Success story: A large Richmond pet dealer had always been skeptical about the effectiveness of radio for his business. WLEE finally sold him on a short four-week trial.

He featured canaries—fancy canaries that sold for $15 each, with cages costing another $10 or $15. We sold them completely out of the stock of canaries in the first four weeks!

He renewed for another four weeks—then for 10 weeks—and just recently signed a full year's contract.

Richmond merchants are used to results like these on WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, call in your Forjoe man and get the full story.
YES, even before Bing Crosby comes in with the spectacular new CBS lineup in the Fall, WHAS listenership figures are zooming...outstripping all other stations in the rich Kentuckiana market.

In the last year WHAS was the only Kentuckiana station to increase its roster of top Hooperated programs morning, afternoon AND evening!*

Credit this to the happy combination of CBS programming and WHAS shows. "Coffee Call" is a good example...an aromatic blend of enthusiastic housewives in the WHAS studio plus thousands of buy-minded housewives in Kentuckiana homes.

For Fall booking with plenty of punch take note of the WHAS audience ratings before Bing...add the Groaner...then figure in the rest of the great CBS Fall Lineup. It proves WHAS the gilt-edged, rock-solid buy of the '49 Kentuckiana Fall Season.

*Source: 47-48 and 48-49 Winter-Spring Reports.

COFFEE CALL is an audience participation show with prizes from participating sponsors. It has won 2 national awards: NRPGA National Radio Award ("the best woman's program") and CCNY Award of Merit ("most effective direct-selling program"). Talent: M.C. Jim Walton, organist Herbie Koch. Sponsors: Delmonico Foods, Louisville Provision Co., Von Allmen Foods.

Come This Fall, choice seats ("availabilities" to you) for the Great WHAS-CBS Show will be hard to find. Reserve yours now! Call your PETRY man!

WHAS Louisville, Kentucky

50,000 WATTS * 1A CLEAR CHANNEL * 840 KILOCYCLES

VICTOR A. SHOLIS, Director J. MAC WYNN, Sales Director

THE ONLY RADIO STATION SERVING AND SELLING ALL THE RICH KENTUCKIANA MARKET
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!

HOOPER 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
MORE UHF television spectrum than FCC had expected apparently is going into FCC's forthcoming proposed VHF-UHF allocation plan. Some reports say proposal will envision use of more than 40 six-megacycle channels to supplement present VHF 12, with likelihood that channel numbering will extend from present 2 through 65. Originally, Commission thought half of UHF TV spectrum (about 35 channels) would suffice now. On question of maximum powers, FCC reportedly disposed to put it at 200 kw at 500 feet for UHF; at 100 kw (currently 50 kw) at 800 feet for VHF.

THIS ONE may never be confirmed but it's known that Edgar Kobak, former MBS president was queried in high places as to possible availability for FCC appointment—possibly chairmanship. If so, he thought they were kidding, Mr. Kobak begged off when he discovered it wasn't horseplay. He is content to engage in radio and advertising consultancy, and will hang out his shingle within few weeks.


PLAN OF FCC to require local advertising of virtually all broadcast applications as substitute for recently rescinded Avco procedure of competitive bidding on station transfers is expected to bite regulatory dust. General opposition to proposal by industry sources apparently has convinced Commission that no useful purpose would be served through substitution procedure, and it looks like pre-Avco processes (Avco became operative in October 1945) will again prevail.

INTEREST in present case for theatre television before FCC said to be so great that Society of Motion Picture Engineers has delayed appointment of special committee (see page 50) to undertake task. SMPE wants to make sure all phases of industry have representation. Appears likely committee will be much bigger than originally planned.

ECONOMIC studies of two FM satellites—transit radio and storecasting—now quietly under way by NAB's FM Dept., will show need of know-how and experience in operating these newer electronic media. Case-history analyses will show mistakes made by some pioneers in these fields.

BARE-BONES FCC (with only four members sitting) spent all day Friday poring over 70-page document embodying proposed rules and allocations to cover both VHF and UHF TV and which would be subject of hearing in mid-August. Ponderous tome should issue this week and would mark first stop on FCC's TV (Continued on page 86)

**Upcoming**

July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N.H.

July 11-15: Third National Freedom Forum, U. of Southern California, College of Aeronautics, Santa Maria, Calif.


July 18-19: North Carolina Assn. of Broadcasters, Ocean Terrace Hotel, Wrightsville. (Other Upcomings on page 62)

**Business Briefly**

PILLSBURY MILLS SIGNS • Pillsbury Mills, Minneapolis, signs for House Party, starring Art Linkletter on 216 ABC stations, five-a-week, 11-11:30 a.m. (CDT), for 52 weeks from Sept. 19. Several products will be advertised. Agency, Leo Burnett, Chicago.

MARCUS BREIER APPOINTS • Marcus Breier Sons, New York, appoints Chernow Co., also New York, to handle advertising for Bantamace All-Weather Jackets. Spot radio and video probably will be used, but plans indefinite.

GOLD SEAL RENEWS • Gold Seal Co., Bismarck, N. D. (Glass Wax), renews effective Aug. 29, 10:30-4:30 a.m. segment of CBS Arthur Godfrey morning show heard Mon.-Fri., 10:15-11:30 a.m. Agency, Campbell-Mithun Co., Minneapolis.

KELLOG EXTENDS • Kellogg Co., sponsoring The Singing Lady (Irene Wicker) Sunday, 6:30-7 p.m. (EDT), over 12 ABC-TV stations for 26 weeks, extends contract 26 weeks from Aug. 7. Agency, N. W. Ayer & Son, Philadelphia.


COMPERE, MOSER LAW FIRM • THOMAS H. COMPERE, head of legal department of NBC's Central Division for past three years, has joined John B. Moser, radio law firm, at 360 N. Michigan Ave., Chicago. Firm name changed to Moser & Comperé. Mr. Comperé will continue to represent NBC in Chicago. Mr. Moser has long been identified in legal aspects of radio and television. He formerly was head of CBS legal department in Chicago.

'VOICE' STATIONS GET BOOST • POWER increase to 120 kw for one of Voice of America's five East Coast transmitters authorized by FCC in move to aid State Dept. in overcoming Soviet jamming of American programs behind Iron Curtain and increase listenership. Announcement made by Walter Lemmon, president of World Wide Broadcasting Corp., which owns and operates international stations WRUL WRUW WRUX WRAU WRUS, all Boston. Mr. Lemmon said stations had been heard clearly in more than 50 countries during past year.

FEDERAL NAMES MORSE • HERBERT A. MORSE, manager of sales promotion department of Federal Adv. Agency since 1944, elected vice president of agency. He will head agency's expanded promotion activities.
The 25th Chapter in
WGN's
"Record of Progress"

WGN's "Record of Progress"
25 YEARS OF
ENTERTAINMENT
AND SERVICE

July 15, 1949
marks WGN's 25th anniversary
...25 years dedicated to giving Chicago and the
Middle West the finest in radio entertainment...
devoted to the cause of genuine public interest.

WGN is proud to have served its millions of
radio listeners...and its thousands of advertisers
throughout these 25 years.

WGN's past, present and future success and its
advertisers' success go hand in hand. WGN is
confident of the future and dedicates itself to
assisting advertisers to even greater prosperity
during the years to come.

A Clear Channel Station...
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 533 SW Oak St., Portland 4
**ON YOUR HISTORIC INAUGURAL TELECAST OF THE 500 MILE SPEED CLASSIC**

Deaville, Illinois  
Louisville, Kentucky  
Olney, Illinois  
Greenville, Ohio  
Chicago, Illinois  
Niles, Michigan  
Beacon Harbor, Michigan  
Cincinnati, Ohio  
Watseka, Illinois  
Tuscola, Illinois  
Tuscola, Illinois  
Minster, Ohio

So wired viewers, represented by dots on the map, reporting from Indiana cities and towns covered by WFBM-TV's telecast of the Indianapolis Speed Classic on May 30. At left is a list of cities and towns outside Indiana confirming television reception for the same day.

WFBM-TV's switchboard was jammed by congratulatory phone calls and hundreds of telegrams poured in both during and after the event.

**WFBM-TV**  
**INDIANAPOLIS**  
Represented Nationally by the Katz Agency

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**BROADCASTING • Telecasting**

Published Weekly by Broadcasting Publications, Inc.  
Telephone ME 1022

**IN THIS ISSUE**

- Radio Puts Up Head Co. Branch  
- NAB Recommends Top News Agenda  
- Webber Confirmation Delayed  
- FCC Probes Deferred  
- Flanagan Hits P. I. Deals  
- Packs Business Consumers Beware Note Panama  
- Weaver to NBC Miami Based on V.A.  
- Johnson Eyes Clear Channel Claims  
- FCC Closes in Liberal Case  
- FCC Using Single Sheet Applications  
- FCC Completing TV Stations Rules  
- Top Boxing Goes to Gillette-NBC-TV  
- Coast Conference Rules on Grid Telecasts  
- Features Rural Video Potentials  
- WHAS-TV Completion Date Extended

**FEATURE CALENDAR**

First issue of the month: AM Network Showsheet  
Second issue: Network Boxscores Public Interest  
Third issue: Trends Survey  
Last issue: Telecasting Showsheet

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Editor and Publisher

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Ann August  
**TORONTO**

417 Harbour Commission Bldg. ELgin 0773  
James Montagnes  
**BROADCASTING** Magazine was founded in 1931 by Broadcasting Publications, Inc., using the title: BROADCASTING” The News Magazine of the Fifth Estate, Broadcast Advertising, was acquired in 1932 and Broadcast Reporter in 1932.  
* Reg. U. S. Patent Office  
Copyright 1945 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25¢ Per Copy
E. J.'s Notebook has been aired regularly for a decade. The show has a natural animation, skillful script and a delightful personality that clicks. Ethel Jane King, KFH Women's Editor, is currently emcee for the show and she has sold everything from soap flakes to diamond bracelets on the air. Program content includes sparkling interviews with celebrities, personalized comments on styles and trends of the day and announcements of meetings, clubs and concerts of fascinating interest to her loyal audience. Call your Petry representative today for availabilities.

For evidence of TOP program on KFH, see any Petry man.
Take a long, careful look at the Pulse of Boston*... study it month by month, year after year... and you get a true, undistorted picture of WEEI leadership. Day and night throughout the peak listening season—Fall through Spring—"Columbia's friendly voice in Boston" leads all other Boston stations in share of audience, top-rated programs and quarter-hour wins. Want a close-up on how you can enlarge your sales in Boston? See WEEI or Radio Sales.

*January 1947-April 1949
Byron Mayo, formerly account executive with Richard G. Montgomery & Assoc., Portland, Ore., joins Foote, Cone & Belding, Los Angeles, in similar capacity.


Sidney B. Wolfe, associated with I. T. Cohen Adv., Washington, for two years, becomes television director for agency. He will be in charge of all television activities, programming and sales.

Jerome B. Gray, senior partner and founder of Gray & Rogers, Philadelphia, named to board of corporators of The Women's Medical College. Mr. Gray was recently named chairman of public relations committee for 1960 Feed Feather campaign and public relations chairmen of the Southeastern Pennsylvania chapter of American Red Cross.

E. Bennett Kolb, formerly with Young & Rubicam, New York, and for nine years with Marschalk & Pratt Co., New York, as account executive joins Robert W. Orr & Assoc., also New York, as copy supervisor.

Don Belding, chairman of the board of Poste, Cone & Belding, Los Angeles, named president of a new non-profit, non-partisan, organization, Freedoms Foundation Inc. New group will sponsor annual cash awards to Americans making "greatest contribution to a better understanding of the American way of life."

Fred Byron named treasurer of Guild, Bacon & Bonfigli, San Francisco. He formerly was with an eastern accounting firm.

Samuel Meek, vice president and director of J. Walter Thompson Co., New York, awarded Navy's Distinguished Public Service Award for his "outstanding services to the United States of America during the past war."

Arthur Segal has resigned as production manager of Bass-Luckoff of Hollywood to freelance.

Vincent Howe, show supervisor on Betty Crocker Magazine of the Air, for Dance-Fitzgerald-Sample, New York, and Harriette Gifford announce their marriage.

Dean Simmons, owner of Hollywood advertising agency by that name, awarded scroll of appreciation by Paralyzed Veterans Assn. chapter of Veterans' Administration, Birmingham Hospital, Van Nuys, Calif.

Agencies changing location: Botsford, Constantine & Gardner, San Francisco, to 150 Montgomery St., July 31; Raymond Keane Adv., Los Angeles, to La Brea Professional Bldg., 624 S. La Brea, phone Webster 3-8750; Smith, Smalley & Teeter Inc., New York, to 12 E. 44th St.

Burton Holmes, termed the "world's most famous traveler," checks filming script for TV series Sarra Inc., Chicago, is producing for the Santa Fe Railway, with Clair Callihan, television director, Leo Burnett agency, also Chicago. The 13-week series, which will take the air this fall, is also planned by (l to r around Mr. Holmes and Mr. Callihan) Joseph G. Betzer, Sarra's film planning director; Fred Forrest, Burnett account executive; Thayer Soule, Mr. Holmes' assistant; Frederick Gately, director; Wayne Langston, assistant director, and Harry W. Lange, production manager, all of Sarra.
Business Is Always Better In Washington!

Example: Latest Federal Reserve department store sales report (Jan.-May) 1949 vs. 1948 shows United States down 4% but Washington up 3%.

Washington D.C.'s 50,000-Watt Station
Represented by Radio Sales

W TOP
THE WASHINGTON POST—CBS STATION
Luke Walton

Ace sports announcer, commentator and interviewer

Action, Interest, and Sales... begin when Luke Walton goes on the air. A colorful fellow whose unique style of reporting local and national sports events keeps local ears "glued like magic" to WISH.

Yes... Luke Walton makes another hit... as WISH goes all out to give every sponsor more than he bargains for in actual sales results.

WORTHINGTON PRODUCTS, New York (drug firm), appoints William von Zehle & Co., New York, to handle merchandising and advertising for Sleep-Eaze (sleeping pill). Radio will be used in 18 test markets with sign-offs and all night programs, starting July 11. More markets are contemplated.

G & W REFRIGERATION Co. (ice machines), Associated IRON & METAL Co., and FIDELITY ROOF Co., all of Oakland, Calif.; appoint Ad Fried Agency, same city, to handle advertising. G & W to use television, others will use radio.

STANDARD OIL Co. of Indiana signs contract to air all U. of Colorado football games this fall on KOA Denver. This is third consecutive year Standard Oil has sponsored games on KOA.

GORDON BAKING CO., New York, Chicago and Detroit divisions, appoints N. W. Ayer & Son, Philadelphia, to handle its advertising. Media plans being studied.

RUBY CHEVROLET, Chicago, names W. B. Doner & Co., Chicago, as its agency. Radio and television will be used.


DIXIE FRY, Los Angeles (seasoned flour), appoints Dan B. Miner Co., that city to handle advertising. Radio is expected to be used in Los Angeles and San Francisco in the fall.

W. A. SHEAFFER Pen Co., Fort Madison, Iowa, will sponsor quarter-hour Enchanted Piano television show on KTLA (TV) Los Angeles and on as yet undetermined number of Eastern TV stations. Program will be kinescopied in Los Angeles for Eastern showing. Agency: Russel Seeds Co.

BLOCK DRUG Co., Jersey City, N. J., appoints Redfield-Johnstone Inc., New York, to handle advertising of Stera-Kleen Denture Cleaner in addition to seven Block Drug products now serviced by agency.


SCHREIBER MILLS Inc., St. Joseph, Mo., appoints Buchanan-Thomas Adv., Omaha, to handle its advertising. Radio will be used.


Adpeople • • •


J. A. FOURCHE, formerly manager of diversified products sales for Seiberling Rubber Co., Akron, Ohio, named assistant director of advertising and merchandising for same firm.

Network Accounts • • •

AMERICAN TOBACCO Co., New York, purchases CBS package, Leave It to Joan for sponsorship in fall. Starring comedienne Joan Davis, show is currently summer sustainer, replacing first half-hour (9:30-10 p.m.) of Lux Radio Theatre, Monday, 9-10 p.m. Show will be sponsored by Roy-Tan cigars, Friday, 9:30-10 p.m. effective Sept. 9 on the full CBS network. Agency: Lawrence B. Gumbiner, New York.
TO RADIO LISTENERS in Southeastern Ohio WHIZ is an old friend—a friend welcome and influential in every home.

For a quarter-century WHIZ has served Zanesville and all Southeastern Ohio with programs and services particularly designed for specialized local appeal.

After 25 years what do our listeners think of us? According to Mr. Hooper WHIZ is one of the highest Hooper rated stations in the nation—an average of almost 60% share of audience.

After 25 years how is WHIZ accepted by local retailers? Over 60 retail accounts have been advertising regularly on WHIZ for 5 years or more.

On the threshold of its second quarter-century, WHIZ is preparing to bring television to its thousands of friends in Southeastern Ohio—a promise of continued progress and service through the years.

VERNON A. NOLTE, MANAGING DIRECTOR

Affiliated with NBC

WHIZ

BROADCASTING • Telecasting

July 11, 1949 • Page 13
Feature of the Week

A SPORTING event such as Grand Rapids, Mich., never before has seen was staged in that city last month with exclusive broadcast rights going to WGRD Grand Rapids. In fact, the station promoted the entire event and furnished the chief—and as far as is known the only—contender for the title of Champion Lawn-Mower.

It all started when Bob Whitcomb, m.c. of the station's popular Polka Time program, mentioned on the air that it was rumored Joe Walleschek needed a new lawn mower as there had been complaints by neighbors that his mower was noisy. Mr. Whitcomb—or Jasiu, as he is known to his listeners—suggested it might be a good idea if the man bought a new mower and, of course, from the Ball Park Hardware Co. which is one of the Polka Times sponsors.

An hour later Jasiu received a phone call informing him that Mr. Walleschek was going to purchase a mower from the Ball Park firm, provided Jasiu would come

On All Accounts

SOUTHERN lingo and hospitality have clung to Gene Hoge, assistant sales manager at NBC's Central Division, as persistently as the Spanish moss on trees he used to climb during preadolescent days in the hills of Kentucky.

Eugene Morris Hoge was named in keeping with the dignity of his father's position as president of the State National Bank of Frankfort, (Ky.), out of reverence and nostalgia for his grandfather, a Kentucky distiller. Like them, Gene was born a rebel. Unlike them, he developed what was there to begin with into a one-man revolution.

It started when he was 13. In a quick six years he traveled through the hallowed halls of Swarthmore Prep in Pennsylvania, Castle Heights Military Academy in Tennessee, and Washington & Lee U. in Virginia. After building up an all-too-extensive (and expensive) acquaintance-ship in the four-state, sub-Mason-Dixon-line area, Gene was recalled to his homeste, where his father had set up an insurance business for him. Confessing that “my family always had trouble with me, although I never had trouble with them,” Gene returned to sell insurance for seven years. “All small town boys, you know, go into insurance or later. I just kept up tradition.”

With business booming in the daytime, Gene switched his sales campaign to socializing at night, wooing and winning Elise Kied, a girl he'd known his life. After six years of typically southern living (complete with magnolias and mint juleps), they and their son, Eugene Jr., moved to Waynesboro, Va. A gadget-making brother-in-law, who then concentrated on manufacturing k i t c h e n stoves, hired Gene to do some super-selling among the coal miners of Virginia and West Virginia.

Those days are still black in his memory, lightened only by recollection of a major selling victory. General Electric had sold only half a dozen electric stoves in one year. Gene—with his soft-spoken rebel drawl—wangled a whole carload of orders, converting the coal diggers en masse to electricity.

GE executives, curious to meet the one-man competition, asked him to visit the Chicago offices and discuss a sales job. After arriving in the big city, Gene looked up Melvin Traylor, a friend of his

(Continued on page 78)
MATCH THIS SALES RECORD!

NEW ACCOUNTS*
SOLD IN 4 WEEK'S PERIOD

* All outside Waterloo area.

IOWA'S MOST POWERFUL
ABC OUTLET

Business is good at KXEL!

If we can sell 'em—you can sell 'em.

KXEL's tremendous acceptance makes it easy to break down today's "ouchy" buyers.

The folks in Northeast Iowa have plenty of money to spend. KXEL has the "know how" to get it.

We believe we can make more money by wearing out shoe leather than shining the seat of our pants.

These 458 new accounts, all outside of Waterloo, prove that the KXEL extended area is ripe for selling. You need KXEL, serving the richest area in Iowa, to get the biggest slice of the Iowa dollar. The latest Conlan Survey shows KXEL holds up to 54.3% of the listeners as far away as 97 miles from the transmitter.

National advertisers contact Avery-Knodel today for complete story.

KXEL 50,000 WATTS ABC
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA

ABC Outlet for Waterloo, Cedar Rapids and all Northeast Iowa
How This
Buyers’ Market
Can Mean

By HUGH M. BEVILLE JR.
DIRECTOR OF RESEARCH, NBC

IT IS apparent to everyone, I think, that the sellers’ market is definitely
over, and for the next few years American industry will definitely be
exposed to a buyers’ market. This naturally means that the advertisers
will be doing everything possible to deliver his product to the consumer
for the lowest possible price.

We in radio are well aware that the manufacturer is watching his
advertising budget closely—and making sure that he is getting
the maximum return for that expenditure.

In view of recent economic trends, the NBC Research Dept.
has been actively engaged in building
a carefully documented comparison of the various media—a
comparison which reveals that radio
is a better buy for the advertiser than ever before. At the
same time we have been working on projects that show the adver-
tiser who has used radio for a number
of years how he can make radio pay
off better by producing more
effective commercials and pro-
grams.

Essentially, our resources have
been concentrated on five basic
points about radio today—and they
establish that:

(1) Radio has a powerful hold on the
American public.

(2) Radio offers a vast bonus
circulation.

(3) Radio is unmatched in its
ability to cover all markets.

(4) Radio is well adapted to
reach specialized markets.

(5) Greater returns are guaran-
teed the advertiser by a constant
re-evaluation of commercials and
programs.

To indicate how research is doc-
umenting each of these five argu-
ments, I should like to discuss a
couple of the projects NBC re-
search and allied organizations have undertaken during the past
decades.

The all-important point that ra-
dio has a large and lasting hold on
the American public is shown by a
new appraisal of the public at-
titude toward the mass media of
tertainment, made by Fortune.
The Fortune survey, a nationwide
investigation—released in March
1943, comes up with fresh and
pertinent information for advertisers
everywhere.

Listening to radio is the recrea-
tional activity that most people
enjoy most. According to the
Fortune survey 54% of all women
interviewed and 51% of the men
name radio listening as their fa-
vorite way of spending spare time.
The next preferences listed fell far
behind the music set by radio.

Fortune also reported that 70% of
all persons said they are listening
as much or more than they did a
few years ago—and listeners are
right. They are listening more. Both Hooper and Nielsen indicate a rising trend in radio
listening over the years, thus
providing further evidence of radio’s
preferred position with U. S. lis-
teners.

Nielsen data reflects a 52% in-
crease since 1943 in total hours of
listening per day by all families.

Hooper reports a gain of 59% over
the same six-year period. These
increases stem from the growth in
total radio families and also the
greater amount of time devoted
to radio by the average family today.

Behind all this is the purchase of
more than 40 million radios (AM, FM)
by U. S. listeners during the
post-war period. Certainly such
evidence of radio’s place in the
American home should be an in-
ducement to any advertiser facing
a buyers’ market.

Figures recently compiled by
NBC show that radio offers a vast
bonus circulation to the advertisers
for two important reasons:

(a) There has been no general
network rate increase since 1939.

(b) There are more sets in the
home, business places, in the car,
and in the form of portable radios
than ever before.

In 1940 the NBC network cost
per thousand ran about $0.72. In
1949 the cost per thousand was
$0.56 or a 22% decrease. This is
not true of most other media.

For example, the cost per thousand
for the largest weekly magazines has
jumped 17%, while daily newspa-
pers are up 7% since 1940.

The listening which is done out-
side the home has been largely
overlooked by the buyers and sell-
ers of radio time, usually because
there is a shortage of reliable in-
formation on this bonus audience.

Recently, however, research has
directed considerable attention to-
ward this outside listening which
advertisers are getting.

For instance, a new survey re-
ported by statistician WNBW New
York reveals that 28.7% of all
New Yorkers listen to radios out-
side of their homes on the average
day—this represents a bonus au-
nence of about 2.5 million listeners
per day in the metropolitan area
surveyed. In Baltimore a March
study of radio listening in places
of business, conducted by Johns
Hopkins U., indicates an average
audience in Baltimore shops
amounting to 14,000 persons
during the 9 to 4 p.m. afternoon
period.

Also, the Boston audience in
Washington, D. C., has recently
been measured by WRC, NBC’s af-
filiate there. The WRC study de-
termined, among other things, that
156,000 persons in the metropolitan
area listen to auto radios on a
typical weekday. Their average
listening time while riding in their
cars amounts to 50 minutes daily.

These three studies all point to
the inescapable conclusion that ra-
dio reaches far beyond the home,
that its audiences are substantially
greater than revealed by any of
the current rating services.

The new American market comes
closer than ever to being a real na-
tional market—regionalism, ex-
tremes in income levels, and
diverse living standards are becoming
clearly evident. As a result the na-
tional advertiser’s customers are
everywhere. Radio’s audience is
likewise everywhere, which places
this medium at the top in selling
to America.

Radio has an unmatched ability
to cover all markets in the country.
Recent BMB figures give conclusive

InCRease in raDio lIstening

1943
59% increase, says hooper
1949
52% increase, says nielsen

BROADCASTING • Telecasting

JOINING NBC in 1930, when he
helped form the network’s statistical
department, Hugh M. Beville Jr. was
named chief statistician of NBC in
1935. Currently, he is made radio
sales manager. On his return from
wartime service as chief of counter in-
telligence for the First Army with
the rank of lieutenant colonel, he
was appointed director of the NBC
research department which was made
an independent unit at that time.

He is a member of the network ad-
cision panel, the Sales Committee, American Marketing Assn., Market Research Council and
American Statistical Assn.

proof to this. Between 94 and 95%
of families own radios. Of Ameri-
can’s 11,140,800 upper income fam-
ilies 98.6% make up that group’s
listening audience. The medium
income group totals 17,298,800
families of which 97.4% are listed
by BMB as radio families. Even
in the lowest income group, which
totals 11,697,730 families, 85.4%
is radio owners. Comparable
data for the printed media reveals
substantial gaps in coverage. For
example, the 1947 NARC survey
revealed that two-fifths of the adult
population did not read any
magazine regularly.

We are not only demonstrating
radio’s ability to reach mass mar-
kets; we are also developing new
research to illustrate that it is
also a selective medium, through
proper selection of programming.
Radio is perhaps singular in its
ability to reach specialized mar-
kets. According to the NBC Gilbert
Youth Survey for the 13-18 age
group, which was recently released,
we find that 64% of the teenagers
have their own sets and 60% use
them daily. This is the evidence
that is only partially reported by
any current rating service. Only
26% of the youth sample checked
by the NBC Gilbert Survey testi-
fied to listening this same day
and time. This listening audience
possesses considerable buying pow-

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er of interest to every advertiser. The survey reveals that the average weekly buying power for bohs is $14.65, as compared to $10.77 for girls. Projection of these figures indicates that the purchase impact of the American 13-19-year-olds exceeds $8 billion annually.

Another excellent example of radio's ability to reach specialized markets is found in a survey made by Radio State U. among Columbus housewives. Coincidental telephone calls conducted between 7:50 a.m. to 6 p.m. during April revealed that whatever their household activities may be, the house-makers are listening to radio in large numbers. Among women found to be resting or relaxing, an average of 58% were listening to their radios. Other activities: While ironing, 48% were listening; while washing dishes, 41% were listening; sewing, 30%; listening to radio while preparing meals, 34%; listening to radio while eating meals, 33%; listening. These figures furnish strong evidence of radio's ability to reach and hold urban wives.

Radio's strength among rural housewives is undisputed. All these figures I have listed so far offer an inducement for any advertiser to use radio, whether he seeks a mass audience or a specialized segment of the audience; but it should be remembered that the decision to use radio must be followed by the presentation of effective and creative commercials and programs.

I'm sure many advertisers have been reading with great interest the recent reports released by the Scherwin Research Foundation. NBC research has sponsored and worked closely with the Schewin organization. We feel it is an important element of our network responsibility to encourage research which will enable advertisers to use radio with maximum effectiveness. Horace Schwerin has recently stated his studies show that as much as 50% of the effort in radio broadcasting is waste. He pointed out four major areas of wasted effort in radio:

(a) Shows that aren't given enough time to build an audience;
(b) Shows that never should have been run in the first place;
(c) Shows that cost too much;
(d) Commercials which render the listener psychologically dear.

To the above I should like to add:
1. Selection of a show which does not reach the primary prospects for the product
2. Improper placement of a program to reach the largest audience of buyers.
3. Here, then, is a vast area in which qualitative research can contribute to the more effective use of radio by advertisers who now must make every dollar count. There is much that can be done by such research to point up radio's unique ability to select a large audience of prospects and enable the manufacturer to talk directly to them in convincing terms about the merits of his product.

There are, of course, numerous other research results which are valuable to the time salesman in today's buyers' market. Nevertheless, I believe the strong evidence which we have provided to demonstrate:
1. Radio's hold on the public;
2. Radio's vast bonus circulation;
3. The unmatched market coverage of radio;
4. The flexibility of radio to reach specialized markets;
5. The possibilities for more effective commercial utilization of the aural medium are basic to our 1940 sales efforts.

They prove conclusively, I think, that radio is as effective a sales tool today as it has been at any other time in its history and that it can be even more effective if research findings are properly used.

The Editors

On All Accounts

(Continued from page 16)

night manager and assistant to the vice president. For the next three years he spent many evenings courting beautiful females from lengthy lists of guide applicants, thus gaining a nationwide reputation for the divis ions. When the strain was too great, he went to KOA Denver as sales manager. Eighteen months later he returned to Chicago and the glamorous ladies to join the network sales staff. He's been there ever since.

Gene has worked on every division account at one time or another, and is credited with introducing to broadcasting the Great Northern Railroad and the Florsheim Shoe Co. Other accounts he has handled—Princess Pat, Colgate, Fitch, Wander Co., (Little Orphan Annie), Fendrich, Pepso-dent, Carnation, International Harvester and Sheaffer Pen.

Named assistant to Sales Manager Paul McCluer three years ago, Gene now spends most of his time organizing presentations and supervising work of the network salesmen, although he still handles General Mills, Brown & Williamson and Minnesota Valley Canning Co. Major shows on which business is handled through the Central Division are Raleigh Cigarettes' People Are Funny, General Mills' Today's Children and Light of the World, and Minnesota Valley's Fred Waring Show.

He commutes daily from North Shore Evanston, where he, his wife and son spend the summer months storing up wood to be used in their five fireplaces during the winter. As a relief from wood-gathering, all three look forward to northward treks 535 miles to Hayward, Wis., site of Gene's prize 35-pound Muskie catch. In true unsmortanslike style, he ordered it cooked instead of stuffed as decoration for one of the fireplaces.

RADIO—THE UNIVERSAL MEDIUM

RECEIVERS ARE OWNED BY—

98.6% HIGHER INCOME FAMILIES

97.4% MEDIUM INCOME FAMILIES

85.1% LOWER INCOME FAMILIES

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ARRIVING in Bermuda for prize vacation are winners in competition sponsored by ABC's co-op sales department among affiliated stations: (1 to r): Otto Brandt, natl. dir. of station relations; Ted Oberfelder, dir. of adv., promotions, and research; Harold Vigue, WTVL Waterville, Me.; Harold Day, ABC co-op program sales mgr.; Bill Wylie, station relations; Bob Walker, WCHV Charlottesville, Va.; Dennis Gerkon, WCRO Johnstown, Pa.; Vic Doty, WJZ New York; Fred Elsethagen, KVOS Bellingham, Wash.; Pat O'Halloran, KPQ Wenatchee, Wash.

CONVERSING after a meeting of the SPONSORSHIP by First National Denver Ad Club are Gene McKim (l), Stores Inc., food chain, of Guy Lam club president, and Hugh B. Terry, barbador Show on entire New England vice president and general manager, Regional Network starts this month. KLZ Denver. Mr. Terry spoke to club. Completing plans are (1 to r) Walter about his trip to Paris as official Johnson at NERN; John C. Dowd, American radio representative at pres., John C. Dowd Agency; Dana Baird, Boston mgr.; Weed & Co.

WELCOMING ABC correspondent, Gordon Fraser (l), to Lawrence, Mass., for centennial event of his alma mater, Lawrence High School, are WSB WSB-TV Atlanta, Ga. Airline has signed for 52-week sponsorship of WSB-TV newscast, Mon.-Fri., 7:45-8 p.m.

