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

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

Merchants of all kinds in Richmond know that WLEE produces quick, profitable results. More and more national advertisers are following their lead and using WLEE. If you'd like to hear the whole WLEE story, call in your Forjoe man today.
S for seven, S for sales! The 7 AM News on KDKA (like so many other early-morning shows on the tri-state Pittsburgh area's favorite station) has won a tremendous following among wide-awake, ready-to-buy listeners!

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

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

FM STATION

WFDR

104.3 mc

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

New York City
Justice Dept. Monopoly Probe Is Underway

INVESTIGATION of possible monopoly in broadcasting field—under way in Justice Dept.—is a two-front operation, Senate Interstate Commerce Committee subcommittee on communications was told Friday in wind-up of hearings on McFarland Bill to reorganize FCC procedures (early story page 2).

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

Existence of probe was revealed in course of questioning by Sen. E. W. McFarland (D-Ariz.), subcommittee chairman, after another Justice Dept. official appeared at last moment to oppose certain provisions of his bill (S.1758) on grounds they would weaken “important” safeguards against monopoly.

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

Question of clear-channels—perennially controversial but not touched in McFarland Bill—generated heat earlier in Friday session when Sen. Ed C. Johnson (D-Col.), chairman of full-commerce committee and author of clear-channel breakdown bill (S.447), faced Director Ward Quaal of Clear Channel Broadcasting Service by demanding he be sworn and then probing series of questions on lobbying.

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

In response to Sen. Johnson, Mr. Quaal said he was registered lobbyist, is paid $13,000 annually by CBS, and has expense account around $1,015 from time he took job in February until end of first quarter. Expenses were more than $1,000 in April (mostly incurred at NAB Convention), less than $1,000 in May, and $124.89 for first half of June, he reported. Asked whom he "entertained" on expense account, he mentioned representatives of various stations and "various members of Congress." He conceded he had had material entered in Congressional Record without paying for it, but denied he was "mooching."

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

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

Sen. Johnson had returned, and Sen. Capehart had left, when Mr. Crany was recalled after testimony by another witness. Sen. Johnson said he had had Mr. Quaal sworn because he did not consider himself to be lobbyist and was not registered as one. He said he was appearing as individual, paid own expenses, and represented his own business.

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

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

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

at a Very Low Cost per 1000 Coverage

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

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

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

KCMO and KCMO-FM... 94.9 Megacycles... Kansas City, Mo.

Basic ABC for Mid-America
HELEN HARTWIG
Head Time Buyer, RUTHRAUFF & RYAN

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

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

SOON
50,000 Watts
Night and Day

Represented by RAMBEAU
ALBANY—SCHENECTADY—TROY

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

THREE TOP-FLIGHT DISC JOCKEYS

on CKLW

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

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

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

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

VERY SOON!
50,000 WATTS
in the Middle of the Dial
at 800 kc.

A GREATER VOICE
... A BETTER BUY!

CKLW

Guardian Building, Detroit 26 • Mutual System
National Rep.
Adam J. Young, Jr., Inc.
Canadian Rep.
H. N. Stevin & Co.
ON THE
WASHINGTON SCREEN

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

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

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

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

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

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

WITH
This Half-Hour
LOW-PRICED Western!
It'll be amazing at the sensationally low price!

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

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


These Promotions Pay Off! Buttons, masks, truck posters, membership cards, teaser ads, sombreros, neckerchiefs, autographed fan photos, store displays, letters, photo postcards — complete localized campaigns.

"What Is Happening To Kid Shows?" Write for this sensational analysis. It's an eye-opener!
Feature of the Week

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

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

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

Every contestant was signed up by Frank Raymond, WDVA farm service director. Plugs were weighed in by Thomas H. Brown, Danville Tobacco Assn. secretary, and the proceedings were described in play-by-play manner for WDVA listeners by Mr. Raymond.

The winner, Omer L. Glenn, representing the Virginia Tobacco Co., chewed his way to victory with a “chaw” weighing 4 1/2 ounces. Danville’s mayor, Everett E. Carter, presented Mr. Glenn a “Bullseye” musically-toned, home-type Mr. Raymond (center) and Mr. Brown check entry list. On table is the cuspidor first prize.

On All Accounts

W HEN Irving E. Stimpson was elected Seattle’s Young Man of the Year for 1947, friends twitted him on having reached the peak of his career so early in life—and at times, even Irv must have felt that the rest of his life would be an anti-climax. But this spring, he was elected state president of the Washington Junior Chamber of Commerce, and now there’s no telling where he will stop.

Irv’s record of community service includes volunteer activity on behalf of the Jaycees, the Seattle Chamber of Commerce, American Cancer Society, Red Cross, Community Chest, Boy Scouts and American Legion, to name a few. When he stops for breath, he remembers that he also is a partner in the advertising and public relations firm of Frederick E. Baker & Assoc.

Born Jan. 23, 1914, in Portland, Ore., Irv went to Seattle six months later and has since made it his home almost without interruption. His “rags to ruin career,” as he describes it, began at the age of 18, when his father died. Just out of high school, Irv went to work for Safeway Stores as an “extra” clerk, to support his mother and two sisters. Talent and an unfulfilled ambition to be a cartoonist led him to the advertising department of Safeway, and by 1936 he had become assistant to the chain’s divisional advertising manager for the State of Washington.

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

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

One week after his Army discharge, in the fall of 1945, Mr. Stimpson married Annette Larson, who was born in Cordova, Alaska, but, like Irv, had spent most of her life in Seattle. They now have two children.

(Continued on page 48)
BIGGEST-studio audiences!
BEST-in station promotion!
FIRST-in total rated periods!

*December through April Hooper Report

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

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

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

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

AM WFBR FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Albuquerque
Beaumont
Boise
Boston-Springfield
Buffalo
Charleston, S. C.
Columbia, S. C.
Corpus Christi
Davenport
Des Moines
Denver
Duluth
Fargo
Ft. Wayne
Ft. Worth-Dallas
Honolulu-Hilo
Houston
Indianapolis
Kansas City
Louisville
Milwaukee
Minneapolis-St. Paul
New York
Norfolk
Omaha
Peoria-Tuscola
Philadelphia
Pittsburgh
Portland, Ore.
Raleigh
Roanoke
St. Louis
Seattle
Syracuse

KOB
KFDM
KDSH
WBZ-WBZA
WGR
WSCC
WIS
KRIS
WOC
WHO
KVOD
WDSM
WDAY
WOWO
WBAP
KGMB-KHBC
KXYZ
WISH
KMBC-KFRM
WAVE
WMAW
WTCN
WMCA
WGH
KFAB
WMBD-WDZ
KYW
KDKA
KEK
WPTF
WDBJ
KSD
KIRO
WFBL

NBC
ABC
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CBS

Television

Baltimore
Fort Worth-Dallas
Louisville
Minneapolis-St. Paul

WAAM
WBAP-TV
WAVE-TV
WTCN-TV

New York
St. Louis
San Francisco

WPIX
KSD-TV
KRON-TV
ONE of the obvious facts that confront any student of media is the wide variation among the stations of each network. In one area the affiliate may be a 50,000-watt, clear channel farm station; in another, a regional 1000-watter, or even a 250-watt local station. . . .

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

If you want your radio and television to reach out for the greatest possible percentage of your best prospects, at the time when they listen, in the areas where they live—well, Free & Peters have been specializing in national spot radio since 1932, and we believe we'll appreciate and understand your sales/advertising problems a little better than any other people you've ever met. Say when!

Free & Peters, Inc.
Pioneer Radio and Television Station Representatives
Since 1932
Easter Seal Sales
EDITOR, Broadcasting:
Your generous help during the Easter Seal campaign... had a
far-reaching effect... Our executive secretaries in 48 states, Hawaii
and Alaska, tell us of growing interest and helpfulness from their
local radio stations...
Lawrence J. Linck
Executive Director
The National Society for
Crippled Children and
Adults Inc.
Chicago

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

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

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

Engineering Handbook
EDITOR, Broadcasting:
In the "Open Mike" section of
your May 30 Broadcasting, you
published a letter from Chief En-
gineer Robert M. Harvey of WKBC
North Wilkesboro, N. C., in which
he said, "... I have been wishing
there was available a book written
expressly for the chief engineer of
the broadcast radio station...."
While we have written direct to Mr.
Harvey, we feel that there are prob-
ably many engineers who have not
seen the announcement of the pub-
lication of the Third NAB En-
gineering Handbook in August. This
500 page, post-type binder hand-
book is not designed expressly for
the chief engineer but for the
broadcast engineer and will con-
tain essentially all the desired in-
formation set forth in Chief En-
gineer Harvey's letter.
The new NAB Engineering
Handbook is broken down into six
sections, namely: Regulations and
(Continued on page 46)
The complete Universal Pick-up Kit MI-4875-G.

**Only 11 days left—**

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

**AND SAVE $75.50**

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

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

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

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

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

**BROADCAST EQUIPMENT**

**RADIO CORPORATION of AMERICA**

**ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N. J.**

In Canada: RCA VICTOR Company Limited, Montreal
Watch the New WDSU

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

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

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

AM - TV - FM
WDSU
NEW ORLEANS

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

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

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

Again this year—as in 1946, 1947, and 1948—
"The Voice of St. Louis" is the unchallenged 
leader in vast Mid-America! That's proved again 
by the new 1949 CBS-KMOX Listener Diary, 
conducted by impartial Benson & Benson, Inc., 
throughout KMOX's 70-county 50-100% BMB Area. 
THROUGHOUT THE ENTIRE WEEK—KMOX is first in 
78% of all quarter-hours, day and night... a 36% 
increase in KMOX's margin of leadership just since 
1946! In '46, KMOX was first in 57% of all quarter-
hours. In '47, KMOX's lead jumped to 70%. In '48, up again to 78%. And in '49—with BMB* reporting an increase of 56,650 new radio homes here—KMOX still leads in 78% of all quarter-hours. That's 6 1/2 times as many firsts as any other station, and 3 1/2 as many as all other stations combined.

**DAYTIME (6:00 AM-6:00 PM)**—KMOX leads in 75% of all quarter-hours...with 6 1/2 times as many firsts as its closest competitor and 8 times as many as all competition combined.

**NIGHTTIME (6:00 PM-Midnight)**—KMOX leads in a smashing 84.5% of all quarter-hours...with 6 1/2 times as many firsts as the next station and 5 1/2 times as many as all others combined.

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

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

BUT...

YOU NEED WKZO-WJEF TO REALLY BOMBARD WESTERN MICHIGAN!

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

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

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

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

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

WKZO
first in Kalamazoo
and Greater Western Michigan
(CBS)

WJEF
first in Grand Rapids
and Kent County
(CBS)

BOTH OWNED AND OPERATED BY
FETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
RACE TRACK RESULTS

By LARRY CHRISTOPHER

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

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

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

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

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

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

Extent of Any Changes

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

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

...in transmitting racing information. He thereupon asked FCC to monitor WTUX and "collect the evidence which we believe is now available of its violation of the FCC regulations."

WTUX Agreement

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

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

(Continued on page 47)

FCC MAY ISSUE STIFFER POLICY

By MARVIN J. ROSEN

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

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

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

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

Total circulation of the network

Mr. Peabody

Networks Back Ad Council

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

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

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

"Although it has been a number of years since the expediency of war brought the [council's] Radio Allocation Plan into being," the report said, "American business is still doing an outstanding job of public service through radio—and, more important, this type of public

(Continued on page 41)
WMOB SOLD--OFF AIR

By J. FRANK BEATTY

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

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

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

WABB will carry out all WMOB advertising contracts and it has named Branham Co. as national representative. W. J. Hearin Jr., WABB executive vice president, said WABB will give Mobile listeners the cream of ABC and MBS programs. WMOB had been involved for a fortnight in negotiations with IBEW over the union's contract with the station. The union had been picketing the station up to the time of its death, though IBEW technicians remained on the job. It was indicated in union circles that the picketing was designed to show IBEW resentment against inability to reach an agreement with WMOB.

Mr. Nunn, father of Gilmore Nunn, president of the Nunn group, issued a statement in Mobile saying the station's closing costs have been spiraling sharply in recent years. This has been culminated by recent wage increase demands and picketing by our technicians under the radio electricians union.

These two combined factors made it impossible for our company to continue absorbing operating losses. Our regret of the decision to liquidate and close WMOB was tempered somewhat by the knowledge that ABC network programs rather than being abandoned altogether, will continue to be supplied to the people of Mobile and vicinity by WABB, the Press Register station.

Mr. Hearin said that a few time changes were necessary in some of the established WABB programs because of the dual network operation. "Our objective is to select the cream of the output from both networks and serve it to the people," he said.

WMOB was started in 1929 by S. B. Quigley, Mobile, in the auto finance and radio appliance business. It originally operated with a 1/2 hour on 1200 kc but later was assigned 250 w fulltime on 1230 kc.

The station was bought by the Nunn for $250,000 in 1945, shortly after Gilmore Nunn returned to business after service in the Army. The transfer was approved in April 1946 by the FCC.

Addition of WMOB brought the number of WABB stations to five. Other members of the group: WLAW-Mobile, KY-WCMU Ashland, KY-WABB Knoxville, Tenn.; KPDA Amarillo, Tex.

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

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

A temporary sign on the premises said "paperwork is underway to press at the weekend. Mobile has four stations now operating. WABB operates on 1480 kc with 5 kw fulltime, along with WMOB's 980 kc on 102.1 mc. Both stations operate from 6 a.m. to midnight seven days a week. WABB studios are located in Radio Center, Press Register Bldg.

WALA operates with 5 kw fulltime on 1410 kc. It is an ABC affiliate. WKRG on 1100 kc operates with 1 kw daytime and 250 w night and is a CBS outlet. It also operates a 3 kw FM station on 99.9 mc. WKAB, 1 kw daytime on 840 kc, is an independent outlet. Like WKRG and WABB it was founded after World War II.

Addition of three postwar stations to the city, said to have a potential of at least 115,000, was believed a critical factor in WMOB's abandonment though the war boom had brought a heavy increase in population and income.

Last act of WMOB Tuesday evening was to carry a series of announcements informing listeners they could hear their favorite ABC programs on WABB starting Wednesday morning.

Several other stations have left the air in recent months because of economic conditions. WTVS Clearfield, Pa., with 250 w on 1490 kc, left the air May 25 after a brief period of operation. KRKN Fort Smith, Ark., founded in 1947, abandoned its 1230 kc 250 w facility (same as WMOB) March 15 on the ground it was economically impossible to compete with three other stations in a city of 50,000. KABB Aberdeen, S. D., left the air April 1 for economic reasons. WKOB New Orleans, 1935 and operated with 5 kw on 1420 kc. WKOB N. Adams, Mass., founded in 1947, abandoned its 250 w daytime on 860 kc last February.

CRAGSTON UPPED

Ziv Also Adds Long, Wester

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

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

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

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

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Mr. CRAGSTON

NETWORK BILLINGS

GROSS BILLINGS of the four nationwide networks in April totaled $16,760,905, according to Publishers Information Bureau. Figure shows a decline of 5.3% from the $17,705,004 gross billings for March of this year. April total is also down 1.7% from the gross for the same month last year.

January-April gross for 1949 was $68,275,496, 1947, a drop of 1.2% from the gross billings for the first four months of 1948.

Food Accounts Lead

Food and food advertising accounted for the largest network billings of all groups of advertised products in April. Toilet goods ranked second, tobacco products third, soaps and cleansers fourth and drugs fifth for the month. The same order holds for the first four-month period of this year.

Production group breakdown of expenditures for network time followed the above figures for April and for the first four months of this year, with comparable figures for the same month and four months of 1948.

April Gross Declines

| Network Gross Billings | April 1948 Jan.--April 1948 April 1949 Jan.--April 1949 |
|------------------------|---------------------------------|------------------------|
| Agriculture | $122,357 | $463,485 | $61,636 | $418,071 |
| Automotive, Automotive Accessories, Automotive Equipment, Aviation, Aviation Equipment, & Equipment | 120,719 | 493,186 | 119,166 | 311,743 |
| Building Materials, Equipment & Furniture | 220,776 | 596,905 | 144,451 | 309,522 |
| Confectionery & Soft Drinks | 107,153 | 276,367 | 200,023 | 406,948 |
| Consumer Services | 3,289,000 | 8,580,000 | 7,429,000 | 16,279,000 |
| Drugs & Medical Products | 1,865,613 | 5,185,213 | 1,700,304 | 3,392,225 |
| Entertainment & Amusements, Food & Food Products | 4,255,687 | 7,176,000 | 3,245,000 | 6,371,000 |
| Food & Food Products | 400,864 | 1,245,436 | 308,425 | 325,580 |
| General Merchandise | 392,992 | 1,274,436 | 328,131 | 374,991 |
| Household Equipment & Supplies | 66,274 | 2,200,000 | 113,810 | 2,856,889 |
| Household Furnishings | 118,327 | 446,000 | 121,824 | 419,567 |
| Industrial Materials | 417,796 | 726,224 | 181,200 | 789,597 |
| Jewelry, Optical Goods & Cameras | 67,000 | 1,180,000 | 341,300 | 1,335,800 |
| Office Equipment, Stationery & Writing Supplies | 54,295 | 210,800 | 79,725 | 334,300 |
| Pictures & Photographs | 139,457 | 384,107 | 135,080 | 295,850 |
| Publishing, Media & Professional Services | 323,814 | 1,404,814 | 230,000 | 423,950 |
| Radios, Phonographs, Musical Instruments, & Musical Instruments and Supplies | 103,828 | 474,000 | 140,600 | 507,390 |
| Retail Stores | 3,591 | 126,400 | 5,490 | 21,961 |
| Shoes & Leather Goods | 6,681,118 | 11,790,000 | 1,513,300 | 7,906,600 |
| Soaps, Cleansers & Polishes | 1,671,866 | 5,601,800 | 1,877,200 | 7,169,600 |
| Sporting Goods & Toys | 1,960,550 | 6,376,000 | 2,417,000 | 5,159,800 |
| Travel, Transportation, & Resorts | 1,962,012 | 4,670,000 | 2,417,000 | 5,159,800 |
| Miscellaneous | 402,012 | 615,000 | 425,000 | 556,500 |
| **TOTAL** | $16,760,719 | $69,139,000 | $16,760,905 | $68,275,496 |
McFARLAND BILL FAVORED

By RUFUS CHATER

BROAD APPROVAL of much of the McFarland Bill to reorganize FCC procedures (see BROADCASTING, June 6, 13) was evidenced in a two-day Congressional hearing last week, though FCC in particular called for revision or deletion of a number of basic plans.

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

Sen. E. W. McFarland (D-Ariz.), author of the measure and chairman of the Senate Interstate Commerce Subcommittee on Communications, which conducted the hearings Sunday and Monday, himself conceded the difficulty of drafting “non-controversial” legislation. “I’m beginning to believe that anything that goes through the air is going to be controversial,” he admitted at the outset.

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

Industry View

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

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

He was assured by Sen. Charles W. Tobey (R.-N.H.) that this question canvassed extensively in hearings during the last session of Congress and also involved in another pending bill, “isn’t going to be lost sight of.” Mr. Graney submitted a detailed study of “The Clear Channel Question” prepared by the Washington law office of former Sen. Burton K. Wheeler, long-time foe of clear channels, and author of the 1939 resolution opposing power above 50 kw.

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

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

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

Most of the Thursday session was devoted to testimony by FCC’s Acting Chairman Rosel H. Hyde, followed by FCBA President Guilford Jamerson, and Mr. Crane.

Friday witnesses included CBS Executive Vice President Joseph H. Ream; Leonard Marks, attorney for FMA; E. K. Hartenbower, general manager of KCBO Kansas City and chairman of the NAB Legislative Committee, and Don Petty, NAB general counsel.

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

Oppose Mandatory Panels

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

Three of the five present Commissioners agreed with the proposed legislation requiring that the staff be functionalized along the lines of FCC’s major workload (broadcasting, common carrier, and safety and special services, for example). Comrs. Robert F. Jones and Freda H. Hennock, he said, prefer discretionary to mandatory functionalizing. But the Commission felt that in any event, if the functional plan is to be required, then “many of the detailed provisions” of the bill should be eliminated and FCC be given more leeway to “work them out to fit changing conditions.”

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

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

Jones’ Statement

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

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

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

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

(Continued on page 50)

Hill Hearings Open

Subcommitteemen at Hearing

Sen. Communications Subcommitteemen Capehart, Tobey, and McFarland. FCC’s Acting Chairman Hyde is shown partially in foreground, extreme left.

BROADCASTING * Telecasting
REALTOR BONANZA

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

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

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

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

On June 6 he intended to put on the market 432 new houses in Levittown, Long Island, for September occupancy. Knowing that real estate was getting harder to sell, he decided vigorous advertising was needed to unload his new batch of homes. As an experiment, he elected to concentrate his budget on the single medium, radio, and the single station, WNEW.

On June 1, the five-day campaign opened. In all, 16 quarter-hour programs, eight half-hour programs, two 10-minute programs and 65 announcements were used. Listeners were asked to telephone the Levitt company's Manhasset, L.I., office, a 20-cent toll call from Manhattan, for information and were advised the sale would begin Monday, June 6. By Saturday, according to Mr. Levitt, customers were hopefully appearing on the site of the new project, although no orders were taken until Monday. By Sunday a traffic jam of customers' automobiles clogged the area.

