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

That's nonsense.

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

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

That's buying. That's the power of WOR!

How would you like WOR to sell your, or your client's wares that way for so little?

The place is

WOR

—the station that sells more at less cost than any high-powered station anywhere
WHOLE FAMILY groups used to bring fiddles, guitars and musical gadgets to the old WLS studios in the Sherman Hotel 25 years ago. And then, as radio became more "professional," WLS became famous for "family acts"—Louise Massey and the Westerners for one—Lulu Belle and Scotty—the DeZurik Sisters, the Williams Brothers, the Linder Twins, Connie and Bonnie.

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

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

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

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

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

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

A Clear Channel Station

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE
REPRESENTED BY JOHN BLAIR & CO.
IT'S THE LOCAL EFFORT—

THAT GETS RESULTS

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

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

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

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

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasters Publications, Inc., 870 National Press Building, Washington 4, D.C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D.C., under act of March 3, 1879.

Represented Nationally by EDWARD PETRY & CO., INC.
**Upcoming**

June 6: AFM 52nd annual convention, San Francisco.
June 7: NAB FM Executive Committee, NAB Hqrs., Washington.
June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

(Other Upcomings on page 49)

**Bulletins**

MILES LABS has renewed both AM and TV Quiz Kids for 52 weeks on NBC. AM program, which suspends for season June 19, will reopen Sept. 11, 2:30-3 p.m. (CST), half-hour earlier than during year just ended. TV program, which was on at 8 p.m. until May 24, will resume Sept. 7 on 9:30 p.m. schedule. TV will be on NBC's interconnected network, which is expected to embrace 22 stations. Quiz Kids last aired under Jack Cowan production. Radio Television Advertising, Chicago, is agency.

WTCT-TV Minneapolis-St. Paul becomes CBS-TV affiliate July 1, bringing to 41 network's total. Station on Channel 4, with 17.9 visual and 9.2 audio power. WTCT-TV also primary ABC and DuMont affiliate.

**MILLER JUMPS ON FCC FOR 'VAGUE DECISION'**

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

"The FCC has issued a report which says broadcasters may not use their own facilities. The Commission, in other words, has confirmed that the NAB that the dicta contained in the Mayflower decision represented an unwarranted invasion of freedom of speech.

"This is the greatest single victory in behalf of freedom of expression in this nation since the Zenger case confirming the editorial freedom of newspapers over a century ago. It is true that the Commission's action does not in terms reverse the Mayflower case. Nevertheless, it nullifies the unwarranted language or faulty reasoning contained in that decision."

The concurring observations of Commissioner Jones with respect to the gobbledygook woven into the Commission's majority report demonstrates the danger of establishing policy through the use of dicta.

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

**HONOR PALEY, BERLE**

WILLIAM S. PALEY, chairman of CBS board, and Milton Berle, comedian, will be given Barnum award, for network operations and television, respectively, by New York Public Relations Committee, co-chaired by Dick Pach, WNED, and Hal Davis, Kenyon & Eckhardt, in connection with Barnum centennial to be held June 8 in Bridgeport, Conn.

**Business Briefly**

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

ARAKELIAN NAMES ● K. Arakelian Inc., Madera, Calif. (Mission Bell wines), names Young & Rubican, New York, as agency.

RALSTON RENEWAL ● Ralston-Purina Co., St. Louis (Feed Division), renews Checkerdashboard Jamestown fourth consecutive year on 300 MBS southern stations, Mon.-Fri., 1:45-2 p.m. Agency, Brown & Bowers, Nashville.

RCA DECLARES DIVIDEND

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

SILVERNAIL SAYS SPOT SALES 'BIG AS EVER'

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

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

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

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

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

Now, KYW gives you more coverage than ever before!

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

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

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

Shown in this picture, left to right, are Mr. Robert C. Homady, Secretary and Treasurer of Homady Brothers, holding the sponsor’s Certificate of Merit, Mr. George C. Mann, Jr., of AC Spark Plug Division of GM, congratulating [on behalf of Mr. Sloan] Sgt. Wilburn Legreer of the Singing Cup Program, while Mr. Lester W. Lindsey, General Manager, WFDF, displays the plaque awarded the station.

1910 Kilocycles

WFDF FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

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

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

New design—New low price*

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

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

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

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

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

*Ask your Broadcast Sales Engineer

**Type BAF-14A, installed**
"Any advertiser can and most advertisers should use SPOT RADIO"
"Powder or tablet, your choice you see, so take your choice, but take BC"

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

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

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

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

Represented nationally by
EDWARD PETRY & CO., INC.

New York • Chicago • Los Angeles
Detroit • St. Louis • San Francisco
Dallas • Atlanta • Boston

Spot Radio List

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<td>WAAB</td>
<td>Worcester</td>
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KDAL Duluth, Minn., has made effective use of puppet shows to promote its station personalities. An estimated 5,000 people watched the 14-minute KDAL puppet show every day during the Third Annual Duluth Home Show, the station reports. Fifteen shows were presented daily.

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

Trav Bayly was m.c. of the (Continued on page 67)

Feature of the Week

Duluth youngsters watch KDAL puppet show.

On All Accounts

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

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

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

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

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

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

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

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

"Since the future of any radio station depends upon the ultimate (Continued on page 67)
IN Chicago on way to West Coast, Hugh Feltis (center), KING Seattle mgr. and former BMB prez., is greeted by (l to r) Bernice McGaughy, J. Walter Thompson; J. R. Fishburn, Walker Co.; Ed Fitzgerald and Sylvia Rutt of JWT.

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

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

ARRANGEMENTS for 1949 co-sponsorship of Portland (Ore.) Beavers baseball games on KWJJ Portland by Lee Cosart Motors are made by (l to r) Wm. Mulligan, Beavers mgr.; James Emmott, Butler-Emmott Adv.; Lee Cosart.

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

CONTRACT for National Furniture Co., Asheville, N. C., backing baseball games on WLOS-FM Asheville is set by (standing l to r) Ed Brandt, Charles Brits, Ken Beachboard, WLOS; (seated) Harold Shipley, National.

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

U. S. EDITIONS of works by Brazilian composers are presented to Pres. Dutra of Brazil (2d from l) by Carl Haven in (2d from r), BMI pres. Others taking part are (l to r) Herbert Akerberg, CBS; James Wallen, MBS; Joseph McDonald, ABC; Wm. S. Hedges, NBC.


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

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

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

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

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

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

WQAM—MIAMI—The clear, strong signal from this station blankets greater Miami and gives dependable coverage of the 15 additional counties in its trading area. Above: G-E 5 kw AM transmitter (left), monitor rack, G-E 10 kw FM transmitter (background).

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

WNAX—YANKTON—On the air since 1926, this South Dakota station recently modernized its broadcast facilities, installing a General Electric 5 kw AM transmitter.
5. Comprehensive Supervisory Control Circuit. Cuts time off the air by pin-pointing trouble sources instantly! Advanced control features-automatic reclosure, automatic restart after power failure, high speed overload protection—are employed.

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

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

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

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

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

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

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

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

Station owners, managers, engineers!

To save your time, we have listed just 12 features of the G-E 5 kw AM Transmitter shown here. The broadcast equipment representative at the General Electric office nearest you has many more facts to give you. He's at your service. Please call him.

You can put your confidence in—GENERAL ELECTRIC
Rayon Facts

EDITOR, BROADCASTING:

Your May 2 editorial comments regarding our Educational News Service have just come to my attention. There are several things which I feel you should know about this program. In the first place, we couldn't possibly participate in your "P. I." racket since radio's listeners can't even buy our products. We make rayon yarn, which is sold only to mill customers. The finished rayon fabrics or apparel don't even carry our yarn identification.

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

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

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

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

Welcome Relief

EDITOR, BROADCASTING:

Your Closed Circuit item anent "Phony Stories about what FCC is alleged to be doing," came as a welcome aligeesie! Can't possibly reconcile the story by a contemporary publication that "FCC Will Retain Ban on Editorializing," to what I believe to be the facts. The extremists responsible for such ill advised dicta as the "Mayflower Doctrine" have long since left the FCC. It was one of the problems that both the industry and the present members of the FCC inherited from the latter's predecessors.

Were the decision left to certain members of the legal department, no doubt the ban would be retained, but fortunately they only write the decisions instead of making them. I think we can look forward with confidence to a fair decision.

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

Experience, Where?

EDITOR, BROADCASTING:

... Thanks to the study conducted by Robert J. Williamson Jr. on the subject "Qualifications for Program Department Personnel," I am now going to go to the nearest hardware store to be fitted with a tailor-made shovel. (I understand they are going to widen the Panama Canal). In the meantime I (and many others) who have recently completed a 72 week course in television programming and production can do a very smooth dissolve into the surrounding scenery.

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

...said Mr. Jamison

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

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

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

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

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

Weed and Company

radio and television station representatives

new york • boston • chicago • detroit

san francisco • atlanta • hollywood

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

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


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


SHEPHERD MEAD, head of radio copy department at Benton & Bowles, New York, is author of The Magnificent Madmen, a satire on the "patties," with particular reference to their activities in the field of advertising, to be published by Farrar, Straus & Co., New York, July 20.

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

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


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

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

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

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

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

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

One of you used the term "shockingly pleasant surprise" when referring to our notification that, about June 30th, every member will receive his choice of any or all of 23 additional transcribed program series (in every category) -- totalling over 3300 sides -- over 800 hours -- original talent costs of which exceeded $1,000,000 -- for pressing costs only! The term is more than apt!

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

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

Again thanks very much for your most welcome congratulations.

Sincerely,

Bruce Eells
Terminiello Case

EDITOR, BROADCASTING:

Nothing case which the U.S. Supreme Court has decided in recent years has been so completely misunderstood and misinterpreted as the Terminiello decision handed down by the Court on May 16. Even BROADCASTING missed the point. The decision has no bearing upon the Shuler case.

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

'stir the public to anger, invites dispute, brings about a condition of unrest, or creates a disturbance.'

The majority of the Court reversed the conviction on the sole basis of its own social, economic or political views, can take exception to the majority's opinion that one who "invites public dispute" cannot be said to be breaching the peace. Nor can one seriously argue that the statute, as interpreted by the judge, was not unconstitutional.

Justice Jackson [in a dissenting opinion] urged that the conviction should be affirmed because the overall charges which the trial judge made to the jury must have left the jury with the notion that if the words spoken by Terminiello were "fighting words," then, and only then, would a breach of peace have occurred.

I feel confident that the five justices who reversed the conviction did not intend to indicate that "fighting words" were no longer a breach of peace or that the First Amendment to the Constitution unlimitedly protected words which incite people to violence.

Marcus Cohen

Attorney

Washington, D.C.

Behind FM

EDITOR, BROADCASTING:

Broadcasting has always been behind FM....

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

Graeme Zimmer

Radio Director

WCSI-WNI Columbus, Ind.

Radio's Selling Job

EDITOR, BROADCASTING:

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

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

Ray Chen

Program Director

WCSS Amsterdam, N. Y.

A Bright Saying

EDITOR, BROADCASTING:

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

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

... During the past three years, while I have been away from active participation in radio trying to regain my health, Broadcasting has been the medium to keep me in touch with my first love....

... We all depend upon Broadcasting each week to keep us informed.

Harry G. Bright

Welch, W. Va.

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

Must Reading

EDITOR, BROADCASTING:

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

Chester L. Riedemann

Sales Representative

WTCN Minneapolis

'Essential Item'

EDITOR, BROADCASTING:

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

D. M. Butcher

Manager, Radio Div.

Central Advertising Ltd.

Johannesburg, South Africa
Stay on the air... with Western Electric tubes

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

Western Electric's line of power tubes and rectifiers for AM and FM includes many codes that have proved their dependability in stations from coast to coast. For full information on Western Electric power tubes—now being made for Western Electric by Machlett Laboratories—call your local Graybar representative. Or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

QUALITY COUNTS

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

- 212E Air cooled triode, 275 watts
- 220C Water cooled triode, 10 kilowatts
- 220CA Forced-air cooled triode, 5 kilowatts
- 222A Water cooled high vacuum rectifier, 25 kv. inverse voltage
- 228A Water cooled triode, 5 kilowatts
- 229A Forced-air cooled triode
- 232A Water cooled high vacuum rectifier, 50 kv. inverse voltage
- 233A Water cooled triode, 20 kilowatts
- 236A Mercury vapor rectifier, 20 kv. inverse voltage
- 240B Air cooled triode, 275 watts
- 2418 Air cooled triode, 275 watts
- 251A Air cooled triode, 1000 watts
- 255B Mercury vapor rectifier, 20 kv. inverse voltage
- 270A Air cooled triode, 350 watts
- 279A Air cooled triode, 1200 watts
- 298A & B Water cooled triode, 100 kilowatts
- 308A Air cooled triode, 250 watts
- 340A Water cooled triode, 25 kilowatts
- 341AA Forced-air cooled triode, 5 kilowatts
- 342A Water cooled triode, 25 kilowatts
- 343A Water cooled triode, 10 kilowatts
- 343AA Forced-air cooled triode, 5 kilowatts
- 357A Air cooled triode, vhf, 400 watts
- 359A Air cooled triode, vhf, 350 watts
- 363A Air cooled pentode, vhf, 350 watts
- 379A Air cooled triode, 1200 watts
- 3918 Forced-air cooled triode, vhf, 3 kilowatts
- 5530 Air cooled triode, vhf, 10 kilowatts
- 5541 Forced-air cooled triode, vhf, 10 kilowatts
CAROL PEREL
Radio & TV Buyer
Arthur Meyerhoff & Co.
Chicago

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

**The Patroon of the week**

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

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

**The Fact of the week**

Advertisers' success stories are proof positive that WPTR delivers:

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

SOON

50,000 Watts
Night and Day

Represented by RAMBEAU

PATROON BROADCASTING CO., ALBANY, N.Y.

**New Business**

SIGNAL OIL Co., Los Angeles, planning first venture into television at end of June with one minute film spots on about four Los Angeles stations. Spots to total approximately 60 over two to four week period. Agency: Barton A. Stembils Adv., Los Angeles.

H. B. DAVIS Co. (Davis baking powder and Swel, new chocolate frosted and fudge product) Hoboken, N. J., appoints Duane Jones Co., New York, to handle advertising. Media plans are not yet set, but radio is being considered. Firm appoints Brisacher, Wheeler & Staff, New York, to handle advertising for Coconut.

BUDGET PACK, Los Angeles, for Jells Best (gelatin dessert) and Cools Best (concentrated fruit drink), June 14 starts half-hour weekly Country Store on KNBH (TV) Los Angeles. Contract for 13 weeks. Firm also planning 13 week radio spot campaign on Bakersfield, Calif., stations around end of June. Agency: Brisacher, Wheeler & Staff, Los Angeles.

PURE-PAK COUNCIL (milk containers), Detroit office, appoints Fred M. Randall Co., Detroit, as advertising and merchandising counsel. Complete merchandising and advertising helps, with strong emphasis on radio, being furnished dairies using the service. Plans are still being formulated, but program will be on local buy level.


ELKELES Co., Los Angeles (Venetian Blinds), starts 52 week series of two one minute films weekly on KFI-TV Los Angeles. Agency: John Freiburg & Co., that city.

**Network Accounts**

U. S. STEEL replaces its Theatre Guild on the Air on NBC for 13 weeks with NBC Symphony Orchestra starting June 12. Regular summer concert series will be aired Sundays, 7:30 p.m. CDT on full network, and feature light classical selections.

PROCTER & GAMBLE Co., Cincinnati, renews Lowell Thomas, Beulah and The Jack Smith Show on CBS effective June 27. Compton Adv. represents P & G on Lowell Thomas show; dancer-Fitzgerald-Sample, on other two.

**First venture into television by Altes Brewing Co., Detroit and San Diego, is set as the firm contracts for sponsorship of National Fastball League series telecasts on WXYZ-TV Detroit. Series will be telecast Saturdays beginning June 11. Completing arrangements are (l to r): Frank Townsend, vice president of McCann-Erickson, agency for Altes; Len Kamin, WXYZ-TV sales manager; Francis L. Congdon, Altes merchandising and advertising manager, and James G. Riddell, WXYZ and WXYZ-TV general manager.**
HERE IS "PROGRAMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE IN THE SA-50 DUAL-CHANNEL CONSOLE

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

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

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

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

Gates Radio Company
Quincy Illinois

IN '49 IT'S THE GATES LINE

Eastern Zone Office
Gates Radio Company
Warner Building
Telephone ME-0522
Washington 4, D. C.

BROADCASTING * Telecasting

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

AND NORTH CAROLINA’S No. 1 SALESMAN IS

50,000 WATTS 680 KC
NBC AFFILIATE -

RALEIGH, N. C.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVE
MAYFLOWER DOCKED

By RUFUS CRATER

EDITORIALIZING by radio stations within undelineated limits of "fairness" and "balance" was sanctioned by FCC last Thursday in a 15-page decision which left three of the five voting Commissioners obviously unsatisfied.

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

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

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

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

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

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

Vote 4 to 1

The Commission's vote was 4 to 1.

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

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

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

"I would not say to the licensee as does the Commission's decision, (Continued on page 50).

FCC REVAMPING

McFarland Introduces Bill

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

Besides realigning the staff on a functional basis, the bill (S 1975) would divide the Commission into two separate panels and overhaul current hearing and appellate procedures.

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

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

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

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

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

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

(Continued from page 28)

included the panel provisions to assure careful appraisal by the
commission committees, to which the
bill was referred.

Other provisions of the bill, either taken in whole or with mod-
ifications from the White Bill or pending measures, would:

- Revise hearing procedures as pro-
pounded by the White Bill by setting up a 36-day waiting period for
pleas against grants made without
hearing and making a hearing manda-
tory upon protest.

- Forbid rules which "effect a dis-
intervention between persons based upon
race, creed, political affilia-
tion or kind of lawful occupation or
business association," which would block any move to exclude
newspapers or minority picture interests.

- Send all appeals to the U. S. Court
of Appeals for the District of Col-
bia, thus terminating the divided jurisdic-
tion which now sends some cases to
that court and some to another; pro-
vide for appeal direct from the Com-
mission to the Supreme Court on revocations and non-renewals, and
for Supreme Court review of other
cases upon writ of certiorari, as now.

- Raise Commission salaries from
$10,000 to $15,000 as provided in pend-
ing White Bill ($10,000 for John Bill's $2,500 extra compensa-
tion for the Hearing section), raise the pay of the general counsel, chief engineer,
and each of the other regular employees
from $12,000, and the secretary's from $9,706 to $10,300, plus $6,000 for the panel.

- Provide a "catch-all" provision to
eliminate the present law's stipula-
tion that action on renewals be gov-
erned by the procedures used for
applications.

- Eliminate the portion of the anti-
trust provision (Sec. 111) which gives
FCC discretionary power to refuse
licenses to firms found guilty of monop-
yony in radio communications.

- Eliminate the present competitive-
bidding procedures (as FCC has pro-
posed to replace them in the approaches of
transfers if the buyer has the qualifica-
tion of a competitor or if
there were other comparable licenses)

- Limiting the one year after enactment,
make it unlawful for head bureau and
Commission officials to appear before the Commission in behalf of anyone under FCC jurisdic-
tion for one year after they leave the FCC.

- Provide for FCC to issue declar-
tory orders "to terminate a controversy or to avoid immediate

- Require that hearing officers issue
interim orders before decisions of the panel
(provided before decisions of the panel) are made.

Unlike the three-panel system
which FCC was on the verge of adopting in June, the Four-
committee nipped it in a report
which later was adopted by the full
committee, the new measure would set up
three separate panels: (1) Broadcast, (2) Communications. Like
the staff reorganization, the panel
plan would go into operation within
60 days of the bill's enactment.

If the delegation to authority on the respective panels would be identi-
cal to that contained in the
White Bill. The Broadcast Panel
would handle matters dealing with
"wire and radio communications
intended to be received by the pub-
lic directly." plus non-carrier serv-
ices "exclusively related thereto." Matters relating to special and
safety services (which has been
given to a separate panel under FCC's original plan) and
common carrier matters would be handled by the Communications
Panel.

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

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

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

Executive Officer

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

The McFarland Bill contains none
of the provisions of the White Bill,
which stirred up irreconcilable
to controversy in the White Bill. Actually
there was substantial agreement
on many of the McFarland provi-
sions when they were considered
during the White Bill hearings. A
great deal of the material reflects
work done by the Federal Communi-
cations Bar Assn. and
individual attorneys over a period of
years.

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

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

Meanwhile, on the House side,
the prospect of investigation still
loomed before the FCC. Rep. Francis
Walter (D-Pa.), who has
charged the Commission with vio-
lation of the Communications Proce-
dure Act and taken it to task for
its handling of FM, said he expected
to map plans soon for the House
Committee to take up the legis-
lation which he had threatened.

'Wait and See'

The House Interstate Commerce
Committee, however, has adopted a
"wait and see" attitude which is
attributed to (1) demands upon its
time by administration "must"
legislation, and (2) an apparent
inclination to let the Senate com-
mittee take the initiative on radio
matters.

Rep. George Sadowski (D-Mich.),
vice chairman of the FCC-PTC-
SEC group, acting for Rep. Alfred
B. Bulwinkle (D-N. C.) who is ill,
proposed to schedule an executive
session to determine what measures
the committee would take up next. All but two of the present 16 communications
members are currently serving on
at least one other active
committee, with hearings involved in
some instances. One is Rep. Harris Ellis-
worth (D-Mo.), co-owner of
KRNR Roseburg, Ore., and
publisher of the Roseburg News Re-
view, who was appointed to the committee at the beginning of the 80th Congress's first
session.

Congressman Sadowski has ten-
atively scheduled the executive meet-
ing for today (June 8), first
open date when all his members
are present. No action is foreseen in
light of the new Senate
bill.

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

PROCTOR & GAMBLE

Daytime Shows Realigned

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

The new line-up now consists of
the following: Crisco will sponsor
Road of Life, 3:15-5:30 p.m. on
NBC. The show had been heard in
the 10:30-10:45 a.m. period on
NBC for Duz. Ivory Flakes will
underwrite Brighter Day which
moves from 10:45-11:15 a.m. on
NBC to 2:45-3 p.m. on CBS, the
first show filled by What Makes You
which is being dropped. Dreft,
Spic & Span and Drene will share
sponsorship of Welcome Travelers
on NBC, 10:10-10:30 a.m. The show
will move to NBC from its presen-
time on ABC, 12-12:30 p.m. One
show, Tide's Life Can Be Beauty-
ful, 3-4:15 p.m. on NBC, will re-
main in the same position.

As a result of the new alignment,
Welcome Travelers, now produced
by Compton Adv., will be handled
by Dancer-Fitzgerald-Sample. On
the other hand, Brighter Day, for-
merly a D-F-S show, will be as-
sumed by Compton.

(Continued on page 52)
NAB June 1 guaranteed completion of the second nationwide BMB study of station and network audiences. This, Dr. Kenneth H. Baker, research director of NAB and acting president of BMB, announced, during a conference at BMB's New York headquarters on that day, "clears up this question once and for all."

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

**AM LISTENING**

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

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

Mr. Gill, in a statement directed to AM stations, said "this form of entertainment is the AM station and there will never become obsolete unless they - the stations - so desire. He traced performance of a sample of TV homes over a year's time. The study showed that immediately after the acquisition of a TV set, AM listening sharply declined but that as the TV owners became more discriminating and as the novelty wore off, AM listening increased to a point not far below that originally held."

Mr. Gill commented as follows: "It is true that TV is a potent en- Grammy: Completion Assured by NAB

**AD BUDGETS**

1949 Increase Seen

ADVERTISING budgets for 1949 will be at least as great as those of 1948 and probably greater, according to a survey of the National Industrial Conference Board released last week. Television's growing importance was mentioned.

The survey was made among 190 companies. The board said that 90% of them reported that advertising expenditures in 1949 would equal or exceed those of 1948, with a few reporting increases as high as 50% over last year's levels.