EXAMINING mail pull from contest sponsored by Golden State Baking Co., Fresno, Calif., are George Ballas (l), partner in firm, and Gene Chenault, KNO Fresno manager. In introducing a new loaf of bread into local market, Golden State offered $500 prize in competition to select a name for the bread. Of the $1,200 budget appropriated for the contest, some $600 was spent on KNO spots and programs in two weeks. Campaign pulled close to 65,000 letters.

HIGHLIGHT of KDKA Pittsburgh's annual advertisers' barbecue was a 580-lb steer, cooked for 28 hours before serving. KDKA was host to over 200 of area's leading advertisers and agency men at all-day outing in North Park.

PLEASED over WXKW Albany, N.Y., renewal of its ABC affiliation are (1 to r): Standing—Ernest Lee Jahncke, ABC vice president; Stephen R. Rintoul, WXKW president, standing—Gren Rand, WXKW commercial manager; Eugene Fitx-Patrick, promotion manager.

MEMBERS of National Assn. of Radio Farm Directors, visiting Detroit industry, see plans for new Dearborn Motors Corp. construction. L to r are: Thomas Farrell, Dearborn vice president; Marshall Wells, WJR Detroit; Hal Totten, WGN Chicago.

KEY figures in the CBS integration of AM and TV broadcasts in the area of fact and opinion [Broadcasting, July 4] are (1 to r) Lyman Bryson, Red Barber, Davidson Taylor, Werner Michel and Edmund Chester. News and public affairs operations were combined.
1. **Ormond Plantation**, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. **The World's Largest Strawberry and Shrimp Freezing Plant**, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

3. **WWL's Coverage of the Deep South**
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

**WWL—Land**
The greatest selling power in the South's greatest city
50,000 Watts Clear Channel CBS Affiliate

BMB Maps of WWL-coverage and other data available from the Katz Agency, Inc., our National Representatives.
RCA "PLUG-IN" amplifiers

In a matter of seconds an amplifier or power supply can be connected or disconnected. Guide strips on the new RCA shelf (Type BR-2A) and guide pins on plug at back of amplifier assure smooth, rapid installation. Levers at front hook into SLOT in shelf and pull amplifier into place. Sockets on bracket at rear of shelf permit self alignment of receptacle with amplifier plug. (Shown is the BX-1B Power Supply Unit.)

Two-stage Preamplifier (Type BA-1A)—ideal for use as a microphone preamplifier, turntable preamplifier, booster amplifier, or low-level isolation amplifier. High gain: 40 db. High output: +10 db. Low noise level: -80 db. Low distortion: 0.5% rms, 50 to 7500 cycles. Isolation factor: approx. 90 db; over 100 db with special Volume Control Kit. Frequency response: ±1 db, 30 to 15,000 cycles. Small size: six units will fit on a 36-B or new BR-2A shelf!

Booster Amplifier (Type BA-2C)—A two-stage unit having applications similar to those for the BA-1A; also valuable where a high-gain amplifier between announce microphone and limiting amplifier is required. High gain: 50 db. Low noise level: -68 db. Low distortion: 0.75% rms, 40 to 15,000 cycles. Frequency response: ±1.5 db, 30 to 15,000 cycles. Compact: two units can be mounted on one 36-B or BR-2A shelf. Features plug-in capacitors and built-in power supply.
for quick interchanges—and easy maintenance

All units available for immediate delivery

As easy to install or remove as an electronic tube! Pull a lever near the front of the amplifier and the plug on the rear of the unit is smoothly withdrawn from its socket—automatically disconnected from the supply voltage. No longer is it necessary to crawl around to the back of hard-to-get-at racks and unsolder or unscrew countless connections. System changes can be made quickly; minutes can be slashed from inspection, servicing, and testing time.

This new RCA line now includes the four amplifiers and one power-supply unit shown. Others will be added in the near future. New, carefully selected characteristics make these units ideal for a large number of studio jobs.

All units use the same standard plug. To assure maximum convenience, a new shelf (Type BR-2A) has been designed. With a few easy changes, however, the conventional RCA Type 36-B panel and shelf can be used, if desired. The necessary accessories are available for this purpose.

Here, we believe, is a real opportunity to modernize your amplifier system—a quick, convenient way to get better performance at low cost. Descriptive leaflets are yours for the asking. Write: Dept. 19GB, Audio Equipment Section, Radio Corporation of America, Camden, N. J.

New Program Amplifier (type BA-13). The most versatile high-fidelity amplifier ever designed for broadcasting. Ideal as a program or line amplifier, bridging amplifier, isolator amplifier, cueing or monitoring amplifier. Improved layout for greater accessibility; "plug-in" electrolytics for ease in servicing. Output, 2 watts (approx.). Higher gain, 65 db for matching input; 28 db for bridging input. Lower noise level, 82 db (with max. gain). Lower distortion, less than 0.5 to 1% rms, depending on output level. Frequency response, ±1 db, 30 to 15,000 cps.

Monitoring Amplifier (Type BA-4B)—Designed for operation at microphone levels. High output of 12 watts is sufficient to drive several speakers or, in some applications, a recording head. Other uses include application as line amplifier for portable and mobile transmitters. High gain: 105 db. Low noise level: -20 db (with maximum gain); -40 db (with minimum gain). Low distortion: less than 3% at 12 watts. Frequency response, ±2 db, 30 to 15,000 cycles.

The RCA Type BR-2A Shelf fits any standard rack; takes 8¾ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.
YES, the hand is quicker than the eye, but down here in Deep Dixie, the ear is quicker than either. An extra "r" in the accent, or a little lack of tact about several subjects—well, you know...

We of KWKH are Southerners. We talk and think like all the rest of our people down here.

For 23 years we've studied our audience, and the results are reflected in our Hooper ratings. For March-April, 1949 our showing for Total Rated Periods was 38% better than our next "competitor."

Whatever you have to sell in our market, KWKH is your best radio buy. We can prove it. Interested?

50,000 Watts • CBS • The Branham Company
Representatives

Henry Clay, General Manager

KWKH
SHREVEPORT  LOUISIANA
Arkansas
Mississippi
HECHT SUCCESS

By J. FRANK BEATTY

HECHT Co., Washington's largest department store—and one of the nation's largest, too—decided two years ago to take a daring gamble.

While the entire retailing world cast rather fishy eyes at such effrontery, the Hecht Co. decided to build a complete store with 160,000 square feet of selling space in the capital's suburban community of Silver Spring, Md.

Hecht Co., however, let others do most of the worrying once it had decided to go ahead with its project. For store officials had worked out a plan—a broadcast plan.

In a nutshell, Hecht Co. bet on Maryland's second city and won, protecting its wager by taking out radio insurance.

Famed nationally as a promotional store with a million dollar advertising budget, Hecht Co. naturally backed up its wagering propensity with the finest know-how in all retailing.

Store officials realized that the community was dubious about the whole project, especially the local businessmen. The main problem was to find a way into the hearts of the citizens of this fast-expanding area. Radio supplied the solution.

The result is retailing history. Opening the Silver Spring store in late 1947, the Hecht Co. set a goal of $5 million in sales for 1948. It reached the goal and went on to attain the amazing total of $7.5 million for the first year.

While Washington's four dailies circulate widely in Silver Spring and environs, the area lacks its own daily newspapers. And since both stores carry identical merchandise, Hecht Co.'s five-million

WHEN the Hecht Co. planned its suburban store in Silver Spring, Md., just outside Washington, it knew that the weakest place in chain store operations is community identity. Such stores seldom used local radio or newspaper advertising. So the Hecht Co. took the logical way of winning a place in the community. It turned to radio as its principal medium. The results? Hecht Co. went 50% over its sales goal.

Radio Puts Over Big Store's Branch

Mr. ROTTO

lines of space per year in the four Washington papers therefore blanket most of the area.

But the Hecht Co. felt it needed additional advertising to reach the 100,000 people living in the fringes of its logical trading area. To reach these 100,000, the Hecht Co. turned to radio rather than to the host of weeklies scattered in Montgomery and Prince Georges Counties, adjacent to District of Columbia.

The problem, then, was to establish the same sort of reputation in Silver Spring in a short time. Looking around for the right advertising vehicle, Hecht executives talked over their problem with Joseph L. Brehener, general manager of the then 10-month-old WGAY Silver Spring, 1 kw day-timer on 1050 kc, a community-minded station, and Harwood Martin Advertising Agency, handling the Hecht account.

Out of their conferences developed the Community Reporter, a noon quarter-hour that won national recognition its first year in the form of the National Retail Dry Goods Assn. grand prize in the general family class of programs for Class A stores, grossing over $15 million a year [BROADCASTING, Jan. 17].

The first Hecht broadcast in Silver Spring was heard Oct. 15, 1947, two weeks before the huge store opened. The objective, of course, was to establish the store as a service to the community.

Promptly at noon the Community Reporter took the air—and still does, for that matter—with a one-minute summary of news. Coming in order are local weather, six minutes of local news, the Community Club bulletin board listing all types of meetings and events, a guest speaker (they write their

(Continued on page 64)

NAB REVAMPING

NAB'S Board of Directors opens its summer meeting today (Monday) confronted by a list of industry and association problems mostly centering around reorganization and BMB. The meeting is being held at Wentworth-by-the-Sea, Portsmouth, N. H.

Prior to the full board session, several of its subcommittees were to meet. The Structure Committee, headed by Clair R. McCollough, WGAL Lancaster, Pa., had slated an all-day session Saturday.

The Finance Committee, of which John F. Meagher, KYSB Mankato, Minn., is chairman, planned to meet Sunday. The By-Laws Committee, of which Hugh B. Terry, KLZ Denver, is chairman, also was to meet, and possibly the Membership Committee, headed by Gilmore R. Nunn, WLAP Lexington, Ky.

One board vacancy is to be filled. It was created by resignation last spring of Harry Bannister, WWJ Detroit, at the time the station withdrew from the association. Under the by-laws the board can name a successor to serve until District 8 holds its 1950 election.

The Structure Committee was to go over a number of suggested reorganization plans. They range from simple adjustment of the NAB organizational chart all the way to proposals for a separate group of functional (AM, FM, TV) associations under the wing of a top federation.

The board is to see a preview of the new slide film developed by BAB. The film will be shown to the trade for the first time next Thursday at BAB headquarters, 370 Park Ave., New York.

Tied into the reorganization project are such corollary matters as the proposed drive to obtain new NAB members, the disposition of Broadcast Advertising Bureau in the association structure, appointment of a TV director and the realignment of departmental functions.

Among ideas likely to receive study is a proposal that departmental clinics on a national or regional basis be held at least annually. Success of the recent NAB Program Clinics in Chicago [BROADCASTING, July 4] has stimulated interest in this plan. The clinic idea has been successfully used by NAB

(Continued on page 25)

Plans Top Board Agenda

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**Drew Pearson**

Signed by Adam Hats

**ADAM HAT Stores Inc., New York**, last week signed a contract to sponsor Drew Pearson over ABC next fall. The commentator had been dropped by his former sponsor, Frank H. Lee Hat Co., Danbury, Conn. [Closed Circuit, July 4]

The Adam Hat sponsorship was negotiated by the William H. Weintraub agency which also acquired the Adam account from Madison Advertising, New York. The Lee account, which abandoned the Weintraub agency at the time it dropped Mr. Pearson, has moved to Grey Advertising, New York [Closed Circuit, July 4]

Keeps Same Time

Mr. Pearson will be heard under Adam sponsorship in his usual time, 6:6:15 p.m., Sunday, beginning sometime in September. The transfer of the Adam account from Madison Advertising to Weintraub is effective Aug. 28.

In announcing his company's underwriting of the commentator, Elias Lustig, president of Adam Hat Stores Inc., described Mr. Pearson as "the finest medium for selling hats the industry has known in the past 25 years."

The Lee Hat Co. will continue in radio but "in a non-controversial way," Jack Beltare, vice president of the company, said.

He added that "we, of course, have no intention of going off the air and will introduce a brand new show in September. It is a show that we believe will be one of the most exciting things that has ever happened in the men's wear industry."

Mr. Beltare revealed in a letter to dealers that his company was dickering with Robert Montgomery as a commentator in a quarter hour program to start in September, and that "the chances are" it will be on ABC.

**CARMINE**

**James H. Carmine**, vice president-distribution for the past two years, has been elected executive vice president of Philco Corp., it was announced July 7 by William Baldwin, president.

Mr. Carmine, 47, a nationally known figure in the appliance industry, has played a leading part in the growth and expansion of Philco. He joined the company in 1923 as district sales representative in Pittsburgh and last year completed 25 years of Philco service. In 1932

Promoted by Philco Corp.

To Executive V. P.

Mr. Carmine has been named sales manager of the Midwest for Philco with headquarters in Chicago. He made such an outstanding record in that capacity that he was transferred to the Philco home office in Philadelphia in 1939 to become assistant general sales manager.

Two years later he was appointed general sales manager and in March 1942 was named vice president in charge of merchandising and elected to the board of directors.

Previous Capacity

Since January 1948 Mr. Carmine has been vice president-distribution, and in this capacity has been responsible for the development of all product lines, as well as the sales, merchandising and advertising activities of the corporation.

Over the years, Mr. Carmine has played a leading part in the development of the strong nation-wide Philco distribution organization of 130 wholesale distributors and over 25,000 retail dealers. He is a member of the executive, management and finance committees of Philco.

**PLAGIARISM SUIT**

**CBS Loses in Calif. Court**

In a precedent setting decision, the California State Supreme Court has affirmed a $35,000 plagiarism judgment against CBS in behalf of Jack Stanley, Hollywood radio writer.

Mr. Stanley won damages on grounds that CBS Hollywood Preview was based on a program format idea titled Walter Wanger Presents which he had submitted to the network for consideration but was rejected.

A Los Angeles Superior Court jury originally had awarded Mr. Stanley the $35,000 with judgment later upheld by District Court of Appeal. CBS took case to the State Supreme Court which also affirmed. This is said to be first decision by any state supreme court affirming the verdict of a jury for misappropriation of a radio program.

Besides CBS, named in the suit were General Petroleum Corp. and Hal Hudson, then West Coast program director for the network.

**MICHELSON SERIES**

'Blackstone' Co-op Resumed

CHARLES MICHELSON Inc., New York package producer, last week announced the resumption of Blackstone Magic Detective, quarter-hour transcribed series, on a co-op 50-50 basis for the Blackstone Washing Machines.

The Blackstone Corp., prior to labor difficulties which have now been settled, according to the announcement, co-sponsored the series on 148 stations. The washing machine firm has termed the series as the most successful radio advertising campaign in its history.

Michelson Inc. has informed all stations that the series is now available for local sponsorship on a co-op basis for Blackstone dealers.

**FOLEY'S SUCCESS**

**Finds TR Profitable**

TRANSIT RADIO is proudly reporting the experience of Foley's department store of Houston, Tex., with the use of TR announcements via KPRC-AM Houston. Foley's bought $65 worth of announcements on June 20, the day after Father's Day, when the store did not open until noon—with two follow-ups the next morning. Items advertised were a $1 sport shirt, pillow cases and diapers. Each item was priced slightly under the regular price for the test; no other advertising was used; the items were not displayed; customers had to ask for them specifically.

On the first day, Foley's had 176 direct calls for the sport shirts from customers who bought 375 of them. On Tuesday only 10 or 12 shirts were left, none of them salable. The full stock of pillows was sold out. By 3 p.m. Tuesday, five hours after the last TR spot, 30 dozen diapers had been sold and were still selling, while the other sold-out items still were being called for.

**LANGUAGE GROUP**

**To Exploit Foreign Market**

RALPH WEIL, WOV New York general manager, announced last week the formation of a five-man committee to head the Foreign Language Quality Group, organized tentatively last June 15 at the foreign language broadcast clinic at New York's Roosevelt Hotel.

Mr. Weil, nominated temporary chairman at the group's informal inception, will continue as chairman of the following committee: Frank Blair Jr., WSCR Scranton; George Lasker, WIBMS Boston; Samuel Sague, WSRS Cleveland; Helgi and William Jory, WJLB Detroit.

Aims of Group

FLQG will attempt to organize major foreign language markets in the country, promote the sales potentialities of the foreign population, distribute statistical and analytical material on foreign audiences, increase community service by broadcasting supply data for advertisers and agencies and exchange ideas.

Date for FLQG's initial committee meeting will be set within the next two weeks.

**ASCAP Deadline**

STATIONS interested in signing per piece royalty contracts with ASCAP were reminded last week by NAB that "time is running out."

Present ASCAP contracts, with a per piece privilege, expire Dec. 31, 1949. All existing contracts as of that date will be frozen. Stations are required to give 90 days notice if they desire per piece contracts.

**BROADCASTING • Telecasting**
WEBSTER REAPPOINTMENT

By RUFUS CRATER

SENATE ACTION on E. M. Webster's reappointment to the FCC was delayed for another week—at least—as Sen. Charles W. Tobey (R-N.H.), fireball anti-monopoly crusader, found a two-hour examination last Wednesday inadequate for all the 262 questions he had prepared.

The second and presumably final session of the Senate Interstate & Foreign Commerce Committee on Webster's reappointment, usually tentatively scheduled for next Wednesday afternoon (July 13). Despite the length and breadth of the questioning, there was little evident doubt that he would be given committee approval, usually tantamount to Senate confirmation.

When the committee will report out the nomination remained a big question, however—and an important one to the FCC, which, with two members on foreign assignments, has been operating with a bare, four-member quorum since Comr. Webster's term was to expire on June 30.

The Committee's next bi-weekly meeting will be Wednesday morning, before the hearing. No other regular meeting is scheduled until July 27. There was speculation about a special session, but no decision on this possibility was expected until after the testimony is completed.

Like last Wednesday's examination, most of the forthcoming questioning of the 60-year-old engineer and former Coast Guard Commodore in charge of communication is due to be handled by Sen. Tobey, perennially interested in FCC's activities and more often than not a caustic critic of its conduct. He said he was only about half through after Wednesday's session, which included these highlights:

- Commodore Webster felt the question of power above 60 kw for clear-channel stations be one which FCC should "take up with Congress," as the committee has urged.
- He'd reached no definite conclusion on the question of motion-picture ownership of stations—another major FCC problem—but seemed inclined to proceed on a case-to-case basis. He "wondered" whether the question of anti-trust violations shouldn't be handled by the Justice Dept. instead of FCC.
- He would favor replacing Acting Chief Engineer John A. Willoughby on grounds that the job demands greater executive ability. But he had no heard reports, mentioned by Sen. Tobey, that a majority of FCC members had decided to remove Mr. Willoughby.
- He acknowledged, but did not contribute to, reports that FCC Chairman Wayne Coy may resign to become head of Television Broadcasters Assn.

**Questions on Color TV**

- Sen. Tobey, via questions, suggested that CBS and RCA might "dicker"ing with respect to patents on the CBS color television system. He asked Commodore Webster whether he had heard such discussions
- when he had learned the commission's policy was not, but thought such a development would be "immaterial" to FCC's disposition of the VHF-UHF color case.

- The nominee expressed faith in the ultimate dominance of color television and felt, for his part, that color standards would be advanced after the TV hearings in August.
- He affirmed his belief in the wisdom of FCC's current approach to the whole television problem (see story page 48), and reiterated his view that the opening of the UHF and the use of color must be accomplished on bases compatible with the present VHF system.

**Possibility of vastly expanding FCC research facilities to minimize reliance upon technical work of the industry was suggested by Sen. E. W. McFarland (D-Ariz.), chairman of the subcommittee on radio. But the nominee felt FCC must have some faith in industry, and that government could not be "self-sustaining" in this regard.

- He would be inclined to subpoena witnesses and data on color TV if industry offered none voluntarily at the August television hearing—a development which Sen. Tobey thought would not be surprising.

BROADCASTING

**For Monopoly Study**

Two days earlier he told his House colleagues he intended to make a "special inquiry" into Commission activities "in the very near future."

He told Broadcasting that FCC and communications would definitely come within the scope of the overall monopoly study, with leaders of industry and FCC commissioners called upon to testify.

It was virtually impossible to say when, since the hearings may extend over a period of two or three years.

In his House speech, Rep. Walter noted that the Commission "has taken some steps to achieve better compliance with the intent and spirit of the [Administrative Procedures Act]" but that "there is still a long way to go and a hard row to hoe through the mire of backlog that has been permitted to pile up subsequent to adoption of the [Act]."

He took issue with the Commission's law department, a source of irritation he had professed in previous House speeches. "It appears that the law department has discovered a new device for circumventing the provisions of the Administrative Procedures Act . . . a slow-down process in acting on various matters, pleadings, motions . . . calling for recommendation of the law department."

He told House colleagues that with reduction of application proc.

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WTNB OFF AIR
Walkout Effects Suspension

WTNB Birmingham ceased operations indefinitely at 10 a.m. July 2 as the result of a walkout by its engineers, members of Local 283, International Brotherhood of Electrical Workers.

Decision to close the station was announced by Roy Hofheinz and Thomas N. Beach, president and board chairman, respectively, of Pilot Broadcasting Corp., WTNB licensee. They said WTNB did not wish to risk operation at this time because the feared complications not involved in the strike might be subject to bodily injury if they crossed union picket lines. One WTNB announcer had been threatened with physical harm by strikers if he attempted to go to work, the joint announcement said.

Negotiations between the station and IBEW broke down after agreement on all but two provisions of a new contract had been reached July 1, WTNB said. The company had agreed to increased wages, insisted on continued representation of continued Dan Baker, transmitter and studio controls; limiting WTNB to hiring only one part-time technician for a minimum 20 hours a week.

The WTNB statement said that owners of the station "offered to be bound by the decision of the union's own international officers who had attended the negotiations, but the union refused. In the face of continued refusal by the union to arbitrate, the company then offered to abide by the decision of the IBEW international president, Dan Tracy. This offer was also rejected by the union."

WTNB, 250 w fulltime on 1490 kc and affiliated with MBS, has announced its determination not to go off the air.

C. M. Baker Jr., business agent of Local 283, gave a different version of the strike story to WTNB, declaring that the station instead of agreeing to higher wages, insisted on a general wage cut.

Further, said Mr. Baker, WTNB insisted that it be allowed to hire at least three part-time technicians with a minimum guarantee of $16 a week and that one man be allowed to announce and perform simultaneous technical duties, "which would result in job eliminations and double duties on those working." WTNB also insisted, said Mr. Baker, that its chief engineer Birmingham station, WBRC AM-FM-TV, has not been terminated.

Despite the union's plea that its contract with WTNB be extended from day to day or for a definite period so negotiations could continue, Mr. Baker declared, "WTNB representatives flatly refused, saying that the station would be closed unless the union accepted its terms."

P.I. DEALS HIT

RECENT spread of per inquiry campaigns involving evasion of station card rates brought the charge last week that stations accepting speculative P. I. deals are "gambling with time" and pointing the way toward trouble.

Thomas F. Flanagan, managing director of National Assn. of Radio Station Representatives, charged that a P. I. station is "taking the chance that a person that is bound to kill it as an advertising medium."

Objections to P. I.

Mr. Flanagan summarized some of the objections to P. I. propositions in this manner:

"Stations which participate in P. I. deals are gambling with time, which is their only salable product, and in which they have invested their capital, and are maintaining payrolls.

"Prices at which you can sell products and services always tend toward the maximum discount which you allow and the cheapest form in which you sell. Here, you are allowing a structure toward lower income.

"Legally and morally a concern cannot have two prices for the same service, one to regular and another to P. I., with a per inquiry price to others."

"Stations have no way of knowing the reliability of a product or producer. The marketability is the producer's responsibility. Stations may fritter away a large amount of valuable time before discovering that a product is a dud.

"Stations should be allowed to belong to P. I. stations, and be able to bring in their advertising to the station.

"Stations are meeting with concerns and products having an almost equal rate, with schemes and cut-throaters. Instead stations should be associating themselves with the most reputable, high type retail and national advertisers, from the standpoint of station prestige, audience building and net profit.

"The station that lines up with any while allowing P. I. lower, is making the first step in a process that is bound to kill it as an advertising medium."

The price of P. I. products is usually too high for the quantity and quality offered, and the advertising expense far beyond what the advertisers spend, and that the cost of distribution should be charged to them.

"The quality of the product is unknown.

"The manufacturer who uses P. I. inquiries has no control over his volume of sales, and is, therefore, not likely to succeed.

"Stations which accept P.I. deals are liable to their national spot representatives for commissions on the time so used at card rates."

REMINISCE

Mr. Flanagan broadcast, in view of its responsibility to FCC to accept the risk of promoting on its own behalf, on behalf of a station coming in with speculative sources, instead of through legitimate manufacturers, advertising agency, representatives...

FIRST FIFTEEN PACIFIC HOOPERS—June 1949

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<tr>
<th>Program</th>
<th>No. of Cities (ratings 25 months, min.)</th>
<th>Sponsor &amp; Agency</th>
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*Second broadcast on some day provides more than one opportunity to hear program.*
By ROBERT LUCE

ONE WITNESS testifying before the Senate Committee on the Economic Report said this was the "best recession we ever had." The fact that our present decline in business activity has been so moderate leaves economists and businessmen alike with an uneasy feeling—it can't be this gentle, they say.

"Before this there has always been an abrupt drop in volume and a drastic break in prices," says A. D. Whiteside, president of Dun & Bradstreet. "At no time in the history of any major depression in this country has a balancing period in important industries been evidenced by a gradual decline from month to month as is occurring at present."

Dun & Bradstreet's finger on the pulse of business is a sensitive one, made so by a recent survey it conducted among businessmen in corporations of $50,000 net worth or more.

Businessmen were found to be reasonably calm in the face of the first post-war dip in business. For example: Average sales for the second half of 1949 were expected to be 4% below the second half of 1948. That is not a serious recession by anybody's slide rule. They expected to pay out some more in wages—2% more. They expected profits to drop 3.8%, and they expected to reduce their selling prices 5.4% below the level of the last six months of 1948.

Any comparison between these estimates, and the facts and figures of any of our previous recessions is downright illogical.

Business expenditures—the big outlays for steel, machinery, plant and modernization—were expected to decline only 1% among those polled by Dun's experts. These business expenditures and investments which provide the real prosperity to an economy will not drop off sizably if these expectations are borne out in business actions this year.

In summary, Dun's president says "business should pass through a period of moderate readjustment and orderly conversion to a level in keeping with greatly expanded postwar domestic and world requirements."

On the consumer side, the Federal Reserve Board is our latest authority by virtue of its 1949 Survey of Consumer Finances.

How confident are consumers? In the early months of 1949 22% were confident of good times ahead; another 25% said there were good times ahead but had some reservations; and 24% felt there would be little change in the well-being of the economy. Just 9% predicted bad times, and another 18% said were bad times ahead, with some reservation.

In early 1948, more thought good times were ahead (36%) and fewer had reservations about it (11%). As a whole, the number of optimists was about equal in both years, although the optimism was qualified in 1949.

Most consumer expected prices to go down, a different answer than they gave in early 1948 when 50% expected prices to go up.

Spending plans were optimistic. Perhaps because there were more automobiles available at less cost, more consumers planned to buy them in 1949 than in 1948. Rouse buying plans were about the same as in 1948, and the number of families, or "spending units," in the market for durable goods was slightly above 1948.

On the whole, the consumer position is good, the Reserve Board says. Three in every five home owners reported no mortgage on their property. Seven of 10 had liquid assets at their command. Personal incomes by families were higher than they have ever been. About 47% had incomes over $3,000. In 1946, a near-peak war year, just 30% could count on $3,000 income.

Of the two surveys, Dun & Bradstreet's is the later, and perhaps most realistic. Yet the FRB survey does point up the fact that the consumer is optimistic, has money, and will buy. That's less surprising than the business survey.

Businessmen are often more jittery and jumpy than the economic situation warrants. This survey shows them to be less so than would be expected in such delicate times as these for the economy. But no one could accuse these businessmen of panic—a 3.8% drop in profits is serious, but it's not deadly.

The newest fact in the economic picture is Great Britain's dollar shortage. No matter how we play it, it will affect our economy. We must add to our aid, increase our imports from Britain, or be prepared to accept a rigid British controlled trade system, in which she trades almost exclusively with pound sterling countries, cutting her buying here. Any of these will affect our economic picture—but nothing would be more disastrous than a British collapse now.

We're admittedly in a crucial economic period. One serious blow to the economy could rock it back on its heels. Yet many in Washington think bottom of the gentle slide will be reached by year end.

Things to watch: Indicators of production, especially in refrigerators, appliances, furniture. Should pick up.

Employment figures have risen slightly, but important figures in manufacturing employment. When it starts back up recession will be on the way out.

Steel production has dropped. First of the heavy industries to feel such a drop off. Autos are still booming, construction still high, and it is important.

Too much credit will be another danger sign. Right now it's high, could probably go higher. But rising credit indicates less cash, tight family budgets.

Careful reading of economic stories in newspapers and magazines this summer will pay off. Discount scare heads, they may make good circulation, but can be misleading.

CHIROPRACTOR RADIO SHOWS

Help Build Good Will for the Profession

More than 50 state, county and local chiropractic associations, all members of the International Chiropractors Assns., have found a five-minute transcribed strip, The Human Side of Hollywood, effective in acquainting the public with the chiropractic philosophy and in building good will for the chiropractic profession.

Prepared for ICA, parent body of the profession, with headquarters in Davenport, Iowa, the show is sold to chiropractic associations but not to individual chiropractors. ICA has a policy which forbids use of an individual chiropractor's name.

The show was written and produced in Hollywood by The Thomas Co., radio program counsel, 6700 Sunset Blvd. The Thomas Co. also wrote the commercials and solicited sales of the program among chiropractor groups. ICA has the M. Glenn Miller Agency in Chicago handle the placing of the show at the request of chiropractic associations.

The Human Side of Hollywood presents "the sort of thing folks like to read about our town," according to Tommy Thomas, head of the Thomas Co. It is "unadulterated fun," Mr. Thomas says and "the secret of the pulling power lies in our approach to the chiropractic message. The commercial is completed integrated.

Commentators for the program is Melvin Bennett, whose commercial copy is written for him.

Now in preparation by The Thomas Co. is a second set of 26 five-minute strips for ICA, "and the thing will continue indefinitely," says Mr. Thomas.

ICA checks all of The Human Side of Hollywood scripts for professional authenticity and assists with ideas on chiropractic philosophy.
NARND AWARDS

To Stations, Individual

THREE AWARDS, one to an individual and the others to radio and television news departments, will be made by the National Assn. of Radio News Directors at its annual convention Nov. 11-13 in New York. Entries are to be in the hands of Ethle Smith, KMBC Kansas City, chairman of the awards committee, by Sept. 1.

NARND will honor an individual "for performing distinguished service in radio news"; a radio news department for distinguished service to its community, and a TV news department for similar distinguished service.

The radio and TV station entries should outline in detail programs and program series, Mr. Smith said. Sample programs and transcriptions may be included in entries.

NARND officials say the awards program is the first ever set up which applies only to radio news departments following criteria set up by radio newsmen.

Experts in broadcasting will be selected to serve as judges on the awards panel.

On NARND Board

SHELDON PETERSON, KLZ Denver news director, has been elected to the board of directors of the National Assn. of Radio News Directors. The NARND board selected Mr. Peterson to fill the unexpired term of John Hogan, who resigned as news director at WCWH Portland, Me., to establish a news bureau in Washington, D.C. Before joining KLZ in 1947 Mr. Peterson was on NBC's Chicago news staff and a newspaperman in Minnesota and Colorado.

Clark Aids Educators

AN ATLANTA radio newsman helped organize coverage when educators and governors from 13 southern states met in Daytona Beach, Fla., to create a regional program for education. News Editor Dale Clark of WAGA Atlanta accompanied the regional educational staff to the conference and helped organize material for press association and newspaper reporters, WAGA reports.

In addition, he arranged interviews with prominent participants on two Daytona Beach stations—WMFJ and WDBB—while the conference was in session. Since the regional staff established headquarters in Atlanta last September, Mr. Clark has reported on activities in WAGA newscasts. Legislatures of 10 states have appropriated $1,630,000 for the education project, according to WAGA.

NATIONAL RADIO NEWS DIRECTORS

LIBEL CASE

COURT precedent for the "reasonable precaution" defense by broadcast stations in libel and slander actions has been established in New Jersey with rendering of a "no cause for action" verdict in a suit against WTTM Trenton, N. J.

WTTM and the newspaper Trentonian were defendants in a $150,000 suit filed by Lloyd J. Kelly, deputy director of public safety in Trenton.

The case was the first tried under a doctrine of the New Jersey Court of Errors & Appeals. This doctrine is based on the principle that a broadcast station is not liable for broadcasting a defamatory statement if it uses reasonable care in an effort to avoid defamation.

In the first judicial phase of the suit, the Mercer County Court had dismissed the action for slander insofar as WTTM was concerned. The plaintiff appealed to the upper court which reversed the trial court on the ground that the complaint was broad enough to set forth a new type of action, a suit for radio defamation.