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

COMMR. HENNOCK
Speaks at WFDR Dedication

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

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

Comr. Hennock said she disagreed with the majority decision to grant the editorializing privilege not because she thought stations should be prohibited from staging their own positions as part of a balanced presentation of all sides of public issues, but because the personnel and facilities limitations factor makes it difficult for all licensees to guarantee fairness.

"I look to station WFDR, young as it is, to set a shining example of fairness and impartiality for other broadcast licensees to meet," she said. "I can only add that I hope that with your guidance my fears as to the advisability of allowing general radio editorialization will prove to have been unfounded."

Views on FM

Commenting on FM broadcasting, Comr. Hennock indicated her belief that "people won't listen to FM merely because it has technical advantages over other media."

She added: "The medium, after all, is but a tool. It must be used properly to attract the public. A fine program will receive support, whether it be broadcast by standard radio, FM or television. You would all choose a great black and white movie over a mediocre technicolor one. Broadcasting is no different."

Warren Joins B&B

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

When Amazo was introduced in Baltimore, for example, 50 members of the audience of Mary Landis, home economist on WBAR-TV's Baltimore, received the wire on a Monday morning. That afternoon Miss Landis read the wire on her telecast. On Tuesday afternoon Miss Landis invited one of the women who had received the dessert to appear on the video program. At that time, Miss Landis and her guest made the dessert for the benefit of televisers who had not received the new product the night before.

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

By HERMAN BRANDSCHAIN
INDIGNATION was expressed
last week by Dr. Paul F. Lazarsfeld,
eminent Columbia U. researcher,
that his name was used in a full-
page advertisement in the New-
York Sunday Post, issued by the
American Newspaper Advertising Net-
work.
The ad, a full-blown laudation
of newspapers selling power, said no
mention was made of the newspaper
as an advertising vehicle.
The ad described the newspaper
campaign of H. J. Heinz Co., Pitts-
burgh, citing the newspapers selling
power as more or less.

INDIGNATION was expressed
whether printed advertising
was furnished for the company
by Dr. Lazarsfeld to describe his
reaction to being referred to in the
advertisement when it was called
to his attention by Broadcasting.
He did not give permission for the
use of his name in the ad.

He said later he turned the mat-
ter over to his lawyer for investi-
gation of possible legal action.

ANNA describes itself as the
only newspaper network enabling
advertisers to buy black-and-white
run-of-paper, daily and Sunday ad-
vertising on a national or sectional
basis. It has 46 papers as members
in 45 key markets.

The ad told of a 52-week new-
paper advertising campaign by H.
J. Heinz Co., in which the food
concern will use newspapers in 110
major markets once weekly during
the year.

He drew the fire of Dr. Lazars-
feld, one of the outstanding au-
thorities on mass communications,
who was the ad in the him.
After stating that ANNA has in-
vestigated several studies to help
advertisers, the ad went on:

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

"The object of Dr. Lazarsfeld's
study, which employed a new re-
search technique, was to determine
whether printed advertising in
newspapers selling power is more
effective in delivering a message and
converting the people reached into buyers
of the advertised product.

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

Dr. Lazarsfeld said that the re-
ference to him was not only without
his permission but against a spe-
cific agreement that his name not be
used in any advertising.

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

"In over 15 years of performing
research for the radio industry," he
said, "no one in the radio indus-
try has ever done that. It is abso-
lutely outrageous that it was done
now."

KGA SOLD

SALE OF KGA, Spokane 50,000,\natter, for a net figure of approxi-
ately $425,000 to Gonzaga U., Spokane,
was announced Friday by Louis Wasmer,
vetern Pacific Northwest broadcaster and
sole owner of the ABC outlet.

Mr. Wasmer

The transaction is subject to FCC
approval and is the first big space
transfer case to be consummated
since repeal of the so-called Aveo
procedure requiring competitive
bids, a fortnight ago.

The station, under the plan, would
continue to be operated as a commercial
outlet by the Jesuit school, retaining
the same staff headed by Harvey
Wixson, general manager. Mr.
Wasmer also would deal with the Jesuit
ownership and the management
on station policies.

Since KGA is owned by Mr.
Wasmer as an individual, the
transaction involves simply the
transfer of physical assets. Ac-
counts receivable would accrue to
Mr. Wasmer, bringing the overall
consideration up to possibly $550,
000, it is understood.

The transaction was completed by
Mr. Wasmer with Father
Francis Corkery, S.J., president of
Gonzaga through Blackburn-
Hamiton, media brokers.

What was once a part of the country's
number of the country's
pioneer broadcasters, acquired
KGA in 1939 from NBC. He had
been leasee of the station, how-
ever, since 1933.

In 1946, Mr. Wasmer sold KHQ
Spokane, NBC outlet, to the Spok-
ane Chronicle Co., publishers of the
Spokane Chronicle and the Spokane
Review for a figure of $1,295,000.
That transaction was consummated in conformance with the
 duopoly rule of the FCC, ban-
ing dual ownership of stations
in the same areas.

Mr. Wasmer retains a minority
interest in KOL Seattle but is not
active in the eight-column pro-
tion. He has not announced
for the last time his desire to
"take a rest."

KGA, founded in 1925, operates
on 510 kc with 50 kw. The station
has been an applicant for assign-
ment on the 880 kc clear channel
on a duplicated basis. The appli-
cation has been held up by others,
pending determination of the
clear channel case by the FCC.

KGA sold to the applauding
Mr. Wasmer, veteran Pacific Northwestern
broadcaster and sole owner of the
ABC outlet.

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

Dr. Lazarsfeld recently edited
Communications Research 1948-49
with Frank Stanton, president of
CBS [Broadcasting, May 16].
At the ANAN, George Benneyan,
director of promotion and publicity,
said the advertisement was a one-
shot announcement. It was, how-
ever, be reprinted and mailed to
advertising agencies and adver-
tisers, he said.

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

The ad itself featured an eight-
column picture of the main Heinz
plant in Pittsburgh. Inset in the
picture was a head shot of H. J.
Heinz II, president of the company.

Under the ad was a description
which ran about three-quarters
down the page, were eight columns
of type matter, each going from
the bottom of the picture to the
bottom of the page.

The text quotes Mr. Heinz as
saying he was informed the new-
paper campaign was the largest
ever undertaken by food product
facturer. He told why the company
decided to use newspapers on an
unprecedented scale—they bring a
shopping message to housewives
on the day they plan shopping
lists.

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

KGI KARK

Ask Rehearing in Tax Case

REHEARING is asked by KGI
and KARK Little Rock, Ark., in
a petition filed with the Supreme
Court of Arkansas from a decision
upholding a Little Rock occupa-
tion tax on the city's stations.
The latter court held that the tax
creates an unequal burden on the
threat of city taxes on stations all
over the nation.

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

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

A trip to the appel-
late court by Bruce T. Bullion,
Bailey & Warren, station counsel,
contended the court erred in sus-
taining the tax because broadcast-
ing is a business of interstate com-
merce subject only to federal regula-
tion. The privilege tax was
termed a violation of the commerce
clause of the U. S. Constitution.

The appealing stations argue
that the process of broadcasting can't
be split, as tried in Little Rock,
becoming a local to federal
regulation.

In the appeal the stations argue
that the city fails to apportion the
intrastate features of broadcasting.
They also apply for a rehearing. Cit-
"failure by the intrastate feat-
repeatedly struck
by the intrastate feat-
repeatedly struck
down by the

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BROADCASTING • Telecasting
CBS Operations Director Named MBS Program V. P.

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

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

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

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

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

Served Under MacArthur

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

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

KEN DYKE

Reported Joining Young & Rubicam As Vice President

GILSON GRAY

Is CBS Operations Director

The new Mutual program chief has been with CBS since 1921, with the exception of three years in which he served as manager of Carnegie Hall. He joined CBS as a publicity writer, resigning that job in 1934 to join Carnegie Hall. Upon returning to CBS in 1937, Mr. Finisheshriber became annotator of serious music programs, and in 1940 he became head of the network's music division. In 1941 he was appointed director of short-wave programs, and in 1943 became assistant director of broadcasts.

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

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

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

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

Mr. Fineshriber

GILSON GRAY

Is CBS Operations Director

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

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

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

During the war he served on aircraft carriers in various capacities. He was a commander upon relief from active duty. Mr. Shattuck joined CBS in 1936 in the program service department. In 1941 he became a staff editor. In July 1947 he became assistant director of editing.
CANADIAN MEETING

By James Montagnes

William Guild, CJOQ Lethbridge, Alta., last Thursday was named board chairman of the Canadian Assn. of Broadcasters, succeeding Dick Rice, CFRN Edmonton, Alta. Elections featured the final day of June 18-16 annual convention of the CAB held at the Algonquin Hotel, St. Andrews-by-the-Sea, N. B.

Board directors elected were: E. F. MacDonald, CGCH Halifax, N. S.; D. Mahoney, WIFL Fredericton, N. B.; Phil LaLonde, CKAC Montreal; Dr. Charles Houde, CHNC New Carlisle, Que.; Ken Sobie, CHML Hamilton, Ont.; Harry Sedgwick, CGBR Toronto; Ralph Snegrove, CFSO Owen Sound, Ont.; Ed Rawlinson, CKRI Prince Albert, Sask.; J. O. Blick, CJOB Winnipeg, Man.; and Mr. Guild. A British Columbia director will be named later.

Membership in the CAB was approved Thursday for CFCM-FM Kitchener, Ont.; CKBL Matane, Que., and CBRL Roberval.

Also resolved at the final day sessions:

(1) CAB will present a brief to the Canadian Royal Commission and Parliamentary Committee urging separate regulatory and licensing authorities with broad right of appeal; and that the subsidized Canadian Broadcasting Corp. be confined to public service non-commercial broadcasting.

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

(3) The 1965 CAB convention will be held in Hamilton in late March.

Close to 300 Canadian and American members of the broadcasting and allied industries attended the annual convention meeting of the CAB. Representatives of the NAB, headed by Judge Justin Miller, as well as of American advertising agencies and station representation firms sat in on the sessions.

Rice Opens

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

Opening morning session was devoted to TV and the Bureau of Broadcast Measurement. On TV, Canadian broadcasters heard details on layout of TV stations and costs from engineers of Canadian General Electric and RCA Victor. Both Charles Roberts, Weiler Co. and Walter as saying the RCA Victor leaned heavily on experience of TV operators in the United States. They emphasized that TV is an underdeveloped medium in its early stages and that Canadian broadcasters should bear this in mind in locating transmitter and programming sites and buildings and in ordering equipment.

Reports on BBM

L. E. Phenner, president of BBM, reported on plans of BBM for its 1965 survey, the first for five years. This is to be based on listening six to seven times per week, three to five times per week, and one or two times per week, to give a more accurate picture of a station's audience for the advertiser. This year there are 101 radio station members out of a total of 128 in Canada, fees from which pay 82% of the organization's operations. Advertising agencies and advertisers make up the remainder of the membership.

Dealing with details of the BBM's operations were H. F. Cherrier, CBC Toronto; K. H. Baker, BBM New York; and Pat Freeman, CAB Toronto. Annual meeting of BBM followed with a financial report from Athol McQuarrie, general manager, and election of three directors for a three year term: Stuart Smith, Canadian Broadcasting Agency, Toronto; Austin Weir, CBC Toronto; Harold Stephenson, Canada Starch Co., Montreal.

Canadian stations can only win freedom from the restrictive government controls, including those limiting formation of private networks, through working on the Canadian public from the community level, R. M. Campbell, vice president of J. Walter Thompson Co., Toronto, told broadcasters at the afternoon session. While reviewing some of the controls to which Canadian broadcasters were objecting, he cited cases of the community job that have been done, and showed that by continuing to do such jobs, the public would back the stations in changes they want in regulation of the industry in Canada.

On the second day of the convention, Jim Allard, general manager of CAB, in reviewing his first year of operation, reported on economies effected by CAB reorganization. As a result of major CAB activities Mr. Allard estimated each member station last year gained business and savings of almost twice the annual association dues.

Allard Reviews Work

Mr. Allard reviewed operations carried on by CAB in collective bargaining and liaison with government bodies, unions and numerous other organizations. He explained that unity among members would enable management to direct its energies toward CAB opponents.

Reporting on transmitter license fees, Mr. Allard showed a saving through negotiations of almost $400,000. Total transmitter fees for independent stations are now $150,000.

He reviewed CAB's work on price mentions, easing of newcast sponsorship regulations, and television policy; its assistance in setting electric power shortages, the establishment of the first annual Canadian radio awards; plus development of government radio advertising.

In addition he discussed the association's preparation of briefs on forthcoming government radio commissions; its work on negotiations (Continued on page 58).

WIPR TRANSFER

APPLICATION of the Puerto Rican insular government to transfer WIPR San Juan to the government's Dept. of Education removes a "threat to free radio," NAB General Counsel Don Petty cabled Tomas Muniz, Wiac San Juan, president of the Puerto Rican Assn. of Broadcasters, last week.

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

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

Mr. Petty's message to President Muniz follows:

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

"The government's action in re-setting a COA for Puerto Rican radio which is part of the federal government, is a major victory for Puerto Ricans and for our association. If the WIPR grant is allowed to go through it will remove one more threat to free radio, Radio Puerto Rico and Hawaiian Corporation's acceptance of the fundamental policies on which we have based our opposition. NAB is proud to have had a part in this opposition by your side."

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

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

NAB PRESIDENT Justin Miller (center) and Dick Rice (r), CFRN Edmonton, CAB board chairman, hear observations of C. E. Armst Jr., NAB secretary-treasurer, on staircase at CAB convention at St. Andrews, N. B.

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CELEBRATING start of Count of Monte Cristo, sponsored by Golden State Milk Products on Don Lee Network, are Don Lee (l), firm's adv. mgr., and A. W. Neally, BBDO v.p.

DURING tour of overseas installations, CBS Correspondent Ned Calmer (r) is guest on WVTR Tokyo newscast conducted by Sgt. Bob Shipley, formerly with KWKH Shreveport, La., now news director of Far East Network's WVTR.

SHINING 16-inch face of RCA's one-millionth television picture tube is examined by (l to r) Frank M. Folsom, president of RCA; L. W. Teegarden, vice president in charge of technical products, RCA Victor Div.; and J. G. Wilson, executive vice president in charge of RCA Victor Div. Actual manufacture of the tube was described by Announcer Ben Grauer from production line of RCA's Lancaster, Pa., plant on a special telecast over the NBC-TV network. Mr. Folsom appeared as the principal spokesman on the television show.

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

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

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

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

Daytime figures of course follow the same general pattern.

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

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

* The 1948 Iowa Radio Audience Survey is a “must” for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the eleventh annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

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

WHO
+ for Iowa PLUS +
Des Moines ... 50,000 Watts

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

FREE & PETERS, INC.
National Representatives
GARDEN BOXING

MADISON SQUARE Garden and the Boxing Managers Guild came to terms last week in the strike or lockout which deadlocked them over the cut in television and radio fees.

The agreement apparently fully opened up ring performances around the country again for television and radio sponsorship deals. Almost on the heels of the Garden decision came word that the heavyweight title bout between Jersey Joe Walcott and Ezzard Charles would be broadcast over ABC and telecast over part of the NBC network under Gillette sponsorship.

Significantly, the bout will not be televised in Chicago, the place where it will be held. It was speculated that this bout may be the beginning of “skit television” to protect the gate in local areas while making the performance available via TV to parts of the country where tickets are not likely to originate in important numbers.

The agreement between the Garden and the boxing managers was looked upon by most ring writers as having been signed only for the Garden’s terms. This viewpoint was taken because the managers did not obtain their demand for the cut of all radio and television fees. Nevertheless, the managers were able to claim big gains.

They doubled their television take under the agreement. Under it, it was possible for them to increase their combined radio and television revenue five times over last year.

Furthermore, they believed they put on a solid basis their theory that boxing talent has the right to share in radio and television revenues.

And Arthur Garfield Hayes, attorney for the managers, stated that the settlement was by no means the ultimate goal of the managers.

What they want eventually is the 50% formula—50% share with the promoter in everything, including television and radio.

RMA GROUP

Headed by Max F. Balcom

NEW Television Committee to observe TV developments and consider such problems as FCC allocations and public information about the visual medium was appointed last week by Ray C. Cosgrove, Aseo Corp., president of Radio Mfrs. Assn.

The committee is headed by Max F. Balcom, Sylvania Electric Products, who recently retired as RMA president. The group combines functions of RMA’s former FCC Conference Committee and TV Management Committee.

The latter group recently issued a statement reassuring the public that present TV sets will not be quickly obsoleted by UHF or color developments [Broadcasting June 6].


RMA appointed a new Legislative Committee headed by RMA General Counsel John W. Van Allen. Vice chairman is Frederic J. Hall, General Division attorney.

Mr. Cosgrove reappointed Stanley H. Manson, of Stromberg-Carlson Co., chairman of the RMA Advertising Committee, with L. E. Pettit, General Electric Co., reappointed vice chairman.

TV AFFILIATES

ALL FOUR television networks last week announced affiliation agreements with a number of video stations. Some stations signed with two networks simultaneously.

Only full primary affiliate announced was WMFY-TV Greensboro, N.C. Its CBS-TV affiliation becomes effective Sept. 1. Addition of the station, which operates on Channel 2, brings to 41 the total number of CBS video affiliates.

WMFY-TV is owned and operated by the Greensboro News Co., and P. T. Hines is general manager of the station.

NBC Signs Five

NBC-TV announced the signing of five new stations. One of them, WBTV (TV) Charlotte, N.C., was simultaneously acquired by ABC-TV. WBTV will begin operations on July 15. It is owned by the Jefferson Standard Broadcasting Co., and operates on Channel 3.

Charles M. Cutchfield is manager. Addition of the station brings to 36 its total, and the additional five stations give NBC a total of 45 television affiliates. The station

Mr. Hays stated the new agreement probably will give the boxers and their managers more than a 50% share in television fees—but the radio cut will be considerably less. He would like to see each at the 50% figure.

Last year, he said, the boxers got about $80,000, or roughly 25% of the television fees paid the Garden. This coming year, television should give them $75,000 to $100,000, he said.

The payments will be made in a joint radio and television package of $1,000 to all main event fighters at the Garden and $350 to the main event boxers at St. Nicholas Arena, also operated by the Garden.

It is possible, and even likely, however, that the managers and their boys will get even more revenue if the Garden signs a more lucrative deal with Gillette Razor Co., than last year. The agreement gives the managers the right to participate in all sums over $400,000 the Garden may get for TV and radio. The rate of participation in that excess will be in the same proportion that the total of the $1,000 and $350 amounts bear to $400,000.

To further protection to the boxers is said to be the right of Mr. Hays to see any contract signed with a sponsor.

The manager’s strike, though settled, cancelled at least two indoor dates and resulted in the Ray Robinson-Kid Galivan welterweight championship going to Philadelphia. It also may have had an important bearing on failure to telecast last week’s LaMotta-Cerdan fight at Detroit.

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

There was speculation, too, that the Garden was ready to close a deal with Ballantine’s Beer for the broadcast of the bouts to the bouts in St. Nicholas Arena.

Other Garden bouts which might be scheduled outdoors during the summer would be subject to individual negotiation, both with sponsors and the managers. It was believed, however, that for such bouts the new managers contract had set a pattern which probably would be followed generally, if not to the letter.

Another matter for speculation on Broadway last week was whether the principle which Mr. Hays claimed to have established for boxing talent would have wider application. Would it, for example, blaze a trail for professional athletes in other sports—would they demand a percentage of television and radio fees? And if so, would this send up the price of such packages for sponsors? Whether these developments would follow remained to be seen, although they already had become the subject of both conversation and sports stories.

4 Networks Announce Latest Additions

‘BLACKOUTS’

Signed for CBS Video

THE KEN MURRAY “Blackouts,” Hollywood film colony variety show, has been signed for television by CBS, J. L. Van Volkensburg, vice president and director of television, announced.

Mr. Murray will produce the video version of his show from New York starting in the fall.

BROADCASTING  Telecasting
WMPWS EYES TV
Dedicates Radio Center

WITH A million dollar investment in AM broadcasting, and an FM station under way, WMPWS Memphis is awaiting only the thawing of the FCC freeze to enter television, according to Abe Plough, president of WMPWS Inc., and of Plough Inc. (St. Joseph's Aspirin and other products).

The occasion was the dedication last Monday of the new WMPWS Radio Center, at 1205 S. Main, studios and offices with provision made for TV. The Center, in downtown Memphis, cost $275,000.

Mr. Woods, ABC president and principal speaker at a banquet tendered civic and business leaders, waxed eloquent on television as "the greatest medium God has given man", but contended that radio and TV can sell time peacefully and profitably side-by-side. TV, he said, should be regarded as a companion to radio, rather than a competitor.

"I am convinced," said Mr. Woods, "that radio is not doomed, that 50 to 100 years from now we will still have radio." He said that the new medium will not take the place of any established medium, but, that in his judgment, TV as an advertising medium "is probably 25 times as good as radio in sales value."

Mr. Woods, on the current economic situation, alluded to the "general tightening of the business and the "network drops-outs this summer," but admonished that this is no reason to be afraid. He saw no economic or general depression. Advertising, he said, has built America and will continue to build it.

