelphia, Seattle and New York as well as Baltimore. It will be continued in new markets as distribution progresses.

COMR. HENNOCK Speaks at WFDR Dedication

FCC COMR. Frieda B. Henock, speaking at the dedication of WFDR (FM) New York last Thursday (see separate story, page 66), said she doubted whether adequate personnel and facilities exist "to insure that all licensees would live up to this high standard of fairness.

The fairness to which she referred was that which FCC must be the guidepost for all stations wishing to take advantage of their newly-won right to editorialize.

Comr. Henock said she disagreed with the majority decision to grant the editorializing privilege not because she thought stations should be prohibited from staging their own programs but because the personnel and facilities limitations factor makes it difficult for all licensees to guarantee fairness.

"I look to station WFDR, young as it is, to set a shining example of fairness and impartiality for other broadcast licensees to meet," she said. "I can only add that I hope that with your guidance my fears will not prove to be unfounded."

Views on FM

Commenting on FM broadcasting, Comr. Henock indicated her belief that "people won't listen to FM merely because it has technical advantages over other media." She added: "The medium, after all, is but a tool. It must be used properly to attract the public. A fine program will receive support, whether it be broadcast by standard radio, FM or television. You would all agree a new black and white movie over a mediocre technicolor one. Broadcasting is no different.

Warren Joins B&B

HARRY WARREN, formerly with Ralph E. Jones Co., New York, has joined Benton & Bowles, New York, as vice president in charge of the Crosley Division of Avco Mfg. Corp. account.

Western Union delivers Amazo Dessert and the needed milk to Mrs. James Stubbs during the Baltimore promotion.
By HERMAN BRANDSCHAIN  
INDIGNATION was expressed last week by Dr. Paul F. Lazarsfeld, eminent Columbia U. researcher, that his name was used in a full-page advertisement in the New York Times Wednesday by American Newspaper Advertising Network.

The ad, a full-blown laudation of newspapers selling power, said no mention of the newspaper as an advertising vehicle.

The ad described the newspaper campaign of H. J. Heinz Co., Pittsburgh, citing the remarkable reasons for use of newspapers on an unprecedented scale—but with no reference to Heinz use of radio and television.

Actually, through Maxon agency, Heinz has conducted vigorous spot campaigns and is now so seriously exploring television that it has earmarked $100,000 for a '13-week test program in that medium. NBC has been preparing an audition of a package for the company and it is expected that the look-see will take place this week.

"Outrageous," was the word used by Dr. Lazarsfeld to describe his reaction to being referred to in the advertisement when it was called to his attention by Broadcasting. He did not give permission for the use of his name and he said he had later turned the matter over to his lawyer for investigation of possible legal action.

ANAN describes itself as the only newspaper network enabling advertisers to buy black-and-white, run-of-paper, daily and Sunday advertising on a national or sectional basis. It has 46 papers as members in 43 key markets.

The ad told of a 12-week newspaper-advertising campaign by H. J. Heinz Co. in which the food concern will use newspapers in 110 major markets once weekly during the year.

Mr. Lazarsfeld called the fire of Dr. Lazarsfeld, one of the outstanding authorities on mass communications, was a reference in the ad to him. After stating that ANAN has inaugurated several studies to help advertisers, the ad went on:

"The most recent of these is the Reading vs. Listening study, conducted by the Bureau of Applied Social Research of Columbia U. under the direction of Dr. Paul F. Lazarsfeld.

"The object of Dr. Lazarsfeld's study, which employed a new research technique, was to determine whether printed advertising in newspapers or broadcast advertising on the radio is more effective in delivering a message and converting the people reached into buyers of the advertised products.

"The study did not mention the results of the study—whether newspapers were regarded as more or less effective than radio as an advertising medium. But the ad itself furnished a context which sang the praises of newspapers alone.

Dr. Lazarsfeld said that the reference to him was not only without his permission but against a specific agreement that his name not be used in any advertising.

"That was a standard provision he always included in his research agreements, he said.

"In over 15 years of performing research for the radio industry," he said, "no one in this business has ever had the amount of work done that it is absolutely outrageous that it was done now!"

Dr. Lazarsfeld said his study had not yet been made public but would be as soon as it can be mimeographed. That would be within a week or 10 days. Until then, its contents would not be divulged, he said.

Dr. Lazarsfeld recently edited Communications Research 1948-49 with Frank Stanton, president of CBS [Broadcasting, May 16]. At the ANAN, George Bennymen, director of promotion and publicity, said the advertisement was a show-piece announcement, it will, he added, be reprinted and mailed to advertising agencies and advertisers, he said.

What motivated the ad, he said, was the fact the Heinz Co. had made its big space purchase. ANAN did not have a budget to conduct similar ads, he said, and no further ones were planned. If another purchase like the Heinz one came along, however, he said, perhaps another such ad might be taken. Only the New York Times, which is one of the 43 ANAN papers, was given the ad because of ANAN budget restrictions.

The ad itself featured an eight-column picture of the main Heinz plant in Pittsburgh. inset in the picture was a head shot of H. J. Heinz II, president of the company. Under the picture, which ran about three-quarters down the page, were eight columns of type matter, each going from the bottom of the picture to the bottom of the page.

The text quoted Mr. Heinz as saying he was informed the newspaper campaign was the largest ever undertaken in food and that the company's budget restrictions. He told why the company decided to use newspapers on an unprecedented scale—they bring a shopping message to housewives on the day they plan shopping lists.

But nowhere was mention of Heinz use of television and radio.

KGI KARK  
Ask Rehearing in Tax Case  
REHEARING is asked by KGI and KARK Little Rock, Ark., in a petition filed with the Supreme Court of Arkansas from a decision upholding a Little Rock occupation tax on the city's stations. The decision made the tax unconstitutional but the threat of city taxes on stations all over the nation.

KGI KARK took the rehearing action last week, with the announced intention of appealing to the U. S. Supreme Court if they do not succeed in obtaining a reversal of the state court's decision. NAB has indicated it will participate in U. S. Supreme Court proceedings.

The Arkansas appellate court had reversed the Pulaski Chancery Court's finding that the local tax was illegal. [Broadcasting, May 30]. The tax idea was credited to Thomas J. Gentry, Little Rock city attorney, and was based on the ingenious theory that the city could split up the broadcast function and tax "the business of generating electromagnetic waves."

A brief to the appellate court by Bruce T. Bullion, of Bailey & Warren, station counsel, contended the court erred in sustaining the tax because broadcasting is an industry in which the right of impactful commerce subject only to federal regulation. The privilege tax was termed a violation of the commerce clause of the U. S. Constitution.

The appealing stations argue that the process of broadcasting can't be split, as tried in Little Rock, into legal and illegal parts.

Every electromagnetic wave immediately enters interstate commerce, it is argued, a scientific fact on which federal radio regulation is based.

In the appeal the stations argue that the city fails to apporportion the intrastate from the interstate features of broadcasting, a "failure repeatedly struck down by the U. S. Supreme Court." Cited also are decisions to show radio communications are all interstate. Revenue data are mentioned to support the point.

These arguments also apply to a tax on solicitation of interstate radio advertising, the brief contends, another contravention of the Little Rock officials.

BROADCASTING • Telecasting  
June 20, 1949 • Page 27

KGA SOLD  
50 kw Spokane Outlet Goes to Gonzaga U.

SALE OF KGA, Spokane 50,000 watt, for a net figure of approximately $425,000 to Gonzaga U., Spokane, was announced Friday by Louis Wasmer, veteran Northwest broadcaster and sole owner of the ABC outlet.

Frank Corkery, S.J., president of Gonzaga through Blackburn-Hamilton, media brokers.

What the picture of the country's pioneer broadcasters, acquired KGA in 1939 from NBC. He had been leased of the station, however, since 1935.

In 1946, Mr. Wasmer sold KHQ Spokane, NBC outlet, to the Spokane Chronicle Co., publishers of the Spokane Chronicle and the Spokane Review for a figure of $1,250,000. That transaction was consummated in conformity with the duopoly rule of the FCC, banning dual ownership of stations in the same areas.

Mr. Wasmer retains a minority interest in KOL Seattle but is not active in the station's operation. He has not announced future plans other than his desire to "take a rest."

KGA, founded in 1926, operates on 510 kw with 50 kw. The station has an applicant for assignment on the 880 kc clear channel on a duplicated basis. The application has been reversed, he said, but others, pending determination of the clear channel case by the FCC.
CBS Operations Director Named MBS Program V.P.

KEN R. DYKE, who resigned as administrative vice president effective June 1, last week was reported to have accepted a vice presidency of Young & Rubicam.

No official announcement of the appointment was made by either Mr. Dyke or the advertising agency, but it was learned on reliable authority that he will begin his new job Sept. 1.

His exact position at the agency was not learned, although it was known it would be a vice presidency and would embrace public relations duties. Mr. Dyke also will be a member of the agency’s plans board.

At NBC, although he was administrative vice president in charge of programs, Mr. Dyke was active in the network’s public relations on a policy-making level. He was principally responsible for organizing the network’s code of practices and was a major force behind the early movement toward an industry code finally adopted by the NAB.

Recent relaxations of NBC’s own code were said to have been factors in Mr. Dyke’s decision to resign from the network. Some policies which he had fixed in the code have been changed if not eliminated, in the course of the network’s scramble for business since the inter-network program competition has intensified.

Served Under MacArthur

During the war, Mr. Dyke was a brigadier general on Gen. Douglas MacArthur’s staff and was in charge of all Japanese communications media during the occupation.

He joined NBC as a vice president in 1946, after his relief from active Army duty, and subsequently became one of three administrative vice presidents in the top command of the network.

MR. FINESHRIBER

GILSON GRAY is CBS Operations Director

GILSON GRAY, director of the CBS editing department, last week was promoted to director of operations of the network, succeeding William Fineshriber Jr., who resigned to join Mutual as vice president in charge of programs (see story above).

Simultaneously it was announced that James Shattuck, assistant director of editing for CBS, has been promoted to Mr. Gray’s former job.

Except for three and a half years in the Navy, Mr. Gray has been CBS director of the editing department since 1935. Before joining CBS he was an account executive and copy writer for D’Arcy Advertising Agency, St. Louis. From 1924 to 1927, when he joined D’Arcy, he was with Barto, Durstine & Osborn, now BBDO. In his early business life he was on the editorial staffs of the New York Times and New York Herald-Tribune.

During the war he served on aircraft carriers in various capacities. He was a commander upon relief from active duty.

Mr. Shattuck joined CBS in 1936 in the program service department. In 1941 he became a staff editor. In July 1947 he became assistant director of editing.

Mr. Fineshriber

WILLIAM H. FINESHRIBER JR., CBS director of operations, has been appointed vice president in charge of programs at CBS, a position which has been vacant since the resignation several months ago of Frank White, Mutual’s president.

Mr. Fineshriber will join Mutual July 15. His successor at CBS will be Gilson Gray, present director of the editing department (see story below).

The new Mutual program chief has been with CBS since 1931, with the exception of three years in which he served as manager of Carnegie Hall. He joined CBS as a publicity writer, resigning that job in 1934 to join Carnegie Hall.

Upon returning to CBS in 1937, Mr. Fineshriber became annotator of serious music programs, and in 1940 he became head of the network’s music division. In 1941 he was appointed director of short-wave programs, and in 1943 became assistant director of broadcasts.

Mr. Fineshriber became general manager of the CBS program department in 1947. He was appointed to his present post, director of operations, last April.

The appointment of a vice president in charge of programs fills one of two high executive posts which have been vacant at Mutual for some time. The other, still unfilled, is that of general manager, or second in command. Robert D. Swezey resigned that post to become operating head of WDSU New Orleans.

There has been no indication as to when or if Mr. White intends to name an executive to the No. 2 post.

Mr. Fineshriber is a graduate of Princeton U., where he was a member of Phi Beta Kappa.

KEN DYKE Reported Joining Young & Rubicam As Vice President

GAG CASE APPEAL

State to Go to High Court

UPSETTING of the Baltimore Gag contempt rule by the Maryland Court of Appeals [BROADCASTING, June 13] will be appealed to the U. S. Supreme Court, according to Hall Hammond, attorney general of Maryland.

The appellate court invalidated the gag, which restricts broadcasting and publication of crime news, on the ground that it violated constitutional rights and the “clear and present danger” contempt rule laid down by the U. S. Supreme Court (see editorial, page 43).

Mr. Hammond contended it would not be proper to make public the reasons for appeal in advance of filing the petition for writ of certiorari with the highest court.

He said he did not feel that appeal of the Maryland appellate court’s reversal would be in conflict with the “double jeopardy” doctrine since it would be based on constitutional questions. Filing of the petition is expected within a fortnight.

Freed of contempt charges by the state court’s decision were WITH WCBM and WFBR Baltimore and James Ogden, former WBAL commentator. A dissenting opinion indicated the decision applied also to WBAL Baltimore, which had been convicted separately and had appealed separately.

The Baltimore Gag consists of key sections of Rule 904 of the Baltimore Supreme Bench, which do not protect convicted criminals pending actual court trial. Baltimore stations were cited last summer for broadcasting statements by police officials about an arrested criminal, later convicted of murder.

PATT APPOINTED

Detroit CBS Radio Sales Head

RALPH H. PATT JR., former manager of WDOD Chattanooga, Tenn., has been appointed manager of the Detroit office of CBS Radio Sales, Carl J. Burkland, general manager of Radio Sales, has announced. Mr. Patt succeeds William B. Ogden.

Mr. Patt has been in radio for 25 years. He began his career with WDAF Kansas City, and worked at KFRO Lawrence, Kan., while attending the U. of Kansas. After graduation he joined WJR Detroit, where for 10 years he was announcer, writer, publicity director and sales manager. He spent one year with WPAY Portsmouth, Ohio, as general manager.

Following a three-year stint as communications officer in the Navy, Mr. Patt returned to radio, joining the Paul H. Raymer Co. For the past two years he has been general manager of WDOD.

He’s swing us for using his name on those devil’s-food cake mix spot jingles!”

Mr. Patt

Mr. Patt

Page 28 * June 20, 1949

BROADCASTING * Telecasting
CANADIAN MEETING

By JAMES MONTAGNES

WILLIAM GUILD, GJC Lagthbridge, Alta., last Thursday was named board chairman of the Canadian Assn. of Broadcasters, succeeding Dick Rice, CFRN Edmont- on, Alta. Elections featured the final day of June 13-16 annual convention of the CAB held at the Algolquin Hotel, St. Andrews-by- the-Sea, N. B.

Board directors elected were: E. F. MacDonald, CICH Halifax, N. S.; D. Mahlon Nahl, CFBB Fredericton, N. B.; Phil LaLonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle, Que.; Ken Soble, CHML Hamilton, Ont.; Harry Sedgwick, CFBF Toronto; Ralph Snegroge, CFOS Owen Sound, Ont.; Ed Rawlinson, CKRI Prince Albert, Sask.; J. O. Blick, CJOB Winnipeg, Man.; and Mr. Guild. A British Columbia direc- tor will be named later.

Membership in the CAB was ap-

proved Thursday for CFPA-FM Kitchener, Ont.; CKBL Matane, Que., and CBRL Roberval.

Also resolved at the final day sessions:

(1) CAB will present a brief to the Canadian Royal Commission and Parliamentary Committee urg- ing separate regulatory and li- censing coordination with a broad right of appeal; and that the subsidized Canadian Broadcasting Corp. be confined to public serv- ice non-commercial broadcasting.

(2) Future conventions will have business sessions first, before panel discussions.

(3) The 1960 CAB convention will be held in Hamilton in late March.

Close to 300 Canadian and American members of the broad- casting and allied industries at- tended the annual convention meeting of the CAB. Representatives of the NAB, headed by Judge Justin Miller, as well as of American adver- tising agencies and station repre- sentation firms sat in on the sessions.

Rice Opens

Opening the convention, CAB Chairman Rice pointed out that the independent station members of the CAB work in unity for the benefit of the Canadian people as a whole. Enlarging on this, NAB President Miller referred to the numerous victories won by American broadcasters recently against restrictive legislation and regulations. By telling of the growth of TV in the United States, he showed how freedom of indi- vidual and free enterprise was continually being developed as against other systems of government. He told Canadian broad- casters that they have and would have in the future support of American broadcasters.

Opening morning session was de- voted to TV and the Bureau of Broadcast Measurement. On TV, Canadian broadcasters heard de- tails on layout of TV stations and costs from engineers of Canadian General Electric and RCA Victor.

Both Charles Roberts of CGE and Walter Mazzoni of RCA Victor looked heavily on experience of TV operators in the United States. They emphasized that TV is an end compendium medium in its early stages and that Canadian broad- casters should bear this in mind in locating transmitter and program- ming sites and buildings and in ordering equipment.

Reports on BBM

L. E. Phener, president of BBM, reported on plans of BBM for its 1960 survey, the fifth to be taken. This is to be based on listening six to seven times per week, three to five times per week, and one or two times per week, to give a more ac-

**NOTE: The remainder of the text is not transcribed as it contains lengthy headings and detailed information on television practices and conventions.**

WIPR TRANSFER

APPLICATION of the Puerto Rican insular government to transfer WIPR San Juan to the Federal Dept. of Education removes a "threat to free radio," NAB General Counsel Don Petty cabled Tomas Muniz, WICA San Juan, president of the Puerto Rican Assn. of Broad- casters, last week.

Government decision to change the station from a commercial to educational outlet closed a two-year battle in which private broadcast interests had opposed plan of the insular government to sell time on a competitive basis with other Puerto Rican stations.

Gov. Luis Munoz Marin was quoted as saying the transfer con- formed with a promise he had made last year to Frank Bow, counsel of the Harness Committee, which had conducted an inquiry into the station's commercial plans.

Mr. Petty's message to Presi- dent Muniz follows:

"We join you and your association in rejoicing that the threat to free radio, implied in the WIPR grant, has been removed. The opera-
tion of a commercial broadcasting station by a branch of the federal government would have been as dangerous a precedent as the public- ition by such an agency of a commercial newspaper.

"The government's action in re- moving one more threat to freedom of radio, with the corroboration of acceptance of the fundamental poli- cies on which we have based our opposition. NAB is proud to have had a part in this opposition by your side."

FCC had not yet received official notice of the insular government's transfer at the weekend.

Grant of a CP to the insular government two years ago had not been opposed by private stations since they are understood to have believed the station was to be edu- cational and noncommercial. When they learned the insular government planned to sell time in compe- tition with them, protests were filed with the Harness Committee and FCC. The matter was brought to the attention of NAB at the Los Angeles convention last year and revived at last April's Chicago con- vention when Senior Jose Ramon Quinones, president of WAPA San Juan, addressed broadcasters.

PETTY PRAISES PLAN

CABLES MUNIZ

June 20, 1949 • Page 29

NAB PRESIDENT Justin Miller (cen- ter) and Dick Rice (r), CFRN Edmon- ton, CAB board chairman, hear ob- servations of C. E. Arnie Jr., NAB secretary-treasurer, on staircase at CAB convention at St. Andrews, N. B.
SHINING 16-inch face of RCA's one-millionth television picture tube is examined by (l to r) Frank M. Folsom, president of RCA; L. W. Teegarden, vice president in charge of technical products, RCA Victor Div., and J. G. Wilson, executive vice president in charge of RCA Victor Div. Actual manufacture of the tube was described by Announcer Ben Grauer from production line of RCA's Lancaster, Pa., plant on a special telecast over the NBC-TV network. Mr. Folsom appeared as the principal spokesman on the television show.

BOB HOPE (r) and Richard Gibson (center) of Quality TV Corp., Los Angeles, get distributorship for DuMont TV sets in area from Dr. Allen B. DuMont, DuMont Labs president.

APPROVING plans for Quaker Oats’ sponsorship of Man on the Farm quiz show on over 400 MBS stations are A. A. Donnerlein (I), firm’s sales service division manager, and Carroll Marts, MBS Midwest acct. exec.

CONTRACTING for Chicago Dodge Dealers’ telecasts of Washington and Arlington Park races on WBKB (TV) Chicago are (l to r) Ben Lindheimer, track director; Wm. Rieger and George Fiedler, dealers; Virgil Reiter, Ruthrauff & Ryan.

BEAMING over success of first CBS Curt Massey Time broadcast are (l to r) Forrest Owen Jr., producer; Curt Massey, star of show; Robert E. Davis, Wade Adv. Pacific Coast manager; F. G. Clancy, vice president of Miles Calif. Co., sponsor of show for Alka- Seltzer and 1-A-Day Vitamins. Show is summer replacement for Miles’ Herb Shiner Show.

REHEARSAL rooters during preview session of ABC-TV’s Fun for the Money, which starts June 17 (Fri. 8:30-9 p.m. CDT), are (l to r) Dick Davis, radio-TV dir., Foote, Cone & Belding, Chicago; Hugh Davis, FC&B exec. v.p.; Johnny Olsen, m.c.; James L. Stirton, ABC Central Div. mgr. Sponsor is International Cotton Products Co. (Klencnex).
NIGHT and day, WHO is the most "listened-to" station in Iowa. The 1948 Iowa Radio Audience Survey* gives "listened-to-most" figures for each of Iowa's 99 counties. WHO gets the highest nighttime rating in 70 of these counties, the second-highest in 15, third-highest in 8.

Daytime figures of course follow the same general pattern.

Outside Iowa, WHO scores a remarkable "Plus"—has a daytime BMB audience in 130 additional counties in 8 states and pulls year-round mail from listeners in 46 states.

This overwhelming listener-acceptance is proof of WHO's inspired and public-spirited programming. Ask us or Free & Peters for all the facts.

* 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 the city, town, village and farm audience.

As a service to the sales, advertising and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the Iowa radio audience and its listening habits.

WHO
+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
GARDEN BOXING

MADISON SQUARE Garden and the Boxing Managers Guild came to terms last week in the strike or lockout which deadlocked them over the cut in television and radio fees. The agreement apparently fully opened up ring performances around the country again for television and radio sponsorship deals. Almost on the heels of the Garden, Ray C. Cosgrove, the heavyweight title bout June 22 between Jersey Joe Walcott and Ezzard Charles would be broadcast over ABC and telecast over much of the NBC network under Gillette sponsorship. Significantly, the bout will not be televised in Chicago, the place where it will be held. It was speculated that this bout may be the beginning of "skip television" to protect the gate in local areas while making the performance available via TV to parts of the country where tickets are not likely to originate in important numbers. The agreement between the Garden and the boxing managers was looked upon by most ring writers as being signed with the Garden's terms. This viewpoint was taken because the managers did not obtain their demand for a cut of all radio and television fees. Nevertheless, the managers were able to claim big gains. They doubled their television take under the agreement. Under it, it was possible for them to increase their combined radio and television revenue five times over last year. Furthermore, they believed they put on a solid basis their theory the boxing talent has the right to share in radio and television fees. And Arthur Garfield Hays, attorney for the managers, stated that the settlement was by no means the ultimate goal of the managers. What they want eventually is the 50% formula—50% share with the promoter in everything, including television and radio.

TV AFFILIATES

ALL FOUR television networks last week announced affiliation agreements with a number of video stations. Some stations signed with two networks simultaneously. Only full primary affiliate announced was WFMV-TV Greensboro, N. C. Its CBS-TV affiliation becomes effective Sept. 1. Addition of the station, which operates on Channel 2, brings to 41 the total number of CBS video affiliates. WFMV-TV is owned and operated by the Greensboro News Co., and P. T. Hines is general manager of the station.

NBC Signs Five

NBC-TV announced the signing of five new stations. One of them, WBTB (TV) Charlotte, N. C., was simultaneously acquired by ABC-TV. WBTB will begin operations on July 15. It is owned by the Jefferson Standard Broadcasting Co., and operates on Channel 3. Charles M. Cutchfield is manager. Addition of the station brings to 36 the total, and the additional five stations give NBC a total of 45 television affiliates. The station is also a DuMont and CBS affiliate.

Mr. Hays stated the new agreement probably will give the boxers and their managers more than a 50% share in television fees—but the radio cut will be considerably less. He would like to see each at the 50% figure. Last year, he said, the boxers got about $30,000, or roughly 25% of the television fees paid the Garden. This coming year, television should give them $75,000 to $100,000, he said. The payments will be made in a joint radio and television nugget of $1,000 to all main event fighters at the Garden and $300 to the main event boxers at St. Nicholas Arena, also operated by the Garden. It is possible, and even likely, however, that the managers and their boys will get even more revenue if the Garden signs a more lucrative deal with Gillette Razor Co., than last year. The agreement gives the managers the right to participate in all sums over $400-000 the Garden may get for TV and radio. The rate of participation in that excess will be in the same proportion that the total of the $1,000 and $300 amounts bear to $400,000.

Mr. Hays said that further protection to the boxers is said to be the right of Mr. Hays to see any contract signed with a sponsor. The manager's strike, though settled, can still at least two indoor dates and resulted in the Ray Robinson-Kid Galavan welterweight championship going to Philadelphia. It also may have had an important bearing on failure to telecast last week's LaMotta-Cerdan fight at Detroit.

Negotiations, meanwhile, for a new contract between the Garden and Gillette, which were halted by the controversy, were said to be close to a deal. The old Gillette contract, which was said to involve $400,000 for radio and television rights at the Garden, expired May 31, about which time the managers began to increase their own heat on the Garden management.

There was speculation, too, that the Garden was ready to close a deal with Ballantine's Beer for the TV rights to the bouts at the Garden.

Other Garden bouts which might be scheduled outdoors during the summer would be subject to individual negotiation, both with sponsors and the managers. It was believed, however, that for such bouts the new managers contract had set a pattern which probably would be followed generally, if not to the letter. RUMOR MATTER for speculation on Broadway last week was whether the principle which Mr. Hays claimed to have established for boxing talent would have wider application. Would it, for example, blaze a trail for professional athletes in other sports—would they demand a percentage of television and radio fees? And if so, would this seed up the price of such packages for sponsors? Whether these developments would follow remains to be seen, although they already had become the subject of both conversation and sports stories.

4 Networks Announce Latest Additions

‘BLACOUTS’

Signed for CBS Video

THE KEN MURRAY “Blackouts,” Hollywood film colony variety show, has been signed for television by CBS, J. L. Van Volkenburg, vice president and director of television, announced. Murray will produce the video version of his show from New York starting in the fall.

Page 32 * June 20, 1949
WHAM-TV, Rochester, the nation's 68th TV outlet, took the air Saturday, June 11, with dedication proceedings at the Rochester Chamber of Commerce. Justin Miller, NAB president, delivered the principal address before some 900 Rochester businessmen.

Robert C. Tall, president, and William Fay, vice president in charge of broadcasting of Stromberg-Carlson Co., cited details of the $5,500,000 expansion program which includes:

1. WHAM-TV with its RCA transmitter and 600-ft. Lehigh tower atop Pinnacle Hill.
2. New 25 kw Western Electric FM transmitter for WHFM (FM) at the same location.
3. New 80 kw Westinghouse transmitter.