The appellate court had treated the case as one of first impression and presented this question: "Is a radio broadcasting company which leases its facilities, liable for a defamatory statement during a radio broadcast by a person hired by the lessee and not in the employ of the radio broadcasting company, the words being carried to the listener by its facilities?"

Appellate Judge Burling had stated that there are two schools of thought as to the act of publishing a defamatory statement by the broadcasting medium—one of absolute liability, the other of liability based on negligence.

The appeals court had elected to decide the question on the broad duty of the broadcasting company as a disseminator, rather than publisher of the defamatory statement, and concluded that the company should not be liable if it could not have prevented publication by the exercise of reasonable care. In dissenting, Appellate Judge Wachenfeld had argued that the liability should be absolute regardless of fault.

The case came up for trial before the jury June 27 and was completed the following Friday evening. The jury brought in its "no cause of action verdict" after Judge Richard J. Hughes, sitting for Superior Court Judge Ralph J. Smiley, had given it a 2½-hour charge. The jury was out eight hours.

Case Significant

According to legal observers, significance of the action lies in the fact that the case did not involve ad libbing as did the case of Summit Hotel Co. vs. NBC in Pennsylvania Supreme Court some years ago when Al Jolson was charged with ad libbing a defamatory statement regarding a hotel.

Mr. Kelly, the plaintiff, had alleged in his original suit against WTTM that he was defamed in connection with reference to purchase of autos by the Trenton police department.

Harry Green, of Applegate, Foster, Reusselle, Cornwell & Green, Red Bank, was attorney for WTTM.

CARSON

Hearings Held on FTC Post

HEARINGS on the nomination of John Carson to the Federal Trade Commission were held Thursday by the Senate Interstate & Foreign Commerce Committee, with Mr. Carson's economic beliefs and MBS Company's President Lewis' radio opposition providing top interest. Hearings were on Friday.

Various business figures and former Rep. Jerry Voorhis of California declined to testify and the Senate committee was pressed for an explanation by FCC for remarks during one broadcast.

He told the committee that "some day these radio commentators will be held accountable for the things they say about people. . . . They can't now because the laws of libel are not adequate." He said he was considering some action along legislative lines.

Earlier Mr. Carson stated he is an independent, though he hasn't registered since 1916. He would take a number of hours daily as his AM affiliates, he said, and would take some action along legislative lines.

EQUAL FM-AM TIME

Asked by Chicago FM Group

FM BROADCASTERS of Chicagoland, new group launched to promote the medium, will request the FCC to require AM-owned FM stations to broadcast "at least an equal number of hours daily as their AM affiliates, whether or not programming is duplicated."

This was revealed last week by President Ralph J. Wood Jr., manager of WMOR (FM) Chicago, after the first regular meeting of the alliance. Other resolutions: (1) Cooperation with all groups interested in FM enhancement, including the Frequency Modulation Assn.; (2) a request that Standard Rate and Data Service include FM stations in the radio section listing, and (3) a request for FM Radio Mfrs.' Assn. ask members to "distinguish carefully in their advertising between TV sets capable of receiving the FM broadcast band and those which merely carry an audio band on FM."

By-laws are being drawn-up for approval of the membership at the next regular meeting tomorrow (Tuesday).

WTTM Cleared in Test Of Court Doctrine


'Baptist Hour'

SOUTHERN Baptist Convention, with headquarters in Atlanta, will sponsor the Baptist Hour, a half-hour program on 130 ABC southern stations, Sundays 3:30-4 p.m., beginning Oct. 2. Contract for 52 weeks was placed by Lillier, Neal & Battle, Atlanta.

BROADCASTING • Telecasting
A<br>Mr. WEaver<br><br>show. Shortly afterward he was made manager of the agency's radio department and served in that position until joining the American Tobacco Co. in charge of Lucky Strike advertising.<br><br>During the war he served variously as radio director for the Coordinator of Inter-American Affairs, on active duty with the U.S. Navy's fourth fleet, and as program manager of the Armed Forces Radio Service in Hollywood.<br><br>Mr. Wile has been with Young & Rubicam since 1934, except for service during the war as associate director of information for the War Manpower Commission and on active duty with the Navy. At the end of the war he became manager of radio publicity in Hollywood, later assistant manager of the Hollywood office, business manager of the radio department and assistant to the director of radio. His early career was in various capacities at CBS.<br><br>Mr. Meade, former assistant to the president of the American Tobacco Co., rejoined Young & Rubicam in April 1948. He had previously served the agency as a radio executive from 1938 to 1938 in Hollywood and New York. During the war he was a Naval air combat intelligence officer.<br><br>Howard Joins Y&R

WILLIAM H. HOWARD, who for the past 11 years has been vice president and publicity director of Macy's, New York, effective Sept. 1 joins Young & Rubicam, New York, as a vice president. He will have general executive duties at the agency.

CLEARS

BELIEF that assertions of the clear channel interests tend to be "highly colored" on the question of adequate radio coverage and should be subjected to "cold scrutiny" of the FCC has been expressed by Sen. Edwin C. Johnson (D-Col.), one of the foremost critics of the Commission on its television and other related policies.<br><br>The Senate Interstate & Foreign Commerce Committee, which Sen. Johnson heads and which is currently considering the McFarland FCC reorganization bill, last week released the text of the Senator's latest communication to the Commission—a letter to Acting Chairman Rosel Hyde dealing with so-called "white areas" of radio coverage in Ishpeming, Mich.<br><br>Sen. Johnson asserted that service to those areas is the only argument which has been presented to Congress to justify super-power, and said he had been unable personally to locate any such areas anywhere. Basis of his comments was testimony offered during hearings on the Johnson bill (S 1973) by Ward Quail, director of the Clear Channel Broadcasting Service. Mr. Quail testified with respect to the lack of adequate coverage in Ishpeming and said only clear channel stations could furnish good radio service [Broadcasting, June 20].

"If "white areas" do exist, the way to cure them is the operation of additional regional stations and not by a system of radio broadcasting which does violence to the welfare of the country by implementing a monopoly," Sen. Johnson declared.

Text in part of his letter to Mr. Hyde:<br><br>"I have never yet been able to learn the exact geographical location of such "white areas" and his (Mr. Quail's) statements aroused my curiosity, particularly when he asserted that daytime service in that area was such that he could not pick up the broadcasts of the Chicago Cubs baseball games. I immediately made inquiry and I find that Ishpeming receives "excellent" primary service over a 40 mile area daytime and a "good" service over a 30 mile area nighttime as well as a secondary service over a 90 mile area daytime and 50 mile area nighttime from its own Young & Rubicam but this is important—the area also receives service from 14 other radio stations, including network affiliates of the four principal networks. Significantly, of these 14 stations, one WDNJ, furnishes "excellent" primary service both daytime and nighttime; four stations, WJMS, WGN, WHBF, and WBBN, furnish "good" secondary service both daytime and nighttime; five stations, WJK, WCCO, WWKA, WLM, WBBN, WTAQ, furnish "good" secondary service nighttime; and three stations, WMIC, WIKD, WHFD, furnish "fair" secondary service daytime.

I still do not know just what the Commission or the super power lobby considers a "white area" to be but it seems to me that in view of the lack of an adequate and variety of radio service which the FCC has failed to provide, it is hardly likely to be classified as a "white area," but with all due respect to him that Mr. Quail, in his capacity as a paid lobbyist for Clear Channel Broadcasting Service, sought to create the impression that because he could not hear certain baseball broadcasts, which are available to the viewers of broadcast of one non-network Chicago station, that the Ishpeming area was being wronged. The facts indicate that it could only secure such coverage from a clear channel station operating with upper power. The facts indicate that this is a gross distortion and a bald misstatement. Also, the facts indicate that the Ishpeming area receives a fine variety of coverage not only from two existing clear channel stations operating with 50,000 power but also from a number of additional stations operating with power considerably in excess of 50,000.

Service to "white areas" is the only argument which has been presented to Congress to justify super-power. I have always been able to find any "white areas" anywhere and that is why I have had little sympathy on the point. Furthermore, if "white areas" do exist the way to cure them is through the operation of additional regional stations and not by a system which does violence to the welfare of the country and goes against the public interest.

I am writing you because I want the Commission to have the facts and not the highly colored assertions of the clear channel lobby which, in my opinion, have never been presented to the public, critical, objective scrutiny. The Commission, in the performance of its duty under the Act, owes the public interest that kind of analyses.
TOWER of KELK Elko, Nev., looked like this after an 80-mile-an-hour gale hit it last month. Van Welch, station's chief engineer, reports KELK was back on air with temporary antenna less than 10 hours after tower went down. KELK is erecting new 200-ft. permanent tower. Station operates with 250 w unlimited on 1340 kc.

**ORAL ARGUMENT**

Set in Docket Cases

**ORAL ARGUMENT** has been scheduled by FCC in several docket proceedings for July 18-19. Argument will be heard before the Commission en banc July 18 on proposed denial of power boost on 1240 kc to KS00 Singer Falls, S. D. [BROADCASTING, Oct. 4, 1948]; proposed denial of new AM station to Home News Pub., Co., New Brunswick, N. J. [BROADCASTING, April 25], and proposed grant of improved facilities to KWAT Watertown, S. D.

On July 19 the Commission will hear argument on the proposed grant to switch KTHS Hot Springs to West Memphis, Ark., with increased power and to grant the same interests a new AM station at Hot Springs. Same day FCC also will hear argument on proposed grant to WARM Scranton, Pa., to change facilities and to deny competitive bid of WBAX Wilkes-Barre, Pa. [BROADCASTING, April 4].

In the KWAT case, FCC would grant the station switch from 250 w on 1240 kc to 1 kw on 560 kc and deny competitive bid of Corn Palace City Radio Corp. for new outlet on 950 kc at Mitchell, S. D. [BROADCASTING, Feb. 28]. The Hot Springs case involves proposed grant to switch John D. Ewing's KTHS to West Memphis with power increase on 1090 kc to 50 kw day, 25 kw night and deny new station bid for 50 kw on 1090 kc at Hot Springs of Hot Springs Broadcasting Co., headed by former Gov. Carl E. Bailey of Arkansas and Publisher C. E. Palmer. Proposed denial also would be given WMPF Daytona Beach, Fla., for 1090 kc [BROADCASTING, April 4].

**COMMISSIONERS**

**Green Light on Raases**

LEGISLATION that would raise salaries of FCC, FTC and other commissioners to a proposed $15,000 has been given the green light by the House Rules Committee, with the House slated to vote approval this past Friday.

Prevalent Congressional sentiment for economy on the one hand and a desire to increase salaries of rank-and-file employees of independent agencies on the other reportedly had stalemated the measure (HR 1689) within committee.

Meanwhile, the Senate has had a similar bill on its calendar since last February. Whether it will be considered on the floor at this session is said to depend on Senate Majority Leader Scott Lucas (D-Ill.). It is believed that the Senate is awaiting action on the administration's reclassification and pay raise measures which affect low income employees. It had audy had hearings on a host of these bills, while the House took comparable action only the past two weeks.

Both HR 1689 and the Senate measure (S. 460) would give heads and assistant heads of agencies, would increase FCC and FTC commissioner salaries from the present $10,000 to $12,000 with an additional amount to be received as high as $18,000 at the President's discretion.

FCC Commissioners currently are in line for raises under the recent Commission reorganizational bill authored by Sen. E. W. McFarland (D-Ariz.) [BROADCASTING, June 13, 20, 27]. They would receive $15,000.

Meanwhile, Rep. Abraham Multer (D-N. Y.) last week introduced a measure similar to HR 1689 which would include salary raises for members of Congress and federal judges as well as commissioners of FTC, FCC. Under Rep. Multer's bill commissioners would be raised to $16,000 also.

52 Grand Plug

DAVE STEPHENS, musical director at WCAU Philadelphia, may have had a hand in helping Rush Clarke, of Rochester, N.Y., win the all-time high jackpot of $52,000 on CBS' Sing It Again program. Playing the Dave Stephens Show on CBS that afternoon, Dave commented on the music of 1926 and tossed in the remark, "That was the year Gertrude Ederle swam the English Channel."

The next item on the program was a promotional announcement about the Phantom Voice on Sing It Again. That night Mr. Clarke identified the Phantom Voice as the true Ederle. Mr. Stephens and everyone else at WCAU swear they had no knowledge of the Voice's identity.

**June Box Score**

**FCC FORM 316**

Single Sheet Now Used for Transfer Pleas

To SPEED its own work and ease the burden on applicants, FCC last week adopted a new "single-sheet" application form for station transfers and applications where no substantial changes in ownership are involved.

The new form—FCC Form 316—covers front and back of a single sheet, compared to the 16-page forms currently in use for all transfer and assignment applications. Limited to a call for information "directly pertinent to the type of applications involved," it asks only for such data as facilities being transferred, name of transferor and transferee, etc.

Commission authority was unable to estimate the percentage of applications now being received which would qualify for use of the short form, but thought it would be appreciable.

The abbreviated application form can be used in any of the following cases:

1. Where there is an assignment from an individual or an individual partnership to a corporation owned and controlled by such individuals or partnerships without any substantial change in their relative interests.
2. Where there is an assignment from a corporation to its individual stockholders without affecting any substantial change in the stocks ownership of the corporation.
3. Where there is an involuntary transfer resulting from the death of a partner or a court appointment of a receiver or trustee in bankruptcy.
4. Where there is a corporate reorganization which involves no substantial change in the beneficial ownership of the corporation.
5. Where there is an involuntary transfer resulting from the death of a partner or court appointment of a receiver or trustee in bankruptcy, or where there is an assignment from a corporation to a corporation owned or controlled by the assignor corporation without substantial change in their interests.

**UNAFFILIATED UNIT**

To Convene at NAB Offices

MEETING of the NAB Unaffiliated Stations Executive Committee, organized last year, will be held July 25-26 at the NAB Washington headquarters. Chairman of the committee is Mr. Cott, WNEW New York. The membership is the same as last year, with one exception.

Mr. Cott

The special "Independents Day" held April 10, just prior to NAB's Chicago convention, was sponsored and programmed by the committee. Among its projects was a liaison with the Advertising Council in major public service campaigns. Committee members besides Mr. Cott include Melvin Drake, WDGY Minneapolis; Lee W. Jacobs, KBKR Baker, Ore.; Robert Maynard, WSVS Crewe, Va.; Lawrence W. McDonald, WCPSL WMC Beach, Calif.; Patt McDonald, WHHM Memphis; Ben Strouse, WWDC Washington. Board liaison members are J. C. Fleisher, NAB Treasurer and World Broadcasting System traffic service.

**BROADCASTING** • Telecasting
Never before has either the Beneke or Miller band recorded for a transcription service...

Now for the first time, NBC THESAURUS offers the Tex Beneke Orchestra...

AS A COMPLETELY PROGRAMMED CONTINUING SERIES

with network quality script material and opening and closing voice tracks by Tex Beneke.

AS A FLEXIBLE LIBRARY FEATURE

easily integrated with other great THESAURUS artist groups in your own local productions.

A BIG NAME... in Radio... in Records... in Music.

A BIG ATTRACTION... on the THESAURUS roster

of commercially proved shows.

Wire or write today
for the full, new
THESAURUS story

Radio-Recording Division
RCA Building, Radio City, New York - Chicago - Hollywood
WESTERN WAVE No, let's than ament--it's cosmic, ing counts--it's cosmic, WANE Kentucky, reach Eastern (Ky.)! for AM and FM applications of the newspaper, and an FM bid of the commonly owned Lorain (Ohio) Journal, on grounds that Owners Isadore and S. A. Horvitz "have sought to suppress competition ... and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts" [BROADCASTING, July 19, 1948]. FCC also had held that the Mansfield paper "has consistently fought" WMAN and "has harassed some local merchants to prevent their using WMAN as an advertising medium." WMAN got its FM grant simultaneously with FCC's original proposal to deny the newspaper applications. WEOL Elyria, Ohio, made comparable charges against the Horvitzes in a series of broadcasts last fall [BROADCASTING, Nov. 29, 1948]. WEOL charged the Lorain paper refused to carry its logs even as paid advertising. It also told of letters from Lorain advertisers who said the Lorain Journal sent letters cancelling their display advertising within two weeks after their first use of radio.

The newspapers have insistently denied using exclusive advertising contracts, though according to FCC's findings their owners regard WMAN as an "illicit" station and concede hostility toward it. Their opinion of WMAN as "illicit," FCC held, is attributed to evidence in a 1942 re-newal hearing at which, although renewal was granted, it was found that false reports had been filed by original officers. The papers have appealed from FCC's denial of their applications but the appeal has not been decided. WMAN's was one of four FM au-thorizations voluntarily given up last week. Others: WPM-FM Indianapolis, WCLC Clarksville, Tenn., and WATC Morristown, N. J. (For details see FCC Round-up, page 84).

TAYLOR BARRED

Martin Protests Action

REPORTED refusal of Czechoslo-vakia to admit Henry J. Taylor, ABC commentator, as an American correspondent drew protest last week from Rep. Joseph W. Martin Jr., House minority leader, in a letter to State Secretary Dean Acheson. He urged Secretary Acheson to deliver "strong representa-tions" to that country.

Mr. Taylor was advised last Tuesday by the Czechoslovakian High Court that he had been denied entrance and said no reason was given. Rep. Martin told Mr. Acheson "such action toward members of our free press is to be deplored" and recommended a protest be registered with the consul.

Good Reconstruction

MARK SCOTT, WLOW Norfolk, Va., sportscaster, never realized how authentic his telegraphic reconstructions of baseball games were until a young couple leaving a Norfolk Piedmont League game stopped him and said, "May we come over to your studio and watch you do a Yankee game broadcast?" "Sure," said Mr. Scott, "I'm not much to see." "Oh," the couple insisted, "but we want to watch the game on your television set."

NAB Revamping

(Continued from page 28)

on a regional basis to aid station news operations and promote spon-sorship of newscasts.

The district meeting schedule, starting in early September and running almost to Christmas, will be reviewed. NAB has been asked by its Sales Managers Executive Committee to devote one full day of each two-day meeting to sales. Programs of a clinic or workshop nature will be considered for the district sessions.

Sales clinics at the district meet-ings will be conducted by BAB, which eventually is to be set up outside the main NAB organiza-tion. BAB will complete transfer to its own New York headquarters by the end of July. If the board decides to perform the NAB reorganiza-tion operation this week, sepa-ration of BAB may be speeded.

The membership campaign may be tied into the district meetings, the schedule having been set up to give NAB officers time to contact non-members as they tour the country.

In considering membership prob-lems the board will have charts showing station membership by states. One of the membership campaign plans has been based on the idea of state chairmen, with NAB preparing material for use of chairmen. Another plan contem-plates a continuing membership drive on an organized basis.

Meeting of the NAB Standards of Practice Committee was held Friday at Wentworth-by-the-Sea. Committee chairman is Eugene Carr, WHBC Canton, Ohio.
Looking for the largest?

New York’s largest early-a.m. audience hears Jack Sterling on WCBS

Every month, since he replaced Godfrey, Sterling has ranked Number One in Pulse. Positions of the four top stations in the important early morning sweepstakes are as follows:

<table>
<thead>
<tr>
<th>STATION</th>
<th>RATING</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCBS Jack Sterling</td>
<td>2.9</td>
<td>23</td>
</tr>
<tr>
<td>Station B</td>
<td>2.6</td>
<td>21</td>
</tr>
<tr>
<td>Station C</td>
<td>1.8</td>
<td>14</td>
</tr>
<tr>
<td>Station D</td>
<td>1.3</td>
<td>10</td>
</tr>
</tbody>
</table>

Nov. '48—May '49; Pulse of N.Y. average 1/4 hr.; Ratings and Share of Audience, 6:00—7:45 AM, Mon.—Sat.

Represented by Radio Sales
WEBSTER REAPPOINTMENT
(Continued from page 25)
issue, Sen. Tobey snapped back:
"Perhaps they'd read the record
[of this hearing]."

There was relatively little fire
in the New Hampshire legislator's
interrogations, though he generated
some heat when he said Commo-
dore Webster had been quoted as
saying that manufacturers are a
part of the public and that FCC,
operating in the public interest,
should see to it that they are not
harmful.

The witness couldn't recall such
a statement, and Sen. Tobey inter-
jected that "you're a poor man to
be a Commissioner if you don't
remember whether you made an
important statement like that."
Commodore Webster explained that
he has taken the view that FCC
should be aware of the economic
effects of its actions; that it would
be harmful to put a communications
common carrier out of business,
for example, and that similarly
FCC would be open to criticism if
it damaged the broadcasting in-
dustry as a whole.

In line with this view, he said,
FCC's forthcoming UHF-VHF tele-
vision allocation plan will be ar-
 ranged around the assignments al-
ready in use by existing stations.
Now I will imagine that he had
said, as Sen. Tobey suggested,
that "the more you see of Congress,
the more you think of administra-
tive agencies."

Sen. Tobey, who with FM Inven-
tor Edwin H. Armstrong is among
the most persistent critics of FCC's
reallocation of PM, called upon
him to name the men he considered
the outstanding electronic engi-
neers of the day. Commodore Web-
erston considered it difficult assign-
ment, but nominated first Dr.
William L. Everitt of the U. of Illinois
and then named Dr. Armstrong as
being "right near the top along
with Everitt."

Asked for his views on specific
engineers, he expressed "high re-
gard" for C. M. Jansky Jr., Wash-
ington consultant and FM pioneer,
and said he would also place Dr.

C. B. Jolliffe, executive vice pre-
ident in charge of RCA Labs Divi-
sion, "up near the top."

He also expressed great regard
for Andrew D. Ring, Washing-
ton consultant, and Acting Chief En-
 gineer Willoughby, though he said
he would not place them in the
topmost scientific category.

COMPATIBLE SYSTEMS

Asked whether the use of com-
patible systems for VHF, UHF,
and color would not put RCA-
other Tobey target—in "large
dominance" of the television in-
dustry, he said he did not think it
would. On the subject of FCC's
reliance upon technical data pre-
sented by industry, he thought FCC
should and does take into account
the possibility of self-serving pre-
1.

Sen. Tobey questioned whether
the importance of color television
wouldn't justify greater promo-
tion by the Commission, and whet-
er FCC might not consider "warn-
ing" the public of impending
changes in allocations. "Or would


that contravene the interests of the
manufacturers?" he asked.

The appointee maintained that
continuing sales of television re-
ceivers are vital to development of
the art, and reiterated that com-
patibility of systems, and FCC's
approach to color on the basis of
low-cost conversion of present sets,
will minimize so-called obsolescence
of today's receivers.

He said it was "a mystery" why,
as Sen. Tobey said, Radio Mfrs.
Assn. and others have opposed
adoption of color TV standards.

He said he would "do everything
I can" to comply with Sen. Tobey's
request that FCC call upon CBS
and others for measurements of
field strengths of color television
transmitters. The legislator also
asked for a copy of FCC's letter
to NBC with respect to NBC's
satellite TV station at Bridgeport,
Conn. [BROADCASTING, May 9],
and for FCC's minutes on the subject.

Chairman Johnson, who has per-
 sistently goaded FCC on its hand-
ing of television, said one point
that disturbs him with respect to
color is the possibility that FCC
might do something that would
"shut the door." Indicating his in-
terest in the field, he has called
upon the Bureau of Standards for
an independent investigation of
color's status [BROADCASTING,
May 30, June 27].

Acknowledges Delay
Opening the hearing, Sen. John-
son acknowledged that "we should
have held this hearing prior to
June 30" when Conr. Webster's
term expired, but said that because
of the pressure of other work "we
didn't get around to it."

He presented a biographical
sketch of the nominee, a veteran of
more than 30 years in the Coast
Guard and former assistant chief
engineer of FCC who was appointed
Commissioner in March 1947 to
serve out the unexpired term of
Chairman Paul A. Porter. He is a
former Chief Communications Of-
cer of the Coast Guard and di-
rector of telecommunications of
the National Assn. of American
Shipping.

WRS' Rawlins Gets 74

SCORE to make most any
amateur golfer envious was
chiselled up by Leo Rawlins,
manager of industrial rela-
tions for Westinghouse Radio
Stations Inc., at the Llanerch
Country Club, Philadelphia.

Playing in the first round in
the President's Cup Tourn-
ament, Mr. Rawlins scored 10
pars and three birdies for a
74. He shot 39 in each nine
of regulation figures for
the 6,607 yard Llanerch
course. His opponent, George
Rowbotham, Philadelphia
amateur, didn't have a shot on
three birdies—nine in a row—to
card a 62, 10 under par, but
WRS is still mighty proud of
Mr. Rawlins' two over par.

IN BUFFALO

COLUMBIA

WGR

—have the sky-high Hoopers
for '49

With Columbia's new galaxy of stars...and
with more to come...WGR in Buffalo has
sky-rocketed to new highs in Hooper ratings
climaxing a sensational two-year rise under
the station's new ownership.* 5000 watts night
and day on radio's most favorable wave length
...550 kc...gives advertisers the best reception
in Western New York's rich market.

WGR Broadcasting Corporation
550
RAND BUILDING, BUFFALO 3, N. Y.
BUFFALO'S COLUMBIA NETWORK STATION
NATIONAL REPRESENTATIVES: LOE & PETERS, INC.

* Leo J. ("Fitz") Firstpatrick and J. R. ("Ike") Launssen

BROADCASTING  •  Telecasting
IF YOU'D like to see some doggone wonderful "impulse buying," you oughta watch us Red River Valley hayseeds! We got far higher than national average income — and, by golly, we spends it!

And if you'd like to get your share of this lavish North Dakota spendin', you'd better use WDAY! Many advertisers don't even consider other outlets. Latest Hoopers prove WDAY's a 5-to-1 favorite in Fargo and Moorhead. And we've got proof of exceptional rural loyalty, too!

**HERE ARE THE FIGGERS!**

<table>
<thead>
<tr>
<th></th>
<th>WDAY</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
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<tr>
<td><strong>WEEKDAY</strong></td>
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<td>MORNINGS</td>
<td>67.4</td>
<td>16.6</td>
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<td>4.6</td>
</tr>
<tr>
<td><strong>WEEKDAY</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AFTERNOONS</td>
<td>70.2</td>
<td>9.9</td>
<td>11.6</td>
<td>3.1</td>
</tr>
<tr>
<td><strong>EVENINGS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(SUN. THRU SAT.)</td>
<td>68.9</td>
<td>13.5</td>
<td>9.7</td>
<td>5.9</td>
</tr>
</tbody>
</table>

Write to us direct, or ask Free & Peters for all the dope. You'll be amazed — and convinced!

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.,
Exclusive National Representatives
OWNERSHIP

Hearings Ordered for 3

QUESTION whether ownership transfers have occurred without FCC approval has been announced by the Commission as an issue in hearings previously ordered upon proposed sales of WTRR Sanford, Fla.; WCMM-AM-FM Canton, Ohio, and KDLK Del Rio, Tex. [Broadcasting, June 27].

In each of the cases the Commission said it also wishes to determine whether the proposed purchaser of the station has been "participating in the profits, if any, obtained from the operation" of the station or has "sustained the losses which may have occurred from such operation, with particular reference to the degree of control" which the proposed purchaser "may have acquired from this participation."

The WTRR transfer involves sale of the station by James S. Rivers to Myron A. Beck for $50,000. WCMM requests transfer of control from five of 10 stockholders for $38,600 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney.

In the KDLK case, three of four original partners propose to sell the station for $32,000 to Martin Rose Jr., rancher, and E. M. Hailer, feed store and warehouse owner. One original partner, Thomas O. Matthews, withdrew to re-enter the Army. The others are James A. Clements, Richard J. Higgins and Joe H. Torbett [Broadcasting, Jan. 31].

WDOV DOVER

Says WLOW Interferes

WDOV Dover, Del., has petitioned FCC for a show-cause order to require WLOW Norfolk, Va., to reduce its power below 1 kw.

The Norfolk station was authorized last March to move from 1590 to 1410 kc, using 1 kw daytime [Broadcasting, March 21]. WDOV, also on 1410 kc with 1 kw daytime, claims the new operation at Norfolk is causing it "severe and objectionable interference" which should be eliminated by reducing WLOW’s power.

WDOV’s complaint was filed by William Courtney Evans, licensee, through P. W. Beward, Washington attorney.

CBC Board To Meet

BOARD OF governors of Canadian Broadcasting Corp. will meet July 28-30 at Montreal to take up new licenses of AM and FM stations; possibly to recommend first Canadian TV licensees; to hear requests from Canadian Assn. of Broadcasters for chain breaks and spot announcements after 7 p.m., and to allow individual broad- casters to approach Dept. of National Health and Welfare at Ottawa for approval on food and drug commercials, instead of having these go through CBC station relations department as at present.

Too Free Speech

REMINISCENT of the “men from Mars” broadcasts, WNTT Augusta, Ga., was invaded recently by an exhilarated soldier from a nearby camp. Announcer E. F. MacFarland was reading the 11:28 p.m. newscast from the control room when the soldier, clad only in shorts, burst into the room, according to WNTT Manager Edgar Teasley. Amid pleas for quiet from Announcer MacFarland, the soldier shouted—into the mike—his rights as an American, sprinkling his utterances with profanity such as would shake the Standards of Practice. The intruder was chased from the studio with the aid of other staff members. But by this time shocked listeners had swamped WTNT telephones and no line could be cleared to call police. Officers finally arrived and arrested the soldier, who, Mr. Teasley said, gave no reason for his action other than that he had heard a newscast and “it sounded like German.”

PERMANENT JRF

Loons as Hill Possibility

SPECULATION that Congress might consider legislation covering the Joint Radio Information Facility project, to remove it from the present temporary status, has become apparent on Capitol Hill. The project, which prepares recordings for members of Congress for shipment to stations in constituent areas, has operated on a leased arrangement since 1947 by dint of Congressional appropriations.

Who would sponsor such a measure could not be learned, but it was said to have the support of certain appropriations committee men, and both the Senate Secretary and House Clerk, under whose supervision the project is operated. The project, directed by Robert Coar and his wife, drew fire last month in hearings before House Appropriations subcommittee which favors maintenance on a self-sustaining basis, rather than "being subsidized from general tax funds" [Broadcasting, June 13]. A recommended review of the operation has not materialized yet, however.

Both the House and Senate approved salary appropriations in the 1950 Legislative Branch Appropriations bill covering the recording project. The House group urged improvement of the "organizational and operational setup before another budget is submitted."

A Senate subcommittee, which held hearings June 14, noted that the operation had provided public address equipment for committee men and that it was desirable that committee men should be charged a “small rental.”

NEWSPAPERS: OWNER TO SELL

Arthur J. Reiff has announced his intention to sell the Galveston Chronicle and Daily News newspapers to the Galveston Newspapers Corp., a Texas corporation. Mr. Reiff is the publisher of the papers. The Galveston Newspapers Corp. is a subsidiary of the Sun Newspaper Co. of Milwaukee, Wis., of which Harry G. Nelson is president. The sale price was not released. Mr. Reiff will continue as editor and publisher of the newspapers after the sale.

FREE & PETERS, INC.

Exclusive National Representatives

WFBL
IN SYRACUSE... THE NO. 1 STATION
WITH THE TOP SHARE OF AUDIENCE
MORNING, AFTERNOON OR EVENING

WE’D BE GLAD
to show you the complete quarter-hour breakdown—just call . . .
FREE & PETERS, INC.
Page 36 * July 11, 1949
tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES AIR-CONDITIONED BCIF Transmitter

THE ONLY COMPLETELY NEW ONE KILOWATT BROADCAST TRANSMITTER IN 1949

GATES RADIO COMPANY

MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
EASTERN ZONE OFFICE—WILSON BUILDING, WASHINGTON, D.C.
EXPORT—ROCKE INTERNATIONAL, 13 E. 40th. NEW YORK, 16
WMT couldn't locate an account exec in Agency (IOWA)

U.T.K. GRANT
FCC Reverses Denial

REVERSING its original proposal, FCC last week granted U.T.K. Radio Corp.'s application for a new station, WMT, at Cedar Rapids, Iowa, on 1230 kc with 250 w fulltime.

The proposed denial had been based on findings that (1) "a satisfactory showing has not been made of the applicant's financial ability to operate the station as proposed"; and (2) failure to comply fully with FCC's rule requiring 60% metropolitan coverage [BROADCASTING, Feb. 7].

Reconsideration followed submission of affidavits by Michael R. Hanna, manager of WHCU Ithaca an owner-sixth of U.T.K., with respect to estimated operating revenue ($12,000 a month) and by Robert Trent Jones, who had not testified, with respect to his financial qualifications as a stockholder.

With this additional information the Commission found U.T.K. financially qualified. Reviewing the proposed service, FCC held that its lack of full compliance with the Engineering Standards "should not preclude a grant."

FCC made final its earlier proposal to deny the competing application of Mac Berger and Morris I. Henry, who had notified the Commission that they "did not wish to pursue their application."