Most of the companies said they were moved to match or increase their 1948 budgets in 1949 because of the buyer's market.

The conference board also said that the companies reported they would vigorously watch the effectiveness of media they used. Although the elements of the survey released by the board were not specific, it was mentioned that "television, a new medium, is gaining greater attention from some of the larger business firms."

**TV Declines as Novelty Wears Off—Gill**

**WTAL JOINING CBS**

Station Is 184th Affiliate

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

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

Chatfield to Compton

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

Mr. Chatfield

Broadcasting • Telecasting

June 6, 1949 • Page 25
BEKINS’ BEST BUY

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

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

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

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

With an annual advertising budget well in excess of $250,000, Bekins today produces more than 90% of regional radio. Balance goes to newspapers in the western area.

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

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

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

At Straight Selling

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

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

The story of Bekins Van & Storage Co. success today is in part of the story of skillful use of advertising. Since that time 15 years ago when the firm first purchased spot announcements on scattered Pacific Coast stations, the story has changed. Mr. Bekins and other executives of the firm are astute believers in the strong selling punch of the spoken word, continue with that type of radio advertising, but on select stations in major California markets and on west coast network contract basis. He further recommended straight selling copy with a built-in institutional message. That copy policy has since been carried through in all radio advertising of the firm.

All didn’t agree with Mr. Broocks’ first recommendations. There were considerable hesitancy and difference of opinion. It was a big order for an advertiser whose original venture into radio had been undertaken with no results and on a limited budget. There was much consulting among executives of the various branch offices which make up Bekins western organization. Finally the step was taken.

Nightly spot schedules were bought on four California stations, (KNX Los Angeles, KSFO San Francisco, KROY Sacramento, KARM Fresno) then all CBS owned or affiliated. Spots preceded or followed such top rating shows as Lux Radio Theater and Boves Amateur Hour, thus deriving benefit of the vast audiences those programs attracted.

Various services offered by the moving and storage concern were stressed. Saleswise the spot schedules were paying off, Mr. Bekins said. Corroboration of his statement are those little black ink figures that are written on the ledger. When other California stations joined the network as affiliates, Bekins adjusted to the list.

Spots Heard

“We found that people were hearing our spots,” Mr. Bekins continued. “They weren’t unusual commercials. They were just down-to-earth matter of fact. The results demonstrated to us we had done our work with radio on a small budget when spots are carefully selected. We were glad to have followed the advice of our agency.”

Bekins turned to daytime radio in the early days of World War II. Dominant interest of listeners was news, and on recommendation of Mr. Broocks, the firm made an astute buy when on Sept. 27, 1941, it took over twice weekly sponsorship of Bill Henry, News on eight CBS California stations Mon., Wed., Fri., 12:15-12:55 p.m. And four weeks later a Friday broadcast was added to the schedule.

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

Having successfully whetted its appetite for daytime radio, and with an increased budget available, Bekins went looking for an additional spot. The hunt produced Remember Hour, a weekly half hour of music which started Sept. 27, 1945, on ABC California stations—Sunday, 11:30 a.m. to 12 noon (PST). It originated from KGO San Francisco and featured Phil Bovero’s nine piece orchestra with guest vocalist.

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

Expands Coverage

Then in April 1944 the program took the Sunday, 4:30-5:30 p.m. time and expanded coverage to include three Pacific Northwest stations (KJR Seattle, KGA Spokane, KEX Portland) continuing in that spot for many years. Elliott Wilson, now heard on Hit Parade; Eula Besi, concert singer, and Bill Days, tenor and now leader of The Sentimentalists, are among the vocalists featured on that program during its early days.

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

Bekins than discontinued news programs to concentrate the budget on its Sunday musical and in October 1947 when another change, Bekins Hollywood Music Hall moved to seven NBC Pacific stations, Saturday, 9:30-10 p.m. This extra was increased to 25% on a 5 to 1 basis with Bill Henry as musical director. Lucille Norman was added as featured vocalist. In addition

(Continued on page 53)
Renames McMillan, Burton at Houston

Mr. Swezey  Mr. Moskovic

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

Don Francisco, vice president of J. Walter Thompson Co., said the present market is potentially greater than that of 1940 or any other year. The problem, he said, is to convert purchasing power into purchases. He cited figures on an all-time peak in employment and a surplus income of $103 billion for discretionary spending or saving—almost four times the highest prewar level.

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

Reviewing media figures, he showed that the circulation of the industry's trade magazines has dropped 2% and the cost-per-thousand newspaper has dropped $15 to $20 since 1940. Increased circulations and audiences have compensated for additional costs, he said.

Pointing to the fact that the nation has entered a buyer's market, which he called "the normal kind of market," Mr. Francisco said: "Television is reaching a greatly expanded market with more potential buying power, at almost the identical cost per-person as ten years ago." The ratio of advertising expenditures to national income-

ABC DISMISSESS

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

Although the network declined to disclose actual figures, it was learned that at least 35 were cut from the 270 in Chicago and about 20 in Hollywood.

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

In Chicago, James Stirtin, general manager of the Central Division, termed the layoff a result of a New York order to reduce the network's order to 270.

The order, believed to be effective at all network O & O outlets, follows loss of three major ABC accounts—General Electric's Houseparty from New York, which the sponsor cancelled; Break the Bank, sponsored by Bristol-Myers on AM and TV in New York, and Welcome Travelers, Proctor & Gamble Chicago show. The last two are switching to NBC. Combined ad revenues for these three are estimated at $4 million.

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

McCray Succeeds Dyke in NBC Post

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

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

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

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

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

Sterling Trip

FCC Comm. George E. Sterling left Washington late last week (Monday) to attend the dedication this evening of WHEN-TV Syracuse, N. Y. On Tuesday at St. Andrews-By-The-Sea, N. B., he is to address a meeting of the Canadian Mfrs. Assn. on "Television in the United States."
RESEARCH FIRMS

By ROBERT LUCE

FRED ALLEN recently brought his own research man to the Henry Morgan Show. The approach was unique, and theoretically perfect. His interest centered on all 149,000 men, women and children, if they listened to the Henry Morgan Show. The only drawback was that his report wouldn't be complete until 1970.

There are smarter research men, and they have a short cut: the law of probability. It's a simple law that goes something like this: If you take a representative sample of the whole population you are interested in and measure one of its peculiarities accurately, you can then conclude that it's probable that the rest of the population will have the same peculiarity in the same proportions.

Audience and market research is based solidly on this happy probable regularity in different individuals of the same species.

Using the law of probability and carefully collected samples, it is now possible for research organizations to come up with facts to answer questions about how many gum-chewers live in Scioto County, how many redheads heard the Toni program and how many people watched Howdy Doody last week.

Research has become the "longhaul" of advertising and work that's done in the field has changed the face of advertising campaigns. A good set of facts may do more to influence advertisers in their selection of media than a good long drink at the club.

In these "buyer's market" days facts are the basis of decisions in advertising more than ever before. Glowing promises and brightly burnished generalities don't compete with statistics in the buying of space and time.

Because research has come to prominence in radio and television, Broadcasting set out, early in 1949, to do some research on research. The purpose was to learn what firms did radio and TV research, how they did it, where they did it, and to describe what kind of research it was.

The first in this series of articles deals with a group of the specialized research organizations, the tailors-making suits for individual clients. These custom tailors are not in the same category as the Hoopers and the Nielsens, whose stock in trade is a continuing measurement service. (More about these organizations in a later article.)

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

Walter Burn

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

Facts Consolidated

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

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

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

Edgar H. Felix

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

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

(Continued on page 51)

1926

WORL Boston

By MITZI KORNERTZ

LAST WEEK, in a studio on the ninth floor of a bank building at 216 Tremont St., Boston, a voice spoke into a microphone. It was 8 p.m., Tuesday, May 31. "WORL will now cease for all time its broadcasting activities," the announcer said.

With those parting words, to the strains of "I'll See You Again" on the 980 Club, WORL Boston, which at one time was considered the most successful independent local station in the country, passed away. It is one of the few instances, if not the only one, in radio history where a station has gone off the air for good as the result of an FCC ruling, without another licensee taking over.

The rare death blow by the FCC was dealt to a station partly owned by a former member of the Federal Bureau of Narcotics, Harold As Laflount, now general manager of the Arde Bulova radio interests. Other owners were Sanford H. and George Cohen, New York attorneys.

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

The literal life-and-death struggle continued going on since 1946 when the FCC denied the station its renewal license on grounds of hidden ownership. Much of the time since then was spent in court litigation, with the U. S. Court of Appeals for the District of Columbia at one point reversing the Commission's decision.

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

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

In previous instances where sta-

(Continued on page 52)
BORED TO TEARS

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

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


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

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

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

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

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

Calls Committee

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

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

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

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

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

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

Color television equipment records operation in progress at the U. of Pennsylvania Hospital.

RMA Reassures Owners of Present Sets

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

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

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

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

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

ASCAP RIGHTS

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

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

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

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

Once these rights have been obtained, ASCAP will be able to offer television stations new licenses along the lines of the present tentative agreement. This would seem to (Continued on page 32)
SILVER FIRM
Tells Why It Will Use TV
INTERNATIONAL Silver Co., Meriden, Conn., has advised its dealers that it abandoned radio advertising in the belief it was a declining medium and would turn to television in the fall.

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

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

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

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

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

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

**RTDG-NBC CASE**

**Guild Asks for Mediator**

RADIO and Television Directors Guild last week asked for the intervention of a New York state mediator in its effort to obtain recognition for television directors at NBC.

In doing so, the RTDG followed the pattern it originated last winter when it sought and finally obtained recognition from WJZ-TV New York. The same mediator, Mabel Leslie, also will handle the NBC case. NBC, as did WJZ-TV, takes the position that the television directors are managers and therefore a union of such directors is an improper bargaining agent.

New Philco TV Sets

FIVE new Philco TV receivers at substantially lower prices ranging from $245.95 to $299.95 were introduced at a meeting of eastern distributors in Philadelphia. "We are giving the consumer the greatest television values in the history of the industry," said James H. Carmine, vice president of distribution. "Our new Model 1104E offers outstanding television picture quality at a price $100 under previous Philco 10-inch receivers."

**PULSE TELEVISION RATINGS**

**CHICAGO**

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**AVEGARAGE QUARTER HOUR SETS- IN-USE**

**TELEVISION HOMES**

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**IREISH TELECASTS**

Five Grid Games on DuMont

FIVE TOP Notre Dame football games will be telecast next season exclusively by the DuMont network, it was announced in Chicago last week. Games will be carried live on a minimum of 16 eastern and midwestern interconnected affiliates and by film recording on an expected 12 to 16 other TV outlets the day after each game. DuMont has also acquired motion picture theatre rights to the games.

Leslie G. Arries, network sports director, is arranging for telecasting of other football on open-dates, with a 10-game schedule as his objective, he said. As soon as this line-up is completed, the sponsor will be announced, according to Tom Galery, DuMont sales director. RCA Home Instruments Division had an option on five Notre Dame telecasts but dropped it late last week in view of the DuMont higher bidding [BROADCASTING, May 30].

**TV AUDITIONS**

AFM Approves Film

TO AID SPONSORS buy a live telecast, AFM is permitting its musicians to make auditions on film of the television shows, it was learned last week. In permitting musicians to participate in such films, AFM has stipulated that the reels must not be used for actual telecasts. It also stated that this relaxation of its ban on telefilms is for "an experimental period" and no decisions only.

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

These film auditions are strictly for live television shows and must not be confused with television film used for actual telecasting.

The American Federation of Musicians has made no agreements for including film making of television film. The Federation is merely allowing a show to be made up and placed on film, not to be telecast, but to be viewed by the sponsor when engaging a live cast for a television show.

He informed the members further that they must file contracts with his department in advance of an audition, and if the contract is for a live television show resulted. Members are required to make sure the films are used only for audition purposes and after the audition they and sound track must be filed with the local's radio department.

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

**VIDEO S-R-O**

35,000 Visit 'Super Circus'

CHICAGO theatre owners are staring away from the vicinity of WENR-TV's Civic Studio these Sunday afternoons. The spectacle of hundreds of people lining up for ABC's Super Circus is a grim reminder of what's happening to their box-office. The one-hour program, (CDT) over ABC-TV, has entertained 35,000 people, in person, since it was opened to the public last October. Admission is on a "first-come-first-served" basis.

Shortly after Super Circus was opened to audiences, ABC sought a means of keeping attendance under control. It was decided to admit no adults unless accompanied by children. The idea has helped cut down the crowds, which were composed mostly of adults in the earlier days (Who said circuses were for kids), but ABC still has its problems.

Super Circus is viewed by an estimated one million persons in 13 cities. Using the "big top" as its box-office, it offers 90 minutes of fast-moving entertainment of a type usually associated with circuses. Telecast for 38 consecutive weeks of yesterday, it is sponsored by Canada Dry Ginger Ale and Derby Foods.

June 6, 1949  Page 31
TELEVISION had the boxing industry tied up in a clinch last week with some sharp blows nevertheless being struck in the interim in fighting.

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

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

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

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

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

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

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

Gillette at Standstill

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

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

The Garden, it was said, had offered Mr. Robinson 40% of the television take and Mr. Gavalian 17 1/2%. The Garden reserved the right to make the deal with the sponsor.

Differing primarily on the latter point, the welterweights hopped a train for the Quaker City and signed on for 40% for Mr. Robinson and 18 1/2% for Mr. Gavalian. It was left up to all the parties to decide whether the bout would be telecast. If it were, division of air fees would be on the same percentage basis. The bout is scheduled for July 11.

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

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

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

ASCAP Rights

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

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

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

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

WMBR-TV To DuMont

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

99.7%

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

<table>
<thead>
<tr>
<th>Du Mont Programs Shown</th>
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<tr>
<td>Live on these stations</td>
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<td>WTTG* Washington</td>
<td>WHEN Syracuse</td>
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For further information on television advertising, write or call: 515 Madison Ave., New York 22, N. Y.

*Du Mont owned and operated stations
Film Report

STERLING FILMS INC., New York, has completed 16 mm film The Humbug and the Dragon. Fairy-tale to delight small fry is enacted with puppets. Available for all television stations.

Charles Christenberry Jr., New York, television package producer, and Katherine Rosser, writer-director, were elected American Television Guild president and secretary-treasurer. This is the week of Edward Sobol, was also elected vice president and Harrison Weed treasurer.

Contracts for Telemenews, INS daily newssheet service, have been signed in three new video markets: KPIX (TV) San Francisco, sponsored by Lewis Food Co.; KSL-TV Salt Lake City and WFBM-TV Indianapolis.

Puppet Series

Official Television Inc., New York, currently offering for sponsored use, 10-installment series starring Pirro, puppet personification of child's whimsy and curiosity. Firm also releasing Chats, five-installment serial filmed in Tehuantepec, Mexico. Story is of native girl and her pet hen. Information about children's films available from firm, 25 W. 57th St., attention Irving Leos. Satra, Chicago, has inaugurated a "Follow Through" service, with Dr. J. L. Rosenstein, sales and industrial psychologist, gauging for clients use and effectiveness of films. Analysis is being given several national manufacturers and their products.

Otto K. Olsen Co. is applying the know-how learned in 25 years of specialized lighting techniques to the solution of TV lighting problems. Many video stations are already equipped with tailor made Olsen lights. We'll gladly send you a free catalog which describes and pictures our complete line. Just mail coupon today.

Video Tube Salute

RCA and NBC will unite in presentation of a network television salute, commemorating the manufacture of the millionth video picture tube at RCA's Lancaster (Pa.) plant. The program, A Magic Million, will be telecast tomorrow (June 7) at 9:30 p.m. It will feature scientific demonstrations, guest stars and various facets of the medium's progress since 1946 when RCA first inaugurated mass production of picture tubes. The milestone salute will also tie in with the inauguration of WGAL-TV Lancaster, latest of the Steinman AM and TV stations which will be dramatically introduced as a new gateway for the coaxial cable link between the East and West.

completed series of tests in which quality of reproductions of white enamel and chrome on household appliances was analyzed. Firm, after two years of TV experimentation, plans to make TV spots for several of its national photographic accounts. D. Lindquist, TV director at Malcolm-Howard Agency, Chicago, begins production of 12-one-minute spots for Fohrman trouser manufacturer, from same city, is doing live-action institutional shooting. Fohrman, Hudson dealer, will use films during weekly wrestling matches on WBKB (TV) Chicago, will it sponsor from June 20.

Vaudville Reels

Film Studies of Chicago is ready to release TV films narrated by Allen Prescott which have been compiled from Spangle's Original Vaud-A-Vu shorts. Agence Reels, each with three or four old-time vaudeville acts, run eight to nine minutes. WNBK (TV) Cleveland has purchased Woman's picture from same firm. Achievements of outstanding women are pictured in two series of 13-10 minute shorts. Second of series with Tommy Bartlett as narrator is offered to 40 or more stations which have run first, but will not be sold without sponsor.

Alger Productions, Hollywood, to produce 39 half-hour films for Louis Milani Foods, Los Angeles. Films to cost $7,000 each. Release of	Puppet Scripts

KSL-TV Salt Lake City took the air with regular programming Wednesday (June 1). Station has been operating experimentally since October 1948.

Dedication program was highlighted by a short talk by J. Reuben Clark Jr., president of Radio Service Corp., which operates KSL. Mr. Clark pledged to television viewers to bring only the highest in video entertainment to their screens.

"We shall do our best to inform, but to uphold your family life," he said. Recalling that for more than 25 years now we [RCA have] ... waited on you to turn the magic key that brought our voices and our music into your family circle," he added that now "we want your invitation to enter... with our faces, forms and figures also. We do not want to be intruders, and we welcome an opportunity to become your guests. If we clearly see the problems we could raise in the home, and the havoc we might create, if we should come to you with any but the best and the most wholesome that television can provide."

C. Richard Evans is general manager of KSL and Ivar Sharp is executive vice president. KSL-TV operates on Channel 5 (76-82 mc) and is affiliated with CBS, ABC and DuMont.

KBTW (TV) PLANS

July 4 Opening Slated

CONSTRUCTION on KBTW (TV) Dallas is proceeding rapidly, and owner Tom Potter has set July 4 as the opening date. Tests will begin June 15.

First staff appointment, announced last week, is that of Seymour C. ("Andy") Andrews as manager. Mr. Andrews, until recently, was program director of WBAP-TV Fort Worth. He went to Texas last year from Hollywood, where he worked in radio, movie and film production as well as the advertising agency field.

KBTW, licensed to Lacy-Potter Television, is building a new modern structure in the 3000 block of Harry Hines Blvd., on high ground just north of downtown Dallas.

Ad Features Video

TELEVISION was highlighted in the quarter-page ad run May 26 in the New York Times by the Consolidated Edison System, New York. "For $5 a year, you get enough electricity to see 19 half-hour television shows," the ad stated. Copy continued: "We've kept an eye on the future, too. People everywhere have been buying new television sets. In order to provide the additional ... power needed we're now in the midst of a 455-million-dollar expansion program."

In connection with this was a family seated around a television set.
There's new magic in the heart of the Southwest!

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

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

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

A quick call to your local Katz representative will repay you with information about the few availabilities still open.
Setting Up of AT&T Co-ax & Relay
(Report 62)

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

SAM_2399

KSD-TV Hits Phoenix

KSD-TV St. Louis reports that on May 4 it received a letter from W. Brayer of Whitey's Radio-Record Appliance Co., Phoenix, Ariz., stating that the KSD-TV signal had been received in Phoenix, St. Louis is 1,300 air miles from Phoenix. Station immediately wrote Mr. Brayer asking him to report if the unusual occurrence should ever be repeated. Nine days later Mr. Brayer replied that the reception of KSD-TV's signal in Phoenix is no longer unusual as it has become routine, and that he receives both video and audio.
DAYTON, OHIO

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

Now sponsored by Coca-Cola on WHIO-TV

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

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

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

"Sports of All Sorts" is now sponsored by Coca-Cola.
ARE YOU HAVING COVERAGE TROUBLE ON THE PACIFIC COAST?

IF YOUR PACIFIC COAST NETWORK isn’t Don Lee, you’re losing some mighty important coverage—for only Don Lee has enough stations to cover the important places on the big Pacific Coast.

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

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

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

Of the 45 Major Pacific Coast Cities

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<th>ONLY 10</th>
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Sure, we can lift a sales curve!

(To watch out for it's main work, see back page of insert.)
### Broadcast Schedule

#### SUNDAY

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<thead>
<tr>
<th>TIME</th>
<th>ABC</th>
<th>CBS</th>
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<tbody>
<tr>
<td>6:30 PM</td>
<td>Los Heat Dewey Pepper (1)</td>
<td>Presidential Ins. Family Reunion (2)</td>
<td>Dr. Keats Gals Day Camp (3)</td>
<td>Catholic Mass (4)</td>
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<tr>
<td>7:00</td>
<td>Think Fast</td>
<td>Art, June Co.</td>
<td>The Fox St. Private Lives (5)</td>
<td>Rich Diamond Head Lessons (6)</td>
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<tr>
<td>7:30</td>
<td>Old American Co.</td>
<td>General Mills Mills Breakfast Craze (6)</td>
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<td>8:30</td>
<td>Old Gold Stop the Music</td>
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<tr>
<td>9:00</td>
<td>TBA</td>
<td>Count of Monte Cristo</td>
<td>Let's Go to the Mat, Lever, Littles and Morris (8)</td>
<td>Bell Telephone Telephone Telephone (9)</td>
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</tr>
<tr>
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<td>Life with Laura</td>
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<td>10:15</td>
<td>TBA</td>
<td>It Pays to Be Ignored</td>
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**FOR JUNE 1949**

### THURSDAY

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**EXPLANATORY LISTINGS IN ORDER**

**Sponsors**

-ます The time movie sponsored by Quaker Oats Co. 6:30-6:35 PM Thurs. Name the movie sponsored by Mutual of Omaha. 6:35-7:00 PM Thurs. by Hines, sponsoring Mutual of Omaha.
- 6:30-6:45 PM Thurs., Fred Waring & His Pennsylvanians sponsored by Mutual of Omaha.

**General Foods Corporation**

- 6:30-6:45 PM Thurs., George Gershwin & his orchestra sponsored by Mutual of Omaha.

**Glen Victor**


**Hallmark**

- 6:30-6:45 PM Thurs., Mutual of Omaha.

**Walt Disney Productions**

- 6:30-6:45 PM Thurs., Walt Disney Productions.

**NBC**

- 6:30-6:45 PM Thurs., NBC Network.

**WABC**

- 6:30-6:45 PM Thurs., Mutual of Omaha.

**CBS**

- 6:30-6:45 PM Thurs., CBS Network.

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**Television Listings**

**Saturday, June 6, 1949**

**CBS**

- 6:00 PM: I Love Lucy
- 6:30 PM: The Bing Crosby Show
- 7:00 PM: The Lorne Greene Show
- 7:30 PM: The Honeymooners
- 8:00 PM: The Jack Benny Show
- 8:30 PM: The Milton Berle Show
- 9:00 PM: The Jack Benny Show
- 9:30 PM: The Honeymooners
- 10:00 PM: The Jack Benny Show
- 10:30 PM: The Honeymooners
- 11:00 PM: The Jack Benny Show

**MBS**

- 6:30-7:00 PM: NBC Network
- 7:00-7:30 PM: NBC Network
- 7:30-8:00 PM: NBC Network
- 8:00-8:30 PM: NBC Network
- 8:30-9:00 PM: NBC Network
- 9:00-9:30 PM: NBC Network
- 9:30-10:00 PM: NBC Network
- 10:00-10:30 PM: NBC Network
- 10:30-11:00 PM: NBC Network

**NBC**

- 6:00-6:30 PM: The Jack Benny Show
- 6:30-7:00 PM: The Jack Benny Show
- 7:00-7:30 PM: The Jack Benny Show
- 7:30-8:00 PM: The Jack Benny Show
- 8:00-8:30 PM: The Jack Benny Show
- 8:30-9:00 PM: The Jack Benny Show
- 9:00-9:30 PM: The Jack Benny Show
- 9:30-10:00 PM: The Jack Benny Show
- 10:00-10:30 PM: The Jack Benny Show
- 10:30-11:00 PM: The Jack Benny Show

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**Broadcast Network Schedule**

**June 6, 1949**

**Copyright 1949**
As a sales-producer CBS today holds the high altitude record among all networks. For today you find on CBS the greatest aggregation of stars and the most powerful facilities combining to sell billions of dollars worth of goods to the largest number of listeners at the lowest cost of any network in radio.