HEAD-TABLE at WHAM studio dedication (1 to r) James H. Connolly, ABC station relations; Horace L. Lohnes, Washington attorney; Mayor Watkins Overton of Memphis; Mark Woods, ABC president; Abe Plough, president of Plough Inc., and WMPS Inc.; Harold R. Krelstein, WMPS vice president and general manager; Ernest Lee Jahncke, ABC vice president. Mr. Woods was the featured speaker at the dedication.

CHEVROLET Backs Notre Dame Telecasts T. S. KEATING, general sales manager, Chevrolet Motors Division, announced last Friday that Chevrolet will sponsor in the fall what is said to be the first full home-schedule of football games to be televised on a national network. Mr. Keating stated that all Notre Dame home games at South Bend, Ind., as well as its game with North Carolina in New York's Yankee Stadium, will be telecast over the DuMont network. Announcement was made jointly with John H. Murphy, CSC, vice president and chairman of the school's faculty board in charge of athletics; Edward (Moose) Krause, Notre Dame's director of athletics; Tom Gallery, DuMont's director of sales; Winslow H. Case, senior vice president in charge of television for Chevrolet Motors Inc., New York, the Chevrolet agency.

WNBQ (TV) New Facilities Put in Use NEW and modern video facilities went into operation at NBC's Central Division last week as Howard Luttgens, chief engineer, supervised the opening of the main TV control room for WNBQ Chicago. The TV control setup at the Merchandise Mart headquarters was constructed under direct supervision of C. A. Rackey of the network's audio-video engineering group in New York, who worked under O. B. Hanson, vice president in charge of engineering.

Other TV facilities which have been constructed include a commentator studio, film storage vault and film studio, battery power room, television workshop, supervisor's office and film preview section. Still to be built are a small studio, a control room and a suite of offices. Film studio equipment includes two 35mm and two 16mm projectors, which can be multiplexed for two cameras, two slide projectors and a special effects projector. Provision has been made for installation of a third camera lens, Mr. Luttgens said. The house will be in service by August, and two additional channels have been provided in the master control apparatus for further TV studio construction, the engineer said.

Form Opera TV Firm FIRM known as the Opera Television Theatre, headed by Lawrence Titibett, noted baritone, and Henry Souvzian, producer of the Saturday afternoon Metropolitan Opera broadcasts on ABC, plans to stage operatic productions exclusively for television. Mr. Titibett has announced.

BROADCASTING * Telecasting June 20, 1949 * Page 33
You say about a person, "He's the picture of health." But when speaking of WGN-TV we say, "It's the picture of progress."

Striving always to give televisioners and advertisers the best possible service ... WGN-TV has recently installed a new antenna and transmitter atop Tribune Tower. The antenna, 183 feet higher than the one used during WGN-TV's first year of operation, offers additional proof of WGN-TV's earnest desire to pass on the benefits of the best in technical development.

At the same time, work is speeding ahead on the new WGN-TV studios. While these will not be available immediately, they are evidence of WGN-TV's efforts to afford advertisers the most modern facilities for telecasting their programs. Good reasons why more and more ... when advertisers think of television in Chicago— they think of WGN-TV—"the picture of progress."

---

**Television Sets by Cities**

Based on Broadcasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On</th>
<th>No. of Sets</th>
<th>Source of Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>1</td>
<td>700</td>
<td>NBC</td>
</tr>
<tr>
<td>Atlanta</td>
<td>2</td>
<td>9,000</td>
<td>Stations</td>
</tr>
<tr>
<td>Baltimore</td>
<td>3</td>
<td>63,131</td>
<td>Balto. TV Circ. Comm.</td>
</tr>
<tr>
<td>Binghamton</td>
<td>Under 100</td>
<td>Permittee</td>
<td></td>
</tr>
<tr>
<td>Birmingham</td>
<td>2</td>
<td>500</td>
<td>Distributors</td>
</tr>
<tr>
<td>Boston</td>
<td>2</td>
<td>81,392</td>
<td>Distributors</td>
</tr>
<tr>
<td>Chicago</td>
<td>4</td>
<td>150,000</td>
<td>Elec. Assn. of Chi.</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>2</td>
<td>26,800</td>
<td>Crosey Research</td>
</tr>
<tr>
<td>Cleveland</td>
<td>2</td>
<td>59,096</td>
<td>Western Reserve U.</td>
</tr>
<tr>
<td>Columbus</td>
<td>1</td>
<td>6,890</td>
<td>Distributors</td>
</tr>
<tr>
<td>Davenport</td>
<td></td>
<td>22</td>
<td>Distributors</td>
</tr>
<tr>
<td>Dayton</td>
<td>2</td>
<td>9,756</td>
<td>Dealers</td>
</tr>
<tr>
<td>Detroit</td>
<td>3</td>
<td>60,600</td>
<td>Detroit Edison Co.</td>
</tr>
<tr>
<td>Erie</td>
<td>1</td>
<td>4,500</td>
<td>Distributors</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>1</td>
<td>10,600</td>
<td>Distributors</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td></td>
<td>700</td>
<td>Distributors</td>
</tr>
<tr>
<td>Houston</td>
<td>1</td>
<td>4,500</td>
<td>Distributors</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td></td>
<td>154</td>
<td>Distributors</td>
</tr>
<tr>
<td>Indianapolis</td>
<td></td>
<td>4,000</td>
<td>Distribors</td>
</tr>
<tr>
<td>Johnstown, Pa.</td>
<td></td>
<td>2,215</td>
<td>Dist. &amp; Dealers</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>6</td>
<td>126,249</td>
<td></td>
</tr>
<tr>
<td>Louisville</td>
<td>1</td>
<td>7,564</td>
<td></td>
</tr>
<tr>
<td>Memphis</td>
<td>1</td>
<td>*5,500</td>
<td>Distribors</td>
</tr>
<tr>
<td>Miami</td>
<td>1</td>
<td>6,270</td>
<td>Dealers</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>1</td>
<td>26,738</td>
<td>Distrs. &amp; Dealers</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>1</td>
<td>17,100</td>
<td>Distrs. &amp; Dealers</td>
</tr>
<tr>
<td>New Haven</td>
<td>1</td>
<td>32,200</td>
<td>Distribors</td>
</tr>
<tr>
<td>New Orleans</td>
<td>1</td>
<td>4,200</td>
<td>NBC</td>
</tr>
<tr>
<td>New York</td>
<td>6</td>
<td>650,000</td>
<td>DuMont Research Dept.</td>
</tr>
<tr>
<td>Newark</td>
<td></td>
<td>600,000</td>
<td>NBC</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>1</td>
<td>3,395</td>
<td>Okla. PS &amp; Elec. Co.</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>3</td>
<td>178,000</td>
<td>Elec. Assn. of Phila.</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>1</td>
<td>20,000</td>
<td>Distribors</td>
</tr>
<tr>
<td>Providence</td>
<td></td>
<td>7,500</td>
<td>NBC</td>
</tr>
<tr>
<td>Richmond</td>
<td>1</td>
<td>11,517</td>
<td></td>
</tr>
<tr>
<td>Rochester</td>
<td>1</td>
<td>3,000</td>
<td>Elec. Assn.</td>
</tr>
<tr>
<td>Rock Island</td>
<td>1</td>
<td>175</td>
<td>Dealers</td>
</tr>
<tr>
<td>San Diego</td>
<td>1</td>
<td>5,200</td>
<td></td>
</tr>
<tr>
<td>Schenectady</td>
<td>1</td>
<td>1,154</td>
<td>Distribors</td>
</tr>
<tr>
<td>St. Louis</td>
<td>1</td>
<td>32,100</td>
<td>Union Elec. Co. of Mo.</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>2</td>
<td>4,200</td>
<td>NCB</td>
</tr>
<tr>
<td>Seattle</td>
<td>1</td>
<td>6,200</td>
<td>Distribors</td>
</tr>
<tr>
<td>Stockton</td>
<td>1</td>
<td>150</td>
<td>Distribors</td>
</tr>
<tr>
<td>Syracuse</td>
<td>1</td>
<td>4,200</td>
<td>Distribors</td>
</tr>
<tr>
<td>Toledo</td>
<td>1</td>
<td>15,000</td>
<td>Dealers</td>
</tr>
<tr>
<td>Utica-Rome</td>
<td>1</td>
<td>910</td>
<td>Wash. TV Circ. Comm.</td>
</tr>
<tr>
<td>Washington</td>
<td>4</td>
<td>48,000</td>
<td></td>
</tr>
<tr>
<td>Wilmington</td>
<td></td>
<td>*8,497</td>
<td>NBC</td>
</tr>
</tbody>
</table>

TOTAL 68 1,750,278

---

**Watch Bands**

Kestenman Spot Campaign

**Watch Bands** will be promoted through television sound film announcements by Kestenman Bros. Mfg. Co., Providence, in a nationwide campaign for its Kestenmade watch bands during the summer and fall. Gordon Schonfarber & Assoc., Providence, agency for Kestenman, created the one-minute films.

The films, the agency reports, will be shown on a staggered schedule, running into the fall buying season in the following cities: Buffalo, New York, Boston, Philadelphia, Baltimore, Cleveland, Los Angeles, San Francisco, Seattle, Detroit, Chicago, Milwaukee, Fort Worth, New Orleans and Atlanta.

---

**Stratovision**

Washington IRE Hears Nobles

Stratovision works well in the UHF television band, C. E. (Chili) Nobles, inventor of the Westinghouse Electric Corp.'s skyhook transmission system, told a Monday meeting of the Washington chapter of the Institute of Radio Engineers.

Mr. Nobles reviewed results of their Westinghouse experiments, which are now awaiting allocation by the PTC. UHF transmissins were received satisfactorily at distances up to 200 miles from the Stratovision plane, with the 25,000-foot altitude minimizing shadow influences in rugged terrain.
ON THE AIR JULY 15TH

WBTV
CHARLOTTE, N.C.

Channel 3

The first television service in the Carolinas will be inaugurated July 15. Naturally, it's the television service of the Jefferson Standard Broadcasting Company—WBTV.

Service to an area embracing over 1,000,000 North and South Carolinians is assured from WBTV's Spencer Mountain tower, rising 1135 feet above the surrounding terrain. Effective Radiated power will be 16,300 watts for video, 8,200 watts for audio.

WBTV offers advertisers the first television approach to the Carolinas' richest market—where Effective Buying income has more than doubled since 1940.

Represented Nationally by RADIO SALES

PROGRAMS ON FILM FROM 4 TV NETWORKS

Jefferson Standard Broadcasting Company
TV's ROSTER of advertisers reached 1,849 in May, according to latest calculations by the N. C. Rorabaugh Co., New York, publishers of the Rorabaugh Report on Television Advertising. Of these, 996 were local advertisers, 328 spot advertisers, and 57 network. (See chart.)

May business brought the average per-station figure up to a high level. In May the average TV station had 14.1 network insertions, 12.2 spot accounts, and 16.2 local accounts. These figures are derived by adding the total number of insertions of network, spot and local in each market and dividing by the total number of stations in the market.

The report covers 59 operating video outlets in 54 markets. There was no increase in network advertisers from April to May, but spot advertising has increased by 57 and the number of local advertisers has increased by 81 with no addition in the number of reporting stations during the month.

CBS and NBC were leading in the number of advertisers using their networks. CBS jumped to 23, and NBC dropped slightly to 25 in May. ABC was next with 13 advertisers, and DuMont had 6 advertisers. (Table I)

The leading product group in number of network advertisers was automotive, with nine separate shows during May. Other top product groups were food and toiletries, with seven advertisers, and apparel, radios, phonographs and TV sets, and the tobacco advertisers each with five accounts on the networks. (Table II)

Beer and wine advertisers topped the list of spot users. Sticking close to sports and baseball particularly, the advertisers in this product group numbered 77 during May. The next largest group of advertisers were the food and food products accounts. In this category there were 56 accounts. This is a net decline for the food accounts from the preceding month, however, of eight advertisers. Beer and wines increased nine accounts from the preceding month.

Other leading product groups in spot advertising, by total accounts, are: Confectionary and soft drinks, 28; apparel and footwear, 24; and household equipment and supplies, 22. None of these product groups had reached the 20 mark in April.

In the local field, the best prospect for TV advertising was the automotive field which led the other product groups with a total of 125 advertisers. Close behind was food advertising, with a total of 119 accounts.

Other product groups in the local field which number more than 100 accounts were, radio and TV set advertising by dealers, 116; apparel and footwear advertisers, 106; and household equipment with an even 100 accounts. Of these accounts, the apparel, footwear group remained at its April level, radio and TV advertising dropped slightly, and household equipment showed a marked increase.

Of the 1,343 accounts in all categories, 182 were food accounts, 138 automotive, 135 apparel and 133 radio and TV manufacturers or dealers.

New York's accounts increased 17 to total 223—the largest number of advertisers in any market. Six stations shared the credit for the record. Philadelphia's three outlets were close behind with 188 accounts, and net gain of eight accounts during the month. (Table III)

Columbus and Miami were added to the roster of markets not served by TV with this issue of the report. Miami's first report lists 30 advertisers, 24 of them local, 3 spot and 3 network. Columbus goes on the air with 26 accounts—9 local, 9 spot, and 8 network.

Ten markets showed a total of more than 100 accounts. In addition to New York and Philadelphia, they were Los Angeles, 169 (six stations); Washington 149 (four stations); Chicago, 138 (four stations); Detroit, 134 (three stations); Baltimore, 133 (two stations reporting, although there are three stations in operation); WBAL-TV does not report its accounts to Rorabaugh); Boston, 118 (two stations); Buffalo, 109 (one station); and Cleveland 100 (two stations).

Leading market for local accounts was Los Angeles, with 103 local advertisers using TV in May. Among the single station markets, Buffalo is an out-front leader with 53 advertisers in the local field. New York leads in the spot category with 115 advertisers, and the next ranking spot market is Philadelphia with 59 spot advertisers. Chicago is third with 82.

New York carries 56 of the 57 network accounts on its video outlets, and as does Washington, Philadelphia carries 55 network accounts, and Baltimore 52. Detroit has 47 and Boston 49.

Dayton led the established market. (Continued on page 55)
What's happened to the Atlanta TV market?

Today, the Atlanta television market is nearly twice as big as it was three months ago. WSB-TV's plan of establishing circulation in this market—through outstanding programming—was soundly conceived.

In Atlanta today, WSB-TV is the only station on the air seven days a week. WSB-TV is the only Atlanta television station with a consistent daily schedule; the only Atlanta station providing a complete video news service. WSB-TV is the only Atlanta station presenting live studio programs and the only Atlanta television station with a consistent schedule of remotes.

Place yourself as a set owner in the Atlanta area. The station which has the loyalty of this big and growing television audience can be easily named. Ask a Petry man to tell you more.
PETER RABBIT, Happy Jack Squirrel and nearly all of the Thornton Burgess woodland characters are soon to make their television debut. Princeton Film Center, Princeton, N. J. has exclusive option with Mr. Burgess for production of television films. Mr. Burgess will appear in many sub- sequent narrations. Film series will be combination of live action and animation techniques with entirely new format.

Cinetel Corporation, New York, will shortly announce unique method of film distribution to TV stations throughout country. Edwint T. Woodruff has been named president of Cinetel. He was formerly president of Telecast Films Inc., and was with Allen B. Du Mont Television Co., for eight years.... Television Advertising Productions, Chicago, has been dissolved voluntarily. Last three original members resigned to accept other television employment.... Marquis Productions, Los Angeles, to produce series of 13 12½ minute open-end television films entitled It's Up to You. First of series depicts adventures of editor of smalltown newspaper. Firm seeks national or regional sponsorship.


Dick Powell, radio and screen star, has announced plans to produce 2½ hour-hall hour dramatic films this fall.... Fine film fare seems assured.

(Continued on page 48)

W. W. WATTS, vice president in charge of RCA Engineering Products Dept., has outlined the new role TV will play in industry and other non-broad- cast fields. The prospects were discussed in a talk on "Television's New Directions" before the Engineers' Society of Milwaukee June 15.

"Measured in terms of the equipment it will require, non-broadcast television may well become a service even larger than broadcast television," Mr. Watts said. He stated that some of the applications of TV to industry now being explored include the use of fixed focus cameras in laboratories; at critical points in production lines, and in locating wild TV for positive materials, harmful gases, extreme temperatures, or difficult access make it impracticable to station a human observer.

Mr. Watts said a future application will be the program for air navigation and traffic control, which calls for telecasting radar screens showing all aircraft in the vicinity of airports, and sending the images of these screens, with transparent maps of the region and other navigation information superimposed, to TV receivers in planes.

To prevent undetected fouls in horse racing, he described how six TV cameras mounted around the track could provide the stewards with a head-on view of the entire race on TV screens.

Mr. Watts predicted that one of the first of TV's new directions to be translated into commercial reality will be theatre TV (see story this page), with some exhibitors presenting TV images 15 x 20 feet or larger on theatre screens, possibly the end of this year.

CONTINUING a reluctance on the part of sports promoters to permit the telecasting or broadcasting of important sports events, the International Boxing Club Inc. refused last Thursday to let out the Lamotta-Cerdan middleweight championship television or AM rights.

The fight at Detroit's Briggs Stadium June 16 was the first important championship bout not to be aired in 20 years. Nick Lonkdes, match maker for BIC, said club had turned down offers as high as $60,000 but no network or agency could be found who would admit having made such an offer.

The Detroit News commented in its sports pages, "Good will has not been created. Ill will has been." Even moves of the bowe were forbidden by the BIC edict. Fear was expressed that if the promotion was an unqualified success, a precedent would be set for promoters of other sports to bar outside communications.

However, radio joined with newspapers Wednesday, original scheduled date of the fight, to announce that rain had forced a postponement until Thursday. "We did it as a public service," remarked Harry Bannister, general manager of WWJ-AM-TV Detroit.

To Be Moved to New Site

WLWD (TV) Dayton, Ohio, will move its administrative offices to its new Television Square location at 4506 S. Dixie Highway, Dayton, on July 1, John T. Murphy, WLWD general manager, announced last week.

All programming, sales, promotion and other office functions of the station will be in the new location, Mr. Murphy said. Studios also are being readied there but will not be completed until early fall.

Television Square eventually will house three studios, the largest 60 x 80 feet and the other two 30 x 50 feet each.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

S. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

BROADCASTING • Telecasting
SAG TV VIEW

AFTER surveying television realistically, the Screen Actors Guild last week advised its membership of the current state of the medium and announced that negotiations were not likely to get underway before 1950.

In a five point “intelligence report” SAG concluded, following two meetings with the Television Film Producers Assn. and one with western network heads, that:

(1) “There is at present no profit in making film for TV.” In support of this, it is pointed out that while numerous companies have been founded, few have made a picture and those made are primarily audition films.

(2) “Film TV costs 100 to 150% more than live TV.” Accordingly SAG offers notice that where it first was willing to let the unions administering “live” hold jurisdiction, it now stands ready to negotiate such kinescope film contracts where the intent exceeds the area of “live” fare.

(3) SAG points out that while kinescope had originally been recognized by them as a means of presenting “live” shows to cities not accessible to the coaxial cable, it now represents a process “which may revolutionize the making of TV film.” Accordingly SAG offers notice that where it first was willing to let the unions administering “live” hold jurisdiction, it now stands ready to negotiate such kinescope film contracts where the intent exceeds the area of “live” fare.

(4) The actors body points out that negotiations with the TV Film Producers Assn. demonstrated that they seek to lower minimum conditions to enable competition with live. SAG takes the position “our members will be better served if we attempt to speed up negotiations in the live fields.”

(5) SAG observes “some evidence exists that the advertising agencies favor live and want to keep the business in New York. If this is true, it is not wise for us to use our strength too early.”

The report to members summarizes the situation with the statement that: “Experienced radio men believe that with the increase in the sale of sets, the TV production business will move from the East to the West during 1950. At this point, a concurrent drive for good contracts in the live and film fields should bring results.”

Meanwhile, SAG advised its members not to work for less than guild minimum; not to sign “ridiculous personal contracts”; if TV producers seek to retain theatrical rights, we advise members to include a rider in contract calling for share of such rights; sign with no talent agency for over a year.

Don’t bet on Tibet

Even if you could open up a trading post in Tibet, it wouldn’t be a good bet. But WSIX’s coverage can make the Nashville retail trading area your best bet for sales today. In WSIX’s 60 BMB counties, 1,321,400 people spend more than $654,888,000 yearly in retail stores. Let WSIX make each of these a trading post for you!

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC

National Representatives: THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

June 20, 1949 • Page 39
THE LATEST WCKY STORY

IN CINCINNATI, BUY WCKY—

THE LOWEST COST PER THOUSAND

For a 15-minute program on the four Cincinnati stations carrying local business, the average cost per thousand tuned-in Radio Homes, 8 AM-8 PM Monday-Friday is as follows:

<table>
<thead>
<tr>
<th></th>
<th>WCKY</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>COST</td>
<td>$2.63</td>
<td>$4.26</td>
<td>$3.11</td>
<td>$3.94</td>
</tr>
</tbody>
</table>

(Base for Radio Homes is the 2 millivolt area of each station. March-April Cincinnati Pulse, 260 time rate)

WCKY HAS 150% MORE "LOWEST COST PER THOUSAND" SEGMENTS THAN ITS NEAREST COMPETITOR

Of the 48 Quarter-Hours from 8 AM-8 PM Monday-Friday, the number of quarter-hours each station is the lowest cost per thousand is as follows:

<table>
<thead>
<tr>
<th></th>
<th>WCKY</th>
<th>STATION A</th>
<th>STATION B</th>
<th>STATION C</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF QUARTER-HOURS STATION IS LOWEST COST PER THOUSAND</td>
<td>30</td>
<td>None</td>
<td>12</td>
<td>6</td>
</tr>
</tbody>
</table>

WCKY - ON THE AIR EVERYWHERE, 24 HOURS A DAY 7 DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY
IN CINCINNATI,
YOUR BEST BUY
IS WCKY!

HIGH RATINGS AND LOW CARD RATE MAKE WCKY
THE OUTSTANDING BUY IN CINCINNATI

LOOK AT THE RATINGS SOME OF WCKY'S PROGRAMS PULL*:

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.15-6.30 PM SEGMENT OF THE DAILY HIT PARADE</td>
<td>8.5</td>
<td>4.5</td>
<td>6.1</td>
<td>4.7</td>
</tr>
<tr>
<td>5.30-6 PM WCKY SUPPER SURPRISE</td>
<td>8.0</td>
<td>4.9</td>
<td>5.2</td>
<td>4.6</td>
</tr>
<tr>
<td>1.30-1.45 PM SEGMENT OF WCKY WALTZ TIME</td>
<td>6.5</td>
<td>5.0</td>
<td>5.0</td>
<td>4.3</td>
</tr>
<tr>
<td>4.15-4.30 PM SEGMENT OF WCKY MAKEBELIEVE BALLROOM</td>
<td>5.7</td>
<td>4.1</td>
<td>5.4</td>
<td>5.4</td>
</tr>
</tbody>
</table>

(*)—Rating from March-April Cincinnati Pulse)

AND REMEMBER THAT WCKY, WITH 50,000 WATTS, GIVES YOU NOT ONLY THE METROPOLITAN CINCINNATI AREA, BUT A TREMENDOUS INTENSE LISTENING BONUS AUDIENCE IN 12 STATES—PROVEN BY AN AVERAGE OF 14,591 LETTERS PER WEEK FOR THE LAST 22 WEEKS.

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

‘Avco’ Down. Is It Out?

HONEST CONFESSION is good. Coming from FCC, it also is unusual. In this light, therefore, the most refreshing part of FCC’s repeal of the Avco Rule is the accompanying admission that the rule had failed its purpose [BROADCASTING, June 6].

We commend not only the decision, but the admission. Candor of this sort is essential to FCC’s vaunted conception of “fairness.” Exercised editorially it would do much to give broadcasters a needed confidence in the agency which regulates them.

Avco’s repeal in itself is a victory of some magnitude—if the removal of an improper procedure, and the reinstatement of a proper one, can correctly be called “a victory.” “Simple justice” seems a better term. The necessity of advertising for competing bids on stations whose time was sold eliminated. Henceforth, sales need only the simple approval of the Commission. The procedure will be the same as that followed before the FCC, over the time that continues to be available to both broadcasters and BROADCASTING, set up the Avco competitive-bidding plan in 1945.

But the victory, if it may properly be called that, is not complete. It will be nullified, and the victory only partial, if the Commission enacts its proposed procedural changes which, among other things, would require local advertising of virtually all broadcast applications. The time and money saved by Avco’s repeal would become trivial beside the delays and confusion, useless investigations and hearings resulting from any such universal advertising requirement. The test comes June 27, the date set for oral arguments.

The principle of the cut-off date, also contemplated in FCC’s proposals, seems sound. But it should be simpler than now written. It must expedite actions, not protract them.

With its unhappy experience with the Avco Rule so close behind it, FCC should be wary of further make-work procedures. We hope its admission of Avco’s failure, plus its recent move to separate semi-judicial and prosecutory functions, indicates a new, practical approach to procedural problems. Certainly by now we would know if a procedure is not good simply because it is complicated, and that delay seldom serves the public interest.

Doomed Again?

IN 1947, when network radio climbed to new revenue heights, the usually cautious and highly respected Wall Street Journal ran a front-page story titled: “BIG NETWORK PROGRAMS DROPPED IN AD SLASH; BROADCASTERS STUNNED.” More stunning than stunned, these broadcasters found in 1948 to increase their net revenue from time sales by nearly 5%. Once burned, the Journal is back in 1949 to try again. Another front-page story—another scare head: “BROADCASTING JITTERS—PAYROLLS SLASHED . . . DARKEST FALL OUTLOOK.” Network broadcasting, the Journal reports, is down to a last desperate attempt to save itself by “penny pinching.” Rumor has it that the executives of the networks are now instructed to stop picking up lunch checks (presumably the client will) and to count up those nickel phone calls.

In 1947 the Journal said CBS was “hardest hit.” This same network is now reported all worried and jittery because it has 2½ hours of evening time available! Last year at this time CBS had five hours unsold but the Journal apparently overlooked this.

Nowhere in the Journal’s columns can one find the actual figures for network revenue thus far this year. Could it be that this mighty industry has ruined a good story? Publishers Information Bureau reports network time sales about equal to first quarter 1948.

Our guess is that, despite the summer hiatus, 1949’s business will equal 1948’s record. Wall Street Journal does pretty well covering Wall Street, but it seems to stub its editorial toe on Radio Row.

Baltimore—Ungagged

FOR YEARS radio has implored the nation’s press to give a hand in the fight for free speech, lest the newspapers find themselves next in line.