U.T.K. ownership is held by the following in equal shares: Richard H. Balch, utica manufacturer, president; Mr. Hanna, who will be in charge of getting the station on the air; his brother, Joseph A. Hanna, who distributes coin-operated amusement and vending equipment; Richard B. Donnelly, local postmaster and former mayor; Howard L. Morris, local attorney, and Mr. Jones.

Opening Gift
TWENTY-FOUR hours before the formal opening of the John La Cerda advertising, publicity and public relations office at 1500 Walnut St., Philadelphia, Mr. La Cerda and Russ Davis, his executive vice president, received word from the Saturday Evening Post that its article on which they had collaborated had been accepted.

It marked the seventh Post acceptance for the men, although they had not collaborated before. Mr. La Cerda recently resigned as director of public relations at the Philadelphia Chamber of Commerce to open his own agency.

FLA. LIBEL LAW
Amendment Shields Radio, TV

GOOD FAITH compliance with any federal law or a regulation issued by any federal agency will relieve Florida stations of responsibility for libel under a recently enacted amendment to the state's statutes.

The amendment was passed by the Florida legislature at its recent session. It was sponsored in the Florida House by Rep. Charles O. Andrews Jr., of Orlando, representing Orange County, and in the state Senate by Sen. John Beacham, West Palm Beach.

The amended law reads as follows:

CIVIL liability of radio or television broadcasting station; care to prevent publication or utterance required:

The owner, licensee or operator of a radio or television broadcasting station and the agents or employes of any such owner, licensee or operator, shall not be liable for any damages for any defamatory statement published or uttered in or as a part of a radio or television broadcast by any such owner, licensee or operator, or by any person who has failed to exercise due care to prevent the publication or utterance of such statement. The amendment was passed by the Florida legislature at its recent session.

Though far from Fifth Avenue, the 1,121,782 people within WMT's 2.5 mv line are worth the attention of agency men interested in expanding markets. Get full details from the Katz man about Eastern Iowa's exclusive CBS outlet.

WMT
CEDAR RAPIDS
5000 Watts - 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

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KMPC SALE
Reynolds Spikes Report

NO NEGOTIATIONS are under way for the Los Angeles Daily News to purchase KMPC Hollywood.

Robert O. Reynolds, station vice president, in spiking such reports, admitted that a preliminary meeting was held June 30 with Robert Smith, associate publisher and general manager of the News, but only to "qualify the publication's interest." Mr. Smith told BROADCASTING that the News has been "interested in acquiring a station for the past 10 years" and that he was "always interested to talk."

G. A. Richards, principal stockholder of the station, said KMPC if a "satisfactory" price is offered, Mr. Reynolds said, but he is not interested in "unloading" the property. He further pointed out that Mr. Richards has set no price figure for KMPC. In negotiations with NBC more than three years ago, asking price reportedly was $3 million.

C.B.T Grand Falls, Newfoundland, new 1 kw station of Canadian Broadcasting Corp., was officially inaugurated on July 1, and joined CBC Newfoundland network at that time.

KCBS STUDIOS
Expansion Program Starts

AN EXTENSIVE expansion program at the KCBS San Francisco studios in the Palace Hotel was started last week. First step, expected to be completed by mid-July, is construction of a new entrance with a private elevator from the Palace Hotel lobby to the KCBS studios.

When the lobby entrance is completed the present street entrance to the studios will be closed.

Arthur Hull Hayes, vice president of CBS and general manager of KCBS, announced that this initial construction will be followed by a complete reorganization and redecoration of the station's offices, studios and other facilities in the hotel building.
IMPORTANT ANNOUNCEMENT

TO ALL STATIONS

SUBJECT: BLACKSTONE WASHING MACHINE CO-OP CAMPAIGN

- "BLACKSTONE, MAGIC DETECTIVE", quarter-hour transcribed program, is again available on a co-operative 50-50 basis for Blackstone Washing Machine radio advertising.

- The strike, which has been in progress these past few months, has been settled, and the factory is authorizing all distributors and dealers to reinstate the broadcast of Blackstone, Magic Detective on the 50-50 basis as originally established. Contact your Blackstone dealer and distributor for your authorization to resume on the same basis as previously.

- If your market is one which hasn't contracted for the Blackstone, Magic Detective program for Blackstone Washers, then write us immediately for complete details as to how your station can sell this excellent Blackstone series on a co-operative basis. Or, refer to our letter of October 22nd, 1948, which gave the information for your market.

- Give this your immediate attention, so that you may resume the Blackstone campaign, or, if you're a new market, get the campaign started. We will be glad to answer any questions you may have concerning the campaign. Your immediate attention is suggested.

CHARLES MICHELSON, INC.

RADIO TRANSCRIPTIONS

23 WEST 47th ST. NEW YORK 19, N. Y. PLAZA 7-0695
DISCRIMINATION

McFarland Bill Ban Wins ANPA Praise

A PROVISION in the McFarland Commission's rule-making power between station applicants has drawn American Newspaper Publishers Assn. in a letter to Sen. E. W. McFarland (D-Ariz.) author of the measure (S 1973), the ANPA endorsed that section as "most desirable" and said it would protect the Commission from repeating its conduct in the freeze and reduction action. The proposed addition to the Federal Communications Act, which prohibits discrimination regardless of "...good or bad occupation or business association," would include newspaper publishers who are applicants for station licenses.

Cranston Williams, general manager of ANPA, wrote Sen. McFarland: "...While the Federal Court... held that the Commission could not discriminate against an applicant simply because [he] is a newspaper publisher or has interest in a newspaper, there is need to have Congress place affirmative restrictions upon the exercise of delegated authority in order to prevent the abuse thereof."

Proposed Amendment

The addition, contained in Sec. 1 of the McFarland bill, would amend Sec. 332 of the Communications Act as follows:

No sanction shall be imposed or substantive rule or order be issued except within jurisdiction delegated to the Commission and as authorized by law. The Commission shall make or promulgate no rule or regulation of substance or procedure, the purpose or result of which is to effect a discrimination between persons based upon race, religious or political association, or kind of lawful occupation or business association.

Meanwhile, Sen. McFarland's communications subcommittee recommended no action last week on the proposed reorganization bill. His plan to call a subcommittee meeting for the purpose of discussing the bill failed to materialize. The subcommittee is expected to meet early this week, with a view to getting the measure in shape for report to the full Interstate & Foreign Commerce Committee, headed by Sen. Edwin C. Johnson (D- Colo.).

FRG Probe Deferred

(Continued from page 85)

FCC Probe Deferred

The TV freeze and reduction in AM and FM matters have resulted in a "slow-down" policy "as a means of permitting a few top staff officials to retain a complete complement of lawyers so that they may exercise their bureaucratic prerogatives to the full extent and even request further propinquities to enlarge their own authority."

In conclusion, he said he was convinced "there can be a definite speedup on the staff level" and FCC conformity with the Administrative Procedures Act "will be part of the special inquiry which I propose to make of the Commission in the very near future."

ATTORNEY General Tom Clark will be the first witness to appear before the subcommittee in the first of the present three-week series of hearings. Meetings will be held Monday, Wednesday and Friday, under the chairmanship of Rep. Emanuel Celler (D-N.Y.). Other subcommittee members include Reps. Walter, Joseph Bryson (D-S.C.), J. Frank Wilson (D-Tex.), Winfield K. Denton (D-Ind.), Earl C. Michener (R-Mich.), Kenneth B. Keating (R-N.Y.) and William M. McCulloch (R-Ohio).

From time to time, representatives of trade, manufacturing and other interests, and Government will testify, it was announced. Hearings will be divided into four categories: history and growth of concentration; causes and methods of operation; various effects, and last suggestions and recommendations.

It is conceivable that Atty. Gen. Clark might be questioned on the reported investigation by the Justice Dept. of alleged monopoly within the broadcasting industry. James Kilday, chief of the department's anti-trust Transportation section, previously had disclosed that the probe involved "men looking into the possibility of an investigation of the radio field" based on unidentified complaints [Broadcasting, June 20].

Another Justice Dept. official had opposed certain aspects of the McFarland FCC reorganization bill with respect to possible weakening of "important" safeguards against monopoly.

TIME TO BUY? CONSIDER THE FACTS

The NORTH Country's key market, serving 170,000 people in Clinton, Essex and Franklin Counties, Vermont and S.E. Quebec Province.

Covers and influences a rich farming and industrial area.

Low economical cost per family, per customer, per sale

On Use

ABC 960 1000 WATTS

CBS 1340 250 WATTS

WEAV...WENT

Plattsburg, N.Y.

Joseph Hershey McGivra

GLOVERSVILLE-JOSTOWN

Adam J. Young, Jr.


ALL THE BELLS in Bellingham won't make more noise for you in this Washington fishing center than ABC. For ABC rings the bell with 69% of all the radio families there, says BMB. In 42 Coast towns (inside and outside) ABC has 50% or better BMB penetration.

BUZZING DOWN to California, we find all the roses in Santa Rosa hardly outnumber the ABC fans there. It's a honey of an audience, says BMB, for 81% of the radio families are regular ABC listeners. Big towns or small, on ABC you reach them all (and sell 'em).

On the coast you can't get away from

ABC

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

FOR COST...a half hour on ABC's full 22-station Pacific network costs only $1,228.50. Yet you can buy as few as 5 stations for testing or concentration. And ABC is famous for the kind of audience-building promotion that helps slice the cost-per-listener.

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

ABC PACIFIC NETWORK

New York: 7 West 66th St. • Tel: 3-7000 • Detroit: 1750 Studebaker Bldg. • Chicago: 1700 Wacker Dr. • Los Angeles: 3200 Sunset Blvd. • San Francisco: 155 Montgomery St. • EXhobok 2-5644
KYW WORKSHOP
Month-Long Courses Start

GORDON HAWKINS, education director of Westinghouse Radio Stations Inc., announced that for the first time in the history of the KYW Philadelphia Summer Workshops for Teachers, military personnel are attending the month-long courses, which began June 28.

More than 40 school teachers from the greater Philadelphia area attended and 66 students took part in junior Workshop activities.

Scheduled to appear as speakers for the remainder of the seminar are Dr. Charles B. Swogier, Westminster State Teachers College, on "Radio As An International Force," on July 6; Norman Luker, North American director of the BBC, who discussed British radio and TV on July 7; Ned Rogers, senior partner of Gray & Rogers, Philadelphia, on "The Agency and Television," July 11; Dr. A. M. Natesh, representative of the New Indian Government, who will report on communications and education in setting up All-India Radio, on July 12; Robert McDougal, program education director of WABC New York, on "Starting and Operating a Television Station," July 13; Dennis Day, star of the KYW-NBC program, "A Day in the Life of Dennis Day," who will discuss network programming from a personality point of view, July 14; Donald Baird, assistant program director of WFLN, Philadelphia FM station, on "The Adaptable Personality of the English Classic," July 15; Miss Martha Gable, of the Philadelphia Board of Education, who will discuss sound broadcasting in TV, July 18-19; Stockton Hell- frin, manager of continuity acceptance for NBC, who will discuss personality standards in AM and TV, July 26; Doris Corwith, director of education and religious broadcasts for NBC, July 21; Gertrude Broderick of the U. S. Office of Education, on "The Teacher's Responsibility to Radio," July 25, and Miss Noreen Maxwell, of Scotland, program officer for the British Broadcasting in the Middle East services in the United Nations.

NEW OFFICERS for 1949 for the Dixie FM Network, composed of 12 North and South Carolina stations, are (l to r) Pat Taylor, WHPE-FM High Point, vice president; Ray A. Furr, WIST Charlotte, president; Melvin Warner (standing), WGC-FM Rocky Mount, secretary, and E. J. Jones, WBBB-FM Burlington, treasurer. Officers were named at the annual meeting of the group held in Greensboro.

LOCAL APPEAL PROMOTION SUCCESS
10,000 Conferences on Small Town for WTMJ Show

WTMJ Milwaukee is convinced that small cities within a big city station coverage area are eager to participate in and take the initiative in promoting any project featuring local names and personalities.

Ten thousand persons crowded into Berlin, Wis. (pop. 4,742), to see the WTMJ "Battle of a Century," a burlesque wrestling match between the chiefs of police of two neighboring towns, plus other entertainment.

The wrestling match and the extensive publicity which preceded it came about as the result of a pseudo-feud between Gordon Thomas, m. c. on WTMJ's early morning record-weather-temperature-time show, and Hig Murray, Milwaukee stockyards reporter, heard on WTMJ at 6:50 a.m.

While traveling through Mr. Thomas' home town, Beaver Dam, Wis., Mr. Murray was picked up by the local police for a traffic violation. Next day on the air Mr. Murray made disparaging remarks about the Beaver Dam police. Mr. Thomas defended Beaver Dam. The "feud" developed for two months, with Mr. Murray comparing the hospitality of Beaver Dam with that of Mayville, Wis., his adopted home town. Listeners in the area were quick to join in the feeding, WTMJ reports, and wrote hundreds of letters taking sides.

An invitation from the mayor and the Chamber of Commerce of Berlin to stage a wrestling match between the police chiefs of Beaver Dam and Mayville was accepted. The 90-minute "Battle of a Century" concluding with the burlesque wrestling show featured community talent. There was a parade in which the rival chiefs and the WTMJ "feuders," Mr. Thomas and Mr. Murray, rode. There were six bands from neighboring towns, 25 tractor floats, two drum and bugle corps, fire departments from two towns, drill teams and National Guard units.

City officials and civic leaders from five towns participated, and the host town, Berlin, staged a banquet for the visiting dignitaries. All in all, it was quite a show, says WTMJ.

FIRST IN THE
LOCALITIES
DAVENPORT, ROCK ISLAND, MOLINE, EAST MOLINE
AM 5,000 W FM 47 Kw. TV 103.7 Mc. C.F. 22.9 Kw. visual and sound, Channel 5

Basic Affiliate of NBC, the No. 1 Network

WOC is the FIRST individual station - the only Quad-Cities station - to offer its clients commercial copy schedules. On request WOC's Research Department tests WOC advertising copy for sales effectiveness through listening ease and listener interest ... according to a proved formula developed by re-owned analyst Dr. E. F. F. All WOC-written copy is so evaluated. Another in WOC's long list of "FIRSTS"!

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

DAVENPORT, IOWA
FREE & PETERS, INC., National Representatives

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EDITORIALIZING
ACLU Scores FCC Ruling

FCC's recent reversal of its famous 1940 Mayflower decision, which prohibited broadcasters from editorializing on the air, was scored on Capitol Hill last week by the American Civil Liberties Union as a "serious threat to free speech" and "not in the public interest."

The denunciation was voiced by James Lawrence Fly, former FCC chairman and now a practicing attorney, in a memorandum prepared for the organization and enclosed in a letter to Sen. William Langer (R-N.D.), who entered it in the Congressional Record. ACLU has been a staunch advocate of the Mayflower doctrine. Mr. Fly himself appeared last year in hearings before the Commission to support the non-editorializing edict, which FCC revoked with reservations last month [Broadcasting, June 6].

Concurring strongly with minority views of Comr. Frieda Hen- nock, who held the doctrine should be sustained, Mr. Fly voiced his opposition to the FCC's apparent requirement that "confusion and unworkability are beyond apparent" and that no general standard of fairness could be enforced.

"Once the thousands of stations are permitted to carry on partisan campaigns, we entirely present staff of the Commission would be but a small portion of what would be required for enforcement," Mr. Fly asserted. He stated the union is committed to the principle that a broadcaster serving the public interest "cannot be permitted to editorialize, to harangue the public with his own private views and thus to turn the public's own powerful mechanism of free speech into an organ to serve ... private aims."

The union felt the "practical effect" of such a "vague" standard, its "unenforceability" and specific permission to editorialize, are tantamount to permitting broadcasters to "monopolize" the facility, and "to invite subversion of that facility to the promotion of private and partisan ends. This, we submit, is not in the public interest."

"We are content to have Mr. David Sarnoff and Mr. William Paley [heads of NBC and CBS, respectively], as persons and responsible citizens, heard on occasional forums and public discussions... But they should appear as private citizens... Though Mr. Sarnoff and Mr. Paley are both entirely fair, however tolerant may be the rule by such men, the danger in their change of mind and exchange of management," the mem- orandum continued.

Lack of "practical power" by FCC to require a standard of fairness would be especially conspicuous in smaller cities having only one or two stations, or in cities where stations are owned solely by a newspaper interest, ACLU de- clared.
WPJB Banishes Seasonal Slump
For FM Set Dealers

Defying predictions of a summer slump in radio set sales, WPJB in Providence, R. I., has doubled and trebled anticipated sales for regional dealers with an aggressive off-season promotion drive.

Endorsements of FM by more than 150 distributors and dealers are being pictured in a two-month series of newspaper ads urging: "You need FM for the Best in Radio." The promotion is supplied by WPJB without cost to distributors and dealers.

Some 600 columns of newspaper advertising is the backbone of the WPJB campaign. Window posters, counter cards, truck banners, bus cards and set displays put across the idea that FM listening is good in all seasons.

Dealers report a dead market suddenly come to life. Distributors say dealer re-orders are more frequent than usual at this season, and for larger shipments.

Rhode Island paced FM set sales in 1948, increasing distribution by 162 per cent while the rest of the country went up 35 per cent. That difference was credited by dealers to WPJB's constant FM promotion. WPJB backs up its FM promotion with alert local programming to provide quality listening to go with quality FM reception.

FM Station of the Providence Journal Company
Represented by the Walker Company
It's a happy marriage!
HAPPY for you. Now you can be sure of selling virtually the entire southeastern United States, without ever leaving your desk. And without paying for expensive extra coverage you don’t need.

Because, for the first time, the two giants of the southeast—50,000-watt WRVA in Richmond and 50,000-watt WBT in Charlotte—have combined for a joint broadcast every Saturday night of the South’s famed OLD DOMINION BARN DANCE . . . a giant of a program!

It’s a perfect marriage!

On WRVA, BARN DANCE (10:00-10:30 PM) has an 11.7 Hooperating*—a 33% bigger rating than a big-name comedian on the second station. Moving into the 10:00 PM period on WBT, it follows a four-hour lineup of programs already Hooperated at an average 16.3**—a 101% higher average than any other station and 28% higher than ALL other stations combined.

It’s a wealthy marriage!

The combined 50-100% BMB nighttime area of WRVA and WBT totals 193 counties in six states, with retail sales of more than $3,400,000,000† . . . a dowry well worth our time—and yours!

It’s a marriage of convenience!

Your convenience. Available as a half-hour package or in quarter-hour segments, BARN DANCE can be sponsored on WRVA and WBT at blissfully low cost. For your convenience, one call to either station or the nearest Radio Sales office will provide complete information . . . and a contract.

WBT | WRVA

CHARLOTTE, NORTH CAROLINA | RICHMOND and NORFOLK, VIRGINIA

Un-Clear Channel Case

WHAT, WHY, where, when clear channels?
Except for past patent restrictions (there's no middle ground; you must be for or against), the topic is handled gingerly. It has been the biggest headache of the FCC and its predecessor FRC. It is one topic that is spontaneously combustible on Capitol Hill.

The FCC, it seems, is about to promulgate its clear channel decision. It must determine whether clear channels will be kept inviolate; whether some of them will be duplicated and others retained, and whether the present power limitation of 50 kw shall be continued.

Sentiment in the Senate has been whipped to the point where there can be little doubt that there is considerable opposition to higher power (the opponents call it super-power) or the ground that it will tend toward monopoly. Because there is a mere handful of 1-A clear channel stations, it is equally obvious that among licensees the balance is heavily against higher power on clear channels.

Greatest emphasis has been given the economic question—whether other stations could survive higher power. Technically, the story may be different, but often expert engineering opinion is sharply divided.

Isn't it a fact, however, that the whole clear channel picture has changed since the last siege of hearings was closed in January 1948? There is no record in radio regulatory annals as detailed. There's a serious question whether many of the points raised do not now appear moot.

For example: Do all the 24 1-A clear channel stations really want 750 kw or 500 kw, entailing an $800,000-$1 million expenditure? Is there the same urgent demand for duplication in their line of the standard of the other band, and, even more persuasive, the onrush of TV which will entail additional millions of risk capital, and big smudges of red ink?

We may miss it a mile, but it is our feeling that the main reason the Clear Channel Group is pressing for its 20-station plan with 750 kw, and with equal division of such stations among the four networks, is to preserve the sanctity of the 1-A clears. They evidently feel that clear channels cannot be retained with a 50 kw limitation.

This observation probably will arouse those clear channel stations which have sought higher power for a score of years, convinced that it is the only means of serving the remote listener. But that's the way it looks to us.

Conversely, we doubt whether the majority of the licensees in the first couple of hundred markets would relinquish the breakthrough of clear and the resultant introduction of new competition. By the same token, few if any of them want to see power beyond 50 kw because of the economic factor. Moreover, many licensees who contested duplicated assignments would be wary of the investments entailed in installation of directional arrays to protect dominant stations.

Here again we invite the opposition of the breakdown advocates. Yet, that's how it looks from here.

Thus, there are new facts, new faces, new horizons. The new record in the clear channel case is now over four years old. What has happened in AM, FM and TV in that span? There's a NABRA conference ahead this fall.

A reappraisal is indicated—a summing up of the new evidence. Perhaps the NAB can use its good offices to do this job without favoring one class against the other. Maybe the FCC should call for new oral arguments and briefs. The rules of economics, sociology, and human nature should prevail. We submit that can't be done now on a record started more than four years ago.

Our Respects To—

Francis Patrick Matthews

There must be something about this radio business that equips its practitioners for high posts in the national defense establishment. Two-thirds of the secretariat under Defense Secretary Louis Johnson consists of broadcasters—Francis P. Matthews, Assistant Secretary of the Navy, and Gordon Gray, Secretary of the Army.

Secretary Matthews, like most of his predecessors, "is a little slim on nautical background," according to Time magazine, which gives him a rowboat at my summer home. But whatever Francis Matthews lacks in seamanship he makes up many times in an extensive background of public, civic, business, fraternal and religious attainments. So vast is his record that a miniature Who's Who volume would be required for a complete listing.

In any case, the staff members of WOW Omaha and KODY North Platte are proud that their associate and friend, and one of Nebraska's most distinguished citizens, is now Secretary of the Navy.

Mr. Matthews is a charter member of Radio Station WOW Inc. and has been active in policy direction of both the Omaha and North Platte stations, while also serving as WOW's local counsel. He has been particularly active in the pioneering and training stages of WOW's television activities, working closely with President-General Manager John J. Gillin Jr.

For the past two decades he has directed just about every civic activity in Omaha. As a director of the U. S. Chamber of Commerce he wrote the widely-quoted reports attacking Communism and Socialism. He was a member of President Truman's Civil Rights Committee and has traveled half-way around the globe as vice president of USO.

President Truman selected a loyal and long-time Democrat last May 13 when he nominated Mr. Matthews to the high Navy post, the same day he sent up the name of Gordan Gray to his Undersecretary of the Army and a few weeks later to be Secretary.

Born at Albion, Neb., March 15, 1887, he attended grade schools at Albion and Spalding, Neb., and Okaloha, Miss. Back at Albion, he was graduated from high school in 1906 and four years later from Creighton U. College of Arts with an A. B. Another year at Creighton won him an M. A., and two years later he received his LL. B. from Creighton's College of Law.

Shortly after hanging out his shingle he married Mary Claire Hughes, of Battle Creek,
A Sponsor Complains:

My only complaint about "Shelf-Level" Selling at WSAI is that our salesmen have more than they can do covering all the potential new accounts where the plan has smoothed their path. (2 of our salesmen added 37 new accounts out of 69 calls in support of Shelf Level Selling.)

Norman Brammall
Makers of Busch's Famous Sausage

An Official Concurs:

... progressive, constructive and educational program for the food retailers of Cincinnati.
... it will pay handsome dividends to the public in bringing about more efficient and more economical merchandising practices of retailers. It will benefit the retailers by making better merchants out of them and, through the efficient merchandising practices, it will make more profitable operations; and, last but certainly not least, is the recognition of your radio station and its programs by the trade as the right medium for reaching consumers and retailers alike.

George R. Dressler, Sec’y
Nat’l Assn. of Retail Meat Dealers

But it's Broader than that:

Your "SHELF LEVEL" plan has inspired our members to greater sales through better merchandising methods. We congratulate WSAI and assure you of our continued cooperation.

Mr. E. H. Strubbe, Gen. Mgr.
700 White Villa Stores

Because the "SHELF LEVEL" plan is so unique, we invite stations in other markets to adopt it. Information on request.

CINCINNATI

WSAI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

BROADCASTING * Telecasting

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Respects

(Continued from page 46)

Mr. Armstrong

ONE DAY'S CATCH of four WCCO Minneapolis-St. Paul executives in Lake Ida near Alexandria, Minn., included bass and northern pike. Catching their limits were (l to r) Melie S. Jones, WCCO general manager; Leo Lorenz, guide; Al Harding, station's sales manager; Norm Henning, guide; Ivan Anderson, WCCO transmitter engineer, and Jim Beloungy, chief engineer.

One of the Omaha, Nebraska, American and Federal Communications Bar Assns.

With these and dozens of other activities and connections, he has shown the oft-observed facility of the truly busy man to find time for the human side of living. It sounds trite, of course, but he likes to think of work, "hard work," as his main hobby. But he finds time for fishing when he relaxes at his summer home, "Glendaloch," in Ely, Minn.

Then there is a considerable amount of reading on his spare-time agenda, usually of the classic type. Probably the closest thing he has to a hobby is his interest in oil paintings, particularly portraits. Though not a collector, he has made a serious study of the old masters and derives much pleasure from this hobby.

Among civic and religious activities are high official posts in the local and national Chamber of Commerce; local and national Community Chest, National Conference of Catholic Charities, Catholic Diocesan Committee on Scouting, Nebraska Tuberculosis Assn., National War Fund, War Prisoners' Aid, National Catholic Community Service.

Long active in Democratic politics in Nebraska, Mr. Matthews headed the Nebraska delegation at the 1948 Democratic National Convention. He kept it for Truman, too, through all the balloting. He has held the post of Supreme Knight of the Knights of Columbus, and most of the lesser offices.

The list of his memberships and director posts includes Boys Town, Creighton U., Omaha Public Library and Metropolitan Utilities District (elective). He is a member of the Omaha, Nebraska, American and Federal Communications Bar Assns.

Knight Commander, K. C., with Grand Cross; Knight Commander with Grand Cross of Equestrian Order of Knights of Holy Sepulchre; Secret Papal Chamberlain with Cape and Sword, one of the highest honors a Catholic layman can obtain.

Clubs include Omaha Rotary, Omaha Athletic, Metropolitan Club of New York and Catholic Club of the State of New York.

Mr. Matthews is a member of Ak-Sar-Ben, Nebraska State Historical Society, American-Irish Historical Society (Nebraska vice president), Commission on American Citizenship of Catholic U., Omaha Chapter of National Aeronautics Assn., Omaha Council on Foreign Relations and Junior Order of Hibernians and Newcomen Society of America.

This incomplete delineation of the activities of an illustrious son of Nebraska tells only part of the Matthews saga, but perhaps serves the purpose of showing that any individual who can serve officially in so many organizations and enterprises must possess the qualities needed in one of the nation's critical defense positions.

For Francis P. Matthews has lived a full and complete life. He has had an active, influential, community, church and nation. Those who have watched his career feel a new sense of confidence in the nation's future, knowing that this man of many achievements has been named Secretary of the Navy.

FM EXCLUSIVELY

KFH-FM Airs 3-Hour Musical

DEPARTING from its policy of duplicating the entire AM daily schedule on FM, KFH-FM Wichita, Kan., has started a 52-week series of three hour musicals, exclusively on FM. Aired Sunday from 9 a.m. to noon, these series named "Music at its Zenith," is sponsored by S. A. Long Co. of Wichita, Kansas.

The three-hour FM feature is presented four times each half-year and one full-hour segment. First period at 9 a.m., "Music Old," offers recorded and transcribed music of popular hit tunes of the past. "Music New" uses the top tunes of the week as its theme, and includes only the latest recordings. Third segment, "Music Borrowed," features transcriptions from the great musical shows, while "Music Blue" includes tunes with "blue" either in the song title, musical type or lyric content.

Concluding segment, which is a full hour from 11 a.m. to noon, is titled "The Concert Hall" and presents a complete symphony or other major work transcribed by renowned symphony orchestras. This portion is dedicated to outstanding Kansas and Oklahoma musicians who live in the KFH-FM listening area. Before and after Music at its Zenith, KFH-FM continues to duplicate the AM schedule.
FIRST PUBLIC SCRUTINY of FCC's conception of the television allocations pattern of the future is due to come this week.

The Commission was completing Friday, and expected to release in a few days, the proposed combined VHF-UHF allocation plan and attendant new rules which it promised in the overall TV program it released six weeks ago [BROADCASTING, May 30].

A petition urging FCC to take a new approach and open up only a very limited number of UHF channels was filed meanwhile by the Washington law firm of Haley, McKenna & Wilkinson. But the Commission seemingly was disinclined to consider it at the moment, since its own proposal was nearing completion and provision is being made for alternate plans later.

FCC's plan is slated to encompass the use of some 30 to 35 channels in the lower end of the 470-850 mc UHF band to augment the present, admittedly inadequate, 12 VHF channels. To offset the tropospheric and related interference problems which prompted the current television freeze and rules and allocations revisions, co-channel separations in the order of 225 miles are contemplated, as compared with the present plan's basis of 160-mile spacing.

Few Reassignments
Few if any existing stations are expected to be given new assignments in the proposed plan. They form the core around which the new plan is laid out. With the quadrupling of available channels and the increase in co- and adjacent-channel separations, however, the specific channel allocations for other communities may be vastly changed. A mixing of VHF and UHF channels in some cities is considered certain.

The industry and other interested groups will be allowed about 30 days in which to study the proposals and submit comments and alternative plans. The hearing will be held in mid- or late August, under the current timetable. FCC is hopeful that the final decision, including general lifting of the freeze on new authorizations, may be reached by "late fall," but the timing will depend upon the length and complexity of the hearing. Pessimistic estimates place the decision date as late as mid-1950.

FCC's decision to provide for submission of data on color television in the hearing has generated interesting interest, not only among the public and within the industry, but on Capitol Hill (see story page 26). An independent study of color is being launched by the Bureau of Standards at the behest of Chairman Edwin C. Johnson of the Senate Interstate & Foreign Commerce Committee, though observers doubt this work will be completed before the August hearing.

The proposal advanced by Haley, McKenna & Wilkinson involves, fundamentally, the abandonment of the present standard of 50 kw power at 500 feet antenna height for all stations. Instead, the proposal would assign each station enough power to serve "its natural area" with 2 milliwatts per meter. Use of the carrier offset method of co-channel operations and employment of high antennas should be encouraged, the petition continues, "as a means of improving service and reducing interference."

By this method, the petition asserts, FCC could retain "substantially all" of its existing VHF allocation and assign some additional VHF channels "where distance separations of 150 to 75 miles are preserved."

Reiterating the view it expressed in a statement filed earlier on behalf of WNOW and WNOW-FM York, Pa. [BROADCASTING, May 9], the law firm contends that FCC might thus, with the addition of not more than 10% of the UHF spectrum, provide adequately for TV's development for three to five years. Time and impetus for UHF experimentation would be provided, most of the UHF region could be reserved for color or high-definition monochrome, and the commercial channel market would not be so glutted that assignments would go begging, the firm says.

In support of its argument for power assignments based on community need rather than the established standard of 50 kw at 500 feet, the petition notes that "there is neither uniform population distribution nor uniform terrain throughout the country. Whereas some metropolitan areas require more than 50 kw effective radiated power, it is pointed out, 'others can be served adequately with much lower power and it would be an economic burden, which in many instances could not be carried, to require the use of 50 kw.'"

The petition continues:

... It is necessary, both as a matter of engineering and economics, that the plan permit the greatest possible leeway to "fit" or "tailor" the service contours to the needs and requirements of the people involved.

The only rigid specifications that should be tolerated are the assignment of the channels to the various cities; the designation of the minimum area to be served by each of the stations; the adequate power for that purpose; and the specification of the minimum carrier separation beyond which interference from other stations will not normally be tolerated.

The law firm felt that use of the carrier-offset system should be required; that stations should be allowed to increase coverage if interference does not result; that power boosts should be accomplished by increasing antenna height, since this normally would not increase interference, and that the transmitting antennas should be encouraged for improvement of service areas and reduction of interference, but not as a basis for a nationwide allocation plan.

The petition, more than 130 pages in length counting supporting annexes, was prepared by Andrew G. Haley, James A. McKenna Jr. and Vernon L. Wilkinson.

**BOXING**

Top Contests on NBC-TV: Gillette Sponsors

GILLETTE SAFETY RAZOR CO. has signed contracts with the Madison Square Garden Corp. and the International Boxing Contests to present a combination of sportwriters and a network of Garden radio and television rights to weekly fights staged by the promotion combine at the St. Nicholas Arena, New York, as matches promoted by the Garden in other cities on nights when no St. Nicholas bouts were available.