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

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

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

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

**The Nation’s Greatest Regional Network**

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**Mutual DON LEE BROADCASTING SYSTEM**
Editorial

The Gill Technique

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

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

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

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

According to Gill Technique, 'Fore'-McFarland

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

In the interim, a number of measures have been offered. All proved abortive. Now Sen. McFarland (D-Ariz.), chairman of the Senate Commerce Subcommitte has introduced a bill which he describes as limited strictly to organizational, administrative and appellate provisions. He emphasized that policy sections were specifically rejected because the "pressing problem of the Commission today deals with its internal organization."

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

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

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

From where we sit, the bill has much to commend it. The judgment of the legislative strategists is evident. There is not much time left at this session for action—unless all interested parties agree to its desirability.

We do have a curbstone view. The bill would continue to limit the broadcast license tenure to three years. At this stage of radio's development, and with the procedural and appellate reform which would be introduced, why not licenses for 20 years or even in perpetuity? The abolition of renewal or revocation proceedings for cause. It would acquire new "cease and desist" middle-ground authority under the new bill.

There's television and the tremendous investment it entails. We wonder how much "risk" capital will venture into TV with the meager assurance of a three-year license.

NAB's Dropped Stitches

SHADOWS lengthen around the NAB. There's uncertainty about the future because of membership resignations. There's a fear of a stampe. This is dangerous talk. But facts, in free society which radio epitomizes, must be reported.

The need for a trade association cannot be questioned. It goes down to the kind of association the broadcasters want as against that which they now have. Can radio afford to have more than one trade organization? There are the elements of waste, expense and weakness stemming from divided camps to be considered.

Setting up of competitive or rump organizations would easily play into the hands of radio enemies—and there are more of them hiding behind whiskers than you'll find in the open.

There are certain fundamentals upon which all of us agree: (1) The AM, FM or TV. It is agreed that radio should remain in private hands, uninhibited by government censorship, business controls or regulatory fiat. (2) If so, then, if you will, 90% of the value of a trade organization serving any of the mass information media. The freedoms must be kept inviolate.

So we have a common meeting ground for all of us in that there is an agreed line. Although some may not relish the analogy, the American Federation of Labor serves as a good example. It is combatting Taft-Hartley. All of the various AFL unions forget their jurisdictional disputes and their internecine conflicts in that all-out fight. The separate units retain certain autonomy, and pay their own freight.

"Any sound" radio, with its several diverse interests (and those are not as diverse as some believe) have its own federal association, with specialized subdivisions under the same tent? It could be called the NAB or something else. The NAB is a going concern (though some question where it is going). It is there as a nucleus. Let the AM stations, the FM segment (now the FM Assn.) and the TV unit (now Television Broadcasters Assn.), the affiliates and the non-affiliates, perform under the federation banner, in any spheres they elect. Let them hold their own conventions, if they choose. Each would set up itself through dues based on the service performed, but with an overriding contribution to the parent association for those non-conflicting functions on the policy level.

Such a move would have opened board discussion of reorganization, had been drafted for presentation at the last NAB convention in April. It was shunted aside for reasons, if it was to be found. Here, the word went upon the Broadcast Measurement Bureau crisis and the plan to organize Broadcast Advertising Bureau. Both were important. But events which have since transpired confirm the judgment that after all, there is a something rotten in the broadcast advertising that realignment should not have been side-tracked.

We hope that broadcasters will hold the line until the NAB board meeting next month in New York. These resignations now could wreak havoc. President Miller and his board know a job of reorganization confronts them. The task is to pick up those stitches dropped in Chicago.

LOUIS GEORGE COWAN

T HE NAME of Louis G. Cowan has been linked with a long line of big-time radio hits, ranging from the now perennial Quiz Kids to the present national craze, Stop the Music.

Mr. Cowan's skill in rolling the Hoopers up the steep side of a graph has led to numerous "successful young man" references to him.

Ask him if he's ever packaged a "flip," and he'll merely take his big right hand—the one that used to have a spotat U. of Chicago—and gently knock the wood of his horse-shaped, pickled-ock desk. Mr. Cowan's shows have had extraordinary popularity.

His is a barefoot boy success story which in one respect, at least, is still close to the barefoot boy stage. For he sits in his New York office with his size 12-D shoes off—about the only real idiosyncrasy he indulges.

In physique, scaling 6 feet 3 inches and weighing 225 pounds, he looks like a first-string tackle ten years later, which he wasn't; in coherence and ideas he sounds like a student of philosophy, which he was. He hurried through college so fast (3 1/4 years) that he just missed Phi Beta Kappa.

The fact that he looks considerably less than his 39 years may be due to the long summer the Quiz Kids started nine years ago as a warm weather replacement. The reputed six figure checks associated with the show have made that "summer deal" a happy thing, calculated to arrest the growth of gray hair and other indica of leaping years.

And yet, among the toughest years he has had have been the past three and a half, during which he set up a show package under the name of Louis G. Cowan Inc., with headquarters at 485 Madison Ave., New York.

He went there after distinguished service in the Office of War Information. He had headed the hub office of the OWI's Overseas Branch in New York, having among the 3,000 people under him a virtual Who's Who of magazine editors and broadcasters.

But starting to build his own organization from scratch in New York he considers so great an effort that, in spite of his success, he has serious doubts as to whether it was worth doing. He is likewise serious in asserting that if he had it to do over again, he just wouldn't do it.

What was tough about the past three years was the number of unwilling doors that even a successful showman has difficulty opening, the number of un receptive ears an idea sales—

(Continued on page 98)
BRAND CONSCIOUS!

Out Texas way, folks are mighty fussy about Brands . . . .

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

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

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

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

How's YOUR brand doing here? If you'd like to make this billion-dollar market more conscious of your particular brand, better get your iron in the fire right away! You'll be just in time for the big Fall Roundup!

*REGISTERED, Brands Division
Bexar County Courthouse, San Antonio, Texas.

Represented by EDWARD PETRY & CO., INC. - New York, Chicago, Los Angeles, Detroit, St. Louis, Dallas, San Francisco, Atlanta, Boston
SUNSET SOLD ON VIDEO
Credits 100% Sales Gains to WPIX Sports

ATTRIBUTING sales gains of 100% since November to sponsor- ship of sports telecasts on WPIX (TV) New York, Joseph Rudnick, president of Sunset Appliance Stores Inc., New York, has signed with the station for two more weekly sports events. The retail stores, currently sponsoring Sport of Call before weekend afternoon New York Giant baseball games, now presents, in addition, Thursday night boxing from Queensboro Arena, and Tuesday night wrestling from Coney Island Velodrome.

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

The firm concentrates its commercials on set selection and servicing facilities which represent 90% of its business, and backs up its claims with 40 technicians and 11 trucks.

Boxing bouts are telecast Thursdays from 9 p.m. to conclusion, and wrestling Tuesdays at 8:45 p.m.

LIBEL SUIT
KTLA (TV), Paramount Mum

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

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

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

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

Poor Richard Names

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

'Videotown' Survey

TELEVISION set ownership in "Videotown" [Broadcasting, March 7] has increased more than five-fold during the past year, a preliminary tabulation of Newell-Emmett Co.'s second census of its television test community indicates. Field work is now being completed, agency reports, with the results of the study to be available about middle of June. Like the first study, made a year ago, the current survey comprises a complete census of set installations plus data on the family composition of TV families in the sample city, while Newell-Emmett describes as a town of 40,000-50,000 population, located within 50 miles of New York.

CANADIAN VIDEO

Kinescope Service Envisioned

PLANS FOR Canadian television were outlined by Dr. A. Frigon, CBC general manager, in the CBC staff magazine Radio, and include development of "kinescope transcription programs we believe most essential in the public interest." Dr. Frigon points out that when the $4 million loan from the Canadian government is approved by Parliament for the CBC's television development, 5 kw stations will be built at Toronto and Montreal, with provision at Montreal for a second station because of the dual language problem in the area. There also will be production centers to provide programs for local CBC stations at Toronto and Montreal, and to "supply programs to whatever privately-owned stations may be permitted by the government to operate, at points outside Montreal and Toronto." Physical networks will be established by communication companies for CBC in due course, he states, and mobile units will be used for special events telecasting.

Dr. Frigon states that, with TV stations operating regularly only in the United States and at London, England, CBC can consider itself a pioneer in TV when it gets into operation.

3 MARKETS
3 STATIONS
1 TV PROGRAM
CROWN COST
WLW-T CINCINNATI
WLW-D DAYTON
WLW-C COLUMBUS

Three stations linked by microwave relay—serving an area of 955,000 families, 35,000 television homes—with low cost, high-interest programs for as little as $1.25 per thousand viewers.

Crosley Broadcasting Corporation
CINCINNATI 2, OHIO

Broadcasting • Telecasting
**Retailers’ Video**

**TV ‘Mat Service’ Formed**

Most effective use a retailer can make of television is through spots and station breaks. His major problem in doing this is obtaining good commercial picture material. “The most practical solution to this problem is to provide the retailer with a service through which he can get his film from one source—ready for use—and free of charge.”

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

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

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

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

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

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

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

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

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

RTFS has already made films for E-Z-Do Furniture; Frigidaire freezers, ranges, refrigerators and washing machines; Hudson Nylon Hosey, Presto Pressure Cookers, Bigelow and Ramblettef rugs and Helena Rubenstein cosmetics. A number of others are in the planning stage. Walt Dennis, radio and television director of Allied Stores, Corp., reports this chain so enthusiastic over the venture that it has taken the unprecedented step of urging manufacturers to go into it, even if the films are used by stores competitive to members of the Allied chain.
Color TV
(Continued from page 30)
the company concurred in the UHF and color statements on behalf of RMA. Furthermore, Zenith officials were outspoken in warning that the hospital TV demonstration in Philadelphia was in no sense a demonstration of a broadcast service ready for the public despite the fact that Zenith receiving equipment was used.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ROLLER DERBY
TV Introduces Many

SURVEYS conducted among Roller Derby audiences in New York showed that 3,672 fans of the 4,712 who answered the questionnaire were introduced to the sport via television. The derby, which during its last week's run in New York and its Philadelphia appearance sold out, has been telecast on Friday nights since May 6 by WJZ-TV New York, under sponsorship of the Chevrolet Dealers Assn. of New York. Campbell-Ewald, New York, is the agency.

The surveys, conducted on three successive nights, also revealed that of the same 4,712 persons answering, only 212 were lured to the sport by advertisements in the daily press, 346 through sports page publicity, and 112 through interviews on radio sports programs. Jack Burnett, the derby's representative, pointed out that the radio showing, while poor, was probably due to the fact that those who had seen the sport on video, and had also heard it discussed on radio, mentioned only television.

The surveys were conducted both on nights when ABC-TV was telecasting the derby and when it was not, and crowds attending were larger on television nights than on others, the report showed.

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

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

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

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

* Oct. 1948-Feb. 1949

Jefferson Standard
Broadcasting Company

50,000 watts • Charlotte, N. C. • Represented by Radio Sales
JAMES C. PETRILLO, president of the AFM, and Clair Meeder, his assistant in charge of radio, are opposed to the musicians' union owning and operating a radio station.

That will be made known by Mr. Petrillo in his annual report to the radio employment of musicians. Petrillos annual report to the Midwestern newspapers.

He will tell the membership that one AFM local had submitted a resolution to the AFM president and executive board to investigate the feasibility of operating one or more stations. The local cited as reasons for doing so that the AFM could thereby obtain reliable information on station operation which would aid it in negotiations with networks and outlets.

Mr. Petrillo said the same sort of request was made in 1947 of the AFM. It was then decided such a project was too expensive for the AFM to undertake. Now construction and operation of a 1 kw station over a year's period would be $71,320 minimum payments and $107,230 operated in "an average manner."

Minimum operation costs thereafter would be $38,850 annually but $500 if operated on an average basis.

The figures did not include any talent costs and provided only for a very small operational force. The committee added that the AFM could only operate, however, "an above average" station and could not resort to use of "earned music." The project, therefore, would be expensive and the committee could not foresee what income could be had from the operations.

Mr. Petrillo will indicate that this satellite project is even less feasible now than then.

Mr. Petrillo also will report that lifting the ban on the making of television film by musicians is being considered by the international executive board. As soon as possible, he will promise, fee will be given to the members the proper information as to the prices and conditions under which film may be made for television.

This report also contains a survey of radio staff and commercial broadcast employment for 1947 (1948 figures not yet compiled). The survey, conducted by Mr. Petrillo's office, indicated that 972 of the U. S. and Canada paid musicians a total of $24,424,584. This compares with figures a year later of about $11 million paid to musicians by theatres and motion picture organizations. Appropriate is giving musicians twice the income that theatres and movies do.

The Petrillo report breaks down

Radio Barter

ADVERTISEMENT announcing that the owner of a 1 kw station in a midwestern city of 100,000 would trade his radio property valued at $100,000 for a "midwestern farm or other real estate of equal value" appeared in the Kansas City Star classified section's "Business Opportunity" column. The ad was placed by the owner of the station and is dated September 29, 1946.

ARRL Manager

Budlong Is Named to Post

A. L. BUDLONG, for 25 years assistant secretary, American Radio Relay League, was appointed secretary and general manager by the League's board of directors at its annual meeting May 27-28 in Hartford, Conn. Mr. Budlong has been acting secretary since the death of Secretary K. B. Warner in September of 1947.

Mr. Budlong also is editor of the ARRL's monthly publication QST. During the war he served as a U. S. Coast Guard communications officer and was transferred to inactive duty in 1946 with the rank of lieutenant commander. He has attended several international conferences, including the 1946 and 1947 Inter-American Radio Conferences in Santiago, Chile, and Rio de Janeiro, respectively, the Radio Aids to Navigation Conference in London in 1946, the five-power Moscow Conference in 1946 as the representative of amateur radio in the U. S., and the 1947 International Telecommunications Conference in Atlantic City.

Albuquerque Switch

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

KVER will formerly have carried NBC, ABC and Mutual programs in Albuquerque, gave up MBS sustaining when KVER went on the air in August 1947. Mr. Kemp said KVER is on 1340 kc with 250 w fulltime.
**WSAZ-TV PLANS '49 Opening; Rogers Manager**

**LAWRENCE H. ROGERS 24, sales promotion manager of WSAZ Huntington, W. Va., has been appointed station manager of WSAZ-TV, Capt. John A. Kennedy, president of WSAZ Inc. and publisher of the San Diego (Calif.) Daily Journal, has announced. The television station is expected to be in operation before the end of the year.

Contracts were signed last month with RCA for the purchase of all equipment for the station, Capt. Kennedy said. Purchase includes a 5 kw transmitter, a superturnstile antenna, film camera and projection equipment, and a complete two camera station. Station officials are negotiating for tower facilities, with actual construction to begin as soon as the construction permit, originally granted Sept. 28, 1948, is renewed by the FCC. WSAZ-TV has been assigned Channel 8 (76-82 mc). Mr. Rogers has been with WSAZ since 1946. Marshall Rosene will continue as manager of the AM operation, and Leroy Kilpatrick will serve as chief engineer for both WSAZ and WSAZ-TV.

**KGDM RELINQUISHES**

**Video CP, Power Boost Plea**

E. F. PEFFER, licensee of KGDM Stockton, Calif., and permittee for television Channel 8 (180-186 mc) there, last week advised the FCC he was relinquishing his TV construction permit. He also said he was relinquishing his CP for power boost for KGDM.

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

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

**Polio Telecast**

IN CONNECTION with the Michigan State Polio Preparedness Conference held at Hotel Statler, Detroit, WJW-TV Detroit presented a telecast illustrating the treatment given infantile paralysis victims. Moderator of the show, Fran Harris, introduced a seven-year-old boy who had recovered sufficiently from polio to re-enter school and a physical therapist who treated him. Also on the program were three physicians prominent in the polio fight. Process used to enable the boy to re-educate his chest and limb muscles was demonstrated, and there was a running explanation of efforts of the National Foundation for Infantile Paralysis to conquer polio.

**EAGLE BAN**

**Pro Team's Ruling May Be Precedent**

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

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

Commissioner Bert Bell, commenting on the decision of the Philadelphia Eagles in banning telescast of its home games next season, said, "It's up to the individual clubs," but that the National Football League itself is not taking any sides.

Mr. Clark stated that "great numbers of season ticket holders didn't renew their orders this year.

Discussing plans for WSAZ' new television station are (1 to r) David S. Newsby, RCA Cleveland district representative; Messrs. Kilpatrick, Rosene and Rogers.

We wrote them to find out why and they told us they'd rather stay home and watch the games on television. We can't afford that." A Philadelphia TV station, which preferred to remain anonymous, had been quoted (misquoted, the station claims) in a wire story to the effect that pro football is one of the sports that needs the most selling to the public and that the best selling medium is TV.

While TV officials pondered what effect the Eagles' ban might have on other sports, it is a fact that TV has served to draw large crowds to the Philadelphia area to witness the roller derby, now in progress.

The Eagles filled its home Shibe Park to near its 35,000 capacity in two of six games last fall, when the contests were televised. It won the championship but, according to Alex Thompson, then owner, dropped $32,000. Five college games televised from the U. of Pennsylvania's Franklin Field last fall drew about 70,000 spectators spicce and the televised Army-Navy game at Philadelphia's Municipal Stadium drew 120,000.

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

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

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

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

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

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**BIRMINGHAM TV**

**Two TV Stations Set To Start**

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

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

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

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

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

**NEWS INTERNES**

**Five Schools Send Teachers**

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

Internships are financed by cash grants made by stations to the Council on Radio Journalism, according to Arthur C. Stringer, NAB staff director. The program was developed in 1946 by NAB and the American Assn. of Schools and Depts. of Journalism “to teach teachers through learning by doing.”


**FIRST regularly scheduled TV program to go on the air in Detroit. The Hudson Sketchbook, celebrated its second birthday May 17. Sponsored by The J. L. Hudson Co., program is telecast on WWJ-TV and produced by Wolfe, Jickling & Conkey advertising agency, Detroit. Enjoying a birthday party are (to r): Standing—Wolly Keip, actor; Ed Magenweiser, staff electrician; Jim Chistensen, agency radio-TV director; Ian Harrows, stage manager; seated Cy Anderson, assistant radio-TV director of agency; Gene Holchek, WWJ-TV producer-director; Pat Tobin, moderator, and Dick Bosel, actor. Russell Chappell, not shown, is manager of television promotion for Hudson Co.**

**WDSU-TV EXTENDS Adds Two Sponsored Shows**

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

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

**NABET SCHISM Halts Negotiations at WOR NEGOTIATIONS at WOR New York between the station and its NABET engineers were halted last week by a schism inside the union. A group of WOR engineers, according to a majority, broke away from NABET’s Hudson chapter and formed an organization called Technical Employe Union. Reason for the split was said to be dissatisfaction with NABET’s failure to stand by original wage demands calling for 15% increases. The new group, however, could not begin to negotiate for its members until certified by the NLRB. It claimed that through its attorney, Oliver Harper, such certification was in process of being completed. Clarence Westover, national executive secretary of NABET, discounted the effect of the rupture. He said that to his knowledge the rebellious group had not become an official body through NLRB certification and that he was hopeful NABET would still remain the bargaining agent at WOR. He defended NABET’s record in negotiations with ABC and NBC, where settlements were made with but slight wage increases, and in parleys which led to the WOR deadlock, where the company offer was said to be about 2½%.”

**JOINS NBC-TV**

**WJAR-TV Commenced June 5**

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

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

**Faraway Places**

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

**McLEOD NAMED**

Succeeds Owen Davis Jr.

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

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

**Video Workshop**

LAKE GEORGE summer head-quarter meetings have been established for New York’s Television Workshop. For eight weeks, starting July 5, student television writers, producers and directors will take basic and advanced production training at the resort headquarters. Specially equipped television studio is being set up at Bolton Landing, N. Y.

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

WAAM executive vice president, announced last Wednesday. Mrs. Powers has been in radio since 1931 when she started in the program department of WCAO Baltimore. She spent four years at WBFR Baltimore, then joined Henry J. Kaufman Ad Agency, Washington, as radio supervisor, writing and producing Sally on the Air and other shows. In 1941 she was named assistant manager of WHTI Baltimore. She has held for six years. Since leaving WHTI, she has been in charge of Powers Productions, Baltimore, writing and producing radio and television shows and spot announcements.

Page 48 • June 6, 1949

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

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

FCC Answers Skyway

REPLY to appeal of Skyway Broadcasting Corp. was filed by FCC last week in U. S. Court of Appeals for District of Columbia. Skyway, licensed for 1570 kc at Columbus, Ohio, charged FCC had improperly evaluated comparative community needs in granting new station facility to Northwestern Broadcasting Corp. at Lima, Ohio [BROADCASTING, Nov. 15, 1948]. FCC said full hearing had been afforded and case decided on Communications Act regulation requiring equitable dis- tribution of stations, Argument before the court is scheduled Thursday.

'YOUR LIFE'

WMAQ Show Featured

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


Series is produced by the Chi- cago Industrial Health Assn. under the direction of Ben Park. Mar- aletha Dutton Assoc., Chicago, handles the publicity and promotion for It's Your Life.

FCC Files Reply

BRIEF has been filed by FCC in the U. S. Court of Appeals for the District of Columbia in reply to appeal taken by United Detroit Theatres Corp. Detroit TV appli- cant, last fall. FCC charged that United Detroit failed to substan- tiate its appeal why its new TV station order was not granted as claimed to comparative considera- tion with request by WXYZ-TV Detroit for extension of completion date. Such comparative considera- tion was denied by FCC in early 1948 [BROADCASTING, March 1, 1948]. The Commission earlier was denied its motion to dismiss the appeal on jurisdictional grounds [BROADCASTING, Oct. 11, 1948].

'TOWN MEETING'

Trip Fund Grows

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

Plan calls for 13 Town Meetings in as many foreign cities, with two Americans and two representatives of the country being visited debat- ing the important current issue in true town meeting style. These foreign Town Meetings will be re- corded as they occur and the trans- criptions flown back to ABC for delayed broadcast in this country, Mr. Denny said.

STATE DEPT

New Asst. Secretaries Allowed

A MEASURE to strengthen and improve organization of the State Dept., by adding four new assistant secretaries and delegating cer- tain responsibilities to others, was signed into law by President Tru- man May 25. George V. Allen, assistant secretary of state for public affairs, will continue in his present capacity, the State Dept. announced.

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

LEADERSHIP IS EARNED: LEADERSHIP IS EJ

WACUSE

570 kc—5000 watts

NBC AFFILATE IN CENTRAL NEW YORK

Headley-Reed, National Representatives

JUNE 6, 1949 - PAGE 49
Mayflower

(Continued from page 33)

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

The majority summed up its views as follows:

The Commission believes that under the American system of broadcasting the individual licenses of radio stations have the responsibility for determining the specific program material set forth by their stations. This choice, however, must be made in a manner consistent with the basic policy of the Congress of 'national policy which is of a free and wide medium of free speech for the general public as a whole rather than as an agency for the furtherance of private interests of the licensee.'