Traces Development
Development of WMPS since its establishment in 1926 was depicted in a newsreel at Monday's dedicatory ceremonies at the new WMPWS Radio Center. "Like a comet streaking through the sky," said the roll was billed as "the greatest medium God has given man," but contended that radio and TV can sell time peacefully and profitably side-by-side. TV, he said, should be regarded as a companion to radio, rather than a competitor.

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

CHEVROLET
Backs Notre Dame Telecasts
T. S. KEATING, general sales manager, Chevrolet Motors Division, announced last Friday that Chevrolet will sponsor in the fall what is said to be the first full home-schedule of football games to be televised on a national network. Mr. Keating stated that all Notre Dame home games at South Bend, Ind., as well as its game with North Carolina in New York's Yankee Stadium, will be telecast over the DuMont network.

Announcement was made jointly with Thomas J. Murphy, CSC, vice president and chairman of the school's faculty board in charge of athletics; Edward (Moose) Krause, Notre Dame's director of athletics; Tom Gallery, DuMont's director of sales; Winslow H. Case, senior vice president in charge of television for Campbell-Ewald Inc., New York, the Chevrolet agency.

WNBQ (TV)
New Facilities Put in Use

NEW and modern video facilities went into operation at NBC's Central Division last week as Howard Luttgens, chief engineer, supervised the opening of the main TV control room for WNBQ Chicago.

The TV control setup at the Merchandise Mart headquarters was constructed under direct supervision of C. A. Rackey of the network's audio-video engineering group in New York, who worked under O. B. Hanson, vice president in charge of engineering.

Other TV facilities which have been constructed include a commentator studio, film storage vault and film studio, battery power room, television workshop, supervisor's office and film preview section. Still to be built are a small studio, a control room and a suite of offices.

Film studio equipment includes two 35mm and two 16mm projectors, which can be multiplexed for use, and two slide projectors and a special effects projector. Provision has been made for installation of a third camera, Mr. Luttgens said.

WTTG (TV)
Moves

Transmitter Now in Suburbs

Transmitter facilities of WTTG (TV) Washington have been moved from atop the Harrington Hotel Bldg. in downtown Washington to a site in suburban Arlington, Va. Full-power operations from the new location have substantially increased the station's coverage area, WTTG reports.

A 425-foot Blaw-Knox self-supporting tower with bat-wing antenna has been constructed.

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**Television Sets by Cities**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On</th>
<th>No. of Sets</th>
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</table>

TOTAL: 68, 1,750,278

*Station permits in Jacksonville (Fla.), Omaha, Portland (Ore.), San Antonio, and Tampa report no set figures yet available.
**Includes only Lancaster, Berks, York and Lebanon counties.*

---

**WATCH BANDS**

**Kestenman Spot Campaign**

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

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

---

**STRAVOVISION**

**Washington IRE Heats Nobles**

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

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

WBTV
CHARLOTTE, N.C.

Channel 3

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

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

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

Represented Nationally by RADIO SALES

PROGRAMS ON FILM FROM 4 TV NETWORKS

Jefferson Standard Broadcasting Company
TV's ROSTER of advertisers reached 1,343 in May, according to latest calculations by the N. C. Rorbaugh Co., New York, publishers of the Rorbaugh Report on Television Advertising. Of these, 988 were local advertisers, 328 spot advertisers, and 57 network. (See chart.)

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

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

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

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

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

Other leading product groups in spot advertising, by total accounts, are: Confectionery and soft drinks, 28; apparel and footwear, 24; and household equipment and supplies, 23. None of these product groups had reached the 20 mark in April.

In the local field, the best prospect for TV advertising was the automotive field which led the other product groups with a total of 128 advertisers. Close behind was food advertising, with a total of 119 accounts.

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

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

### TABLE I

<table>
<thead>
<tr>
<th>Month</th>
<th>ABC</th>
<th>CBS</th>
<th>DTN</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>July</td>
<td>3</td>
<td>3</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Aug.</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Sept.</td>
<td>4</td>
<td>4</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td>Oct.</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Nov.</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>Dec.</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td>Feb.</td>
<td>15</td>
<td>16</td>
<td>6</td>
<td>5</td>
</tr>
<tr>
<td>March</td>
<td>19</td>
<td>19</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>April</td>
<td>21</td>
<td>21</td>
<td>7</td>
<td>6</td>
</tr>
<tr>
<td>May</td>
<td>22</td>
<td>22</td>
<td>7</td>
<td>6</td>
</tr>
</tbody>
</table>

Note: When an advertiser sponsors two or more shows on one given network, he is counted once in the totals for that network.

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

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

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

Leading market for local accounts was Los Angeles, with 103 local advertisers using TV in May. Among the single station markets, Buffalo is an out-front leader with 53 advertisers in the local field. New York leads in the spot category with 112 advertisers, and the next ranking spot market is Philadelphia with 59 spot advertisers. Chicago is third with 52.

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

Dayton led the established market.

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

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

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

Place yourself as a set owner in the Atlanta area. The station which has the loyalty of this big and growing television audience can be easily named. Ask a Petry man to tell you more.
THEATRE TV
Chicago Hails WBKB Show
CAPACITY house of almost 4,000 persons at the Chicago Theatre welcomed the advent of midwest theatre television Thursday night as WBKB (TV) staged its eighth anniversary celebration. As they entered the theatre lobby the general public and hundreds of civic officials, entertainment stars, radio and television executives were telecast by a remote camera crew. Minutes later, seated in the theatre, they saw themselves on the screen through use of Paramount Pictures telecommunication recorder from the projection room.
Several prospective sponsors are being considered picking up the tab for the theatre series, estimated at $7,000 weekly. WBKB was slated originally to feed the show to CBS-TV, but network officials in New York were unable to clear time. The stage revue was emceed by Peter Donald of the Fred Allen Show.
At the close of the show, Mr. Donald presented John Balaban, president of the Balaban and Katz movie chain and the video station, who spoke briefly and then introduced Chicago's Mayor Martin H. Kelly.
Special television features were presented throughout the early evening preceding the theatre telecast.

Film Report
PETER RABBIT, Happy Jack Squirrel and nearly all of the Thornton Burgess woodland characters are soon to make their television debut. Princeton, N. J. has exclusive option with Mr. Burgess for production of television films. Mr. Burgess will appear in many sub-character roles. Film series will be combination of live action and animation techniques with entirely new format.
Cinetel Corporation, New York, will shortly announce unique method of film distribution to TV stations throughout the country. Edwin T. Woodruff has been named president of Cinetel. He was formerly president of Telecast Films Inc., and was with Allen B. DuMont Telecast Co., for eight years. Television Advertising Productions, Chicago, has been dissolved voluntarily. Last three original members resigned to accept other television employment. Marquis Productions, Los Angeles, to produce series of 13-1/2 minute open-end television films entitled "It's Up To You." First of series depicts adventures of editor of small town newspaper. Firm seeks national or regional sponsorship.
Dick Powell, radio and screen star, has announced plans to produce 26 half-hour dramatic films this fall. Fine film fare seems assured.

INDUSTRIAL TV
Watts Outlines Prospects
W. W. WATTS, vice president in charge of RCA Engineering Products Dept., has outlined the new role TV will play in industry and other non-broadcast fields. The prospects were discussed in a talk on "Television's New Directions" before the Engineers' Society of Milwaukee June 15.
"Measured in terms of the equipment it will require, non-broadcast television may well become a service even larger than broadcast television," Mr. Watts said. He stated that some of the applications of TV to industry now being explored include the use of fixed focus cameras in laboratories; at critical points in production lines, and in locations where explosive materials, dangerous gases, extreme temperatures, or difficult access make it impracticable to station a human observer.
Mr. Watts said a future application will be the program for air navigation and traffic control, which calls for telecasting radar screens showing all aircraft in the vicinity of airports, and sending the images of these screens, with transparent maps of the region and other navigational information superimposed, to TV receivers in planes.
To prevent undetected fouls in horse racing, he described how six TV cameras mounted around the track could provide the stewards with a head-on view of the entire race on TV screens.
Mr. Watts predicted that one of the first of TV's new directions to be translated into commercial reality will be the theatre TV (see story this page), with some exhibitors presenting TV images 15 x 20 feet or larger on theatre screens, possibly the end of this year.

LAMOTTA-CERDAN
Outside Rights Refused
CONTINUING a reluctance on the part of sports promoters to permit the telecasting or broadcasting of important sports events, the International Boxing Club Inc. refused to allow last Thursday to let out the Lamotta-Cerdan middleweight championship television or AM rights.
The fight at Detroit's Briggs Stadium June 16 was the first important championship bout not to be aired in 20 years. Nick Nolands, match maker for NBC, said club had turned down offers as high as $60,000 but no network or agency could be found who would admit having made such an offer.
The Detroit News commented in its sports pages, "Good will has not been created. Ill will has been."
Even moves of the bout were forbidden by the IBC edict. Fear was expressed that if the promotion was an unqualified success, a precedent would be set for promoters of other sports to bar outside communications.
However, radio joined with newspapers Wednesday, original scheduled date of the fight, to announce that rain had forced a postponement until Thursday. "We did it as a public service," remarked Harry Bannister, general manager of WWJ-AM-TV Detroit.

RUPPERT'S TV
Signs Ziv Show for 3 Years
RUPPERT'S, Beer, through Biow Co., New York, has signed a three-year contract to sponsor Sports Album, a film series of outstanding sports events through the past year, owned and packaged by Frederic W. Ziv Productions. Cost of show is said to be about $170,000. The five-minute series will be placed on video stations in New York, Philadelphia, Boston and New Haven, preceding sports events. The show has already started on WPIX (TV) New York, before the Giants baseball games.

WLWD (TV) OFFICES
To Be Moved to New Site
WLWD (TV) Dayton, Ohio, will move its administrative offices to its new Television Square location at 4506 S. Dixie Highway, Dayton, on July 1, John T. Murphy, WLWD general manager, announced last week.
All programming, sales, promotion and other office functions of the station will be in the new location, Mr. Murphy said. Studios also are being readied there but will not be completed until early fall.
Television Square eventually will house three studios, the largest 60 x 80 feet and the other two 30 x 50 feet each.

IN CINCINNATI, WHAT STATION HAS THE LOWEST COST PER THOUSAND?
See Centrespread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
SB. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Page 38 * June 20, 1949
SAG TV VIEW

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

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

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

2) “Film TV costs 100 to 150% more than live TV.” Accordingly they reason that any further cost “will hamper development of film by making live TV more attractive to the advertiser.”

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

Cites Film Talks

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

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

The report to members summarizes the situation with the statement that: “Experienced radio men believe that with the increase in the sale of sets, the TV production business will move from the east to the black during 1960. At this point, a concurrent drive for good contracts in the live and film fields should bring results.”

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

Don't bet on Tibet

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

IN CINCINNATI, BUY WCKY—

THE LOWEST COST PER THOUSAND

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

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

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

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

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

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

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

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

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

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

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

(*)—Rating from March-April Cincinnati Pulse

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

Call Collect Tom Welstead
53 E. 51st St.
New York City
Phone: Eldorado 5-1127
TWX: NY 1-36188

or
C. H. “Top” Topmiller
Cincinnati
Phone: Cherry 6565
TWX: CI 281

FIFTY THOUSAND WATTS OF SELLING POWER
Editorial

‘Avco’ Down. Is It Out?

HONEST CONFessions are good. Coming from FCC, it also is unusual. In this light, therefore, the most refreshing part of FCC’s repeal of the Avco Rule is the accompanying admission that the rule had failed its purpose (Broadcasting, June 16).

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

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

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

The test comes June 30, the date set for the abolition of the rule. The principle of the cut-off date, also contemplated in FCC’s proposals, seems sound. But it should be simpler than now written. It must expedite action, not protract them.

With its unhappy experience with the Avco Rule so close behind it, FCC should be wary of further make-work procedures. We hope its admission of Avco’s failure, plus its recent move to separate semi-judicial and prosecutory functions, indicates a new, practical approach to procedural problems. Certainly by now FCC should know that a procedure is no good simply because it is complicated, and that delay seldom serves the public interest.

Doomed Again?

IN 1947, when network radio climbed to new revenue heights, the usually cautious and highly respected Wall Street Journal ran a front-page story headlined: “BIG NETWORK PROGRAMS DROPPED IN AD SLASH; BROADCASTERS STUNNED.” More stunning than stunned, these broadcasters found, in 1948 to increase their net revenue from sales by nearly 5%.

Once burned, the Journal said in 1949 to try again. Another front-page story—another scare head: “BROADCASTING JITTERS... PAYROLLS SLASHED... DARKER FALL OUTLOOK.” Network broadcasting, the Journal reports, is down to a last desperate attempt to save it by “penny-pinching.” Rumor has it that the executives of the networks are now instructed to stop picking up lunch checks (presumably the client will) and to count up those nickel phone calls.

In 1947 the Journal said CBS was “hardest hit.” This same network is now reported all worried and jittery because it has 2 1/4 hours of evening time available. Last year at this time CBS had five hours unsold but the Journal apparently overlooked this.

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

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

Baltimore—Ungagged

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

In desultory fashion, the organized press only recently has joined hands in the radio crusade—nothing like the spirit that usually animates publishers when press censorship is even so much as suspected. That’s probably because many horse-and-buggy newspapers still refuse to recognize radio as “alternative journalism.”

And it’s palpably evident that newspapers generally are out to gut radio in a business way, the latest example being the full-page campaign sponsored by the American Newspaper Advertising Network (which stole its format from radio) proclaiming loudly that the H. J. Heinz Co. uses newspapers to the exclusion of radio. Mr. Heinz constitutes his own 58th variety, since we know of no other manufacturer or multiline advertiser who, unchallenged, fifth-fold (foods and food beverages in 1948 represented roughly one fourth of radio’s gross billings, being second only to drugs and toilet goods).

In the freedom fight, the shoe was on the other foot the other day. The Maryland Supreme Court lifted the so-called Baltimore Gag, which for a decade had prohibited “publications or broadcasts” by anyone not meeting certain specified conditions. The decision, now to be finalized through an appeal by the state to the U. S. Supreme Court, came as a result of a litigation courageously undertaken by Baltimore station owners who had broadcast factual reports on an indicted criminal. The lower court’s decision was reversed.

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

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

This marks another stride forward in radio’s quest for full freedom. On another level, the FCC repealed its ban on station editorializing, though it still declined to recognize with the full legerdemain. One by one state legislatures are impairing to radio newsmen the same degree of protection against retaliation of news sources as they accord the press.

So chalk up a big assist—if not the whole ball game—to Baltimore stations which removed another stricture upon freedom of radio and the press. Perhaps when the next radio freedom crisis develops, the organized press will be more able in its support.

Our Respects To—

MORTIMER WARREN LOEWI

In 1914 a successful young commercial artist, being interviewed by the New York Times, said: “Radio is the future.” He was right, but it was radio and television together that made the leap.

Today, as director of the DuMont Television Network, 70-year-old Mortimer Loewi likes to point out that television provides the perfect proof of his 35-year-old argument. “Television’s outstanding contribution to advertising,” he says, “is its ability to demonstrate products in use to the prospective buyer under ideal conditions—their sponsor’s best salesman explaining and demonstrating his product to people at ease in their own homes; people, moreover, who have invited him in and are in a receptive mood for his message.”

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

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

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

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

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

Originators of Audited Audiences

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

BROADCASTING • Te-le-casting
Respects
(Continued from page 42)

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

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

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

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

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

A chance graduation from Pratt in 1904, young Loewi went to work for the Brooklyn Eagle, starting as copy boy but soon becoming a member of the paper's art depart- ment. At the age of 21 there he was promoted to executive position with Knopf Advertising Agency, headed by the father of Alfred Knopf, noted book publisher. Still burning with the desire to become the world's greatest artist ("I never was satisfied to be anything but first at whatever I tried"), Mort left advertising for more study at the Julian Academy in Paris.

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

Goes to Wall Street

Deciding that the necessity of meeting deadlines took all the pleasure out of art, Mr. Loewi concluded that the thing for him to do was become a millionaire, whereupon he could retire and paint at his leisure. Obviously the place to make a million was Wall St., so in 1917 he abandoned a successful career in commercial art for a $25-a-week job as runner for a brokerage firm. Tackling the financial world with the same vigorous enthusiasm that had won him a place on the championship football and basketball teams of Pratt Institute, Mr. Loewi achieved a partnership in his firm which lasted 16 years. In 1919 he purchased a seat on the New York Stock Exchange. (He sold this seat—at the peak price for the year—seven months ago after holding it for 30 years.)

By the late 1920's he had made his million several times over. His Long Island estate, in addition to the private swimming pool, golf course and yacht which were standard equipment for such places at that time, boasted a forest which he had created by having 56 full grown trees moved in and replanted, an extravagant gesture

from Senate Confirms Gray

APPOINTMENT of Gordon Gray, president and publisher of the Piedmont Publishing Co., Winston- Salem, N.C., and owner of WMIT (FM) Winston-Salem, as Secretary of the Army was unanimously confirmed by the Senate last Monday (June 10). President Truman nominated Mr. Gray for the post June 10 [BROADCASTING, June 13]. Formerly Undersecretary, Mr. Gray replaces Gen. Thomas B. Larkin, who retired to become president of Piedmont Publishing Co., as acting secretary since Mr. Royall's resignation several weeks ago.

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

One dull day in the fall of 1935, Mr. Loewi was idly watching a mechanic repair the Dow-Jones Telecasting receiver at a community center and became interested in the intricate nature of the mechanism and the repairman responded that if he really wanted to see an ingenious device he should get in touch with Allen DuMont, who had developed a way to send written messages over telephone wires and reproduce them on a cathode ray tube. It might be worth while, the repairman added, as Mr. DuMont was in need of financing.

Mr. Loewi got to wondering whether this might not provide a way for recording telephone conversations when the called party was not at home. He visited the DuMont workshop in Montclair, N. J., and posed the question to the young inventor. The cathode ray tube held an image only a few seconds, Mr. DuMont said, so it could not act as a telephone memo pad, but it might be possible to preserve the fleeting images by photography. Mr. Loewi urged him to try to work it out, thinking the telephone company would be interested, but when the device was completed there were no takers.

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

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

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

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

Pursues All Phases of TV

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

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

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

WENR-FM HOURS

Curtailment Hit by FMA

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

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

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

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

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

AGVA REPLIES

Barto Denies Raid on AFM

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

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

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

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

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

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

Since there are more than 500 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Open Mike
(Continued from page 16)

 standards; transmitter; studio; field; general engineering; and charts, graphs, tables and notes. These sections contain maintenance procedures, FCC Rules and Regulations and other basic material which will be of direct, almost daily help to the operating engineer.

Royal V. Howard
Director of Engineering
NAB
Washington

Seek Old WORL Spot
EDITOR, BROADCASTING:

In your very interesting and thought provoking story of WORL's departure from the air, there was one small but significant error.

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

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

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

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

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

Excellent Story
EDITOR, BROADCASTING:

This is a note of appreciation for the excellent story about Bekins Van and Storage Co's radio advertising appearing in the [June 6] issue of BROADCASTING.

Both Bekins and this agency are very grateful to your publication for this excellent story.

If we may have your permission, we would like to have 1,000 reprints made of the article for distribution to other warehouse companies throughout the United States who might get some ideas for use in connection with their own radio advertising.

A. R. Brooks
Brooks Advertising Agency
Los Angeles, Calif.

Clear Channel Points
EDITOR, BROADCASTING:

I noted with interest the letter from Mr. Charles N. Cutler in the "Open Mike" column in the May 30 issue.

Mr. Cutler does not appreciate the efforts of the Clear Channel Broadcasting Service to give adequate rural radio coverage. He looks to "500 to one million kw" FM stations as the answer. Included in the CCBS membership are stations which pioneered in FM... WSM [Nashville] received the first commercial FM license in 1947. CCBS made a nine-months' study of FM, including field-intensity measurements covering a total distance of 5,600 miles and prepared 23 individual exhibits. CCBS made every possible effort to analyze the performance of current and projected FM receivers. CCBS concluded that FM is not the answer to solving the problem of covering the underserved areas.

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

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

Ward L. Quaal
Director, CCBS

Long-Time Reader
EDITOR, BROADCASTING:

I have been reading BROADCASTING for so many years that I do not remember when I started—In fact, I would be "lost" without it. Wallace H. Lancton
Radio & Television Director
Jackson and Co.
New York

Runnion Views Hit
EDITOR, BROADCASTING:

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

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

Reports FM Reception
EDITOR, BROADCASTING:

Our station operates on FM power of 46,000 w. Last week we received a letter from a woman in Salisbury, New York. She wrote that she has been listening regularly on FM to one of our local programs, The Dixie Playboys, aired from 6:30 to 7 a.m. How's that for reception?

Walter Mitchell
Promotion Manager
WRBL Columbus, Ga.

IMP-ressed by 'Otto'
EDITOR, BROADCASTING:

Dear Maury,
Im Really IMP-ressed

Good job, son.

Bill Kramer

Lauds Milwaukee Story
EDITOR, BROADCASTING:

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

J. S. Stoloff
Radio-Television Director
The Cramer-Krassell Co.
Advertising
Milwaukee, Wis.

W. CARRUTHERS

WALTER W. CARRUTHERS

Heads Don Lee Engineering

WALTER W. CARRUTHERS, chief engineer in charge of AM and FM activities for Don Lee Broadcasting System, has been named vice president in charge of engineering for network, effective immediately, according to an announcement by Willet H. Brown, Don Lee president.