Although sponsorship of the CBS fight telecasts has not been announced, it was believed that Ballantine Beer, which sponsored the Tournament of Champions contests over CBS, would pick up the tab for them.

The price which Gillette had paid the Garden for radio and television rights was not made known, although it was recalled that the company had paid $400,000 for almost similar rights under a one-year contract with the Garden which expired May 31.

As matters stood last Friday, the boxing programming for the next year would shape up like this: NBC television will carry all Friday night bouts from the Garden. CBS will telecast Chicago, Detroit or St. Louis under sponsorship of Gillette. CBS will telecast all weekly bouts from St. Nicholas Arena, New York, or from other cities on nights when St. Nicholas is not available, probably under Ballantine sponsorship. These weekly fights will be staged on some night other than Friday.

Still unsettled was the disposition of rights to outdoor boxing promoted by the combine.

It was also undecided as to what use CBS would make of its radio rights to the St. Nicholas bouts.

It was thought probable that Gillette would sign with ABC to carry Friday night Garden boxing.

A Service of Broadcasting Newsweekly

**TELECASTING**

JULY 11, 1949 * Page 49
OFFSET carrier system of spacing TV stations on the same channel to reduce interference was demonstrated by RCA Thursday at its Princeton, N. J., laboratory.

The tests showed "very good" results, according to a member of the Joint Technical Advisory Committee. The committee, comprising Radio Mfrs. Assn. and Institute of Radio Engineers members, observed the RCA demonstration.

Signals of WNB/T New York were received without interference while WNBW New York and WIBX-TV, TV Lancaster, Pa., were operating on Channel 4, with 10-, 500-cycle separation employed. When the three stations operated without using the carrier shift system, considerable interference was present, it was stated.

A similar test was staged with WCBS-TV New York and WMAR (TV) Baltimore, both on Channel 2. Again the New York picture was clear when offset, but marked by interference when not offset.

RCA has planned demonstrations using different pictures at random to determine the reaction of non-technical observers. They would be located in fringe areas.

Pending Wednesday's demonstration at Princeton were these JTAC members: John V. L. Hogan, president of Radio Inventions Inc.; JTAC vice chairman; Ewell K. Jeffers, radio director of the Baltimore Sunpapers; David B. Smith, vice president, Philco Corp.; Lawrence G. Cumming, IRE; Philip F. Stirling, director, RCA Frequency Bureau.

Dr. George H. Brown, section head of the technical staff, Radio Systems Research Labs., RCA Label Div., directed demonstration.

**SMPE TV UNIT Named to Appear Before FCC**

SOCIETY of Motion Picture Engineers is putting a special committee to represent it before the FCC on theatre television matters. Specifically, the committee will be charged with answering six questions on theatre-video raised by the FCC July 1 [Broadcasting, July 4]. These questions deal with frequency needs and operating plans.

Three companies will join SMPE in stating the case before the FCC for allocation of frequencies for commercial theatre television. They are Paramount Pictures Inc. and 20th Century-Fox Film Corp., each with plans for theatre television.

The SMPE committee will be headed by D. E. Hyndman, chairman of the SMPE theatre television committee, and it is expected it will include representatives of all phases of the motion picture industry, including production, distribution, theatre management, advertising, student, manufacturers and manufacturers of television equipment.

**FURNITURE SALES TV Set Effect Outlined**

JOSEPH B. ELLIOTT, vice president in charge of RCA Victor consumer products, told members of the National Wholesale Furniture Salesmen's Assn. July 6 at Chicago that television, by focusing attention on the living room, center of family life and hospitality, can be made to yield millions of additional dollars worth of new and replacement furniture sales.

Mr. Elliott disclosed that some two million TV receivers have been sold to date, representing approximately $730 million at retail. Between 1947, when 178,000 units were sold, and 1949, when the industry expects to manufacture around 2,300,000, he said, receiver production has increased nearly 1,300%.

Characterizing TV as the most important influence on the furniture field in our generation, he outlined five ways in which the new medium would assist in the sale of home furnishings:

1. By encouraging greater use of the home as a gathering place for the family, it will increase awareness of furniture in need of replacement.
2. By stimulating hospitality, it creates a need for additional seating and serving facilities.
3. By providing a focal point for families, it suggests it inspires a demand for new characteristics in furniture.
4. By giving the dealer additional merchandising techniques that are in strong demand and has unusual drawing power - the TV receivers themselves - it assures him a substantial increase in volume and speed of turnover.
5. By offering an advertising medium of unprecedented force and concentration, TV is revitalizing furniture sales techniques, creating greater brand awareness in the furniture and allied fields.

Mr. Elliott sounded a warning against excessive diversification of TV inventories by the retailer, pointing out that the most successful hard goods retailers in America are those that carry the lines of a small number of best products, and rarely more than three, "resulting in greater volume, less inventory, fewer markdowns, and more profit."

**GRID GAMES**

PACIFIC COAST Conference, at its annual meeting in Seattle, proclaimed for the first time officially that member colleges and universities do not have their football games telecast due to the coming season.

However, the conference decided, games must be telecast from the field while the game is in progress.

No games may be filmed for later release by television stations.

But even though the door was thus opened a bit farther to television, the conference left the decision up to the individual member schools.

Most schools in the PCC had been awaiting the annual meeting of the conference, hoping for more definite policy direction in the matter. The official decision, however, has left most schools as confused and undecided as before.

Last year only two PCC schools were on television - U. of Southern California and U. of California at Los Angeles.

The USC-UCLA games last year served as opener for KLAC-TV and were acquired by the station as a package for $75,000. With no sponsor until the season was well underway, KLAC-TV lost approximately $20,000 which reportedly was added to "promotional" expenses.

At price reported as "better than $75,000," ABC has purchased exclusive TV rights to USC-UCLA football games. First in package of 11 grid battles will be telecast over KECA-TV Hollywood on Sept. 16 when that station officially starts operating. Opener will be a night game between Oregon State College and UCLA.

Hoffman Radio Corp., Los Angeles (set manufacturer) and Hoff-
TV Time in Detroit

...and all's clear!

WWJ-TV advertisers are assured of two things. First, they can

be certain of the clearest pictures of their products, because

WWJ-TV's years of daily operation have given it the

priceless experience it takes for better engineering. Then,

they can be sure of reaching the largest audience, because

WWJ-TV's dominant, pioneering position as the Number One tele-

vision station in the Detroit market is firmly established.

Hitch your sales story to this star, and its top-rated local and

NBC shows. WWJ-TV is doing a great selling job TODAY!

WWJ-TV

FIRST IN MICHIGAN
Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

NBC Television Network
RURAL TV

“IT IS MY personal conviction that most rural sections will get television service within the next five to seven years, perhaps sooner, through the use of ‘satellite’ television stations,” J. R. Poppele, president, Television Broadcasters Assn., said Friday in an address at the annual convention of the American Assn. of Agricultural College Editors at Cornell U. “Let us say that a station in Chicago is a key outlet for a network,” Mr. Poppele explained, “programs from this station might be fed via network facilities to a group of satellite stations in rural areas of the Midwest. Each satellite station would rebroadcast to its service area (40 miles or more) the programs radiating from the key station. It would also have film and slide facilities to make possible the transmission of local weather charts and other farming information to viewers in its area.”

Foresees Many Programs

Among programs that some day soon may be offered to rural television set owners, Mr. Poppele foresaw: “(1) Instead of merely broadcasting an aural weather report, television stations will transmit weather charts indicating weather conditions throughout the country, a service of inestimable value to farmers.

“2. Extension services in agriculture and home economics can make excellent use of the new medium by working closely with television stations in preparing visually interesting programs on problems confronting the farmer and his family.

“3. Motion picture films on combating plant and animal diseases, controlling pests, treatment of crops, suggestions on planting, etc., which have been made but never quite reached the fullest potential audience would provide excellent material for rural station telecasting.

“(4) Truck farmers who are learning more and more about the value of packaging their crops for maximum profits can be taught interesting packaging methods by the visual potentialities of television.

“(5) Today in many cities with television service, the most popular programs on the air are those which show ‘how-to-do-it.’ Whether it be cooking a lamb stew, making a pie, roasting a turkey, or whipping up a custard dessert, television brings to the country dweller not only with women, but men as well. In fact, one cooking program on a New York station is on the air about 30 minutes before the station presents its weekly wrestling schedule—and the men go for both types of shows.

“(6) It is not inconceivable that the television will come when the great mail order houses of the nation, Sears Roebuck and Montgomery Ward—will supplement their catalogues with daily or weekly television programs, demonstrating products shown on their pages. The ability to see what one is buying stimulates sales more than any other form of salesmanship, and television possesses that factor.

“All in all,” he declared, “television can bring to the rural resident a new insight on living that will broaden his vision. Radio was able to do this not decades, but within a short span of a century ago. Television will educate and inform, but it will also relay and entertain the masses of Americans. It will be the greatest, the greatest form of mass communication ever devised”—a statement made some months ago by the Chairman of the Federal Communications Commission.

“Five years from now, radio broadcasting as we know it will have undergone a vast change. I do not say radio will vanish from the scene, but I am of the firm conviction that television will assume the leadership in the broadcasting field, absorbing more of the entertainment pattern than the aural media and will be accepted as the preferable art form by owners of radio and television receivers.

“The number of radio stations, which probably will be reduced from present levels, but many will remain to provide a valuable public service.”

When WBTV begins its film program presentations it will continue the test pattern and multiscope schedule from noon until start of the first evening program.

Mr. Poppele

Pappele Sees Possibility With ‘Satellites’

WBTV (TV) SHOWS
Films of Four TV Networks

WBTV (TV) Charlotte, N. C., will present film programs of NBC, CBS, ABC and DuMont starting July 16, the station announced last week.

Since July 1 WBTW, assigned Channel 3 (60-66 mc), has been telecasting picture in pattern at 11 noon to 7 p.m. daily. Station also has been presenting time, weather and news, using a multiscope. The time, changing with the minute, appears in the upper left-hand corner of the screen and the weather forecast in the upper right-hand corner. Across the bottom of the screen is a moving tape carrying latest news.

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TELEFILM INC., Los Angeles, has started production of second series of "Roving Camera." Firm has option on, in its capacity, on earth gathering interesting films for television. Included are Sydney, Australia; London, Tokyo, Beirut, Syria and Andorra, Alaska. Series to be 52-11 minute open end films. . . . Five Star Productions, Los Angeles, producing one-minute film spots for Zeoman Clothing Co. for placement on Los Angeles stations; and for Sillers Paint Co., looking toward placement on Los Angeles, San Diego and San Francisco TV stations. Agency for both firms: McNell & McCleery, Los Angeles.

Cine-Tel, Los Angeles, producing series of 18½ minute documentary sports films for television featuring past Olympic champions. Films to be available to independent stations throughout the country. . . . John Schneider III, formerly manager of WCMD Cambridge, Md., will accept position as vice president of Rainbow Films Inc., Easton, Md. He also will direct Rainbow's newly formed animation department which is now producing animated TV spots. . . . Al Reed to do narration on 40 commercials being prepared by IMPRO Inc., Los Angeles, for Swiss-American Cheese.

Telenews-INS has purchased by Chevrolet dealers in upstate New York for WRGB (TV) Schenectady. . . . Wyatt (Bill) Dunkelbarger, associated with radio for past 15 years in administrative and sales capacity, appointed general sales manager of Mini-Films Inc., Los Angeles.

Tressel Television Productions, Chicago, is completing puppets for Uncle Miteletow on WENR-TV Chicago and story telling hour on WWJ-TV Detroit. . . . Paul Parry Productions, Los Angeles, contemplating production of 40-50 minute feature film for television and theatre based on "Adventures on Cocos Island" TV film series now in production.

Arrangements for telecasting of 16 western films featuring John Wayne have been made between KTSI (TV) Los Angeles and Toby Anguish, TV film producer. Film to be shown July 17, rest to follow on weekly schedule. . . . Grant-Realm Productions, Los Angeles, to produce series of 26 half-hour western musical films, in early August for national distribution. . . . Warner Brothers’ first motion picture trailer for video has been placed on WPIX (TV) New York, for promotion of film "Fountainhead." Agency: Blaine-Thompson Inc., same city. . . . Sun Dial Films Inc., New York, producers of films and other material, moved to enlarged quarters at Sun Dial Studios Bldg., 341 E. 43rd St., Tudor City. Firm’s complete facilities and equipment now under one roof.

WJAR-TV STARTS
New Station on Channel 11

INAUGURAL telecast by WJAR-TV Providence, R. I., yesterday (Sunday) opened the 18th major market in the country to television. Ceremonies featured speeches by State Gov. John O. Pastore, Mayor of Providence Dennis J. Roberts and Mortimer L. Burbank, president of the Outlet Co., owner of the station.

John J. Boyle, general manager of the video station, announced that there are more than 10,000 TV receivers in the Providence area. Operation of WJAR, NBC AM outlet in Providence, operates on Channel 11, and is represented nationally by Weed & Co., New York.
WJAR-TV is on the air...

PROVIDENCE

the only television station in southern New England's greatest market.

WJAR-TV, Providence, is represented nationally by

Weed radio and television
station representatives

and company new york · boston · chicago · detroit

san francisco · atlanta · hollywood
ONE QUESTION that is sure of an airing whenever two figure gather is: "What does the future hold for AM broadcasting?"

To this writer, the trend, rather than the current position of the barometer needle, is the true measure of coming events. Awareness of situations of hazard in advance of their impingement upon business, often becomes a lost art in a successful enterprise.

Radio has suffered, will suffer much more, from internal rather than external dislocations, because in large measure it has yet not had to adjust its sails to take advantage of "trade" winds.

Certain people say that, as in the business of Electric Vs. Wet lee refrigeration, AM is doomed to an early death and television destined to an early crown. The first estimate is untrue, the second quite true. But of far greater significance is the fact that this change can be charted, can be used profitably, may for particular organizations become an economic asset.

In AM radio really doomed? At what point in the curve of decline of AM volume and rates, does any particular investment become serious, endangering? How may one set organizational sails, so as to take advantage of the situation? AM is certainly not doomed as a whole. The present income structure, number one, and their advertising impact will in my opinion suffer a decline in volume and effectiveness, and in net profits to channels. But the rate of the decline will progressively saturate and ultimately the economic life of given stations.

Which stations will ultimately cease to exist? Which prosper and survive? Which suffer an inferior, though not by any means a deadly reversal of position to former years? Specific analysis of particular cases is not the purpose of this article, but the principles as set forth have been used successfully by particular stations in their measurement of trends and their relation to operational direction. Individual action alone can, in many difficult cases, preserve a station operation.

Let us first set up one solid rule by which to evaluate our respective positions. It is certainly not a new thought to say that dynamic ideas, built around a good service or product, will build a profitable business if soundly conceived, properly implemented, skilfully presented and enthusiastically sold. This procedure will reverse a downward trend as surely as it insured the upswing in the first place. Only when some grave social disorder or overwhelming technological development is imposed upon us or an industry, is this economic formula likely to fail.

Secondly, I believe (though others may disagree) radio will always be second to television in impact, selling power and eventually in dollars of income. Of course, in specific segments of time, AM programs of particular attraction may change this probability upon occasion, but Radio will always be the second greatest medium of communications and advertising. What would not magazines, newspapers, direct mail, give to enjoy this priceless ingredient in their sales kits?

It is obviously impossible in a single article, to set forth as many points of thought or ideas which can be activated to fit all individual station problems. I am not numerous questions and their answers, however, are set down for whatever interest they may arouse.

RORABAUGH DATA ON AGENCY BILLINGS

YOUNG & RUBICAM bought more network TV time than any other agency during June, according to data released to Broadcasting by N. C. Rorabaugh Co. The figures show gross network time billings for this agency's clients of $130,325 during that month.

Y&R's June billings for network TV time were, however, some 14,000 less than in May, when this agency ranked second to J. Walter Thompson Co., which in May purchased $150,020 worth of TV network time for its clients. Withdrawal of the Textron and RCA programs knocked the JWT gross for that month down to $85,550, and its rank to third. Kudner Agency Inc., which ranked third in May with gross billings of $84,818, was in second place for June, when its purchases of TV network time rose to $89,760.

Buchanan & Co. ranked fourth among the 37 agencies buying TV network time in June, up from sixth in May and trading places with William Esty & Co., which ranked fourth in May but only fifth in June. Newell-Emerson fell down fifth place both months.

Benton & Bowles ranked seventh in both May and June and Lenen & Mitchell eighth both months. N. W. Ayer & Son rose from tenth rank in May to ninth in June, while Kenyon & Eckhardt dropped from fifth to ninth in May to tenth in June.

Mr. BROWN

they are not peculiar to radio, rather are they fundamental to any sound business operation. They are:

Question One. What do your people think about your operation and the future of your business and of the radio industry in general?

Answer. If it has been a long time since you held a series of down to earth discussions with your personnel, you may be surprised at the thinking of your people. I don't think that your station, and AM in general, is a sinking ship. They may certainly have ideas by which to reconstitute your organizational set-up to better meet today's realities. You may find that more responsibility at operations level is badly needed. Lush years all too often develop one self-sustaining team; teamwork however, is still the greatest force in a business. It is axiomatic that any objective is more easily reached when a group of individuals work in the same direction.

Question Two. What will television do to your station and when will it do it?

Answer. Television will impose itself upon every AM station in its service area. The combination of sight and sound produces a medium incomparably more powerful than sound alone. Case histories of television's impact potential are staggering. It is here to stay, it cannot be licked, but must be faced, worked with and around.

The probable effect upon a particular station can be fairly well charted by a careful, logical and analytical analysis of certain factors, as follows:

The location of a station with relation to expanding television service. The size of the market, the extent of its viewing, is the largest drop as far as possible by media. Your relative position calculated on parallel curves to the individual and sum total of the volume. Your position in the AM field within your market area. Clear channel regional, local power. The trend of your sales income to your competition. The capital investment, sales, and comparison to varying volume of business.

I am not so fast headed as to realize that one of this is new that I ideas, I say time times sincerely feel that these are some of the overlooked tools of management, because of the hustle and bustle of war and post-war years, and management's security.

If a station operation includes television now, or at a later date, the calculation should be extended to evaluate the probable effect of

(Continued on page 56)
When WMAR-TV showed Baltimore the city's first local television programs on October 30, 1947, *The Sunpapers* Television News was a fresh and promising feature of the first day's operating schedule. It has not missed a day since that time in mirroring to the city its own myriad activities.

Since that first day, more than 180 miles of film have been shot and processed by WMAR-TV's film cameramen, and have pictured the boisterous life, the tragedy, the comedy and the pathos of a great city and its million inhabitants. That's enough film to reach from here to Newark, N.J. . . . or production enough to equal one feature length film every week for the past 86 weeks.

Baltimore's oldest television program is still its newest and newsiest. With speed and rare skill, WMAR-TV's cameramen capture the exciting moments of city life . . . a spectacular downtown fire shown on the screen before the firemen finished wetting down the embers . . . Pimlico's famous Preakness on the screen the evening of the day it is run. Baltimore likes *The Sunpapers* Television News because it is filmed fresh every day and because it is a mirror that stays bright and sparkling.

Yes in Maryland, it's WMAR-TV for news while it is news.

Represented by

**THE KATZ AGENCY, INC.**

NEW YORK  DETROIT  KANSAS CITY  SAN FRANCISCO
CHICAGO  ATLANTA  DALLAS  LOS ANGELES
the time operation, the related curve of probable transition and the time factor of its progress.

Question Three. What can be done about holding and even raising the sales curve, without undue increased costs?

Answer. Sales service, that forgotten instrument of goodwill and good business, has been sadly neglected during the war years and the lush years which have followed. Everyone can relate stories of indifference and neglect in the business of keeping business. A friend of mine recently switched his insurance account because an adjuster couldn’t find time to get off his fat encased posterior and aid him in a claim discussion, out of the office. The dollars which are now being spent to woo my friend back could have been used to promote a new customer.

In radio, many a customer is allowed to keep the same old format when new ideas and new sparkle could do a better job. But Johnny Sales is out after new business. We seem to forget that the service on the old business is paid for before we give it. How many radio salesmen today deign to use a case history as sales ammunition? As success burgeoned in radio, the size of the sales kits dwindled. It ended, in many cases, with a salesman carrying but three things, a rate card, a contract and a lead pencil. Competitive media men have had an astounding increase in the cubic displacement of their promotion and sales kits. Let’s get back to selling radio’s power to sell—to sell better than all other media combined (other than television).

How long has it been since the average station manager, sales manager or salesman, read a stack of audience mail? Naive, yes—but oh so powerful a sales weapon, so informative a program guide, so certain a guarantee of station impact coverage. The average letter is regarded for its coverage data, as revealed by the postmark on the envelope, and the county of origin, rather than as a wealth of fact and directional data. Other advertising media would give their shirts for an audience-interest contact, such as radio enjoys.

These three questions are, of course, but a beginning. The sole purpose of this article was to suggest that taking stock is still the sound principle of business and these questions are but three items on the radio man’s shelf.

AXM does face a challenge today, but so does every other business and industry. Whether it’s “AM” or p.m. for some in radio, is just as certainly up to them as it is to the tides of television.

RCA announces price reduction of $475 on its 82D1 television power tube.

LIKING for television commercials has dropped from 83% of viewers a year ago to 53% today in Chicago. This is one of the many conclusions reached by Dr. George R. Terry, professor of marketing at Northwestern U., who has completed a series of studies in a third television survey conducted by N.U. marketing students under his supervision. In contrasting this third study with the first and second studies he gave: Better material and talent; 39%; more variety within the show, 26%; and New York origination, 13%.

Of the 76% asserting that TV can be improved, only 7% listed introduction of color as the means. Ranking suggestions were better programs, better reception and better movies. Ninety percent consider TV censored adequately. Dissenters objected most often to color or black and white.

The television set is in the living room in 89% of the homes, and has always operated there in 95% of the cases.

For Relays Listed by GE

TELELINK equipment covering intercity, studio-to-transmitter, and semi-portable relays for three types of microwave relay systems is now available commercially, General Electric’s Transmitter Division at Electronics Park, Syracuse, N.Y., has announced.

The announcement follows tests conducted on the New York City-Schenectady relay network and studio-to-transmitter operations in other locations. Intercity equipment (Type TL-I-B) was designed to fill the need for an inexpensive and reliable network between TV stations in different cities. Relay sites connecting the stations are spaced from 25 to 60 miles apart. Studio-to-transmitter unit (Type TL-I-A), and semi-portable relay (Type TL-2-A) for linking field cameras with studio or transmitter, are both for one-hop transmissions. Former is designed for permanent installation, while latter is packaged in carrying cases. Transmitter output for all three ranges from 5 to 10 w.

WOI Plans TV

TRANSMITTER equipment has been ordered from General Electric Co. by WOI-TV, Ames, Iowa, Iowa State College station, for its television outlet, WOI-TV, President Charles E. Friel has announced. Antenna equipment already has been installed on the new 500-ft. WOI-FM tower southwest of Ames. No date was announced as to when WOI-TV will actually begin operation.
WBZ STUDIOS
Ready for TV This Month

TWO large television studios for WBZ-TV Boston, Westinghouse-owned station, are nearing completion and will be ready for programming by the end of this month, W. H. Hauser, WBZ engineer, has announced. Construction on the two studios is part of the stations' two-year expansion program.

The program also includes construction of the WBZ Radio and Television Center on Soldiers Road in Boston, inauguration of regularly scheduled television in New England and an increase in power and programming for WBZ-FM. Addition of the 45 x 40 x 25-ft. studio and larger auditorium type studio, to be used for AM-TV programs, will afford greater room for WBZ-TV to rehearse and program its live video productions. The two-story auditorium studio (68 x 35 x 18 ft.) is equipped with stage, a banked seating arrangement for 164 persons, clients' observation room and a 16 mm projection booth.

The other TV studio contains a periphery catwalk ten feet off the floor for use in additional lighting and camera locations. Base lighting will utilize fluorescent and incandescent lights suspended overhead. Latest developments for both lighting and air-conditioning will be installed in the next ten days.

VIDEO VANTAGE
'You Can Lead a Horse . . .'

YOU MAY be able to lead a horse to television, but leading him away is quite a different matter—at least that's what KDYL-TV Salt Lake City discovered in its Television Playhouse studios.

The horse who came to glimmer before the orchids, Salt Lake's famous "Trigger," just decided to stay—whether for video vanity or his dislike for going downstairs. The trainer had little trouble leading the equine up the stairs to KDYL-TV's second-floor studios to appear on TV. But when the show was over "Trigger" balked, contemplating the stairs before him until a plank was erected and he was coaxed down.

The whole ordeal lasted nearly two hours, the station reports, before the Playhouse lost what might have been a permanent guest.

"Trigger" balks on the stairs.

BROADCASTING • Telecasting

SUIT AGAINST CBS
Film Firm Wins $2,050

ADVANCE Television Picture Service Inc. has won a $2,050 judgment against CBS in New York Supreme Court on grounds that network failed to return all film footage rented by it from the film library service.

Justice Samuel Dickstein, in his opinion, said the evidence was "fully convincing" that not all the film was returned. He fixed the damages at $1.00 per foot, which he described as the "regular stock shot charge" and that 2,000 feet were missing. Advance had asked for $25,000 damages on the ground the film was unique. It is expected that an appeal will be taken on the ground that there was sufficient proof to indicate the films were returned.

KTTV Leases Studios

TWO STUDIOS of the former KJL Los Angeles Bldg. at 5515 Melrose Ave., recently leased in its entirety by Capitol Records, have been leased from the record company by KTTV, Los Angeles Times-CBS owned television station, for five years. Space includes over 10,000 square feet. One studio will be completely remodeled for production of non-audience shows; the other remains as is to accommodate an audience of 350.

AL NEW equipment, new studios, and a crack-a-jack staff of Telecast Technicians — That's WTCN-TV. Take another look at the line-up shown in the cut above. We're not foolin'! We're in Television on a professional basis from the start! Some top-flight spot TV for sale! For availability and details, write, wire, or phone.

TV FACTS
MINNEAPOLIS-ST. PAUL

17,100 TV sets installed in our coverage area.

Scores of new TV sets being installed weekly.

Coverage . . . sixty mile radius of the Twin Cities.

1,611,200 people in our coverage area spending $1,850,986,000 in retail sales.

82% of installed TV sets are in homes.

Facilities include 3 RCA studios and remote cameras, mobile unit and relay equipment, 16 mm sound film projector, slide projectors, etc.

STARTING JULY 1
WE'RE COOKIN' WITH TV!

See cut above for TV affiliations.
FREE and PETERS Representatives

July 11, 1949 • Page 57
WHAS-TV
Completion Date Extension
To Oct. 1 Proposed

FCC PROPOSED last week to extend to Oct. 1 the time for completion of WHAS-TV Louisville, with provision for further extension upon a showing of diligence irrespective of the pending proposed sale of the WHAS properties.

The Commission conceded that WHAS-TV could not be completed and ready for operation before October, 1950. But by extending construction time only part-way toward the expected final completion date it assured itself of opportunity to keep installation progress under close scrutiny.

Examiner Leo Resnick, who conducted the hearing (BROADCASTING, March 7), recommended that the time be extended to next Feb. 1. His recommended decision was released simultaneously with FCC's proposed decision on Wednesday.

Neither the Commission nor Examiner Resnick felt the Courier-Journal and Louisville Times, owners of WHAS, should be permitted to await the outcome of their proposed transfer of the radio properties to Crosley Broadcasting Corp. before ordering equipment for the television station.

They found that construction of WHAS-TV, first authorized in 1946, from the beginning has been dependent upon completion of the new $10 million building to house the newspapers, their allied Standard Gravure Corp. and the radio stations. FCC has been aware of this relationship and has “no reason to doubt” that construction of the building has progressed as rapidly as possible, the decision noted.

But FCC did feel, as did Mr. Resnick, that the company should have “exhausted every reasonable opportunity to order equipment with the approval of the Crosley Broadcasting Corp.” The decision held:

Regardless of any action we may take in connection with the pending transfer application, we shall expect the permitee to proceed expeditiously with construction of WHAS-TV in order that the television service it proposes may become available to the public at the earliest possible date.


In a separate proceeding Mr. Resnick has issued an initial decision contemplating denial of the application for transfer of the WHAS properties to Crosley [BROADCASTING, June 27]. This decision, based on the overlapping clear-channel services of WHAS and Crosley's WLW Cincinnati, will be subject to review by the full Commission upon the filing of exceptions reported now in preparation by WHAS and Crosley.

Sales contract for the Louisville stations calls for payment of $1,000,000 before adjustments, plus 10-year rental of space in the new Courier-Journal building at $75,000 a year.

The question to be decided at the June 27 meeting is whether to extend the construction time to last April 1, the previous deadline having expired last Oct. 1. Having concluded that WHAS will be ready to extend to April 1, the Commission recognized that the “major” construction work could not get under way until WHAS and WHAS TV were moved into the new building in June, and accordingly set the new deadline beyond that date.

The Commission raised no question as to the prospects for a “superior program service” by WHAS-TV, based on tentative proposals, facilities, financial resources, programming, or use of facilities. The decision states:

That the Commission considers the special public interest served by the other stations involved in the proceeding, and the public interest in the operation of the television service it proposes may become available to the public at the earliest possible date, will be served by extending the construction time to April 1, 1950.

WHAS-TV's construction costs were estimated at $306,712, aside from the $2,000,000 estimate of the cost of constructing television studio facilities and $33,280 already spent on a dual camera chain. Annual operations expense is expected to be $362,940, with revenues for the first year anticipated to be $306,712.

TWG Series to End
TELEVISION Writers Guild will conclude its summer series of five craft meetings Thursday (July 14) with a session on “Writing Techniques of Television Film.” It will be held at the Johnny Victor Theatre, RCA Exhibition Hall, New York. Speakers will be Richard Griffith, executive director of the National Board of Review of Motion Pictures; Harold Mantell, president of the Motion Picture Writers; and Lee Berg, chairman of the TWG executive committee.
WHY DO TV PIONEERS PLUNGE AHEAD?

Public, Advertisers Put on Pressure—"Fortune"

"PERHAPS the truest measure of TV, as of mid-1949, lies in a Churchilian paragraph... never before in history have so many men lost so much money so fast—and so willingly."

So states the July issue of Fortune in an article "TV... the Money Rolls Out." Outlining the vast expenditures for TV ($400,000 for plant and a like sum for the first year's operations) and the likelihood that it will take a long time to begin operating profitably, Fortune asks why the TV pioneers are plunging ahead.

The magazine's answer is two-fold: "Most of the television pioneers are radio men, and their futures are involved... The radio business is slipping almost as fast as television is booming." And the public demand for television has been incredibly great... the public pressure on local radio station operators is enormous and difficult to withstand; advertisers demand this magic new way to sell goods; civic pride is involved."

The article cites some of the major problems of constructing and maintaining a TV station, summarizing the construction and equipment costs of WSPD-TV Toledo as reflecting "an almost bare minimum for a metropolitan area station." It uses WPIX (TV) New York as a case history to illustrate the problems confronting a non-network station operated by management without radio background.

The rapid discovery of the advertisers that TV is "not just an advertising medium but a sales medium," the use of television by many non-radio advertisers and TV's impact on radio listening, morning shows and the purchase of light reading matter, including comic books, are "matters the TV entrant must ponder as he studies the big picture of the industry," Fortune concludes.

"Should he wait? Should he plunge? Whatever his decision, there is one clear prospect: It will cost him plenty of good green dollars."

PICTURE TUBE

RMA Plans Safety Film

SECOND use of movie film technique to promote proper care and maintenance of television sets will be prepared by the Cathode Ray Safety Committee of Radio Mfrs. Assn. The film will cover methods of handling TV picture tubes and is designed for showings before distributor, retailer and service-men's groups.

First movie project consists of 10 one-minute films for telecasting by TV stations [BROADCASTING, July 4].

The new safety film is part of an RMA campaign to prevent accidents that can result from carelessness by servicemen or by amateurish tampering with the inside of a TV set by the owner. Two sets of safety rules have been developed by RMA's safety group, headed by R. E. Carlson, Tung-Sol Lamp Works.

The rules stress that the cathode ray tube is not dangerous unless carelessly or improperly handled. Set owners are urged not to attempt their own repairs and are reminded that the picture tube is protected by safety glass and other safeguards.

Methods of disposing of old cathode ray tubes are suggested by the RMA group, based on the high vacuum of the tube.

RMA noted that wild rumors are sometimes circulated as to harmful effects of ultra-violet rays reputedly emitted by cathode ray tubes but said "careful investigations by competent radio engineers have shown such emissions are practically non-existent."

CHICAGO TV SHOW

Set Makers Reserve Space

SIXTEEN leading AM and TV set manufacturers have reserved display space at the second annual National Television and Electrical Living Show at Chicago's Coliseum Sept. 30 through Oct. 8, according to Harry Alter, show chairman. He is a director of the Chicago Electric Assn., which is sponsoring the event for the second year.