In desultory fashion, the organized press only recently has joined hands in the radio crusade—ought to be doing it. Radio is a spirit that usually animates publishers when press censorship is even so much as suspected. That’s probably because many horse-and-buggy newspapers still refuse to recognize radio as an “eccentric” journalism.

And it’s palpably evident that newspapers generally are out to get radio in a business way, the latest example being the full-page campaign sponsored by the American Newspaper Advertising Network (which stole its format from radio) proclaiming loudly that the H. J. Heinz Co. uses newspapers to the exclusion of radio. Mr. Heinz constitutes his own 5th variety, since we know of no other man who makes his own mustards, condiments, foods and food beverages in 1948 represented roughly one fourth of radio’s gross billings, being second only to drugs and toilet goods.

In the freedom fight, the shoe was on the other foot the other day. The Maryland Supreme Court lifted the so-called Baltimore Gag, which for a decade had prohibited “publications” of some newsworthy criminal proceedings. The decision, now to be finally translated through an appeal by the state to the U. S. Supreme Court, came as a result of a litigation vigorously undertaken by Baltimore station WJZ, which had introduced broadcast factual reports on an indicted criminal. The lower court’s decision was reversed.

Baltimore newspapers for 10 years had found it expedient to consult judges in advance on what was permissible to print without running the risk of contempt. What one judge might hold allowable for one newspaper a second judge might disallow for the other.

In reversing the contempt citations against WCBM WITH and WFBR, as well as a former WITH newsman, the State Court held that the gag violated the U. S. Supreme Court’s judgment on the constitutional guarantees of free speech. It placed radio on equal footing with the press.

This marks another stride forward in radio’s quest for full freedom. On another level, the FCC repealed its ban on station editorializing, though it be censored beforehand by “penny pinching.” Rumor has it that the executives of the networks are now instructed to stop picking up lunch checks (presumably the client will) and to count up those nickel phone calls.

Our Respects To—

MORTIMER WARREN LOEWI

IN 1914 a successful young commercial artist, being interviewed by The New York Times, said in a statement which has been immortalized in 20th century journalism, “I believe that television will be to advertising what radio is to newspapers.”

Today, as director of the DuMont Television Network and in his wide career in radio, he says, “It is the ability to demonstrate products in use to the prospective buyer under ideal conditions—the sponsor’s best salesman explaining and demonstrating his product to people at ease in their own homes, people, moreover, who have invited him in and are in a receptive mood for his message.”

Comm. Loewi sees television as revolutionizing today’s retail selling. “Suppose,” he suggests, “a store advertises a particular item by television. At the end of the demonstration the sponsor asks the viewers not to come to the store to buy the product but to order it by phone, offering them a substantial discount on this video special, which he could well afford to do as he is saving both the time of his store salespeople and the wear and tear on his store fixtures!”

Such video selling would be particularly appropriate during the daytime hours, Comm. Loewi believes, when women are glad to do their shopping at home by television and will willingly watch programs that are almost completely commercial without expecting or wanting the elaborate entertainment that characterizes the evening video fare. He feels that too much emphasis has been placed on the entertainment side of television, not enough on the sales end.

“We in television have been trying to move the best entertainment that Broadway and Hollywood have to offer to the homes and into the homes of television set owners without giving enough thought to how we are going to make these programs sell enough merchandise to pay their own way and show a profit for the sponsor," he declared. “Before television closes the box offices of the Broadway showhouses and neighborhood movies we’d better be sure to provide for the funds needed to sustain this development into the homes of non-paying audiences through television.”

His strong conviction that television is going (Continued on page 44)
WOV'S

5 Audited Audiences

- Eliminate Expensive Program Guesswork
- Make Your Advertising Dollar More Effective
- Help You to Take the Guess Out of Buying
- That's why on WOV—Results is the BUY-WORD

Originators of Audited Audiences

RALPH N. WEIL, Gen. Mgr. • The Bolling Company, National Representatives
Respects

(Continued from page 42)

to have to prove its advertising worth in hard competition with the already established media runs counter to the dictum frequently expressed in advertising meetings that advertisers will appropriate additional funds for television without decreasing their present budgets for radio or printed ads. "Nonsense," he snaps. "In times of readjustment like this, with falling prices and lowered dollar volume sales, advertising budgets are more likely to be cut than increased. There is no longer any question of television's ability to hold viewers enthralled for hours on end. Our big job now is to develop the commercial techniques to translate that rapt attention from programs to commercial and from viewing to buying."

Comm'dr. Loewi views daytime television as the ideal proving ground for video's commercial techniques. He also sees daytime TV as a service owed to the family which has purchased a TV set and is entitled to use it more than just during the evening, to the local advertiser whose programs cannot hope to compete with the network shows of the national advertisers in the choice nighttime hours, and to the TV broadcaster for whom the added daytime revenue may prove a life preserver to buoy him out of a sea of red ink.

Last fall, when Comm'dr. Loewi put his theory to the test by inaugurating full daytime operation at WABD(TV) New York, flagship of the DuMont network, other TV broadcasters were sure that he was riding for a fall. Today, a scant six months later, most of New York's TV stations are offering programs during the daytime hours, although on a less ambitious scale than that of WABD. More satisfying to Comm'dr. Loewi than this flattery of imitation from his competitors, however, is the fact that WABD's daytime operation has proved profitable from the start.

Acting on his own convictions regardless of majority opinion is a fixed habit of Comm'dr. Loewi, who attributes this characteristic to his Jewish upbringing. "You're either born competitive or you're not," he declares, "and I was." Adherents of the theory that environment is more important than heredity in developing character may feel that his competitiveness probably stems from his mother's insistence that he wear long curls and velvet jackets which made Little Lord Fauntleroy a fighting word to the youth of his generation. Young Julian Loewi's boyhood, he relays, was just one fight after another until his mother relented and let him crop his locks and assume a costume more acceptable to his playmates.

From Urbana, Ohio, where Mort was born January 15, 1888, the Loewi family moved to Piqua, where Julian attended grade and high school. A growing interest in painting, started with childish dabblings in the paintings of his sister's mother, who decorated china in the fashion of the day, led him to New York, where he studied art at Pratt Institute and at the Art Students League.

A year after graduation from Pratt in 1904, young Loewi went to work for the Brooklyn Eagle, starting as copy boy but soon becoming a member of the paper's art department. There he held the position of Knopf Advertising Agency, headed by the father of Alfred Knopf, noted book publisher. Still burning with the desire to become the world's greatest artist ("I was never satisfied to be anything but first at whatever I tried"), Mort left advertising for further study at the Julian Academy in Paris.

Returning to New York and advertising after two years abroad, Mr. Loewi joined the art staff of the Herbert Kauffman agency, but before long he left to start his own agency. In addition to painting handsome young men in Ruppenthal Clothes and such advertising work, he turned out a steady flow of illustrations and covers for leading magazines.

Deciding that the necessity of meeting deadlines took all the pleasure out of art, Mr. Loewi concluded that the thing for him to do was to become a millionaire, wherupon he could retire and paint at his leisure. Obviously the place to make a million was Wall St., so in 1917 he abandoned a successful career in commercial art for a $25-a-week job as runner for a brokerage firm. Tackling the financial world with the same vigorous enthusiasm that had won him a place on the championship football and basketball teams of Pratt Institute, Mr. Loewi achieved a partnership in his firm within six months. In 1919 he purchased a seat on the New York Stock Exchange. (He sold this seat—at the peak price for the year—seven years ago after holding it for 30 years.)

By the late 1920's he had made his million several times over. His Long Island estate, in addition to the private swimming pool, golf course and yachts which were standard equipment for such places at that time, boasted a forest which he had created by having 5000 full grown trees moved in and replanted, an extravagant gesture

---

**Chicago Audience Facts**

**1948**

6 A.M. to 6 P.M.

366 DAYS

Network A .......... 1st
Network B .......... 2nd
W-I-N-D .......... 3rd
Network C .......... 4th
Network D .......... 5th

PULSE for 1948

560 KC.
24 hours a day

Katz Agency Inc.
National Representative

---

**Senate Confirms Gray**

APPPOINTMENT of Gordon Gray, president and publisher of the Piedmont Publishing Co., Winston- Salem and owner of WMIT (FM) Winston-Salem, as Secretary of the Army was unanimously confirmed by the Senate last Monday (June 10). President Truman nominated Mr. Gray for the post June 10 [BROAD- CASTING, June 13]. Formerly Undersecretary, Mr. Gray replaces Mr. Royall's resignation several weeks ago.

---

even for those days, and eight automobiles. Came the crash and Mr. Loewi's millions evaporated, restoring him to the status of a hardworking, prosperous stockbroker.

One dull day in the fall of 1935, Mr. Loewi was idly watching a mechanic repair the Dow-Jones News-wire of the Associated Press when the called party was not at home. He visited the DuMont workshop in Montclair, N. J., and posed the question to the young inventor. The cathode ray tube held an image only a few seconds, Mr. DuMont said, so it could not act as a telephone memo pad, but it might be possible to preserve the fleeting images by photography. Mr. Loewi urged him to try to work it out, thinking the telephone company would be interested, but when the device was completed there were no takers.

Mr. Loewi had better luck with his next venture for DuMont, licensing RCA to use the DuMont developed "Magic Eye" radio tuning device for enough money to buy a factory for the manufacture of cathode ray tubes. By this time he had become financial adviser to the young inventor and from then on the careers of Loewi and DuMont have been intertwined, the financial genius of Loewi complementing the electronic genius of Allen DuMont.

From cathode ray tubes to complete video receivers was a natural step and the DuMont Teleset was put on sale to the New York public in the fall of 1938, some time before the inauguration of regularly scheduled telecasting in that city. It was the first TV receiver to go on the market. The following year Mr. Loewi negotiated a stock deal with Paramount Pictures which through a loan of $200,000
provided new capital for DuMont and enabled the company to build its first TV station, WABD New York.

When the war turned the DuMont plant into an electronic arsenal, Mr. Loewi dropped his title of executive vice president of the corporation to become Lt. Commdr. Loewi of the Navy’s Bureau of Ships, Radio & Radar Division, serving in Washington and in the anti-submarine campaign in the Gulf of Mexico. Discharged with the rank of full commander at the war’s end, he returned to DuMont as executive assistant to the president. In February of this year, with the resignation of Lawrence Phillips, he became director of the DuMont TV Network.

At 61, Mr. Loewi’s slim, trim figure and his seemingly endless energy are the envy of his junior associates. His full head of silver hair is the only sign of added years, although today golf has replaced speed skating and tennis as his major athletic endeavor. A legal resident of Florida, he looks forward to the time when his duties at DuMont will allow him to spend most of the winter in that state. During the summer he and Mrs. Loewi, the former Lillian Blumenthal, who he married in 1910, make their home on their cabin cruiser, which during the week is anchored at Point Lookout. L. I., and on weekends they descend to shore with water, electric and telephone lines which are unhooked when the Loewis take off for a week-end cruise. The current cruiser, the Robmar VI, like the previous ones, is named for their two children, Robert, a program producer at DuMont, and Margery Claire. Margery is Mrs. Leonard Cramer, wife of the executive vice president of DuMont, who succeeded his father-in-law in that post.

Pursues All Phases of TV

Primarily concerned with programming, sales and other problems of network operation, Commdr. Loewi does not entirely neglect the other aspects of television. In answer to a friend’s complaint that television required a constant rearrangement of the living room furniture, he designed a video receiver mounted on a revolving base so that it may be turned toward any part of the room. When not in use, the set (Manchu model) is turned sideways, becoming a handsome Chinese cabinet which sits flat against the wall, stilling another common housewife objection that most TV sets when not in use are overly obtrusive pieces of furniture.

On occasion, Commdr. Loewi also reverts to his advertising agency days to write some of the firm’s advertisements. One such ad, written shortly after his return from the Navy, expresses his vision of television’s potentials.

“Television,” he wrote, “will topple the walls of misunderstanding and intolerance—The Tower of Babel of our time. Television will project ideas and ideals across international boundaries and be the greatest frontier jumper of our day, reaching into foreign homes and meeting places with the ease of radio and with the added advantage of speaking the universally-understood language of pictures. This great new medium of television makes its chief appeal to the eye which discerns truth far more quickly than the ear...”

**WENR-FM HOURS**

*Curtailment Hit by FMA*

SUGGESTION that action of ABC network in curtailing its WENR-FM Chicago broadcasting to six hours daily is “a desperate attempt to force the growing FM audience back to AM” was made June 10 by Ed Sellers, executive director of FM Assn.

In a sharp statement criticizing ABC for its action, Mr. Sellers called it “further indication of the economic stranglehold that the major networks seek to impose on the development of FM.” He added that more than 250,000 FM receivers are located in the Chicago area, and pointed out that the curtailment of WENR-FM hours is not in the public interest. It now is impossible, he said, for listeners in Chicago to hear all the ABC programs, WENR sharing time with WLS and neither station carrying full ABC service.

“It is our belief,” Mr. Sellers added, “the networks have displayed apathy in postwar FM relations and developments.” This attitude, he added, is a “crippling reversal of the views held by the networks a few short years ago when they strongly urged their AM outlets to apply for and use FM facilities to expand coverage.”

He questioned whether the WENR-FM curtailment was due to the fact that a major set manufacturer is advertising in Chicago that only through FM could Chicagoans hear the full ABC program schedules, whereas this was not possible on AM.

FCC has been apprised of the ABC action, according to the FMA statement.

**AGVA REPLIES**

*Barto Denies Raid on AFM*

AMERICAN Guild of Variety Artists is not raiding American Federation of Musicians, Dewey Barto, national administrative secretary of AGVA, said last week in taking issue with AFM President James C. Petrillo.

Mr. Petrillo, in a virulent attack on AGVA, at the AFM San Francisco convention, called the actors’ union a “bunch of thieves” and charged it was raiding the AFM.

Mr. Barto said AGVA was aware for some time of the AFM president’s feelings and had tried for several months to arrange for meetings to negotiate the differences between the two unions.

His Touch System Keeps His Finger On Top of the News from Washington

The “system” includes much more than an alert set of fingers on a typewriter. His office staff, complete with reporters and radio editors, works under constant pressure, sifting the news, confirming the facts, interviewing the people who know why news is made. By the time he goes on the air, his 185-line script reflects precise background data gathered by trained reporters.

The system pays off for listeners and advertisers as well. His vast and loyal national audience gets “the top of the news from Washington.” His co-op advertisers get results. Currently sponsored on more than 300 stations, Fulton Lewis, Jr. affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet— or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Open Mike
(Continued from page 18)

Seek Old WORL Spot
EDIT0R, BROADCASTING:
In your very interesting and thought-provoking story of WORL's departure from the air, there was one small but significant error.

In describing the efforts of the employees to keep the station on the air, the statement was made that the Boston Radio Co., one of the applicants for the frequency, had withdrawn. This is in error.

The Boston Radio Co., of which James E. Markham is president, is actively pursuing its application, and is ready and willing to step in and take over broadcasting as quickly as possible if it is granted a license by the Commission.

What is probably of greater interest to the WORL staff, is the expressed interest of the Boston Radio Co. to employ as many as possible of the old staff—again, if it is granted the franchise by the FCC.

As vice president and general manager of the Boston Radio Co., I assure you that we are as anxious as the staff for a decision.

John H. McNeil
Vice President
Boston Radio Co.
New York

Clear Channel Points
EDIT0R, BROADCASTING:
I noted with interest the letter from Mr. Charles N. Cutler in the "Open Mike" column in the May 30 issue.

Mr. Cutler does not appreciate... the efforts of the Clear Channel Broadcasting Service to give adequate rural radio coverage. He looks to "500 to one million kw" FM stations as the answer... Included in the CCBS membership are stations which pioneered in FM... WSM [Nashville] received the first commercial FM license in 1947 CCBS made a nine-months study of FM, including field-intensity measurements covering a total distance of 5,000 miles and prepared 23 individual exhibits... CCBS made every possible effort to analyze the performance of current and projected FM receivers... CCBS concluded that FM is not the answer to solving the problem of covering the underserved areas.

Mr. Cutler expressed the feeling that the demise of clear channel radio service in the United States is in the offing because of the "possible increase in power of Mexican stations above 50 kw." Actually, all six Mexican I-A clear channel stations are operating with power in excess of 100 kw, and it is reported that 500 kw operation is contemplated. Why this "foreshadows the doom" of U. S. clear channels is not made clear.

The interest of the entire American radio industry and public can best be served, and rural areas can best be covered by retaining all of the clear channels and granting them higher power.

Ward L. Qual
Director, CCBS

Runnion Views Hit
EDIT0R, BROADCASTING:
In behalf of FM broadcasting I should like to go on record as opposing the ungentlemmanly, unreasonable attitude of one Mr. Guy Runnion, of KXLF-FM St. Louis, toward the one manufacturer who is really building for FM and the future. I refer to the "Zenith Target" article in which Mr. Runnion castigated the promotional efforts of the Zenith Radio Corp.

E. J. Hodel
Manager, WCFC-FM
Beckley, W. Va.

Reports FM Reception
EDIT0R, BROADCASTING:
Our station operates on FM power of 46,500 w. Last week we received a letter from a woman in Salisbury, New York. She wrote that she had been listening regularly on FM to one of our local programs, "The Dixie Playboys," aired from 6:30 to 7 a.m. How's that for reception?

Walter Mitchell
Promotion Manager
WBBL Columbus, Ga.

W. CARRUTHERS
Heads Don Lee Engineering

WALTER W. CARRUTHERS, chief engineer in charge of AM and FM activities for Don Lee Broadcasting System, has been named vice president in charge of engineering for network, effective immediately, according to an announcement by Willet H. Brown, Don Lee president. In the newly created post, he will supervise the network's AM, FM television and recording activities.

Mr. Carruthers joined Don Lee in 1938 as program technician, leaving four years later to become project supervisor for U. of California Division of War Research. In 1945 he returned to the network as director of research, later becoming chief studio engineer and finally chief engineer early in 1949.

Mr. Carruthers is a member of the Acoustical Society of America.

Harry R. Lubke continues as director of television engineering for network.

IMP-ressed by 'Otto'
EDIT0R, BROADCASTING:
Dear Maury,

I'm Really

IMP-ressed

Good job, son.

Bill.

W. CARRUTHERS

[Editor's Note: The above answer was received from Bill Newens, KOIL Omaha, in response to BROADCASTING'S promotion piece, "More About Otto, the Imp." Thanks, Bill.]

Lauds Milwaukee Story
EDIT0R, BROADCASTING:
Your Milwaukee Section [BROADCASTING, June 6] is most interesting and the extra sections that we received will be put to good use...

J. S. Stolzoff
Radio-Television Director
The Cramer-Krassell Co.
Advertisings
Milwaukee, Ws.
Race Track Results
(Continued from page 23)

an AP printer but that on Oct. 4, 1948, they had entered into a 52-week contract with Armstrong Daily Sports: Tipsters, to air race results from 1 to 7 p.m. Monday through Saturday. Armstrong furnished a printer and pays WTUX $25 per day, the letter said.

Armstrong gets the last quarter-hour of the day to air a racing resume. The letter continued:

The result is given over the air approximately 10 minutes after the running of the race and the Mattel is given approximately 12 minutes after the race has been run.

The racing information is carried in a program called the "1200 Sports Parade" which is designed to give thorough and sporting information of all kinds. Horse racing has never been predominant in our afternoon show and is only one of several sports reported. We give late scratches, changes of jockeys, results and multiples. We have never lifted a needle or fiddled a record, no blowing of bugs, etc., or any other racing gimmick.

We at WTUX have never given running description of races. We merely give the results as they come in and a delayed fashion. Since October 4, 1948, we have not given Armstrong the results of our races earlier than the score sheet, and we studied the Commission decision in the case, when it was rendered, and we believe that one of the actions the public interest norm, as is so set forth in that decision.

In granting renewal to WWDC, the FCC decided that was program information balance, limited track data was given, sponsors appeared to be reputable firms and the announcement of winners was delayed 10 to 15 minutes after the races [Broadcasting, Feb. 2, 9, 1948].

Police Testimony

At the last day of the hearing in Wilmington, Capt. Harry W. Towers of the police force testified as to conclusions his department had arrived at the conclusion that some stations officials that morning.

These were that: Horse race programs were all right as a matter of principle, but the announcement of winners should be delayed until after the next race is run; it would be helpful if data on off-track, track conditions, and eliminations or at least used only in summaries at the day's end.

Capt. Towers, one of the key figures in the hearing because of his extensive knowledge of illegal bookmaking activities there, under questioning said it would not help the law enforcement situation if only one station were made to curtail race programming because bookies would just listen to many other stations that could be heard there.

When asked if the police department had any ideas about general regulation to help law enforcement he said: "I think it should be taken with respect to all radio stations putting out this sort of information. If it merely pertains to one radio station it is not going to help us in any way at all."

Earlier in the proceeding Capt. Towers had told in detail about his raids on bookies and his observations of their habits and operations. He said a bookie could still operate with a 20 minute time lag in announcement of the winners and suggested a minimum delay of 45 minutes. He pointed out that bookies make claims about tracks, scratches etc. aids bookies in their operations and he said he believed that the raiding of telephones "has increased the work of radio.

Capt. Towers said that since June 1948 22 radios and 48 phones were confiscated. Arrests for bookmaking rose since the data totaled 78, he said. Out of 30 to 40 arrests he had made in the past two years, Capt. Towers said, he found eight radios tuned to WTUX and two others unknown. FCC presented 10 radios at the hearing, obtained from the police, which were purported to have been tuned to WTUX when raids were made.

Superintendent Kavanagh testified he had considered riding WTUX, locking the station up and confiscating its equipment, but did not because he felt the problem was not a local one in view of out-town stations giving similar data.

Instead he notified FCC, he said. The FCC did not take the official said he knew other law enforcement officers throughout the country were about radio as the public interest and the difference went different. As a director and past president of the International Assn. of Chiefs of Police, he said it was discussed at conventions.

FCC counsels, Paul Dobin and Dee W. Pincock, sponsored more than a score of local persons who purportedly were or had been engaged in bookmaking activities. However, less than a dozen of these individuals were called to the stand to testify. Only half of these said they used radio at all while others said they were not at all interested in radio. Of those that did use radio, there was nothing said as to what and how much information was of any use to them. One testified he could not stay in business without radio.

Other Sources Said Faster

Most of those that did use radio, however, testified to the effect that WTUX was a poor second preference because certain out-town stations gave more information and gave winners faster. Some said they listened to WTUX only when they had to. One objection to WTUX was its use of the Armstrong identification number rather than the universal post number.

The stations named as being used in addition to WTUX included: WWBZ Vineland, N. J.; WITF Baltimore; WAMS Wilmingtom; WPEN Philadelphia; WANN Annapolis; WINS New York, and a station unidentified in Chester, Pa.

Several of the alleged licensees testified that many people were interested in full race information even though they never bet, just as in any other sport. They pointed out the desire to mentally make a choice in a contest and the urge to see as soon as possible if one chose correctly. Stress that Wilmington "is a horse-race town" also was made.

Roger E. Phelps, radio engineer in charge of FCC's third district in Philadelphia, testified about monitoring WTUX race programs on Dec. 3 and 6, 1949, at the instruction of the Commission in Washington. He cited one race winner which he claimed was announced one minute and 40 seconds after the end of the race.

WTUX owners Macintosh and Robinson testified in length on their race program policies which they felt to be not objectionable, in the public interest and never conceived to be idle. Receipt of any payment for race data was vigorously denied and Mr. Macintosh explained he acquired the Armstrong sponsorship to kill such "idle" rumors as he had heard. Mr. Robinson explained how the race information was printed only a small portion of the program time in comparison to other sports news and entertainment.

Considerable testimony also was taken on the public service activities of WTUX and a number of witnesses were presented on this aspect.

John J. Brady, managing editor of the Wilmington Morning News, and Elmer F. Cunningham, managing editor of the Journal Every Evening, under same ownership, testified to their papers' policy in using race information. They indicated they printed it as legitimate news because of local interest and if it were used for illegal purposes there was no way to stop it.

Upcoming


June 29: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.

June 27-29: NAB Program Directors' Clinic, University of California, Santa Barbara.

July 3-7: 11th Annual Convention, East Coast, Banff Springs Hotel, Banff, Alta.

July 17-21: American Press Institute, Banff Springs Hotel, Banff, Alta.


July 29-Aug. 2: Catholic Radio Convention, St. Rita's, Chicago.

Aug. 15-20: Emporium Pa., IRE Section seminar, Emporium High School Auditorium.

Aug. 23-26: AFRA annual convention, Police Hotel, San Francisco.

Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.

Sept. 5-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.


Sept. 22-24: National Retail Dry Goods Association, Banff Springs Hotel, Banff, Alta.

Plus NBC'S PARADE OF STAR NETWORK SHOWS

ALL ON WSJS AM-FM

THE STATIONS WHICH SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE

WINSTON-SALEM GREENSBORO

HIGH POINT

No. 1 MARKET IN THE SOUTH'S No. 1 STATE

AM WINSTON-SALEM FM

THE JOURNAL-SENTINEL STATIONS

WSJS NBC AFFILIATE

Represented by HEADLEY-REED COMPANY

JUNE 20, 1949 - Page 47
Film Report
(Continued from page 38)
sured juvenile televiewers with much going on celluloid for their enjoyment. Ely Landau, head of own newly established TV package firm has entered agreement with Children's World Theatre Corp., New York, for production of children's video programs. Mr. Landau will produce series with Monte Meacham, president, of Children's World Theatre. Plans for similar arrangements with established groups in other specialized theatre fields currently being made by Mr. Landau.

Apex Pictures, Hollywood, will start production of The Lone Ranger if casting is speedily solved...Henry Hobhouse, director, Parthen Productions Ltd., London, England film firm, announced plans to make movies for American television. Fifteen minute shorts would include puppet shows, music hall numbers, sports reviews and mystery shows. British government has loaned film company money to promote venture...Chicago Dodge Dealers Assn., through Ruthrauff and Ryan, has produced over 20 one-minute, one 20-second and two 40-second film spots from Alexander & Associates to be given over WKBW commencing June 20.

TEL.Escop, New York, has signed exclusive television contract with Esther Post, according to Sam F. Hunsker & William A. Battista of that firm, producers of television shows and commercials. Production has already started on first of initial series of 20 five-minute shows to be filmed for 13-week schedule. Prospective sponsors will get preview of first film in near future, entire series will be ready early fall. Esther Post will open each show with appropriate introductions and then give way to life-like puppets who enact each subject of etiquette. Animation will be by means of stop-motion photography and although unwilling to release prices at this time Mr. Hunsker pointed out that TEL.Escop has been able to reduce this type of film making more than 75% as compared with similar quality films now being used in TV commercials. American Products Corp. has established offices in seven cities for releasing of first run films for television. Under name of American Products Releasing Corp., new firm's headquarters are at 3757 Wilshire Blvd., Los Angeles. Other offices are in New York, Chicago, Houston, Atlanta, Seattle and Washington. D. C. Glenn Bever, president and general manager of parent organization, heads Los Angeles office. According to Mr. Bever, contracts already been signed with eight Hollywood television film producers for releasing of films.