In the newly created post, he will supervise the network's AM, FM television and recording activities.

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

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

Harry R. Lubcke continues as director of television engineering for network.
Race Track Results
(Continued from page 23)

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

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

The result is given over the air approximately immediately after the running of the race and the mutuel is given approximately twelve minutes after the race has been run.

The racing information is carried in the form of a program called the "1290 Sports Parade" which is descriptive and informative and sporting information of all kinds. Horse-racing has never been predominant in our afternoon show and is only one of several sports reported. We give late scratches, changes of Jockeys, results and multiple. We have never lifted a needle or fades out a record, no blowing of horns, like, odds, as many other racing gimmick.

We at WTUX have never given running description of races. We merely give the official information as it comes to us and in a delayed fashion. Since October 4 last, we have never given for Armstrong to use Armstrong programs, as we are licensed for our own sheet. We studied the Commission decision in New York, when it was rendered, and we believe that our actions would be covered by the public interest norm, as is set forth in that decision.

In granting renewal to WWDC after studying its racing shows, the FCC did state that program balance, limited track data was given, sponsors appeared to be reputable firms and the announcement of winners were delayed 10 to 15 minutes after the race [BROADCASTING, Feb. 2, 9, 1948].

Police Testimony
At the last day of the hearing in Wilmington, Capt. Harry W. Towers of the police force testified as to conclusions his department had arrived at as to the use of illegal bookmaking activities there, under questioning said it would not help the law enforcement situation if only one radio were made to curtailing such programming because bookies would just listen to many other stations that could be heard there.

Capt. Towers, one of the key figures in the hearing because of his extensive work during the hearings and the announcement of winners should be delayed until after the next race is run; it would be helpful if data on off-track, track conditions and elimination or at least used only in summaries at the day's end.

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

Earlier in the proceeding Capt. Towers had told in detail about his raids on bookies and his observations of their habits and operations. He said a bookie could still operate with a 20-minute time lag in announcement of the winners and suggested a minimum delay of 45 minutes. He pointed out that the radio has the opportunity to be a great influence in fixing track dates and scratches and that he believed that raiding of bookies has increased the use of radio in sports.

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

Superintendent Kavanaugh testified he had considered raiding WTUX, locking the station up and confiscating equipment, but did not because he felt the problem was not a local one in view of out-of-town stations giving similar data. Instead he notified FCC, he said. The FCC official said he knew no other law enforcement officers throughout the country were concerned about radio since the problems were not the same.

As a director and past president of the International Assn. of Chiefs of Police, he said, it was discussed at conventions.

FCC counsels, Paul Dobin and Dee W. Pincock, subpoenaed more than a score of local persons who purportedly were or had been engaged in bookmaking activities. However, less than a dozen of these individuals were called to the stand to testify. Only half of these said they used radio at all while the others said they were not at all interested in radio. Of those who did use radio, there was mixed comment as to what and how much information was of any use to them. One testified he could not stay in business without radio.

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

The stations named as being used in addition to WTUX by some of the alleged gamblers were: WBBZ Vineland, N. J.; WITH Baltimore; WAMS Wilmington; WPEN Philadelphia; WANN Annapolis; WINS New York, and a station unidentified in Chester, Pa.

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

Roger E. Phelps, radio engineer in charge of WTUX's communications in Philadelphia, testified about monitoring WTUX race programs on Dec. 3 and 6, 1948, at the instruction of the Commission in Washington. He cited one race winner which he claimed was announced one minute and 10 seconds after the end of the race.

WTUX owners Macintosh and Robinson testified at length on their race program policies which they considered to be objectionable, in the public interest and never conceived to be illegal. Receipt of any payment for race data was vigorously denied and Mr. Macintosh explained he acquired the Armstrong sponsorship to kill such "idle" rumors as he had heard. Mr. Robinson explained how the race information composed only a small portion of the program in time comparison to other sports news and entertainment.

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

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


June 26-28: National Retail Drug Goods Convention, Hotel Vancouver, Vancouver, B.C.

June 28-29: Advertising Assn. of the Western 46th annual convention, Hotel Vancouver, Vancouver, B.C.

June 26-27: NAB Program Directors' Clinic, University of Washington, Seattle.

June 27-28: National Board of Radio, worth-by-the-Sea, Portsmouth, N. H.


July 25-30: Catholic World Radio, University of Notre Dame, South Bend, Ind.


Aug. 10-12: Emporium, Pa., IRE Section seminar, Emporium High School Auditorium.


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

Sept. 1-8: Western Assn. of Broadcasters annual meeting, First Bank Spring Hotel, Anaheim, Calif.


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Plus NBC's PARADE OF STAR NETWORK SHOWS
ALL ON WSJS AM-FM
SATURATE NORTH CAROLINA'S GOLDEN TRIANGLE

WINSTON-SALEM GREENSBORO HIGH POINT
No. 1 MARKET IN THE SOUTH'S No. 1 STATE

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WSJS AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

WSJS LOCAL PROGRAMS THAT CLICK

- Bow-Ties and Bow-Rays
- Music for the Mrs.
- Piedmont Farm Program

NBC AFFILIATE
Represented by HEADLEY-REED COMPANY

June 20, 1949 • Page 47
Film Report
(Continued from page 38)
sured juvenile television with much going on celluloid for their enjoyment. Ely Landau, head of own newly established TV package firm has entered agreement with Children's World Theatre Corp., New York, for production of children's video programs, Mr. Landau will produce series with Monte Meacham, president, of Children's World Theatre. Plans for similar arrangements with established groups in other specialized theatre fields currently being made by Mr. Landau.
Apex Pictures, Hollywood, will start production of The Lone Ranger if casting is speedily solved... 
Henry Hohbush, director, Pathethon Productions Ltd., London, England film firm, announced plans to make movies for American television. Fifteen minute shorts would include puppet shows, music hall numbers, sports reviews and mystery shows. British government has loaned film company money to promote venture. 
Chicago Dodge Dealers Assn., through Ruthrauff and Ryan, has ordered production of three one-minute, one 20-second and two 40-second film spots from Alexander & Associates to be telecast over WBKB commencing June 20.
TEL.Escoops, New York, has signed exclusive television contract with Mary Post, according to Samuel H. Hungerford and William A. Battista of that firm, producers of television shows and commercials. Production has already started on first of initial series of 20 five-minute shows to be filmed for 13-week schedule. Prospective sponsors will get preview of first film in near future, entire series will be ready early by fall. Mary Post will open each show with appropriate introductions and then give way to life-like puppets who enact each subject of etiquette. Production will be by means of stop-motion photography and although unwilling to release prices at this time Mr. Hunser pointed out that TEL.Escoops has been able to reduce this type of filming more than 75% as compared with similar quality films now being used in TV commercials.
American Products Corp. has established offices in seven cities for releasing of first run films for television. Under name of American Products Releasing Corp., new firm's headquarters are at 3745 Wilshire Blvd., Los Angeles. Other offices are in New York, Chicago, Houston, Atlanta, Seattle, and Washington. D. C. Glenn Bever, president and general manager of parent organization, heads Los Angeles office. According to Mr. Bever, contracts already have been signed with eight Hollywood television film producers for releasing of films.

ABC CHANGES
Several Posts Realigned

TITTLE changes and realignment of duties of several ABC executives were announced last week.
Theodore I. Oberfelder, director of advertising and promotion, was given also the directorship of research, a position from which Edward F. Evans, who has been with ABC since its formation, has resigned.
Mitchell De Groot, former associate director of advertising and promotion, became manager of advertising and promotion. Ben Gedulencia, former associate director of research, became manager of research.
Earl Mullin, former publicity manager, became national publicity director with added supervision over branch publicity offices.
Grace Johnson, former continuity acceptance manager, became director of continuity acceptance.
The shuffle was another part of the ABC streamlining and economy wave.

'LADY' IN NEWS
But Not for Free at KPRC

KPRC Houston last week welcomed to the city a new Lady Esther product, Complete Creme Make-up. The welcome had a catch, however—suggestion that the Lady Esther product be introduced at regular commercial rates.
Writing to Robert S. Taplinger & Assoc., New York, KPRC Manager Jack Harris said that "as a committee man for the Chamber of Commerce" he appreciated the "recognition of Houston as one of the most important fashion centers of the United States."
"However, I do not agree entirely with your feeling that Lady Esther's new make-up is new material to be included on our women-interest program." Mr. Harris submitted a KPRC rate card.
Protests have been received from stations about a per inquiry campaign submitted by Twing & Altman, New York, on behalf of Wm. H. Wise & Co., described as "one of the largest publication and radio advertisers in America." Four books, with profits ranging from $1 to $1.50 for each sale, are included in transcribed commercials.

Feature of Week
(Continued from page 12)

cupidor donated by King Cole, sponsor of King Cole Cappers.
Rules of the contest stipulated that the winner would be selected on the basis of "chewing the largest plug, twist, quid, wad, cud or chaw of munching tobacco at a single chompin'"
"It was a big day indeed for the many old-time tobacco chewers," said WDVA.
WHERE COMPETITION IS KEENEIST...  
BLAW-KNOX TOWERS DOMINATE THE AIRWAYS

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

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

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.
IN THE U.S. to observe free commercial radio operations, these representatives of the Japanese and Korean government-controlled radio systems were in Washington last week after a four-week stay in New York on a tour which will include visits to stations in various cities throughout the nation. Their visit is under the auspices of Columbia U. and Rockefeller Foundation. Pictured when they stopped off to observe Senate subcommittee hearings on the McFarland Bill, page 251, are (left to right) Ihara, Nakamura, chief, foreign division, Japanese; Young Ho, of Korean government broadcasting planning committee; Seiji Shimaura, chief of Japanese system's broadcasting section at Osaka.

McFarland Bill

(Continued from page 25)

permit the holder of a license to "keep it forward" (unless completely disqualified), regardless of the merits of a competing applicant. Comrs. Hyde, Jones, and George E. Sterling felt the section should at least be retained and be granted according to findings of public interest. Sen. McFarland felt the public-interest requirement is adequately covered elsewhere in the law and in his bill. His proposal, he said, came from anything FCC has done but from broadcasters' "fears" of what the Commission might do, via unwarranted denials or indefinite delays in action on renewal applications.

The purpose of the bill's proposed changes in procedure on hearings was questioned by FCC, which particularly opposed the plan to require hearings on virtually any grant against which a protest is filed. Aside from increasing FCC's workload, the Commission contended, such a requirement might enable existing licensees to prevent themselves against competition for long periods of time by forcing competitors into hearings. A "better method," FCC asserted, would be its own proposal to require local advertising of all major broadcast applications. This plan—currently under industry attack and slated for a public airing June 27—could be written into law "if Congress desired," the subcommittee was told. This, FCC said, "will enable the Commission to secure full information concerning qualification of applicants and will not serve as umbrellas to protect licensees and applicants against competition."

The Commission also entered strong objection to what it considered a too strict limitation on the right of examiners or commissioners in hearing cases to confer with staff members even on highly technical points.

The bill's proposal to make FCC action on transfers dependent only upon the buyer's having the qualifications of an original licensee, Mr. Hyde said, would eliminate the Commission's existing power to determine whether the transfer in itself is in the public interest. Thus FCC presumably would be required to approve obvious trafficking in licenses, for example, so long as the buyer possessed the qualifications of an original licensee.

Hearing Issue

Sen. McFarland said there was no intention to give existing licensees undue advantage, but that he thought hearing procedure should be carefully spelled out so each applicant will "know exactly what the Commission wants him to prove."

FCC had no objection to the proposed provision forbidding discrimination on grounds of race, religion, political affiliation or business association, which was designed primarily to prevent FCC from having to oversee ownership of stations. Sen. Tobey, however, promised "a devil of a fight" if the Committee should insist on such a provision, which he thought would open the door to monopolistic developments. Sen. McFarland said it was written into his bill because of newspaper applications which had been held up for long periods of time.

Comrs. Hyde and Jones favored rotation of the Commission chairmanship, but the majority endorsed the present plan of Presidential appointment, which the bill would continue.

The Commission felt the proposed board of Commissioners pay from $10,000 to $15,000, with increase also for key staff executives, would be desirable, but opposed the plan to cut the pay of future secretaries of Commissioners from $4,582 to $4,000.

The cease-and-desist powers conferred upon FCC by the bill also were approved with a recommenda-
tion that provision be made for issuance of such orders not only against licensees but against any other persons who violate the Communications Act or FCC's rules.

Mr. Jameson, appearing for the FCBA, limited his discussion to procedural sections of the bill, the "most salutary" of which, he said, is the one providing for "the filing of the plan's major appointment, independent of time." He noted that this procedure, in which the examiner issues an "initial decision" in lieu of the "proposed decisions" heretofore issued by the Commission, was adopted by FCC early this month.

FCBA, Mr. Jameson said, "strongly" favors the functional plan of organization for the FCC staff. He felt that this, plus the plan to assign legal assistants for the Commissioners, would make it unnecessary to adopt a panel system, which FCBA formerly endorsed but now opposes. The panel plan's major weakness, he said, is that a minority of the full Commission would make the decisions.

The bar group reiterated its prior endorsement of higher pay for FCC members and recommended again that the chairmanship carry an additional $2,500 remuneration.

Mr. Craney warned that trafficking in station applications and permits is on the increase, although FCC "apparently believes that the problem is not serious." He told the subcommittee, "I'm afraid of construction permits granted as long as two years ago where nothing has been done by the grantee except continued attempts to peddle the property. It might be well, he suggested, for Congress to "affirm that construction permits are not property in the normal sense and cannot be voluntarily transferred without certain specific qualifications."

He commended Sen. McFarland for his work on the bill, but cautioned that it should not be considered a complete solution of the problems of American mass communications. He urged the subcommittee to enact it with whatever changes seemed needed, at the next session, "come back to the all-important problem facing you in mass communications."

This problem, he said, is the issue of clear and power above 50 kw. "Your problem right here in this committee is to maintain freedom of speech for the many—not license to speak for a few," he said. A pattern you set in aural broadcasting will be followed for television. He told the legislators that "the price of super-power is too high," and that "there is no reason whatever for clear channels."

Trammell Endorses

NBC President Niles Trammell sent a letter "completely" endorsing the bill's administrative and appellate sections which took no position on sections dealing with FCC's internal organization, on grounds that "these are matters with which the Congress and the Commission can best deal."

KCMO's E. K. Hartenbower said all members of NAB's legislative committee, which he heads, are in favor of the bill. "I can tell you," as a practical broadcaster, that we are gratified that it contains many features which should prove helpful to the industry," he declared. Members of the legislative committee:

Mr. Hartenbower, chairman; Edward Breen, KVFV Fort Dodge, Iowa; Harold Hendrix, WAGA Atlanta, N. North; Rex Scholl, KHJ Los Angeles; Paul J. Miller, KSJI Kansas City; J. Har-

old Ryan, WBMP Toledo; Arthur West-

lund, WLOM Grand Rapids; and R. McCollough of WGOA, Lancaster and rime holders of the NABAP board of directors, and R. McCollough of WGOA, Lancaster and chairman of the NABAP board of directors.

Mr. Petty, NAB general counsel, also urged adoption of the bill, but suggested some revisions for committee consideration if "practical.
He pointed out that the measure incorporates many suggestions offered by NAB and other industry representatives in prior Congressional hearings.

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

Wants Oral Argument

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

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

He said the new revocation and cease-and-desist sections were desirable, but reiterated NAB suggestions that (1) revocation proceedings be tried in the district court where the station is located; (2) a "reasonable" statute of limitations be provided with respect to revocation proceedings; and (3) the provision on revocation for violation of an international treaty be modified to take broadcasters off the "hooks of a dilemma."

In general, Mr. Petty thought the changes encompassed in the bill "stand to benefit the Commission itself, as well as the general public and the broadcast licensees."

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

May Relieve Congestion

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

He endorsed "particularly" the cease-and-desist provisions, which provide an intermediary step before FCC might take whereas now it must either forgive violations or institute revocation proceedings. (For other testimony, see last story page 4.)

$50 Million

(Continued from page 8)

service—the advertising method—is getting action and results."

Speaking of results, the report said:

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

**Efforts Get Results**

"The automobile accident death rate continued the drop it has shown ever since the campaign has been on the air, with the lowest rate on record; 13% fewer forest fires than in 1947; Series E bond sales set a record; CARE package shipments boosted as high as 25,000 packages a day; Red Cross goal of $75 million reached; 43,000 student nurses recruited, largest peace time enrollment; chest X-rays stepped up 51%; almost every state increased its school appropriations, membership in Par
t

**Mobile System**

**National Network Slated**

FORMATION of the National Mobile Radio System, described as the first national network of independent radiotelephone stations for mobile service to the general public, was announced last week.

Speakers said the plan "will make mobile service available to subscribers of any member station the facilities of all stations in the organization."

By August, they said, the network will be in operation between Boston and Washington. The service will be extended to cover all member stations, which now number 12 and which, it was predicted, will reach at least 100 in 1949. The stations operate in the 152-162 mc band.

Announcement of the network's formation was made in April directly to FCC by Jeremiah Courtney, Washington counsel. President is Norman W. Medlar of Westchester Mobilone System, White Plains, N.Y.

More local advertisers buy more local time on WQUA than on the other two QUAD-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the orporate stations. WQUA's local rate is 

**Local Advertisers Choose from Personal Knowledge**

(Or Don't Let Hooper* Fool You!)

More local advertisers buy more local time on WQUA than on the other two QUAD-City full-time stations combined! And, WQUA's local rates are comparable—often higher than—the corporate stations. WQUA's local rate is

**HERE IS THE RECORD**

<table>
<thead>
<tr>
<th>Local Advertisers</th>
<th>WQUA</th>
<th>WQA</th>
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</thead>
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<tr>
<td>Announcements</td>
<td>135</td>
<td>108</td>
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<tr>
<td>Newscasts &amp; Sports</td>
<td>555</td>
<td>285</td>
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<tr>
<td>Play-by-play Sports</td>
<td>646</td>
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<td>Total Program Time</td>
<td>2,244</td>
<td>830</td>
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</table>

* Local buyers don't agree with Mr. Hooper! We invite your inquiry for national avalanche organizations.

**WQA over WQUA**

<table>
<thead>
<tr>
<th>Time Purchased</th>
<th>WQUA</th>
<th>WQA</th>
</tr>
</thead>
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<tr>
<td>aWQUA</td>
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<td>126%</td>
</tr>
<tr>
<td>bWQA</td>
<td>$3.55</td>
<td>125%</td>
</tr>
<tr>
<td>cWQA</td>
<td>$3.25</td>
<td>126%</td>
</tr>
</tbody>
</table>

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

**In Minutes**

- 30
- 60
- 90
- 120

จำหนนาการณ์ "วิทยุนคร" สิ้นสุด คืนของผู้ใช้ภาพฟิล์มในวันวันที่ 25/6/49.
Canadian Meeting (Continued from page 29)

for equipment depreciation on income tax; the advisability of CAB joining the Inter-American Broadcasting Committee, and other relations with NAB and the Australian broadcasters. Mr. Allard included in his summary a mention of CAB's hiring of W. J. Bain, formerly with the Canadian Transport Dept., as NARBA advisor.

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

Freeman Reports

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

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

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

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

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

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

Discusses Transit FM Plans

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

He suggested that TV development be freed from the restrictions proposed by the government, and that TV stations should cooperate, or co-operate, in programming.

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

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

Carl Haverlin and Bob Burton of BMI, New York, reported development of the organization in Canada. The two stations and more over 2,000 Canadian compositions were distributed by BMI Canada, which now has 85 Canadian composers under contract. BMI Canada is now the largest Canadian performing rights organization, Mr. Burton stated. He urged broadcasters to support Canadian music authors and composers.

Selling radio advertising occupied the remaining Wednesday sessions, with various panels and reports during the morning and afternoon sessions. Highlights included a recommendation by Ken Soble, CHML Hamilton, that CAB advertising agency franchises be reviewed and agencies be required to place minimum contracts in radio for future franchises. Taking part in the panels were Ruth Jones, Benton & Bowles, New York; Mr. J. Walter Thompson Co., Montreal; Waldo Holden, Toronto; Adam Young, New York; Ralph Snegrove, Owen Sound; Ralph Hart, Spitzer & Mills, Chicago; and Mr. Denny, CFCF Montreal. Surveys on early morning, late evening, Sunday, summer and car listening were recommended.

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

'TOWN HALL'

May Shift From ABC; NBC Interested

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

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

ABC also receives 30% of its

WTWB TO START

1 kw Daytime on 1590 kc

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

Station is housed in a new, modernistic cinder block structure a mile and a half south of Coldwater on U.S. 12. The station's board of trustees, is a Gates BCIF, and the console also is a Gates. WTWB has two Wincharger type 101 towers (over-all height 198 feet).

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

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

BROADCASTING * Telecasting
CAB Registration—June 13-16

A
J. L. Alexander, Toronto; J. T. Allard, CAB; A. E. Allen, Canadian National Television; R. N. Armstrong, CHNC; G. B. Armstrong, Canadian National Telegraphs; E. A. Arney, NAB; J. A. Ashbrook, Northern Ontario Miss D. Atkinson, CFNN.