Talent for AM and TV broad- casts to originate at the show is being planned by Walter Stelner, Motorola vice president. Topping the entertainment roster will be Eddie Cantor, with the Mad Russian, three times daily during the 10-day exhibit. [BROADCASTING, June 27]. Lou Breese and his orchestra will appear also.

Among the displays will be General Electric's House of Magic, a one-hour educational feature. Other exhibitors will be Philco, DuMont, Crosley, Westinghouse, Stromberg-Carlson, Emerson, RCA Victor, Capphart, Motorola, Admirat, Farnsworth, Sylvania, Sentinel and Stewart Warner. Much of the display space will be filled with other electrical appliances. "Miss Television" will be selected again this year from among nominees of the exhibitors, with beauty and talent as criteria. All four of Chicago's leading newspapers will devote special editions to news of the show, it was reported.

CTC Invitation

ACTIVE television clients and manufacturers of TV receivers will be invited to join the Chicago Television Council at the resumption of its meetings in September, the CTC board of directors decided Wednesday. Those engaged in the pursuits and living in nearby cities will be urged to become associate members. The board decided to publish a monthly news letter containing up-to-date figures on number of TV sets and a complete roster of clients. Robert Saik of The Katz Agency, chairman of the CTC research committee, reported that a rumour and comparison of all TV research efforts to date will be available to members of the council next fall.

Image Orthicon Test

CLOSED CIRCUIT tests on the new RCA super-sensitive Image Orthicon camera tubes have been made by ABC-TV Hollywood in what was believed to be their first use on the West Coast. According to Cameron G. Pierce, ABC Hollywood TV engineering operations supervisor, the new tubes cut lighting requirements 80% and give color response almost identical to the human eye.

TV SPONSORS

GET RESULTS on WLW-T

RECIPE...

On "Kitchen Klub," Pat Milk offered a recipe book one time only. 675 requests came in.

WATER...

On "Peter Grant News," Glacie Springs offered free a gallon bottle of their product. 132 viewers phoned within 2½ hours.

TRUCKS...

Hormco Trucks, Inc. took orders for 57 Ford Trucks during their first month on "Peter Grant News"—their greatest sales month.

TOYS...

The John Shillito Co. used "Junior Jamaore" to feature toys from 98c to $39.95—a different toy each day for 18 days. Every one was a sell-out before noon of the following day.

IF IT'S RESULTS YOU WANT... USE WLW-T

WLW-T CINCINNATI

Crosley Broadcasting Corporation

A GREAT TV FILM BUY!

TELEVISION FILM

FOR ONLY

$150.00

Price includes

- Artful production
- Animated tricky titles
- Effective illustrations
- Sound on film (data of off-screen voice and music)

Quick service from America's leading producer of spot message television pictures for over 30 years

Save Time—Save Money

Write or Phone...

Filmcast Trailer Co.
1927 W. Washington Ave. CHICAGO
Phone Harrison 7-3335

July 11, 1949 • Page 59
GE's TRI-CITY VIEWERS SURVEY

Evening Sets in Use Hits 91.8%

HOME VIEWERS in the Albany-Troy-Schenectady area use their TV sets an average of 6.6 evenings, with 91.6% of the home sets in use for all or part of seven evenings each week; while sets in public places were in use 6.4 evenings on the average, with 93% of these sets used seven evenings a week. The average home viewer watches TV 4.7 hours a night; the average was 4.1 hours for viewers in public places.

These statistics are the results of a coincidental telephone survey conducted in the three cities by the opinion studies section of General Electric Co. during the last three weeks in March. Study was made at the request of G. Emerson Markham, manager of WRGB (TV) Schenectady, GE video station. A total of 1,558 calls were made (1,244 to private homes, 309 to bars, grills, lodges, hotels, etc.), representing 9% of TV set installations in the entire WRGB area.

What has happened videewise in this area in the past year is indicated when the March 1949 statistics are compared with results of a similar survey made in February of 1948. This year more than 66% of sets were turned on when the interviewer called, against 68% the year before. This year, another 25% reported their sets had been on earlier that evening or would be on later, making a total of 92% of the sets used sometime that night; last year, the total was 86%. Eight percent of the sets were not in use in March, with roughly a third, 3%, of the total, out of order. The previous year, 14% were not used that evening, with 5% out of order. (See Table I for an hour-by-hour analysis of home viewing in March 1949).

In 1948, there were 4.3 viewers per set, with 81% of set owners reporting watching the entire evening's program. Programs were then offered only six nights a week; sets were used 6.4 evenings on the average, with 76% of the sets turned on each evening.

In public places (see Table II), approximately 62% of the sets were on when the call was made in March, with 93% on at some time during the evening, none of these sets being reported as out of order. A year before, 84% of the public place TV sets were in use when the call was made and 88% were used during the evening. Average number of viewers was 21.4 per set this year, compared with 21.7 in 1948.

From February 1948 to March 1949 the number of sets in the tri-city area increased from 1,775 to 17,900, WRGB reports, with the average evening audience rising approximately 15,000 to nearly 88,000 persons.

FILM LICENSING
NTFC Board To Hear Plan

PLANS of National Television Film Council to become an organization functioning for video motion pictures as ASCAP does for music (Broadcasting, July 4) will be further explored at a board of directors' meeting in New York some time this week.

Such matters as qualifications of members, basis on which film fees will be assessed and the copyright problems will be explored, it was said. NTFC is in consultation with Register of Copyrights Sam Bas Warren on the copyright matters involved. This new activity of NTFC is being steered by Melvin L. Gold, president.

Borden TV Spots
BORDEN CO., New York, has started its initial television spot announcement campaign, using puppets to promote Instant Coffee, chocolate drink and ice cream products. The schedule, including station breaks and one-minutes, started July 4 and was placed in 13 cities. Contracts for 13 weeks were signed through Young & Rubicam, New York.

TABLE I
WRGB RESIDENTIAL AUDIENCE
(March 1949)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-in-Use</th>
<th>Viewers per Set</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 p.m.</td>
<td>36.2%</td>
<td>3.8</td>
<td>36.4%</td>
<td>36.4%</td>
<td>27.1%</td>
</tr>
<tr>
<td>7-8 p.m.</td>
<td>59.2%</td>
<td>3.5</td>
<td>34.4</td>
<td>37.3</td>
<td>28.3</td>
</tr>
<tr>
<td>8-9 p.m.</td>
<td>74.3%</td>
<td>3.8</td>
<td>40.2</td>
<td>38.3</td>
<td>21.5</td>
</tr>
<tr>
<td>9-10 p.m.</td>
<td>75.3%</td>
<td>3.6</td>
<td>43.8</td>
<td>41.7</td>
<td>14.5</td>
</tr>
</tbody>
</table>

TABLE II
WRGB PUBLIC PLACE AUDIENCE
(March 1949)

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets-in-Use</th>
<th>Viewers per Set</th>
<th>Men</th>
<th>Women</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 p.m.</td>
<td>26.5%</td>
<td>9.2</td>
<td>85.1%</td>
<td>14.7%</td>
<td>0.2%</td>
</tr>
</tbody>
</table>

TABLE III
Percent of Sets-in-Use for Various Numbers of Hours in WRGB Area
(March 1949)

<table>
<thead>
<tr>
<th>Average Number of Hours</th>
<th>Home</th>
<th>Public Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 hour</td>
<td>1.3%</td>
<td>1.6%</td>
</tr>
<tr>
<td>2 hours</td>
<td>6.4</td>
<td>11.5%</td>
</tr>
<tr>
<td>3 -</td>
<td>14.5</td>
<td>21.4%</td>
</tr>
<tr>
<td>4 -</td>
<td>22.7</td>
<td>31.9%</td>
</tr>
<tr>
<td>5 -</td>
<td>33.9</td>
<td>43.9%</td>
</tr>
<tr>
<td>6 -</td>
<td>43.9</td>
<td>53.4%</td>
</tr>
</tbody>
</table>

LIKE GENTLEMEN... Cameras Prefer Blondes

AN ENGINEERING fact of considerable magnitude is the property of the video audience when the DuMont network revealed that blondes are more telegenic than brunettes. That was part of an hour-long, behind-the-scenes program on television lighting originating from DuMont's Adelphi Playhouse in New York and produced by arrangement with the Society of Motion Picture Engineers Atlantic Coast Section.

Richard Blount, General Electric Co. expert, told the audience that it's harder to "light up a brunette than a blonde." He was referring only to illumination before the television cameras. Where do redheads stand in the lighting picture? Following the program, Mr. Blount told Broadcasting they are midway between blondes and brunettes not as difficult as brunettes but more so that blondes. He explained that television cameras produce a more pleasing picture if contrasts between white and dark are not too sharp.

Part of the presentation was a film prepared by Gray-O'Reilly Studios, New York, with commentary supplied by John F. O'Reilly, head of the studio, and Walter Kiernan, ABC commentator.

WNEW Jingles on TV
SERIES of jingles with a purpose, "Little Songs on Big Subjects," which was launched by WNEW New York and subsequently syndicated to stations all over the country by the Institute for Democratic Action, has now moved into television. Peter Puppet, hero of Frank Paris' "Pipe Playtime" series on WPIX (TV) New York, teaches his juvenile audience the songs, whose words are shown on the screen with cartoon illustrations drawn by Otto Soglow.
ALL-RADIO FILM
10 Firms to Submit Bids

TEN FILM production companies have been invited by the All-Radio Presentation Committee to submit preliminary bids for making the all-radio promotion film.

Victor M. Ratner, CBS vice president and supervisor of production of the film for the committee, released the first story treatment of the proposed picture to the 10 companies. Mr. Ratner said a detailed shooting script was now in preparation. When complete, it will be submitted to the companies for final bids.

The film companies asked to bid were Carvel Films, Films for Industry, International Movie Producers’ Service, Jam Handy Organization, William J. Ganz Co., Pathescope Productions, Princeton Film Center, RKO-Pathé, Video Varieties Corp. and Wilding Picture Productions Inc.

WCEC-FM CHANGE
Now Independent as WFMA

WFMA (FM) Rocky Mount, N. C., begins programming today (July 11) as a separate operation, independent of its AM affiliate, WCEC, Mel Warner, general manager, has announced. The FM station, which operates on Channel 264 (100.7 mc) with 33 kw, formerly was known as WCEC-FM.

The station will operate from 5 a.m. to 11 p.m., with programs consisting of music, news, sports and special features. In addition, the staff has been increased. WFMA’s signal extends over 37% of all North Carolina FM radio homes plus those in Southern Virginia, according to a recent statewide survey, Mr. Warner said. Both stations are affiliated with the Rocky Mount Evening Telegram.

U. OF WISCONSIN has announced final dates for applications for annual H. V. Kaltenborn radio scholarships is July 15.

EDUCATION
Radio’s Part Summarized

RESUME of 10-days of discussion at the Rockefeller Foundation-U. of Illinois International Symposium on Educational Radio was compiled late last week by five committees for presentation to delegates Friday, closing days of the two-week session.

Committee topics and chairs include: Educational Radio’s Audiences and Potential, Allen Miller, general manager, KWBC Washing-

Morning, afternoon and evening sessions since June 29 have occupied educational and commercial broadcasters from the U. S. and six foreign countries with discussions on possibilities of AM, FM, TV and multifax.

NBC-N.U. CLASSES
To Hear Condon, Barnett

ADDITIONAL speakers scheduled to address the NBC-Northwestern U. Summer Radio Institute are William B. Condon, timebuyer at Wade Advertising, and Wells H. Barnett Jr., of Simon Blair & Co., both Chicago. They will speak at sales classes July 13 and 18, respectively, to be conducted by Edward C. Cunningham, assistant general manager, WMAQ (NBC) Chicago.

Mr. Condon will discuss “Consideration in Radio Time Buying,” while Mr. Barnett will outline “Radio Sales Through National Representation.” James Cornell, manager of the radio research division, Foote, Cone & Belding, Chicago, will talk on “Radio and Television Audience Research” at a general symposium July 28. Most of the professional classes during the six-week session are taking place at NBC’s Merchandise Mart studios.

‘Tucson Traffic Tour’

TRAFFIC violators in Tucson, Ariz., are having a rude shock these days in hearing their errors described on the air. KTUC Tucson has started a daily program, Tucson Traffic Tour, utilizing its shortwave-equipped Ford station wagon.

Each day an announcer, accompanied by a policeman, drives the mobile unit through the city’s traffic. Together they broadcast a running account of violators, bad drivers, and on some occasions, courteous drivers. The license number of each driver is announced on the air. The station believes the program will help in developing good drivers, and is planning to offer a prize for the most courteous driver each week.

Honor Dr. Alexanderson

DR. ERNST F. W. ALEXANDERSON, Swedish-born television and radio pioneer who recently retired from the General Electric Co. after 46 years’ service, was named “Man of the Year” in the annual Swedish Day ceremonies at Scarsdale, N. Y. Dr. Alexanderson is now consultant to the GE general engineering and consulting laboratory. His alter-ego, a high-frequency machine for continuous wave transmission, made possible reliable trans-continental radio transmission, according to GE. Dr. Alexanderson holds other patents.

COMMONWEALTH
Currently Serving the Nation’s Leading TV Stations

OFFERS
13 SILENT CARTOONS
200 FABLE CARTOONS
3 FRAHIE DARRO SERIALS
10 FRANKIE DARRO ACTION PICTURES
24 "CHARLIE CHAPLIN" COMEDIES
2 "BETSEY" WESTERNS
26 FEATURE PICTURES ALL STAR CAST

For further information and complete details:

COMMONWEALTH
Film and Television, Inc.
723 Seventh Avenue, New York 19, N. Y.

July 11, 1949
CALIF. BILLS

Broadcasters Score

CALIFORNIA broadcasters scored a double victory in the California State Legislature with the passage of one bill favorable to the radio industry and the technical death of an unfavorable bill.

The Broadcasters Libel Bill was passed by the State Assembly with a vote of 61 to 0. This bill had previously passed the Senate and goes now to Gov. Earl Warren to be signed into law.

Authorised by State Sen. Clarence Ward (R) of Santa Barbara, and fostered by California Broadcasters Assn., bill was drafted by Don Tatum, Don Lee vice president and general counsel, who is also CBA attorney.

The bill protects individual stations from being held responsible for libelous statements made on network programs over which they have no control or statements made by non-station personnel on sponsored programs. The latter protection is aimed primarily at programs on which political issues or personalities take part and are discussed.

The unfavorable bill was the State Athletic Commission backed measure to place a 5% tax on all contracts signed between television stations and boxing and wrestling promoters. The bill also would have given the Athletic Commission certain controls over such contracts. The bill squeezed through the State Senate and was presented to the Assembly with a "do pass" recommendation by the Public Morals Committee.

After three weeks on the Assembly floor and very little debate, it was returned to the committee on revenue and taxation for further discussion and recommendations. The action, in effect, will bury the bill for the rest of this legislative session.

Arthur Westlund, general manager of KRE Berkeley and president of the California State Broadcasters Assn., who has been representing California radio stations in the legislative fight, said that in his opinion the action on the TV tax bill "makes it a very dead bill for good."

DOGS' LIFE

'AM,' 'FM' Join WBUY

LISTENERS to WBUY AM-FM, Lexington, N.C., "now know that both AM and FM can be heard on the air every morning, over WBUY AM-FM," according to N. L. Royster, WBUY manager. If this sounds a bit confusing, it isn't that the station has gone to the dogs—in fact, the dogs have gone to WBUY.

Recently WBUY, licensed to Davidson County Broadcasting Co., took the air with FM, duplicating all AM programs. The day before the opening, a small mongrel pup, half-starved, took up domicile with the station, only to disappear after being fed. Four hours later the pup returned with a nicely bred older companion, who also feeds the dogs.

The animals inherited the names "FM" and "AM" and became good watch dogs at the station, located one mile from Lexington. In addition, they are both quite good with their own keep and dog food (about $2 a week) by barking on the station's early morning program, Crossroads Jamboree.
Reaching far out for Royal Oak...

WEXL-FM at Royal Oak, Michigan

- Metropolitan Detroit dialers are enjoying royal reception of WEXL-FM programs beamed from atop a new Truscon Radio Tower. Standing sturdy and strong as an oak, this Truscon Type H-30 Self-Supporting Tower, supporting an 8-bay General Electric FM antenna, rises to an overall height of 425 feet.

The Royal Oak Broadcasting Company is another in the long list of station operators who have turned to Truscon for the solution to their tower problems. In this case, blustery Great Lakes winters and blistering midwestern sun presented wide extremes of wind and weather. Still,

Truscon engineering and construction skills combined to deliver the tower which exactly meets the demands of those purely local conditions.

Truscon engineers are prepared to answer the tower problems of your particular project. They'll design and build your tower tall or small... guyed or self-supporting... uniform or tapered cross-section... for AM, FM or TV operation. Call in your nearby Truscon representative, or write our home office in Youngstown, Ohio, for consultation without obligation.

TRUSCON STEEL COMPANY
YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON SELF-SUPPORTING
AND UNIFORM CROSS SECTION GUYED TOWERS
Hecht Success

(Continued from page 28)

own interviews) and a 45-60-second Hecht institutional commercial, totaling up to a 15-minute newscast.

The reporter since the start has been Ernie Tannen, WGAY program director. In a little over a year-and-a-half he has interviewed some 400 leading citizens and public officials representing every bona fide organization in the area and reflecting every phase of community life. Mr. Tannen can count on his fingers the number of times he has been turned down in approaching interviewees.

While Hecht was getting its retail cathedral under way in Silver Spring, other stores, along with agencies and media folk, watched somewhat incredulously. They were aware of Hecht's reputation as a newspaper buyer, spending most of the million-plus budget on white space bought during the war when newsprint was scarce, the downtown Hecht store has used radio mainly in a mass manner for storewide promotion and special events.

Yet here was the amazing spectacle of Hecht Co. relying heavily on radio to put over what many considered a risky adventure in retailing.

James Rotto, Hecht sales manager and widely known in the merchandising field, tells the store's version of what has happened. "We have combined direct selling and institutional broadcasting as a medium for local and county news," he says. "Every day we interview a personality. It's a splendid goodwill medium.

"Commercially we are played down, mainly selling the store services rather than specific items. An anniversary sale, for example, will be mentioned since it embraces many departments."

"We have no scientific means of measuring the exact amount of business we get from the program. However, we know by the number of requests for representation on the broadcast and the extent of community response that we are reaching the entire community."

Milton Shlesinger, operating manager of the Hecht Co.'s Silver Spring store, is an enthusiastic booster of the Community Reporter program. Before the Silver Spring store opened, Mr. Shlesinger headed the research division that analyzed business prospects in the Silver Spring area.

Affects Local Business

He found it hard to convince other Silver Spring merchants that the Hecht Co., rather than taking away business from the smaller merchants, would actually be increasing their business by bringing more traffic to the Silver Spring shopping center.

Mr. Shlesinger now feels that the Hecht Co. Silver Spring store has done exactly as promised and points to the scheduled openings of other stores in the immediate vicinity of Hecht Co. as proof. Sears Roebuck, Hahn's, Lerners and J. C. Penney are all opening in Silver Spring within the next few months and Jelleff's have already opened a successful branch. In the meantime, no Silver Spring merchant has gone out of business.

"The pattern of business development in Silver Spring," says Mr. Shlesinger, "is identical to that of suburban retail expansion all over the United States. People want to shop without driving long distances; they appreciate night openings; and they demand adequate parking spaces. If customers can find shopping centers easily accessible to their homes, they will transfer their shopping habits to them. The Hecht Co. made the first move and we welcome additional stores we have attracted."

"Through the Community Reporter we have built up in a surprisingly short interval a Silver Spring reputation for community service that matches the prestige developed by our Washington store over a half-century."

As might be expected from an enterprising store of the promotional type, Hecht Co. has a PA system in the Silver Spring store tied into the Community Reporter. Frequent announcements are made on the system. In much of its promotion, Hecht Co. keeps its store associates and customer traffic apprised of what the store is doing.

Last spring, for example, the employees received advance programs for the Maurice Chevalier show series and a special style show was staged for their benefit.

Window displays, store restaurant menus with news flashes, elevator cars—every promotion medium known to retailing was utilized.

Stunts galore back up the Hecht Silver Spring store. In the spring of 1948 Brer Rabbit was first brought to Silver Spring as an Easter promotion. WGAY had the whole area—and a lot of the District of Columbia, too—agog with its flash bulletins on Brer Rabbit's progress through Georgia on route to Silver Spring.

The 1949 Brer Rabbit arrived in an old western stage coach. He was garbed in a cowboy outfit, including chaps and 10 six-shooters. Thousands of kids and plenty of their elders joined the fun. The young'uns were taken for coach rides and incidentally bought liberally of the Hecht supply of cowboy garments. And of course Santa arrives at Christmas time with a promotional flourish reflected in store traffic and sales.

Such promotions are typical, and WGAY's Community Reporter develops and sustains them. Equally important to the community is the way the noon broadcasts keep citizens informed on what's going on in and around Maryland's second largest city (Baltimore is the largest).

Civic, fraternal, religious and other organizations, with no other daily contact in Lower Maryland, depend on the Community Reporter to keep them in touch with the 300,000 inhabitants. And vice versa, of course, as anyone can testify who has put out a last minute coincidental checkup any weekday noon in homes or places of business.

All of Montgomery County's leading officials have appeared on the broadcast, along with Congressmen, State Senators, legislators and civic and religious leaders. Often their interviews have made news and suburban weeklies along with Washington dailies frequently carry stories that have come out of the broadcasts.

An important angle, from the Hecht viewpoint, is the fact that the program of new listeners, most of whom become permanent followers of the programs and customers of the store.

When the first anniversary was observed during the week of Nov. 1, 1948, the Community Reporter originated from a Hecht store window. Ernie Tannen officiated at the celebration and said the community was the leading citizens of Washington and Maryland joined in the celebrating.

Mr. Tannen works closely with

Square Dancing Takes Over City For the Summer

A quarter century ago, when WLS first began its now-famous Saturday night National Barn Dance, with genuine fiddlers and real square dancing, the city of Chicago looked on—bemused little kid. Square dancing, the city-folk said, was for farm people. Chicago had its Aragon and Tri- anes Ballrooms, its smart supper clubs.

Summer 1949 typifies the change a quarter-century ago. John Dulce, caller, and the square dancers who appear with him at the WLS "Old Hayloft" every Saturday night, have just completed a 2-week engagement at the Loop's sophisticated Chicago Theater. Under the direction of the Chicago Park District, a series of square dance contests is being held in various parts of the city with thousands of entries. 240 square dancers will appear in the finals August 3 on the Congress Street Plaza. WLS entertainers will be featured at all the preliminary contests as well as the final show.

For 25 years, the city people of Chicago have been growing increasingly interested in this friendly, informal fun. And similar is the pattern for the WLS National Barn Dance—and for many highly successful "selling" programs on WLS.

The Hecht Co. Silver Spring store

WLS

1924 -- 1949

Chicago 7

Represented exclusively by John Rink

Page 54 • July 11, 1949

Adv.

Maybe

YOU CAN'T TELL A BOOK BY ITS COVER,

but

YOU CAN TELL RESULTS RIGHT NOW

in Memphis, when you buy

WMP$ 10,000 WATTS DAY

6,000 WATTS NIGHT

680 Kilocycles

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

RADIO REPRESENTATIVES, INC.

BROADCASTING • Telecasting
Carl Bleiberg, public relations manager of the Hecht Co. stores. Requests for publicity from civic groups are channeled through the store public relations office to the Community Reporter. Many interesting local exhibits that Mr. Tannen learned of in interviewing his guests have been referred to the public relations department, which arranges their displays in the store. The office allocates time on Community Reporter to the organizations that wish to promote their participation in Red Cross, Community Chest, Boy Scouts and other fund-raising drives.

Here is the modest account of the program’s success that induced NRDGA to award the Class A grand prize to the Hecht Co.: The aim of the Hecht Co. was and is to establish the store as Lower Maryland’s leader in community service. The Community Reporter has been instrumental in realizing this aim. The citizens of Montgomery and Prince Georges Counties are very civic minded and actively engage themselves in community affairs. Community Reporter is considered the single, effective promotional medium in helping to integrate the store with the life of the community. Through the unique service it offers, Community Reporter has developed a large audience which reacts in volume to its commercials and announcements. On several occasions, items which have been advertised only on Community Reporter brought a large response. As a service to the community, as an advertising medium, the Hecht Co.’s Community Reporter on WGAY is a success.

Currently the Hecht Co. is sponsoring (via Harwood Martin) a 15-minute, five-times-a-week shopping guide over WOIC (TV) Washington, using a model displaying various useful and household gadgets. Its radio and TV campaigns have been trimmed seasonally, several spot and program series having been sponsored during the winter and spring.

Meantime, the Community Reporter continues its year-round function of tying the Hecht Co. intimately into its trading area. For Hecht Co. has learned that true community support comes to a store only when the store proves its place in the daily life of its customers and potential customers.

That is the story of the radio campaign that has made the Hecht Co.’s suburban store truly an integral part of Silver Spring and environs.

It is the radio story of a store that ranks third in the United States in newspaper lineage and in the top 10 stores, using total advertising as a basis for comparison. The Hecht Co., so newspaper-minded that it figures almost to the dollar the return it can get from a given amount of newspaper lineage, has discovered that the newer electronic media are effective developers of goodwill and, of course, customer purchases.

**'Hot' Spot News**

CONFESION of a pyromaniac has been wire recorded exclusively by WCHS Charleston, W. Va. When three fires and an explosion had been reported within three hours, Mort Cohn, program director and news editor, rushed to a boat-house, scene of the explosion, and learned that a man had been injured and hospitalized. Re-reading the description of the man’s clothing fitted that of one seen at earlier fires, Mr. Cohn raced to the hospital and wire-recorded a 35-minute interview. The accused later was admitted to the county jail where Mr. Cohn recorded questions and finally his confession. One hour later at 11:05 conditioned version of recording was aired on WCHS newscast. The recording is being held as evidence at the fire marshal’s request, according to the station.

**Equipment Purchases**

THE U. S. government bought radio communications equipment totaling $32,353,433 from member companies of Radio Mfrs. Assn. during the first quarter of 1949. This compares to $19,085,969 in the first quarter of 1948 and $37,018,903 in the last quarter, according to RMA. Transmitter manufacturers also received U. S. orders totaling $37,542,885 in the first quarter of 1949 as against $11,144,007 in the same quarter a year ago and $39,628,310 in the fourth quarter.

**ZENITH REPORT**

'Slight' Decrease Shown

TOTAL volume of business “slightly under that of the previous year” was announced by Zenith Radio Corp. last week in its annual report to stockholders. For the fiscal year ended April 30, 1949, total volume of business was $77,146,861. In making the report, Commdr. E. F. McDonald Jr., Zenith president, explained: “During the year, the entire radio industry experienced a sharp reduction in the number of radio receivers manufactured and sold, although [Zenith’s] decrease in radio receiver volume is believed to be less than the average.”

Acompanied the report was an announcement of the annual meeting of shareholders to be held in Chicago July 26. Among business to be discussed at the meeting is a proposal for the approval of a contract between Zenith and Teco Inc. (Television Entertainment Co. Inc.). Under terms of the proposed contract, Teco is “to exert its efforts to promote and bring about the adoption and use” of Phonervision.

Teco, a separate and independent Illinois corporation, has been organized by members of the Zenith board of directors, with an authorized capitalization of $1 million. The directors have issued and paid for $10,000 of its stock toward its total capitalization. Teco stock, if the contract is approved, will be offered for sale to Zenith shareholders. Largest Teco shareholder (90%) is Commdr. McDonald.

Zenith’s net income for the year, according to the stockholders’ report, was $2,706,889. The company paid a dividend of $1.50 per share on April 30, the same amount as was paid in 1948, which was an increase of 50¢ per share over the annual dividend paid in the 11 previous years.

**WOR CASE**

**NABET, TEU Ready Briefs**

BRIEFS as to what constitutes the proper bargaining unit for engineers at WOR News, Inc., are expected to be filed in the coming week with NLRB by NABET, the station and by the engineers who broke away from NABET under the name Technical Employees Union.

It is understood that the company wants to include all types of engineers in the bargaining unit, while NABET wants to exclude air-conditioning technicians and electricians and TEU wants to exclude only recording technicians. Under labor charges filed with the NLRB by NABET against TEU will not come up for disposition until after the bargaining unit matter is decided. NABET has charged TEU with forcing NABET members to join TEU under threat of loss of jobs if they did not sign cards.

Contact Nearest
"Sheriffs' Department"
Forte or
"Sheriff" Dave Morris
Central 8801
k-nuz
9th Floor Scanlan Bldg.
Houston, Texas

**July 11, 1949**
TWO THOUSANDTH consecutive broadcast of *New Hour of Dreams*, heard seven times weekly on WMAL Washington, will be celebrated July 14 by a simulcast of radio and television. Special citation will be presented to P. J. Nee Furniture Co., sponsor, from Mark Woods, president of ABC. Lee Dayton, who conducts the 45-minute show, will be featured on simulcast along with Howard Mitchell, conductor of National Symphony Orchestra; prominent government officials; and a World War II veteran. First broadcast of *Hour of Dreams* occurred Jan. 20, 1944. Since then 28,000 records have been played totaling 1,500 hours on air.

Mr. Dayton, CBS western program director, celebrated his 25th year in radio July 5. Currently producer-director of CBS The Whistler, Mr. Allen has directed such shows as Burns and Allen, Professor Quiz and Ed Wynn. He has been with CBS since 1938.

Union Bank & Trust Co. of Los Angeles celebrated its 35th birthday July 1 with a special half-hour broadcast on KNX Los Angeles. Various radio and motion picture personalities were featured in entertainment. In attendance were Los Angeles Mayor Fletcher Bowron, Maurice C. Sparring, Califor-nia state superintendent of banks, and bank officers, directors, employees and their friends.

Dr. George A. Bunting, founder and president of Noyxena Chemical Co., Baltimore, celebrated his 35th anniversary June 22. He will turn over active management of factory to his son, C. L. James, lea-der, and will become chairman of board when his son succeeds him as president.

KWFT KELD
Better Facilities Proposed

IMPROVED facilities for KGGF Coffeyville, Kan., and KELD El Dorado, Ark., on 690 kc are proposed in an initial decision issued last week by FCC Examiner Elizabeth C. Smith. The ruling would deny shift of KGB Tyler, Tex., to 990 kc.

The ruling is premised on the Communication Act's requirement for allocation among states and communities on a fair, efficient and equitable basis. Examiner Smith states the "compelling difference in the merits of the applications is the difference in the need for pri-mary service by the areas which would gain service under the respective proposals."

KGGF would be granted a power increase on its present 690 kc as-signment from 1 kw day 600 w night to 10 kw day and 5 kw night, changing its directional array. The boost actually would mean a loss of present nighttime service in a 147 square mile area, the examiner points out, but this is less than the area which would gain its first primary service at night.

KELD would move from its present 1400 kc assignment with 250 w unlimited to 1 kw day and night.

Examiner Smith notes that Tyler already has two AM and one FM station, with CP for a third AM outlet. Coffeyville, on the other hand, has only one station, as does El Dorado. KGGF applied for transfer from 1490 kc 250 w unlimited to 690 kc 5 kw day 1 kw night both directional.

The operation proposed by KGGF at Tyler would serve no area which is now without primary broadcast service, the examiner held, "whereas the proposals of KELD and KGGF would each serve areas and populations presently without any primary radio broadcast service."

The decision discussed interference problems at length, along with additional ser-vices to be provided by grant of the KGGF and KELD applications.

RATHEON REPORTS
3 New Stations Equipped

THREE New England stations which have taken as air within the last two weeks are using Raytheon equipment, including transmitters and RC-11 studio consoles, Ray-theon Mfg. Co., Waltham, Mass., reports.

The stations and the dates they started programming are: WERI Westerly, R. I., 250 w full-time on 1230 kc (see separate story), June 30; WHWB Rutland, Vt., 1 kw day on 1000 kc, July 2, and WTTW St. Johnsbury, Vt., 250 w full-time on 1540 kc, July 10.

AFRA BOARD
Replacements Announced

NEW YORK local of AFRA last week announced that it had elected four replacements to the union's national board. The new members: Vinton Hayworth, representing actors, and Lawrence Tibbett, Lanny Ross and Alex McKee, representing singers.

Also named to the national board from other places: Central section—Andr Carlon, Cincinnati; Tim O'Sullivan, Ft. Wayne, Ind.; Don Roberts, Kansas City, Mo.; and Rod Whalen, New Orleans; Eastern section—Charles Brink, Rochester, N. Y.; Western section—Janet Baumhover, Portland, Ore.
BUSSES USE AM

WLRP Installs 6-Tube Sets

WLRP New Albany, Ind., 1 kw daytime on 1570 kc, has started installing WAM receivers in all city busses and in busses running from New Albany to Jeffersonville, Ind., and Louisville. Roy L. Hickox, WLRP president-general manager, said the six-tube sets using 12-volt power are tuned to WLRP’s frequency. Two speakers are used in each bus, in front and rear.