RCA Service Co., Camden, N. J., is launching extensive training program designed to acquaint distributors, dealers, and independent radio and phonograph servicemen with mechanical features and operation of RCA Victor's 45 rpm record player.

ABC Changes
Several Posts Realigned
TTITLE changes and realignment of duties of several ABC executives were announced last week.

Theodore I. Oberfelder, director of advertising and promotion, was given also the directorship of research, a position from which Edward F. Evans, who has been with ABC since its formation, has resigned.

Mitchell De Groot, former assistant director of advertising and promotion, became manager of advertising and promotion. Ben Gedulic, former associate director of research, became manager of research.

Earl Mullin, former publicity manager, became national publicity director with added supervision over branch publicity offices. Grace Johnson, former continuity acceptance manager, became director of continuity acceptance.

The shuffle was another part of the ABC streamlining and economy wave.

'LADY' IN NEWS
But Not for Free at KPRC
KPRC Houston last week welcomed to the city a new Lady Esther product, Complete Creme Make-up. The welcome had a catch, however—suggestion that the Lady Esther product be introduced at regular commercial rates.

Writing to Robert S. Taplinger & Assoc., New York, KPRC Manager Jack Harris said that "as a committee man for the Chamber of Commerce" he appreciated the "recognition of Houston as one of the most important fashion centers of the United States."

"However, I do not agree entirely with your feeling that Lady Esther's new make-up is news material to be included on our women-interest programs." Mr. Harris submitted a KPRC rate card.

Protests have been received from stations about a per inquiry campaign submitted by Thwing & Altman, New York, on behalf of Wm. H. Wise & Co., described as "one of the largest publication and radio advertisers in America." Four books, with profits ranging from $1 to $1.50 for each sale, are included in transcribed commercials.

Feature of Week
(Continued from page 12)
 cuspidor donated by King Cole, sponsor of King Cole Cappers.

Rules of the contest stipulated that the winner would be selected on the basis of "chewing the largest plug, twist, quid, wad, cud or chaw of chewing tobacco at a single chompit."

"It was a big day indeed for the many old-time tobacco chewers," said WDVA.
WHERE COMPETITION IS KEENEST...

BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

That "still, small voice in the wilderness" hasn't a chance around Pittsburgh. To be heard above the electronic babble it must come out loud, strong and clear.

Receivers tuned to the stations shown here find clear, sharp signals broadcast via Blaw-Knox Antenna Towers . . . Radio engineers know you can "hear the difference."

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY

2038 Farmers Bank Bldg., Pittsburgh, Pa.

Blaw-Knox Antenna Towers
IN THE U. S. to observe free commercial radio operations, these representa-
tives of the Japanese and Korean government-controlled radio systems were
in Washington last week after a four-week stay in New York on a tour
which will include visits to stations in various cities throughout the nation.
Their visit is under the auspices of Columbia U. and Rockefeller Foundation.
Pictured when they stopped off to observe Senate subcommittee hearings on
the Hearing Issue page 251, are (left to right):
Front Row—Roe Jun Ho, announcer-script writer, Korean broadcasting
system; Miss Kim Ok Yul, Korean woman’s program announcer; Miss Teruku
Ihore, in charge of women’s development planning section, Japanese broad-
casting system; Hiroshi Nino, vice chief of the liaison section, and Michio
Udo, chief of the production section, Japanese system. Back Row—Shigenao
Nakamura, chief, foreign news division, Japanese; Song Young Ho, continuity
chief and program director, Korean system; Park Kyung Ho, of Korean government broad-
casting planning committee; Seiji Shimaura, chief of Japanese system’s
broadcasting section at Osaka.

He had just checked
into his hotel room when the phone rang ... sales manager
calling from New York. "Just
decided to run a radio sched-
ule in your market. What
station do you recommend?"

"Had to think fast," says the salesman. " Didn’t have
time to check Hoopers, cover-
age and all that. So I told
em, Give me KDYL. I know
it couldn’t go wrong on
this." Of course we’re pleased he
thought of KDYL first—but
then, practically everybody
does in the Salt Lake market.

National
Representative:
John Blair & Co.

The Case of the
Salesman Who Got
What He Wanted!
He pointed out that the measure incorporates many suggestions offered by NAB and other industry representatives in prior Congressional hearings.

Mr. Petty thought the proposed amendment on renewal actions is desirable because it "removes from existing licensees the constant threat that their licenses might be taken away from them in renewal proceedings unsupported by the promises of a new applicant, even though they had served the public interest." It also "remedies the Commission's past practice of using renewal proceedings to discipline or impose sanctions against a radio broadcast licensee." But, he added, it still gives FCC power to revoke and to determine whether operation has been in the public interest.

Wants Oral Argument

He commended the proposed changes on hearing procedures, but suggested that FCC be required to grant oral argument before denying a protest against a grant issued without hearing.

The shortening of the anti-trust sections, by eliminating double jeopardy, "is satisfactory because it places a radio broadcast licensee in the same position as other citizens," he declared.

He said the new revocation and cease-and-desist sections were desirable, but reiterated NAB suggestions that (1) revocation proceedings be tried in the district court where the station is located; (2) a "reasonable" statute of limitations be provided with respect to revocation proceedings; and (3) the provision on revocation for violation of an international treaty be modified to take broadcasters off the "horns of a dilemma." In general, Mr. Petty thought the changes encompassed in the bill "stand to benefit the Commission itself, as well as the general public and the broadcast licensees."

Mr. Marks, speaking as counsel for FMA, gave "complete support" to the measure. He felt it "will be of tremendous benefit in expediting the processing of applications and other requests which broadcasters must submit to the Commission."

May Relieve Congestion

He said it "has been my experience that approximately 50% of the Commission's time is spent in the consideration of routine applications. The delegation of this work to a panel or to an administrative officer undoubtedly will relieve the congestion considerably and from the point of view of the individual Commissioners from the heavy backlog in order that they may devote more time to determining vital policy issues."

He endorsed "particularly" the "cease and desist provisions, which provide an intermediary step which FCC might take whereas now it must either forgive violations or institute revocation proceedings."

(For other testimony, see late story page 4.)

---

### First 15 Program Hooperatings—June 15 Report

<table>
<thead>
<tr>
<th>Program</th>
<th>Stations</th>
<th>Sponsor &amp; Agency</th>
<th>Hooper</th>
<th>Hooper + or − Pos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Theatre</td>
<td>149</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My Friend Irma</td>
<td>153</td>
<td>Peabody Div.-Lever (FCBB)</td>
<td>15.4</td>
<td>−0.9</td>
</tr>
<tr>
<td>Walter Winchell</td>
<td>179</td>
<td>Kolser Franz</td>
<td>14.1</td>
<td></td>
</tr>
<tr>
<td>Dr. [illegible]</td>
<td>12.9</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wanted by 2nd</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tally Senators</td>
<td>155</td>
<td>T. J. Lipton Div.-Lever (VAR)</td>
<td>15.2</td>
<td>−0.4</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>151</td>
<td>Lever Bros.</td>
<td>14.0</td>
<td></td>
</tr>
<tr>
<td>Crime Photographer</td>
<td>149</td>
<td>Tond Co.-Div. (FCBB)</td>
<td>10.8</td>
<td>−2.2</td>
</tr>
<tr>
<td>Standard Oil</td>
<td>182</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**$50 Million (Continued from page 85)**

Service—the advertising method is getting action and results.

Speaking of results, the report said:

"With this kind of radio support, and the generous help given campaigns through other media, things are bound to happen. Advertising-radio and all media-has been credited with being at least partially responsible for a few results such as these in 1948:

**Efforts Get Results**

"The automobile accident death rate continued the drop it has shown ever since the campaign was started. The lowest point on record; 13% fewer forest fires than in 1947; Series E bond sales set a peacetime record; CARE package shipments boosted as high as 26,000 packages a day; Red Cross gift of $75 million reached 45,000 student nurses recruited, largest peacetime enrollment; chest X-rays stepped up 31%; almost every state increased its school appropriations, membership in Part.

---

### Local Advertisers

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

More local advertisers buy more local time on WQUA than on the other two QUAD-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the rates of either of its competing 500 Watt major network (NBC and ABC) stations!**

**HERE IS THE RECORD:**

<table>
<thead>
<tr>
<th>Local Advertisers</th>
<th>WQUA</th>
<th>WQUA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Time Purchased</td>
<td>120</td>
<td>53</td>
</tr>
<tr>
<td>Average</td>
<td>126%</td>
<td>135%</td>
</tr>
</tbody>
</table>

**Announcements**

<table>
<thead>
<tr>
<th>WQUA</th>
<th>135</th>
<th>154</th>
<th>108</th>
<th>−12%</th>
<th>25%</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQUA</td>
<td>555</td>
<td>615</td>
<td>285</td>
<td>−10%</td>
<td>95%</td>
</tr>
<tr>
<td>WQUA</td>
<td>1,045</td>
<td>610</td>
<td>545</td>
<td>71%</td>
<td>92%</td>
</tr>
<tr>
<td>WQUA</td>
<td>646</td>
<td>None</td>
<td>None</td>
<td>No Competition</td>
<td></td>
</tr>
<tr>
<td>WQUA</td>
<td>2,246</td>
<td>1,225</td>
<td>830</td>
<td>83%</td>
<td>17%</td>
</tr>
</tbody>
</table>

**Exclusion of 23 advertisers on a "promotion-deal."**

**In Minutes**

<table>
<thead>
<tr>
<th>Time Purchased</th>
<th>1/30/49-2/8/49.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Program Time</strong></td>
<td><strong>Total Program Time</strong></td>
</tr>
<tr>
<td>120</td>
<td>2,246</td>
</tr>
<tr>
<td>53</td>
<td>1,225</td>
</tr>
<tr>
<td>83%</td>
<td>83%</td>
</tr>
</tbody>
</table>

---

**BROADCASTING • Telecasting**

June 20, 1949 • Page 51
Canadian Meeting
(Continued from page 29)
for equipment depreciation on income tax; the advisability of CAB joining the Inter-American Broadcasting Commission in relations with NAB and the Australian broadcasters. Mr. Allard included in his summary a mention of CAB's hiring of W. J. Bain, formerly with the Canadian Transport Dept., as NARB advisor.

The broadcasters expressed their satisfaction with Mr. Allard's operation by defeating his recommendation for a 10% cut in annual fees, leaving surplus for continuing the fight for an independent radio regulatory body.

Freeman Reports
Pat Freeman, CAB sales director, in reporting on first complete Canadian advertising study, told the convention that the estimated total for 1949 Canadian radio advertising is about $13 million, one third of the amount spent last year by advertisers in publications.

He told the convention that radio must strengthen its relationship with advertising agencies, and that it must work directly with the client where there are no agency radio departments.

Mr. Freeman felt that radio sales are a minimum of one fourth of the total of Canadian charitable advertising expenditures, and that it must cut drastically free-time chiseling.

He reported that American broadcasters can reasonably expect $40,000 from the Canadian government's Travel Bureau next year. He also told the convention that Canadian banks are likely to be using radio advertising within two years.

George Chandler, CJOR Vancouver, suggested that the CAB support the NARB negotiations, largely following the Canadian government's recommendations for addition of two new station classifications—no interference stations and priority protection for the repeater stations now operated by CBC.

S. Finlayson, general manager of Canadian Marconi, in a discussion on FM, TV and facsimile, suggested television development by private interests in major markets where money for such development is available, and CBC development of TV stations where such funds are not available.

Discusses Transit FM Plans
Mr. Finlayson, who earlier reported on the operation of CFPC-FM Montreal, the first station in Canada to be allowed separate broadcasting of FM from AM programs; and on plans for future operation.

He suggested that TV development be freed from the restrictions proposed by the government, and that TV stations should cooperate on programming.

Walter Elliott, of Elliott-Haynes Ltd., gave a report on how radio surveys are made, and pointed to new rating uses in selling the medium.

Canadian broadcasters were posted on the music copyright situation in the United States by Joseph McDonald, vice president, secretary and general attorney of ABC, at the opening session of the third day. He stated that a TV-ASCAP agreement is expected to be reached at an early date, following lines somewhat similar to standard broadcast agreements plus 10%.

Carl Haverlin and Bob Burton of BMI, New York, reported development of the organization in Canada. They outlined the activities of over 5,000 Canadian compositions were distributed by BMI Canada, which now has 55 Canadian composers under contract. BMI Canada now is the largest Canadian performing rights organization, Mr. Burton stated. He urged broadcasters to support Canadian music authors and composers.

Selling radio advertising occupied the remaining Wednesday sessions, with various panels and reports during the morning and afternoon sessions. Highlights included a recommendation by Ken Soble, CHML Hamilton, that CAB advertising agency franchises be reviewed and agencies be required to place minimum percentage bids in radio for future franchises.

Taking part in the panels were Ruth Jones, Benton & Bowles, New York; John Office, J. Walter Thompson Co., Montreal; Waido Holden, Toronto; Adam Young, New York; Ralph Snellgrove, Owen Sound; Ralph Hart, Spitzer & Mills, Toronto; and Gordon Keeble, CFCF Montreal. Surveys on early morning, late evening, Sunday, summer and car listening were recommended.

Lee Hart, NAB assistant sales director, explained NAB's tested formula for preparation of selling radio copy.

Mr. Allard, CAB general manager, became ill during the third day of the convention. Extent and nature of the illness was not immediately known.

'TOWN HALL' May Shift From ABC; NBC Interested
POSSIBILITY that the simulcast (AM and TV) Town Hall Meeting of the Air would decamp from ABC, where it has been aired for more than 14 years, was revealed when George Denny, president of Town Hall Inc., was notified that it would not be continued after expiration, on Jan. 1, of its present contract.

Mr. Denny, who is also moderator of the debate series (Tuesdays, 8:30-9:30 p.m.), disclosed that the present basic guarantee of $3,000 weekly for radio, covered by contract, and the gentleman's agreement guaranteeing ABC 80% and Town Hall 20% of video revenues, would not be renewed in 1960. He took exception to ABC's claim that it lost $1,500 weekly on the program, pointing out that ABC did not include revenue it received from affiliates of time radio- and television-station franchises. Over a two-year period, he said, these stations averaged more than 50% sponsorship, representing billings of $150,000.

ABC also receives 30% of its

WTVB to Start
1 kw Daytime on 1590 kc
WTVB Coldwater, Mich., assigned 1590 kc, directional, 1 kw day, plans to begin broadcasting about July 1, E. H. Munn Jr., station director-engineer, announced last week.

Station is housed in a new, modernistic cinder block structure a mile and a half south of Coldwater on U.S. 27. It carries the call letters WCGB, and is a Gates BCIF, and the console also is a Gates. WTVB has two Winchargetype 101 towers (overall height 188 feet).

Services to be used include AP news wire, Colle and Associated libraries and Broadcasters Program Syndicate.

WTVB is owned by Twin Valley Broadcasters Inc., Coldwater.

BROADCASTING * Telecasting

Page 32 * June 20, 1949
LOGS ELIMINATED
3 Ga. Stations Fight Move

THREE Columbus, Ga., stations, WDK, WRBL and WSAC, have refused to accede to a demand of the Columbus Ledger (evening) and Enquirer (morning) that they pay regular advertising rates amounting to more than $10,000 a year for radio log space in the newspapers.

Use of the three stations' logs as a news feature was discontinued by the paper June 13, 1949, said Maynard Ashworth, publisher, who had called in managers of WDK, WRBL and WSAC and notified them of the impending action.

The stations promptly drafted a joint statement which was run on all of their local newscasts explaining the action and why they would not pay $10,000 a year to have the newspapers run their logs.

"... no other daily newspaper in Georgia or Alabama has forced such a demand upon local radio stations for program listings," said the statement. It continued: "It was also pointed out [to Mr. Ashworth] that the Ledger-Enquirer's own survey of subscribers showed that the radio log is far above average in reader interest and preference. Mr. Ashworth admitted all this was true but remained firm in his stand ... WDK, WRBL and WSAC were all of the opinion that the Ledger-Enquirer's position was high-handed, unjustified and unfair - to both the stations and to Columbus newspaper subscribers.

Accordingly, these three stations refused to pay a pro-rata share of the $10,000, regardless of the action which might be taken by Ledger-Enquirer station, WGBA.

"In this morning's Enquirer the program listings in the radio log include only those of the radio station which is owned by the newspapers and the programs of the networks. It is not known whether a charge for this listing is being made to the networks on WGBA; however, the stations not affiliated with the Columbus newspapers have unanimously agreed to remain steadfast in their determination to resist any unreasonable or impossible demand made upon them by the Ledger-Enquirer."

In addition to carrying the joint statement, WDK had this added comment for its listeners: "From our first day on the air in Columbus, we have regularly purchased display advertising from the Ledger-Enquirer. We are perfectly agreeable to continuing this practice. But now we must serve this notice to the Ledger-Enquirer newspapers. For legitimate display advertising, WDK is willing to spend its dollars - but for Ledger-Enquirer tribute, not one single WDK penny!!"

ALL-RADIO FILM
Story Treatment Approved

ALL-RADIO Promotion Committee Inc. last Tuesday approved the story treatment of the proposed promotional film and authorized preparation of a shooting script. Script will be submitted to movie production companies from whom bids will be solicited.

The shooting script will be written under the direction of Victor Ratner, CBS vice president in charge of advertising and sales promotion, and will probably be completed in six weeks. According to present plans, the picture is expected to run 35 to 45 minutes.

NBC's supervisor of announcers, Pat Kelly (l), celebrating 20 years with the network's announcing staff this month, leads a songfest with (l to r) Ed Herlihy and Ben Grover, NBC announcers; Lyle Von, freelance commentator and a former NBC announcer, and Ed Thorson, Fox Movietone News sports commentator. Mr. Thorson was NBC chief of announcers before Mr. Kelly.

TRAVEL ADS
Canada Gives Radio $35,000

CANADIAN government's travel bureau has allocated a last-minute $35,000 to radio for its 1949 media campaign, following protests that it was soliciting free time while buying white space [BROADCASTING, May 23].

The Canadian travel agency has asked NAB to invite stations within 300 miles of the Canadian border to submit availabilities to Cockfield, Brown & Co., Montreal, the government's agency.

Maurice B. Mitchell, director of NAB's Broadcast Advertising Bureau, described the allotment as "a token victory," because it promises "recognition of radio by more and more advertisers as the preeminent mass medium of advertising."

NAB had protested Canada's original 1949 campaign because paid radio time was omitted from the media list. "We can see prospects of a much larger share of the Canadian travel bureau's media budget being appropriation for next year," Mr. Mitchell said.

REMOTE PLAN
Proposed Rules Announced

IMPLEMENTATION of its new broadcast remote pickup allocations has been started by FCC with announcement of proposed rules for the service. The new allocation, amending earlier proposals and providing additional channels for remote pickups, was announced in a moving May [BROADCASTING, May 9].

The proposed rules also provide for interim operation by TV stations of aural relaying in the required time, as aural relaying is developed to relay both the auditory and visual signals in the higher frequencies designated for TV relay. Comments on the proposals were invited by FCC until July 15.

The new allocation provides for channels in the bands 25-30 mc, presently used 152-156 mc (including additional frequencies 160.25 and 170.15 mc) and 450-460 mc.

KELLY FAREWELL
NBC Honors Announcer Chief

PAT KELLY, head of NBC's announcing division, was given a farewell party last Saturday and honored by a special broadcast, The Inside Story of Pat and Mike, commemorating his 20th year at the NBC microphone.

The program and party were given in connection with Mr. Kelly's sailing for Bermuda on the Queen of Bermuda, aboard which the festivities were to be held. Mr. Kelly was given the trip by members of the NBC announcers Fed-eration who were looking forward to sending him off to include Jimmy Wallington, Howard Petrie, Tiny Ruffner, George Hicks, Milton Grauer, and others, most of whom have been in radio since its pioneering days.

LOUIS-WALCOTT
Fight Debate on WKAN WKIL

Mr. Allain moderates the debate between the Bomber (l) and Jersey Joe.

SPORTS scoop claimed by WKAN WKIL (FM) Kankakee, Ill. in its broadcast of a debate on the disputed decision of the first Jersey Joe Walcott-Joe Louis fight. Featured debaters were none other than the fight's principals - the Brown Bomber and Jersey Joe.

Orren Allain, sports director of WKAN WKIL, cornered the two when the Champ, now a promoter with the International Boxing Club, dropped into Jersey Joe's camp to watch the latter train for his championship bout with Ezzard Charles in Comiskey Park, Chicago, June 22. Despite the fact that they were looking at each other over the mike instead of across the ring, Mr. Allain reports that both fighters stuck stubbornly to their original stories - each insisting he won the bout.

During the month preceding the Walcott-Charles fight, WKAN WKIL is presenting Title Talk, a program emanating from the fighters' camps, with Mr. Allain interviewing visiting fight celebrities.

WIRED-WIRELESS outlet, WNCB, is on the air at Middlebury College, Middlebury, Vt., on 758 kc. Station takes paid advertising but is non-profit, self-sustaining organization. E. R. Goldstein, chief engineer, and John Bowker, head announcer, students, are temporarily operating station.
LEWIS VS. CHESTER

Charges Hurlied
By Both

CHARGES and counter-charges of
Irresponsibility continued to fly
between Commentator Fulton Lewis
and the managing editor of Mr.
Cornell's weekly
[BROADCASTING, May 23].

Mr. Lewis, in an article for a national
magazine, accused Mr. Chester of
dropping accounts and Milwaukee's
weekly net dropped by six accounts.

Mr. Chester's response was to
publish an article in which he denied
all inaccuracies and misstatements.

The controversy raged on, with
both sides accusing the other of
mendacity.

Finally, Mr. Chester was given the
opportunity to explain his side of
the story, and he took it upon himself
to publish an article in the
same magazine.

Mr. Lewis, in turn, published a
rebuttal article, stating that he
had no intention of inventing his
name, that he would simply
prove it by replete with
misrepresentations, that it was
absolutely true, and that he
took it as a personal challenge.

Mr. Chester replied by publishing
an article that dismissed Mr.
Lewis's claims as baseless and
unfounded.

The controversy continued, with
both sides accusing the other of
mendacity, and the public was left
to decide who was telling the
truth.

Meanwhile, the Managing Editor
of the American Mercury
issued a statement saying
"although Mr. Chester was not
commissioned to do the piece
[when he visited Mr. Lewis],
he certainly was writing it for the
American Mercury." His statement
was designed to keep the
controversy from becoming too
personal.

The article submitted to us was
written by Mr. Angloff, whom we
did not have the opportunity to
question personally. Mr. Angloff,
Mr. Chester and Mr. Lewis, and
what we thought about the article
two years ago may have little bearing
on today's.

The controversy persisted,
but eventually, the public was able
to make a decision based on
the evidence presented by both
sides.

The result was a shake-up in the
industry, with advertisers
beginning to demand more
accountability from their media.

The lesson learned was that
truth and honesty were of the
utmost importance, and that
the public deserved to be
informed with accuracy.

FAIR
FIRST IN THE
quad cities

Davenport, Rock Island, Moline, East Moline
AM 5000 W 1420 KHz FM 103.7 Mc TV CP 32.1, Kw, visual and sound Channel 5

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Corin Survey
shows WOC First in the
Quad Cities in 60 per cent
of Monday through Friday
quarter-hour periods. WOC's dominance
among Quad-Cities stations brings
sales results in the richest
media markets of Chicago and
Omaha... Minneapolis
and St. Louis. Complete
program duplication on WOC-TV
provides advertisers bonus service.

Col. B. J. Palmer, President
Ernest Sanders, Manager

Davenport, Iowa

FREE & PETERS, INC., National Representatives

June 20, 1949 • Page 55
FIAR-REGION 2

Scheduled To End
This Week-End

JOINT SESSION of the Fourth Inter-American Radio Conference and the International Telecommunications Conference appears headed for conclusion this coming weekend.

Meeting since late April in the Region 2 delegates have been working out general allocation of frequencies between 10 and 4,000 kc and related matters to implement on a hemisphere basis the provisions of the 1947 Atlantic City treaty [Broadcasting, May 2].

Start Plenary Sessions

With committee and sub-group work substantially complete, the conference swung into plenary sessions last week to consider drafting the formal resolutions. By the end of the week, however, the majority of ground was yet to be covered, such as the allocations table itself which includes the broadcast band proposed as 555-1605 kc. It was pointed out that what broadcast use may be considered for the controversial 540 kc channel will not be touched upon here but will be entirely up to the delegates at the forthcoming revision of the North American Regional Broadcasting Agreement this fall [Broadcasting, April 25].

Outstanding feature of the conference has been the harmony and cordiality of relations in working sessions. Delegates on various committees went out of their way to resolve issues by compromise and informal agreement rather than put

LEGISLATION

Awaiting Truman Okay

LEGISLATION giving President broad powers to reorganize the executive branch of government — including FCC — was passed by Congress and sent to the White House for signature late last week. Mr. Truman reportedly has prepared several reorganization plans for early submission to give effect to recommendations of the Hoover Commission on Organization of the Executive Branch, but the agencies and departments involved have not been disclosed. Under the bill finally agreed upon in Congress after protracted wrangling [Broadcasting, May 30, June 6], reorganization plans submitted to Congress by the President shall become effective within 60 days unless disapproved by a majority of either House.

GUILFORD

Greensboro AM Grant

Proposed decision was reported by FCC last week to grant application of Guilford Broadcasting Co. for new AM station at Greensboro, N. C., on 1400 kc with 250 w full-time. Firm is owned solely by Guilford Hutchison, general manager of WBIG Greensboro.

Although the proposed station would not meet FCC requirements as to nighttime metropolitan district coverage, the majority voted to grant the application in view of the limited services now available there. Comrs. Rosel H. Hyde and George P. Stetcher voted to deny the application and Comrs. Wayne Coy and Frieda B. Hennock did not participate.

The Commission also issued a memorandum opinion and order to deny petitions of WSIC Statesville, N. C., and WHLF South Boston, Va., requesting FCC to reopen the record in the case to accept a statement from Mr. Hutchison as to whether he would proceed with the new outlet in view of his recent WBIG promotion. FCC found that no or only very slight interference would be caused these general managers by the proposed outlet.

SALARIES

Protest FCC Ruling

The SOCIALIST Party protested to FCC last week against the Commission's New Mayflower Decision permitting radio stations to broadcast editorials [Broadcasting, June 6]. Revocation of the decision was urged.