B
K. H. Baker, BMI; St. Clair Balfour, CJSF-FM; A. J. Balfour, CFGP; A. C. Ball, Canadian Broadcasting; R. L. Barnes, NBC Recording, New York; C. C. Barksdale, Film Equipment; R. L. Barnes, CJCA; Mr. and Mrs. Jack Bear, PQF; E. H. Bennett, United Kingdom Information Office; G. J. Benoit, V. Bernard, CHNC, G. S. Bertram, Swed-Field Equipment; B. B. Connolly, CBS; J. C. Young, VIC; J. Y. Blick, QCB; W. C. Borett, CHNS; George Bourassa, CKAC; R. Bowden, Elliot-Haynes; R. T. Bowman, CKM; S. A. Brown, CHJ; B. Brayley, Canadian Press; Julie Brown, Compton Ad., Mr. and Mrs. H. R. Burgoyne, CKTB; Mr. and Mrs. W. B. C. Bunting, McCormick; W. M. B. W. Yule, Young & Rubicam.

C
Mr. and Mrs. S. C. Caldwell, Caldwell Ad.; R. C. Cameron, J. C. van der Kolk; Guy Caron, CHJ; H. C. Carson, All-Canada Radio; D. C. Crossman; CJOR; Stanley Chapman, CHNC; H. P. Cheverton, CFRC; CTY; K. G. Chisholm, RCA; W. L. Chisholm, Radio; I. Clark, Kingway Film Equipment; H. Clochesy, WBNP; J. Coates, British Columbia; Donald Cooke, Donald Cooke Inc.; D. C. Kolomon; F. Howell; K. E. K. C. KOC; H. A. Cruttenden, CKC; G. A. Cromwell, CSI; F. P. Curran, British UP.

D
L. A. W. East, Canadian Pacific Telephone Services; H. J. Halst, Easton, New Jersey; P. Edwards, Press News; M. E. Elliott, Canadian Marconi; M. and Mrs. Walter, Elliot-Haymes Ltd.; T. A. Evans, CAB.

G
Gordon Ferris, Household Finance Corp.; B. Fitzpatrick, Imperial Tobacco; C. C. Fish, Canadian Broadcasting; D. Foster, H. D. Foster Ad.; H. C. Fowles, Canadian Broadcasting; M. Friedman, World Broadcasting; Mr. and Mrs. L. Friesen, Ruthrauff & Ryan.

G
G. Gaytis, CJCA; Mr. and Mrs. E. T. Gaye, Associated Press; L. Gayford, Associated; H. Geary, H. F. Stanfield Ltd.; W. Vic Gill, Canadian Industries Ltd.; J. J. Gillin, fr.; WOW; WBN; QOC.

H
Kolin Hager, SBSAC; A. M. Halg, CFRB; B. Hall, All-Canada Radio Facilities; J. P. Hall, Fawley & Co.; J. J. Hart, NAB; C. W. Hart, Procter & Gamble; C. H. Harris, Reliable; H. Hartwig, Ruthrauff & Ryan; R. L. Hattersley, Associated; Mr. and Mrs. Carl Haverlin, BMI; P. J. Heenan, J. Hastings Ltd.; Guy Herbert, All-Canada Radio Facilities; John C. Hill, Kingsway Film Equipment; Mr. and Mrs. W. Waldo Holden, CFRB; J. T. Hollands, Associated.

C. R. Irvine, CHOK.

K
K. A. Jadaszewski, SBSAC; W. Jeffrey, Vick, Cheneval; H. W. Kern, RCA; Victor; Ruth Jones, Benton & Bowles; Ralph Judge, W. Stovin & Co.; W. Stovin & Co.

L
E. F. Kavanagh, CFCH; Gordon Kebbe, CFCC, D. L. Ker, CJSF-FM; H. Kempton, Northern Electric; L. M. Kevorkian, Radio; J. H. Knight, CBS; J. Kucera, Bow Co.

M
Phil Lapinoff, CKCH; C. G. & John D. Langlois, Long-Worth Features; R. E. Large, CKCU, H. Legare, CHNC; Pat Lang, Canadian Broadcasting; D. D. Lemoine, Vic, Leslie, Canadian National Broadcasting Sales; R. C. Leslie, Canadian Broadcasting; D. E. Longmore, McKeast, D. W. London, CHSQ; G. G. & J. W. Longmore, CFCH; J. A. Loke, CFG; G. D. Lowe, CFNY; Best Loan, Associated Program Service; Mr. & Mrs. Fred Lynds, CKCB.

S
M. S. Mackay, All-Canada Radio Facilities; M. & Mrs. E. F. MacDonald, CJCH; J. A. McDonald, ABC; A. H. MacWilliams, CKCH; Ross McCreath, All-Canada Radio Facilities; J. G. McLean, Canadian Pacific Telegraphs; Andy McDermott, H. N. Stovin & Co.; R. M. McMillan, BROADCASTING; Mr. & Mrs. Pete McMurtry, Weed & Schuman, Mr. & Mrs. Ed McTernan, P&L; Ryan; T. M. Magee, Adam Young; J. A. Markham, British Columbia; A. Marquise, Canadian National Telegraphs; Mr. & Mrs. G. F. M. Mills, BMI; Marjorie Minnau, J. Walter Thompson; James Montague, CKCH; C. S. Morgan, James Montague, BROADCASTING; C. F. Morgan, J. Walter Thompson; R. W. Mon, BMI, Paul Millville, NBC; Austin Moore, CFNB; Mr. & Mrs. E. Murphy, R. D. Murphy, Canadian Margaioni; H. O. Murphy & Mr. W. Murphy, CFCY; Mrs. B. Munnink, WDL.

M. Napier, J. Walter Thompson Co.; Mr. & Mrs. D. Malcolm Neil, Gordon Neilson, Mr. & Mrs. S. Neil, CFNB; W. D. Neil, Canadian Pacific Telephone; Mr. & Mrs. G. G. Nelson, CFNB; Mr. & Mrs. Gilbert Nunn; RCA Victor; C. A. Norris, J. R. Longstaff, Ltd.

P
Mr. W. H. Parsons, ABC; K. R. Patrick, BG; J. P. Pearson, CHLO; Mr. & Mrs. L. E. Phemmer, BMI; C. O. Plowem, CFCH; R. G. Powers, RCA Victor; Mr. & Mrs. Marcel Provost, French Radio.

R
M. Radcliffe, RCA Victor; E. A. Rawlison, CKFN; M. Rea, CNOV; Mr. & Mrs. G. R. A. Rice, CRCC; H. Richardson, Canadian Base; C. C. Roberts, Canadian GE; A. S. G. Robb, NEL; B. R. Ward, Canadian GE; Mr. & Mrs. K. S. Rogers, CFVY; Ross Rowlands, CKRC; C. J. Rude, CLI; Mr. & Mrs. Young, CRFA.

S
A. S. Bamba, World Broadcasting; C. G. Burch, Associated; AAAA; William Schubert, CBS; E. L. Scott, Canadian Broadcasting; Harry; R. D. Schofield, CRFB; Jos. Sedgwick, CAB; Gordon Shaw, Mr. & Mrs. Sheedy, Standard; Mr. & Mrs. Stow, Tomslaw; Ruthrauff & Ryan; Mr. & Mrs. Ster, Radio Re-estatements; C. G. Strong, Associated; D. S. Snegovsky, CFOS; Ken Sobel, CIBM; W. A. Speciale, CKRM; H. E. Stanfield, Stanfield Ltd.; H. N. Stovin, Stovin & Co.; W. Stovin, CIBJ; J. Sullivan, Canadian National Telegraphs.

T

U
Mr. & Mrs. A. E. Unger, Frederic

Z
Mr. & Mrs. A. E. Unger, Frederic

CAB Broadcasting—Telecasting

WJBW Out

SCOTUS Review Denied

WJBW New Orleans, in operation since 1926, was denied a station's license in the U.S. Supreme Court last Monday and now must cease operations. Deadline is July 1 unless a public hearing is held to continue the station's license.

Charles C. Carlson, WJBW licensor, had appealed an FCC decision which refused to grant renewal of the station's license on grounds of repeated technical violation and failure to meet FCC requirements. Before taking his case to the highest court, Mr. Carlson had lost in a lower court, despite the fact that the FCC had denied the license in the U.S. Court of Appeals for the District of Columbia [BROADCASTING, April 4, 1949].

WJBW is assigned 250 w full-time on 1230 kHz. These facilities were awarded by the Commission to Mr. Carlson's former wife, Louise C. Carlson, for a new station WADW where, when WJBW was denied renewal. Mrs. Carlson has sought and been denied special authority to take over WJBW, including renewal of its operating staff.

EDUCATION MEET

Radio, Visual Session Set

CONFERENCE of State Directors of Audio-Visual Education and Radio Education will be held in Chicago Aug. 2-3, Earl James McGrath, commissioner of education, Federal Security Agency, announced last week. Invitations have been extended to chief state school officers to designate representatives to attend.

Floyd E. Brooker, chief of the Office of Education's Visual Aids to Education Section, and Franklin Dunham, chief of the Educational Uses of Radio Section, are planning the conference agenda. Commissioner McGrath said the conference, first of its kind sponsored by the Office of Education, indicated the growing importance educators attach to the radio and audio-visual instruction techniques.

Whitehall Names SSC&B

WHITEHALL PHARMACAL Co., a division of American Home Products Corp., New York, has appointed Sullivan, Stauffer, Corwall & Bey, New York, to handle advertising of Kolynos tooth paste and Kolynos Anti-Decay tooth powder effective July 1. The agency has been handling the company's Bi-Sol Dol powder and its various goods. The agency will be receiving the billing on the four network daytime shows which Kolynos sponsors in part.
LOGS ELIMINATED
3 Ga. Stations Fight Move

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

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

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

"... no other daily newspaper in Georgia or Alabama has forced such a demand upon local radio stations for program listings," said the statement. It continued:

"It was also pointed out to Mr. Ashworth that the Ledger-Enquirer’s own survey of subscribers showed that the radio log is far above average in reader interest and preference. Mr. Ashworth admitted this was true but remained firm in his stand ... WRBL and WSAC were all of the opinion that the Ledger-Enquirer’s position was high-handed, unjustified and unfair—both to the stations and to Columbus newspaper subscribers. Accordingly, these three stations refused to pay a pro-rata share of the $10,000, regardless of the action which might be taken by Ledger-Enquirer station, WGBA.

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

In addition to carrying the joint statement, WDK had this added comment for its listeners:

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

ALL-RADIO FILM
Story Treatment Approved

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

The shooting script will be written under the direction of Victor Ratner, CBS vice president in charge of advertising and sales promotion, and will probably be completed in six weeks. According to present plans, the picture is expected to run 35 to 49 minutes.

TRAVEL ADS
Canada Gives Radio $35,000

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

"The Canadian travel agency has asked NAB to invite stations in 300 miles of the Canadian border to submit availability issues to Cockfield, Brown & Co., Montreal, the government’s agency.

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

NAB had protested Canada’s original 1949 campaign because paid radio time was omitted from the media list. "We can see prospects of a much larger share of the Canadian travel bureau’s budget appropriated for radio," according to John Herlihy, NAB’s former representative in Canada."

REMOTE PLAN
Proposed Rules Announced

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

The proposed rules also provide for interim operation by TV stations of auroral relaying in the remote area, and the time is developed to relay both the auroral and visual signals in the higher frequencies designated for TV relays. Comments on the proposals were invited by FCC until May 18.

The new allocation provides for channels in the bands 25-30 mc., presently used 154-156 mc. (including additional frequencies 156.25 and 156.15 mc) and 450-460 mc.

WMIL...\n\nmeans\n\nMILWAUKEE\n\nREPRESENTED BY FORJEE

Page 54 • June 20, 1949

KELLY FAREWELL
NBC Honors Announcer Chief

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

The program and party were to be given in connection with Mr. Kelly’s leaving Bermuda on the Queen of Bermuda, aboard which Kelly was expected to be held. Mr. Kelly was given the trip by members of the NBC announcers Feed Club to show how much they admired him. He was to be included on John Wallington, Howard Petrue, Tiny Rufer, George Hicks, Milton Greene, and others, who had been in radio since its pioneering.

LOUIS-WALCOTT
Fight Debate on WKAN WKIL

Mr. Allain moderates the debate between the Bomber (1) and Jersey Joe.

SPORTS shop claimed by WKAN WKIL (FM) Kankakee, Ill., in its broadcast of a debate on the disputed decision of the first Jersey Joe-Walcoat-Joe Louis fight. Featured debaters were none other than the fight’s principals—the Bomber and Jersey Joe. Orren Allain, sports director of WKAN WKIL, cornered the two when the Champaign, now a promoter with the International Boxing Club, dropped into Jersey Joe’s camp to watch the latter train for his championship bout with Ezzard Charles in Comiskey Park, Chicago, June 22. Despite the fact that they were looking at each other over the mike instead of across the ring, Mr. Allain reports that both fighters stuck stubbornly to their original stories—each insisting he won the bout.

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

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

Charges Hurled By Both

CHARGES and counter-charges of irresponsibility continued to fly between Commentator Fulton Lewis last week, in the wake of an article by Mr. Chester in Princeton U.'s Public Opinion Quarterly.

The Quarterly, Mr. Lewis said, has offered to print an article giving his reply to Mr. Chester in its next edition.

The nub of the controversy was an article by Mr. Chester, former assistant professor of speech at Cornell U., on "What Constitutes Irresponsibility on the Air?" That, he criticized Mr. Lewis on the basis of some of his broadcasts and campaigns, which it undertook to analyze.

Mr. Lewis retorted that the writer had represented himself about two years ago as having a "standing contribution" for the American Mercury, and that he was given no explanation when the magazine rejected his article. But he said the managing editor wrote him at that time (Oct. 28, 1947):

"As I had feared, I have to return this and suggest you write me immediately to —. I have a strong hunch that you will grab it up. I advise you to send it directly to Mr. Croop and mention my name, that will be all right."

"This evidence," said Mr. Chester, "supports the inference that the managing editor thought my article was worthy of publication."

He accused Mr. Lewis of "swinging wildly" in his references to the Quarterly. "That journal," he said, "is probably the most distinguished professional publication in its field. On its masthead appear the names of Frank Stanton, Niles Trammell, Paul Lazarsfeld, and a host of outstanding scholars."

Mr. Chester challenged the commentator to "face the issue squarely and point out any inaccuracies that would invalidate my conclusions." He said his 10-page article carried 58 footnotes "giving the source of every factual statement I make."

"In the absence of contrary evidence," he continued, "my statements stand unchallenged as true. Thus, after comparing Lewis' testimony under oath in a court deposition with one of his radio scripts, I charge him with deliberately misstating a fact on the air or of not knowing the meaning of his own language. Which alternative does he choose?"

Mr. Lewis, accusing Mr. Chester of "deliberate mendacity," promised to give a documented reply in the answer he is preparing for the Quarterly.

Analysis of Mr. Chester's articles, he told Broadcasting, "proves it to be replete with misrepresentations, quotations that are dangerously taken out of context and twisted to the convenience of the author, and downright falsehoods."

"The publication has graciously offered to print, in its next edition, an article by me, replying to Mr. Chester," he said. "In it I shall demonstrate, by chapter and verse and complete documentation, the specific distortions, untruths, and half truths on which his attacks are based. I shall demonstrate further — using his own articles as evidence — that the young man's mendacity was deliberate and conscious, not accidental."

Meanwhile, Editor Lawrence Spivak of the American Mercury issued a statement saying that "although Mr. Chester was not 'commissioned' to do the piece [when he visited Mr. Lewis], he certainly was writing it for the American Mercury." His statement, which he said was designed to keep the record straight, continued:

The article he submitted to us was rejected by the managing editor years ago and I have no way of knowing what he has done in the interim. Mr. Angloff, our managing editor, had all the preliminary discussion and correspondence with Mr. Chester about his article and when the piece was completed, he sent it to me with a favorable recommendation."

When I discussed the article with Mr. Angloff he told me of a discussion with Mr. Chester which led me to conclude that Mr. Chester could not write a satisfactory piece on Mr. Lewis. I therefore said to Mr. Angloff: "I don't like the smell of the piece and I don't think we ought to print it."

"I did not mean by that that I knew the piece had inaccuracies and misrepresentations, he continued, "but did enough to know that it was accurate. . . . The controversy, it seems to me, rests between Mr. Chester and Mr. Lewis, and what we thought about the article two years ago may have little bearing on it today."

Telestatus

(Continued from page 56)

kets in number of new accounts during May, with an increase of 23 over the totals for April in Pal and New York added a net of 17 accounts, and Memphis added 16. Toledo showed a drop of 16 accounts, and Milwaukee's total dropped by six accounts. The decline shown in the table for Baltimore is due to the fact that WBAL-TV no longer reports its totals.

TABLE III

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FIRST IN THE QUADS

Davenport, Rock Island, Moline, East Moline

AM 5,000 W + 1420 Ks.
FM 47 Ks.
TV Channel 1

Basic Affiliate of NBC, the No. 1 Network

The November 1948 Corbin Survey shows WOC First in the Quad Cities in 50 per cent of Monday through Friday quarter-hour periods. WOC's dominance among Quad-Cities stations brings sales results in the richest advertising market in the northwestern United States — Chicago and Omaha. . . Minneapolis and St. Louis. Complete program duplication on WOC-FM gives advertisers bonus service.

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

Davenport, Iowa

Free & Peters, Inc., National Representatives

June 20, 1949 • Page 55
PLANS for the first coordinated advertising campaign for all U.S. armed forces are being distributed by The Advertising Council Inc., New York.

Object of the campaign is to build prestige for service personnel, and to heighten the appeal of armed forces service, the Council said last week. Radio advertisers and networks are expected to cooperate by sponsoring messages written from a Radio Fact Sheet, available through the Council.

Gardner Advertising Co. and J. Walter Thompson Co., both New York, are the council's volunteer agencies for the Joint Armed Forces Prestige Campaign. H. M. Warren, vice president, National Carbon Co., is coordinator, and Edward F. Royal is the Ad Council's staff executive on the project.

World Signs Haynes

SIGNING of The Three Suns, popular Victor recording vocal-instrumental trio, and Dick Haynes, vocalist, was announced last Wednesday by World Broadcasting Co. Both contracts are long-term and exclusive. The Three Suns will start recording for the World library immediately.

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

Meeting since late April at the World Conference, Region 2 delegates have been working out general allocation of frequencies between 10 and 4,000 kc and related matters to implement the provisions of the Pan American treaty [Broadcasting, May 2].

Start Plenary Sessions

With committee and sub-group work substantially completed, the conference swung into plenary sessions last week to consider drafting the formal resolutions. By the end of the week, however, the majority of ground was yet to be covered, such as the allocations table itself which includes the broadcast band proposed as 5,850-10,000 kc. It was pointed out that what broadcast use may be considered for the controversial 5,400 kc channel will not be touched upon until a decision has been made to the delegates at the forthcoming revision of the North American Regional Broadcasting Agreement this fall [Broadcasting, April 25].

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

LEGISLATION

Awaits Truman Okay

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

GUILFORD

Greensboro AM Grant

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

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

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

SOCIALLY

Protest FCC Ruling

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

"Even today it is almost impossible for minority viewpoints to get a fair hearing," the party's national secretary, Harry Fleischman, declared in a letter to FCC Chairman Wayne V. G. Byrd.

He charged that all four major networks have been "guilty of...not granting equal time for the discussion of both sides of controversial subjects." Under the editorializing decision, he predicted, "conditions will be even worse than before." Since networks and stations depend upon advertising, he said, "their economic interests will lead them, consciously or unconsciously, to an editorial bias in favor of the point of view of private capitalism.... Your decision vitally impairs real free speech for the people of America."

FINCH HEADS WJIM

HOWARD K. FINCH, vice president in charge of production at WJIM Lansing, Mich., has been appointed WJIM general manager, Harold F. Gross, president and general manager, announced. With the exception of four years in the armed forces, Mr. Finch has been with WJIM since it was established in 1934. His promotion comes shortly before the station's 15th anniversary celebration.
NBC Central Division vice president, I. E. Shomerov (1), picks the first winner in Taylor-Borroff’s monthly Blue Ribbon Bulletin competition for agency newcomers. E. R. Borroff identifies the $50 prize-winner as Clifford Belgard, radio director of Sherman & Marquette, Chicago.

1948 AD MONEY

Expenditures Near $5 Billion

TOTAL U. S. advertising expenditures in 1948 reached $4,830,700,000, a new high, according to a survey prepared for Printer’s Ink by Dr. Hans Zeisel, associate director of research of McCann-Erickson Inc., New York.

The figures included expenditures for not only time and space but also for art and production. Basic source for Dr. Zeisel’s annual estimates of radio advertising was Broadcasting Yearbook. To its figures for net time sales he added his estimated production costs to come up with a 1948 total of $596,900,000 radio advertising expenditures.

The $596,900,000 spent by advertisers for all types of radio advertising in 1948 was a 7.5% increase over 1947. Dr. Zeisel, dividing radio advertising into two categories—national and local—said national radio increased 5.9% in 1948 while local radio rose 10.5%. The 7.5% increase represented the average of all radio.

Total radio advertising in 1948 was second only to newspapers. In 1948 newspaper advertising expenditures reached $1,749,600, an 18.6% increase over 1947.

PEGLER CASE

Columnist Agrees to Appear

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

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

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

'TOWN CRIER' SUCCESS

Utility Firm Show Marks 14 Years on WMBD

FURTHER proof of the value of radio advertising to a public utility firm [Broadcasting, May 23] has been reported by WMBD Peoria, Ill., and the Central Illinois Light Co.