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

The particular format best suited to present this type of program in a manner consistent with the public interest and convenience is determined by the licensees in the light of the facts of each individual station. Such presentations may include the identified viewpoints of each person as a part of the more general presentation of issues or comments on the various issues, but the opportunity of listeners to identify such views is not sufficient if they may have matters of controversy must be given in a part-time or single presentation of issues. Licensee editorialization is but one aspect of freedom of expression by licensees and was not exercised in conformity with the paramount public interest. The public interest requires a reasonably balanced presentation of all pertinent views and opinions. The particular issues can such editorialization be transferred to something which requires the licensee's duty to operate in the public interest. The Commission is impressed with the duty of preserving for a public radio as a medium of free expression and fair presentation.

Prestige Considered

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

"What is against the public interest is the license to "stick the cards" by a deliberate selection of speakers for the purpose of view to favor one viewpoint at the expense of others. The weight of these spokesmen are identified as the views of the licensees or other of the same man. Assurance of fairness must in the same analysis he achieved not by the exclusion of particular views but by the presentation of contrary views without deliberate decisions designed to impede equally a forceful presentation."

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

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

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

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

"No abridgement of the right of free expression is made from requiring fairness, the majority contended. "On the contrary," the report said, "we believe that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions as to what they can or cannot hear and free, from any governmental dictate, to them to carry a stand on the programs, so made available to the licensees' facilities..."

Webster Agrees

Comr. Webster, although agreeing in principle with the majority, contended that it still left the licensees in a "quandary and a state of confusion" as to "what he can or cannot do." Accordingly he offered his interpretation.

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

If the licensee airs his views through his radio medium, he continued, "such broadcasts must be handled in the same manner as all other broadcasts of controversial issues and the licensees may not select or be permitted to select the persons to have access to his microphone to advance his own ideas or opinions to the exclusion or the other."

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

Comr. Hennoch voted against
editorializing because she felt it would be "foolhardy" to permit it in the absence of a method of policing and enforcing the regulation that the public trust granted a licensee be exercised in an impartial manner. She felt that "in the present climate of uncertainty, prevent ing [editorializing] is our only instrument for insuring the proper use of radio in the public interest."

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

FCC's disposition of the problem coincides with the advance made during the hearing by Morris Novik, public service radio consultant, and to a considerable extent by the statements made by Cornell U. licensee, of WCUC, Ithaca, and Ed Craney of the Northwest "XL" stations.

Research Firms

Continued from page 28)

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

Charles C. Flarida Jr.

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

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

From his total sample, there are breakdowns according to age, geographic, and educational levels, occupation, city size, and marital status.

These samples have been set up using 1948 Bureau of the Census appraisals. No national ratings are made, and all reports are confidential to the clients.

Richard Manville

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

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

Market Research Co. of America

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

Edward J. Noonan

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

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

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

Alfred L. Politz

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

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

N. C. Rorabaugh Co.

Essentially publishers of reports on TV advertising and AM spot advertising, N. C. Rorabaugh Co. is located at 547 Madison Ave., New York. Reports all TV advertisers by name, product, agency, program, type of announcements, length, type of production, frequency, time and station used. For AM spot advertisers the firm reports about 60% of total spot business, showing product, markets and stations used, number of insertions, frequency and type of spot, general time used. Also does a supplemental report on total TV time expenditures.

Stewart, Dougall & Assoc.

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

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

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

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

WORL Boston
(Continued from page 28)
tions have gone off the air, they have generally been profitable enterprises and their owners have been willing to accept license extensions until a new licensee took over.

In WORL's case, it had been suffering losses understood to be between $300 and $2,000 weekly since 1947 when the bad publicity resulting from the station's difficulties hit the local papers. Unwilling to continue to underwrite the loss any longer, until a successor was chosen, the ownership terminated operation immediately.

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

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

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

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

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

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

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

Not sure just where to place the blame for their predicament, but regarding themselves as "sacrifices" nevertheless, they expressed "someone's responsibility to see that it doesn't happen again to others like us." 

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

Chief contribution of WORL to the industry was the 920 Club, the all-recorded, popular music show based on a kilocycle number. On a 10-hour basis, it set the stage for a new type of programming which appealed to listeners and advertisers alike and spread throughout the country. Idea was originated by George Lasker, general manager of the station from 1936 to the early part of this year when he became vice president of WMBM Boston.

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

WORL, originally licensed as WHSO to the Babson Statistical Organization, had been on the air since 1926. It was acquired 12 years ago by Broadcasting Service Organization Inc., with principal ownership held by Mr. Lafount and the Cohen brothers. Originally on 920 kc, it had been for many years on 990 kc with 1 kw daytime.

FM AUDIENCE
Vital Factor—Ware

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

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

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

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

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

INCOME FIGURES

RCA, Zenith Show Decline

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

Its gross sales, less discounts, returns and allowances, were $61,872,735 while its operating revenue was $30,141,772. Together, the two total $92,014,705. The latter figure compares with $100,535,090 as shown in its statement ending Dec. 31, 1948, and $97,885,690 in its statement a year ago, ending March 31, 1948. All statements are on file with the SEC.

In other such statements, Zenith Radio Corp. also showed a decline for the quarter ending April 30 over both the previous quarter and the same quarter a year ago. Zenith's gross sales, less discounts, returns and allowances, were $202,597,165 for the quarter ending April 30, $232,620,900 for the quarter ending Jan. 31, 1949, and $232,620,900 for the quarter ending April 30, 1948.
Bekins' Best Buy

(Continued from page 28)

weekly guest singers or groups were included.

Broadcasting has averaging a Hooper of 7.5 when it shifted to CBS Pacific stations on Oct. 4, 1948, taking the Wednesday, 7:30-7:30 p.m. time slot. Lud Gluskin became musical director of the 50-piece orchestra. Miss Norman continued her spot on the show. According to latest Hooper, that show today has the highest rating of any light musical program on the Pacific Coast. With daylight savings, program on May 11 last made another shift and is now broadcast on Wed-

day, 7:30-8 p.m. (PST).

"Just how many new customers our radio programs have brought to Bekins, we cannot say off hand, but we do know that they have made friends for our firm," Bekins says. "This is attested to by much of the unsolicited mail that we have received over the years.

"Some people have told us that they've heard of our services during the program and were writing for details. One man expressed appreciation for the 'excellence of the music,' and assured us that when our various offers are needed, we would be remembered. Many others have just sent a 'thank you' for a pleasant program. All these add up to dollars and cents over the years. We consider our radio advertising a very well spent effort."

Bekins had its first taste of TV on Jan. 1, last, when it sponsored the two hour New Year's Day Parade, in Calif.). Rose Parade telecast on KTTV (TV) Hollywood.

To Merchandise Bekins Hollywood Music Hall, Bekins sends regular information bulletins and copies of radio commercials to 48 branch managers and in addition utilizes the firm's house organ Bekinews to reach all employees. Individual stations of CBS go along with spot announcements calling attention to the broadcast. In addition some billboard promotion is used.

Promotes FM

FULL-PAGE ads promoting FM broadcasting are being run weekly by WFAH (FM) Alliance, Ohio, in the Alliance Review, owner of the station. The attractively designed ads all carry the slogan: "For better listening — FM — the velvet voice of radio." Copy explains the advantages of FM broadcasting and the mention of WFAH is a line at the bottom of each ad stating the advertisement is pub- lished by WFAH "in the interest of gathering FM." WFAH is making available to other stations or interested persons mats for the full-page ads, according to Frank A. Holics, manager. A charge of $10 is made by the station to cover the production cost.

FIRST 15 PROGRAM HOOPERS-May 30th Report

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*FIRST 15 PROGRAM HOOPERS-May 30th Report*

**NEW AM GRANTS Include Springfield Action**

PROPOSED decision to grant application of Lincoln Broadcasting Co., 970 kc, Springfield, Ill., to operate at 1949 Page

**FCC Revamping (Continued from page 24)**

wanning time on the legislative calendar. This was believed especially true with respect to technical aspects of pending bills assigned to the subcommittees, notably one dealing with proposed allocation of a section of the 60 mc band to FM, authored by Rep. William Lemke (R-N. D.). Another would render FCC decisions containing technical or scientific errors appealable to the courts. No action is expected on either. The FM measure is a carryover from the 80th Congress.

Overall, subcommittee members have neither manifested sentiment nor acknowledged "pressure" to "rock the boat" radiowise at this late date. Such measures as the explosive Sheppard bill, authored by Rep. Harry Sheppard (D-Calif.), and one to maintain the power ceiling at 50 kw and break through clear channels, by Rep. Robert L. Ramsay (D-Wa.), are among the most spectacular pending bills. The latter is a companion piece to one introduced by Sen. Johnson last January while Mr. Sheppard's would force roughly $150 million worth of network and independent station properties on the market by prohibiting station ownership by either networks or radio manufac-

The new Senate bill is regarded by House interstate communications members as the catchall, with its watered down provisions, which will now eliminate the need for any action on their part.
Senate Group Urges Decrease

Program popularity ratings, based on Hooper sponsored averages from January to April 1949, put CBS in first place, lead declared. It said CBS had the most popular nighttime schedule with an hour-by-hour, nightly average of 11.2 as against 10.6 for NBC. CBS also had eight of the top 15 programs, had the most popular daytime schedule, with an average rating of 5.9 as against 5.1 for NBC, and seven of the “top ten” programs in the daytime, the brochure said.

Nielsen figures gave CBS the biggest nighttime audience with 19.4 as against 17.7 for NBC; 11 of the “top 20” nighttime programs; the biggest daytime audience in all radio, 10,410,000 for Local Radio Theatre, and biggest overall audience, with 26.3 as against NBC’s 25.2.

The end result, the booklet concluded, is that CBS delivers the lowest average cost-per-thousand, with $1.67 as against $1.82 for NBC.

CBS advertiser acceptance was indicated, said the booklet, by figures showing that Hooper sponsored minutes over the January-to-April period gave it a nighttime lead of 1,578 sponsored minutes as against 1,552 for NBC; daytime lead of 2,216 against 1,920 for NBC. Publishers Information Bureau data also indicated CBS led in billings for first quarter of 1949, the figures being $17,005,644 as against $17,003,609 for NBC.

CBS claimed 1,555,460 total power as against NBC’s 1,517,350 w and greatest average station power, 3,930 w against 3,930 w for NBC.

in five languages on plans already formulated, they stated. Reductions also would cut administrative travel required for inspection and supervision of radio relay bases overseas.

Speaking for State’s package showed approval and restoration of the House decrease, George V. Allen, assistant secretary of state for public affairs, reminded that last June the Senate voted “emphasized strongly that we should do more, as other countries have been doing in this information activity, to place programs on local radio stations abroad.”

Also testifying on behalf of the information program and the Voice was Sen. Karl Mundt (R-S.D.), who appended to the Senate committee not to shelve off $2 million “from the only program we have which is trying to publicize and advertise and make permanent the advantages we seek to secure with the $21 billion program to fight Communism.” He said the $34 million allotted by the House was small compared to that spent for weapons and food, and “in terms of what Americans consider legitimate percentages for advertising.”

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

HOOD TO KFDX

Is Vice President, Manager

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

Mr. Hood for the past five years has been general advertising manager of White’s Auto Stores, a statewide chain in Texas. Before that he was general manager of KWFT. From 1933 to 1938 he was manager of KGKO Wichita Falls, since deleted.

Radio Institute

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

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

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

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

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

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

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

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

* FORMERLY WMLO
By BILL THOMPSON

AS LONG as there’s water in the Great Lakes—and mineral, timber, and agricultural resources in the surrounding area—Milwaukee feels secure.

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

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

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

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

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

Wins Recognition

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

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

Over-the-counter buyers spent $790,500,000 in retail stores and another $562,270,000 in service establishments in Milwaukee County last year, with radio a major influence in this vast spending. The center of a retail area embracing one-third of Wisconsin’s population and accounting for one-half of its buying income, it leads all cities of 500,000 or more in department store sales increases since 1939. Dept. of Commerce reports also show Milwaukee leading these big cities in sales gains of independent merchants.

The city has surpassed the national average in factory employment, production and construction of plant facilities since 1939. It has added about a quarter-billion dollars worth of new factories and equipment. By reason of this expansion and more extensive use of existing plants, industrial production in Milwaukee County last year (Continued on Milwaukee 4)
(Continued from Milwaukee 3) reached an all-time high of $1,902,000,000, and radio-advertised products were being advertised as wage earners enjoyed full pocketbooks. At present, 146,000 production and related workers are earning $8,904,000 per week in good production, always predominant, accounted for the employment of more than twice as many workers last year as did the non-durable industries.

Bulk of the manufacturing firms are small to middle-sized (less than 50 workers), and yet about 66% of the factory workers are employed by firms having 500 or more employees, giving Milwaukee an average number of employees per factory of about 100. With industry diversified, almost 150 industrial classifications are represented in the products of 2,000 firms.

Tractor Production

Tree, Milwaukee has achieved a prominence in certain industries which tend to dwarf, by comparison, the importance of other segments. For example, production of tractors has grown to such proportions that the number of people employed by these firms constitutes almost one-third of the total employed by tractor manufacturers in the entire country. Construction machinery manufacturers employ more than one-sixth of the nation's wage earners in that industry; internal-combustion engine plants employ one-sixth of the workers in that field; the malt industry employs one out of every four Americans who make their livelihood in that business.

For every one of these "giants," however, there are dozens of small and medium-sized firms, many of which are "feeder" facilities producing component parts or performing auxiliary operations—functions which serve the large assembly type of production and at the same time exert a tremendous influence in supporting an industrial economy. Milwaukee, fortunately, has an abundance of small fabricating shops, foundries, forge shops, metal-stamping plants, machine shops, heat-treating firms, tool and die shops, platting and finishing facilities which fall into the general classification of metal trades. It is in this phase of manufacturing that Milwaukee is supreme.

Leading Industries

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

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

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

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

 Adequate Transportation

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

The community's enterprises are given financial assistance by 28 banks with combined resources of more than $1 billion.

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

Each of the towns having been independently planned, none of the streets approached the Milwaukee River at the same places, and today's diagonal bridges and haphazard street patterns are a memorial to the rivalry which preceded incorporation of the three units into Milwaukee in 1846. Rivalry still runs high among the other hundreds of business establishments—and broadcasting is no exception.

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

1930, elected president of NAB; 1932, began television experiments with spinning disc; 1933, pioneered first simulcast by radio; 1942, first coincidental survey; 1943, transmitted facsimile; 1989, signed for WTMJ to become basic NBC station and network affiliate; 1948, opened WTMJ-TV; 1950, first FM station west of the Alleghenies on the air; 1941, installed what was first automobile FM set in America (a #1 iguana); 1922, elected president of FM Broadcasters Inc., opened Journal's new million-dollar Radio City for AM, FM and TV; 1944, announced WTMJ's net revenue had passed $1 million; 1947, spoke at dedication of WTMJ-TV; 1948, announced WTMJ-TV would affiliate with all four television networks.

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

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

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

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

SPONSORS ARE IN GOOD COMPANY ON WEMP

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

Share of Audience

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<td>EVENING</td>
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Based on Hooper Station Listening Index

WEMP
AM-FM

Milwaukee’s ONLY Full Time Independent
FIELD INTENSITY CONTOURS

WFOX, MILWAUKEE, Based on measurements made by Edward W. Jacker, consulting radio engineer, September, 1948.
"Milwaukee Campaign"
MAIL COVERAGE AT LOCAL RATES!!!

K C
THE DIAL
POPULATION
COVERAGE
VALUE
AROUND
MILWAUKEE

(BASED ON 1948 MAIL COUNT)
MAIL RECEIVED DAILY
MAIL RECEIVED WEEKLY
MAIL RECEIVED OCCASIONALLY

Charles J. Lanphier, Pres. & General Manager
DIAL . . . 860
C K radio accounts over the years have been the Dr Caldwell Party Line, Knapp-Monarch's Ahead of the Headlines, Maypole Penthouse Serenade, Norge All-Star Varieties and the Massey-Harris (tractors) Harvest Brigade.

In recent months, this agency's TV billings have constituted 22% of the total handled by its radio-television department. Under Jerry S. Stolzoff, director, the department is expected to do business totaling $1 million in 1949. Active TV accounts are Schuster's Department Store, Plankinton Pack ing Co., first Federal Savings & Loan, Marine National Exchange Bank, Milwaukee Co., Bentley Co. (construction), Pfugradt Co. (GE distributor), Broadway House of Music. Aluminum Goods Manufacturing Co., a national account, is reportedly near the signing stage.

Schuster's story is one of the brightest in the history of radio and TV [BROADCASTING, May 2].

This story has been on TV every week since December 1947. It is currently using sports programs; special five-minute shows and 16 one-minute film announcements per week. It is claimed to be the largest user of radio in any single market in the country and uses WTMJ WEMP WEXX WMAW and WTJ in addition to WTMJ-TV.

The Marine bank TV half-hour, Salute to Industry, enjoys wide popularity in Wisconsin as it salutes various industries in the state. C K also handles Plankinton Packing and First Federal Savings radio programs and, in addition, those of Luick Dairy, Fox Theatres, Bluemound Gas and Oil, Chevrolet Dealers of Milwaukee County, and Patek Bros. (paints). Chevrolet Dealers are formulating TV plans. C K national radio accounts are Hoberg Paper Mills, Green Bay, Wis.; and The Green Rule department store, St. Paul, which has started "saturation" radio schedules in its market.

A K L - oldest agency, Klaau-Van Pietersom-Dunlap Associates, which will round out 42 years next September, lists as its top radio and television ac-

AM Stations Serving Milwaukee Marke

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<th>Call</th>
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<td>WEXX</td>
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<td>WEMP</td>
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<td>860 kc</td>
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<td>WISN</td>
<td>1150 kc</td>
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<td>WMAW</td>
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<td>5 kw fulltime</td>
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<td>WMIL</td>
<td>1290 kc</td>
<td>1 kw daytime</td>
<td>1947</td>
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<tr>
<td>WTMJ</td>
<td>620 kc</td>
<td>5 kw fulltime</td>
<td>1927</td>
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counts Miller Brewing Co., Morton Salt, Holsum Products, Robert A. Johnson Co., Gimbel's Department Store, Oswald Jaeger Baking Co., Borden Co., and Wisconsin Electric Power Co. The agency's first client, Harley Davidson (motorcycles), started advertising in 1907 on station WGY and has been with KVP-D ever since.

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

Meyerhoff Founded

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

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

Hoffman & York agency handles That's O'Toole on ABC television Thursday at 3:45 p.m. (CDT). Originating in Chicago, the program is sponsored by Delta Mfg. Division of Rockwell Mfg. Co. Among the agency's clients are some of the biggest manufacturers in not only Wisconsin, but Illinois and Michigan. Agency was founded by Harry C. Hoffman and Wilford York in 1938. Howard L. Peck, vice president, who formerly was program director at WISN, is manager of the radio department. Mr. Peck has had considerable theatrical experience, which is proving of great value in creating and directing TV shows. While the agency has had major radio shows at present, virtually all of its clients use spot radio.

Arthur Meyerhoff, an old Milwaukee's oldest agency, Klaau-Van Pietersom-Dunlap Associates, which will round out 42 years next September, lists as its top radio and television ac-

a special network in competition with NBC and the National Farm Home Hour, which was then sustaining.

"Our first network experience with Allis-Chalmers came in 1938 when we used a combination NBC Red and Blue hookup from Chicago west to the Pacific Coast with a Saturday night show.

"Through our use of transcriptions, Allis-Chalmers boomed back in 1938-39. Our extensive use of spot radio for them and now with our National Farm & Home Hour experience, we feel we have done a much in pioneering the better type of agricultural radio as anybody in the business. I am not referring to the old mail order type of appeal, nor the hillybilly approach used to sell consumer items representing a very small investment. Rather, I refer to the solid type of agricultural radio designed to influence people in major decisions representing a substantial investment, such as the purchase of a tractor."

Mark Newest Agency

Newest agency concentrating on radio and television, especially for retail stores, is Loise Mark & Ass'ns, formerly executive vice president of Mark, Mautner & Berman and previously promotional coordinator for Milwaukee, formed her own agency last October. She has worked actively with TV since WTMJ-TV took the air, claiming to have handled the writing, directing and production of live TV shows before any other agency representative.

She gained her initial experience with a series of How-to-do-it programs for the Boston Store, producing one of the first audience participation programs, Adam vs Eve, for this client.

Among her present TV shows are the Milwaukee Laundry Ass'n's Hints for Helen, Fabric Shops' Fashions by the Yard (sewing lessons) and a fashion show for Karl A. Peterson & Duryea. Our TV advertising is handled for Urich's (appliances and hardware), Peterson-Loeffler (carpeting), Boston Store and Home Furniture Co. (women's show). Miss Mark received second place in the national Erma Proetz woman's advertising awards competition for her Hints for Helen series two hours of radio daily for the Boston Store and 15 minutes daily for the Bloch-Daneman Co.


TV film production is largely divided among five companies. Elliott Cooley handles most of the Cramer-Krausselt agency's needs, while Film Arts Corp. is branching out nationally. Television Commercials Inc., new subsidiary of the Frank H. Berger Studios, is specializing in animation technique for live action advertising, with

**COMPLETE SCRIPT TO SCREEN SERVICE**

16mm and 35mm

Television Films

Theatre Shorts

Sound Motion Pictures — Slide Films

**FILM ARTS CORPORATION**

1022 N. SIXTH ST. MILWAUKEE 3, WISCONSIN DAILY 8-5780

Page 8 Milwaukee * June 6, 1949
Franklin Cheek, who gained a reputation as a marionette operator before he joined the art studio as an illustrator, making the advertised products "come to life" on the TV screen. Before the war, Milwaukee had only three radio stations—WISN, WTMJ and WEMP, in the order of their appearance. In 1946, WFOX took the air; in 1947, WMIL and WEXT; and, last year, WMAS signed on. Brief histories of all seven stations follow:

**BACKGROUND OF MILWAUKEE STATIONS**

**WEMP**
Empire Bldg.
710 N. Plankinton Ave.
Marquette 8-7722
1430 kc 250 w

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

The station went fulltime in 1938, and was upped from 100 to 250 w in 1939. It was affiliated with NBC's Blue Network, and later ABC, from 1940 until last August when it became Milwaukee's only full-time independent. Mr. Boice, general manager and a veteran of 14 years in radio sales, was commercial manager of WMBD Peoria before moving to Milwaukee. He previously was national sales manager of WNEW New York, and for several years was with Free & Peters' New York sales staff.

WEMP is best known as Milwaukee's "Music and Sports Station," using the slogan "20 Hours Daily of Continuous Popular Music, Sports and News." Mickey Heath, former vice president and general manager of the Milwaukee Brewers baseball team, handles exclusive play-by-play at all Brewers' games. American and National League running scores are announced every half-hour during the afternoon on "Baseball Reports." WEMP also carries Marquette U. home football and basketball games, all of the U. of Wisconsin basketball games and the Milwaukee Clarks hockey games. Only independent station with FM (35 kw effective radiated power), it claims to give FM listeners the only strictly local programming in Milwaukee. Station boasts more announcers than any local station except WTMJ. Four are featured as disc jockeys, one of them a Negro be-hooped, fast popular daily disc shows are 1540 Club with Tom Merceil, Club 60 with Tom Shanahan and Milwaukee's largest night owl show, "Wire Request with Joe Dorsey." Announcer Bill Bramhall's Old Timer's Party features music native to Milwaukee such as polkas, schottisches and old familiar favorites.

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

WEMP's present offices are in the Empire Bldg., but it is expected that all activities soon will be centered at a new $150,000 plant on the outskirts of the business district at 5407 W. Martin Dr., claimed to be the highest point in the city. Station has its 458-foot tower is the highest in the city, and was built with an eye towards television. WEMP-TV application is frozen.

**WEXT**
2501 S. 43rd St.
Evergreen 3-1450
1430 kc 1 kw D

ESTABLISHED in 1947 by Gerald A. Bartell, former faculty member at U. of Wisconsin and with 15 years' production experience in network and local broadcasting. Mr. Bartell has had outstanding success with programs designed to serve "community markets" within the Milwauk region. He has taped such program sources as the various foreign language groups (German, Polish, Slavic elements, and those from the Near East), as well as the Negroes.