"Even today it is almost impossible for minority viewpoints to get a fair hearing," the party's national secretary, Harry Fleischman, declared in a letter to FCC Chairman Wayne Coy. He charged that all four major networks have been "guilty of ... not granting equal time for the discussion of both sides of controversial subjects." Under the editorializing decision, he predicted, "conditions will be even worse than before." Since networks and stations depend upon advertising, he said, "their economic interests will lead them, consciously or unconsciously, to an editorial bias in favor of the point of view of private capitalism. . . . Your decision vitally impairs real free speech for the people of America."

Fitch Heads WJIM

HOWARD K. FINCH, vice president in charge of production at WJIM Lansing, Mich., has been appointed WJIM general manager, Harold F. Gross, president and owner, has announced. With the exception of four years in the armed forces, Mr. Finch has been with WJIM since it was established in 1934. His promotion comes shortly before the station's 25th anniversary celebration.
FURTHER proof of the value of radio advertising to a public utility firm [Broadcasting, May 23] has been reported by WMBD Peoria, Ill., and the Central Illinois Light Co. This month marks the 14th year the utility company has sponsored Cileo Town Crier on WMBD. The program was started for the following purposes: (a) to offer valuable service, without charge, to the people of Central Illinois; (b) to create good will for the sponsor; (c) to increase the use of gas and electricity in the area served by Central Illinois Light Co., and (d) to increase the sale of electrical and gas appliances, primarily for the sponsor, secondly for associated dealers.

Cileo Town Crier has fulfilled all of these requirements for the sponsor, according to WMBD. Daily at 10:30 a.m., the tolling of a bell ushers in the 10-minute program. In informal dialogue fashion, the show features brief, new announcements of social and civic events in the Peoria area.

Only those affairs open to the public and operated for no profit are announced. Any church, club or organization sponsoring such an affair has the free use of the show to promote the event. During the 14 years the program has been aired it has been used for 56,000 public service announcements. An average of 255 organizations are served and approximately 58 central Illinois cities are represented each month on the broadcast.

Central Illinois Light Co. also realizes a substantial saving each year from the use of the program by civic organizations. Many groups which previously asked for cash donations from the firm prefer to have their affairs publicized on the Town Crier rather than request gifts.

Several tests of the pulling power of the program also have been made with satisfying results, WMBD reports. A contest for the oldest gas and light bill was held, offering 38 prizes including gas and electrical appliances. Thousands of entries were received not only from Peoria but for a radius of 60 miles. Of special interest to the sponsor was that all prizes were awarded for bills dated from 1860 to 1898.

Radio is definitely a “must” in Central Illinois Light’s advertising budget. Because of its impact and ability to use a unique programming technique to solve a public relations problem, the firm recently purchased a half-hour Saturday program, Kitchen Party, in addition to its daily City Crier on WMBD.

Summing up the utility firm’s satisfaction, R. K. Dallas, service sales manager, wrote WMBD: “The Cileo Town Crier renders a public service in furnishing to the home, through the medium of radio, information of interest to the householder. We have found this program an excellent way by which to send information of our services to our customers.”

ARTHUR GODFREY, CBS radio-TV star, won silver plaque in Twin Beech class of third annual Spring Air Regatta, Wings Field, Ambler, Pa. * * *

PEGLER CASE

COLUMNIST Westbrook Pegler last week agreed to appear in legal action against him and his syndicate, King Features, brought by Drew Pearson, columnist and ABC commentator [Broadcasting, May 30]. Summons had been served on the syndicate but efforts to find Mr. Pegler had failed until he agreed to appear.

Next step in the action, which is being brought in New York Supreme Court by Mr. Pearson’s lawyers, Greenbaum, Wolf & Ernst, New York, will be service of the complaint. Two of Mr. Pegler’s columns, charging Mr. Pearson and Walter Winchell with irresponsible attacks on the late Secretary of Defense, James Forrestal, are said to be the reason for the action.

Mr. Dallas cuts birthday cake celebrating Cileo Town Crier’s 14th year. Waiting for a slice are WMBD announcers, Emil (Farmer) Bill (center) and Milton Budd, who appear on the show.
LANGUAGE STATIONS

EMIL MOGUL, president of the New York advertising agency bearing his name, last week told a clinic of foreign language broadcasters that if some of their members would improve business practices, they could tap millions in new advertising revenue.

Mr. Mogul, whose agency handles such heavy radio accounts as Barney’s Cloth and Canadian Por Co., New York, spoke at a luncheon session of a one-day clinic of representatives from foreign language stations. The clinic, proposed and organized by Ralph Weil, general manager of WVO New York, attracted executives of some 30 stations. It was held at New York’s Roosevelt Hotel.

The agency executive, explaining he intended his criticism to be helpful in improving business for broadcasters, said he had encountered astonishing deceptions, delays and disinterest in trying to buy time on some foreign language stations.

He said it was unusual for a station to fail to respond to letters from the Emil Mogul Co. seeking time availabilities and market information needed to purchase time for clients.

“Frankly,” he said, “we can’t get the proper information from the stations to make it possible for us to expand our foreign language business.”

Mr. Mogul cited examples of campaigns that were cancelled because clients either tired of waiting for delayed responses from stations or found information that was provided either inaccurate or undependable.

“Recently,” he said, “we had a client who wanted to do a foreign language campaign in 15 or 15 markets. We sent letters asking for availabilities and market information to stations in those places. Do you know that although we sent as many as four letters to some of those stations, and even wired some, we never got replies?”

Mr. Mogul also charged that in some instances he had found noticeable discrepancies between rates quoted to him by station managers and rates for similar time quoted by brokers to whom stations had apparently wholesaled time periods for resale.

He recalled one instance in which the rate for a particular spot quoted by “a broker” was 40% less than that quoted by the same station’s management for a similar period.

Apparently, Mr. Mogul said, some foreign language stations pay little if any attention to the disposition which persons to whom they have given a lack of time make of the periods.

Mr. Mogul said the kind of information that agencies needed from foreign language stations included statistics on “every foreign language group you broadcast to” and case histories showing successful use of the station by advertisers.

“Scores of agencies that don’t use foreign language stations now would be glad to do business with you if you presented your story to them,” he said.

Urges Unity

Urging that independent broadcasters unite to act in default of action by networks “who have one foot in radio and one in TV, and are getting splinters in their rear,” Ted W. Newface, New York vice president and chairman of NAB Unaffiliated Stations Committee, keynoted the morning session.

United effort on the part of unaffiliated broadcasters will lead advertisers to allocate 50% of their radio dollars to independent stations, and not just for spot announcements. Mr. Gott said. The specialist broadcasters, he said, doing things as an aggressive group, will attain leadership recognized by the networks because of “defeat psychology.”

Other speakers included Read Lewis, director of the Council for American Unity; Yaroslav Chur, council’s director of program operations division; and Terence L. Willard Jr., NAB executive vice president, who said that video is destined to be the greatest of all mass communications media, but radio is by no means dead.

A panel on programming problems was moderated by Arnold Hartley, WVO New York program manager. Participants in the discussions were Robert O. Miller, WBSC Chicago, who outlined details of his station’s programming with eight “specialists” groups; Shelly Dobins, French Broadcasting System, who offered foreign broadcasters programs in French recorded abroad and requested French language programs be transmitted for broadcast in Europe; Pat Stanton, WJMJ Philadelphia, who outlined his station’s progress since its change from exclusively English broadcasting to foreign language transmission. WJMJ, he said, now programs five and one half hours daily of Italian programs; has built “an Italian broadcasting station within a station,” offering every type of program.

Muco Delgado, representing the State Dept’s Voice of America, offered foreign language broadcasters free of charge special programs made by the Voice for broadcast in foreign languages overseas.

Following luncheon, Dr. Sidney Roslow, director of The Pulse Inc., New York, presented “Auditing Your Foreign Language Audiences,” demonstrating with the WVO audit material.

He pointed out that the same survey could be applied to any small station willing to spend a “small amount.” The project, he said, needn’t be as extensive as the WOV operation, nor must it be done by The Pulse. It does, however, he emphasized, have to be done individually, as government census figures are inadequate for the job.

Before adjournment of the clinic, a national sales panel formed the nucleus of a national foreign language network, which it is hoped will grow as a foreign language quality group covering the major markets in the major foreign languages. Officers are to be appointed in key spots throughout the year, and contributions were accepted by Mr. Weil, for the immediate establishment of a secretariat.

MANAGER SHIFT

KGVU’s Fletcher to WEAR

CHANGE of managers at KGVU, Greenville, Tex. (280 w unlimited, 1400 kc), was announced by Truett Kimsey, of Fort Worth, owner of the station, last week.

Taking the place of Earle Fletcher, KGVU manager since 1946, is Leo Hackney, who joined the station May 15, 1947, and has been its commercial manager since May 1948. Mr. Fletcher has resigned to become manager of WEAR Pensacola, Fla., July 1. He has purchased 45% interest in WEAR and also holds 10% in KSSL Sulphur Springs, Tex.

IN LOS ANGELES

ON THE BEAM!

Direct to the 1,130,000 “SPECIALIZED GROUP” within the Los Angeles Market.

6 RESPONSIVE AUDIENCES IN ADDITION TO 3 MILLION ENGLISH SPEAKING LISTENERS

KOWL
5000 WATTS CLEAR CHANNEL

Owned and Operated by
ART CROGHAN & GENE AUTRY
HARDEST WORKERS ON YOUR COMMUNICATIONS TEAM

G-E BEAM POWER TRANSMITTING TUBES

—always ready for dependable service—minutes or hours of it!

—need low drive, so ask less of your power supply.

—replacements are convenient to obtain...you can secure new tubes fast from your local G-E tube distributor!

DESIGNERS of equipment give first place to General Electric beam power economy tubes. Their low drive requirements — a characteristic of this type — pay off in less space needed for the driving stages of a transmitter. That's Saving No. 1! And drain on the battery or other source of power supply is reduced...

Saving No. 2.

If you operate police, taxicab, or ambulance radio equipment — if you maintain an airport, ship-to-shore, or other communications system — the benefits of a more compact transmitter and lower power consumption are matched by G-E tube dependability. These beam power types are amply proved in tough service!

A complete line of General Electric tubes is available, spanning the range of outputs and frequencies in communications work. Designers and builders of equipment, through their nearby G-E electronics office, may call on experienced G-E tube engineers to help select the right types for new circuits.

Transmitter owners will find that same-day, often same-hour service is given by their local G-E distributor on tube replacements. From coast to coast, stocks are in readiness for your emergency call! Get to know your G-E tube distributor; he's equipped to serve you fast...

...and well! General Electric Company, Electronics Department, Schenectady 5, New York.

### Ratings (ICAS) for typical operation, Class C plate-modulated

<table>
<thead>
<tr>
<th>Type</th>
<th>Plate voltage</th>
<th>Plate current</th>
<th>Driving power (approx.)</th>
<th>Power output (approx.)</th>
<th>Freq. at max ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>GL-2E26</td>
<td>500 v</td>
<td>54 ma</td>
<td>0.15 w</td>
<td>18 w</td>
<td>125 mc</td>
</tr>
<tr>
<td>GL-807</td>
<td>600 v</td>
<td>100 ma</td>
<td>0.4 w</td>
<td>42.5 w</td>
<td>60 mc</td>
</tr>
<tr>
<td>GL-829-B</td>
<td>600 v</td>
<td>150 ma</td>
<td>0.9 w</td>
<td>70 w</td>
<td>200 mc</td>
</tr>
<tr>
<td>GL-813</td>
<td>2,000 v</td>
<td>200 ma</td>
<td>4.3 w</td>
<td>300 w</td>
<td>30 mc</td>
</tr>
</tbody>
</table>

Photo by courtesy N. Y. State Police

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS

BROADCASTING • Teletcasting
I'm a Little Cuckoo
The Turtle Song
DJ-716

Larry Green
Lover's Gold
There's Yes! Yes! In Your Eyes
DJ-717

Charlie Ventura
Barney Google
Smoke Gets In Your Eyes
DJ-719

Fran Warren
Homework
You Can Have Him
DJ-718

"DJ" discs couple the cream of the RCA Victor hits for your convenience!

Programs

FAMOUS Barnee-Lowe orchestra of Washington's Shoreham Hotel is being featured in summer music series over WSB. Program is originated from hotel's terrace by WOL (Mutual affiliate in Washington). Acting as host and co-m.c. is Barnee Breeskin, who in addition to conducting the music, will feature as weekly guests diplomats, statesmen and legislators of many states and nations. Paired with Mr. Breeskin is Maxim Lowe as director and producer. Program is aired Saturday 11:11:10 p.m.

"Petroleum on Parade"
DUE TO oil industry's growth and importance in Tri-State area—Indiana, Illinois and Kentucky—WPS Evansville, Ind., has scheduled new Sunday afternoon program, Petroleum on Parade, under sponsorship of Ryan Oil Co. Program is dedicated to producers, workers and land owners. Petroleum on Parade comprises feature stories on oil, news of current Tri-State oil activities, biographical sketches of owners, oil-producing land, and predictions of coming oil developments. Program is prepared and aired by George C. Compton, station's principal news reporter.

"Wrightsville Folks"
ONE OF WTIC Hartford, Conn.'s most popular programs more than decade ago, The Wrightsville Daily Clarion, has returned to station's air with title of Wrightsville Folks as a summer replacement. Played by its original cast, program is based on life in an old New England village which has maintained its character despite modern influences, and where language and idiom are proverbial. New England twang is delightfully preserved.

"Girl About Town"
EACH WEEK Eileen Kneeland, woman's program director of WHAV Haverhill, Mass., and station's Girl About Town, takes her wire recorder to call on noted New England personalities in their homes, and for chats with visiting celebrities. She has interviewed such people as Ben Ames Williams, Anya Seeton and Jessica Dragoonette.

"Fashions in the Air"
TELEVISION show, Fashions in the Air, featuring clothes from Coleman's of Fashion Shop, Beverly Hills and Wellesley, made its debut early this month over WBZ-TV Boston. Initial quarter-hour show displayed gowns by such famous American designers as Sondheim, Chapman, Simpson and McCardell. Muriel Williams Hart, as fashion commentator, was assisted by three Hart models, with music supplied by Al Navarro and the Quintet.

Air Disaster Coverage
LOG FOR WAPA San Juan, P. R., discloses air and announcements concerning air disaster which occurred off Point Salinas, P. R., the worst in Caribbean history. Station aired first flash at 6:55 p.m.; at 6:30 p.m. it fed ABC story of disaster, and at 10:20 p.m. gave report on raising of plane and continuity of rescue work.

"Story Time"
SERIES of children's programs designed for classroom listening has been completed by WAVL Vandergrift-Apollo, Pa. In cooperation with Hamburg Bros., RCA Victor distributor of Pittsburgh, has aired RCA Victor Story Time at 2:15 Tuesday and Thursday afternoons. Students from schools in several surrounding counties assembled in classrooms to hear program. Station reports teachers and pupils hailed program as educational and interesting.

"Sketch-a-Quiz"
NEW PROGRAM which made its debut on WOIC (TV) Washington last Monday as daily feature gives viewers opportunity for on-the-spot participation with possibility of winning wide assortment of prizes. Titled Sketch-a-Quiz, program features studio artist progressively drawing portrait of well known person. Viewers are invited to call m.c., Judd Whiting, and make identification of person whose portrait is being drawn. If identification is not established on first night, progressive drawing of portrait continues throughout week until viewers give correct identification. Announcement of identification is withheld until three people have provided correct answer, with first, second and third prizes being awarded. Additional prizes are awarded each day. Program is produced by James S. McMurtry, and art work is under direction of Buddy Pappas.

Aid for Police
JIM MONROE, news editor for KCNO Kansas City, Mo., has added something new to his 9:30 p.m. Sun.-Fri. newscast. Working directly with Kansas City police force he maintains a running log of street intersections in city where traffic accidents have occurred frequently. Detailed information on number of accidents, injuries or fatalities at each spot enable Mr. Monroe to pinpoint one particular intersection for a traffic safety story each evening. Also tied in with this information is full account of any traffic incident that may have occurred during day, with complete instructions about traffic regulations at that particular intersection.

Washington Weekend
OPPORTUNITY to spend an all-expense paid weekend in Washington is offered on WLOW Norfolk, Va.'s Weekend in Washington, daily half-hour show. Contestants must give best reasons why they should take the trip, and winners are picked by board of judges. Trip includes stay at Wardman Park Hotel, sight-seeing tour, and tour of WNBW (TV) Washington. Program, which originates in Norfolk's Burrough's Restaurant is emceed by Dick Gould and Bob DrEPReD and is sponsored by Haynes Furniture Co. and Philco.

"Teen Magazine"
VIDEO program for teen-agers is WAAM (TV) Baltimore's Teen Magazine, telecast Tuesdays at 7 p.m. It consists of various visual pages, each edited by teen-age editor. All participants on each section of show are talented teen-agers chosen from various high schools. Such pages as entertainment, f a s h i o n s , odds and ends, sports, teenagers' problems, etc., are offered.

Guest Appearance
AFTER SUCCESSFUL experiment in May, WOL has set as regular feature of its Saturday matinee John Ball Show guest appearances by Washington radio listeners whose favorite records are featured during broadcast. Mr. Ball has invited each guest to assist in production of his show by introducing the disc brought to WOL for the occasion. Number of guests has to be limited in order to assure each a position on program, and show is aired from WOLS studio to provide space for audience.

Visitors Week
GUESTING on Beth Lee's Women's Page of the Air over WPTR Albany, N. Y., were visitors from Santa Claus and two internationally known educators. On June 6 Edward D. Stites of Butt Bros., nationally known manufacturer of children's toys, brought some of Santa's samples to Miss Lee's program. And on June 8 Joseph Konize, secretary of board of education of Luxembourg, and Antonio Macea, division supervisor of schools in the Philippines, who were touring New York, appeared on show and discussed educational organization of schools in Luxembourg and the Philippines.
1949 MARKETBOOK

with 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 leading Station Representatives and key 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. (4) Network, station representative, power, frequency, available surveys.

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
Rexall Co.

"A genuine service that will be widely used and constantly referred to . . ."

Lillian Selb
Feote, Cone & Belding

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

Richard Grahl
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.
NETWORK EDITORIALIZING

Vadeboncoeur Cautions Licensees on Use of "Fairness"

"THE RIGHT to editorialize, with 'fairness' as the keynote of that
right, was granted to broadcast licensees and the way that right
is exercised is the responsibility of each individual licensee. Whether
it is wise for station operators to allow a network to use their facil-
ties to broadcast editorial viewpoints formulated in New York,
Chicago or Hollywood is a serious question."

This warning is expressed by E. R. Vadeboncoeur, vice presi-
dent of WSYR Syracuse, N. Y., in a letter to BROADCASTING concern-
ing action of the FCC in lifting the Mayflower ban.

"As one of those who was active in the fight against the Mayflower
rule," Mr. Vadeboncoeur writes, "I think it is extremely important
for broadcasters to consider carefully a problem which now arises.
Concern expressed by the WSYR executive is the result of an an-
nouncement by one network that it will allow radio editors and radio
editorials "time from time to time."

"This is a proper use of the freedom which has been granted to station licensees in a question every station operator must define for himself," Mr.
Vadeboncoeur says. He continues: "There is a great distinction be-
tween a network editorial going out over an affiliated station and an
editorial broadcast over that station by its management. In the case of network owned and
operated stations, the network has no responsibility to the FCC or to the public, so far as license obli-
gations are concerned, for what it may be saying editorially over the individual station."

"Meanwhile, every time a network editorial is broadcast over an in-
dependent affiliated station, the operator of that station has dele-
gated the right given him by the FCC to another party."

"The editorial viewpoint of many network stations may vary widely on any given question. Every
network has stations in the South, in the Border States, in the North and in New England. Every net-
work has stations in the East and in the West. For many reasons a New York viewpoint may be quite different from the viewpoint of Portland, Me., or Shreveport, La., or
New England itself."

"...Every individual station operator is responsible to the FCC for the way he uses his license and, particularly, not for the license on which he uses this new right given to broadcasters. Every individual station owner is also responsible
to his community."

"The right to editorialize, with 'fairness' as the keynote of that
right, was granted to broadcast licensees and the way that right is
exercised is the responsibility of each individual licensee. It is
difficult to see how he can retain that right fully in so important a
matter if he is to pitch a switch and pipe in editorial viewpoints formulated in New York City."

"It is hardly a solution to say that the station operator will be
notified in advance and may take or leave such an editorial program.
In the first place, the very factor of time may make it impossible for
him to fully check the subject matter and the wording of the edi-
torial before he is called on to take it or leave it. There is every sort
of opportunity for slips and mis-understandings in such a system
and it should be studied with great care by the individual broadcaster
who will have to take responsibility, in the final analysis, for what
goes out over his station."

"While it is not an exact parallel, the best comparative situation
I can think of is the relationship between press services like Asso-
ciated Press, United Press and International News Service, and
their client newspapers. For almost exactly the same reason I have set
forth above, these news services do not attempt to use the columns
of their client papers for editorials. They provide news, features and
so forth, and leave it to each newspaper to write its own edi-
torials."

"This seems to be the safe and sensible way to handle such a re-
lationship and it would be just as valuable a philosophy in radio as
it now is in journalism."

"I have never advocated network editorials, but I feel that this
is a matter which should be handled completely between the affiliated
stations and their networks, without
out trying to make any rule or law concerning it."

"I do believe that every network affiliate should remember that the
right which has been granted him has been granted to him and that
everything which goes out over his air is still his responsibility and
that it is particularly so in this question."

ELLIS ATTEBERRY

Leaves KCKN To Head WJBC

ELLIS ATTEBERRY, manager of
KCKN Kansas City, Mo., for 12
years, has resigned to become man-
ger of WJBC Bloomington, Ill. He
was to assume his new duties late
June 15. Mr. Atteberry succeeds
Hale Bondur-

ant, who has been named
manager of KFBI Wichita, Kan. [BROAD-
CASTING, May 30]. Mr. Bondur-
ant will remain at WJBC until July 1
when he leaves to take over the
KFBI post.

Mr. Atteberry was with KCKN for
17 years. He previously operated
his own advertising agency in
Kansas City before joining KCKN
(then WLBF) in 1932. Mr. Bondur-
ant has been with WJBC for two
years. BROADCASTING, May 30, in-
correctly reported that he joined the
Bloomington station in 1942.
Mr. Bondurant previously had been
sales manager of WHO Des Moines
for 10 years, having joined that
station in 1932.

INTERSTATE Bakeries Corp., and
Post-Stalkins & Holden Adv. Agency
have presented the Cisco Kid promo-
tion award to KMA Shenandoah,
Iowa, for outstanding job of launching
the new show. Eleven stations par-
ticipated in contest.

RESULTS?

THAT'S US

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS-NOW!

Interested? Ask

JOS. WOOD & CO.

350 Madison Ave., New York
HARRY B. SMART has joined Chicago staff of Blair-TV Inc., television station representative firm. Mr. Smart formerly was with Dancer-Fitzgerald-Sample, Chicago, in radio research and analysis, and for past six months had been member of agency's new business team, specializing in media research and distribution analysis.

THOMAS HAMILTON, formerly network account executive with ABC, has joined CBS network sales department in same capacity. He replaces A. H. FLATEN, who was recently named account executive with CBS-TV sales staff (Broadcasting, June 13).

DAN STARR, formerly with Ruthrauff & Ryan, Seattle, has joined KRSC-TV Seattle. He will work on TV sales.

TBS SALES PLAN
Firm Selling for Outlets
TRANSCRIPTION Broadcasting System last week began negotiations with 30 sponsors on behalf of its members, seeking to sell the advertisers TBS programs carried by the affiliates.

It was said that 14 deals were being negotiated in New York, three in Detroit, two in Chicago and one each in 11 other markets.

The transcription network also announced the addition of 13 new members, bringing the total to 155. New members: WQAN Scranton (Pa.); WBNR Reno; WPFW Grand Rapids, and these New York State stations—W I Poughkeepsie, W2NY Newburgh, WHCU and WSPC (FM) Ithaca; WBNF (FM) Wellesley; WWET (FM) Bristol Center, WWCN (FM) Detroit, WYTV (FM) Cherry Valley, WVBN (FM) Turin, WSLB-FM Ogdensburg.

AD-HELP SERVICE
Available on Monthly Basis
DEALER Ad-Help Reporting Service, established 18 months ago by The Publisher's Auxiliary, is to be made available on a monthly basis, publication has announced.

The service, which could be used by stations in merchandising radio accounts, hereafter will “be carried on a monthly page as part of The Auxiliary,” the announcement said. It added that a periodic report, possibly published semi-annually or annually, will summarize all of the monthly reports in directory form.

The report, George H. Bechel, Auxiliary editor, explained, simply seeks to tell advertising men what assistance is available to their local merchants in the way of materials for use in retail advertising. Report can be obtained by writing to Dealer Ad-Help Reporting Service, Thorn Hill, Franklin, Ky.

HARRY W. HAMPTON, formerly with WQAN Scranton, has joined account sales staff of WHC New York, who replaces HUGH STUMPF, who has moved to San Francisco.

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Co- rona, Calif., as account executives and assistants in station production. Mr. Young, formerly with KGBB San Bernadino, Calif., will air his Johnny Young Show previously on that station. Mr. Dickson, was formerly with KPBC Cheyenne, Wyo., and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

EVERETT-McKINNEY Inc., New York, has been appointed national representative by WLAM Lewiston-Auburn, Me.

BARTON K. FERRE, formerly in charge of radio and television at Fallt-Wessinger Inc., Lancaster, Pa., has joined WGAL-TV Lancaster's sales department.

TAYLOR-BORROFF Inc., station representative, has moved its Dallas office from Construction Bldg., to 1714 M&W Tower Bldg.

Jim Black

JIM BLACK, formerly with WCPG Cincinnati, has joined sales staff of WKRC Cincinnati. He replaces HUGH STUMPF, who has moved to San Francisco.

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Corona, Calif., as account executives and assistants in station production. Mr. Young, formerly with KGBB San Bernadino, Calif., will air his Johnny Young Show previously on that station. Mr. Dickson, was formerly with KPBC Cheyenne, Wyo., and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Corona, Calif., as account executives and assistants in station production. Mr. Young, formerly with KGBB San Bernadino, Calif., will air his Johnny Young Show previously on that station. Mr. Dickson, was formerly with KPBC Cheyenne, Wyo., and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

ROBERT I. FOREMAN has been appointed sales manager of WLDY Ladyfith, Wis. Previous to his appointment, he was salesman on station staff.

H. H. WHITE, salesman for KXOK St. Louis, is the father of a girl, Elizabeth Hill.

PHIL LEWIS of WCCO Minneapolis sales department is the father of a girl, Vicki.
June 10 Decisions...