This month marks the 14th year the utility company has sponsored Cileo Town Crier on WMBD. The program was started for the following purposes: (a) to offer valuable service, without charge, to the people of Central Illinois; (b) to create good will for the sponsor; (c) to increase the use of gas and electricity in the area served by Central Illinois Light Co., and (d) to increase the sale of electrical and gas appliances, primarily for the sponsor, secondly for associated dealers.

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

Only those affairs open to the public and operated for no profit are announced. Any church, club, organization pushing such an affair has the free use of the show to promote the event. During the 14 years the program has been aired it has been used for 56,000 public service announcements. An average of 255 organizations are served and approximately 38 central Illinois cities are represented each month on the broadcast.

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

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

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

Summing up the utility firm’s satisfaction, R. K. Dallas, service sales manager, wrote WMBD:

"The Cileo Town Crier renders a public service in furnishing to the home, through the medium of radio, information of interest to the householder. We have found this program an excellent way by which to send information of our services to our customers."

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

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

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

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

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

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

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

"Recently," he said, "we had a client who wanted to do a foreign language campaign in 12 or 15 markets. We sent letters asking for availabilities and market information to stations in those places. Do you know that although we sent as many as four letters to some of those stations, and even wired some, we never got replies?"

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

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

Apparently, Mr. Mogul said, some foreign language stations pay little if any attention to the disposition which persons to whom they have sold have made of the periods.

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

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

**URGES UNITY**

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

"In the effort on the part of unaffiliated broadcasters will lead advertisers to allocate 50% of their radio dollars to independent stations, and not just for spot announcements. Mr. Cott said," the specialist broadcasters, he said, doing things as an aggressive group, will attain leadership relinquished to the networks because of "defeat psychology."

Other speakers included Read Lewis, director of the Council for American Unity; Yaroslav Chuz, council director of program operations division, who declared that one sixth of the total U.S. population spoke another tongue in addition to English; A. D. Willard Jr., NAB executive vice president, who stated that video is destined to be the greatest of all mass communications media, but radio is by no means dead.

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

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

Following luncheon, Dr. Sidney Roslov, director of The Pulse Inc., New York, presented "Auditing Your Foreign Language Audiences," demonstrating with the WOV audit material.

He pointed out that the same survey could be applied to any station willing to spend "a small amount."

"The project," he said, "needn't be as extensive as the WOV operation, nor must it be done by The Pulse. It does, however, he emphasized, have to be done individually, as government census figures are inadequate for the job.

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

**MANAGER SHIFT**

KGVL's Fletcher to WEAR

CHANGE of managers at KGVL, Greenville, Tex. (250 w unlimited, 1400 kc), was announced by Truett Kinsey, of Fort Worth, owner of the station, last week.

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

**IN LOS ANGELES**

**GET ON THE BEAM!**

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

**KOWL**

5000 Watts Clear Channel

Licensed and Operated by AIC TOLGHHAN & GENE AUSTRY

**TELEVISION WORKSHOP**

1780 Broadway, N. Y. C. 19, Plaza 7-3721

**FREE PLACEMENT SERVICE**

**SAIL into a TELEVISION JOB...**

by spending 8 weeks this summer at the... **TELEVISION WORKSHOP'S**

**SUMMER SESSION AT LAKE GEORGE, N. Y.**

**JULY 5 to AUG. 27**

Grads now in 85% of America's TV stations

- From New York to San Francisco, Canada to Mexico. Prepare for this fall. Combine training with one week of our Lake George session. Live inexpensively at our non-profit, cooperative student camp. Sailing, swimming, fishing... all sports. Summer theatres. Wives and children welcome. G. L. Hill

**IN LOS ANGELES**

**GET ON THE BEAM!**

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

**KOWL**

5000 Watts Clear Channel

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**IN LOS ANGELES**

**GET ON THE BEAM!**

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

**KOWL**

5000 Watts Clear Channel

Licensed and Operated by AIC TOLGHHAN & GENE AUSTRY
HARDEST WORKERS ON YOUR COMMUNICATIONS TEAM

G-E BEAM POWER TRANSMITTING TUBES

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

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

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

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

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

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

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

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

| Ratings (ICAS) for typical operation, Class C plate-modulated |
|---|---|---|---|---|---|
| Type | Plate voltage | Plate current | Driving power (approx) | Power output (approx) | Freq. at max ratings |
| GL-2E26 | 500 v | 54 ma | 0.15 w | 18 w | 125 mc |
| GL-807 | 600 v | 100 ma | 0.4 w | 42.5 w | 60 mc |
| GL-829-B | 600 v | 150 ma | 0.9 w | 70 w | 200 mc |
| GL-813 | 2,000 v | 200 ma | 4.3 w | 300 w | 30 mc |

Photo by courtesy N. Y. State Police

GENERAL ELECTRIC

FIRST AND GREATEST NAME IN ELECTRONICS
**FAMOUS Barnee-Lowe orchestra of Washington's Shoreham Hotel is being featured in summer music series over MBS. Program is originated from hotel's terrace by WOL (Mutual affiliate in Washington). Acting as host and co-m.c. is Barnee Breenkin, who in addition to conducting the music, will feature as weekly guests diplomat, statesmen and legislators of many states and nations. Paired with Mr. Breenkin is Maxime Lowe as director and producer. Program is aired Saturday 11:10 P.m.**

**Petroleum on Parade**

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

**'Turtle and the Quintet'**

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

**'Girl About Town'**

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

**Fashions in the Air**

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

**Air Disaster Coverage**

LOG FOR WAPA San Juan, P. R., discloses station aired 27 programs and announcements concerning air disaster which occurred off Point Salinas, P. R., the worst in Caribbean history. Station aired first flash at 6:55 a.m.; at 6:30 p.m. it fed ABC story of disaster, and at 10:20 p.m. gave report on raising of plane and continuance of rescue work.

**'Story Time'**

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

**'Sketch-a-Quiz'**

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

**Aid for Police**

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

**Washington Weekend**

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

**'Teen Magazine'**

VIDEO program for teen-agers is WAAM (TV) Baltimore's Teen Magazine, telecast Tuesdays at 7 p.m. It consists of various visual pages, each edited by teen-age editor. All participants on section of show are talented teen-agers chosen from various high schools. Such pages as entertainment, fashion, oddities, sports, teensters' problems, etc., are offered.

**Guest Appearance**

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

**Visitors Week**

*GUESTING on Beth Lee's Women's Page of the Air over WPTR Albany, N. Y., were visitors from Santa Claus and two internationally known educators. On June 6 Edward D. Stites, director of the Duff of Butler Bros., nationally-known weatherman of children's toys, brought some of Santa's samples to Miss Lee's program. And on June 8 Joseph Konive, secretary of board of education of Luxembourg, and Antonio Maceo, division superior of schools in the Philippines who were touring New York, appeared on show and discussed educational organization of schools in Luxembourg and the Philippines.*
"RADIO BUYERS SAY . . ."

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

Jack Purves
N. W. Ayer & Son

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

Burns Lee
Rexall Co.

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

Lillian Selb
Foote, Cone & Belding

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

Richard Grahil
William Esty Co.

RESERVE SPACE NOW. GUARANTEED CIRCULATION 17,500. DEADLINE JULY 15.
NETWORK EDITORIALIZING
Vadeboncoeur Cautions Licensees on Use

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

"This warning is expressed by E. R. Vadeboncoeur, vice president of WSYR Syracuse, N. Y., in a letter to BROADCASTING concerning action of the FCC in lifting the Mayflower ban.

"As one of those who was active in the fight against the Mayflower rule, Mr. Vadeboncoeur writes, "I think it is extremely important for broadcasters to consider carefully a problem which now arises."

Concern expressed by the WSYR executive is the result of an announcement by one network that it will now be carrying radio editorials "from time to time."

"Whether this is a proper use of the freedom which has been granted to station licensees is a question every station operator must decide for himself," Mr. Vadeboncoeur says. He continues:

"There is a great distinction between a network editorial going out over an affiliated station and an editorial broadcast over that station by its management. In the case of network owned and operated stations, the network has no responsibility to the FCC or to the public, so far as license obligations are concerned, for what it may be saying editorially over the individual station.

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

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

"... Every individual station operator is responsible to the FCC for the way he uses his license and, particularly, not for the content of editorial items..."

"...Every individual station operator is responsible to the FCC for the way he uses his license and, particularly, not for the content of editorial items that it may be said editorially over the individual station. Every individual station owner is also responsible to his community.

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

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

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

"This seems to be the safe and sensible way to handle such a relationship and it would be just an admirable philosophy in radio as it now is in journalism.

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

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

ELLIS ATTEBERRY Leaves KCKN To Head WJBC

ELLIS ATTEBERRY, manager of KCKN Kansas City, Mo., for 12 years, has resigned to become manager of WJBC Bloomington, Ill. He was to assume the new duties in June 15. Mr. Atteberry succeeds Hale Bondurant, who has been named manager of KFBI Wichita, Kan. [BROADCASTING, May 80]. Mr. Bondurant will remain at WJBC until July 1 when he leaves to take over the KFBI post.

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

INTERSTATE Bakeries Corp., and Poetts-Calkins & Holden Adv. Agency have presented the Cisco Kid promotion award to KMA Shenandoah, Iowa, for outstanding job of launching the new show. Eleven stations participated in contest.

RESULTS?
THAT'S US

HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WOOD & CO.
350 Madison Ave., New York
HARRY B. SMART has joined Chicago staff of Blair-TV Inc., television station representation firm. Mr. Smart formerly was with Dancer-Fitzgerald-Sample, Chicago, in radio research and analysis, and for past six months had been member of agency's new business team, specializing in media research and distribution analysis.

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

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

**TBS SALES PLAN**  
Firm Selling for Outlets

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

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

The transcription network also announced the addition of 13 new members, bringing the total to 155.

New members: WQAN Scranton (Pa.); WBNB Binghamton; WPBF Palm Beach; WBAY Green Bay; WOTI Ottawa; WJFN Jamaica; WAGM Augusta; WMT Des Moines; WIBZ-FM Cleveland; WBNJ Newark; WGR Buffalo; WMBR Miami; WATE Knoxville.

**AD-HELP SERVICE**  
Available on Monthly Basis

DEALER Ad-HELP Reporting Service, established 18 months ago by The Publishers' Auxiliary, is to be made available on a monthly basis, publication has announced.

The service, which could be used by stations in merchandising radio accounts, hereafter will be "carried on a monthly page as part of The Auxiliary," the announcement said.

It added that a periodical report, possibly published semi-annually or annually, will summarize all of the monthly reports in directory form.

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

**Commercial**

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

JOHNNY YOUNG and JOHNNY DICKSON have joined KBUC Corpus Christi, Texas, as account executives and assistants in station production. Mr. Young, formerly with KGBS San Bernardino, Calif., will air his Johnny Young Show previously on that station; Mr. Dickson, was formerly with KFRC San Francisco, WCAO, and before that with KHSL Chico, Calif. He will handle sports features and special events for KBUC.

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

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

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

**Response ±2.5 db, 40 cps to 15 kc; Output -46 db**

Broadcast Engineers Helped Design it!  
Network Shows Use it!  
Now Compare it with Any in Your Studios!

You've wanted High Fidelity Broadcast Dynamic Microphones like these! Performance meets the highest FM and AM broadcast standards. The bass end is smooth and flat. The highs are particularly clean and peak-free. Construction is extremely rugged and shock-resistant. Has E-V Acoustastloy diaphragm. Omni-directional.

Each microphone individually laboratory calibrated and certified. Try one. Compare it with any mike in your own studios.

Write for full facts today!

**Electro-Voice**  
INC., BUCHANAN, MICH.

Export: 13 E. 40th St., New York 16, U.S.A. Cables: Arleb

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*June 20, 1949*  
*Page 63*
June 10 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Jones

Easley Borg, Co., Easley, S. C.—

Announced submission of applications for renewal of licenses to operate AM stations.

Easley Borg, Co., Easley, S. C.—

Granted petition for leave to amend application for approval to operate 1050 kHz 250 W D, Easley, S. C. in lieu of 1490 kHz 250 W unlim.; accepted amendment; motion severed above application and that of Spartanburg Radio Co., for new station at Spartanburg, N. C. from hearing involving application of William M. Drake, Greer, C. and Piedmont Beagl Co., Greenville, S. C. continued indefinitely.

Easley, S. C. and ordered that hearing on Spartanburg application be heard in separate proceeding at time, place and date previously scheduled by Commission order; dismissed petition filed May 31 to amend application of Easley Borg Co. Easley, S. C.

Dick Beagl Corp., Norfolk, Va.—

Granted petition requesting dismissal without prejudice application new station.

By Examiner Litvin


By Examiner Cooper

WMAW Milwaukee, Wis.—Granted continued hearing on applications for license to operate AM station in invol. transfer of control.

By Examiner Johnson

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

June 10 Applications

**ACCEP TED FOR FILING**

Modification of CP

KGAN Kingman, Ariz.—Mod. CP new station to extend completion date. New CP new station to increase power etc. for extension of completion date:

June 13 Applications

**ACCEP TED FOR FILING**

Modification of License

WCOP Savannah, Ga.—Mod. license to carry on operations from 1050 kHz 250 W unlim. to 910 kHz 1 kw unlim.

WBYK Miami, Fla.—Mod. license to extend CP to 1950 kHz 250 W unlim.

June 13 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Jones

H. Nell Black—Granted petition request that application for purchase of KGFN Grass Valley, Calif. be dismissed without prejudice; on Commission's motion removed from hearing docked application of 46th Beagl Co. (assignor) and Joe D. Carroll (assignees).

James Louis Killian, Fort Payne, Ala.—Granted petition for leave to amend application to specify power of 500 W in lieu of 250 W on 1390 kc; accepted amendment; on Commission's motion removed application from hearing docked.

KGDM-TV Stockton, Calif.—Granted petition requesting that applications for additional time to complete construction of proposed new station on 1290 kc.

KGDM-TV Stockton, Calif.—Granted pending request for license application to operate 1490 kc. 1 kw unlim. for additional time.

KLZ Beagl Co., Denver—Granted petition request for application to be dismissed without prejudice.

Antilles Beagl Systems, Inc., Rio Piedras, P. R.—Granted petition requesting application be dismissed.

WDSM Superior, Wis.—Granted petition for leave to amend application to alter certain of operating constants of proposed new station, insofar as it requests grant without hearing it is dismissed.

Beer & Koehl, Ashland, Ohio.—Granted petition for modification in which to file exceptions to proposed decision extended to June 20.

Central Michigan Radio Corp., Lansing, Mich.—Granted petition for extension of time within which to file exceptions to proposed decision extended to June 1.

KGVB Harlingen, Texas—Granted petition to take deposits in re application.

By Examiner Cooper

Radio Lakewood Inc., Lakewood, Ohio.—Granted petition for license application; date to be announced later.

By Examiner Litvin

WXXL Albany, N. Y.—Granted petition for leave to amend application to operate 1300 kc. 1 kw unlim. D. to show revised corporate structure, financial and program data.

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CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
329 Wisconsin Ave., N.W.
Washington, D. C.
Member AFCCB

McNARY & WRATHALL
Radio Engineers
906 Nolf Press Bldg. 1407 Pacific Ave.
Washington, D. C.
Santa Cruz, Cal.
Member AFCCB

40 years of professional background

PAUL GODLEY CO.
Upper Montclair, N. J.
McIntyre 3-2000
Lans: Great Notch, N. J.

GEORGE C. DAVIS
501-314 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCB

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DL 1319
WASHINGTON, D. C.
PORTER BLDG., LO. 8221
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 3247
WASHINGTON 4, D. C.
Member AFCCB

There is no substitute for experience

GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCB

GAUTNEY, RAY & PRICE
(successors to John Barrin)
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.,
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1236
WASHINGTON 5, D. C.

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

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.
Republic 3964
Member AFCCB

ROTHROCK & BAIERY
SUITE 604, 1757 K ST., N. W.
National 0196
WASHINGTON 6, D. C.

Worthington C. Lent
Consulting Engineers
OFFICE & LABORATORIES
4813 Bethesda Ave., Bethesda 14, Md.
Oliver 8200
Member AFCCB

HERBERT L. WILSON
1625 CONNECTICUT AVE., N.W.
WASHINGTON 6, D. C. NA. 7161
Member AFCCB

ANDREW CORPORATION
CONSULTING RADIO ENGINEERS
363 E. 75th St., Tringlele 4400
CHICAGO 19, ILLINOIS

Dixie B. McKee & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
Republic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticu 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
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2361
Member AFCCB

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
Member AFCCB

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

H. V. ANDERSON
CONSULTING RADIO ENGINEERS
134 Clarence St., Phone 7-277
Lake Charles, La.

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Républic 3883
Washington, D. C.

J O H N C R E U T Z
319 BOND BLDG., REPUBLIC 3151
WASHINGTON, D. C.
Member AFCCB

William E. Benns, Jr.
& ASSOCIATES
3738 Kanawha St., N. W.
ORDway 8071
Washington, D. C.

Philip Merryman & Associates
• Heatherell Road
• ARDSLEY, N. Y.
• Dobbs Ferry 3-2273
RADIO CONSULTANTS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

WILLIAM L. BOYD
CONSULTING RADIO ENGINEERS
1025 Connecticu Ave., N.W.
WASHINGTON 6, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
330 13th St., N. W.
EX. 8072
Washington 6, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
Executive 5851 1833 M STREET, N. W.
Executive 1230 WASHINGTON 6, D. C.

LEE E. BAKER
Consulting Radio Engineer
826-28 Londers Blvd.—Ph. 3651
SPRINGFIELD, MISSOURI

GUY C. HUTCHESON
1100 W. ABRAM ST., PHONE 1218
ARLINGTON, TEXAS

H. V. ANDERSON
CONSULTING RADIO ENGINEERS
134 Clarence St., Phone 7-277
Lake Charles, La.

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Rd.
Riverside, Illinois
(e Chicago suburb)

SILLIMAN & BARCLAY
SPECIALIZING IN ANTENNA PROBLEMS
1011 New Hampshire Ave. RE. 6646
Washington, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEER
Telephone Riverside 2795
114 Northgate Rd.
Riverside, Illinois
(e Chicago suburb)

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June 20, 1949 • Page 65
JULIAN BENTLEY, member of WBBM Chicago staff since 1947 and prior to that news editor of Priorie Farmer and WLS Chicago, has been named news editor of WBBM. FRANK BARTON, writer and supervisor of two news shorts at station since 1944, was named assistant news editor. Mr. Bentley replaces EVERETT HOLLES, who resigned to work on television news in New York following vacation in Europe.

MARTIN AGRONSKY, ABC commentator, was awarded Master of Arts degree, honoris causa, from Rutgers U. Degree was conferred on Mr. Agronsky, member of Rutgers class of 1936, for his "accurate, objective and illuminating interpretations of contemporary world events."

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

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

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

Get More Recording For Your Money
BY THE SENSATIONAL NEW COLUMBIA

MICROGROOVE METHOD

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

WRITE, CALL OR WIRE FOR FULL DETAILS!

Columbia Transcriptions

A Division of Columbia Records, Inc.©

Whitehall 6000


WFDR (FM) STARTS
Third FM Outlet of ILGWU

(See Henmuck story this issue.)

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

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

Among others to take part: David Sarnoff, RCA board chairman; FOC Comr. Frieda Henmuck; Mayor William O'Dwyer; Gren Soibels, ILGWU president; Henry Morgenthau Jr., president of the Franklin Delano Roosevelt Memorial Foundation; APL President William Green; Walter Reuther, president of the United Auto Workers, CIO; Lt. Gen. Walter B. Smith, commanding general First Army; Lawrence Tibbett, Jan Pears, Albert Spalding and many others from the entertainment world. Edward Arnold was given the emcees spot. Salutes from Hollywood came from Eddie Cantor; Ronald Reagan, president of Screen Actors Guild; Gene Kelly and Anna Roosevelt. From overseas came the voice of Leon Blum, former foreign minister of France, and messages from Pandit Nehru, prime minister of India, and Alcide De Gasperi, Italy's prime minister.

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

RADIO CLINIC
Opens at Denver U. July 25

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

Maurice Mitchell, director of the newly formed Broadcast Advertising Bureau, will lead off this series the week beginning Aug. 8. For five days Mr. Mitchell will conduct the radio sales sessions with the now famous "Mitch's Pitch." Beginning Aug. 16, for five days, Howard Abrahams, director of sales promotion of the National Retail Dry Goods Assn., will outline ways radio can be used by retail stores to tell their story and sell merchandise.

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

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

See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY

S. H. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Page 66 • June 20, 1949

Broadcasting • Telecasting
J. BALLANTYNE
DIES AT SON’S GRADUATION

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

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

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

WJAY ON AIR
S. Carolina Outlet Starts

WJAY Mullins, S. C., which began operation June 1, was dedicated June 13 with special broadcast ceremonies. Station has 1 kw daytime on 1280 kc.

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

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

Mr. BALLANTYNE

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

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

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

NEW TBS SERIES
Emcees Signed for Show

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

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

1947 EARNINGS
Treasury Lists Radio Names

LARGEST single payment listed in the Treasury’s report on earnings for 1947, released last Monday, was $867,015 paid by NBC to Fred Waring’s Pennsylvanians. The report, which was not complete for the radio industry, included earnings in excess of $75,000, with bonuses and commissions.