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

(Continued on Milwaukee 10)

**TO REACH THIS RICH MARKET**
(America's 13th)

**SMART ADVERTISERS**
are
**USING THE STATION**
with

"5,000 WATTS OF BETTER LISTENING"

**WMAW**
1250 on the dial

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

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

**ABC**

Network

**FREE & PETERS**
National Representatives

**STUDIOS AND OFFICES:**
TOWNE HOTEL—MILWAUKEE 3, WIS.
723 N. Third St.
Daily 8-2154

**BROADCASTING • Telecasting**

June 6, 1949 • Milwaukee Page 9
WHEN promotion-wise Charles J. (Chuck) Lanphier took the air with "The Phenomenal Fox" in August 1946, he flooded the offices of local, regional and national advertisers, as well as other media, with likenesses of the sly, brown creature after which his station was named. Hundreds of executives, throughout the country are still using WFOX ash trays, featuring a reeling Reynard. Thousands of mailing pieces, business and rate cards and many advertisements in nationally circulated trade papers have been labeled with pictures of the beast, the original of which is stuffed and mounted in Mr. Lanphier's office.

Mr. Lanphier, who is president, general manager and controlling stockholder of WFOX, got his baptism of fire in radio under Ralph Atlass and Gene Dyer in Chicago in the early '30's. In October 1936 Mr. Dyer sent him to Milwaukee to manage WEMP. When he left the station 10 years later to establish WFOX, he met Mr. Atlass in the early '30's. In October, only took along "savvy"—he took five of WEMP's personnel. Viola Wilson, WFOX controller, has been with him 13 years as has Oral La Force, Milwaukee's original man-on-the-street. Carl Zimmer- man, program director and promotion manager, who was an Army Rainbow conductor in the European Theatre for two years, has been with Mr. Lanphier 12 years; An- nouncer Paul Buttell, a member of the Paul Buttell Disc show, 10 years; and Wally Behl, music director, 8 years.

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

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

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

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

OLDEST station in Milwaukee, WISN's original call letters were WIAO. License was issued to the Milwaukee School of Engineering and station took the air July 22, 1922, on a fre- quency of 360 meters with 100 w. The Hearst or- ganization, present owner of WISN, started programming on a part-time basis July 30, 1924, when Mr. Grignon became the general manager for 17 years has been Gaston W. Grignon, also vice president and a member of the board of directors of Hearst Radio Inc. Mr. Grignon is the oldest station manager in point of service in Milwaukee. Fourteen staff members have been with the station 14 or more years.

WMAW
Towne Hotel
723 N. Third St.
Daly 8-2154
1290 kw 5 kw

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

First general manager was George E. In- graham, who did WMAW spade work for nearly two years before the inaugural. He resigned shortly after the program became an official, being named manager of WISN, Hearst outlet, and was succeeded by Jack (Heinie) Bundy, 20-year radio vet- eran who formerly was program di- rector of WXYI, Detroit but is best known as the leader of "Heinie and His Band." The Bundy aggregation was featured on WTMJ Mil- waukee for 12 years and was on NBC coast-to-coast two years. Its folksy music, comedy and audience participation stunts are heard twice daily during the summer.

Known as the "Station With the Personal Touch," WMAW has put heavy accent on live music-docu- mentary type programs, employing a staff orchestra. Such programs include Parade of Progress, com- mercial series, and Red Cross Salute and Scout-O-Rama, public service salute to the Red Cross and Boy Scouts.

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

This is NEW!
HIGH ACTINIC RECORDING
Available August 1949

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

Write for information

ELECTRO SOUND CO.
2215 N. Twelfth Street
Milwaukee 5, Wisconsin

Page 10 Milwaukee * June 6, 1949

BROADCASTING • Telecasting
WMIL
2625 W. Wisconsin Ave.
West 3-1299
1290 kc 1 kw D

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

Station broadcasts six days weekly, 5:45 to 8:30 a.m., from the Mermac Theatre in suburban West Bend, which is almost entirely German.

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

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

THOUGH WTMJ didn't take the air until June 25, 1927, with 1 kw, the station's owner, Milwaukee Journal, had been interested in radio since May 1, 1922, when it sponsored a program over WAAK, the Gimbel station, shortly after its inaugural. The Journal joined Marquette U. in the joint operation of WHAD in January 1925, and two years later purchased WKAF, owned by the Kesselman-O'Driscoll Co. WKAF equipment was scrapped, new transmitter erected at suburban Brookfield and call letters changed to WTMJ for The Milwaukee Journal. Station has been broadcasting U. of Wisconsin football games each year since 1927 and basketball games since 1929. Exclusive broadcasts of Green Bay Packer football games began in 1929 and these games are fed to a selected group of state stations.

WTMJ applied for a TV station May 5, 1930, and received a license for an experimental outlet in 1931. Station transmitted facsimile on July 2, 1934, claimed to be the first attempt by a newspaper-owned outlet.

It was one of the first stations in the country to develop participating programs built around personalities who are a part of everyday life of the community. The first participating series was The Dinner Table of the Air, which began in 1927. In 1932 it became The Grenadiers, which carries on currently as one of the most popular nighttime shows in the area.

A new 5 kw transmitter was purchased in 1929 and WTMJ's daytime power was increased to 2.5 kw. In 1930, WTMJ presented the radio industry with the first standard station cost accounting system. Three years later, the station pioneered a coincidental survey of radio listening habits. Daytime power was increased to 5 kw in 1934. Same power at night, using directional antenna, began in 1941.

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

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

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

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

Walter J. Damm, general manager of The Journal's AM-FM-TV operations, was named manager in 1927 when the station started.

MARKET SURVEYS UPCOMING

- Detroit
- Seattle
- Cleveland
- Pittsburgh

Publication Dates to be Announced

We believed that you were interested in television advertising with action, selling impact, good taste and good judgment... still designed for a limited budget.

So, we took the combined talents of many, many years' experience in the creation of merchandising and advertising ideas and art, cinematography, and marionette animation to produce TV spot films which are doing more selling per second because they are more "rememberful."

We don't want to or expect to make the most or the biggest TV films—but we do want to and expect to make the best... for your limited budget. TV advertising films we've produced for national and local markets for York Automatic Ice Maker, York Air Conditioning, Johnstone Candy, Gettelman Beer and Grandpa Graf's Root Beer will testify to that pledge.

If you're a manufacturer, the TCI plan may provide your distributors with TV film on a cooperative cost basis at little cost to you. If you're an agency, we're anxious to prove how we can help you create rememberful TV spots for your clients.

If you have a problem in selling that you would like help with, or if you need a TV spot film, please fill in the coupon below and mail it to us today. If you're interested in the TCI plan, you'll be pleasantly surprised by the results it produces.

Rememberful T-V Movies

COPYRIGHT, 1949, TELEVISION COMMERCIALS, INC. PATENT PENDING

Television commercials inc.
741 north milwaukee st., milwaukee 2
affiliated with frank h. bercker studios

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In Milwaukee —
Even the Birds Are Singing

Sure, WISN has complete coverage, finest Hoopers and the best programs in the Greater Milwaukee area. And come Summer and Fall these facts will stand out like the bride and groom at a wedding. But there's another reason why in Milwaukee even the birds like to "Lis'N TO WISN." It's the friendliness you find when you dial eleven-fifty.

No stuffed-shirts or circus barkers among WISN announcers. From sunrise to midnight all Milwaukee declares "It's a real pleasure to 'Lis'N TO WISN' . . . the station with a smile."

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

THE BEST RADIO BUY in the entire Milwaukee market!

WISN 5,000 watts day and night
Gaston W. Grignon, General Manager
Milwaukee's CBS Outlet

represented by the Katz Agency
RADIO sets were in use in 31.6% of the homes in Columbus, Ohio, con- 
tacted during a survey of household 
activities and daytime radio 
listening.

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

The survey was conducted as 
part of a series by the Ohio State 
U. Dept. of Speech, under direc- 
tion of Prof. Harrison B. Summers.

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

Extensive data showing just 
what housewives did during 
the daytime are included in the 
study, based on coincidental telephone 
calls to some 6,000 homes April 
25-27. Area covered included 
Columbus and adjacent suburban 
areas of Bexley, Grandview and 
Upper Arlington. Calls were completed 
in approximately 3,500 homes, 
spaced from 7:30 a.m. to 6 p.m.

Data cover only activities and 
radio listening of women, according 
to the study, the number of men 
supplying information being too 
small to justify detailed analysis.

The calls were made in the 
first half of the week, causing "a 
somewhat heavy loading" of such 
activities as washing and ironing.

One activity missed in the study of 
daytime activities is telephone 
conversation, since interviews were 
secured by that method. Some 9% 
of the calls made resulted in busy 
signals.

A definite relationship is shown 
below between types of home activities 
and the probability of radio listen- 
ing. For example, 44.9% of women 
engaged in ironing and sewing 
also listened to the radio compared 
with 36.5% engaged in kitchen work; 
36.5% in leisure time activities 
such as resting, talking, reading, 
eating, etc.; 29.7% in home cleaning; 
15.9% in paid or part-time work 
and 10.6% in non-living area work 
such as laundering and gardening. 
Figures are broken down by hours of listening.

Extent of listening was found to 
vary at different hours of the day, 
being slightly higher from 1-5 p.m., 
8-12 a.m. The type of activity 
performed at various times also influences the 
amount of listening. Between 7:30-8:30 a.m., nearly half of all 
listening reported by women was 
done while the listener was engaged 
in work in the kitchen though such 
work was being carried on by only 
28% of the women interviewed during 
the period.

A detailed study was made on the 
relationship between type of 
activity and type of program heard by women. Home activities which 
preclude close attention to the radio 
cause the housewife to prefer mu-

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

CKCO Changes

CKCO OTTAWA has retained Jack 
Cook, president of CKEY Toronto, 
as consultant to reorganize its sales 
and technical staffs. Station will 
be under block programming as 
successfully by CKEY, and has 
applied for call letter change to 
CKY. Eddie Guest, CKEY traffic 
mananager, was appointed CKCO 
and Jack Alexander, CKEY 
newscaster, moved over to 
CKCO as chief newscaster. In addi-
tion, CKCO changed station rep- 
resentative, naming National Broad-
cast Sales in Canada and Donald 
Cook in the U. S.

P. I. SQUELCHER

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

Approached by North American 
Underwriters, Box 5713, Dallas, 
Earle Fletcher, CKVL manager, 
made this proposal, "We will be 
very happy to handle all of your adver-
sising on a per inquiry basis, prov-
ing that your company will han-


dle all of our insurance on the 

same basis.

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

"This sounds asinine, doesn't it? 
Well, that is just the way your 
proposition (per inquiry) sounds to us. 
We believe in radio. We believe in 
the strength enough to spend in the 
neighborhood of $60,000 to get this 
station on the air. You evidently 
believe in insurance, because I am sure 
you spent several thousand dollars 
getting your company in operation.

"If you handled insurance on the 
basis that you want us to handle your 
insuring you would soon go out of 
business. The same would happen to 
us if we took advertising on the 
some basis that you outline in your 
letter.

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

KRFY "It's Not So Bad. You Can Still Hear KRFY Loud and Clear in There!

KRFY 550 KC 5000 WATTS CODEL AFFILIATE BISMARK, NO. DAKOTA

Yes comes in loud and clear in a larger area 
that any other station in the U. S. A.

*ASK ANY JOHN BLAIR MAN TO PROVE IT."

June 6, 1949
DO YOU NEED . . .

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

If you do, write to DEPT. BD-3 for further information.

THE DAVEN CO.
101 CENTRAL AVENUE
NEWARK 4, NEW JERSEY

LOG CODE SYMBOLS

Skinnell Devises Systematized Chart

LETTER symbol chart for systematizing code symbols for broadcast operations has been devised by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa. Confronted with the problem of incomplete log information, Mr. Skinnell set up the chart for use at WLBR and states it "proved to be entirely practical and highly efficient after more than two years of use. The principle is also sufficiently flexible that it may be modified in some degree to fit the particular needs of individual stations."

In log recording the operation is described by no more than four letters, but the position of each letter is of utmost importance. For instance, "C" as the first letter in the symbol indicates that the operation is "chain" or network, whereas in the second position it indicates a commercial operation (see chart).

The most significant point to remember, Mr. Skinnell states, is that the basic information is classified into three different categories with a fourth for miscellaneous. Three to four letters for each symbol are written horizontally and just preceding the operation on the log. These symbols also comprise four vertical columns of letters on the log page. The first column of letters always refers to the technical source of the material; second column indicates the commercial aspects; third describes program types or denotes an announcement and the fourth column is designed for miscellaneous information.

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

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

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

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

CANADA AWARDS

Dominion Shows Cited

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

In the open class the first award for dramas went to Euse Ljubash, CBC Toronto, for his presentation of Ghosts. Home grown was the drama The Devil Went Down to the Bottom by Don Teed, CJOR Vancouver, and Andrew Allen, CBC Toronto. In the community drama class honorable mention went to Dick Die-speker, CJOR Vancouver, and Ross McLean, CBC Toronto, for productions.

The variety open class award went to the Wayne and Shuster Show (Toronto, by half-preparations), the leading Canadian network production, with stars John Wayne and Frank Shuster, produced by Jack Boyle. The music award went to Terence Gibbs, CBC Toronto, for production of La Boheme by CBC Co. Honorable mention went to his Logaman's History of Music Production. In community class music award was given to Willel Parson, CJOR Vancouver, for choir of U. of British Columbia.

Actual class award was won by Bernard Baran and Andrew Allen, CBC Toronto, for story Bowl Boy Charles Harris, CBC Toronto, won award in special and public issues open class for Cross Section on Communism, and in community group Dick Die-speker, CJOR Vancouver, won first award for documentary, Battle of the Feller. In children's program group first award was presented to Mrs. E. L. Holmes, CJR Kenora, for her program The Story Lady.

In finest group first award was given to Ross McLean, CBC Toronto, with the subtitles to Montreal Hugo Mugan, CBC Toronto, and Frank Ed-wards, CBC International Service, Montreal.

Special awards also went for sustaining programs to Foster Hewitt, freelance sportscaster, Toronto, for the Hockey Broadcasts (Imperial Oil, Toronto); to John Adaskin, freelance producer of Singing Stars of Tomorrow (York Knitting Mills, Toronto), and to Margorie MacKinnon and Esohe Ilgen U, for sustaining program In Search of

MERCHANDISING

WSAI Shows Meat Cutting

MERCHANDISING plan launched early this year by WSAI Cincinnati with a Training School for Food Retailers has proved successful for the station and the retailers. A meat cutting and merchandising demonstration was held in Cincinnati by WSAI, with the cooperation of the Retail Meat Dealers' Assn. of Greater Cincinnati.

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

SYMBOLS FOR BROADCAST OPERATIONS

<table>
<thead>
<tr>
<th>1ST COLUMN</th>
<th>2ND COLUMN</th>
<th>3RD COLUMN</th>
<th>4TH COLUMN</th>
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</thead>
<tbody>
<tr>
<td>N-Nemo</td>
<td>N-National Sport</td>
<td>N-Announcement</td>
<td>N-Commercial</td>
</tr>
<tr>
<td>C-Chain</td>
<td>C-Cooperatives</td>
<td>C-Commercial Program</td>
<td>C-Chain</td>
</tr>
<tr>
<td>R-Recorded</td>
<td>R-Participating</td>
<td>R-Program Types</td>
<td>R-Live Program</td>
</tr>
<tr>
<td>W-Wire</td>
<td>W-Commercial</td>
<td>W-Merchandising</td>
<td>W-Quiz</td>
</tr>
<tr>
<td>L-Local</td>
<td>L-Sustaining</td>
<td>L-Merchandising</td>
<td>L-Quiz</td>
</tr>
</tbody>
</table>

1ST COLUMN

- **ANNOUNCEMENTS**
- S-Public Service
- F-Free Announcement
- C-Commercial Program

2ND COLUMN

- **ANNOUNCEMENTS**
- S-Public Service
- F-Free Announcement
- C-Commercial Program

3RD COLUMN

- **ANNOUNCEMENTS**
- S-Public Service
- F-Free Announcement
- C-Commercial Program

4TH COLUMN

- **ANNOUNCEMENTS**
- S-Public Service
- F-Free Announcement
- C-Commercial Program
ANIMALS come into their own on WNBQ (TV) Chicago's newest television series. The Pet Shop, produced by Louis G. Cowan Inc., New York, features pets of all kinds—from dogs to Japanese fighting fish. Viewers follow 15-year-old George Cooke as he pays his regular visit to "The Pet Shop" after school—looking with him through front window at shop keeper, Gail Compton, seated at desk holding his special pet, a white toy poodle named "Snow White," and surrounded by puppies, a parrot, a monkey, and aquarium of tropical fish—and entering with him to learn about the care of pets. Don Meier is producer of program, and program director is John Lewellen of Cowan organization. Series is produced in cooperation with NBC.

"Holy Hour For Peace"

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

Mexican Celebration

SPANISH-speaking people of Ventura County, Calif., joined in celebrating major Mexican holiday of the year, Cinco de Mayo, with three broadcasts over KVVC Ventura. Principal program was aired from 6:7-8 a.m. with representatives from every community in county taking part. Program included talks, explanation of historical day (holiday commemorates victory of Mexican troops over French invaders at Puebla), vocal and instrumental Mexican music, and recitation of poems. Recorded greetings from Mexican consul-general at Los Angeles, Salvador Dutra, also were heard. KVVC reports that it is to receive a citation from Mexico's president for its efforts, and that Mexican government has requested full report on its activities on behalf of celebration.

"Magic Island"

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

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

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

"Meet the Stars"

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

Tyrrell Derby

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

You're The Top Twicce

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

LATEST HITS from RCA VICTOR...special "DJ" couplings for your platter shows*

PERRY

Como

Everytime I Meet You
Two Little New Little
Blue Little Eyes
DJ-709

TONY

Martin

Angels Never Leave Heaven
My Heart Beats Faster
DJ-708

CLAUDE

Thornhill

Maybe It's Because Life Begins When You're In Love
DJ-710

DIZZY

Gillespie

Swedish Suite
I Should Care
DJ-711

*R"DJ" disks couple the cream of the RCA Victor hits for your convenience

RCA VICTOR RECORDS

June 6, 1949 • Page 57
MAY 27 to JUNE 3

CP-construction permit
DARC™-completed and issued
ERF-effective radiated power
STL-studio-transmitter link
synchronous transmitter
STA-special temporary authorization
CC-conditioned grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

May 27 Decisions... (Continued)

By Comr. Webster
Comr. Ed. Germain

In the Matter of

WBNF, 1140 kc, Springfield, Ohio-

Petition for license for new station

Grant license for new WBNF station: Chan. 249 (979 ke), 10 k, 220 AM.

WRCB-TV, Chattanooga, Tenn.-

Grant license for new station: Chan. 21 (69.5), 10, 90, 220 AM.

WAXJ, Miami, Florida-

Grant license for new station: Chan. 88 (49.5), 10 k, 220 AM.

WJAR-TV, Providence, R.I.-

Grant license for new station: Chan. 60 (249), 10, 220 AM.

WPLB, Great Neck, L.I.-

Grant license for new station: Chan. 29 (162), 10, 220 AM.

WQDE, Brooklyn, N.Y.-

Grant license for new station: Chan. 74 (242), 10, 220 AM.

KWJY, Seattle, Wash.-

Grant license for new station: Chan. 96 (320), 10, 220 AM.

KXJZ, Portsmouth, Va.-

Grant license for new station: Chan. 249 (979 ke), 10 k, 220 AM.

KXIM, Minneapolis, Minn.-

Grant license for new station: Chan. 74 (242), 10, 220 AM.

KXII, Dallas, Texas-

Grant license for new station: Chan. 249 (979 ke), 10 k, 220 AM.

KXLF, Marysville, Wash.-

Grant license for new station: Chan. 249 (979 ke), 10 k, 220 AM.

KXLY, Yakima, Wash.-

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCB

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg.
1407 Pacific Ave.
Washington 4, D. C.
Santa Cruz, Cal.
Member AFCCB

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
902 NATL. PRESS BLDG., NA. 3373
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Member AFCCB

George C. Davis
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
WASHINGTON, D. C.
PORTER BLDG., I. O. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. da Nars
ASSOCIATE
1469 CHURCH ST., N. W., DE. 1334
WASHINGTON 5, D. C.

Russell P. May
1423 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 2984
Member AFCCB

John J. Keel
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCB

Frank H. McIntosh
710 14th St., N. W.—Metropolitan 4477
WASHINGTON, D. C.
Member AFCCB

Andrew Corporation
CONSULTING RADIO ENGINEERS
363 E. 75th St. Triangule 4400
CHICAGO 19, ILLINOIS

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave. MI 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
Member AFCCB

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCB

Chambers & Garrison

John Creutz
319 BOND BLDG. REPUBLIC 3151
WASHINGTON, D. C.
Member AFCCB

H. V. Anderson
Consulting Radio Engineers
124 Clarence St., Phone 7-277
Lake Charles, La.

William L. Foss, Inc.
Formerly Colman & Fees, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

Philip Merryman & Associates
• Heatherell Road
• Ardieley, N. Y.
• Dobbs Ferry 3-2972
Radio Consultants

Guy C. Hutcherson
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

Nathan Williams
Allocation & Field Engineering
20 Algoma Blvd., Ph. Blackhawk 22
Oshkosh, Wisc.

G. R. Bitter
CONSULTING RADIO ENGINEERS
4123 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

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Lee E. Baker
Consulting Radio Engineer
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SPRINGFIELD, MISSOURI

Walter F. Kean
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Road
Riverside, Illinois
(a Chicago suburb)

John L. McNary & Assoc.

June 6, 1949 • Page 59
Help Wanted

Managerial

Held Wanted (Cont'd)

Technical

Immediate opening, chief engineer. Do some work in small Georgia town. Permanent. Box 3108 B, BROADCASTING.

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

Production-Programming, others

Program director, all-round man with good background. Will work in competitive market. Top salary for right man. Reply to Box 3108 B, BROADCASTING.

Situations Wanted

Managerial

Salesman

Situations Wanted (Cont'd)

Salesman, complete experience, ten years sales. Stable, congenial, minor market. Average commission $150 per sale. Non-smoker. No boozing. Four years last job. Box 322B, BROADCASTING.

Successful salesman employed in executive capacity last three years by major manufacturer. High pressure, $175 to $200 weekly. Ref: W. H. Smith, 3341 B, BROADCASTING.

Announcer—Experienced all phases, strong play-by-play sports, AM, TV, coast to coast. Box 303B, BROADCASTING.

Located but intensive radio sales experience, knowledge of production and operation of studio. Refer: Box 300B, BROADCASTING.

College grad, sells, writes. Like one announces. Southwestern. Box 315B, BROADCASTING.

Anouncers

Announcer—Experienced all phases, strong play-by-play sports, AM, TV, coast to coast anywhere. Box 311A, BROADCASTING.

Experience sportscaster, play-by-play base man. Start 147B, BROADCASTING.

Dependable announcer. Six years experience in everything radio, music, special events. With production staff to work with. Prefer affiliation, and progressive independent. Experienced. Reply references. Job in Detroit. Box 313B, BROADCASTING.

Announcer, play-by-play, all phases. Top salary. Reply Box 312B, BROADCASTING.

Announcer, experienced play-by-play talent. Former head of a major network. Box 314B, BROADCASTING.

Announcer, play-by-play, all phases. Experienced. Reply Box 315B, BROADCASTING.

Announcer, experienced play-by-play talent. Formerly chief engineer. Permanent. Box 316B, BROADCASTING.

Announcer, experienced play-by-play talent. Formerly chief engineer, maintenance, capable newscaster, college graduate. Reply Box 317B, BROADCASTING.

Announcer, play-by-play, all phases. Experienced. Reply references. Box 318B, BROADCASTING.