Frozen frequency sets are being installed in the bus stations also, Mr. Hickox said. Passenger-listeners represent a “bonus” without increase in rates, WLRP is telling prospective advertisers.

J. R. Barr, president of the transit system in New Albany, said the public has been quick to approve the bus radios. He considers inauguration of the plan an outstanding public service, WLRP reports.

Spot Radio Handbook

PUBLICATION of a spot radio handbook has been announced by Stanford Rate & Data Service Inc., Chicago, Ill. The 64-page handbook, a report and interpretation of spot time buying habits and practices, is designed as a contribution to a clearer understanding and identification of various means used by radio stations to promote spot time sales. Included are interviews with advertising and sales executives, agency heads, account executives, media directors and timebuyers who use spot radio as to their selection of stations, and sources of buying information.

BROADCASTING • Telecasting

JULY 11, 1949 • Page 67

IT’S ONLY A FEW BILLION DOLLARS

...but WILL YOU GET YOUR SHARE?

$2,995,897,000.00 1948 Retail Sales* in WOWARD counties (BMB). All authorities agree this year’s retail sales may be slightly lower. . . . . . BUT . . . . . . they also say . . .

26% of 1949 retail sales will be made in the third quarter;

28% of 1949 retail sales will be made in the fourth quarter.

So—

the Best is Yet to Come!

Get YOUR share of the . . .

22% Spent in food stores;

40% Spent in general merchandise stores—inc. apparel and furniture;

38% Spent in other retail outlets.

You WILL get YOUR share if you use the advertising facilities of Radio WOW—the ONLY single advertising medium that covers the vast territory within 150 miles of Omaha in every direction.

For availabilities see your John Blair man, or telephone Omaha, Webster 3400.

* (Based on $4,545,712,713,000 for May 15; survey of buying power—except for Iowan, which is based on state sales tax receipts.)

HELEN J. BLAIR, PRESIDENT

COMMERCIAL

HENRY FLYNN, former manager of CBS Radio Sales in Los Angeles, will move to New York as account executive Aug. 15. Mr. Flynn has been associated with CBS Hollywood in various capacities since 1956, except for five years wartime service with the Navy.

RICHARD O'DONNEL has been named local sales manager for KSJO and KJSP-AM San Jose, Calif.

EDMUND PILLA, formerly with WEEI Boston and now deleted WORL Boston, has joined sales staff of WCOP same city.

GUY WADSWORTH, formerly of sales staff of WONE Dayton, Ohio, has been appointed sales representative of WLWD (TV) same city.

ROBERT ROHRS, formerly of sales staff of Dayton Rubbier, Dayton, Ohio, has joined WPAT Paterson, N.J., in same capacity.

AAA CHAPTERS

Two New Groups Added
ADDITION of two chapters to the American Assn. of Advertising Agencies has been announced by the group. There are now 13 local AAA units.

Reactivating a chapter inactive since 1942, a Rocky Mountain group has been formed in Denver. Following are the new chapter’s elected officers: Chairman, Cecil R. Conner, Conner Advertising Agency Inc.; vice chairman, Harold Walter Clark of Harold Walter Clark Inc.; treasurer, Carl A. Salstrand of Ball & Davidson Inc.

Member agencies have formed a Spokane chapter with the following as officers: Chairman, Charles R. Devine, Syverson-Kelley Inc.; vice chairman, J. Walter McLean, Tomotowke Advertising Agency Inc.; secretary-treasurer, Vernon L. Carey, Pacific National Advertising Agency. The Spokane group is an outgrowth of the Washington (State) Chapter, which has changed its name to the Puget Sound Chapter.

BEW-UN Contract
INTERNATIONAL Brotherhood of Electrical Workers, Local 1212, has announced signing a two-year contract with the United Nations for 48 broadcast and recording engineers in New York, winning a $3,000 weekly increase. Under the new scale, engineers will start at $70 and go to $120 weekly after three years. However, a year from now, men who now have three years experience will have a top minimum of $125. Supervisors are to get $150.

Mr. Flynn.

**COMMERCIAL**

PUBLICATION NETWORK TIME AGENCY

ABC Tue., Wed. 10:15-10:30 a.m. H. V. Stanger

ABC Mon., Wed., Fri. 10:15-10:30 a.m. Atkins & Dietz

ABC Sun. 9:30-10:30 a.m. Kluver-Patterson

ABC Mon., Wed., Fri. 2-2:30 p.m. McCann-Erickson

ABC Mon. 8-9:30 a.m. Van Sant & Dugdale

ABC Mon., Wed., Fri. 2-2:30 p.m. McCann-Erickson

ABC Mon.-Fri. 6:30-7 p.m. Main Street

ABC Sun. 8-9 a.m. McCann-Erickson

ABC Mon.-Fri. 9:30-10 a.m. McCann-Erickson

**NETWORK BOXSCORE**

Number of commercials on the four nationwide networks, May 31 769

Number of network commercials starting during June 28

Number of commercials on the four nationwide networks, June 30 249
Federal's line of TV associated equipment—quality companions to the outstanding new Federal transmitter—includes such items as—

**FEDERAL'S TV MICROWAVE LINKS**
Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links . . . designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location . . . suitable for unattended operation . . . built-in facilities for complete monitoring and calibration.

**FEDERAL'S TV TRANSMITTER MONITORING AND CONTROL CONSOLE**
Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output . . . all in one compact, convenient unit. No external equipment required.

**FEDERAL'S TV MONITOR**
Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.

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**FEDERAL'S TRIANGULAR LOOP**
LOW-COST, HIGH-GAIN TV TRANSMITTING ANTENNA

Highest gain in the field results in greatly reduced initial investment cost and substantial savings in day-to-day operation. Stackable in bays of two elements each. Four bays gives gain of 8.3. Cost-reducing, efficiency-increasing features include single transmission line feed, factory pre-tuning, simple design and construction.

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FEDERAL TELECOMMUNICATION LABORATORIES, Nutley, N. J. a unit of IT&T's world-wide research and engineering organization
COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated... Entirely Air Cooled

A major advance in television transmitter design—sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation—maximum performance, economy and reliability—now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage...fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems...the assurance of long service life through conservative rating of components...the flexibility of layout arrangement—the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY


Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

An IT&T Associate
RADIO NEWS

NEWS departments of broadcast stations should be revenue producers rather than cost items, Arthur C. Stringer, NAB staff director, told the Kent State U. Radio News Conference at a clinic held by the university on the Ohio school's campus.

Best news departments are found in stations where the news is well sponsored, Mr. Stringer observed in his address opening the clinic. He proposed that stations hire additional news men and that salesmen be trained in what they are selling when they contact prospective news sponsors.

Heads of news staffs should work closely with top management, according to Mr. Stringer, and utilize their knowledge of the business side in working with salesmen. With the benefit of added revenue, news departments can be staffed to do a better news job, he said.

The Kent conference was sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB. Fifty-one persons registered for the June 25 meeting, including station news editors, program directors and advertising agency officials.

Addressing the banquet at the end of the day, Douglas Edwards, CBS TV newscaster, said spread of cable and microwave facilities will bring expanded video news coverage with station switching around the nation just as broadcast news programs are doing. He said TV newsmen must learn to smile easily and sincerely at the camera, and watch associations outside the studio because the public learns to know faces as well as voices.

Robert T. Mason, general manager of WMRN Marion, Ohio, urged newsmen to make their broadcasts as local as practicable. This involves more work but pays off in the end, he said.

Charles Day, WGAR Cleveland, president of the Ohio association, suggested stations liven their newscasts with more individual effort, utilizing present facilities without additional expense. Throw out wire service material of no interest to the station's area, he urged, replacing it with good local news based on individual solicitation, writing and editing.

William Crooks, WFMJ Youngstown, recommended that stations affiliated with newspapers keep a staff man at the newspaper's city desk to select suitable broadcast items. He said circulation figures show radio has not cut newspaper readership.

Floyd Weidman, WEWS (TV) Cleveland, presented a 10-minute film on production of local TV newsreels. Director of the station's area, Floyd urged that the station's area, Fryko Columbus, with Carleton Smyth, of the university, as executive secretary. Toastmaster at the banquet was Eugene Car, radio director of the Brush-Moore interests.

WKRT to Fulltime

WKRT Cortland, N. Y., licensed to Cortland Broadcasting Co., June 26 began fulltime operation, and simultaneously added staff personnel in line with increased programming. Gerald Mayer, WKRT president, announced the addition of Ed Glacken, former sportscaster at WSYR Syracuse, and John Plambeck, WLS Chicago farm service director; Arthur C. Page, WLS Chicago farm program director; John T. Craig, KUGN Eugene, Ore., news editor; Robert F. Doubleday, director of WSTR Syracuse agriculture department, and Dana D. Reynolds of the Dept. of Agriculture's radio service.

Should Produce Revenue For Station—Stringer

Mr. Moorad points out the route of his world trip.

Mr. Moorad, news commentator for KGW Portland, Ore., left Portland early last month for the Dutch East Indies where, as a guest of the Dutch government, he will investigate operations of the new republican government in the islands. For years a correspondent in Moscow, Mr. Moorad also is author of Behind the Iron Curtain.

As official NBC representative on the six-weeks trip, which will encircle the globe, Mr. Moorad is shortwaving comments to NBC in New York; sending recorded comments to KGW for release to Portland area listeners, and writing a series of articles for the Portland Oregonian. He is one of a party of 12 radio commentators and newspaper representatives making the trip.

After a tour through Europe and the Middle East, Mr. Moorad expects to spend about three weeks in Batavia, Soerabaja and Bandung. He was a correspondent in the Malay Straits region for 10 years. The KGW commentator's latest book, Lost Peace in China, will be published July 18 by E. P. Dutton, according to a KGW report.

Syracuse U. outlet, as news chief, and Bob Michel, formerly with WWAM Altoona, Pa., as chief announcer. WKRT and WKRT-FM have been on the air since November 1947.
**Programs**

**Fabulous Commercial**
HALF-MILLION dollar live commercial, utilizing display of precious stones and jewelry, was featured on program on WLWD (TV) Dayton, Ohio. Show was sponsored by Jack M. Washt, Dayton jeweler and second largest diamond merchant in country. Mr. Washt displayed original Diamond Jim Brady stick pin and $79,600 black Sylx diamond and many other noted gems. He also described tests on how to tell real diamonds from imitations.

**'Pick a Hit'**
STUDIO AUDIENCES ballot on six new record releases weekly aired on Pick of Love over KWX St. Louis. In that way listeners can hear recordings of newest popular songs as soon as they are pressed, as well as try forecast which will lead popularity parade. Chosen selections are kept on file to check accuracy of audience's predictions.

**Wanted Persons**
LESS DIFFICULTY in locating persons wanted by the law is expected through new Reports on Wanted Persons program started on KLAC-TV Los Angeles. Public service program, offered in cooperation with FBI and Los Angeles Sheriff's Dept., presents pictures and descriptions of people sought by law.

**'Science Circus'**
FOLLOWING trend toward programs with both educational and entertainment value, ABC-TV Chicago is airing video sustainer, Science Circus. Program features 'Chief Scientist' Bob Brown who gives ‘humorous but factual demonstration of scientific phenomena.’ Show is aired Mon. 7:30-8 p.m.

**'Ticker Tunes'**
GENUINE Western Union ticker in stalled in WIMA Lima, Ohio, studio keeps Disc Jockey Charlie Gray busy answering requests on Ticker Tunes. Listeners telegraph for tunes in such great numbers that ticker must be turned off long before program is over, station reports.

**Short Tempta Buyers**
DIFFERENT film short is run each day on WHEN (TV) Syracuse, N. Y. Designed to repeat continuously in such fashion that projector may be left practically unattended, film shows shots of major news events, sports attractions and other exciting events at which television owners have front row seats. Main purpose of program is to aid dealers in selling sets.

**KXOC Names Pearson**
KXOC, 5 kw station currently under construction at Chico, Calif., has appointed John Pearson Co. as its eastern representative association, which will operate on 1150 kc, expects to be on the air Aug. 1. It is owned by Sacramento Broadcasters Inc. and Lincoln Dollar president. Western Radio Adv. Inc. represents it on the Pacific Coast.

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**WPTV Staffers**
Asch Refuses Gonella Charge
DISMISSAL of two WPTV Albany, N. Y., staffers and the subsequent resignation of six others has been followed by charges by one of the dismissed employees, John Gonella, of failure to give dissatisfied employees a hearing. Leonard L. Asch, WPTV vice-president-general manager, says the charges are baseless.

Mr. Gonella, asman-announcer, and Tony Palumbo, whom Mr. Asch says was employed as a GI student announcer but couldn’t meet customary announcing standards, were dismissed June 16. The following day four other WPTV announcers, one licensed engineer and a board operator resigned after the station had refused to reinstate Mr. Gonella and Mr. Palumbo.

Mr. Gonella, according to Mr. Asch, came to WPTV without previous radio experience and was broken in as a newsman-announcer. During his comparatively six months’ stay at WPTV, says Mr. Asch, he was an agitator and was dismissed after refusing to put on a 15-minute show in addition to the 3½-hour schedule he had been working.
**July 1 Decisions**

**ACTIONS ON MOTIONS**

By Commissioner Jones

Fort Payne on the Air, Fort Payne, Ala.—Amended application to increase power from 500 w to 1 kw, show revised financial data, and removed from hearing.

WWSC Glenn Falls, N. Y.—Amended application to show revised financial data, and removed from hearing.

WBBD Merriwille, Pa.—Continued hearing from Juy 11 to Aug. 10.

WGBS Miami, Fl.—Amended application to modify parameters DA system and show revised financial data.

Voice of Callman, Callman, Ala.—Amended application to specify 100 kw 1 kw d only in lieu of 800 kw 500 d only and removed from hearing.

KGSN Grass Valley, Calif.—Dismissed as moot July 28, petition requested hearing continued hearing.

WM & WMS, Sidney, Mont.—Amended application to show revised DA pattern and removed from hearing.

WM. M. Grace, Greer, S. C.—Dismissed June 28, petition in part, motion to again consider in part petition of Easyly Best. Co. to amend application.

Mrs. Jane Rascoe, Corpus Christi, Tex.—Denied petition to amend application to specify 1950 kw 1 kw d only in lieu of 1950 kw 500 d only and remove from hearing on Commission’s motion, continued hearing to Sept. 14.

Radio South Inc., Jacksonville, Fl.a.—Amended application to specify different change name Rial C. Cohn and Bert Richards, d.o., Radio South and show revised financial data, and removed from hearing.

Radio Americas Corp., San Juan, P.R.—Dismissed without prejudice application.

New Rochelle Best. Service Inc., New Rochelle, N.Y.—Amended hearing on application and application of Station Williamsport, Pa., hearing continued to Aug. 11.

Anthony & Sons Inc., New Bedford, Mass.—Amended application to specify Channel 8 in lieu of Channel 1. Hermitage, Best. Corp., Nashville, Tenn.—Amended application to specify 1250 kw in lieu of 1300 kw and removed application from hearing (By Examiner Bond).

Wm. & Lee A. Odesky, Los Angeles, Calif.—Denied continued hearing on application (By Examiner Bond) scheduled Aug. 1 (By Examiner Smith).

WLSK Lima, Ohio.—Granted continued hearing on application for license to cover new FM station from Aug. 1 to Aug. 1 (By Examiner Cooper).

**July 5 Applications**

**ACCEPTED FOR FILING**

AM-1360

Roanoke Best. Co., Roanoke, Ala.—AM station, in part, AMEND to request 1250 kw 1 kw d and increase power from 1 kw d limited to 5 kw d to unlimited on request.

License for CP (Continued page 74).

**July 5 Applications**

**ACCEPTED FOR FILING**

AM-1360

Roanoke Best. Co., Roanoke, Ala.—CP AM station, in part, AMEND to request 1250 kw 1 kw d and increase power from 1 kw d limited to 5 kw d to unlimited on request.

License for CP (Continued page 74).

**HOPE-LEVER ARBITRATION**

Hope-Lever Arbitration LEVER BROS. refusal to permit Bob Hope to tape record his last few shows of the season will be arbitrated in Los Angeles Aug. 1 ([BROADCASTING], June 20).
The Economical Answer to Correctly

**THE ALL-METAL DISKKEEPER SECTIONAL CABINET**

Each Unit Complete in Itself
Ready for immediate use
Consisting of Metal Cabinets
90 Pockets
2 Sets Numbers for Disks & Pockets
270 Index Card Forms
Card Case

A-Z INDEX

Diskeeper Efficiency

- Saves time and money in the operation of a disc library.
- Cuts in half the time necessary to prepare a record show.
- Prevents breakage due to unnecessary handling.
- Eliminates misplacement and loss of discs.
- Furnishes split-second reference.
- Provides additional storage space.

Allied Enterprises
1220 Huron Road
Cleveland 15, Ohio
Specialists in Disc Handling Equipment

Prices and additional information furnished upon request

The DIsKKEEPER

No delays immediate delivery

We furnish all types of jack-ets and cabinets, special steel cabinets for storing and handling discs.

(Submit drawings or samples for quotations)

KDKA 'FUGITIVE'

Manhunt Stuns Plot Show

"FUGITIVE" roaming the streets and business establishments of Pittsburgh for two weeks furnished KDKA Pittsburgh with a unique month-long promotion stunt for its Musical Clock program. The early morning show, Monday through Saturday, 7:10 a.m., features Ed Schaughency and Rainbow Jackson, the latter blackface character portrayed by Elmer Waltman, actor.

The stunt began with a two week buildup on the show after Rainbow Jackson was put on the lam by Internal Revenue Dept. asking him to contact the director. This was followed by a registered notice, a telegram and the appearance at the studio of two "inspectors." All of which has been broadcast for Rainbow. He "took it on the lam," and the search began. KDKA posted "wanted" announcements on post office bulletin boards, store counters and news stands and aired clues to his whereabouts each day. Listeners were urged to search for him and tell Mr. Schaughency wanted to see him. First person to identify Rainbow each day received an Excellency Bulova watch and an appearance on the Musical Clock.

During his fugitive days, Rainbow appeared as a trolley inspector, utility man, picnicker, movie goer and disguised as a woman. He was identified at each appearance, KDKA reports —but only after much word-of-mouth publicity had been cycled for the station and the show.

Pennsylvania's first "Know Your Bank" campaign intersected with special broadcast on KWW Phila-delphia's Adventures in Music program.
BRITISH RADIO

ENGLISH advertisers are preparing to present their views on commercial radio before a Commission of Inquiry to review BBC operations. That has been made known by the Incorporated Society of British Advertisers, organization composed of about 420 British advertisers and similar to Assn. of National Advertisers in this country. Mr. Whitworth was in New York on a brief visit.

He disclosed that his organization is seeking information about commercial broadcasting from various organizations like the ANA, Assn. of Canadian Advertisers and Australian Assn. of National Advertisers. It also intends to circulate a questionnaire among advertisers to solicit their views. His organization will present this information to the Commission of Inquiry.

Charles M. Odonizzi has been appointed vice president in charge of service of the RCA Victor Division of RCA, Camden, N. J., effective July 5.


Fred Herbert, former recording director of Carl Fischer Recording Studios, New York, has been appointed manager of Cimmarc Inc., New York studio.

William R. Kennaugh has been appointed chief process engineer at John Meek Industries Inc., Plymouth, Ind., manufacturer of television and radio receivers.

Don La Duke, television technician for Baird Radio, Los Angeles, and Kay Girard, secretary to Ernest Felix, ABC Western Division controller, have announced their marriage.

General Electric Co., Syracuse, N. Y., has announced its first television receiver using 16-inch picture tube. Model 115, non-reflective assembly, will have eastern list price of $495.

Carbonneau Industries Inc., Grand Rapids, Mich., announced development of record player which converts any phonograph into three-speed instrument, according to firm. Called Carbonneau Playa, player sells at retail price of $49.96.


Stromberg-Carlson Co., Rochester, N. Y., has introduced new table model television receiver, TC 10 H. Model has 10-inch picture tube without mask framing image. Center of interest is enlarged to take in entire face of tube at push of button and image is returned to normal sized screen in same way.

Commission of Inquiry To Review BBC

Alfred Whitworth, director of the commission, has said that it might even turn out that a majority of British advertisers would oppose commercial radio in the British Isles. He conceded that advertising agencies might favor such operations.

He also foresees little time buying on the part of British advertisers among European commercial stations, such as Radio Luxembourg. He explained that even though a buyer's market might stimulate a British advertiser's desire to use radio, he would be likely to refrain from doing so because of fear of governmental reaction at home. Such reaction might take the form of taxation of advertising or various kinds of restrictions such as limitations on space.

He believed that Britains in general did little listening to other than BBC airings because of the higher quality of such broadcasts. He believed that even Radio Luxembourg, which had a big British audience before the war, was running a poor second in the British Isles to BBC.

The government itself, he said, was on record as opposing listening to commercial stations. This view was taken, he said, because since the government as a matter of policy had approved a non-commercial operation it could not be friendly to any other type of listening.

FREEDOM FORUM

Meets at USC July 11-15

Third of the national Freedom Forums will be held at the U. of Southern California, College of Aeronautics, Santa Maria, July 11-15. Gilbert L. Stanton, president of the Advertising Assn. of the West, has announced the theme of the forum will be economic understanding. Ken Wells, director of operations of the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, will direct the forum which will be under the supervision of Harding College, Searcy, Ark., and USC.

Among speakers scheduled to appear are Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles; Dr. Millard C. Fauth, president of Faught & Co., New York; Frederic R. Gamble, AAAA president; Charles H. Ferguson, vice president and Pacific Coast manager of BBDO, and Charles W. Collier, executive vice president of the Advertising Assn. of the West.
TECHNICAL HIGHLIGHTS OF THE AMPEX 300
manufactured by Ampex Electric Corporation
SAN CARLOS, CALIFORNIA

FREQUENCY RESPONSE:
At 15 inches + 2 db. 50–15,000 cycles.
At 7.5 inches + 2 db. 50–7,500 cycles.

SIGNAL-TO-NOISE RATIO:
The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

STARTING TIME:
Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

FLUTTER AND WOW:
At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .2%.
AMPHEX taps recorders
...including the new, highly versatile SERIES 300

The Graybar Electric Company — national distributor of quality broadcasting equipment — announces the addition of Ampex recorders to its lines. Manufactured by the Ampex Electric Corporation, these fine instruments combine true-to-life fidelity with the many other advantages of tape recording: extended re-use, ease of operation, simplicity and accuracy of editing.

Broadcasters, recording studios, and advertising agencies know Ampex as the best magnetic tape recording equipment there is. The Ampex Series 200 is used extensively for big-name recorded broadcasts because of its quality, design, and performance. Built to the same standards, the new Series 300 models are compact, attractive and especially flexible in application — interchangeable for rack, console, or portable use. AND... they are priced within the range of other types of recording equipment — at a level which represents a practical investment for even a small studio.

Ask the nearest Graybar Broadcast Equipment Specialist to arrange a demonstration for you. We are sure you will agree this equipment provides the finest recorded reproduction you have ever heard. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.

There are Graybar offices in over 100 principal cities.

These are the Graybar Broadcast Equipment Representatives in key cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. F. Lynch, Keenmore 6-4567

CHICAGO
E. N. Taylor, Canal 4104

CINCINNATI
J. R. Thompson, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1360

DALLAS
C. G. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5800

JACKSONVILLE
W. C. Winfree, Jacksonvile 5-7180

KANSAS CITY, MO.
R. B. Uhrig, Grand 0924

LOS ANGELES
R. B. Thompson, Trinity 3221

MINNEAPOLIS
W. D. Priest, Geneva 3621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
C. I. Jones, Walnut 2-3405

PITTSBURGH
R. F. Grossett, Court 4000

RICHMOND
E. C. Toms, Richmond 2-2833

SAN FRANCISCO
R. C. Merriam, Market 1-3131

SEATTLE
D. L. Craig, Main 4653

St. LOUIS
J. P. Lener, Newstead 4700

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR
BILL TOMPKINS has rejoined WKEN Youngstown, Ohio, production staff. Mr. Tompkins, veteran in ten years in radio, was formerly with WKBN as news editor. He has been news director at WROW Albany, N. Y., for past two years.

FRANK DOYLE, formerly with KWK and KMOX St. Louis, has joined announcing staff of WIL same city.

FRED COOK, student at U. of Connecticut, Storrs, Conn., has been appointed to announcing staff of WICH Norwich, Conn.

CHARLES EDWARD BELL, former manager of WGGD Chester, S. C., has been named production manager of WIP Philadelphia as summer relief announcer.

HYLAND WHITE, formerly with WDFR (FM) New York, has joined WIP Philadelphia as summer relief announcer.

HAL SAWYER has been signed to do commercials on CBS Our Miss Brooks.

CAROL HOWARD, assistant manager, has been joined staff of WLEX Lexington, Ky., in radio and television.

GORDON R. PHILLIPS has resigned as producer-director of Radio Roanoke Inc., operator of WROV and WROV-FM Roanoke, Va. Mr. Phillips plans to return to his home in California to enter television field.

JACK DONIGER, former with WABI Maine, has joined staff of KWK St. Louis as news writer.

DONALD HYLAND, new manager of WGGD is from WKBW Buffalo.

BILL MEHRING has joined KHUM Eureka, Calif., as announcer.

GENE KLAVAN has joined WAAM-TV Baltimore as disc jockey. He formerly was in same capacity at WHTI Baltimore.

Radio Vs. Press

REVIEW of the relationship between radio and newspapers is presented by Giraud Chester, associate editor of the Quarterly Journal of Speech, in an article in the current issue of Radio-Television Opinion Quarterly. Titled “The Press-Radio War: 1933-1935,” the article describes the “efforts of the American press to limit radio’s competition in the news field.” Mr. Chester has documented the article throughout with excerpts from minutes of American Newspaper Publishers Association meetings and other related records.

Feature of the Week

(Continued from page 14)

owed to witness the event. On his next program, Jasiiu issued an open invitation to all who would like to watch him make good his promise. At this point, according to Paul F. Eichhorn, WGRD president and general manager, everything started to happen. A neighbor called and said he would supply refreshments. A businessman offered to furnish popsicles and popcorn for the kids; still another said he would distribute free potato chips; a health food dealer gave Jasiiu a Swedish massage after his labors and a funeral parlor immediately offered to supply an ambulance to take him from the scene. Aids to these offers had been unobjected to, but, after some air promotion, more offers rolled in. A five-piece orchestra would play between “rounds.” Wes Ramey, former professional boxer, offered to work in Jasiiu’s corner. The city police department volunteered to close the entire block. Publicance was expected to be from 5,000 to 10,000.

Then came the big blow. A regular downpour of rain descended on the scene of the big event, and for awhile Mr. Eichhorn said, it looked as if all the efforts had been in vain. But a half hour before the show was to begin the crowd started to gather. As the event opened 3,000 spectators were on hand and another 1,000 blocked traffic by parking in the middle of streets to listen to the WGRD show. Summing up the stunt, Mr. Eichhorn said: “The whole business is the silliest thing in the world, but maybe the people who really enjoy themselves like the simple things.”

KWK Conducts Tours

FOLLOWING dedication of its new studios in the Globe-Democrat Tower Bldg. [Broadcasting, June 20], KWK St. Louis is holding conducted tours for the public through the building. Ray Dady, vice president and station director, has announced. Three tours are conducted each day, Mr. Dady said, and tickets obtained by writing to the station.
TEXAS LEADS RADIO PARADE
223 of Nation’s 3,175 Facilities in State

TEXAS with 223 has more AM, FM and TV authorizations than any other state, and Chicago with 34 leads the roster of cities, FCC said last week.

More than 1,300 cities and towns have broadcast authorizations of one kind or another, FCC said. Texas again leads the list with 115 "broadcast communities," followed by California (76), Pennsylvania (62), North Carolina (60), and New York (50).

The compilation, prepared as of July 1, shows 2,187 AM authorizations, 886 in FM (not counting 58 noncommercial educational grants), and 120 in TV (including two experimental stations operating on a commercial basis). The figures include all outstanding authorizations, whether the stations are on the air or not.

Close behind Texas in total authorizations comes California with 220 and Pennsylvania with 186. Other states having more than 100 authorizations are New York, North Carolina, Ohio, Illinois, Florida and Georgia.

Among cities, New York with 32 is only two behind Chicago, followed by Los Angeles, Philadelphia, "New Orleans, Washington and San Francisco.

Texas has more AM authorization (178); Pennsylvania leads in FM (71), and New York tops the list in TV (14). Chicago and New York are one-two in AM and FM authorizations among cities, while Los Angeles has more TV grants than any other.

Every state has AM stations, but five lack FM authorizations and 14 are without TV grants.

BROADCASTING'S 1949 MARKETBOOK AND SPOT RATE FINDER

**Dick Grahl of William Esty says:**

(BROADCASTING'S 1949 Marketbook and Spot Rate Finder) . . . Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years.

FACTS ABOUT BROADCASTING'S 1949 MARKET BOOK AND SPOT RATE FINDER

**Market Data**

To be Published by States and Counties

1. 1949 state and county MBF figures on total families, radio homes, percentage of radio homes per county (these are the latest figures available and haven't been released anywhere).
2. 1948 retail sales by states and counties (latest available).
3. Latest taxable payroll figures by states and counties.
4. Latest employment figures available by states and counties.
5. Latest manufacturing figures by counties and states.
6. State and county maps, showing station locations of July 1, 1949.
7. State statistics on total families, radio families, percentage of radio families, retail sales, telephone homes, employment, bank deposits, postal receipts, income payments.

**Spot Rate Finder Data**

1. Day and night one-time rates for all AM, FM, TV stations, including station break, 1 minute, 5 minutes, 15 minutes, half hour, hour.
2. Average day and night day and night rates for network affiliated stations in each city.
3. Average day and night day and night rates for all independent stations in each city.
4. Listing by city and station of its power, frequency, station rep., network, total families, radio families, percentage of radio families, available surveys.
5. Average city and night one-time rates for all regional networks by stations.
6. Day and night rates for all networks by affiliates.
7. Day and night rates by geographical divisions and population groups.

BROADCASTING's 1949 Marketbook and Spot Rate Finder will be in the mails Aug. 15. Distribution of 17,500, covering every important national and regional radio agency and advertiser, assures maximum advertising effectiveness. Advertising deadline is mid-July but this can be extended if necessary. Position in state sections guaranteed. Regular rates prevail. Sizes from 1/16th page to spread in color acceptable.

Wire Space Reservations Collect Today

**KYOR-KUSN Action**

SAN DIEGO BROADCASTING CO. was granted permission by FCC to surrender the license of KYOR San Diego, Calif., for 250 w daytime on 1130 kc and continue its operation of KUSN where the new 5 kw fulltime facilities of KYOR are completed. Firm recently bought KYOR and must discontinue operation of one station there [(BROADCASTING, June 18)]. KUSN’s 5 kw day, 1 kw night on 1510 kc, will be given up when KYOR is completed.

**LIBEL and SLANDER**

Invasion of Privacy
Plagiarism-Copyright-Piracy
INSURANCE
For the wise Broadcaster
OUR UNIQUE EXCESS POLICY provides adequate protection.
Satisfaction-Widely Recognized
CARRIED NATIONWIDE
For details & quotations write
Employers
Reinsurance Corporation
Insurance Exchange Bldg., Kansas City, Missouri

BROADCASTING • Telecasting

July 11, 1949 • Page 79
**Classified Advertisements**

**Payable in Advance**—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. No All Others. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Director of Advertisements. Broadcasting D. C. Broadcasting is not responsible for the return of application materials (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

### Help Wanted

**Managerial**

**Experienced manager wanted by substation of ABC radio station in metropolitan midwest.** Aided by experienced sales manager and two assistants. Good opportunity. Good salary and benefits. Respond by mail. Box 960B, BROADCASTING.

Commercial manager for new 1,000 watt daytime AM. Virginia town small sales potential. Salary and commission. Good background and experience. Box 715B, BROADCASTING.

Manager, Small midwest well situated station. Want experienced manager, able to announce, program, operate present station. Must be married. Apply Box 736B, BROADCASTING.

**Salesmen**

Wanted—Progressive, industrious salesman to back up our progressive midwestern 5,000 watt independent station. Strong home market. Excellent sales prospects. Excellent salary and commission. Apply Box 695B, BROADCASTING.

Experienced typist. Good opportunity. Aggressive live wire who knows radio and can help sales staff in highly competitive large eastern metropolitan area. Salary and commission. Write Box 973B, BROADCASTING.

Available immediately. Versatile, experienced salesman with complete details. Salary $200 per week. Write Box 725B, BROADCASTING.