Well known radio talent personalities who appeared in the report included Bing Crosby with $112,500; Bob Hope, $116,000, and Dorothy Lamour, $150,916.

Other payments reported for the industry, included: NBC—Fran Keenan $183,500; Mary Margaret McBride $115,000; Carleton E. Moore $112,900; William Stern $104,000; Atwood Miller $125,000; Niles Trammell $210,000; ABC—Mark Woods $85,000; Don Lee Network—W. W. Pabst $140,000; J. C. Symes $129,000; L. G. Pate $71,000; Footle, Cone & Blakely—Fairfax Cone and Emerson Footle each $85,000; Zephyn Radio Corp.—H. C. Bonfigli $76,000; E. F. McDonald Jr. $24,000; Hugh Robertson each $25,000; Walter Thompson Co.—Henry T. Stanton $45,000; Decca Records—Jack Kapp $89,000; General Electric Co.—Charles E. Wilson $165,000; American Telephone and Telegraph Co.—W. S. Griffith $299,736.

Listed in the top 10 salaries for 1947 were Vincent Canzoneri Tobacco Co. president, who received $49,000; and E. H. Little, president, Colgate-Palmolive-Peet Co., with $350,000. Both firms are heavy users of radio and television.

Also listed were, B. E. Buckett, Allied Stores Corp., $150,000; Clarence Irvin, president of General Foods Corp., with $120,000, and Theodore G. Montague, Borden Co., $112,500.

KOOS KIDO
Get Better Facilities

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

KOOS would be granted switch from 250 w fulltime on 1230 kc to 1 kw fulltime on 630 kc while KIDO would change from 2.5 kw day, 1 kw night on 1320 kc, unlimited, to 5 kw fulltime on 630 kc. Both grants must receive site approval by Civil Aeronautics Administration.

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

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

Miss Goold Promoted

LUCILLE GOOLD, head of fashion department of Hardsch Gordon, New York, since November, has been appointed vice president in charge of fashion advertising and merchandising.
Classified Advertisements

Payable in Advance—Checks and money orders only. Situation Wanted 10c per word; $1 minimum. Help Wanted 20c per word; $2 minimum. All other classifications 25c per word; $4 minimum. No charge for blank box number. One inch ads, acceptable, $12.00 per inch. Please give complete details. Box 45B, BROADCASTING.

Immediate openings—Commercial manager, George station; general manager, New York station. Must be able to sell. Must have experience in selling. Please give complete details. Box 45B, BROADCASTING.

Managerial positions—20-25 watt network affiliate, eastern college town. Salary plus experience. Box 45B, BROADCASTING.

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Managerial positions—20-25 watt network affiliate, eastern college town. Salary plus experience. Box 45B, BROADCASTING.

Help Wanted

Manage

Commercial manager wanted by 250 watt network affiliate. Must have experience in selling and promotion. Must have experience in operating a medium. Box 45B, BROADCASTING.

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Commercial manager wanted by 250 watt network affiliate. Must have experience in selling and promotion. Must have experience in operating a medium. Box 45B, BROADCASTING.

Technical

Wanted—Combination operator announcer. Heavy on the announcement. Must have good voice. Box 45B, BROADCASTING.

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Situations Wanted

Managerial

Educated, aggressive experience 12 years. Excellent sales record. Must have experience in running large city station necessary. Give facts. Box 45B, BROADCASTING.

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Announcers

Morning man. With personality, to put out all advertisements. Will work mornings, nights, evenings. Box 45B, BROADCASTING.

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Announcers

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Got that special something that makes you stand out in a crowd? Then be sure to include it in your ad! Box 45B, BROADCASTING.

Got that special something that makes you stand out in a crowd? Then be sure to include it in your ad! Box 45B, BROADCASTING.

Got that special something that makes you stand out in a crowd? Then be sure to include it in your ad! Box 45B, BROADCASTING.

Dedicated, reliable, hard worker. Experience in all phases of radio. Excellent voice. Box 45B, BROADCASTING.

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Dedicated, reliable, hard worker. Experience in all phases of radio. Excellent voice. Box 45B, BROADCASTING.

An experienced and dedicated announcer is looking for his next step. He has a proven track record and the desire to take on new challenges. Box 45B, BROADCASTING.

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Announcer—Crystalline voice, adaptable, age not a factor. Box 45B, BROADCASTING.

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ANNOUNCER

CASTING.

The first phone, first telegram. Transmitter engineer.

Engineer, announcer, program director. 9 years experience in all phases of operations. Will accept combination job. Prefer Washington, D.C., area. Available immediately. Box 515B, BROADCASTING.

First phone, first telegram, 3 years experience in all phases of operations. Will accept combination job. Prefer Washington, D.C., area. Available immediately. Box 515B, BROADCASTING.

Engineer, announcer, program director. 9 years experience in all phases of operations. Will accept combination job. Prefer Washington, D.C., area. Available immediately. Box 515B, BROADCASTING.

*(Continued on next page)*
**For Sale (Cont’d)**

**EXCELLENT**

**WESTERN ELECTRIC 100-530**

**WATT TRANSMITTER**

FOR SALE

Model 20-A complete and set to go on 1220 kc. Very stable; always maintained in perfect condition. Circuit design extremely efficient for sustained 50 watt operation. Will move. Also for sale: RCA 66-A Modulation Monitor, Doebtite, FY-1-A, Mon. and various BCA amplifiers and pre-amplifiers.

**CONTACT**

Chief Engineer, Radio Station WIL St. Louis 8, Mo.

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**ALL EQUIPMENT FOR COMPLETE STATION**

5 KW composite transmitter in good operating condition, 7 years old. Control desk, phasing equipment for two tower antenna system—studio equipment, frequency modulation monitor, one 215 ft. tower. Priced for immediate sale as complete package or separately. Write or wire KFRE, Fresno, California.

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**Station**

New England daytime station. Whole or part. Only station in good industrial city. Excellent potential. All inquiries confidential.

**BOX 46B, BROADCASTING**

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**Situations Wanted**

**Managerial**

**WILL TRADE—**

Successful twenty-two year career for right opportunity with stable, progressive organization. Fully experienced as program director, sales, manager, general manager & key network affiliate. Broad experience invaluable in time of retrenchment or expansion. Would accept lesser capacity for right opportunity. Identification available from Sol Talmud or Maury Long at BROADCASTING or write

**BOX 533B, BROADCASTING**

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**New Business**

(Continued from page 18)

DuMONT DEALERS of AMERICA, in conjunction with Receiver Sales Division, ALLEN B. DuMONT Labs, New York, renew **Mont Amsterdam Show** (Thursday, 9-9:30 p.m.) for an additional 13 weeks over DuMont TV network. Agency: Buchanan & Co., New York.


BIGELOW-SANFORD CARPET Co., New York, through Young & Rubicam, New York, has renewed the broadcast program The Bigelow Show, currently aired Thursday 9:30-10 p.m. on NBC-TV, effective Oct. 1. Time and network for fall season not yet definitely determined.

Aspeoples...**

H. W. BENNETT appointed advertising manager of John F. Jelek Co., Chicago (Good Luck margarine), subsidiary of Lever Bros. He formerly was director of advertising and sales promotion for Henel Corp. of Bronxville, N. Y., industrial development firm.

GEORGE F. SWARTZ, sales promotion manager of Textron Inc., New York, since 1946, appointed advertising manager.

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**MD’S ON KRNQ**

Medical Society Buys Show

SAN BERNARDINO County Medical Society has signed with KRNQ San Bernadino, Calif., to sponsor a series of 26 weekly programs titled Doctor’s Orders, James W. Gerrard, president of KRNQ, has announced. Contract marks the first time in the history of the area that the society has used radio or newspaper publicity, according to Mr. Gerrard.

An extensive newspaper advertising campaign also is being used by the society to promote the KRNQ show. Doctor’s Orders, a transcribed package, is produced by Radio Providence, Providence, R. I.

Format for the series is built around discussions and dramatizations of health problems. Of particular value for medical society publicity campaigns is the cut-in feature of the show. A different local doctor is interviewed “live” each week as the guest doctor. Service for this live portion also is provided in the Doctor’s Orders package.

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**BCA SHIFT**

Sales Offices Are Moved

BROADCASTING Corp. of America, with home offices in Riverside, Calif., has announced that it is transferring to San Bernardino its national sales and network sales offices. The offices will be in the BCA Network Bldg. and Gene Williams, vice president and national sales director of the corporation, will be transferred there from Riverside.

Simultaneously BCA announced that the name of the California Rural Network, which it operates in conjunction with five southern California stations (KPRO Riverside, Kreo Indio and Palm Springs, Krop Brawley and El Centro, Kuch Blythe and FM station Krop Riverside), has been changed to The Broadcasting Corp. of America’s Rural Network.

Construction of new studios is planned on the second floor of the BCA building in San Bernadino, BCA announced. A daily schedule of network programs will originate from the San Bernadino studios, the announcement said.

**Storecast Signs**

TOTAL of 124 new supermarkets in Pittsburgh have subscribed to the Storecast System, Storecast Corp. of America announced last week. The markets include the Thoroare, Giant Eagle and Sparkle chains in that city. Broadcasts are carried by WKJF-FM Pittsburgh to homes as well as to fixed-frequency receivers in the supermarkets. Richard J. Cook is in charge of the operation in the Pittsburgh area.

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**MAJOR MARKET REGIONAL STATION**

Here is one of the outstanding opportunities in radio today for a skilled regional or small group capable of operating a major market facility. With a down payment of $25,000.00 we can arrange financing that will deliver 100% of the stock in a valuable independent station located in a top southern market. Present investment exceeds $100,000; including very valuable real estate. Business increasing and profit possibilities are excellent.

**CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES**

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

**WASHINGTON D. C.**

J. H. Howard, Blackburn 711 Construction Bldg.

**DALLAS**


**SAN FRANCISCO**

Ray V. Hamilton Russ Bldg.

**Storin* 3431-2**

Central 3431**

**Exbrook 1-5672**

Distinguished 4-H county groups in Illinois will be awarded plaques with gold, silver or bronze plates by Parent Farmer, WLS Chicago, for the fifth consecutive year June 23 at Purdue U.

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**EVANS CASE CO.**

Buys on 11 CBS Stations

FIRST hookup of CBS stations in New England for a commercial series, outside of the war-time Wrigley Caravan, will take place with Evans Case Co., of North Attleboro, Mass., begins sponsorship of Carl Moore’s Show, case, Saturday, 8-8:30 p.m., on the 11 Columbia outlets in the area.

Deal marks the entrance of Evans, manufacturer of cigarette lighters, handbags and fitted traveling cases, into commercial radio.

The company has been prominent bidders in giveaways on both the national and local scale. Successful results from the giveaways are understood to have led to the company’s purchase of air time.

Show, a weekly musical variety with a contest to select the best amateur talent in the area, will be aired the first three weeks from the stage at Boston’s Keith Memorian Theatre and will be fed to the other stations by WEEI Boston. Thereafter, WEEI will be the originating station on alternate weeks, with the program traveling to Providence, Worcester, Portland, Springfield and Hartford on the other dates and originating from theatres in those cities.

Series will feature WEEI’s Carl Moore as host; Gloria Carroll, songstress; Salvy Cavichio, xylophonist; a male quartet; and Frank Bell’s orchestra. Contract is for 13 weeks and was placed through Don Hrter & Co., Boston.

In announcing the Evans sale, Wilbur S. Edwards, assistant manager of WEEI, disclosed that the company has also purchased the station’s Top O’ the Morning show Tuesday, Thursday, and Saturday, 7-7:16 a.m., for 15 weeks. Still another newcomer to radio this Davey Fish Co., 80-year-old Boston firm which has always used magazine and newspaper advertising, also has contracted with WEEI for three spots per week for 52-weeks.

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**AT FORMAL opening of new KWK Station, 100-Watt FM broadcasting in 52,000 square feet in Globe-Democrat Tower Bldg. last Thursday evening, Robert T. Convey (r), KWK president, received keys to studios offices from James C. Burkham, secretary-director of Globe-Democrat, St. Louis morning newspaper. As feature of opening, KWK entertained 1,000 clients; local agency people, businessmen and local and state dignitaries at 5-9 p.m. cocktail party and buffet dinner.**
MACK SWITZER, (l), director of public service at KLZ Denver, accepts fourth citation station has won in national and local competition for its informative series on heart disease, Knave of Hearts. Making presentation is James Sanbourne, representing Advertising Club of Denver, which cited Knave of Hearts for its “contribution to public service.” Other citations won by KLZ for the program were from the duPont Foundation, City College of New York and the American Exhibition of Educational Radio Programs.

INDIANA U. MEET
On Radio in Education
BROADCASTERS, instructors, school administrators and public service group representatives have been invited to attend the third annual Indiana U. radio in education conference July 14-15 at Bloomington, Ind. Sessions will be on planning and production of public service programs, George C. Johnson, the university’s educational radio program director, announced. Commercial and educational radio specialists will supervise discussions. Arch Oboler, radio writer, will be one of the speakers.

The U. S. Office of Education will send radio representatives to the conference, Mr. Johnson said. An exhibit of the latest audio equipment is planned.

STACKBIN CORP.
Record Racks Now Available
STACKBIN Corp., Pawtucket, R.I., has announced the availability of its large capacity storage racks for phonograph records. Designed for use by station record libraries and record dealers, the racks were not manufactured during the war or a period following, but the steady rise in record popularity has greatly increased the demand for the product, Stackbin states.

The units are 97 inches high and 36 inches wide and accommodate single records or albums. Standard styles are designed for either 2,400 12-inch records or 2,800 10-inch records. Stackbin also manufactures a unit for storing the new 7-inch long playing records. All units are of heavy-duty welded steel and finished in baked gray enamel. Request for further information should be addressed to Stackbin Corp., 1111 Main St., Pawtucket, R. I. Agency for Stackbin is Horton-Noyes Co., Providence.
PACKAGED neatly in small boxes, new golf balls have been distributed to the industry by WBBB-FM Burlington, N. C. Box is printed with such slogans as: "FM is the Hole in One of Golf." "WBBB-FM Gives You a Slice of Better Listening!" "You Keep Out of the Static Trips by Turning Off WBBB-FM!" "You Really Drive Your Message Home on WBBB-FM."

Key to Success

SHACKLED in leg irons was Buddy Barnick, contestant on NBC's Truth or Consequences who had to wade through 35,000 keys to find the ones that would release him from chains and then back through the keys to find the one that would fit the Nash car. Truth or Consequences promised him, with key number 4872. Mr. Barnick hobbled to KSTP Minneapolis studios, presented it to Randy Merri- man on KSTP's Fun For Your Money program, who obliged by removing the locks. Mr. Barnick went through series of trials and tribulations from finding his car to discovering the chauffeur that came with the 1949 Nash, which he finally obtained, could speak only French, to having his leg irons "accidently" left on again when he posed for a picture, and finally wading through thousands of keys again when Truth or Consequences told him they would mail him the key to release.

What They'll Say

TICKETS to WFAA Dallas! Early Birds breakfast-time show are being distributed to people who want to attend studio broadcast. Post-card size, the tickets (complimentary) contain blanks for visitors to fill out, with name, age, hometown, etc., and a line which reads, "If I get to talk on WFAA, I won't say 'Hello'; I won't say 'Goodbye,' but I will say:--". Attached is detachable postcard with photo-cards of "Early Birds" cast, which visitors can keep or studio will mail free to address given. Posters, 9 by 12 inches, are being placed in 750 drugstores throughout Texas by Red Arrow Labs, Inc., Dallas, which began sponsorship of three quarter-hour segments weekly of Early Birds on June 4. Customers of drugstores are invited to obtain tickets to broadcast for use when they're in Dallas.

"Old Maids' Day"

THERE'S Mother's Day, Father's Day, Children's Day, and every other kind of day, but J. Arthur Lassell, WNAR Norris- town, Pa., newscaster, has distin- guished of being "co-founder" of Old Maids Day. Several weeks ago two women walked into WNAR's studios and asked for help in publishing Old Maids Day (June 4). Mr. Lassell helped them. It was celebrated with a broadcast in Norristown, Pa., and he was invited to read special poem written by an Indianapolis sphyter for the occasion. United Press radio bureau in Phila- delphia did two features on the "Day," one about Marion Rich- ander's "Old Maids' Day"scheme, and another one about "Old Maid" Siewert, actual founder of new event. One of objects of anniversary is to en- courage spinsters everywhere to celebrate June 4 as their day.

TV Investment Safe

TO RE-ASSURE present and pros- pective TV investors in the area that their television investment is safe, KSD-TV St. Louis distributed prints of an editorial, "Timeable"(Tech- nical)" (for copy), which ap- peared in BROADCASTING, May 30. The editorial also was reprinted on radio page of St. Louis Post-Dispatch, owner of KSD-TV.

Deluge for '50

OPENING 1960 reservations for her Fifty Club program with one an- nouncement and conducting a "Riddle Dee Dee" contest on Morning Matinée program over WLV Cincinnati, "en- cee" Ruth Lyons was deluged with 1,766 contest entries in a week and 1,925 requests for reservations in two days. Fifty Club, aired five days weekly from Hotel Gibson, seats 50 women each broadcast who have made reserva- tions. Entire 1949 broadcast sold out in two days, and block reserva- tions among requests for 1950 show covers schedule for next year. En- trance to riddle contest tell why they like the program, Morning Matinée, and winning letters are followed by call-listeners. A bar, full color, large vision set, silver and other prizes are offered to listeners who solve the riddle.

General Clay's Homecoming

WHEN Gen. Lucius Clay arrived in his home town of Marietta, Ga., WFOM Marietta "was there." Station carried reception at airport, the general's speech, and was only station to cover barbecue that followed. WFOM inter- viewed Gen. Clay's staff who were with him, and many prominent Georgians who participated in event.

Promotion for Tuples

CONTEST requesting contestants to choose the "best" of three recordings of music from motion picture "Tulsa" and tell in 20 words why it was their choice, sparked KAYX Waterloo, Iowa's, promotion for picture. Station cooperated with local Paramount The- atre and Mid Continent Petroleum Co. in sponsoring contest. Winner, Mrs. Ken Blosen, received an all-expense paid trip to Tulsa for two and 99 other prizes from Waterloo merchants.

KYW's 'Radiotime'

NEW FORMAT is being used by KYW Philadelphia for its printed pro- gram schedule. It is now arranged on single page of "Radiotime," new bi-weekly publication of program schedules, with standardized symbols and identical layouts—seven columns across the page (one for each day) in chronological order. Prior to distri- bution of new schedule, KYW sent letters to time-line sellers telling new program schedule format and pointing up availabilities and who to contact for purchase of time.

"Knothole Gang"

FOR SECOND successive year WLOW Norfolk, Va., has organized the Nor- folk Tars Knothole Gang, 5,000 boys and girls (girls were left out last year, but were included this time as result of petition signed by 200) who are admitted free to Saturday after- noon games of Norfolk Tars. Clinic is held each year for the young baseball hopefuls, with members of Tars in- structing boys in playing various team positions. Weekly half-hour studio show with club members participating, is aired by WLOW sports director and organizer of club. High Rock Ginger Ale Co. is sponsor of pro- gram and posts programmatic tie-in.

Welcomes GM Train

TO WELCOME General Motors' "Train of Tomorrow" to Evanville, Ind., WFPS Evanville special events director, Verne Paule, and announcer, Glenn Webber, traveled with train from Vincennes to Evansville, wire recording description of train's in- terior and interviews with various train personnel and distinguished passenger-guests. Wire recording was played back on WFPS a few hours later the same evening.

Award Piece

MARKING fact that it received George Foster Peabody Radio Award for "outstanding public service by a radio station," for its Forence Aflame program, KNBC San Francisco has distributed mailing piece depicting medal which it received.

RADIO IDEAS

Morgan Takes Top Honors

FIRST PRIZE of $50 has been awarded Robert Morgan of WMBO Auburn, N. Y., for his Christmas Eve in Auburn in the National Re- search Bureau's fourth monthly competition on radio ideas. He received second prize in the bureau's previous com- petitions.

Four other awards, ranging from $40 to $10, were announced last week, along with 19 honorable mention prizes at $5 each. Other win- ners: second, Jack Irvine, KOOS Coos Bay, Ore., Everybody's Idea; third, Edward L. Blossom, WHOL Allen, Pa., "The Blood of the Brave." Fourth, Bernard S. Morley, WTNS Cohocton, Ohio, One for the Money, and fifth, O. E. Whelan, WGLI Safford, Ariz., The Guest Book. Roy Morgan of WILK Wilkesbarre, Pa., won two honorable mentions, making a total of seven in the past eight months. Mr. Irvine, second place winner, also was cited for The Missing Bowl.


Entries are judged for program's adaptability to small stations.
On All Accounts

(Continued from page 18)

a three-year-old son, David.

On his return to civilian life, Irv rejoined Safeway, this time in the newly created position of public relations manager for Western Washington. Then, in April 1948, he joined Fred Baker as partner, officer manager and account executive.

Among the advertising and public relations accounts which Irv now directs are those of Alaska Steamship Co. (three newscasts a week on each of five Alaska stations), Hardeman Radio Co., Peoples National Bank and Seattle Chevroleit Dealers Assn. He also handles regional advertising for the Boeing Airplane Co., including last year’s all-out advertising campaign which was the company’s response to the strike of 14,500 members of the Aeronautical Mechanics Union (Broadcasting, July 19, 1949).