Situations Wanted (Cont'd)

Salesman

Situations Wanted (Cont'd)

Salesman

Situations Wanted (Cont'd)

Salesman

Situations Wanted (Cont'd)

Salesman

Situations Wanted (Cont'd)

Salesman


ANNOUNCER, Engineer, experienced ca- pable. Want advancement. Box 3510, BROAD- CASTING.

Summer replacement announcer. 3 years college, English and speech major. Experienced newscasting, commercial, disc jockey. Have good references and car. Complete details, P.O. Box 1815, Detroit, Michigan.

TECHNICAL

Experienced engineering and maintenance personnel. Minimum 5 years experience, studio, transmitter, remote, recording, installation, maintenance. Car. Desires chief engineer position at small station or small job at large station. Excellent references. Box 3003, BROADCASTING.

Engineer--16 months experience transmitter and receiver. Require notice. Box 2378, BROADCASTING.

Presently Employed 250 watt station, six months experience, studio, transmitter, remote, recording, installation, maintenance. Car. Desires chief engineer position at small station or small job at large station. Excellent references. Box 3003, BROADCASTING.

Engineer--Twenty years technical radio, broadcast and manufacturing, chief, supervisor experience. Excellent ability. Want connection with established station, medium market, permanent. Salary $350-500 mo. Available anytime. Box 3425, BROADCASTING.

Television

Announcers

Staff announcer, director, experienced. Versatile. Some TV and NY experience. Must be interested in travel. 25 years experience at your request. Box 331B, BROADCASTING.

Production-Programming, others

Opportunity in TV station or ad agency more than salary! Check my record. College grad., 8 years theatre organization looking hopefully, and direction--leading to a television future, and which believes that fine programming is as important as salary. Will work hard with management which appreciates results, more important than salary. Willing worker, or to be employed. Presently employed. Able to produce and deliver more saleable shows of producing results as assistant to station administrator or news manager, in programming or continuity. Box 337B, BROADCASTING.

I have a problem. I want to work in TV and AM and seek effective connection and growth with imaginative station high pressure organization looking hopefully, and direction--leading to a television future, and which believes that programming is as important as salary. Will work hard with management which appreciates results, more important than salary. Willing worker, or to be employed. Presently employed. Able to produce and deliver more saleable shows of producing results as assistant to station administrator or news manager, in programming or continuity. Box 337B, BROADCASTING.

I am an experienced writer and director for TV and AM. I seek effective connection and growth with imaginative station high pressure organization looking hopefully, and direction--leading to a television future, and which believes that fine programming is as important as salary. Will work hard with management which appreciates results, more important than salary. Willing worker, or to be employed. Presently employed. Able to produce and deliver more saleable shows of producing results as assistant to station administrator or news manager, in programming or continuity. Box 337B, BROADCASTING.

I am a young, ambitious, some experience in writing & announcing. Excellent references. Box 345B, BROADCASTING.


Television Stations

For Sale

For sale--Eastern metropolitan market. 1 station. Profitable operation listed. $125,000. Box 335B, BROADCASTING.

Carolina 255 watt fulltime exclusive station in small market. Price, $50,000. Box 319B, BROADCASTING.

1000 watt, fulltime regional station. Value $100,000. Will trade for midday or strong station. Fast property. Box 315B, BROADCASTING.

250 watt network Affiliate in small Wisconsin-Indiana market. Profitable operation. Price $55,000. Box 311B, BROADCASTING.

Sacrifice daytimer 250 watts east Texas small market. Excellent saleable property if desired. Box 358B, BROADCASTING.

Equipment, etc.

New transmitter-10% off--Brand new BFM 350 intermittently used in fireproof crystals, 2 sets of tubes. Still in shipping case. Ten percent deposit. Wire Box 182B, BROADCASTING.

RCA, BFP 3 B FM transmitter used 15 months--831.3 mc. Doubllte PD-11 frequency modulation. 4-G-5 S-225 par metal type "C" relay rack. Used in original crate. 15 kw Willys gas engine generator set 4 with 2 motors. 175-225 kw cycle used 60 days. All above priced for quick sale. Box 355B, BROADCASTING.

Presto model 175 recorder with 1C cutting head. New. never used. $350.00. KDBL, Duluth.

Situations Wanted

General Sales Manager

18 years experience, 11 years executive capacity. Married, age 41. A real sales producer, guaranteed results.

Wanted--starting salary, must have potential in excess $15,000 per annum. AM or TV.

REPLY BOX 368 BROAD-CASTING
Sales Problems To Top June 13-16 Slate

REVISED AGENDA for annual convention of Canadian Assn. of Broadcasters, St. Andrews, N. B., June 13-16, emphasizes discussions on selling the medium. This subject will permeate all sessions, the open panel sessions as well as closed meetings for members only.

Advance registrations reported to the National Convention office shows that over 300 will register at the Algonquin Hotel, St. Andrews, with a large number of guests from the United States. Record list of exhibitors of equipment also is reported, including the only television transmitter to be displayed in Canada. Of the report meetings of the CAB and events around the hotel will be picked up by the mobile transmitter and telecast for the CAB delegates.

Exhibitors of equipment who will display include Canadian General Electric, Federal Electric Co., Canadian Marconi, J. R. Longstaffe Ltd., Canadian Bridge Co., Northern Electro, RCA Victor, Kingsway Film Equipment, Ahearn & Soper Ltd. and BMI Canada Ltd.

Agenda starts with open meeting Monday morning under CAB chairman of the board, G. A. R. Rice, CFRN Edmonton. After appointment of committees, there is to be discussion on CAB report and TV development and its possibilities, followed by a report from the Bureau of Broadcast Measurement, under President, L. G. Chandler, Toronto. Annual meeting of BBM and election of officers is to be held before noon recess.

Campbell Slated

Afternoon meeting June 13 includes a talk on "Agency Executive Views at Broadcasting" by R. M. Campbell, J. Walter Thompson Co., Toronto, and a panel discussion on radio publicity.

Tuesday morning session starts with closed business meeting with reports from CAB executives, and discussion of CAB stand on NCA. Montreal CAB meeting in CJOR Vancouver. Open meeting Tuesday morning will be a slide presentation on "Facts About Canada" by Andy McDermott, H. N. Stovin & Co., Toronto. Tuesday afternoon open meeting includes a report on how surveys are made by Walter Elliott of Elliott-Haynes Ltd., Toronto, and talk on "New Forms of the Broadcasting Art" by Stewart Finlayson, Canadian Marconi.

Closed Wednesday morning meeting will deal with BMI Canada Ltd. problems, and open meeting with panel discussion on "Selling the Industry" led by Marq rice, BMI Adv. Co.; W. D. Byles, Young & Rubicam; Waldo Holden, CFRB Toronto, and Guy Herbert, All-Canada Broadcasting. There also will be a panel on "Keeping Posted" with Mr. McDermott; T. R. Hart, Spitzer & Mills Ltd., and Gordon Keele, CFCF Montreal.

Afternoon open meeting June 15 will deal with sales reports under chairmanhip of Ralph Snellgrove, CFGS Owen Sound. Panel discussion on "How to Emphasize Selective Radio" will be W. G. Horler, Baker Adv. Co.; William Wright; Jack Slater, Radio Representatives Ltd. A panel on "Radio Programs Alternatives" will include Pat Freeman, CAB; W. Speers, CKRC Winnipeg; Lee Hart, NAB Washington.

Thursday morning closed meeting will deal with CAB policy on new Royal Commission on Broadcasting and Television, which starts meetings at Ottawa Aug. 1, and the report of which will set Canadian policy on radio for many years to come. There will also be a policy discussion on presentation to Parliamentary Radio Committee. Afternoon closed meeting will deal with performing right fees, unfinished business and election of officers.

Masthead speaker at annual dinner June 14 will be B. K. Sandwell, former governor of CBC board of governors and editor of Saturday night, Toronto weekly. Subject is "Once There Were No Radios." Phil Lalonde, CKAC Montreal and CAB honorary president, will be chairman.

Entertainment will include cocktail parties by Canadian National and Canadian Pacific Telegraph Co., and Canadian Marconi Co., and bon voyage tea given by Secretary A. N. McLean, St. John, N. B.

AFRS Anniversary

FOUR years after the end of the war, service men stationed throughout the world and those in the 1st Army, Air Force, Navy and veterans hospitals in this country are still receiving 50 hours of radio programming weekly by the Armed Forces Radio Service through its 60 standard broadcasting stations. AFRS was started seven years ago in May to bring information, education and entertainment to American troops overseas. A joint operation of Army, Navy and Air CAB official since 1943, the group was put under direct control of the Office of the Secretary of Defense May 1 of this year. This was reported done because of the importance placed upon its overseas broadcasting operations on service men but to foreign listeners. AFRS headquarters are in Los Angeles.

COLLINS RADIO

Opens Three New Offices

COLLINS RADIO Co., manufacturer of broadcasting equipment, has opened three offices in Dallas, Knoxville and Dayton, F. J. Pippenger, assistant broadcast sales manager, announced. The Dallas office, located 520-601 W. Tower Bldg., is under charge of T. B. Moseley. John Stanbery is in charge of the Knoxville office, located in the Fountain City Bank Bldg. Manager for the office, 112 N. Ludlow St., has not been announced. Also announced is the addition of Theil W. Sharpe and F. A. Scott to the sales force to bring TV sales to headquarter in Dallas and Mr. Scott in Dayton Beach.

Spokesmen for Collins have stated their belief in both AM and FM broadcasting has been sustained by good sales volume over the postwar years and that "sales are the most encouraging fact that the future looks promising...It is apparent that AM and FM broadcasting will remain the leading entertainment and public service force in this country for a long time to come. Television has our open support and is assuming a major role with us, but...the period that will be required to bring TV to the country as a whole and the areas that cannot enjoy television must continue to have the advantage of top-grade equipment source."

ELKHART 'QUIZ KIDS' Build Good Will for Bank

SUCCESS of a local Quiz Kids show in Elkhart, Ind., is the subject of an article in this month's issue of Bulletin, official publication of the Financial Public Relations Assn. The article was written by Lloyd Z. Minnix, vice president of First National Bank, which sponsors the show on WTRC Elkhart-6:30 p.m., Monday— from the stage of the Elco Theater. Mr. Minnix comments about a letter that "the good will engendered has unquestionably been beneficial."

"From a public relations standpoint," he says, "the management finds this activity a happy choice for any banking institution."

The show is produced under professional guidance of owners of the network programs of the same name heard Sunday afternoons over NBC. Children in the network Quiz Kids show are mainly Chicagoans, says show's sponsor, Miles Labs, recently decided to permit NBC stations to "train" out-of-town children for the network program by conducting such show replication themselves. For the top weekly winners in Elkhart the bank opens savings accounts. Winners also receive gold medallions, featuring the initials "Q.K." Quarterly winners are sent to Chicago, expenses paid, to perform on the network show. Quizmaster of the Elkhart show is Bobl O. Bapelle, a local advertising man.

WMSL LABOR EDITC Must Cease Practices

THE NATIONAL Labor Relations Board, acting through a three-man panel, has ordered the Tennessee Valley Broadcasting Co. (WMSL Chattanooga, Ala.) to cease and desist from refusing to bargain collectively, by discouraging membership in Radio Broadcast Technicians, and other alleged unfair labor practices. The panel upheld the NLRB Trial Examiner John H. Eadie that WMSL had engaged in certain unfair labor practices in violation of the National Labor Relations Act. Mr. Eadie's findings, issued as an intermediate report Dec. 29, 1948, grew out of a complaint filed by Radio Broadcast Technicians Local 1564, International Brotherhood of Electrical Workers (AFL).

Besides issuing its "cease and desist" order, NLRB directed WMSL to offer immediate and full reinstatement without prejudice to seniority and other rights and privileges to two discharged announcers and to bargain, upon request, with Local 1564. WMSL is a 250 W MBS outlet on 1400 kc.

RCA Victor, Camden, N. J., has announced availability of four new brochures, describing firm's latest developments in FM broadcasting, and has asked those requesting them on broadcast station letterhead addressed to RCA field offices of Engineering Products Dept., RCA Victor, Camden.

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STERLING DRUG
Elichts Hill Chairman
JAMES HILL Jr., president of Sterling Drug Inc., New York, was elected last week to fill an additional office of chairman of the board, succeeding the late Edwards Rogers. Appointment was made at a company board meeting.

Mr. Hill was elected a director. The board also elected James F. Thompson as a vice president of the company, in charge of the Hilton-Davis Chemical Co., Division, Cincinnati.

RADIO CENTER
Opened by WASK WFM FM (FM)
NEW radio center of WASK Lafayette, Ind., and its FM affiliate, WFM, was formally opened in a three-hour (7-10 p.m.) program last Tuesday. The center replaces WASK's former studios, from which programs had originated for seven years.

Six air-conditioned studios, including a main studio seating more than 100 people, and two master control rooms are provided in the center. The structure contains a reception room, offices, and a music library. Raytheon, RCA and Gates speech input equipment is used.

WASK is a 250 w MBS station on 1450 kc. WFM operates on Chanel 236 (95.1 mc).

KLB OFF AIR
Equipment Parts Stolen
THEFT of technical equipment last month forced KLBM La Grande, Ore., to suspend operations completely May 8, according to John G. Jones, station manager. KLBM is licensed to Inland Radio Inc.

The equipment was of a permanent nature and replacement parts had to be rushed in from a considerable distance. Murray Durham, chief engineer; Chuck Harlan, technical chief for Inland Radio, and other KLBM technicians were required to check and test replacements constantly. Loss of equipment deprived KLBM listeners of several Mother's Day programs scheduled that Sunday.

Theives had not yet been apprehended but city and state police are working on the case, Mr. Jones reports. Conviction for the crime of forcing a station off the air carries severe penalties if tried in federal courts, the station pointed out.

Over-Ambitious
A YOUTH'S ambition to sing on the radio has gotten him in trouble—because he allegedly posed as an FBI agent. Robert Palmer, 20, from Springfield, Ohio, was ordered held under $13,000 bond in Cincinnati May 16 after reportedly taking several attempts to get time on WLW as an FBI man. In his latest attempt, Mr. Palmer was shown to a studio and allowed to sing into a dead microphone while the station notified the real agents.

ALASKA RESCUE
KFAR, KENI Air Reports
DRAMATIC radio coverage of a rescue mission in the frozen barren wasteland of Alaska has been reported by KFAR Fairbanks and KENI Anchorage, midnight Standard Broadcasting Co. stations.

Mr. U. of Alaska professor, Bert Griffith, had been the object of a widespread aerial search since he failed to arrive at Galena on a flight from Fairbanks.

He was rescued by the U.S. Air Force in one of the few known glider-pickup rescues in aviation history, in which a C-54 transport, towing a CG-13-A hospital glider, was dispatched from Ladd to the crash scene. It was a search C-47 which located the missing aircraft on a small island, and made possible the rescue.

Station's special events crew of Del Day, Arvid Erickson and Angelo Hiebert recorded the 10th Squadron glider rescue, and gave listeners 45-minute reports on both stations. Mr. Griffith told listeners he became lost and was forced to land when fuel ran out. In the past KFAR also covered the Tanana River ice breakup in 1946, and was the first station to send a representative along with the Air Force Weather Auxiliary to the North Pole, according to Mr. Hiebert, acting KFAR manager.

Mooney Elected
ALICE LYNNE MOONEY, account executive with Lawrence Everling Inc., Philadelphia, was elected president of the Philadelphia Club of Advertising Women at the annual business meeting held at the Poor Richard Club.

Miss Mooney succeeds Mrs. Helen Carroll Orth, retiring president. Other officers elected include Mrs. Jerrie C. Rosenberg, radio director, Lavonex Bureau, first vice president; Ann La Mott, Ford Bros. & Co., second vice president; Marie Kerrigan, A. Pomerantz & Co., recording secretary; Mrs. Mary Beilier Whitmore, Accurate Advertising Co., corresponding secretary, and Gladys N. Morrison, S. E. Roberts Inc., treasurer. New officers will be installed July 6.

AT PREMIERE of The Young American Club program, sponsored by Famous Diner Houses on WOAI San Antonio [BROADCASTING, May 30], sponsor and station representatives register happy smiles. L to r: Lou Riklin, WOAI account executive; H. R. Vanderpool, manager, San Antonio plant of Foremost, and Louis E. Smith, WOAI merchandising manager.

FOREMOST plans 32 Young America Club programs in all parts of country, where firm's plants are located. WOAI program was fourth to take air. The "parent" show has been aired for past three years on KTBS Shreveport.

CALIF. TIRE CO.
Lauds Station; Plans Increase
KJBS San Francisco reports getting the kind of fan mail all stations love to receive. It came with a promise of additional business.

Benson M. Sherman, of the San Francisco agency bearing his name, wrote Ned Smith, sales manager of KJBS:

"It's not my practice to write commendatory letters to media—it's their job, I feel, to bring results in proportion to the amount of money spent by the client.

"But when a medium does an unusual and outstanding job, I feel a special pat on the back is in order."

"By close checking with every retail customer of the California Tire Co., we have found that our 15-minute programs—Saturday night and Sundays from 8:45 to 9:30—brought us direct and consistent results. In addition, we have been amazed at the number of people who drive over to the California Tire Company in direct response to our KJBS broadcast offerings.

"Be sure that our KJBS schedule will be expanded within the next 30 days."

HULLINGER
In Hall Post at ABC Western
NED HULLINGER, assistant promotion manager of ABC Western Division, has been named western publicity manager to replace Robert Z. Hall, resigned, according to Frank Samuels, network's western vice president.

Mr. Hullinger joined ABC Hollywood publicity department in November 1946. Last February he was transferred to the promotion department as assistant manager. A native of Urbana, Ohio, he is a graduate of Northwestern U. He also has been advertising manager of General Finance Corp. and has served as a reporter on the staffs of the Evanston News-Index, Chicago Daily News, and The Gary (Ind.) Post-Tribune. Mr. Hall had been with ABC since June 1944 and had been manager since early 1945.

Permit Requested
FCC routine was reversed recently when C. L. Cooley of Bradford, Tenn., stated in an application that his station, for which he desired a license, is ready to operate if approval can be secured. Mr. Cooley, a 43 year old veteran who is self employed as a radio repair man, had an application returned several months ago when he applied for 18 w—far below the FCC minimum of 100 w. He is now applying for this minimum and stated that he plans to operate eight hours a day, four days a week. The application, written in longhand, states that the transmitter is of Mr. Cooley's own design. Tower location, shown on a rough sketch, is located "Two miles east of the watter tank at Bradford."

MILTON L. GREENEBAUM, president of Saginaw Broadcasting Co., Saginaw, Mich., presented the Arnold Bouttell Award to Eric F. Wienceke, senior Saginaw city councilman, for Mr. Wienceke's efforts in making possible city's new water system.

AGENCIES • ADVERTISERS • STATIONS
1949 RADIO TV MAP
DESIGNED FOR PLANNING-SELLING
(3 colors - 25" x 35"

60c ea. (50-10 or 60c in lots of 50)

Please include payment with order.

BROADCASTING • TELECASTING
NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

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SEEDS TO AID IN OBSERVANCE

NBC to Aid in Observance of Constitution Day

The NBC News chairman, Robert J. Horan, announced that NBC, in cooperation with the United Nations, will launch a nationwide broadcast of a new special program to observe Constitution Day, September 17. The special, entitled "The Constitution and Us," will be broadcast on NBC stations at 8 p.m. (EDT), and is part of a larger series of programs that will be run on NBC stations throughout the week. The series, which is being produced by NBC News and directed by NBC News President J. Gordon, will explore the history and importance of the Constitution. The special will feature interviews with experts and historians, as well as footage from sites across the country. It will be followed by a series of programs that will explore the significance of the Constitution in contemporary issues.
THE ADVERTISER'S best buy is national spot radio, according to a new brochure of NBC Spot Sales which points out the advantages of broadcasting on magazine and newspaper advertising.

The piece is a plastic-attached book, attractively illustrated, and contains testimonials on the effectiveness of Spot Sales.

One testimonial, from an unnamed president of an agency, said that an analysis of $250,000 returns on premium offers, radio had the lowest cost per return, 8.7 cents as compared with 22 cents in Sunday supplements; 36 cents in newspapers, and $1.17 for magazines.

Another testimonial, from an account executive, showed the cost of obtaining orders on a $2.95 sewing book. The account executive testified that every NBC-owned station plus certain NBC affiliates "paid out for us extremely well." The figures cited:

- **Station**
- **Orders Total Order**
- **Received Cost Cost**
- **WGY Schenectady**
- 385
- 1,120.00 72% 
- **WMAQ Chicago**
- 4,188
- 5,512.50 81% 
- **WNBC New York**
- 1,740.00 80% 
- **WRC Washington**
- 1,045
- 978.50 89% 
- **WTAM Cleveland**
- 2,489
- 2,274.00 80% 
- **KNBC San Francisco**
- 5,363
- 5,602.00 62% 
- **KOA Denver**
- 1,650
- 1,640.00 98% 

The brochure opened with pictures of an easel presentation of radio coverage in the Chicago area compared with magazines and newspapers in the same area. WMAQ Chicago was said to reach 2,003,870 daytime; the nation's largest magazine had 592,966 circulation in the area, while Chicago's largest newspaper had 1,010,829 circulation in the area. Similar studies, said the brochure, are available for New York, Cleveland, Washington, Schenectady, Denver, San Francisco and Chicago.

The book closed with a presentation of what $50,000 will buy among media. That sum, it was said, will purchase three black and white pages in the nation's largest magazine, or four full pages in each of the largest newspapers in seven major markets, or 24 day-time hours on the leading radio stations in seven markets, or 150 station breaks on the leading radio stations in seven major markets. The major markets listed were New York, Chicago, Cleveland, Washington, Schenectady-Albany-Troy, San Francisco and Denver.

LISTENERS are looking to the independent station to save them from boredom, Rep. Alvin E. O'Konski (R-Wis.), president of WLIN Merrill, Wis., told the graduating class of the National Academy of Broadcasting, Washington, D.C., late last month.

He urged graduates to avoid imitation of sponsored programs and to be alive to the desires and needs of their communities. He suggested that graduates seek employment with independents in small cities and suburban localities.

On AAAA Committee

WINSLow H. CASE, of Campbell-Ewald Co., New York, and Alvin H. Kaplan, of Kaplan & Bruck, New York, have been named members of the American Assn. of Advertising Agencies standing committee on radio and television. Their terms run to April 1960. Chairman of the committee is Carlos Franco of Young & Rubicam, New York.

'ELECTRON TUBES'

RCA Editors Compile Papers


PAPERS on the general subject of vacuum tubes and thermionics which were originally published during the years 1935-1945 have been compiled into these two volumes by RCA authors and editors. The preface states that the books are published "for scientists, engineers and others whose work involves the design of tubes or their application with the sincere hope that the material here assembled may serve as a useful background text and basic reference source to help speed new tube developments and thus advance the science and art of radio-electronics."

Electron Tubes, Vol. I and II, are the ninth and tenth volumes in the RCA Technical Book series and are the first devoted exclusively to tubes. Vol. I covers the period 1926-1941 and Vol. II carries the series through 1948. Both volumes are presented in four sections: General, transmitting, receiving, and special. As additional sources of reference the appendices contain bibliographies on vacuum tubes, thermionics and related subjects and reference lists.

THE SKY IS THE LIMIT

Complete erection of 5 tons of supporting steel and FM antenna—600 feet above street level.

Erection of FM and TV antennas and towers

188 RANDOLPH BLDG.—CHICAGO

B D N

STEEL ERECTING CO.

82 W. WASHINGTON ST.

Phone: Financial 6-3496

CHICAGO 2, ILLINOIS

June 6, 1949  Page 65
STANLEY HESS has been named program manager of WICI (TV) Erie, Pa.

CHARLES GRADY has joined announcing staff of WIMA Lima, Ohio. He also has been appointed regional news director.

DONI WINN, formerly with General Amusement Corp., has joined WNDC New York as staff writer.