Wanted—Successful advertising manager for West Coast coast station. Must be willing to travel extensively. Salary and commission. Apply Box 872B, BROADCASTING.

**Help Wanted (Cont'd)**

**Good news woman.** Immediate availability. Must be willing to travel. Write Box 573B, BROADCASTING.

**Technical**

Fulltime network station needs announcing engineer. Excellent opportunity. Will work on Saturdays. Reply Box 710B, BROADCASTING.

Broadcasting. Daylight Saving Time starts March 25. Send application material, references at Broadcasting. Box 973B, BROADCASTING.

**Announcers**

**Announcer—Experience desired.** No experience necessary. No all others. Write Box 785B, BROADCASTING.

**Miscellaneous**

Radio teacher for university. Master's degree and practical experience required. Box 724B, BROADCASTING.

### Situations Wanted

**Managerial**

**Successful manager, 12 years radio experience, desires relocation in U.S.A. Expert at increasing station's position in competitive market such as present one. Figures show station doing steady business. Will graduate plus nearly 2 years' experience. Currently working on your and cut your expenses. Box 725B, BROADCASTING.

**Situations Wanted (Cont'd)**

**Salesmen**

Seven years in radio. Came up from an unknown condition. Excellent record in tough market. Know competitors, radio thoroughly. Progres- sive and permanent position with progressive station. Desires major coast city. Family man. 28. Excellent references. Will not work unless a chance to offer considered. Box 725B, BROADCASTING.

**Announcers**

**Announcer—Experience desired.** No experience necessary. No all others. Write Box 785B, BROADCASTING.

**Announcer—Experience desired.** No experience necessary. No all others. Write Box 785B, BROADCASTING.

**Business Manager**

Want experienced business manager. Anticipate good growth in future. Willing to consider any location. Box 719B, BROADCASTING.

**Engineer, experienced, willing to travel.** Box 712B, BROADCASTING.

**Young hard worker.** Radio school grad. Excellent voice, excellent voice quality. Will work for room and board. Box 729B, BROADCASTING.

**Technical**

Engineer, 16 months experience, first phone, active amateur. Desires permanent position. Box 716B, BROADCASTING.
**Situations Wanted (Cont'd)**

**Experienced engineer, installation, remote, maintenance, and service work. Twelve years' experience. Will handle it for you. Address Box 704B, BROADCASTING.**

**Engineer—announcer one year experience. At present working on 250 watt FM station in Portland. Minimum salary 40 dollars. Have good references. Radio or Advertising background. Address Box 725B, BROADCASTING.**

**Engineer—one year experience. At present working on 250 watt FM station in Portland. Minimum salary 40 dollars. Have good references. Radio or Advertising background. Address Box 725B, BROADCASTING.**

**Engineer, 16 months experience, also announce, message duties. Married, 30. Available immediately. Address Box 731B, BROADCASTING.**

**Tech school graduate with 15 months training in radio servicing and installation. Immediate. Address Box 722B, BROADCASTING.**

**Chief engineer, 29, experienced in operation, installation, announcing, copy, and general management. References. Available immediately. Address Box 723B, BROADCASTING.**

**Dependable radio-technician engineers. Two years experience. Transmitter operators, remote operators, little announcing. College and radio school graduates. Amateurs employed, seeking more profit-sharing connection. Address Box 734B, BROADCASTING.**

**Engineer experienced. Studios transmitting recording. Make offer. Address Box 735B, BROADCASTING.**

**First class station—34 weeks radio school. 44 weeks Navy electronics school. Some announcing and broadcasting experience. Address Box 736B, BROADCASTING.**


**Production-Programming, others**


**Program director with 6 years experience in management, young, energetic, ambitious, married, and willing to travel. Desires change in going organization that can offer experience for advancement in salary and position. Can offer excellent references and capability. Write for dessert. Address Box 706B, BROADCASTING.**

**Traffic secretary two years experience. Single, female. Presently employed. Prefer southeastern states. Address Box 720B, BROADCASTING.**

**Experienced continuity writer. College graduate. Excellent references. Prefer midwest. Mary Davis, 1608 Hawthorne Ave., Minneapolis, Minn.**

**For Sale**

**Equipment, etc.**

Four Western Electric 9-A reproducing units, 10 kW FM amplifier, 250 watt exciter unit, and other equipment needed in installing FM station. This equipment is in excellent condition and 85% of the original cost. Address Box 717B, BROADCASTING. New FM station applicants and engineers. A new FM station will be operating soon. To place your FM antenna on top of the present tower installation. We can offer you practically new equipment at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Texas. For Sale 190 ft. Lehigh steel tower, shunt-excited, uniform galvanization. Approved lighting equipment. Now standing idle excellent condition. Worth more than $2000.00. What do you offer? KLJF, Galveston, Texas. Complete 250 watt standard broadcast and 3 kW FM consisting of following: RCA 250K transmitter, Western Electric 504-B transmitter, 299 ft. Idecoguys tower with WE 54-A FM antennas and RCA FM condenser plus all accessories, W. H. Murphy, WABB, Mobile, Alabama. FM Antenna for sale—1 Western Electric 54-B, a 10 kW FM antenna; 3 steel melting equipment. Used 16 months on station. Replacing with xenon fill station. Installation. Bargain at $250.00. Also have Western Electric precipitron air filter. Cost $700.00. Sell $200.00. Both items excellent condition. Q. B. Greensboro, North Carolina. Blaw-Nox self supporting square steel tower, 35 ft. high including beacon, make offer. WHEC, Rochester, N. Y. For sale, New, unused Hewlett Packard FM Monitor 350-B, Also 2 Raytheon Rays—2 Standard National Rackes, Umpire Gray. Scratch. Contact Manager WKAL, Rome. Four bay GE FM antenna. Formerly used in Detroit. Perfect condition. All reasonable offers considered. Contact George T. Trotter, 2450 Washington Blvd., Chicago, Sacramento 6-7872. Tremendous savings on copper, pure electrolytic bonding copper. 1000 ft.- $250.00. 25 ft. wide x coils @ 25 lb. F. O. B. our plant. H. P. Mandel and Co., 319 North 4th Street, Detroit, Michigan.**

**Television**

**Production-Programming, others**

Available! for AUDIO-VIDEO PRODUCTION 7 years radio director: New York City network production: New York City. SALARY SECONDARY WILL RELOCATE Contact Box 718B, BROADCASTING. Experienced television director with proven record in advertising and engineering, wishes to relocate immediately. Will stand ready to be staff organizer. Train new and present personnel. Address Box 730B, BROADCASTING.**

**Situations Wanted (Cont'd)**

University trained. Five years continuous newspaper and advertising experience. Knowledge of advertising and selling. Network announcer and assistant for Coast Guard public relations during war. Ability in production and station management. Can invest cash in solid station. Market must be excellent for network, new position. For details in the deal extremely competing. If you have prepared a brochure on your station that gives all the facts, we will be interested. Write about it!**

**Help Wanted**

**Salesmen**

**SALES MAN WANTED**

Excellent opportunity for experienced salesmen with New England 50 kw network affiliation. Immediate. Address Box 573B, BROADCASTING.**

**Help Wanted—Salesman**

**Experienced, permanent time salesman wanted by leading 50 kw station major network affiliation in large west coast metro-politan market. If you have a good station and want a new and exciting challenge write full particulars and send outline of experience and photo to Box 740-B, BROADCASTING.**

**Television**

**Production-Programming, others**

For Sale

Equipment, etc.

Four Western Electric 9-A reproducing units, 10 kW FM amplifier, 250 watt exciter unit, and other equipment needed in installing FM station. This equipment is in excellent condition and 85% of the original cost. Address Box 717B, BROADCASTING. New FM station applicants and engineers. A new FM station will be operating soon. To place your FM antenna on top of the present tower installation. We can offer you practically new equipment at a low price. Write Frank O. Myers, Manager, KCMC-FM, Texarkana, Texas. For Sale 190 ft. Lehigh steel tower, shunt-excited, uniform galvanization. Approved lighting equipment. Now standing idle excellent condition. Worth more than $2000.00. What do you offer? KLJF, Galveston, Texas. Complete 250 watt standard broadcast and 3 kW FM consisting of following: RCA 250K transmitter, Western Electric 504-B transmitter, 299 ft. Idecoguys tower with WE 54-A FM antennas and RCA FM condenser plus all accessories, W. H. Murphy, WABB, Mobile, Alabama. FM Antenna for sale—1 Western Electric 54-B, a 10 kW FM antenna; 3 steel melting equipment. Used 16 months on station. Replacing with xenon fill station. Installation. Bargain at $250.00. Also have Western Electric precipitron air filter. Cost $700.00. Sell $200.00. Both items excellent condition. Q. B. Greensboro, North Carolina. Blaw-Nox self supporting square steel tower, 35 ft. high including beacon, make offer. WHEC, Rochester, N. Y. For sale, New, unused Hewlett Packard FM Monitor 350-B, Also 2 Raytheon Rays—2 Standard National Rackes, Umpire Gray. Scratch. Contact Manager WKAL, Rome. Four bay GE FM antenna. Formerly used in Detroit. Perfect condition. All reasonable offers considered. Contact George T. Trotter, 2450 Washington Blvd., Chicago, Sacramento 6-7872. Tremendous savings on copper, pure electrolytic bonding copper. 1000 ft.- $250.00. 25 ft. wide x coils @ 25 lb. F. O. B. our plant. H. P. Mandel and Co., 319 North 4th Street, Detroit, Michigan.**

**SPOT RATE FINDER**

(Compute campaign costs instantaneously)

**IF you are a BROADCASTING subscriber on August 15 you will receive this fact-packed MARKETBOOK as Part of the regular weekly issue. Here, in one comprehensive volume are all the essential facts and spot rate figures for buying/selling AM, FM, TV time.**

**Sells Separately for $1.00**

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, including MARKETBOOK and 1950 Yearbook in January.

**NAME**

**CITY**

**ZONE STATE**

**STREET**

**IF I ENCLOSE $ I PLEASE BILL ME □**

**BROADCASTING • TELECASTING**

National Press Bldg.

Washington, D. C.

**FREE-to subscribers BROADCASTING '49 MARKETBOOK featuring**

**MAJOR MARKETS EAST**

**DAYTIME FULLTIME**

**Excellent Coverage Very Profitable**

$50,000 $125,000

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

**MEDIA BROKERS**

WASHINGTON D. C. WASHINGTON Bldg.

WASHINGTON, D. C.

DAVY C. BLACKBURN 711 Connecticut Blvd.

S. Akard and Wood Sts. 235 Montgomery Street

STERLING 4341-2 EXX 2-5872

BLACKBURN-HAMILTON COMPANY, INC.

SAN FRANCISCO

S. M. BLACKBURN / COMPANY, INC.

SAN FRANCISCO 41

AUTO MARKETING BLDG.
MERCHANDISING PLUS is being offered to sponsors by WCOP Boston in form of personal appearances by its women's commentator, Mildred Bailey. Plan of project calls for setting up display in store well in advance of Miss Bailey's visit. Advertised products are displayed and date of visit is announced. On day of her visit Miss Bailey spends an hour in store talking with shoppers discussing radio advertising and advertised products. Samples and recipe books also have been distributed at food stores during her visit. WCOP has issued information on this merchandising service to agencies, sponsors and representatives.

News Listings

TO SPOTLIGHT its summer news schedule, KIRO Seattle is offering postcard listings of all its local, network, commentary and news analysis shows. Schedule is offered to listeners on various news shows, and the response serves also as an audience test for the programs.

Weight of Steer Contest

LISTENERS to Howard Jones' Farmer Jones program on WFIL Philadelphia have been invited to participate in contest to estimate weight of prize yearling steer. Contest began July 2 and will continue through Sept. 1. On Sept. 10, public weighing ceremony will be held at Willsfarms, Mr. Jones' Montgomery County home, from which he broadcasts daily except Sunday. Prize is a full diet of gourmet food. Winners will receive the steer. WFIL acquired the steer at a Kansas City auction held in connection with appearance of Mr. Jones on The Original Amateur Hour [Broadcasting, June 27].

To Pick Miss New York State

FRANCHISE to pick "Miss New York State" has been granted to WKBW Buffalo station has reported, but contest are incomplete, but WKBW is asking stations in metropolitan area of state to sub Franchise for choosing contestant from their areas. Girls from each area will enter contest to be held in Buffalo. "Miss New York State" will be entered in "Miss America" pageant in Atlantic City, Sept. 5-11.

"Gold"-Fish Derby

LUCKY ANGLERS from all over Utah have caught prize tagged trout in Fish Derby sponsored by KSL Salt Lake City in cooperation with state fish and game commission. Five hundred trout were tagged and planted in variety of streams shortly before opening of trout season. Prizes range from $1 to $50 depending on number of tag. Details are broadcast on Let's Go Fishing, KSL's new weekly show.

ABC Booklet

BOOKLET containing ABC's answer to question "If the rating of your television show was 50 in January 1949, and it dropped to 50 in July 1949, how many viewers would you lose?" is currently being mailed to advertising and agencies. Answer, a surprise one, is "You'd lose none! Matter of fact you'd gain 13%." According to ABC Research Dept., mushrooming number of set owners between the two months, when taken into account, makes for gain instead of loss despite rating drop.

Trumpet Is Prize

VALUABLE GOLD trumpet will be awarded writer of best safety slogan for Ralph Zornow Show on KIOA Des Moines. Winner will be presented with trumpet at gala program featuring Mr. Zornow's nine-piece band. Program is promoted as "City Show in Town" and Mr. Zornow, its m.c., promises to teach the winner to play his prize.

Operation Success

ILLUSTRATED folder titled "Operation Success" has been distributed by WISL Shamokin, Pa. Folder includes list of important Pennsylvania retail market areas, figures from Conlan Survey and mail check.

KODY Aids CARE

THROUGH a KODY North Platte, Neb., promotion, in excess of 3,000 bars of Swan soap will be sent overseas to needy persons through CARE. KODY sponsored show for boys and girls of its community at Paramount Theatre, admission to which was two wrappers from Swan soap. Total of 6,126 wrappers were received. Two local grocery stores cooperated with station by offering prizes for most wrappers turned in. D. B. Phillips, divisional sales manager of Lever Bros. Co., maker of Swan, attended show. John Alexander, manager of KODY, forwarded the wrappers to CARE, who will send soap overseas.

Awards Exhibited

FIRST PLACE promotion winner and other awards were displayed in booth of WCFC (FM) Beckley, W. Va., at that city's Merchant's Fair. Exhibit also featured FM sets and antennas, and carried broadcasts of current baseball games.

KMLB

The station with more listeners in Northeastern Louisiana than all other stations combined!

5,000 WATTS DAY
1,000 WATTS NIGHT
National Representative
TAYLOR-BORROFF & CO., Inc.
Affiliated with AMERICAN BROADCASTING CO.
FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

Summary of Authorizations, Applications,
New Station Requests, Ownership

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Docket Actions...

FINAL DECISION

Norman, Okla.—Cleveland County Broadcasting, Inc., yesterday (July 8th) issued a notice, and a hearing examiner was appointed to look into a petition of the station to change from 1400 kw, 5100 ft. directionalized (in lieu of 1500 kw, 7300 ft. directionalized) at night. Initial decision looking into the matter was issued May 23rd. Decision July 5th.

Docket No. 5174

COMMISSION EN BANC

WHRF-AM, New River, W. Va.—Granting of license for AM station on new frequency of 790 kw at New River, W. Va., and granting of authority to change studio and broadcast facilities. Decision July 5th.

WHRF-AM, New River, W. Va.—Granting of license for AM station on new frequency of 790 kw at New River, W. Va., and granting of authority to change studio and broadcast facilities. Decision July 5th.

Non-Docket Actions...

FM GRANTS

Chicago Heights, Ill.—Chicago Heights Broadcasting Co., granted new CP class B FM station with condition that it be located on new frequency of 99.9 MHz, with ERP of 400 kw, antenna 150 ft. Estimated cost of land and buildings $330,000. Principal in company is: Anthony Santucci, radio engineering student at the University of Illinois, Springfield.

LaSalle-Peru, Ill.—Radio Broadcasting Co., granted new CP class B FM station with condition that it be located on new frequency of 99.9 MHz, with ERP of 400 kw, antenna 150 ft. Estimated cost of land and buildings $330,000. Principal in company is: Anthony Santucci, radio engineering student at the University of Illinois, Springfield.

TRANTER GRANTS

KRM-D-AM-FM, Shreveport, La.—Granted assignment of license and FM frequency for new FM station from KQEN-FM, New Orleans, La., to KRM-D-AM-FM. Licensee is: R. E. Thwaites, owner, who is also owner of KQEN-FM. Estimated cost of land and buildings $330,000. Principal in company is: Anthony Santucci, radio engineering student at the University of Illinois, Springfield.

KFUN Las Vegas, N. M.—KRTN Radio Broadcasting Co., granted new CP class B FM station with condition that it be located on new frequency of 99.9 MHz, with ERP of 400 kw, antenna 150 ft. Estimated cost of land and buildings $330,000. Principal in company is: Anthony Santucci, radio engineering student at the University of Illinois, Springfield.

Net income here is 31% higher than the U.S. average.

Data sources: Sales Management 1949
Survey of Buying Power; Condon, January 1949.
SMALL TOWN VIM
Radiomans Spots Promotion

MADISON, S. D. (pop. 6,000) was given more than half a page of space in June 15 issue of Pathfinder, national weekly news magazine, and the man chiefly responsible for it was Ralph Doerr, manager of the Madison studio of KISD, Sioux Falls, S. D.

Madison's Chamber of Commerce decided last January to stage a city-wide promotion campaign, but lacked funds to finance it. Mr. Doerr had the answer, and Pathfinder says, in part: "Mr. Doerr did it, with himself as reporter and author, high school students as typists, and Claude Mal- lory, local photographer, taking pictures. This week Madison's Chamber of Commerce has before it at least 76-page, home-made volume of photographs and text -- the vivid life story of a small modern American city."

A part of Pathfinder's account of the Madison promotion was a picture of Mr. Doerr seated around the dinner table with Don Hallen- beck, partner of a Madison furniture store, and Mr. Hallen- beck's wife and two children. Mrs. Hallenbeck recently held a week-long civic celebration, and Mr. Doerr reports that KISD, which ordinarily originates one program a month, from Madison, presented 12 additional hours of programming originating there.

RGA Spokane, Wash. -- Assignment of license from Louis Warner Corp. to Grouse Creek Cable, Inc., effective June 14. Grouse Creek, a non-profit organization, is organized to provide low-cost television service to area residents. Grouse Creek will serve an estimated population of 5,000. Gonzaga U. is a non-profit organi- zation. Grantor: E. D. and I. G. Service of Gonzaga U. (pp. 66-68)

Kibby, a radio engineer, paid $150,000 for a control stock in the new station. The stock is held by Kibby and his brothers.

SOMEDAY (YOU'LL WANT ME TO WANT YOU)
On Records: Mills Brothers -- Dec. 2409; Fungt...
Always Cap Coke
EDITOR, BROADCASTING:
... I very much appreciate your understanding attitude toward the proper capitalization of our trademark, Coke. 

Edgar S. Buyol
Press Counsel
The Coca-Cola Co.
New York

WCSS' Contribution
EDITOR, BROADCASTING:
May I correct your story of WCSS' hospital campaign on page 20, issue of June 27?  
WCSS logged a total of 47 hours and 33 minutes over a period of about a month and not in five days as reported.

We are an independent, but it's still way beyond our capacity to be able to keep on over eight hours a day for one community service endeavor. There's gotta be a few commercials to pay the bills.

Ray Cheney
Program Director
WCSS Amsterdam, N. Y.

Hearty Agreement
EDITOR, BROADCASTING:
Re your editorial Etaoin Shrdlu II and graduates, we surmise, the courts or the Congress will draw some straight line logic from the FCC's circumlocutions. Amen! 

Richard E. Hunt
General Manager
WPTW Piqua, Ohio

TV and Boxing
EDITOR, BROADCASTING:
Thank you for the genuine and most valuable service you performed broadcasting in general and television in particular when you wrote the article on page 34 of the June 27 issue of BROADCASTING, titled 'Boxing Lays an Egg.' The way we look at it, you said everything that should be said on that particular subject. I feel that it is about time such a strong and timely article came out to combat the misrepresentation of certain interests opposed to AM and television broadcasting.

Looking back now, I am sure that many in the television and AM industry agreed with me that for the sake of a principle, it was most fortunate that the

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

LaMotta-Cerdan fight was not broadcast or telecast. Once upon a time, a certain prophet commanded the sun to stand still; another prophet commanded the ocean waves to cease beating upon the shore. The encroachment of this marvelous medium of television may be held back in its natural progress than the sun or the ocean.

Roger S. Underhill
General Manager
Dispatch Inc.
(WICU-TV)
Evite, Pa.

Impartial Reporter
EDITOR, BROADCASTING:
As you and I know, an acid test of fair and objective reporting occurs when the subject of a story is yourself or your own organization.

Broadcasting has long been known to me as an impartial, albeit energetic reporter. This opinion is emphatically corroborated by your July 4 story on the WQQW situation.

My hat remains off to you! 
M. Robert Rogers
General Manager
WQQW Washington, D. C.

Minnesota Football
EDITOR, BROADCASTING:
Members of the Minnesota Broadcasters Assn. have asked that I clarify the story appearing in your June 27 issue on page 76, under the headline, "Sports Rate Prested by Minnesota Assn."

At the board meeting June 20, "Swanee" Hagman of radio station WLOL Minneapolis was named chairman to discuss with the U. of Minnesota the problem that is mutual on the part of both the university and the stations outside. That problem was that during the 1948 football season no out-state station carried the university's football broadcasts commercially, although the university kindly set up a very excellent plan using the university radio station's facilities for feeds throughout the state. The university, on its part, set up its excellent system in order that as many stations as possible could broadcast without having to go to the expense and bother of acquiring space, equipment, engineering, and so on. At the same time, they fixed what they considered a reasonable fee for this service, which incidentally was substantially lower if the games were carried in state.

The university was interested in obtaining as widespread local coverage of its games as possible. One of the ambiguous parts of the university's setting up a rate was the fact that it was the highest daytime, two-hour, rate and several stations in the rural areas were confronted with the problem of having a noon-hour class "A" rate, which under the terms of the university would be the determining rate for the broadcast despite the fact that the games would fall in the 1:00 to 6:00 period, which normally is class "B." The meeting to be held with the university on the part of the out-state stations is to be conducted in a most friendly fashion to determine the possibilities of making the broadcast a desirable commercial feature; attractive enough in price to a local advertiser.

It is our understanding that the university is very fair-minded as shown by their offer last season to drop a formerly set-up minimum charge, which in many cases exceeded the out-state station's two hour, daytime rate. We would also especially like to point out that the meetings do not concern the Twin Cities' stations either in radio or television, and the association's efforts are concerned with what we felt was the mutual problem between out-state stations and the university.

I don't know the source of your story, but I presume it came through the usual press channels. We do feel that it needs some clarification, especially in view of the fact that many of the stations, rather than carry Minnesota games, have been taking games of their respective networks and have thus blocked out unintentionally, the widespread coverage desired by the university.

Melvin Drake
Secretary-Treasurer
WDGY Minneapolis

REC APPOINTS
Advisors, Committee Heads
RADIO EXECUTIVES Club of New York, through its president, John J. Karol, CBS sales manager, last week named its advisory council and committee chairman for the 1949-50 year.

Newly named to the advisory council are:
Frank S. Karol, pres., CBS; Frank Tranmail, NAB pres.; Mark Wood, Ariz. president; Frederick R. Gamble, president, AAAA; Andrew Baier, pres., American Club of New York; Grace Johnson, pres., Advertising Women of New York; Dorothy Lewis, coordinator, women's broadcast division, NAB; Justin Miller, NAB president; Charles G. Mortimer, chairman of the Advertising Council; and vice president of General Foods Corp.; Elliott M. Sanger, executive vice president, WOR New York.

REC committee chairmen are:
William S. Hedges, NBC vice president (continental) and Carl Haver-Ann, BMI president, serving as consultation chairman; Marvin Kirsh, vice president, Radio Daily, membership; Davidson Governor, CBS vice president, as head of the program committee; Archibald Baldwin, Radio Engineers & Technician Club of New York, finance committee chairman; Joseph McDonald, ABC vice president, laws and by-laws; Michael Foster, CBS, house committee chairman; Harry Feeney, CBS, trade news editor, public relations committee, and M. H. Shapiro, BMI, publications.

Election for WCMW
A THREE-MAN panel of the National Labor Relations Board last Tuesday directed that a secret ballot election be held at WCMW WCMW-FM Canton, Ohio, to determine whether the station's licensed operating engineers employed there wish to be represented by the National Assn. of Broadcast Engineers, the local chapter. The action affirmed rulings of an NLRB trial examiner following a hearing in the matter. WCMW, a 1 kw daytime independent on 1060 kc, and WCMW-FM, which operates with 17.6 kw on Channel 235 (94.9 mc), are licensed to Stark Broadcasting Corp.
At Deadline...

3 NEW AM OUTLETS ARE GRANTED BY FCC
GRANTS for the new AM stations announced by the FCC, KTRM Beaumont, Texas, on 990 kc, assigned 1600 kc, 1 kw daytime, which was granted after days of hearing. In a decision granting three new AM stations, the FCC said the station will be assigned 1600 kc, 1 kw daytime, was granted the opportunity to increase hours of operation from daytime to unlimited, DN night.

New station grants and ownership change. Deltaville, Va., mayor, says FCC will grant "day-day" for KCSB SALE under an agreement. Baugher, vice president of KICD Spencer, Iowa, acquisition of KCSB is being held by Middle Coastal Broadcasting Co., which has pending applications for AM stations in St. Paul, Minn., and Stillwater, Okla., pending decision on so-called "daytime skywave case," which is linked with clear-channel proceeding. Grants involved, already under submission via stay orders, were held by Middle Coastal Broadcasting Co. (group headed by John W. Boler, West Central) for 700 kc with 1 kw daytime at St. Paul, and Oklahoma-M. C. College for 740 kc with 10 kw day at Stillwater.

FCC refuses WPTR stay
FCC refused Friday to withhold program test authorization from WPTR Albany, N. Y., in connection with new 50-kw operation on 1540 kc, but delayed effectiveness of such authority for 14 days so WQXR New York (1560 kc) might have time to apply to court for stay order. WQXR, appealing from WPTR's 50-kw grant, had asked FCC to disallow program tests till appeal is decided. WQXR spokesmen said they would seek stay order this week.

KCSB sale approved
FCC Friday approved $32,000 sale of KCSB San Bernardino, Calif., from Woodrow Miller to Essie Binkley West. Mrs. West is founder and president of Old Time Faith Inc., home for girls, and has been associated with her son in operation of Glendale's Radio City. Mr. Miller's interests in the station run to business interests. KCSB is assigned 1350 kc 500 w daytime.

TV opening delayed
KRON-TV San Francisco, NBC-TV affiliate, originally scheduled to start operations in July, postponed opening until Oct. 1.

LUX THEATRE TOPS PULSE 5-CITY MAY-JUNE RATINGS
MAY-JUNE program ratings survey of Pulse showed LUX Radio Theatre leading top 10 evening program ratings. May-June, Program, Philadelphia, New York, Boston, Chicago, Cincinnati.

Comparative five-city ratings for May-June and March-April, respectively:

<table>
<thead>
<tr>
<th>Network</th>
<th>May-June</th>
<th>March-April</th>
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<tbody>
<tr>
<td>LUX</td>
<td>11.4</td>
<td>10.9</td>
</tr>
<tr>
<td>Others</td>
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<td>8.6</td>
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</table>

Daytime five-a-week program ratings for May-June, March-April:

<table>
<thead>
<tr>
<th>Network</th>
<th>May-June</th>
<th>March-April</th>
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<tbody>
<tr>
<td>LUX</td>
<td>7.5</td>
<td>6.9</td>
</tr>
<tr>
<td>Others</td>
<td>5.5</td>
<td>5.0</td>
</tr>
</tbody>
</table>

WISCONSIN EXTENDS BAN
WISCONSIN ban against publishing rape victim's identity extended to radio and TV stations and press associations under certificate signed Friday by Gov. Oscar Rennebohm. Ban for 60 days in pending case, which involves local publishing in Wisconsin. On Gov. Rennebohm's desk Friday was bill passed by Wisconsin Legislature banning broadcast of courtroom proceedings. In series of broadcasts Robert Lowery, WAVY, Madison news editor, has urged governor to veto bill.

ACA SIGNS WHOM PACT
AMERICAN Communications Assn. (CIO), announced Friday new two-year contract for 14 technicians at WHOM New York calling for $7.50 wage rise and one of shortest scale progressions in country—$7.50 starting salary and $117.50 after six months. Contract effective Aug. 1. Company confirmation un-available at press time.

PROSPECTS FOR TV NEWS PROGRAMS
Coalition of Broadcast Executives, which includes NAB, considering TV news programs. The group, which includes NAB, is considering TV news programs. The group, which includes NAB, is considering TV news programs.

CROSLEY TV METER PLAN
"PAY AS You See" video introduced by Crosley Division, Avco Mfg. Corp. Plan offers receiving sets to be installed in homes on payment of 10% of cost, with balance collected via meter. Crosley "Visimeter," to be launched nationally in selected areas this week, provides purchaser with set of one video entertainment for 25 cents. Money is collected periodically and applied against purchase price. Installment charges are up to individual dealers.

TWIN CITIES SUMMER FETE
INAUGURATION of 1949 Twin Cities Summer Festival to highlight Actor-Comedian Bob Hope as featured commentator Cedric Adams on two-hour Aquatennial Show over WCCO Minneapolis July 23, Merle S. Jones, WCCO manager and Aquatennial radio committee chairman, announced Friday. CBS outlet will air Saturday night block of four local shows, with Mr. Hope as guest star, and half-hour network origination, Aquatennial Time, 8:30-9 p.m.

WARREN WADE TO WPIX
WARREN WADE, executive television producer for NBC since 1939, Aug. 1 joins WPIX (TV) New York as program manager. He succeeds James Pollack.

Closed Circuit
(Continued from page 4)

 timetable looking toward lifting of freeze at earliest possible date [BROADCASTING, May 30].

WESTBROOK PEGLER and King Features Syndicate will probably plead truth as defense in New York Supreme Court action against them by Drew Pearson, ABC commentator. Suit is for $250,000 on grounds Pegler's columns unfairly connected Pearson with suicide of Secretary of Defense James Forrestal. Deadline for answering is Monday.

STRAINED relations at NAB, stemming from reorganization talk and implemented by station resignations, may force NAB board, at its meeting in Portmouth, N. H., into peace-feather maker. It's open secret that NAB president Judge Miller and Executive Vice President A. D. Willard Jr., do not see eye-to-eye on all things. Mr. Willard is on his first appointment and several years' and his status will be handled "in absentia" unless he makes sudden appearance.

GENERAL FOODS, New York (Post Toasties) through Young & Rubicam, New York, is the basis for being selected for television show.

FORD MOTOR CO. looking over Stand by for Crime, starring Garry Wern-WEN-TV Chicago package aired sustaining on ABC-TV.

BROADCASTING • Telecasting
15½ million rides a month in St. Louis today

Don't miss the bus on St. Louis Transit Radio! This great "going-to-buy" market is growing every day. KXOK-FM now serves 15½ million rides monthly... that's a market as big as Kansas City, Missouri*. Soon it will be "St. Louis size"... 1,300 vehicles radio equipped to serve almost 40 million rides monthly! Here's sweet music to a timebuyer's ears: Rate card No. 2, now in effect and based on 400 vehicles, is pegged until the number of vehicles radio equipped reaches 700. This is your golden opportunity to get in on the ground floor in St. Louis Transit Radio... the new exciting radio medium that sells buyers on their way to buy.

Act now... to gain rate protection... to obtain best possible schedule for your product.

*Standard Rate & Data, May, 1949
RCA scientists find way to combat noises in rooms where normal sound control methods are impractical.

These "Cones of Silence" smother sound!

You think of RCA Laboratories—in part—as a place where scientists work with sound, for radio, television, phonographs. This is true, but they are also concerned with silence.

One example is a recent RCA development, a way of killing clatter in places where conventional sound-conditioning—with walls or ceilings of absorbent materials—would get in your way. Overhead pipes, ducts or fixtures might prevent the installation of a sound-absorbent ceiling—and you wouldn't want to blanket a skylight, or cover a window with a wall.

RCA's invention solves the problem in this way: Cones of sound-absorbent substances are clamped together base-to-base . . . then hung in rows where not in the way. Light, inexpensive, easy to install, these "Cones of Silence" convert sound waves into heat energy, absorb from 60% to 75% of the clatter in a noisy room.

How you benefit:

The development of this new functional sound absorber indicates the type of progressive research conducted at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

The newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, New York 20.

RADIO CORPORATION of AMERICA
World Leader in Radio—First in Television