**ACTIONS ON MOTIONS**

By Commissioner Jones

Easley Borg, Co., Easley, S.C.—Granted petition for leave to amend application to specify 1050 kc 250 w D in lieu of 1490 kc 250 w unl., accepted amendment; on motion revered above application and that of Spartenburg Radio Co. for new station at Spartenburg, S.C., from hearing involving applications of William M. Drake, Greer, C. and Piedmont Beast, Co. Greenville, S.C.; continued indefinitely Easley application. Easley, S.C., and ordered that hearing on Spartenburg application be heard in separate proceeding at time, place and date previously scheduled by Commission or when dismissed petition filed May 31 to amended application of Easley Borg, Co. Easley, S.C.

By Brachvog Belz Corp., Norfolk, Va.—Granted petition requesting dismissal without prejudice application new station.

By Examiner Litvin


By Examiner Cooper

WMAW Milwaukee, Wis.—Granted continued hearing on applications for license to Lexington, Ky., or involuntary transfer of control to August 18, 1950.

By Examiner Johnson

WORK York, Pa.—Granted continuance of hearing on application to Sept. 20.

**June 10 Applications...**

**ACCEPTED FOR FILING**

Modification of CP

KGAN Kingman, Ariz.—Mod. CP new AM station for extension of completion date.

ME—CP new AM station to increase power etc. for extension of completion date.

**JUNE 10 to JUNE 17**

**ACCTIONS OF THE FCC**

**June 13 Applications...**

**ACCEPTED FOR FILING**

Modification of License

WCCP Savannah, Ga.—Mod. license to accept restriction from C. Peterson to C. Peterson t/r as Dixon Beast, Co. Dixon, Ill.

AM—910 kc

KAVR Havre, Mont.—CP to change from 1420 kc 250 w unl. to 810 kc 1 kw unl. DA-N.

AM—950 kc

WCAV Norfolk, Va.—CP to change from 860 kc 1 kw D to 1350 kc 1 kw W.

AM—1240 kc

**APPLICATION RETURNED**

KROG Sonora, Calif.—RETURNED June application for license to cover CP. Incomplete.

**June 14 Decisions...**

**BY THE SECRETARY**

WJBB Haleyville, Ala.—Granted license for new AM station 1230 kc 250 w unl.

KFRD Rosenberg, Tex.—Same—860 kc 10 kw unl. DA-N.

WNAV Annapolis, Md.—Same—1430 kc 500 w unl. DA-N.

WEBR Bradford, Pa.—Granted mod. license to change main studio location.

WBBR Pensacola, Fla.—Same.

WBLK Clarksville, W. Va.—Granted CP with reinstatement of full new vertical polarization and ant. mounting of full ant. on side of AM tower, with changes in trans. equip. and change trans. location.

WNAC-TV Boston—Granted application for mod. CP reducing ant. from 366 kc to 257 kc 1 kw D. on the move to 86.6 kc 1 kw D.

KGO San Francisco—Granted mod. CP to change ERP from 16 kw 1 4.5 kw; authorize 7 kw to 25 kw and to make ant. changes. increased from 25 kw to 50 kw.

Following were granted mod. CP's for extension of completion date as shown: WATV Newark, N.J., to 1-9-50; KECA-TV Los Angeles, Calif., to 8-18-49; KTOV-TLV Albuquerque, N.M., to 10-1-49; WBNZ Columbus, Ohio, to 11-1-49; KTVT Los Angeles to 12-31-49; WFPM-TV Indianapolis to 2-1-49; WIPF New York to 2-3-49; KBFG FM Des Moines to 8-27-49; KON Reno, Nev. to 11-1-49; KSTN Monrovia, Calif., to 12-31-49; WGUI Gainesville, Fla. to 7-4-49; WCBR Rapid City, S.D., to 12-31-49; WMBS Bloomington, Ind., to 10-1-49; WDSD-FM Chattanooga, Tenn. to 7-29-49; WCMG Philadelphia, Ga., to 12-21-49; WMHI-FM Chicago, to 10-1-49; WINS-TV New York, to 12-31-49; XFRA-FM Fort Smith, Ark. to 1-1-49; WJAS-TV Easton to 4-1-49; KYOR San Diego to 12-31-49; WLDJ Columbus, Ohio, to 1-1-50; WFBS-FM Greenville, S.C., to 1-1-50; WMRY New Orleans to 1-1-50; WFTH Grand Rapids, Mich., to 1-1-50; WORY New York to 10-10-49; WBNS Columbus, Ohio, to 10-10-49; WQOD-FM Chattanooga, Tenn. to 7-29-49; WCMG Philadelphia, Ga., to 1-1-50.
### CONSULTING RADIO ENGINEERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Services</th>
</tr>
</thead>
</table>
| JANSKY & BAILEY          | Executive Office  
National Press Building  
Offices and Laboratories  
1329 Wisconsin Ave., N. W.  
Washington, D. C.  
ADams 2414 | MA 7-5400 | Consulting Engineers |
| McNARY & WRATHALL        | Radio Engineers  
906 Nott. Press Bldg.  
1407 Pacific Ave.  
Washington 4, D.C.  
Santa Cruz, Cal. | MA 5-2601 | Consulting Engineers |
| RAYMOND M. WILMOTTE      | 1469 CHURCH ST., N.W.  
DE. 1234  
WASHINGTON 5, D. C. | MA 3-7205 | Consulting Engineers |
| RUSSELL P. MAY           | 1422 F St., N. W.  
Kellogg Bldg.  
Washington, D. C.  
Republic 3964 | MA 3-7302 | Consulting Engineers |
| ANDREW CORPORATION       | CONSULTING RADIO ENGINEERS  
363 E. 75th St.  
Triangle 4400  
CHICAGO 19, ILLINOIS | MA 3-3401 | Consulting Engineers |
| CHAMBERS & GARRISON      | 1519 Connecticut Avenue  
WASHINGTON 6, D. C.  
MICHIGAN 2361 | MA 3-6401 | Consulting Engineers |
| JOHN CRETZ               | 319 BOND BLDG.  
REPUBLIC 3151  
WASHINGTON, D. C. | MA 3-3401 | Consulting Engineers |
| GUY C. HUTCHESON         | 1100 W. ABRAM ST.  
PHONE 1218  
ARLINGTON, TEXAS | MA 3-1401 | Consulting Engineers |
| LYNNE C. SMEBY           | "Registered Professional Engineer"  
930 13th St., N. W.  
EX. 8073  
Washington 6, D. C. | MA 3-6401 | Consulting Engineers |
| A. D. RING & CO.         | 26 Years Experience in Radio Engineering  
MUNSEY BLDG.  
REPUBLIC 2347  
WASHINGTON 4, D. C. | MA 3-4201 | Consulting Engineers |
| ROTHROCK & BAIREY        | SUITE 604, 1755 K ST., N. W.  
National 0196  
WASHINGTON 6, D. C. | MA 3-7302 | Consulting Engineers |
| KEAR & KENNEDY           | 1703 K ST., N. W.  
STERLING 7932  
WASHINGTON, D. C. | MA 3-7302 | Consulting Engineers |
| A. EARL CULLUM, JR.      | CONSULTING RADIO ENGINEERS  
HIGHLAND PARK VILLAGE  
DALLAS 5, TEXAS  
JUSTIN 8-6108 | MA 3-7302 | Consulting Engineers |
| H. V. ANDERSON           | Consulting Radio Engineers  
134 Claramont St., Phone 7-277  
Lake Charles, La. | MA 3-7302 | Consulting Engineers |
| NATHAN WILLIAMS          | Allocation & Field Engineering  
20 Algoma Blvd., Ph. Blackhawk 22  
Oshkosh, Wisc. | MA 3-7302 | Consulting Engineers |
| LYNNE C. SMEBY           | "Registered Professional Engineer"  
930 13th St., N. W.  
EX. 8073  
Washington 6, D. C. | MA 3-7302 | Consulting Engineers |
| GEORGE P. ADAIR          | Radio Engineering Consultant  
Executive 5851  
1833 M STREET, N. W.  
Executive 1230 WASHINGTON 6, D. C. | MA 3-7302 | Consulting Engineers |
| LEE E. BAKER             | Consulting Radio Engineer  
826-28 Landers Bldg.—Ph. 3631  
SPRINGFIELD, MISSOURI | MA 3-7302 | Consulting Engineers |
| GEORGE C. DAVIS          | 501-514 Munsey Bldg.—Sterling 0111  
WASHINGTON 4, D. C. | MA 3-7302 | Consulting Engineers |
| GAUTNEY, RAY & PRICE     | (successors to John Barren)  
CONSULTING RADIO ENGINEERS  
1052 Warner Bldg.  
Washington 4, D. C. | MA 3-7302 | Consulting Engineers |
| FRANK H. McINTOSH        | 710 14th St., N.W.—Metropolitan 4477  
WASHINGTON, D. C.  
Member AFCC* | MA 3-7302 | Consulting Engineers |
| WILLIAM L. FOSS, Inc.    | Formerly Colton & Foss, Inc.  
927 15th St., N. W.  
Republic 3883  
WASHINGTON, D. C. | MA 3-7302 | Consulting Engineers |

*Member AFCC*
Julian Bentley, member of WBBM Chicago staff since 1947 and prior to that news editor of Prarie Farmer and WLS Chicago, has been named news editor of WBBM.

Frank Barton, writer and supervisor of two news shorts at station since 1944, was named assistant news editor. Mr. Bentley replaces Everett Holles, who resigned to work on television news in New York following vacation in Europe.

Martin Agronsky, ABC commentator, was awarded Master of Arts degree, honoris causa, from Rutgers U. Degree was conferred on Mr. Agronsky, member of Rutgers class of 1938, for his "accurate, objective and illuminating interpretations of contemporary world events."

Allan Jackson, CBS news reporter, has been transferred from New York to network's Washington news staff, and will be heard from the capital on his regular programs, Saturday and Sunday at 11 a.m.

E. W. Ziebarth, newswriter-analyst for WCCO Minneapolis-St. Paul will leave this month on extended observation tour of Europe. Mr. Ziebarth is also consultant in education for CBS, and will act as radio correspondent for network; while he gets first-hand information on European situation for WCCO listeners.

Pat Flanagan, popular CBS Chicago sportscaster, has returned to WENR-TV, ABC's Chicago station, for five-a-week sportscast, 6:45-7 p.m.

C.D.T. Mr. Flannagan, who has been living in Phoenix for past five years, may cover other TV sports activities.

Charles (Bud) Dailer Jr. has joined WLEX Lexington, Ky., as sports director.

Norm Keller and Lou Harris, former general manager and program director, respectively, of WVAW (FM) Cheviot, Ohio, are working with WCNH Quincy, Fla., as news team.

Bill Day, director of news and special events at KOA Denver, has been appointed to handle press duties for station. His department henceforth will be known as news, special events and press. Don Allen, formerly head of KOA's press department, has been appointed director of public service programs.

Bob Johnson, formerly of WKBZ Muskegon, Mich., has joined news staff of WTAM Cleveland.

Channing Coop, farm commentator for WCON Atlanta and prominent Georgia farmer, has announced publication of his first book, Front Page Farmer.

Sid Ziff, sports editor of San Fernando (Calif.) Valley Times, has started quarter-hour daily sportscast on KFWB Los Angeles.

WFDJ (FM) starts Third FM Outlet of ILGWU

(See Hennewick story this issue.)

WFDJ New York, the third FM station to take to the air under auspices of International Ladies Garment Workers Union, formally began broadcasting at 8 p.m. Thursday.

It kicked off from the stage of Carnegie Hall with a two-hour tribute to the memory of the late President Franklin D. Roosevelt. Mrs. Roosevelt was among those scheduled to participate.

Among others to take part: David Sarnoff, RCA board chairman; POC Comr. Freda Hennewick; Mayor William O'Dwyer; David Dubinsky, ILGWU president; Henry Morgenthau Jr., president of the Franklin Delano Roosevelt Memorial Foundation; AFL President William Green; Walter Reuther, president of the United Auto Workers, CIO; Lt. Gen. Walter B. Smith, commanding general First Army; Lawrence Tibbett, Jan Peerce, Albert Spalding and many others from the entertainment world.

Edward Arnold was given the emcee spot. Salutes from Hollywood came from Eddie Cantor; Ronald Reagan, president of Screen Actors Guild; Gene Kelly and Anna Roosevelt. From overseas came the voice of Leon Blum, former foreign minister of France, and messages from Pandhit Nehru, prime minister of India, and Ailede De Gasperi, Italy's prime minister.

The opening program was carried on the AM facilities of WNYC New York, the city's municipal station. WFDJ will be heard daily from 2 to 11 p.m. on channel 282 (104.3 mc). Other ILGWU FM stations are WVUN Chattanooga and KFMV Los Angeles.

Radio Clinic

Opens at Denver U. July 25

Sales promotion and radio news will be the theme of the third Professional Radio Clinic to be held at U. of Denver July 25 to Aug. 26. Highlighting the clinic, and especially designed as short courses for station personnel, will be three one-week clinics in radio sales, radio for retailers and radio news departments.

Maurice Mitchel, director of the newly formed Broadcast Advertising Bureau, will lead off this series the week beginning Aug. 8. For five days Mr. Mitchell will conduct the radio sales sessions with the now famous "Mitch's Pitch." Beginning Aug. 15, for five days, Howard Abrahams, director of sales promotion of the National Retail Dry Goods Assn., will outline ways radio can be used by retail stores to tell their story and sell merchandise.

Arthur Stringer, NAB staff director and secretary of the NAB news department, will close the series of one-week clinics with a week on radio news departments that pay dividends.

Get More Recording For Your Money

By the Sensational New Columbia

Microg Groove Method

Savings Like This!
* Substantially Lower Cost Per Record
* More Program Time Per 12" Disc Than
  On Present 16" Record
12" Record Plays 20 Minutes, each side —
10" Plays 13 Minutes, each side.
Full Columbia Transcription Quality
Maintained Throughout.

Write, Call or Wire for Full Details!

Columbia Transcriptions

A Division of Columbia Records, Inc. 69
Trade Marks "Columbia" and B.C. Reg. U. S. Pat. Off. Marques Registrados @ Trade Mark
Los Angeles: 8723 Alber Drive
New York: 790 Seventh Avenue
Chicago: Broadmoor 3-5411
Bradshaws 5-7300
Circle 5-7300
Whitehall 6000

In Cincinnati, What Station Has the Lowest Cost Per Thousand?

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

L. B. Wilson

WCKY

Cincinnati

50,000 Watts of Selling Power

In Cincinnati, What Station Has the Lowest Cost Per Thousand?

See Centerspread This Issue

On the Air Everywhere 24 Hours a Day

L. B. Wilson

WCKY

Cincinnati

50,000 Watts of Selling Power

Broadcasting Telecasting
J. BALLANTYNE
Dies at Son's Graduation

JOHN BALLANTYNE, 49, chairman of the board of directors of Philco Corp., collapsed and died June 10 while delivering a commencement address at Meadowbrook (Pa.) School for Boys, where his son, John William, 13, was a member of the graduating class.

Mr. Ballantyne, chairman of the school's board of directors, had been speaking only a few minutes when he collapsed. His wife, the former Alberta F. Baker, and their daughter, Dolores Maire, also were in the audience.

A graduate of the Wharton School of Commerce and Finance of the U. of Pennsylvania in 1921, Mr. Ballantyne was an accountant until 1934, when he joined the old Philco Radio and Television Corp. as treasurer. When the present

WJAY ON AIR
S. Carolina Outlet Starts

WJAY Mullins, S. C., which began operation June 1, was joined June 5 with special broadcast cere monies. Station has 1 kw daytime on 1280 kc.

Located on U. S. Highway 76 between Mullins and Marion, S. C., WJAY was granted in September 1948 to The Mullins and Marion Broadcasting Co. Inc. is equally owned by three individuals: W. H. Daniel Jr., farmer and part owner of Daniel & Nichols Warehouse house, tobacco house, president; W. L. Harrison, attorney, vice president, and W. G. Smith, farmer and bookkeeper at warehouse, secretary.

B. George Barber Jr., formerly promotion manager at WCOS Columbia, S. C., is WJAY general manager. Other personnel includes: Jack Ikner, chief engineer; James Atkins, chief announcer; Bruce Peteway and Forest Ramsey, announcers-engineers; Terry Bane, announcer; H. Leon Webster and S. F. Watson, sales representatives, and Mrs. Joe C. Williams, bookkeeper-receptionist.

Mr. BALLANTYNE

Philo Corp. was formed in 1940. He became treasurer, holding this post until 1941 when he was named vice president of operations.

Mr. Ballantyne served as Philco president from 1943 until June 1948 when he became chairman of the board. A former director of the Radio Manufacturers Assn., he also was a director of the Philadelphia Chamber of Commerce.

In addition to his wife and two children, Mr. Ballantyne is survived by two sisters, Mrs. George Boisbourn and Mrs. Frank Mathew.

NEW TBS SERIES
Emcees Signed for Show

TRANSCRIPTION Broadcasting System last Monday announced the signing of Joey Adams and Tony Canzoneri as emcees for the network's 15 minute, across-the-board series its a Great Show. Material for the program was recorded backstage at night clubs, theatres, premiere, etc., before the comedy team's June 13 opening at New York's Copacabana night club. Subsequently, programs will be transcribed at special locations.

It's a Great Show is one of six packages comprising nine hours of weekly programming furnished to TBS member stations.

1947 EARNINGS
Treasury Lists Radio Names

LARGEST single payment listed in the Treasury's report on earnings for 1947, released last Monday, was $887,515 paid by NBC to Fred Waring's Pennsylvanians. The report, which was not complete for the radio industry, included earnings in excess of $75,000, with bonuses and commissions.

Well known radio talent personalities who appeared in the report included Bing Crosby with $112,500; Bob Hope, $116,000, and Dorothy Lamour, $150,016.

Other payments reported for the industry included: NBC—Frank Black $105,560; Mary Margaret McBride $105,560; Carleton E. Morse $112,937.32; William Stern $108,023.14; Aturo Toscanini $120,000; Niles Trampe $220; ABC—Mark Woods $85,000; Don Lee Network—W. W. Pabst $74,000; J. C. Symes $129,074.49; L. G. Pate $77,069.30; Foot & Company—Fairfax Cone and Emerson Foote each $85,000; Zenith Radio Corp.—H. C. Bonfig $76,905.62; E. H. McDonald Jr. $30,000; Hugh Robertson each $100; W. J. Walter Thompson Co.—Henry T. Stanley $65,100; Decca Records—Jack Kapp $89,423; General Electric Co.—Charles E. Wilson $116,700; American Telephone and Telegraph Co.—W. S. Griffith $259,370.

Listed in the top 10 salaries for 1947 were Vincent Marcella, Tobacco Co. president, who received $484,600; and E. H. Little, American Tobacco Co.—Palatine—Peet Co., with $350,000. Both firms are heavy users of radio and television ads. Also listed were B. Earl Beck, Allied Stores Corp., $51,920; Clarence Mill of General Foods Corp., $130,000, and Theodore G. Montague, Rorden Co., $112,500.

KOOS KIDO
Get Better Facilities

INITIAL decision of Hearing Examiner J. P. Blume reported by FCC Tuesday to grant bids of KOOS Coos, Bay, Ore., and KIDO Boise, Ida., for changes in assignments.

KOOS would be granted switch from 250 w fulltime on 1230 kc to 1 kw fulltime on 630 kc while KIDO would change from 2.5 kw day, 1 kw night on 1380 kc, unlimited, to 5 kw fulltime on 630 kc. Both grants must receive site approval by Civil Aeronautics Administration.

The examiner's decision found that both proposals would give first primary service to areas and populations not presently receiving service both daytime and nighttime. There would be no mutual objectionable interference during the day between KOOS and KIDO, but there would be some at night. However, the finding concluded this could be tolerated in view of the extended services.

KOOS, established in 1928, is a Mutual affiliate. KIDO is an NBC outlet and also was founded in 1928.

Miss Goold Promoted

LUCILLE GOOLD, head of fashion department of Hillerich & Garfield, New York, since November, has been appointed vice president in charge of fashion advertising and merchandising.

FRiENDS

"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

RADIOTIME, INC.
53 W. Jackson Blvd.
Chicago 4, Ill.
**Classified Advertisements**

**Payable in Advance**—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per inch. Address all communications to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

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

---

**Help Wanted**

**Managerial**

Commercial manager wanted by 250,000AM, Boston, Mass. Must have rep. in community of 16,000 on east coast. Stable, progressive station. Several years experience in metropolitan market will be given opportunity securely. Will have full charge over sales, personal, ad. Write Box 542B, BROADCASTING.

Immediate opening—Commercial manager for Georgia station. Top sales salary, must be able to sell, Must send resume and three references. Also, experienced announcer with initiative. Box 498B, BROADCASTING.

Managerial positions—(2) 250 watt, network affiliate, eastern college town. Current sales $12,000. Must be aggressive, progressive. Desire able manager, ability to secure profitable sales. Box 475B, BROADCASTING.

Wanted—Transmission engineer for 5 kW AM, Class D station. 2 years experience, salary negotiable. Box 507B, BROADCASTING.

Wanted—FM Transmitter engineer for 500 watt, western network affiliate. Must have full charge over transmitter and secondary control. Progressive background. Be able to work with top people. Box 530B, BROADCASTING.

Manager, mechanical, electrical, broadcast maintenance. Ten years experience in radio, must be familiar with electronic, mechanical, broadcast maintenance. Must be able to train two mechanics. Send resume and references in confidence, Box 499B, BROADCASTING.

**Technical**

Wanted—Combination operator-announcer. Heavy on the announcing. Must have full charge over transmitter and secondary control. KSun, Bisbee, Arizona.

Mutual affiliate seeking a GI trainee as with 8 years experience in all phases of radio. Must have FCC license but need not have experience. William T. Kemp, KVER, Albuquerque, New Mexico.

Wanted—Transmit engineer for 5 kW AM, progressive Midwestern station. Must have 10 years experience, salary negotiable. Box 514B, BROADCASTING.

Engineer—First class license, prefer control room experience. Car desirable. Willing to travel. WIBX, Utica, N.Y.

Production—Programming, others

News Director. Must be network caliber newscaster, experienced in local reporting. Must be able to bring with you writing talent and be with ability to direct department. Progress in rate and salary dependent upon large city station necessary. Give exact experience and salaries. Box 512B, BROADCASTING.

**Situations Wanted**

**Managerial**

Educated, aggressive, experienced 12 years experience, desires position of manager of large station. Box 213B, BROADCASTING.

Manager—Well grounded radio man with 8 years experience and desires position of Manager. Has built and operated stations, proven ability to make station pay off. College graduate with top references. Manager, Box 380B, BROADCASTING.

Commercial manager—8 years experience in all phases of radio. Has ability to build, has had 17 years independent station. Desire manager position. Box 522B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 350B, BROADCASTING.

Hit new sales records! General manager who can guarantee it to you available. Box 475B, BROADCASTING.

Vetiscist! Vetiscist! Vetiscist! Was to have been GM for newspaper—owns independent station. Will return CP before construction. Will be able to build any station to high level, sales, GM for top market. Low power, high potential, neat, executive chair with high power operation. Ability a must, not experience. Background on commission basis can't top $10,000. Let's work out each other's interest. Box 358B, BROADCASTING.

Announcer—Immediate, combination announcer-engineer. Experience not too important. Willing to work—willing to learn. Grammar is. Box 475B, BROADCASTING.

Announcer-operator, first class. Experienced, Montana station. Top wages. Box 467B, BROADCASTING.

Wanted—An announcer with first class license, must be able to produce full details to KXKL, Butte, Montana.

Wanted—Thoroughly experienced announcer. Excellent resume and record shows. Can use continuity writer, write own, experienced people. Station WJTL, Lexington, N.

Announcer—A GI with 2 years experience in all phases of play-by-play sports AM, TV. Top pay, excellent benefits. Box 511B, BROADCASTING.

Staff announcer—Graduate radio major looking for position with top station in midwest. Has written and played radio. Has written and produced commercials, has phone talent. Box 382B, BROADCASTING.

Desires position as sales manager. Salary open. Box 350B, BROADCASTING.

Sales manager-saler salesmen, excellent sales record, desires position of manager of progressive station. Sober, dependable family man. Several years graduate. Box 392B, BROADCASTING.

Top morning announcer, excellent sales record, desires position. Box 381B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 350B, BROADCASTING.

Top night announcer. Must be able to handle top night. Box 351B, BROADCASTING.

**Announcers**

Morning man. With personality, but not too much. Willing to use every reference given to applicant—must succeed. Good salary for man who can produce. All inquiries answered. Box 498B, BROADCASTING.

Permanent sale position open for time salesman independent metropolitan New York or Chicago market. Must have had experience, agency following, preference given to those with foreign language market. Give all details in first letter. Box 210B, BROADCASTING.

Wanted—Progressive, industrious salesman, and sales manager, for new progressive station. Will build, must have sales experience. Half independent station, in half-million market. Must have personality. Box 477B, BROADCASTING.

Several part-time salesmen, for metropolitan stations—New York City, Los Angeles, Chicago. Must be able to sell, not selling, must be experienced. Box 497B, BROADCASTING.

Experienced time salesman for established station metropolitan market required. Network affiliation. Unusual opportunity not to be missed, but don't apply unless you have sales experience. We don't want announcers, promotion men or executives. Box 469B, BROADCASTING.

Wanted—Immediately, combination announcer-engineer. Experience not too important. Willing to work—willing to learn. Grammar is. Box 475B, BROADCASTING.

Announcer—First class. Experienced, Montana station. Top wages. Box 467B, BROADCASTING.

Wanted—An announcer with first class license, must be able to produce full details to KXKL, Butte, Montana.

Wanted—Thoroughly experienced announcer. Excellent resume and record shows. Can use continuity writer, write own, experienced people. Station WJTL, Lexington, N.

Manager, small market station. 5 years sales manager, 3 years program director, prefers position of manager of small market station. Good references promptly answered. Write Box 418B, BROADCASTING.

Manager—Completely qualified station and commercial manager desires advanced position in small station in highly competitive market. Experience in sales and management. Box 495B, BROADCASTING.

Asst. or general manager—Successful responsible manager desires position of assistant plus ten years experience all phases of radio. Prefer position with stable, progressive organization. Box 495B, BROADCASTING.

General manager, commercial manager or both. No haters, no miracle man. Jung is. Strive hard, be strong on sales, thorough knowledge of programming and public relations. 15 years radio experience, salary negotiable. Box 496B, BROADCASTING.

Manager—Commercial Department. Well experienced in all phases of selling. Completely unknown, top calibre midwest announcer-writer. 7 years experience all phases of radio. Must be willing to move family to the west or southwest. Large, reputable outlet, salary, $4200 monthly. Box 495B, BROADCASTING.

General announcer, complete knowledge training radio and television; youthful, ambitious, will go anywhere. Minimum salary $4000. Box 496B, BROADCASTING.

Announcer, four years experience, Veronica Lake accent. Will travel. Box 459B, BROADCASTING.