DON GEHRING, freelance writer, has joined continuity staff of WPFD Piti, Mich. RALPH GILDROY and LEE DRISSOL have joined station's announcing staff.

DAL GRAY, formerly with CKV Kelowna, B. C., has joined announcing staff of WIBF Buffalo, N. Y.

JOHN MILLAR, graduate of Hal Bagg School of Broadcasting, New York, has been appointed to staff of WDVE Waterbury, Conn.

CASSIE BURNS, formerly with WINS New York, has joined announcing staff of WTIT Coral Gables, Fla. He is being featured in two morning disc shows.

MAURICE C. DREICER, conductor of Chicago Symphony on WEVD New York, will conduct Junes 7 for an extended European tour. He will make recorded interviews via battery tape recorder for program to be called "European Diary," which will offer for sale to stations in this country.

BILL HAWORTH, formerly freelance announcer and newscaster, has joined KFPI Los Angeles announcing staff as a vacation relief announcer.

JERRY GROVE, formerly with WSNY Schenectady, N. Y., has joined WIP Philadelphia as summer-relief announcer.

BETTY SCHMIDT, program director at KXKL Great Falls, Mont., is resigning to go to Europe. She will spend the summer in Czechoslovakia as member of the Experiment in International Living.

ROBERT H. FORRESTER, assistant program director at KTVV (TV) Los Angeles, is the father of a boy, William Ithardson.

VIRGINIA CROSBY of WGN Chicago program staff, and GORDON SEEGER, vice president of Del-Farm Foods, have announced their engagement.

FRANK DODGE of CBS Arthur Godfrey staff, and JACQUELINE JONES, network receptionist, have announced their marriage.

BILL WHALEN, WCOP Boston announcer, disc jockey and sports-caster, is the father of twins, Kurt and Karen.

Newsman Meet

RICHARD HARKNESS, commentator, was slated as principal speaker at a meeting of the Carolina Radio News Directors Assn. last Friday and Saturday at the Ocean Forest Hotel, Myrtle Beach, S. C. The association membership comprises radio newsmen from the two Carolinas.

JAMES P. TURNER

Former WINK Manager Dies

JAMES PARKINS TURNER, 47, account executive with WTN Clearwater, Fla., and former manager of WINK Ft. Myers, Fla., died May 25 at Morton Plant Hospital in Clearwater. His death followed a major operation and five weeks illness.

A pioneer in the industry, Mr. Turner was at one time general manager and later part owner of the old WJAY Cleveland. For four years he led his own dance band, playing throughout the Midwest. In 1928 he joined WSIX Nashville where he remained for nearly five years, leaving there to join the WING Dayton and WIZE Springfield, Ohio, as program director and promotion manager. He was later sent by the WING-WIZE management to Florida as general manager of WICO Clearwater.

Mr. Turner is survived by his wife, Mrs. June D. Turner, and a son, Terry, both of Clearwater.

BASIL LOUGHRANE

Producer-Director Dies

BASIL LOUGHRANE, 48, freelance radio director and producer of WBS and NBC shows, died May 23 at his home in Farmington, L. I., home of a heart attack.

Mr. Loughrane produced and directed "Sherlock Holmes" for Mutual and Light of the World for NBC. Previously, for Lord & Thomas agency, Chicago, he had been director of the first "Amos 'n' Andy" series, and later of the "Lum 'n' Abner" programs.

He was an AFRA member, and belonged to the Radio Directors Guild. He is survived by his wife, Mrs. Helen Frances Cold Loughrane, and a son, Barry E. Loughrane.

WHAY Opens

New 5 Station on 910 kc

WHAY, the new fulltime station at New Britain, Conn., began operation May 23. Owned by the Central Connecticut Broadcasting Co., the station operates on 910 kc with 5 kw. Station is programmed daily from 6 a.m. to midnight.

Lawrence C. Edvardson is president of Central Connecticut Broadcasting, which is composed of a group of New Britain businessmen. Other officers are George Coyle, vice president; Leo V. Gaffney, treasurer, and Willis H. Holt, secretary and general manager of the station. Staff personnel include Richard E. Wahrman, assistant manager; Mr. Edvardson, sales manager; William T. Walker, program manager, and Allan Nathan, accountant.

Station has been in the planning stage for five years, spokesmen said. Actual construction started last October. WHAY's studios and offices are located at 22 Grove Hill. Its transmitter and tower array are in Farmington.

PHILCO Corp. has published and is now available to its distributors a new "Radio Component Handbook," for engineers, technicians and servicemen.

"VIC" DIELM SAYS:

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience. Direct whole going spent advertising money.

For further information contact

Vic Dielm e/o WAZL

BROADCASTING • Telecasting
Feature of Week
(Continued from page 10)
show. The script, created by Gil Fawcett, KDAL traffic manager, who also doubles on the fiddle, wrapped up a facetious presentation, "A Day in Studio A."

The puppeteers, Betty Vanderport, and the KDAL bookkeeping department, and Mr. Richard Piper, the only outsider connected with the project, produced the action.

As the curtain fell at the conclusion of each puppet performance, KDAL stars, in person, began circulating program schedules complete with pictures of the KDAL staff. Before distribution of the schedules was completed after each show the puppet stage curtain went up again, revealing an opal glass screen. During the period between the puppet shows a rear-view projector threw 16 color slides of KDAL stars on the screen.

The puppet shows and the slides were part of KDAL's overall station promotion plan launched last September to sell voices, personalities and programs.

HUFFMAN NAMED
Heads Wisconsin Network

WILLIAM F. HUFFMAN, president of WFHR Wisconsin Rapids, Wia, was re-elected president and treasurer of the Wisconsin Network at the annual meeting of stockholders in Fond du Lac. John Walter, manager of WFJG Green Bay, was re-elected vice president and George T. Freehets, WFHR program director, was re-elected secretary. Mr. Huffman will serve his eighth term as president of the regional network this year.

The Wisconsin Network, organized in 1941, is composed of following stations in addition to WFHR and WFJG: WIBU Poynette-Madison; WCLO Janesville, WGEZ Beloit, WJUN Racine, WHBL Sheboygan, WHBY Appleton, KFIZ Fond du Lac.


On All Accounts (Continued from page 10)
consumer, the audience preference factor has to be given the utmost consideration," he explained. "We feel that in a major market like Chicago, puppet shows constitute a very significant economic unit—large enough to attract sufficient sponsors to sustain the operation. We feel that puppetry can be developed and carried to its logical place of importance in the radio industry only by offering a highly-specialized service.

"Our best proof, we felt, were the two types of service we were offering. During the day, most other FMs were offering a similar type of music, whereas at night the station was in a class by itself. The choice, then, was obvious."

In addition to the new accounts which Mr. Miller has pocketed, he also is relying on several sponsors, already using the evening shows, who plan to extend schedules.

Bob Miller is another of those young Midwesterners to have served an apprenticeship under Gene Dyer, who developed not only the puppet stage but also the puppet world and the puppet stage in Studio A."

WNEW Petition

WNEW New York has petitioned the FCC for action on its long-standing application to increase power from 10 kw to 50 kw on 1130 kc, directional fulltime. WNEW pointed out that the Commission in granting renewal of licenses to WNEW and WOV New York and separating common ownership indicated the record on the power increase request was complete that separate action would be taken. WOV was granted transfer of control to Victory Broadcasting Co. [BROADCASTING, May 15]. Common owner of both stations has been Arde Bulova.

The Eastman School of Music at Rochester, N. Y. He wisely recognizes that his brother's business acumen is needed to keep his carefully selected concerts and symphonies on the air. Both WXRT and WSBC are strictly family affairs. In addition to the two brothers, Bob's wife, the former Gertrude Hillman, helps at the station. And often their 8-year-old daughter, Chellie, and a toddler named Drew, are seen on the premises.

CONSUMER MARKETS

is a gold mine of market facts!

That’s what one agency man says of SRDS CONSUMER MARKETS. And hundreds of other agency account executives, media and market men, consumer products sales and advertising managers say they’re finding CONSUMER MARKETS a most reliable and complete source of marketing data.

It covers all counties, all cities and towns with daily newspapers and/or radio stations, all incorporated urban areas with populations of 5,000 and over. Its market maps for every state and for every city of 250,000 population and over help you to visualize the areas of interest to you.

Besides, in the Service-Ads* of many individual newspapers, radio stations and other consumer media, you find additional qualitative information pertinent to the problem of how to cover marketing areas of specific interest.

Be sure to use SRDS CONSUMER MARKETS whenever you need information on any local market in the U. S., the U. S. Possessions, Canada, or the Philippine Islands. The new and further improved 1949-1950 Edition, to be published September 1, will give you, along with 1948 estimates, the most recent data obtainable from the U. S. Government and other reliable sources.

"One of the most helpul and valuable reference books I’ve ever had," says advertiser.

C O N S U M E R M A R K E T S
Published by Standard Rate & Data Service, Inc.
333 North Michigan Avenue, Chicago 1, Illinois
New York • Los Angeles • Washington • Times • San Francisco

June 6, 1949 • Page 67
NEWEST promotion idea of WOAI San Antonio features slogan "Advertising Dollars Do More On WOAI" and endorsements by clients. Back page of bi-monthly program schedule issued by station carries this selling message with picture of sponsor and title of program. Typical endorsement is that by Reagan Houston, president of Alamo National Bank of San Antonio, sponsor of The Roving Banker. Mr. Houston states: "We chose WOAI because we felt it offered best possible coverage of our program, at a relative cost that appealed to our banking sense of good judgment.

Two issues in series have been mailed out to date to agencies, clients and merchandising lists.

Popularity Contest
THIRD ANNUAL howes author pop-
ularity contest conducted by The Holby Horse Presents (WMAQ Chi-
cago), Saturdays, 8:45 a.m. CDT) net-
tted more than $5,000 votes from youthful listeners to the book program. Winners among 2,000 authors voted for will appear as guests on show, sponsored by Carson, Pirie, Scott & Co., Chicago department stores.

Future Homemakers
TEENAGE girls—more than a thou-
sand of them—competed in the Wis-
cconsin Future Homemakers Asso-
demonstration contests during past month for prizes awarded by Frannie Farmer—WLS Chicago. Sixty-six win-
ned prizes ranging from $2 to $10 for original ideas on domest-
icity as demonstrated before audiences of Wisconsin mothers. Range of activ-
ity was from baby-sitting and plain-
ant-fancy cooking to upholstering and home sewing.

Frank Yahnke
Space Review Advertising, Inc., Minneapolis, Minn.
Dear Frank:
Since you fellows always want no deal with in radio station th' people listen at, you all will like this one.

Earlier day hundreds of Charleston kids met in Washington for a visit and a trip. Nicerly the kids were dressed and worried, so just as soon as th' gang arrived in Washington, one o' th' teachers called WCBS and told them to tell th' folks ever'thin' was all right. When they wanted Char-

don't know what'm in, they asked WCBS to telegraph that 'cause folks around here lissen to their number one station! Veget, in an ears a par-

time, can be sold for $1 in selling CB radio, "WCBS is FIRST," the kids exclaims.

WCHS
Charleston, W. Va.

Page 68 * June 6, 1949

CBS Sales Balloon
PULLING up that sales curve is oc-
cupation of man in balloon, pictured on latest CBSI promotion folder. Open-
ing folder, reader finds reasons given by CBS as to why his man in the bal-
loon "can lift a sales curve!"

WFBR's String Contest
AT WFBF Baltimore, Jim and Phil Crist—Morning in Maryland program—launched a kite and 115 balloons to culminate their string contest. Thirty-
six prizes were offered to people who could return identification tags. Pre-
vious to contest listeners sent pieces of string to Phil Crist who wound them on ball. Mystery contest was held inviting listeners to guess what Crist brothers were going to do with ball of string. Mystery word was given out each day with some letter missing; at end of 12 days, audience had answer to final event.

Evening's Fun
SPECIAL FM promotion in form of evening's entertainment at studios of WIP-FM, Benton Harbor, Mich., May 21 brought together for first time large group of station's newly formed "FM Club." Three-hour party included gifts of record albums, im-
promptu mystery show by guests, palm and handwriting analyses over air, newscasting by guests, awarding of door prizes, and refreshments. Station reports that club now has 200 members. Only requisite for membership is certified ownership of an FM radio.

Salute to WTVN (TV)
ARTISTS conception of LeVaque-
Lincoln Tower in Columbus, Ohio, when WTVN (TV) tower is erected atop building is featured in reprint of article in The Columbus Citizen being distributed by station. WTVN, which plans to take air by Labor Day is licensed to Picture Waves Inc. Edward Lamb is owner. Article was written by Jo Bradley and features story of Mr. Lamb's rise and TV interest. Plus some facts on WTVN's plans. Mr. Lamb also is owner of WICU (TV) Erie, Pa.

Big Shores
FROM the shores of Lake Michigan will come five of WCCO Minneapolis' evening programs each week during the summer. Five half-hour programs moved to picnic pavilion at Excelsior Park, Minn. Move of its popular even-
ing shows will enable WCCO to accom-
modate an audience of 3,000.

Transit Radio Activities
TRANSPORT RADIO, Chicago, is sending out 16-page mailing piece outlining its activities, methods and costs. Printed offset with pictures and type, booklet is yellow, black, white and gray. It was designed by Frank Pellegrini, national sales manager.

WIP Campaign
MAMMOTH 16x12" booklet carrying reproductions of its spring-summer audience promotion campaign has been distributed by WIP Philadelphia. Six ads are reproduced on heavy glossy paper. Ads designate WIP's children's features, sports, personalities, music and news programs.

WQXR APPEALS
Non-Hearing Taunton Grant
NOTICE of appeal in the U. S. Court of Appeals for the District of Columbia was filed May 26 by WQXR New York against FCC's non-hearing grant to Silver City Broadcasting Corp. at Taunton, Mass., last November.

WQXR, assigned 10 kw fulltime on 1560 kc and applicant for 50 kw on that channel as a Class I-B station, opposed the Commission's award of 1 kw daytime on 1660 kc to Silver City. WQXR charged that a objectionable interference would be caused to its primary, secondary and intermittent service appointed to violation of the Commis-
sion's rules and standards. In denying WQXR's petition for re-
consideration of the Taunton grant, the FCC in early May had ruled that the New York outlet wasn't entitled to such protection.

WQXR told the court that FCC had held a hearing on its request for 50 kw I-B operation even be-
fore the Silver City application was filed. It was pointed out that the Commission failed to consider WQXR's petition when ap-
proving the new Taunton station without hearing. The appeal was filed by WQXR's Washington coun-
sel, Loucks, Zias, Young & Jansky.

Lehrbas to Paris
LLOYD A. LEHRBAS, director of State Dept.'s Office of International Information, has been appointed to the U. S. delegation to the sixth session of the Council of Foreign Ministers which convened in Paris May 23. Mr. Lehrbas, under whose office Voice of America operations are maintained, will serve as public affairs officer to the delegation.
Respects

(Continued from page 40)

man has difficulty in selling, and the amount of time all this takes at the expense of family life.

The postwar scramble had a parallel in Mr. Cowan's life with his start in the business of selling ideas back in his native Chicago in 1931, when he found having a bachelor of science degree was no help in landing a radio job.

In his school days he already had begun to build the foundations for a radio career. He constructed his own radio sets. As president of his high school sophomore class, he simulated a radio studio for the class dance under the call letters WDBC, which stood for "World's Best Sophomore Class." In college, he was circulation manager of the Daily Maroon, campus paper, and used electrical transcriptions to sell the paper. In college, too, he did a research piece under Prof. Harold Laswell on a comparison of selling ideas by oral and visual methods. The Laswell course in sales psychology got him intensely interested in ideas and how to sell them—a fascination he has never lost.

It was in college, too, that he laid another important chunk of the Cowan foundation. As publicity and promotion manager of the Black Friars dramatic club, he persuaded Wayne King, then near the beginning of his career, to talk about the Black Friars over KYW—the Westinghouse station which has since moved to Philadelphia.

But all this didn't add up to a chance at a radio station job, which was the Cowan ambition. Nor, in those depression days, did it rate a job with an advertising agency or newspaper.

Finally, however, he landed a connection at the Aragon and Tri- anon Ballrooms and set up a publicity office in the Woolsey Tower. His pay was $25 a week, and he was aware that he might not be worth it.

Anxious to prove otherwise, he turned to radio to sell the orchestras at the ballroom. Ted Weems and Hal Kemp were among the band leaders he publicized. Curiously enough, Wayne King, who aired him in college, now sought his services, too. In fact, he can claim credit for boosting the careers of many orchestra leaders.

One important public service account he got in the early thirties was the Tuberculosis Institute for Chicago and Cook County. Publicizing for it, he played an important part in getting networks to set up an allocation system for playing Christmas Seals.

Success in the radio aspects of that job won him the further account of radio consultant for the Methodist Episcopal Church. For this client, he built the Kay Kyser College show, bought by Lucky Strike. It was during that time, also, that he developed a show which he was to prove his biggest disappointment in two respects: He didn't like it and he sold it at so low a figure as to shake his faith in his own good sense. The show was Play Broad-

cast, which ran two years for Illinois Meat Co. on Mutual. His part of the show was $50 a week—and underpayment, which he has since chalked up to the costs of learning the facts of life.

In August 1939, one of the most important events in his life took place. He met Pauline "Polly" Spiegel, daughter of the late Modie J. Spiegel, founder of the Spiegel mail order house.

On their first date they saw a play which perhaps was prophetically titled, "I Married an Angel." Six months later, there were Cowan-Spiegel nuptials. Four months later, Mr. Cowan learned he was going to be a father.

It is to be doubted whether such news ever had the same sort of effect on the history of broad-
casting, before or since. Mr. Cowan began to become kid-conscious im-
mediately, began to consider how smart kids are and how they could be used on radio. Three months before his own child was born, he had created the Quiz Kids.

The birth of the idea, however, did not result in automatic suc-
cess. Having the idea, it was nec-
essary to sell it. It was a tough sale. Throughout the country newspapers and magazines turned down the Quiz Kids. It remained for Wade Advertising Agency, seeking a summer replace-
ment, to suggest of Des-
ton Show to buy it, make the show a national hit and the phrase "Quiz Kid" a part of the language.

The sale was an illustration of one of the principal characteristics of the Cowan personality—his persistence. His faith in what he believes is a good idea doesn't waver in the face of disappointment. That same persistence that was tough eight years later when Stop the Music took strong peddling before it could be sold.

Meanwhile, with the sale of the Quiz Kids, Mr. Cowan was really launched in big time radio package deals. Among shows which he built soon after was one for Pure Oil called The Who Said It?, not connected in any way with the NBC show Who Said That? which was to start about eight years later.

Joined War Dept.

Not long after his early national successes came Pearl Harbor. Mr. Cowan stopped everything, turned over his business to associates and went east for war work. He became a consultant to the radio section of the bureau of public relations, War Dept. In that job he worked on Army Hour, Command Performance, Hymns from Home, Chaplain Jim, and other shows. Subse-
quent, he joined the Public In-
formation section of the Coor-
inator of Information and still later went to New York to be chief of the program office of the Overseas Branch of the Office of War Information.

In September 1945, he resigned the post. By that time, he had be-
come a New Yorker. He decided to abandon publicity and Chicago and to set up an office in New York to package radio shows. Thus, Louis G. Cowan Inc. was born.

Success again was the reward of persistence and ideas. Cowan packages became network fixtures, among them Herb Shriner Time (CBB), Elmo Roper (CBB), Stop the Music (ABC), R.F.D. (NBC) and Quiz Kids (NBC). Cowan transcribed shows also found big favor among stations around the country. On the fluctu-
ating hills and valleys of customers, the Cowan peak has mounted to 624 outlets using Cowan shows.

Mr. Cowan believes there is a great future in the package busi-

ness and that the future is there even for the newcomer. He holds this opinion despite the tough time he had in starting up his postwar operation. Although he wouldn't want to do it all over again, he believes that because of television there are even more oppor-
tunities now than ever for the program entrepreneur—if he has persistence and ideas.

For himself, however, he feels that he might have been happier if his wife, his children, Paul 8, Geoff 6, and Holly 5, could have seen more of him in the past three and a half years, and if they all could have been more often at his Connecticut farm.

What would he have wanted most to do, instead of fathering the company that packaged Stop the Music et al? His answer reflects the envy of all concerned for the work of the man in the seventh row—the guy who gets in for nothing, then re-\ngally scribbles off a judgment on the long labors of his betters. Yes, if he had it to do over again, Mr. Cowan would be serious in believing he would like to be a critic.

This would have been an occupa-

tional choice which would have given solace to Fred Allen, once bumped into 38th place by Stop the Music, but might have robbed the public of Santa Claus and radio of many exciting shows still to come.

THE LONG ISLAND STORY

WHI
daylight listenership now tops

3 network stations in Long Island's Hempstead Town where drug sales exceed $27,000-a-day...

$9,912,000-a-year...

$107-a-family.

Drug sales here are 20% higher than the U.S. average.


WHIL FM
HEMPSTEAD, LONG ISLAND, N.Y.

ELIAS GOODFOSKY, President

June 6, 1949 • Page 69
Charles Harrell, who resigned June 1 from ABC where he had been a video program producer, will announce shortly the formation of a new firm in radio and TV package program field.

J. W. Head, president and founder of Electronics Institute Inc., Detroit, was
awarded an honorary Doctor of Laws degree by Piedmont College, Decatur, at commencement exercises June 5.

Irma Glenn, organist-composer, has been named musical director of George E. Elision Productions Inc., Los Angeles.

Robert Clarkson, manager of transcription division of Columbia Recording Corp., and Elamore Finch, co-copier of Compo Division, have announced plans to be married June 8.

‘Thank You, Neighbor’

PUBLIC service campaign with a unique twist was conducted by KOMO Seattle last month. For seven days—“Thank You, Neighbor, Week”—no appeals for contributions were aired by the NBC affiliate. Instead, listeners were encouraged to put themselves on the hook for their continuing support of worthy community ventures. Timed to follow the major 1949 spring fundraising campaigns which have recently ended in Seattle, KOMO’s drive took the form of special programs and announcements expressing appreciation to listeners for their past cooperation.

Attention was called to the services accomplished by such organizations as the March of Dimes, Heart Assn., Red Cross, etc. In addition, one-minute messages were transmitted by civic leaders and aired throughout the week.

ESSO DEALERS Co-Sponsor News on WMEV

FIRST broadcast of WMEV Marion, Va.’s Esso Dealer News Reporter, sponsored three days by 16 area Esso stations on a co-op basis, was highlighted by the appearance of dealers themselves giving interesting short stories of individual service they render customers. First program in the 52-week series ran June 26.

Each dealer’s station is mentioned once each day, with commercials mailed out to them for tie-in of merchandise or services mentioned on the air. Commercials are prepared and approved by the Esso district office which urges all dealers to merchandise directly with air promotions. Idea was sold to Bob Wolfenden, WMEV station manager, by Bill Hawkins, Esso district sales director.

WMEV is merchandising the co-op program with continuous air promotions and microphone displays in each Esso station sponsoring News Reporter. Displays give station call letters, program time, and WMEV frequency (1010 kc), as well as Esso slogan. News reports are aired at 7:30 a.m., 2:35 p.m. and 6:30 p.m.

Technical

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, has announced type 60-HG-2 transmitter, a high-level, amplitude-modulated standard broadcast transmitter with nominal power output of 50 kw.

GENERAL Electric Corp., Syracuse, N.Y., has announced new miniature triode tube (5AB4) for a grounded-grid radio-frequency amplifier and local oscillator for television receivers.

SHALL CROSS Mfg. Corp., Collingdale, Pa., has introduced new No. 9079 rhombic antennas terminating resistor, which consists of two non-inductive Ayton-Perry wound 362.5 ohm resistors enclosed in a glazed ceramic insulating shell and sealed under a dry vacuum method.

WXIZ-TV Detroit has ordered a Zoomar lens with an outside focal length of 35 inches.

James Hunter Logan, broadcast operations manager of WMAL Washington, D.C., and ViVe Irene Francis have announced their engagement.

Glady Bum, engineer in CBS general engineering department, and David Schreiber, executive at Drake-Nassau Corp., New York, have announced their marriage.

Ken Johnson, engineer at WJJK-TV Detroit, is the father of a girl, Judy Lynn, and Peter Ware, also a WJK-TV engineer, is the father of a boy, Marce Frederick.

Carl Benson, engineering staff of WHFB and WHIF-FM Benton Harbor, Mich., and Alice Still plan to be married June 11.

Dar discrimination

Alleged by Godfrey

Arthur Godfrey reported on the air May 26 that he had been denied the use of Constitution Hall in Washington, D.C., owned by the Daughters of the American Revolution, because of the presence of two Negro singers in his quartet.

Mr. Godfrey had been scheduled to tour his CBS radio show in order to raise funds to perform at a Constitution Hall fund-raising rally June 4 on behalf of Atty. Gen. Tom Clark’s juvenile delinquency campaign, but he reported he had been advised the troupe could not appear if the two Negro singers were included.

Of all the shameful things,” Mr. Godfrey said on his CBS 10:15-11:30 a.m. Thursday program, “in our nation’s Capital. For heaven’s sake, the citadel of democracy.”

Mr. Godfrey described the banning of his singers as a Ku Klux Klan action. “Nuts to the D.A.R.,” he said. “I’d do all the things to them.”

WBAL Baltimore received special citation from the city mayor Thomas D'Alessandro Jr. in recognition of five years of public service through its “Clean City Campaigns.”

National advertisers

When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS... Ask

Jos. Weed & Co.
530 Madison Ave., New York
They also know about our new 3000-WATT TRANSMITTER

Halifax Nova Scotia

BROADCASTING • Telecasting
STATION TAX

Case Nears Highest Court

U. S. SUPREME Court appeal of the Arkansas Supreme Court's decision holding valid a Little Rock occupation tax on radio stations appeared a certainty at the weekend as two Little Rock stations indicated they would carry an appeal to the highest court.

NAB President Justin Miller said Thursday that the association would take part in a Supreme Court appeal, acting as a friend of the court.

Move was developing during the week among stations in the Southwest to raise a kitty to help finance the appeal in view of the possible impact of the Arkansas court's decision. KOH and XARK Little Rock had suggested that NAB finance cost of the appeal [BROADCASTING, May 30].

Apparently NAB does not plan to take over the entire responsibility of seeing the case through the Supreme Court. It was explained informally at NAB headquarters that a trade association would be in an embarrassing position if it appeared before the highest court as an active party in proceedings involving two appellants.

Another problem, it was suggested, was the possibility that President Miller and NAB General Counsel Don Petty might face disbarment proceedings because of ineligibility of a corporation to practice law. Furthermore, it was stated, NAB's status as a tax-free corporation might be jeopardized.

An occupation tax along the line of that imposed by Little Rock was proposed at Newport News, Va., a few weeks ago, according to Frederick F. Clair, station manager of WHYU. Basis of the tax was a requirement for local licensing, with no other specification.

Mr. Clair appeared at a city council meeting and reviewed the legal history of such taxes as well as the Virginia law banning taxing of newspapers at the local level. The council temporarily suspended judgment on the fee ($250 a year). A similar tax is imposed in at least one other Virginia city, it is understood.

590 Kc Protection

Cuban Interference Cited

ANDED protection from special Class II Cuban stations was asked last week by WAGA Atlanta in a petition to FCC. The Fort Industry Co. outlet, a Class III station assigned 5 kw fulltime on 590 kc directionally, said the special Class II operations on the U. S. regional channels were causing greater-than-predicted interference to regularly assigned U. S. stations.

WAGA asked FCC to instruct the U. S. delegation to the forthcoming revision of the North American Regional Broadcasting Agreement to secure the additional protection. WAGA pointed out that in 1937 when the special assignments were allowed, certain interference values were accepted but that these have proved considerably greater in practice. WAGA said it was receiving interference from CMCIV Havana to as much as the 16.0 mv/m contour rather than 5.0 mv/m as expected. Relaxation of protection to the Class II stations also was said to be in order in view of Cuban policy of desiring chiefly high signal coverage only.

PULSE RATINGS FOR METROPOLITAN NEW YORK

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<tr>
<th>EVENING</th>
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<th>APRIL</th>
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<td>22.5</td>
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| Inner Sanctum | 15.0 | |*

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Root Beer 'Rhythm'

DAD'S Old Fashioned Root Beer's Calypso Rhythm spots are being aired from 10 to 20 times weekly on stations in 10 national markets. Written and recorded for Dad's through Malcolm-Howard Agency, Chicago, the spots will be expanded into other national markets during the summer.

HOOVER BILL

Conferences Are Stalemate

SENATE and House conferences were still stalemated last week on the so-called Hoover Bill to reorganize the government, including independent agencies, passed earlier by both houses [BROADCASTING, May 30]. Discussions were held by a conference committee comprising members of both chambers, but no action resulted, it was reported.

Meanwhile, Congress was urged to remain in session beyond July 31, tentative adjournment date, if necessary, to enact some reorganization legislation as a followup to Hoover Commission recommendations. Sen. Alexander Wiley (R-Wis.) made the suggestion in a letter to Sen. John McClellan, chairman of the Senate Executive Expenditures Committee. Any plan submitted by the President must lay before Congress 60 days without disapproval to become effective.

Sharpest differences were believed to revolve around the single veto plan, advocated by the Senate, and specified exemption of independent agencies as recommended by the House.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Marks

BALLIN' THE JACK

On records: Danny Kaye—Dec. 24401; Sidney de Paris—Blue Note 41; Kid Ory—Exper 4; Eddie Condon—Com. 531; Georgia Gibbs—Mer. 5269; Three Suns—Vic. 20-3399; Ciff Mole—Branswick 80105; Martha Tilton—Hol Derwin—Cap. 57-618; Eddie (Gin) Miller—Rainbow 70066.

On Transcriptions: Jumpin' Jacks—NBC Thesaurus; Three Suns—World; Hal Derwin—Capitol; Four Knights—Lang-Worth; Mindy Carson—Associated; Elm City—Standard.
'Deposed' in Cuba

CARLOS MARISTANY has been "deposed" as Cuban Minister of Communications after a public battle in which he was opposed by Goar Mestre, director general of the Cuban CMQ Network and president of the Inter-American Assn. of Broadcasters, it was learned in Washington last week.

Mr. Maristany, who led the Cuban delegation at the Interim NARBA Conference in Washington in 1947, is now Under Secretary of Communications, a position second in command to his successor as Minister, Arturo Illas. Mr. Illas was described as a youthful member of the Cuban House of Congress, who reportedly has had no prior communications experience.

Mr. Maristany retains his international post of director of the Office of Inter-American Radio (OIR)—a point which U. S. authorities traditionally dislike on the grounds that international officials should not be filled by persons on government payroll.

Cuban observers feel he is sure to be named head of the Cuban delegation to next September's conference in Canada to negotiate a new North American Radio Agreement (NARBA).

Mr. Maristany's demotion from Minister to Under Secretary followed a radio and press campaign in which Mr. Mestre, an outspoken advocate of free radio, and Cuban newspapers questioned his failure to approve a contemplated series of programs on Mr. Mestre's CMQ by political associates of an administration critic.

PARTY given by the Borden New England Div. for members of CBS' County Fair after an Albany broadcast brought together station officials and producers front row—W. W. Carter Jr., station manager, WTRY Albany-Troy; Harold Smith, president, The Borden Co., North-East Div.; George MacGregor, account executive, Kenyon & Eckhardt, which handles Borden account; back row—Ed Schrauth, division sales manager; John Botes, K & E radio supervisor; Henry Schachte, Borden Co.'s national advertising manager; Len Carlton, producer of County Fair.

FCC Actions

(Continued from page 58)

June 2 Decisions...

BY THE COMMISSION EN BANC

STANY Grants

WSM-TV Nashville, Tenn.—Granted STA subject to cond., for 60 days to operate two composite pulse trans. for side and operational testing; modified outstanding CP to specify commencement of construction within two mos. and completion within eight mos. from June 1.

Modification of CP

KXBT Dallas, Texas.—Granted modified CP to change ERP from 31 kw and aur. 15 kw to 35 kw and aur. 20 kw, to change trans. and studio locations, and to make ant. changes; eng. cond.

Hearing Designated

WJAX-TV Jacksonville, Fla.—On request for extension of time to complete construction, designated same for hearing, at time and place to be designated later; issues relating to diligence.

KCGX Sidney, Mont.—Designated for hearing application for mod. CP to increase N power from 1 kw to 3 kw, to install DA-DA; made KGLU, Safford, Ariz., and WICX Madison, Wis., parties to proceeding.

KWMX St. Paul, Minn.—Designated for hearing application for CP to make changes in DA-D; made KFSF and KMA Shanandoah, Iowa, parties to proceeding.

Reinstatement of CP

Governor Boeing Corp., Balt., N. Y.—Granted application to reinstate CP expired earlier by experiment for completion six months; eng. cond.

Modification of License

KFRM Kansas City—Granted mod. license to increase radiation tolerance in direction of KFYR Blumack, N. D.

Hearing Designated

New Rochelle Br, Service Inc., New Rochelle, N. Y.—Designated for hearing application for new station 1460 kc 500 w in consolidation with existing new station. WKBY, New Rochelle, N. Y.: made WAB Br. Designated to proceed; amended order designating for hearing Suburban to include application for new Rochelle and add issue to determine on comparative basis which, if either, should be granted. Granted request New Rochelle to operate test trans. in vicinity of New Rochelle to determine relationship of 2 mv/m and 25 mv/m commercials, and all others, and those proposed by New Rochelle; authorized to file a brief.

June 2 Applications...

APPROVED FOR FILING

Modification of License

WNR Norristown, Pa.—Modified license to change ERP 2 kw to unampl. WBCY.

WKCY San Marcos, Texas.—Modified to change ERP 2 kw to 1460 kc 250 w D to 1470 kc 250 w D-100 w.

IEEE-1030 kc

WKBW Channel 7, Extension of license to operate 1030 kc 50 kw non-D from local source Boston to local sub-set Corpus Christi.

License Renewal

Request for license renewal AM stations:


License for

WNJ Paterson, N. J.—License for CP.

KTOY Tacoma, Wash.—License for CP.

License for new noncommercial FM station in Chicago.

Modification of CP

WABC Channel 7, New York.—Request for extension of completion date on WPDE-AM.

KWFM-1300, Bakersfield, Calif.—Grant requests.

KXSB-1180, Lincoln, Neb.—Grant requests.

KLOP-1230, St. Louis, Mo.—Grant requests.

KXST-1240, Dallas, Tex.—Grant requests.

TENDERED FOR FILING

AM-100 kc

KGFL Los Angeles.—Mod. of license to increase ERP 10 kw to 50 kw.

KWFL Channel 2, Fort Lauderdale, Fla.—Mod. of license to increase ERP 2 kw to 50 kw.

AM-1000 kc

WGWY Silver City, N. M.—CP to change from 1050 kw 1 kw D to 1050 kw 1 kw D-100 kw N.

AM-2500 kc

WBAP-1300, Fort Worth, Tex.—Mod. for 1 kw 100 kw.

APPLICATION DISMISSED

KWK St. Louis, Mo.—Dismissed May 19 request for transfer of control of Thomas E. Fischer to Robert T. Convey to Robert T. Convey as trustee.

C. L. Cooley, Bradford, Tenn.—Dismissed June 2 application for CP new AM station 1150 kc 60 kw limited service.

KWMJ-1290 Columbia, S. C.—Dismissed June 2 application for CP.

Construction Contracts

CONTRACTS for the construction of two 250 w fulltime stations in Cumberland, Md., and Dover, Ohio—have been accepted by Charles E. Dewey Jr., Battle Creek, Mich., construction engineer. Contracts were awarded by R. A. Raese and Mrs. H. C. Greer, with both stations owned by related interests, according to Mr. Dewey. Since the new Mr. Dewey has designed and supervised the installation of WPGF Kalamazoo, Mich., 1 kw four-tower outlet, and WBCK Battle Creek, Mich., 1 kw three-tower station. He formerly was with KWOS Jefferson City, Mo., KMOK St. Louis and Raytheon Mfg. Co.

Robert MEEKER ASSOCIATES

Page 27 * June 6, 1949
### FCC Roundup

| Summary of Authorizations, Applications, New Station Requests, Ownership |
| --- | --- |
| **Total** | **Licensed** |
| Class | AM | FM | TV |
| **AM Stations** | 1,963 | 1,950 | 218 |
| **FM Stations** | 729 | 348 | 559 |
| **TV Stations** | 16 | 10 | 189 |

**AM Stations**
- **Class A** | 1,963
- **Class B** | 1,950
- **Class C** | 218

**FM Stations**
- **Class A** | 729
- **Class B** | 348
- **Class C** | 559

**TV Stations**
- **Class A** | 16
- **Class B** | 10
- **Class C** | 189

### Non-Docket Actions

**AM Grants**
- Marion, Ill.: Marion Broadcasting Co., granted 150 kw, one daytime.
- Grants issued to three owners: Mason Co. of Carbondale, Ill., and George W. Costes, of Silver Spring, Md.

**FM Grants**
- Silver Spring, Md.: United Broadcasting Co., granted 145 kw, one daytime.
- Grants issued to six owners: University of Maryland, Radio Station WAMU; Quinones Vidae, 3.29%; Zollina S. de Quinones, 5.88%; Raimu-

### EARLY RISERS

**Serened on WOC Program**

"EAGER Beavers" (early risers) are serened on WOC Davenport, Iowa's Wake Up With Music, 6:30-7 a.m. Motto of program is "Please Miss of the People Most of the Time."

The show's "Eager Beaver" club was built to give recognition to the early birds who listen to the show, according to Ernie Sanders, WOC manager. Members receive an "Eager Beaver" club card which entitles them to discounts at various stores.

Time and temperature reports and weather forecasts are important features of the all-request program. Show is sponsored by Peterson Barned von Maur, Davenport department store.

### Docket Actions

**FCC Roundup**

### Summary of Authorizations, Applications, New Station Requests, Ownership

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### RECONSIDERATION

**Asked in WNEW WOV Cases**

**Petition for reconsideration of grants of WNEW and WOV, New York, by the Commission last week by Marianna C. deRaczensky, daughter of John Iraci, deceased, one-time owner of WOV. Her earlier application in the case had been denied by the Commission [Broadcasting, May 16].**

Mrs. deRaczensky, who had filed complaints against the Arde Bulova interests and opposed the renewal of WNEW's license, had asked the Commission to reconsider the Commission's grants were unjust and unfair because she had not been given opportunity to be heard. The petition stated that the Commission's staff investigation of the Bulova interests was an ex parte investigation in which the Commission had no opportunity to examine any right to rebut any unfavorable evidence prior to the Commission's consideration of the report.

### DOCKET ACTIONS

**FINAL DECISIONS**

End, Lincoln Broadcasting Service Inc., and KAKC Tulsa, Okla., granted consent to assignment of facilities from 1 kw daytime to 1 kw daytime on 605 kw. The order became effective as of 1 kw day on 605 kw.

**FCC Roundup**

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At Deadline...

HEARING PROCEDURE REVISED BY FCC

SPEED-UP PLAN reorganizing FCC's hearing procedures, including creation of five-man separate staff responsible directly to Commissioner, was announced by FCC Friday. It is effective immediately.

New procedure is substantially same as proposed last August [Broadcasting, Aug. 16, 1948], and has backing of industry legal authorities. FCC has been severely criticized in Congress and by members of communications bar for failure to enact it earlier, on grounds it's required by Administrative Procedure Act. Principal changes from current procedure were reported as:

1. Separate staff set up to advise and assist Commission on hearing matters. Thus such hearing and opinion work is taken out from under supervision of official having prosecutorial or investigatory functions. General Counsel may in effect be 'party' to hearings, filing proposed findings, exceptions, etc., as other participants do.
2. Unless otherwise ordered, hearing officer's recommendation stands as Commission's initial decision (in lieu of proposed decisions), which authorities feel one time saving and Murray from weeks to months. Procedure thereafter will be substantially the same, except that General Counsel may participate on same basis as regular parties.
3. Many motions now handled by Motions Committee may be handled by legal staff.

Separate staff to work on hearing matters under Commission supervision will be: Parker D. Hancock, chief of Review Branch of Law Bureau's Broadcasting Division; Robert H. Alf ord and Frederick W. Ford, also of Review Branch; Horace E. Sloan, engineer; and Charles S. Borum, accountant.

STA REVISION URGED

IMMEDIATE action on their six-month-old petition for relaxation of ban on after-hours operations [Broadcasting, Nov. 29, 1948] was urged in request to FCC Friday by five part-time stations. "Intelligent scheduling of and planning for fall and winter public service programming requires some indication now as to what hours stations will be permitted to operate," FCC was told. Group contends ban invoked last summer should be revised so part-time stations can again get STA's for after-hours programming to carry special local-interest programs. Group is composed of WOI Ames, Iowa; WKAR East Lansing, Mich.; WNAD Norman, Okla.; WNYC New York, and WHCU Ithaca. Petition was filed by Cohn & Marks, Washington law firm.

SOLE GETS KVMV CONTROL

J. H. SOLE, KNGS Hanford, Calif., associate manager-chief engineer, buys 62% control (subject to FCC approval) KVMV Twin Falls, Idaho, for $33,600. Franklin V. Cox, majority stockholder, drops one of holdings in KVMV (250, 1450 kW) to E. W. Roberts and Murray Doerr; retain minority interest. Blackburn-Hamilton Co. handled transaction.

DAVID BALABAN FUNERAL

FUNERAL services for David Balaban, 50, founder of Balaban & Katz theatre chain which owns WBKB (TV) Chicago, were to be held yesterday at Temple B'Nai B'rith on 95th Street. Balaban died Wednesday in Highland Park, Ill., after heart attack. He is brother of John Balaban, general manager of WBKB, and Barney Balaban, president of Paramount Pictures. Other survivors are his wife, two daughters, a son, and three brothers.

MULLEN ACQUIRES 15% OF KMPC FROM RICHARDS

FRANK E. MULLEN, president of G. A. Richards stations, has acquired 15% of Mr. Richards' KMPC Los Angeles for $64,787, FCC was told. Mr. Mullen's new acquisition issue, which reduced Mr. Richards' interest to 54.9%, He also controls WGR Cleveland and WJR Detroit, which Mr. Mullen, former NBC executive vice president, also heads. FCC gave no contract, dated May 19, covering stock transaction. With it was May 1948 "writing" between Messrs. Richards and Mullen specifying salary ($75,000) Mr. Mullen should get as president of three stations; giving Mr. Mullen option to buy 20% of KMPC for $64,800 and providing that cost of this stock would be cut in half if NBC affiliated KMPC before August 1962; and containing resignation provisions. Mr. Richards and Los Angeles counsel told FCC this "writing" was not "definitive contract" and therefore was not filed originally. It was signed, as was said, with understanding it be followed by "definitive agreement." FCC was given undated agreement—which attorneys was signed by Messrs. Mullen and Richards Committee. BAB policy requires that stock transaction before it was executed. FCC meanwhile still pending its probe of Mr. Richards' news policy, and subsequent application for approval of arrangement whereby control of three stations may be put in hands of trustees. FCC has not indicated when it may decide cases. General Counsel Benedict C. Cottone, who had been slated to head FCC counsel at hearing before it was postponed, was replaced only, left Friday for Paris to join U. S. delegation to International Telephone and Telegraph Conference. Delegation not expected to return before mid-August.

GETS CBS CAPITAL POST

LEWIS SHOLLERBERGER, reporter for CBS since 1942 broadcasting under name of Bob Lewis, appointed network's Washington director of special events.

Closed Circuit

(Continued from page 4)

Washington expect FCC Chairman Wayne Coy to return to U.S. between June 15 and July 1 to report on Paris Telephone and Telegraph Conference and, after forthnight, it expected FCC will retrace steps to Paris, and thence to London for windup of Bermuda Telecommunications Treaty. He's making side trip to Geneva to check on activities of Provisional Frequency Board, headed by former Commissioner Ray C. Wakefield, who recently returned to U.S. because of ill health.

IS FRANK H. LEE (Lee Hat) or for Drew Pearson cooling? Reports current that Lee's sponsorship of Pearson will terminate some time soon but that number of prospective replacements have been named by Wm. H. Wirtz, NBC's labor relations chief, include a Stalin-like man, is understood to have disagreed with Pearson comments on Catholic clergy.

WM. WRIGLEY Jr. Co. looking over Larry on Location, new WBKB (TV) Chicago puppet show which replaces Kukla, Fran and Ollie after latter leaves WNBQ June 13. Station conducted live and teletransmitted client audition last week.

BROADCASTING • Telecasting

Page 74 • June 6, 1949
"The Team" Ranks First in Public Service Programs in Conlan Study

Again, The KMBC-KFRM Team has won top honors in a big, important survey; this time a personal interview survey of the "aided recall" type.

Final report of the Conlan Study was issued in April, 1949. The survey was made at the Kansas State Fair, and the American Royal Livestock and Horse Show last fall, and was limited to residents on the farm and in small towns of less than 2,500 population. It included 1,223 interviews from 150 counties within the Kansas City Trade area.

Interview results from each county were weighted to give each county its true relative importance according to its number of radio families.

Experienced interviewers asked six major questions:
First: "What Radio Stations do you listen to regularly?" The KMBC-KFRM Team far out in front among all broadcasters in the Kansas City area.
Second: "What Radio Farm editors and Market reporters do you listen to regularly?" The KMBC-KFRM Team did best among all radio stations.
Third: "What Radio Stations do you listen to for News?" The KMBC-KFRM Team led all Kansas City broadcasters.
Fourth: "What Radio Stations do you listen to for Market reports?" The KMBC-KFRM Team led in number of mentions to this question by 60 per cent over the second-place station.
Fifth: "What Radio Stations do you listen to for other Farm programs?" The KMBC-KFRM Team had four times more mentions than the second ranking station.
Sixth: "What Radio Stations do you listen to for Women's homemaking programs?" The KMBC-KFRM Team received twice as many mentions as the second place station.

KMBC-KFRM FEATURES SKILLED AND VETERAN NEWS STAFF

"To keep in touch with the times—keep tuned to KMBC" became a news by-word many years ago in the minds of radio listeners in the Kansas City area, when KMBC pioneered "hometown headlines." In addition, The Team is the only Kansas City broadcaster with a Washington correspondent. He is Walter Cronkite, famous United Press European correspondent who covered the Nuremberg trials and last year returned from Moscow. Cronkite daily telephones material of interest and importance to the KMBC-KFRM Team.

Under the direction of Erle Smith, 14 years as managing editor at KMBC, the staff presents 19 daily newscasts on the two stations, all specially prepared and up-to-the-minute on local, regional, national and world happenings. Supplementing the battery of newscasts are members of the staff who cover regular news runs, in addition to their broadcasts. Special correspondents in many communities throughout the Kansas City area provide local coverage for "hometown headlines."

Oldest continuous sponsor of KMBC newscasts (also on KFRM) is Phillips Petroleum. Oldest nationally known news sponsors include Studebaker, Metropolitan Life, Procter & Gamble, National Biscuit, Mid-Continent Petroleum, Peter Paul confections and others.
Vacationtime in WJR Land

WJR—Michigan's greatest advertising medium—covers a great summer resort land. Hundreds of thousands come here to rest and swim and fish, and they listen to WJR. This "vacation audience" is a plus that's worth remembering when you make your summer schedules.

WJR 50,000 WATTS

Call or write your nearest PETRY office

THE GOODWILL STATION, INC.—Fisher Bldg., Detroit

G. A. RICHARDS
Chairman of the Board

FRANK E. MULLEN
President

HARRY WISMER
Asst. to the Pres.