Announcer—Two college, sales, sports, good voice, best transcript operable console. Want initial break to get started, experienced, good salary, good opportunity. Box 512B, BROADCASTING.

Editor—To write newscaster, experienced. Box 498B, BROADCASTING.

Graduate School of Radio Technique. All phases of broadcasting. Strong on most aspects radio. Wanting to work in the west. Travel anywhere. Box 523B, BROADCASTING.

Announcer—Graduate School of Radio Technique. Radio City, New York. Came out of training in broadcasting. Desires reading of all types of copy, voice, voice work, voice production. Box 523B, BROADCASTING.

Box 467B, BROADCASTING. Manager—Eight years management, an announcer with eight years experience and is now seeking employment elsewhere. Newspaper, desirable, have been employed by three of the better stations. Will work anywhere. Address written request. Box 527B, BROADCASTING.

Available immediately—Staff announcers, news, sports, disc jockey, DJ, disco, music, DJ, console, copy, disc photo, photos,急需talent. Box 528B, BROAD- CASTING.

Announcer—Young, single, mature announcer, desires position in large city, eastern station. Available now. Box 529B, BROAD- CASTING.

Announcer—Married, 28, desires permanent position, pleasing voice, reliable references. Box 466B, BROAD- CASTING. 490B, BROAD- CASTING.

Announcer—Married, 28, desires permanent position, pleasing voice, reliable references. Box 466B, BROAD- CASTING. 490B, BROAD- CASTING.

Newscaster—Graduate School of Radio Technique. Desires position in eastern or midwest market. Box 466B, BROAD- CASTING.

Announcer—Presently employed. Desires advancement with large northern midwest station. Box 466B, BROAD- CASTING.

Newscaster—announcer—copywriter, 10 years experience, excellent references, professional, experienced. Can run any position. Box 466B, BROAD- CASTING.
Announcer — Experienced, capable newscaster, dic Jackey, handles board. Desires position with progressive station. All offers considered. William Hunt, Box 518B, BROADCASTING.

Engineer—22, single, first phone and second telegraph. Transmitter experience. Will work anywhere. Box 517B, BROADCASTING.

First phone, first telegraph. 3 years experience. Prefer western location. Any location. Box 524B, BROADCASTING.

Engineer, announcer, program director. 9 years experience in all phases of station operation. All offers considered. Good references. Prefer western location. Box 397B, BROADCASTING.

Production-Programming, others

Newspaper writer and reporter with two years radio and metropolitan newspaper experience. Local radio news bureau spot. Single. Can travel. Will work anywhere. Box 512B, BROADCASTING.

Technical

New Yorker—Seeking position as engineering staff assistant with WRCA in New York City. Experienced, intelligent, ambitious. Willing to travel anywhere. All offers considered. Box 516B, BROADCASTING.

Engineer—Eight years experience, majoring at Midwest. Desires position with progressive station. Interested in any secure position with good working conditions. Box 418B, BROADCASTING.

First class radio license; willing to travel. No experience. Vet. Box 612B, BROADCASTING.

Grad of FCC 2nd class course. Graduated at ARL. Will work anywhere. Box 436B, BROADCASTING.

Engineer or questionnaire. 11 years all phases of radio. Week notice required. Installations, maintenance. Box 452B, BROADCASTING.

Air station northwest stations! Engineer wants to work above Mason-Dixon line. Has all phases of broadcasting, including AM and FM installation as well as RCA general course. Married, have car. Box 464B, BROADCASTING.

Transmitter operator—Two years experience. 250 watts AM or FM. Box 468B, BROADCASTING.

Engineer, 18 months experience, first phone, active in all phases of installation and operation. Desires position in western. Available immediately. Box 462B, BROADCASTING.

Operator, veteran, first class license with frequency, hoping to get station. Excellent maintenance work. Definitely not a roader. Ask superior progressive station. Address Box 508B, BROADCASTING.

Experienced engineer—First class license. E.E. Degree (communications major). Alaska experience included. Has all phases of work. Will work anywhere. Box 509B, BROADCASTING.

Ambitious, young man desires position with progressive station. No amateur experience; no transmitter, console, remote and operating. His native maintenance experience. Can qualify as expert as soon as location is determined. Address Box 509B, BROADCASTING.

First class radio telephone license, desires broadcast work. Experienced production engineers now employed. Box 511B, BROADCASTING.

Engineer, employed Washington consulting firm engineer wishes employment at location of his choice and is looking for continual traveling. Experienced in high power radio transmission and all phases of construction, antenna design and final directional antenna installation and performance. Capable complete station layout and installation including design and construction of complete group of sttion in west. Box 513B, BROADCASTING.

Miscellaneous

Unusual circumstances offer opening for experienced commercial manager, to acquire interest on highly favorable terms, in solvent 250 watt station in small community. Desires location of 16,000 on east coast. Reply fully, in confidence. Box 425B, BROADCASTING.

Help Wanted

Salesman

Broadcast Equipment Sales Engineer

Leading manufacturer has opened for qualified broadcast equipment sales representative to headquarter in established dvision in Dayton, Ohio. Territory includes Ohio and adjacent states. Desires salesman with good future for experienced man with past record of successful sales work in broadcast equipment.

All replies will be held in confidence. Write Box 514B, BROADCASTING.

School

For Sale

Equipment, etc.

New transmitter—off—Brand new Westerning FM transmitter, 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

For Sale— RCA 69-A distortion analyzer and audio amplifier. Excellent condition. $750.00. Box 418B, BROADCASTING.

For Sale— RCA TV transmitter BT-1-A, model 4T-B-1-A-1 priced out for operating conditions. Box 418B, BROADCASTING.

One 15-ch. CB limiter amplifier. Very good buy at $150.00 COD. Box 418B, BROADCASTING.

New FM Station—desires experienced salesmen and engineering consultants. If you plan to build a station, listened to a ton many present tower installation. We can offer good location for antenna and speaker and good tower potential. Good buy at $150,000. Box 418B, BROADCASTING.

Portable 400 watts insulated tower—very good buy. For details Sam Weiler, W2CB, Hammond, Indiana.

For Sale—Complete, practically new equipment: 200 watts FM transmitter, including transmitter, Chaffee tower, cabinet, etc. Low price. Will work on 3 kw. Paul Hunter, W1M, Leesburg, Florida.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased. Box 518B, BROADCASTING.

Interested in purchasing 1-5 kw transmitter and associated equipment necessary for operations. Prospective owner desires condition of any model FM transmitter and base or shipboard. Box 520B, BROADCASTING.

For Sale

Wireless-guys insulated tubular steel insulated tower—very good buy. For details Sam Weiler, W2CB, Hammond, Indiana.

For Sale—Complete, practically new equipment: 200 watts FM transmitter, including transmitter, Chaffee tower, cabinet, etc. Low price. Will work on 3 kw. Paul Hunter, W1M, Leesburg, Florida.

Wanted to Buy

General Electric BT-1-A 250 watt FM transmitter with tubes. Give date purchased. Box 518B, BROADCASTING.

Interested in purchasing 1-5 kw transmitter and associated equipment necessary for operations. Prospective owner desires condition of any model FM transmitter and base or shipboard. Box 520B, BROADCASTING.

(Continued on next page)
New Business
(Continued from page 18)

DuMONT DEALERS of AMERICA, in conjunction with Receiver Sales Division. ALLEN B. DU MONT Labs, New York, renewa Movie Amsterdam Show (Thursday, 9-9:30 p.m.) for an additional 13 weeks over DuMont TV network. Agency: Buchanan & Co., New York.

MILES LABORATORIES Inc, Los Angeles (Alka Seltzer, 1-A-Day Brand Vita- 

BEGLOW-SANFORD CARPET Co., New York, through Young & Rubicam, New York renews its television program The Bigelow Show, currently aired Thursday 9:30-10 p.m. on NBC-TV, effective Oct. 1. Time and network for fall season not yet definitely defined.

As people... ... ... ...

H. W. BENNETT appointed advertising manager of John F. Jelke Co., Chicago (Good Luck margarine), subsidiary of Lever Bros. He formerly was director of advertising and sales promotion for Honeil Corp. of Bronxville, N. Y., industrial development firm.

GEORGE F. SWARTZ, sales promotion manager of Tektron Inc, New York, since 1946, appointed advertising manager.

MD'S ON KRNO
Medical Society Buys Show

SAN BERNARDINO County Medical Society has signed with KRNO San Bernardino, Calif., to sponsor a series of 26 weekly programs titled Doctor's Orders, James W. Gerrard, president of KRNO, has announced. Contract marks the first time in the history of the area that the society has used radio or newspaper publicity, according to Mr. Gerrard.

An extensive newspaper advertising campaign also is being used by the society to promote the KRNO show. Doctor's Orders, a transcribed package, is produced by Radio Providence, Providence, R. I.

Format for the series is built around discussions and dramatizations of health problems. Of particular value for medical society publicity campaigns is the cut-in feature of the show. A different local doctor is interviewed "live" each week as the guest doctor. Service for this live portion also is provided in the Doctor's Orders package.

BCA SHIFT
Sales Offices Are Moved

BROADCASTING Corp. of America, with home offices in Riverside, Calif., has announced that it is transferring to San Bernardino its national sales and network sales offices. The offices will be in the BCA Network Bldg, and Gene Williams, vice president and national sales director of the corporation, will be transferred there from Riverside.

Simultaneously BCA announced that the name of the California Rural Network, which it operates in conjunction with five southern California stations (KPRO Riverside, KREO Indio and Palm Springs, KROP Brawley and El Centro, KUCB Blythe and FM station KOPP Riverside), has been changed to The Broadcasting Corp. of America's Rural Network.

Construction of new studios is planned on the second floor of the BCA building in San Bernardino, BCA announced. A daily schedule of network programs will originate from the San Bernardino studios, the announcement said.

Storecast Signs
TOTAL of 124 new supermarkets in Pittsburgh have subscribed to the Storecast System, Storecast Corp. of America announced last week. The markets include the Thorofare, Giant Eagle and Sparkle chains in that city. Broadcasts are carried by WJIP-FM Pittsburgh to homes as well as to fixed-frequency receivers in the supermarkets. Richard J. Cook is in charge of the operation in the Pittsburgh area.

MAJOR MARKET REGIONAL STATION

Here is one of the outstanding opportunities in radio today for an independent or small group capable of operating a major market facility. With a down payment of $25,000.00 we can arrange financing that will deliver 100% of the stock in a valuable independent station located in a top southern market. Present investment exceeds $100,000.00; including very valuable real estate. Business increasing and profit possibilities are excellent.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKHURN-HAMILTON COMPANY, INC.

BROADCASTING • Telecasting

EVANS CASE CO.
Buys on 11 CBS Stations

FIRST hookup of CBS stations in New England for a commercial series, outside of the war-time Wrigley Caravan, will take place when Evans Case buys time on the 11 CBS outlets in the area. Deal marks the entrance of Evans, manufacturer of cigarette lighters, handbags and fitted traveling cases, into commercial radio.

The company has been prominent hitherto in giveaway days on both national and local scale. Successful results from the giveaways are understood to have led to the company's purchase of airtime.

Show, a weekly musical variety with a contest to select the best amateur talent in the area, will be aired the first three weeks from the stage of Boston's Keith Mem-
oral Theatre and will be fed to the other stations by WEEI Boston. Thereafter, WEEI will be the originating station on alternate weeks, with the program traveling to Providence, Worcester, Portland, Springfield and Hartford on the other dates and originating from theatres in those cities.

Series will feature WEEI's Carl Moore as host; Gloria Carroll, songstress; Salvy Cavicchio, xylophonist; a male quartet; and Frank Bell's orchestra. Contract is for 13 weeks and was placed through Don Horder & Co., Boston.

In announcing the Evans sale, Wilbur S. Edwards, assistant man-
ger of WEEI, disclosed that the company has also purchased the station's Top O' the Morning show Tuesday, Thursday, and Saturday, 7-7:16 a.m., for 15 weeks. Still another newcomer to radio this year, Davis Fish Co., 80-year-old Boston firm which has always used mag-
azine and newspaper advertising, also has contracted with WEEI for three spots per week for 52-weeks.

FOR SALE (Cont'd)

WESTERN ELECTRIC 100-330 WATT TRANSMITTER FOR SALE

Model 20-A complete and set to go on 1250 kc. Very stable; always main- tained in perfect condition. Circuit design extremely efficient for main- tained 300 watt operation. Will receive station BCA-51 where set. Also for use with RCA 55-A Modulation Monitor, Dootttley FD-1-A Freq. Mon. and various RCA amplifiers and pre-amplifiers.

CONTACT Chief Engineer, Radio Station WILST Louis 8, Mo.

ALL EQUIPMENT FOR COMPLETE STATION

5 KW composite transmitter in good operating condition, 7 years old. Control desk, phasing equipment for two tower antenna system—stereo equipment, frequency modulation monitor, one 215 ft. tower. Priced for immediate sale as complete package or separately. Write or wire KFRE, Fresno, California.

Station

New England daytime station. Whole or part. Only station in good industrial city. Excellent potential. All inquiries confidential.

BOX 488B, BROADCASTING

Situations Wanted

Managerial

WILL TRADE—

successful twenty-two year career for right opportunity with a stable, progres-

sive organization. Fully experi-

enced as program director, asst.-man-
ger, general manager of a network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Talikoff or Maury Long at BROADCASTING or write BOX 535B, BROADCASTING

major market

REGIONAL STATION

Washington D. C.
Jamil Partnership, 111 Constitution Bldg.
1421-2 Central 1177

Dallas
Blackburn
711 Construction Bldg
Washington Bldg S. Akard and Wood Sts.
Sterling 4361-2 Central 1177

San Francisco
Bennett Ray V. Hamilton
Russ Bldg
Exxlorb 1-5672

OUSTANDING 4-H county groups in Illinois will be awarded plaques with gold, silver or bronze plates by Prairie Farmer, WLS Chicago, for the fifth consecutive year June 23 at Purdue U.

Page 70 • June 20, 1949
KARL J. LAMBERTZ, formerly general manager of KFSA Fort Smith, Ark., has been elected executive vice president and general manager of Business Music Inc., Dallas, distributor of Music by Musak in Dallas and Forth Worth. He has purchased interest in company. CLYDE D. MILLER, manager of Taylor-Borror Inc., Dallas office, has been elected president of local Musak organization, but in non-active capacity.

MUSIC CORP. OF AMERICA has been named exclusive representative of AM-TV giveaway package created by TED MATerna-NEILEN Smith of American Television Institute staff in Chicago. Plans are to feature a West Coast "name-band."

JAMES R. WESCOTT, former promotion director and circulation manager of new defunct Philadelphia Public Ledger and Evening Ledger, has been appointed advertising sales manager for TV Digest, same city.

RADIO RELEASE Assoc., New York copy checking and writing service, has expanded to include personal program-analysis bureau to be headed by JOHN NEWHOUSE, MBS producer and program supervisor, and dean of radio and senior instructor at New York School of Radio Technique.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of Quiz Kids, N.Y. School of Radio Technique, has been invited to address the annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of Quiz Kids, N.Y. School of Radio Technique, has been invited to address the annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

RADIO RELEASE Assoc., New York copy checking and writing service, has expanded to include personal program-analysis bureau to be headed by JOHN NEWHOUSE, MBS producer and program supervisor, and dean of radio and senior instructor at New York School of Radio Technique.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of Quiz Kids, N.Y. School of Radio Technique, has been invited to address the annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

MACK SWITZER (I), director of public service at KLZ Denver, accepts fourth citation station has won in national and local competition for its information service, "Kneave of Hearts, Making music" is James Sanbourne, representing Advertising Club of Denver, which cited "Kneave of Hearts for its "contribution to public service."

Other citations won by KLZ for the program were from the duPont Foundation, City College of New York and the American Exhibition of Educational Radio Programs.

INDIANA U. MEET

On Radio in Education

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

RADIO RELEASE Assoc., New York copy checking and writing service, has expanded to include personal program-analysis bureau to be headed by JOHN NEWHOUSE, MBS producer and program supervisor, and dean of radio and senior instructor at New York School of Radio Technique.

JOHN BRYAN LEWELLEN, vice president of Louis G. Cowan Inc., New York, and program director of Quiz Kids, N.Y. School of Radio Technique, has been invited to address the annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.

BROADCASTERS, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind.
PACKAGED neatly in small boxes, new golf balls have been distributed to the industry by WBBB-FM Burlington, N. C. Box is prilled with such slogans as: "FM is the Hole in One of Golf," "WBBB-FM Gives You a Slice of Better Listening!" "You Keep Out of the Static Trips by Turning on WBBB-FM," "You Really Drive Your Message Home on WBBB-FM."

Key to Success
SHACKLED in leg irons was Buddy Barnick, contestant on NBC's Truth or Consequences who had to wander through 35,000 keys to find the one that would release him from chains and then back through the keys to find the one that would fit the Nash car. Truth or Consequences promised him, with key number 4872. Mr. Barnick hobbled to KSTP Minneapolis studio, presented it to Randy Merriken on KSTP's Fun For Your Money program, who obliged by removing the locks. Mr. Barnick went through series of trials and tribulations from finding his car was a 1918 Nash to discovering the chauffeur that came with the 1949 Nash, which he finally obtained, could speak only French, to having his leg irons "accidently" left on again when he posed for a picture, and finally wading through thousands of keys again when Truth or Consequences told him they would mail him the key to release.

What They'll Say
TICKETS to WFBA Dallas! Early Birds breakfast-time show are being distributed to people who want to attend studio broadcast. Post-card size, the tickets (complimentary) contain blanks for visitors to fill out, with name, age, hometown, etc., and a line which reads, "If I get to talk on WFBA, I won't say much, but I will say:---." Attached is detachable postcard with photo-cartoons of Early Birds cast, which visitors can keep or studio will mail free to address given. Posters, 9 by 12 inches, reproduce picture card, and are being placed in 750 drugstores throughout Texas by Red Arrow Labs, Inc., Dallas, which began sponsorship of three-quarter-hour segments weekly of Early Birds on June 4. Customers of drugstores are invited to obtain tickets to broadcast for use when they're in Dallas.

Old Maids' Day
THERE'S Mother's Day, Father's Day, Children's Day, and every other kind of day, but J. Arthur Lasell, WNAR Norristown, Pa., newscaster, has distinction of being "co-founder" of Old Maids Day. Several weeks ago two women walked into WNAR's studios and asked for help in publishing Old Maids Day (June 4). Mr. Lasell helped them. It was celebrated with a broadcast in Norristown. Pa., and he was invited to read special poem written by an Indianapolis spinster for the occasion. United Press radio bureau in Philadelphia did two features on the "Day," one about Marion Richman; the other about Mrs. Stephanie LaFaw, actual founder of new event. One of objects of anniversary is to encourage spinsters everywhere to celebrate June 4 as their day.

TV Investment Safe
TO RE-ASSURE present and prospective TV companies in the area that their television investment is safe, KSD-TV St. Louis distributed prints of an editorial, "Televest (Timeless: "Timeless" which appeared in BROADCASTING, May 30. The editorial also was reprinted on radio page of St. Louis Post-Dispatch, owner of KSD-TV.

Deluge for '50
OPENING 1950 reservations for her Fifty Club program with one announcement and conducting a "Riddle Dee Dee" contest on Morning Matinee program over WVL Cincinnati, "fence" Ruth Lyons was deluged with 1,766 contest entries in a week and 1,295 requests for reservations in two days. Fifty Club, aired five days weekly from Hotel Gibson, seats 50 women each broadcast who have made reservations. Entire 1949 broadcast sold out in two days, and block reservations among requests for 1950 show covers schedule for next year. Entrants in riddle contest tell why they like the program, Morning Matinee, and winning letters are followed by calling listers. A bar, fur coat, division set, silver and other prizes are offered to listener who solves the riddle.

General Clay's Homecoming
WHEN Gen. Lucius Clay arrived in his home town of Marietta, Ga., WFOM Marietta "was there." Station carried reception at airport, the general's speech, and was only station to cover barbecue that followed. WFPM interviewed Gen. Clay's staff who were with him, and many prominent Georgians who participated in event.

Promotion for Turtles
CONTEST requesting contestants to choose the "best" of three recordings of music from motion picture "Turtles" and tell in 20 words why it was their choice, sparked KAYX Waterloo, Iowa's promotion for picture. Station cooperated with local Paramount Theatre and Mid Continent Petroleum Co. in sponsoring contest. Winner, Mrs. Ken Bloe, received an allowance paid trip to Tulsa for two and 99 other prizes from Waterloo merchants.

KWW's Radianame
NEW FORMAT is being used by KWW Philadelphia for its printed program schedule. It is now arranged on single page of "Radiotimer," new bi-weekly publication of program schedules, with standardized symbols and identical layouts—seven columns across the page (one for each day) in chronological order. Prior to distribution of new schedule, KWW sent letters to time listeners telling of new program schedule format and pointing up availability and who to contact for purchase of time.

Knotchle Gang
FOR SECOND successive year WLOW Norfolk, Va., has organized the Norfolk T-Knotchle Gang, 3,500 boys and girls (girls were left out last year, but were included this time as result of petition signed by 200) who are admitted free to Saturday afternoon games of Norfolk Tars. Clinic is held each year for the young baseball hopefuls, with members of Tars instructing boys in playing various team positions. Weekly half-hour studio show with club members participating, is aired by station. Woody Scott, WLOW sports director and organizer of club. High Rock Ginger Ale Co. is sponsor of program and WLOW.

Welcomes GM Train
TO WELCOME General Motors' "Train of Tomorrow" to Evansville, Ind., WFPS Evansville special events director, Verne Paule, and announcer, Glenn Weber, traveled with train from Vincennes to Evansville, wire recording description of train's interior and interviews with various train personnel and distinguished passenger-guests. Wire recording was played back on WFPS a few hours later the same evening.

Award Piece
MARKING fact that it received George Foster Peabody Radio Award for "outstanding public service by a regular program," for its Forensic Anfam program, KNBC San Francisco has distributed mailing piece depicting award which it received.

RADIO IDEAS
Morgan Takes Top Honors
FIRST PRIZE of $50 has been awarded Robert Morgan of WMBO Auburn, N. Y., for his Christmas Eve in Auburn in the National Research Bureau's fourth monthly competition on radio ideas. He received second prize in the bureau's broadcast contest.

Four other awards, ranging from $40 to $10, were announced last week, along with 19 honorable mentions at $5 each. Other winners: second, Jack Irvine, KOOS Coos Bay, Ore., Everybody's Idea; third, Edward L. Blossom, WHOL Allegheny, Pa., Take a Vacation; fourth, Bernard S. Morley, WTNS Cohocton, Ohio, One for the Money, and fifth, O. E. Whelan, WGLI Safford, Ariz., The Guest Book. Roy Morgan of WILK Wilkesbarre, Pa., won two honorable mentions, making a total of seven in the past eight months. Mr. Irvine, second place winner, also was cited for The Missing Bowl.


Entries are judged for program's adaptability to small stations.
On All Accounts
(Continued from page 18)
a three-year-old son, David.

On his return to civilian life, Irv rejoined Safeway, this time in the newly created position of public relations manager for Western Washington. Then, in April 1948, he joined Fred Baker as partner, office manager and account executive.

Among the advertising and public relations accounts which Irv now directs are those of Alaska Steamship Co. (three newcasts a week on each of five Alaska stations), Hardeman Hat Co., Peoples National Bank and Seattle Chevrolet Dealers Assn. He also handles regional advertising for the Boeing Airplane Co., including last year's all-out advertising campaign which was the company's response to the strike of 14,500 members of the Aeronautical Mechanics Union [Broadcasting, July 19, 1948].

Using paid advertising to bring Boeing's side of the dispute before the public and to recruit workers, the Baker organization relied heavily on radio spots over all eight Seattle stations.

Radio took about 60% of the emergency ad budget spent in Seattle by Boeing during the 18-week strike, and Irv comments: "The flexibility of radio is what ran up our spot schedule above what we'd normally have considered. A break might come Saturday afternoon or by 4 o'clock we'd have a whole new set of spots on eight stations, running through Monday morning. That gave us close to a 48-hour jump on ads in the dailies."

Mr. Stimpson also has used radio effectively in promoting the civic projects in which he is interested. As publicity chairman of the Chamber of Commerce, he recommended development of an institutional series with a minimum of "commercial" copy—and the resulting weekly quarter-hour Seattle Story is now in its second year on KOMO.

Irvin spare time—what there is of it—is taken up with reading current books and magazines, and with mowing the lawn at his home, in the north end of town.

Dresser Dahlstead, head of announcing staff for ABC Western Division, has been named production manager for division. He replaces Leonard Reeg, recently appointed ABC Eastern program manager. [Broadcasting, May 80]. Mr. Dahlstead continues as announcing head.

Robert Gould, production manager of WABP-TV Fort Worth, has been appointed program director. Thomas L. Thompson, studio director, succeeds Mr. Gould as production manager.

Mr. Gould Mr. Thompson

Dwight B. Olson, with WGL, Galesburg, Ill., since 1942 as announcer, news director and chief announcer, has been appointed program director of station.

Ruth Crane, director of women's activities for WMAL WMAL-TV Washington, has been elected first vice president of Women's National Press Club for coming year.

Mordi Gassner, formerly art director of Elison-Freeman Lithographers, has been appointed art director of WPXI (TV) New York. Winter of two Guggenheim Fellowships for creative painting, Mr. Gassner also has designed sets for stage and screen productions and styled radio receivers.

Jane Tiffany Wagner, NBC director of education, has been named national public relations chairman of Home Economics in Business, division of American Home Economics Assn.

Ed Lally, program director of WBAP Fort Worth, has been given first and only lifetime membership to date in Fort Worth Gridiron Club for his work during past two years on club's annual dinner "roasting" Texas celebrities. The 1948 dinner, with musical direction by Mr. Lally, was cited for national Sigma Delta Chi journalism award.

Herbert B. Cahan has been promoted to program manager, and Arthur Stoneman, program manager for Western, has been elevated to production manager in charge of live studio production at WAAM (TV) Baltimore.

Thomas Hayes, former announcer at WMAK Nashville, Tenn., has joined announcing staff of WJPS Evansville, Ind.

Adele Ryerson, former script writer at WBRR Pittsfield, Mass., has joined script and continuity department of WHLI, WHLI-FM Hempstead, L. I., N. Y.

Marcia and Sammy Roen have joined WORZ Orlando, Fla., where they are doing a "Mr. and Mrs." show from their home each weekday. Mr. Roen formerly was publicity director for Music Corp. of America.

Arthur Godfrey, CBS television-radio star, served as mayor of Boys Town, Neb., for a day, Thursday, June 9. Office was bestowed in recognition of radio-TV accomplishments of Mr. Godfrey, an ex-newsboy.

Vince Joyce, announcer at WWBS Pittsburgh, received his A. B. degree from U. of Pittsburgh. He was graduated with honors, completing four year course in three years.

Janet Ross, director of KDKA Pittsburgh Shopping Circle, and Vicky Corey, KDKA educational director, left for Europe June 16 on special program assignments. Miss Ross will accompany 25 costume design teachers to France and England for four-week study of fashion production. Miss Corey, who is KDKA's observer, goes to Europe as educational expert for U. S. She will prepare material for special radio programs and lectures on conditions in U. N. countries.

Edward Maxwell has joined announcing staff of WTAM Cleveland. He was formerly with WERD Youngstown, Ohio, and was news director at WHIT New Bern, N. C.

Myles Eiter is producer-director of college talent variety show over WNYC New York.

Zetta Horst, known to listeners of WHBC Canton, Ohio, as Carol Adams, and Blake Sommer have announced their marriage. M. V. Mckinley, continuity writer at WHBC, and Herbert H. Zellmer have announced plans to be married July 9.

Don McLeod, announcer at WJIB Detroit, and Valerie Waddington have announced their marriage.

William Froug, co-writer on CBS Green Lama series, is the father of a girl, Susan Leslie.

Jerry McQuillen of KOMO Seattle is the father of a boy.
Milestones

FIFTEENTH anniversary of FCC occurred yesterday (June 19), date on which the late President Roosevelt signed the Communications Act to consolidate under one agency the regulation of interstate and foreign communication by wire and radio.

The Communications Act, besides giving the new FCC added authority, provided for the transfer of records and personnel from the Federal Radio Commission plus other records from the Interstate Commerce Commission and the Post Office Dept. Part of the act became effective July 1, 1934, while the remainder went into effect with the formal organization of FCC on July 11.

About 125 men and women have been with FCC since its inception. Many more have been with the Commission since the summer and winter of 1934. Vice Chairman Paul A. Walker was an original Commissioner, taking his oath of office July 11 that year. Present Comrs. Rosel H. Hyde and George E. Sterling had served in legal and engineering capacities respectively with the FRC and FCC.

Nearly one-tenth of the FCC's present personnel was with the Commission at its very beginning. An alphabetical list of such persons who were on the rolls in June 1934, many now holding key positions, follows:


Field Engineering and Monitoring Division—W. Irving Abbott, Adolph Anderson (Laurel, Md.), Louis A. Barnitz, Herbert H. Atlowe (Seattle), Irl D. Blanchard (San Juan, P. I.), Margaret Lee (New York), Edward Bennett (Brockton, Mass.), Sigfred Borchardt (Portland, Oreg.), Robert Butterworth (Boston), Homer A. Champion (Portland, Me.), Kenneth G. Clark (San Francisco), Ernest C. Cochran (New York), Hyman A. Cohen (Baltimore), William Corcoran (New York), Richard C. Coutts (Detroit), Lee R. Dawson (Honolulu), Theodore Dotier (Nevada), Louis J. N. Duttell (New Orleans), Gertrude Elliott (St. Louis), Anna E. Fogg (Baltimore), Paul R. Ferner (Honolulu), Charles Finkelstein (New York), Arturo B. Fish (Miami), H. W. Folley (Kingsville, Tex.), Harold T. Gallagher (Chicago), Margaret Goulart (San Francisco), Marian P. Gunston (Baltimore), George H. Hase (Grand Is., Ill.), Harold D. Hayes (Chicago), Edwin H. Hetler (Detroit), Paul H. Hinsley, J. Don Jr. (Atlanta), Maggie L. Holleman (Chicago).

In Altona, Pa.,
It's ROY F. THOMPSON and WRTA

The Texas Rangers, America's greatest western act, for many years stars of radio, screen and stage, now are starring in their own television show on CBS-Los Angeles Times station KTTV each Monday evening.

The Texas Rangers transcriptions, used on scores of stations, have achieved Hooperations as high as 27.4.

Advertisers and stations—we have a new and even better sales plan! Ask about it!

ARTHUR B. CHURCH Productions KANSAS CITY 6, MISSOURI

Arthur J. McCreary

WEVD

117-119 W. 46 St.

HENDY GREENFIELD, Mgr. Director M.T.10

WEVD

5000 WATTS 1330 K.

PROGRAMS OF DISTINGUISHED FEATURES IN

- ENGLISH
- JEWISH
- ITALIAN
- 3 RESPONSIVE AUDIENCES
- 3 MARKETS WITHIN
- THE NEW YORK METROPOLITAN AREA.

COMPLETE transmitter and studio equipment has been purchased by AM broadcasting has been purchased by the Oswego County Broadcasting Co., Fulton, N. Y., from the Transmitter Div. of General Electric Co., according to a GE announcement. D. J. Kesterke, president of Oswego County Broadcasting, has announced the Fulton station is scheduled to go on the air in 1949.

Radio Story, weekly quarter-hour dramatic narrative sponsored on KOMO Seattle by local Chamber of Commerce, is marking its second year on air.

WPIX (TV) New York, video station of New York Daily News, celebrated its first birthday June 15. Station has increased its program operations from 169 hours, 14 minutes in July 1948—its first full month—to 225 hours, 90 minutes in May 1949.

Joe McNaughton, president of W CRA Effingham, Ill., staged party marking second anniversary of station on June 4. Party was held in court house park, and featured three hours and 15 minutes of entertainment by station's talent groups.

Charles G. Burke, general manager of KFGO Fargo, N. D., has just celebrated his 20th year in broadcasting. He started his career with WDAY Fargo, and subsequently was with Free & Peters Inc. and WJR Detroit.

Arizona State Prison Band program Stars Behind Bars, aired on KTAR Phoenix, is celebrating its first anniversary.

ACCEPTANCE POLL

"Riley" Rated as Tops

COAST-TO-COAST collegians voted The Life of Riley the "cleanest" comedy during the past year in the Radio Acceptance Poll conducted by St. Joseph's College, Collegville, Ind.

The Riley show, which stars William Bendix, was given a 78 rating after tabulation of 28,164 votes cast by 5,096 college students from Oct. 16 through April 17. Fourteen other "acceptable" programs, listed in order of preference, were Dennis Day, Jack Benny, Fred Allen, Red Skelton, Eddie Cantor, Phil Harris, Burns and Allen, Charlie McCarthy, Bob Hope, Jack Carson, Village Store, Duffy's Tavern, Jack Paar, and Costello and It Pays To Be Ignorant.

Digger O'Dell in The Life of Riley and Dennis Day on the Jack Benny show each earned a "highly acceptable" rating of 55. Only performer to be rated "barely acceptable" was Lulu McConnell of It Pays To Be Ignorant.

Get in the Know—Now!

Yes, get in on your share of this $102,000,000 pie! Our 90% listening audience is a buying audience. Direct sales gains spent advertising dollar.

Vic Diem c/o WAZL or Robt. Mosker Assoc. N.Y.C.

The Voice of PENNSYLVANIA'S HIGHEST CITY

Broadcasting • Telecasting
FCC Actions (Continued from page 88)

June 15 Decisions (Continued from page 88)

By COMMISSION EN BANC

June 15 Decisions

KIFI Idaho Falls, Idaho.—Designated for hearing application CP to change station from 1280 to 1370 w. u., install new trans., change loca-

KKNF-AM -DN

Location for CP


License Renewal

WSUI Montpelier, Vt.—Request for license renewal was granted.

Modification of CP


KCMC-FM Temple, Tex.—License for new CP station.

License Renewal

KRVV St. Paul, Minn.—Request for license renewal noncommercial educational FM station.

Modification of CP

Request for extension of completion date for new commercial TV station KRON-TV San Francisco: WNBK Cleveland, Ohio.

TENDERED FOR FILING

KIEV Glendale, Calif.—CP to change station to 1300 w.

Petition to Reintestate Application

KSTA Coleman, Tex.—Assignment of license from Charles W. Jackson, Alton Stewart and Ross A. Bell, to Meeker Broke, Inc., to Coleman County Bstg. Co.

APPLICATION DISAPPROVED

Alban J. Bastaarache, Sanford, Me.—Disapproved for the following reasons: License Renewal

License Renewal

License Renewal

License Renewal

KDFW-TV Dallas, Tex.—Set aside Commission action on May 26 for application for extension of time to commence and complete construction of TV station, to be amends the petition for hearing on issues relating to diligence.

APPLICATION DISAPPROVED

BTRW-TX Washington, D. C.—Request for certification of renewal application for extension of completion date to December 15.

License Renewal


License Renewal

KDKA Pittsburgh, Pa.—Removed from hearing and granted application for license to complete transfer of construction of new station.

June 16 Decisions

By COMMISSION EN BANC

June 16 Decisions

WPDG-TV Jacksonville, Fla.—Set aside Commission action on May 26 for application for extension of time to commence and complete construction of TV station, to be amended the petition for hearing on issues relating to diligence.

Approval of granted

Granting

Extension Granted

Extension Granted

License Granted

FILING

FILING

Witnesses

Witnesses

Kenosha, stockholders in the proposed assignee of WLS, Mr. Robert A. McNeil, the artist, than enters into a contract with a Chicago folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

trade papers "Unusually WLS This Year"

Radio and advertising papers have been unusually kind to WLS this past year as the station added many new talent, including a 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared: WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum's 25th anniversary. Member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown. "Bob Amsden, folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

trade papers "Unusually WLS This Year"

Radio and advertising papers have been unusually kind to WLS this past year as the station added many new talent, including a 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared: WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum's 25th anniversary. Member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown. "Bob Amsden, folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

trade papers "Unusually WLS This Year"

Radio and advertising papers have been unusually kind to WLS this past year as the station added many new talent, including a 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared: WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum's 25th anniversary. Member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown. "Bob Amsden, folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

trade papers "Unusually WLS This Year"

Radio and advertising papers have been unusually kind to WLS this past year as the station added many new talent, including a 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared: WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum's 25th anniversary. Member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown. "Bob Amsden, folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

trade papers "Unusually WLS This Year"

Radio and advertising papers have been unusually kind to WLS this past year as the station added many new talent, including a 25-year-old National Barn Dance and celebrated its Silver Anniversary.

Items like these appeared: WLS National Barn Dance to go on nearly 100 ABC stations for Phillips Petroleum's 25th anniversary. Member of WLS Barn Dance staff is 18-year-old vocalist Phyllis Brown. "Bob Amsden, folk singer, inks contract with WLS, Chicago. "Captain Stubby and the Buccaneers, cur-

ally with the Village Barn in New York, become WLS staffers January 91. "Bill Bailey, former WOWO, joins WLS to emcee Barn Dance". "WLS Barn Dance new TV feature Mondays on ABC. "Dave Denney, RCA Victor recording artist, signs with WLS"

Extra two hour show show Saturday night to celebrate 25th anniversary of WLS National Barn Dance". "Adding new stars, creating tele-

WLS 1924 — 1949

Chicago 7

Represented nationally by John Blair

June 20, 1949 • Page 75
**Docket Actions**

**INITIAL DECISION**

WPAB, Ponce, P. R.—Porto Rican American Broadcasting Co., Inc. Initial decision to grant license to WPAB. WPAB is assigned 1790 kHz for 5 kw unidirectional from 1010 through 1550 kHz. Initial decision June 16, 90, BROADCASTING, June 13.

KODA, Kansas City, Mo.—Initial decision to grant application to change from 1230 kHz to 1250 kHz. Initial decision June 13, 90, BROADCASTING, June 13.

**PROPOSED DECISION**


Manistee, Mich.—Manistee Radio Corp., proposed decision to grant application for a new station on 1340 kHz. Initial decision June 13.

GREENSBORO, N. C.—Guilford Broadcasting Co., proposed decision to grant bid for new station 1400 kHz. Initial decision June 16. See story this issue.

**ORDER**

KOAR-AM-FM Garden City, Kan.—Order dismissing pending or revocable action of CP’s filed to abolish Pyatt, KY, Weekly, more than 100 days overdue. June 16. See story page 99, BROADCASTING, June 13.

**MEMORANDUM OPINIONS**

Monrovia, Calif.—San Gabriel Valley Broadcasting Co., memorandum opinion and order denied petition for review of Commission’s order denying permittee to leave amend application. Record is reopened to permit denier to examine record. Mr. William J. Omer, which fact is incorporated in the amended and the record closed. Decision June 13, 90, BROADCASTING, June 13.

South Boston, Va.—Denied petition requesting reopening of record in case involving Guilford Broadcasting Co. on Greensboro, N. C. application to continue application and the general superintendence of WBIG Greensboro. See story this issue.

**Non-Docket Actions**

AM GRANTS

Longmont, Col.—Longmont Broadcasting

**FCC Actions**

(Continued from page 73)

Applications Cont.:

**Modification of CP**

WHHI Warrenton, Va.—Modification of CP new AM station to increase power etc. for extension of completion date.

AM—490 kHz

Prineville, Ore.—Radio Central Ore. has filed a CP for 920 kHz, AM, January 1, 1961. AMENDED to request 690 kHz 1 kw daytime.

AM—1240 kHz

KDDD Dumas, Tex.—CP to change from 500 kw to D at 1240 kHz to 1 kw.

License Renewal

WHUM Reading, Pa.—License renewal.

WPIT Providence, R. I.—Renewal of license noncommercial educational station.

**Modification of CP**

Request for extension of completion date new FM station; KREC Redlands, Calif., KWKY-FM—Lynchburg, Va., WCMW-FM—Canton, Ohio, WEO-L FM—Elyria, Ohio, KLO-FM—Galveston, Tex., WILM-FM—Wilmington, Del.—Mod. CP FM station to change 280 m to height of 330 ft.

**RENEWAL APPLICATION**

KDON Monterey, Calif.—DISMISSED application for June 13 CP to change from 1310 kHz to 1550 kHz, 10 kw to 5 kw-N D A D-N.

James Gertty Jr., Adrian, Mich.—DISMISSED June 14 application new FM station.

**CALL ASSIGNMENTS**

KJCF Festus, Mo.—KJCF Broadcasting Co., proposed decision to assign WTV, St. Louis, Mo., to change from 1340 kHz, 1550 kHz.

**TRANFER GRANTS**

KFWC is assigned 1340 kHz, 250 kw unidirectional.

**Deletions**

FOUR FM authorizations, one AM license and one TV construction permit decreed by FCC last week. Total dropouts since first of year are: AM 16 BROADCASTING, May 21, 90, BROADCASTING, June 13, and TV 5 BROADCASTING, May 21. See story page 99, June 13.


When ur BMI is too low

Another BMI “Pin Up” Rite—Published by Hill & Range

ROOM FULL OF ROSES

On records: Dick Haymes—Dec. 24632; Sandy Sims —Coral 60067; Howdy Howard—Mer. 5296; Sammy Kaye—Mer. 33441; George Morgan—Col. 26594; Paul Weston-Starlighters—Cap. 57-017; Sons of the Pioneers—Fib. 21-0065; Jerry Wayne—Col. 38252.

On Transcriptions: Eddy Howard—World; George Wright—Thesaurus; Foy Willing—Lang Worth; Jan Corber—Capitol.
AM PROPOSAL
To Grant Manisteer

PROPOSED decision was reported by FCC Monday to grant application of Manisteer Radio Corp. for a new AM station at Manisteer, Mich., on 1340 kc with 250 w full-time.

The Commission would deny competitive bid of Door County Broadcasting Co. for the same facilities at Sturgeon Bay, Wis.

Reversing the recommendation of Hearing Examiner Basil P. Cooper, the Commission pre- pared Manisteer in view of the "fair and equitable distribution" provision of the Communications Act. Mr. Cooper, considering all other factors equal, chose the Sturgeon Bay applicant because that area had only one bi-weekly paper while Manisteer had a six-week and a bi-weekly paper.

The Commission, with Chairman Wayne Coy and Comra. Paul A. Walker and George E. Sterling not participating, found that Manisteer receives no primary service day or night and that the proposed station would serve 20,212 persons during the daytime and 5,449 persons at night. It found that the Sturgeon Bay proposal would serve 20,212 persons during the daytime and 12,185 persons at night.

The latter receives primary day time service from WMAM Mar- nette, Wis., but none at night.

Ownership of the applicants:


Fires at WVC

Station Saves Transmitter

WVCH Chester, Pa., saved most of its broadcasting equipment when a $150,000 fire June 13 enveloped the country estate on which its transmitter was back on the air seven hours after the blaze, which threatened the transmitter building, was extin- guished.

Buildings adjoining the trans- mitter structure were destroyed, but quick thinking by Bill Maldo- nano, WVCH engineer, and a score of firemen enabled the station to save its equipment, WVCH re- ported. A wall of the structure was knocked out and the equipment jerked loose and dragged more than 100 feet to a spot safe from the fire. Firemen then kept streams of water on the building.

After the blaze had been brought under control the broadcast equip- ment was dragged back into place and engineers started making new connections.

The fire was doubly threatening. WVCH said, because it was nec- essary to stretch 1,500 feet of hose to the Country Estate to get water to fight it. All phone and power lines on the farm were burned out, and additional help was summoned by the state police via air- support.

NBC PLANS Revealed for UN Week

PLANS for NBC's part in the fourth annual United Nations Week, in which the network is cooperating with the American Asn. for the United Nations and the National Education Asn., were revealed June 9 by Sterling Fisher, manager of the NBC public affairs and education department.

All of NBC's radio and television programs during the week, Oct. 17-24, will be devoted to UN topics, Mr. Fisher said. He added that sponsors of all NBC's commercial programs will be asked to work references to UN into those broadcasts as well. Building up the revenues to pay for the UN programs reported, NBC will broadcast a series of eight documentary pro- grams dealing with the various aspects of UN. Another NBC series of UN programs, he said, will be designed for listening by assemblies of school children in the country. The series will be transmitted as well as sound broadcasts will be devoted to UN by NBC.

Mr. Fisher discussed NBC's part in the UN week in a speech in which some 100 national organizations are expected to participate, at a luncheon meeting sponsored by the United Nations Association, York, N. Y., June 18. Mr. Fisher is director of the association, described the overall project, to start with the opening of the UN Assembly Sept. 20 in New York and culminating in UN Day Oct. 24. This year's theme, he said, is "The UN Works for You," with the aim of informing the public of the work of the organization and of its activities and achievements affect their daily lives.
At Deadline...

YANKEE ASKS REHEARING
YANKEE NETWORK Inc. Friday petitioned FCC for rehearing of its order denying request of network to dispose of WAAB Woretox, and WMATW. Portland, Me., through lease arrangement with Radio Enterprises Inc. [Broadcasting, May 30]. L latter would acquire facilities for minimum of $325,000. Yankee tolke in its petition that FCC erred in not observing agreement than Yankee “shall have no right whatsoever of control or supervision over conduct of the business” of Radio Enterprises. Petition also hit delay in issuing decision.

TWO TV APPLICATIONS
TWO NEW TV station applications filed with FCC Friday by Charles S. Cornell, Beverly Hills, Calif., for Knoxville and Chattanooga, Tenn. Radio artist, conductor-composer, Mr. Cornell seeks Channel 8 (180-186 mc) in Knoxville and Channel 10 (192-198 mc) in Chattanooga. Power of both stations would be 30 kw visual, 15 kw aural. Studios would be leased. Estimated cost of each about $160,000, first year operating cost $75,000. Revenue not estimated.

OHIO APPEAL DENIED
APPEAL of Sky Way Broadcasting Corp. in Lima-Columbus, Ohio, 1150 kc case denied Friday by U. S. Court of Appeals for District of Columbia Circuit. “We find no error in the record. The order of the FCC is therefore affirmed,” FCC had favored new station grant on 1150 kc with 1 kw fulltime at Lima to Northwestern Ohio Broadcasting Corp. over bid of Sky Way for facility in Columbus. In notice of appeal last fall Sky Way said it had been deprived of full benefits of oral argument and hence denied fair hearing [Broadcasting, Nov. 15, 1948, March 21].

1,300 ATTEND AS KWK TAKES OVER NEW SITE
RIVAL station managers and 1,300 business men and agency executives on hand as KWK St. Louis took over new Globe-Democrat Tower Bldg. Thursday night. Speakers: A. N. Hult, MBS vice president in charge of Midwest operations; Robert T. Convey, KWK president; Joseph M. Darst, St. Louis mayor, and George Smith, St. Louis Chamber of Commerce president.


LEVER-HOPE ARBITRATION
ARBITRATION proceeding will settle controversy between Lever Bros. and KBKW Hope following refusal of sponsor to permit tape recording of last few shows this season [Closed Circuit, June 6]. Quality of tape not vital factor. Willingness of Lever Bros. to arbitrate is interpreted as an intent by company to continue Hope contract. Current pact does not cover television but this issue is expected to come up when arbitration is concluded.

S. F. ORDINANCE REVISED
FEE of $2.50, advance permit (with 17-day delay) and later inspection requirements eliminated for San Francisco city ordinance covering TV antennas and installations. Remaining in ordinance are rules governing antennas and lead-in installations.

TBA ASKS PARTIAL LIFTING OF TV FREEZE
TELEVISION Broadcasters Assn. is asking FCC for partial lifting of “freeze” on new TV station applications now pending. Letter written by J. R. Popple, WOR New York, TBA president, made public today, points out that “a study of the present allocation chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated codechannelwise to permit immediate action on applications for new channels in those areas.”

Areas are: Amarillo, Tex. (5 channels); Denver (1); El Paso (2); Sacramento, Calif. (3); Salt Lake City (1); Corpus Christi, Tex. (3); San Diego (2); San Francisco (1); Seattle (1); Stockton, Calif. (5); Tacoma (1). Lifting of freeze in these markets, Mr. Popple explained, would pave way for additional stations to take air far sooner than if applications were continued “frozen” until FCC proceedings and subsequent action late this year. It would aid nation’s economy by stepping up production of TV transmitters and manufacture and distribution of TV sets; avoid jamming of orders for transmitters and sets when overall freeze finally ends.

SEES GREAT TV IMPACT ON MARKETING METHODS
TELEVISION will have greater impact on American marketing methods than anything that has preceded it, Fred Fiddler, J. Walter Thompson Co. vice president and Pacific Coast manager, told Northern California chapter, American Marketing Assn.

TV, said Mr. Fiddler, is active and dynamic in midst of general attitude of “uncertainty and inaction and pessimism. I maintain,” he added, “that television today is an advertising and marketing adult while still an entertainment child.”

Despite its entertainment and marketing potency, television is not going to be dangerous competitor of radio, movies, sports, night clubs and other forms of entertainment, Mr. Fiddler believes.

FC&B LATIN APPOINTMENTS
Two new Latin American appointments were made last week by Foote, Cone & Belding International: Beasie Balbrith de Reyes, formerly advertising director of H. Steele & Co., Mexico City, was named regional director for Mexico; Luis de Llano, formerly with NBC International and radio director of Grant agency in Mexico City, appointed radio, movie and television director for Latin America.

DETROIT DEBACLE
FREEZE-OUT of radio-television coverage of LaMotta-Cerda middleweight championship fight at Detroit backfired Thursday night and resulted in financial headache as well as bad press (see early story page 38). Report of gate receipts Friday morning showed gross of only $199,765 from crowd of 22,183. Minimum $360,000 was reported needed to break even. LaMotta got $7,000, Cerda about $4,000. Bad weather also was factor.

Closed Circuit
(Continued from page 4)

..gineers going on in seven cities on wages and “local matters” reported making little progress. Parleys in Boston, Chicago, Minneapolis, St. Louis and Hollywood marking time pending developments in New York. IBEW has not changed original demand amounting to as high as $35 weekly increase in some categories. NBS standing pat.

GENERAL MILLS taking five one-day deals, 12 in Cakes Mix and 13 in Cereals markets to bolster “inadequate coverage,” according to Lowry G. Crites, advertising manager.

UNLESS NAB board does something about reorganization or realignment at meeting scheduled in New Hampshire July 13-15, national resolutions are in offering. One 50,000-watt already has conditionally resigned and WBAL Baltimore has resigned as of June 1.

HOT DISPUTE among corridor kibitzers last week over legal technicality in FCC horse program hearing on WTXU Wilmington, Del., where a station in Amarillo, Tex., is asking Commission to overturn its prior order denying Commission to grant to one or the other applicant to WTXU=US. Commission will grant immunity to witnesses ordered to testify over their objection to possible self-incrimination. Two witnesses in WTXU hearing, promised immunity from federal prosecution under Communications Act, wondered if they would be immune from state action.

UNLESS nomination of Comr. E. M. Webster is confirmed by Senate before his term expires June 30, FCC will have to rock along with only seven members (four actually in Washington) until Senate acts or goes home. He can not serve after expiration of term while Senate is in session; if Senate adjourns without confirming, President Truman could then name another to recess appointment, subject to confirmation when Congress reconvenes. Hearing this month is still expected, though Senate Interstate Commerce Committee passed up chance to question him last week when he appeared before it to testify for FCC on railroad radio matters.

SUPREME COURT's Standard Oil Co. decision is getting close scrutiny among radio lawyers for possible parallel bearing on FCC, particularly FCC's network regulations. Decision, issued last week on 5-4 vote, could knock down exclusive-sales contracts on grounds they lessen competition. FCC authorities note that network regulations have approval of SCOTUS (Try and look carefully at any Supreme Court opinion which casts doubt on principles involved in their own operations.

IT'S UNLIKELY now that FCC Chairman Wayne Coy, who has been in Europe since mid-May as chairman of American delegation to International Telephone and Telegraph Conference, will return before conclusion of sessions in Paris and in London until late July or early August. It had been thought he would make quick trip home this month but he's advsed the State Department pressure of conference activity will preclude that.

SAMUEL R. ROSENBAUM, impartial trustee of AFM free music and employment fund, may become permanent trustee in event Taft- Hartley Law is repealed. Trust agreement provides if T-H law changes, AFM shall appoint trustee, then President's name as trustee. Rosenbaum, who was president of AFM when union's planning for convention, that he liked “good old Sam Rosenbaum” for job. Mr. Rosenbaum, Philadelphia lawyer, is former president of WFL Philadelphia and, as an Army colonel, commanded Radio Luxembourg during World War II.
KFRM Again First In 1949 Survey

Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 82,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and north-eastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,083,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods—first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBK-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!
CBS STARS
ARE ALWAYS SHINING
OVER EASTERN IOWA
 VIA WMT

Spike Jones Commits Musical Mayhem;
WMT is a Willing Accessory in Eastern Iowa

Restraint is not one of the Spike Jones virtues. According to some musicologists, what he does to music would make a gypsy cry. According to others, what he does to audiences is a mighty fine thing, not the least of which is to inspire regular and appreciative listening. In common with much of the rest of the nation, Eastern Iowa takes to Mr. Jones and His City Slickers, hardware, tuned doorbells and all.

WMT is a willing accessory, bringing the CBS “Spike Jones Show” every week to one of the world’s most prosperous markets. With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm-and-industrial market. Ask the Katz man how WMT can ring doorbells for you in WMTland.