Using paid advertising to bring Boeing’s side of the dispute before the public and to recruit workers, the Baker organization relied heavily on radio spots over all eight Seattle stations.

Radio took about 60% of the emergency ad budget spent in Seattle by Boeing during the 13-week strike, and Irv comments: “The flexibility of radio is what ran up our spot schedule above what we’d normally have considered. A break might come Saturday afternoon at 2, and by 4 o’clock we'd have a whole new set of spots on eight stations, running through Monday morning. That gave us close to a 48-hour jump on ads in the dailies.”

Mr. Stimpson also has used radio effectively in promoting the civic projects in which he is interested. As publicity chairman of the Chamber of Commerce, he recommended development of an institutional series with a minimum of “commercial” copy—and the resulting weekly quarter-hour Seattle Story is now in its second year on KOMO.

Irv's spare time—what there is of it—is taken up with reading current books and magazines, and with mowing the lawn at his home, in the north end of town.

Dresser Dahlestad, head of announcing staff for ABC Western Division, has been named production manager for division. He replaces Leonard Reeg, recently appointed ABC Eastern program manager. (Broadcasting, May 30). Mr. Dahlestad continues as announcing head.

Robert Gould, production manager of WABP-TV Fort Worth, has been appointed program director. Thomas L. Thompson, studio director, succeeds Mr. Gould as production manager.

Dwight B. Olson, with WGLI, Galesburg, Ill., since 1942 as announcer, news director and chief announcer, has been appointed program director of station.

Ruth Crane, director of women’s activities for WMAL WMAL-TV Washington, has been elected first vice president of Women’s National Press Club for coming year.

Mordi Gassner, formerly art director of Eiison-Freeman Lithographers, has been appointed art director of WPIX (TV) New York. Winter of two Guggenheim Fellowships for creative painting, Mr. Gassner also has designed sets for stage and screen productions and stylized radio receivers.

Jane Tiffany Wagner, NBC director of education, has been named national public relations chairman of Home Economics in Business, division of American Home Economics Assn.

Ed Lally, program director of WBAP Fort Worth, has been given first and only lifetime membership to date in Fort Worth Gridiron Club for his work during past two years on club’s annual dinner “roasting” Texas celebrities. The 1948 dinner, with musical direction by Mr. Lally, was cited for national Sigma Delta Chi journalism award.

Herbert B. Cahan has been promoted to program manager, and Anthony F. Thorton has been elevated to production manager in charge of live studio production at WAAM (TV) Baltimore.

Thomas Hays, former announcer at WMAK Nashville, Tenn., has joined announcing staff of WJFS Evansville, Ind.

Alele Ryerson, former script writer at WBK Pittsburgh, Mass., has joined script and continuity department of WHIL-AM WHIL FM Hempstead, L. I., N. Y.

Marcia and Sammy Roen have joined WORZ Orlando, Fla., where they are doing a “Mr. and Mrs.” show from their home each weekday. Mr. Roen formerly was publicity director for Music Corp. of America.

Arthur Godfrey, CBS television-radio star, served as mayor of Boys Town, Neb., for a day, Thursday, June 9. Office was bestowed in recognition of radio-TV accomplishments of Mr. Godfrey, an ex-newsboy.

Vince Joyce, announcer at WWSW Pittsburgh, received his A. B. degree from U. of Pittsburgh. He was graduated with honors, completing four year course in three years.

Janet Ross, director of KDKA Pittsburgh Shopping Circle, and Vickey Corey, KDKA educational director, left for Europe June 16 on special program assignments. Miss Ross will accompany 25 costume design teachers to France and England for four-week study of fashion production. Miss Corey, who is KDKA’s observer, goes to Europe as educational expert for U. S. She will prepare material for special radio programs and lectures on conditions in U.N. countries.

Edward Maxwell has joined announcing staff of WTAM Cleveland. He was formerly with WERD Atlanta; WMJ Youngstown, Ohio, and was news director at WHIT New Bern, N. C.

Myles Eiter is producer-director of college talent variety show over WNYC New York.

Zetta Horst, known to listeners of WHBC Canton, Ohio, as Carol Adams, and Blake Sommer have announced their marriage. Marian E. Wickle, continuity writer at WHBC, and Herbert H. Zwaal have announced plans to be married June 9.

Don McDowell, announcer at WBK Detroit, and Valerie Weddington have announced their marriage.

William Froug, co-writer on CBS green Lema series, is the father of a girl, Susan Leslie.

Jerry McCumber of KOMO Seattle is the father of a boy.

For some interesting information on radio in IOWA, please see PAGE 31 of this issue.
Milestones

FIFTEENTH anniversary of FCC occurred yesterday (June 19), date on which the late President Roosevelt signed the Communications Act to consolidate under one agency the regulation of interstate and foreign communication by wire and radio.

The Communications Act, besides giving the new FCC added authority, provided for the transfer of records and personnel from the Federal Radio Commission plus other records from the Interstate Commerce Commission and the Post Office Dept. Part of the act became effective July 1, 1934, while the remainder took effect with the formal organization of FCC on July 11.

About 125 men and women have been with FCC since its inception. Many more have been with the Commission since the summer and winter of 1934. Vice Chairman Paul A. Walker was an original Commissioner, taking his oath of office July 11 that year. Present Comrs. Rosel H. Hyde and George E. Sterling had served in legal and engineering capacities respectively with the FRC and FCC.

Nearly one-tenth of the FCC's present personnel was with the Commission at its very beginning. An alphabetical list of such persons who were on the rolls in June 1934, many now holding key positions, follows:


Field Engineering and Monitoring Division—W. Irving Abbott, Paul M. Anderson (Laurel, Md.), Lewis S. Balch, Albert S. Bartsch (Providence), Herbert H. Atlow (Seattles), Irl D. Balsley, Juan Juan, F. (Atlanta), Kelly (New York), William Bennett (Los Angeles), Ogden B. Cogswell (Alaska), William C. Coughlin (Baltimore), Joseph C. Dore, William E. Eckert (New York), William E. Eoff (Kingstree, S.C.), Harold T. Geller (Atlanta), Mary Schaller (Ohio), Richard Schuster (San Francisco), Marian P. Gunston (Moline, Ill.), George G. Hass (Grand Island, S.D.), Harold D. Hayes (Chicago), Ed,win J. Hefter (Detroit), Ernest L. Hoppe (Minneapolis), John D. Jackson Jr. (Atlanta), Maggie L. Holleman (Chicago), James A. Homys (Los Angeles), John Hunsou (Dallas), Walter E. Howell (New York), Anna T. John (Los Angeles), William E. Kolstoe (New York), Robert W. Lofquist (Boston), Earl M. Montan (Dallas), James C. Mooney (New York), Joseph P. Mills (Portland, Ore.), Henry H. Newell (Denver), William W. Noyes (Chicago), William A. O'Neill (New York), Charles J. Osborn (Boston), Joseph R. Oser (New York), Louis A. Palmer (Baltimore), Richard S. Pyle (Providence), Robert B. Reid (Baltimore), Richard R. Rice (St. Louis), June B. Rogers (San Francisco), Charles E. Schuefer (Los Angeles), Charles T. Manning (Atlanta), Louis E. Merritt (Houston), B. McCarthy (Boston), William J. McDonell (Kansas City), Alexander N. Meeker (Hartford), Charles Mencher (New York), Lulu A. Moyer (Detroit), Roger E. Phelps (Philadelphia), Anna L. Polshek (Boston), Hazel Q. Powell (Boston), Francis V. Bloom (San Francisco), Hayviev F. Smith (Los Angeles), Myron A. Tong (Boston), Maxine E. West (Grand Island), Irving J. West (Albany, N.Y.), George V. Wittes (Seattle).


Bureau of Administration—James S. Ballad, Nina B. DeWitt, Passey E. Willshire.


Information Office—Mary O’Leary.

Horn & Hardart, dining room, Philadelphia’s Horn & Hardart Children’s Hour aired Sunday on WCAU Philadelphia and WBNE and AFC’s Children’s Story Hour, and marked its 20th anniversary June 5. Agency for firm is The Clemens Co., Philadelphia, and Alice Clements is both agent and TV producer.

Seattle Story, weekly quarter-hour dramatic narrative sponsored on KOMO Seattle by local Chamber of Commerce, is marking its second year on air.

WPIX (TV) New York, video station of New York Daily News, celebrated its first birthday June 15. Station has increased its program operations from 169 hours, 14 minutes in July 1948—its first full month—199 hours, 90 minutes in May 1949.

Joe McNaughton, president of WCRJ Effingham, Ill., staged party marking second anniversary of station on June 4. Party was held in court house park, and featured three hours and 15 minutes of entertainment by station’s talent groups.

Charles G. Burke, general manager of KFGO Fargo, N. D., has just celebrated his 20th year in broadcasting. He started his career with WDY Fargo, and subsequently was with Free & Peters Inc. and WJR Detroit.

Arizona State Prison Band program Stars Behind Bars, aired on KTAR Phoenix, is celebrating its first anniversary.

Acceptance Poll

‘Riley’ Rated as Tops

COAST-TO-COAST collegians voted The Life of Riley the “cleanest” comedy during the past year in the Radio Acceptance Poll conducted by St. Joseph’s College, Collegeville, Ind.

The Riley show, which stars William Bendix, was given a 78 rating after tabulation of 28,164 votes cast by 5,090 college students from Oct. 16 through April 17.

Fourteen other “acceptable” programs, listed in order of preference, were Dennis Day, Jack Benny, Fred Allen, Red Skelton, Eddie Cantor, Phil Harris, Burns and Allen, Charlie McCarthy, Bob Hope, Jack Carson, Village Store, Duffy’s Tavern, Jimmy Durante, Don Costa, and It Pays To Be Ignorant.

Digger O’Dell in The Life of Riley and Dennis Day on the Jack Benny show each earned a “highly acceptable” rating of 55. Only performer to be rated “barely acceptable” was Lulu McConnell of It Pays To Be Ignorant.

In the Know-Now!

Yes, get in on your share of this $102,000,000! Our 90% listening audience is a buying audience. Direct sales gains spent advertising dollar.

Vic Diem c/o WAZL or
Robb. Mosher Assoc.
96 1/2 S. Wall.
N. Y. C.
FCC Actions (Continued from page 68)


FM Broadcasting, N. C., to 10-3-48 - WMIN-FM St. Paul, Minn.

KANE New Iberia, La.-Granted license to KGB Galveston, Texas.-Granted license in FM station; Chan. 242 (105.5 mc) 350 watt.

WBMU Macon, Ga.-Granted license for changes in vertical ant. and mounting

WLOG Detroit, Mich.-Granted license for changes in FM station; Chan. 231 (105.5 mc) 500 watt.

WEBT Norfolk, Conn.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.

WJMC-AM Flint, Mich.-Granted license for changes in AM station; Chan. 560 (1500 mc) 50 watt.

WKY Waterbury, Conn.-Granted license in FM station; Chan. 287 (107 mc) 500 watt.

WQMC-AM Monroe, La.-Granted license for changes in AM station; Chan. 560 (1500 mc) 50 watt.

WJBA-AM Bossier City, La.-Granted license in AM station; Chan. 1180 (1.5 mc) 250 watt.

JUNE 15 Decisions...

BY COMMISSION EN BANC

KIFI Idaho Falls, Idaho.-Designated for hearing application CP to change from 1520 to 1250 w un., install new trans., change location A, B, C.

WCMU Kalamazoo, Mich.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.

KBIA Columbia, Mo.-Granted license for changes in AM station; Chan. 600 (1600 mc) 50 watt.

WGRW Buffalo, N. Y.-Granted license to install new antenna.

WEMD Waterbury, Conn.-Granted license for changes in FM station; Chan. 231 (105.5 mc) 350 watt.

WEJS-AM Waterbury, Conn.-Granted license for changes in AM station; Chan. 600 (1600 mc) 50 watt.

WERB-AM Waterbury, Conn.-Granted license for changes in AM station; Chan. 600 (1600 mc) 50 watt.

KXJK Denver, Colo.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.

WBMA-AM San Antonio, Tex.-Granted license for changes in AM station; Chan. 690 (1700 mc) 100 watt.

KTCJ San Antonio, Tex.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.

JUNE 16 Decisions...

BY COMMISSION EN BANC

KIFI Idaho Falls, Idaho.-Designated for hearing application CP to change from 1520 to 1250 w un., install new trans., change location A, B, C.

WCMU Kalamazoo, Mich.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.

KBIA Columbia, Mo.-Granted license for changes in AM station; Chan. 600 (1600 mc) 50 watt.

WGRW Buffalo, N. Y.-Granted license to install new antenna.

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KTCJ San Antonio, Tex.-Granted license for changes in FM station; Chan. 242 (105.5 mc) 350 watt.
Docket Actions...

INITIAL DECISION

WPAB. Ponce, P. R.—Porto Rico American Broadcasting Co., Inc., initial decision to grant in part and deny in part.

WPAB is assigned 1370 kc 3 kw.un.

Initial decision June 10, 90, BROADCASTING, June 13.

KCDX, Idaho, General decision to grant application to change from 1200, 220 kw unlimit to 630 kHz, 1 kw unlimit. Initial decision to grant change. License to change.

KCDX, Idaho, change from 1200, 2.5 kw, 1 kw-N to 630 kHz, 5 kw unlimit. Subject to approval of transmitter site and antenna system by initial decision June 14. See story this issue.

PROPOSED DECISION

Elizabethton, Ky.—Acme Broadcasting Co., proposed denial for new station to operate on 1460 kHz, 4 kw unlimit. Proposed decision June 14. See story this issue.

ORDER


MEMORANDUM OPINIONS

Monrovia, Calif.—San Gabriel Valley Broadcasting Co., memorandum opinion and order denying petition for review of Commission's Order to deny the petition to leave the station uncontrolled. Rule June 10. See story this issue.

ORDER

Greenboro, N. C.—Guilford Broadcasting Co., proposed decision to grant bid for new station 1400 kHz, 250 w unlimit. Proposed decision June 14. See story this issue.

AGM GRANTS

Longmont, Col. — Longmont Broad- casting Co.

FCC Actions

(Continued from page 72)

Applications Cont.: Modification of CP

WJHD, Waco, Tex.—New AM station to increase power etc. for extension of completion date.

AM-490 kc

Prineville, Ore.—Radio Central Ore. Co., AM-570 kc, change from 1200 kc, AM to 1100 kc, AM. AMENDED to request 690 kc 1 kw daytime.

AM-1240 kc

KDDD, Dumas, Tex.—CP to change from 930 kc to 1240 kc 1 kw.

License Renewal

WHUM Reading, Pa.—License renewal new AM station.

WPTL, Providence, R. I.—Renewal of license noncommercial educational station.

Modification of CP

Request for extension of completion date new FM station.


WILM-AM Wilmington, Del.—Modification of CP to change FM station to 280 ft. above

WITN-Tulsa, Minn.—modification of CP new commercial TV station for extension of completion date.

APPLICATION DISMISSION

KDON, Monterey, Calif.—DISMISSED application for June 13 CP to change from 1360 kw unlim. up to 1500 kw 10 kw 5 kw-N DA-DA.

James Gerity Jr., Adrian, Mich.—DISMISSED June 14 application new FM station.

When is your BMI 16.6 Years?

Another BMI “Pin Up” Hit—Published by Hill & Range

ROOM FULL OF ROSES

On records: Dick Haymes—Dec. 24632; Sandy Sims—Coral 60607; Jack Haley—Mer. 5296; Sammy Kaye—Coral 3-3441; George Morgan—Col. 26594; Paul Westen-Starglitters—Cap. 57-617; Sons of the Pioneers—Fie. 21-0065; Jerry Wayne—Col. 38525.

On Transcriptions: Eddy Howard—World; George Wright—Thesaurus; Foy Willing—Lancaster; John Colter—Capital.

KFWC is assigned 1340 kc, 250 w unlim.


Deletions

FOUR FM authorizations, one AM license and one TV construction permit deleted by FCC last week. Total deletions since first of year are: AM: 16 BROADCASTING, May 22; FM: 9 BROADCASTING, June 13, and TV 5 BROADCASTING, May 5.

Deletions

WBXY-FM Waterbury, Conn.—American Republican Co., Inc., June 14. Petition to modify assignments of WMJG-AM-FM, New Haven, 1240 kc, 6 kw unlim. Filed December 6, 1947, and is in status as to property or as to Fellman, the licensee, for failure to file as required by the Commission, the licensee's financial data and figures indicating the licensee's gross and net income for the period of April 1, 1947, through March 31, 1948, and the nature of the property operated by the licensee during that period. See story this issue.

AM DELETION

WTWS, Cleveland, Ohio—Airplane & Marine Instruments, Inc., May 16. Licensee states it is not feasible to continue operation.

TV DELETION

WEEK-TV Peoria, Ill.—West Central Broadcasting Co., June 8. Denied additional time by FCC to complete.

New Applications

AM APPLICATIONS

Tampa, Fla.—Hillsborough Broadcasting Co., 1500 kc, 1 kw. Filed June 14. See story this issue.

FCC ROUNDDOWN

Summary of Authorizations, Applications, New Station Requests, Ownership

Class Total On Air Licensed CPs Pending Hearing

AM Stations

728 358 519 174 54 20

TV Stations

64 11 180 13 233 102
Sales & Service (radio repair & sales) 10%. Filed June 15.


June 18 Charles Brody 500 w, unlit., tubes Inc. backer for 4%. Filed June 15.

Racine, Wis.—Belle City Broadcasting Co., 500 w, daytime, estimated cost $7,000; Principals: Gene Posner, partner to owner, Peter Kossow, law firm, 21.250% owner Wisconsin Screw Co., 14.250% Racine Co., presi dent and 50% owner WML Milwaukee, vice-president 41.250%, Jerome Klassey secretary-treasurer and 31% owner WML, president 39.250,Posner, interest E & R Real Estate, vice president 1%. Filed June 15.

Kokomo, Ind.—Kokomo Pioneer Broadcasters, 1,000 w, 250 w, unlimited; estimated cost $19,500; Posner, owner 53.250%, KNAF bowed to the purpose of the purchaser not to exceed $12,500. If a competitive bid is made the purchaser will be reimbursed. WVCH is one of the two stations operated by WVZ-AM-FM on Channel 236.

KNET Palestine, Tex.—Transfer of license from Gordon B. McLendon Jr (as Palestine Broadcasting Co.) to new corporation, new corporation including Billy Annette Lewis, owner WKBK, 50% owner; Mike Lea Moye Laurie, employe KEKE, 49.250% owner; McLendon 1.750% owner; KNET 1.750% owner; Mr. McLendon wishes to withdraw to spend more time in the management of business outside of Pale stine. Filed June 15, 1949. WVCH 1,450 w, 250 w, daytime. Filed June 2. WNOY San Saba, Tex.—Transfer of license from Charles L. Cain and Maxon C. Williams (as Palestine Broadcasting Co.) to new corporation to be known as Maxon C. Williams Co. Mr. Cain who previously held 75% in the station, has sold his interest to W Noy. Mr. Saxon who held 25% now has 25% interest, Cain 100% and Saxon 12.5% and Williams 12.5%, 20% of stock is to be deposited to the account of Central National Bank, the purpose of which will be to sell to twenty new stockholders. KCYN as assigned 1470 w, 250 w, daytime. Filed June 12.

WNK Norwalk, Conn.—Reassignment of control of Norwalk Broadcasting Co. Inc. from Benjamin Ginsburg, setting for $2,350; Galines family majority stockholders by sale of 1 share of stock to R L Brownbacker for $100. Ginsburg-Lipet-Galines family held 52% shares of stock in KCON and by transfer of 1 share the stockholders were called to a meeting to elect a new president and principal owner of Vot ter T. O. Co. Inc. filed June 1, 930 w, 500 w daytime on 1,150. Filed June 8.

WGNI Wilmingon, N.C.—Transfer of control in New Bern Broadcasting Co. to J. B. Brodie to Sootkoff Broadcasting corp. filed June 15. Also WGNI stock is sold and issued to Sootkoff for $2,000. Former owners C. M. Pinkston and J. B. Brodie 36%; Leo Brody 15.25%; Charles Brodie 14.5%; New Bern Broadcasting Co. 40%. WGNI is assigned 1,050 w, 250 w, daytime. Filed June 2.

WAF Fredericksburg, Tex.—Transfer of interest in Gillespie Broadcasting Co. to C. R. Day and Arthur Steinhardt who each own 100 shares. Filed June 7. WAF as assigned 1470 w, 250 w, daytime. Filed June 8.

AM PROPOSAL

To Grant Manistee

PROPOSED decision was reported by FCC Monday to grant application of Manistee Radio Corp. for a new AM station at Manistee, Mich. on 1340 K w with 250 w, full time. The Commission would deny competitive bid of Door County Broadcasting Co. for the same facilities at Sturgeon Bay, Wis.

Reversing the recommen dation of Hearing Examiner Basil P. Cooper, the Commission pre ferred Manistee in view of the “fair and equitable distribution” provision of the Communications Act. Mr. Cooper, considering all other factors equal, chose the Sturgeon Bay applicant because that area had only one bi-weekly paper while Manistee had a six-week and a bi-weekly paper.

The Commission, with Chairman Wayne Coy and Comra. Paul A. Walker and George E. Sterling not participating, found that Manistee receives no primary service day or night and that the proposed station under the application would serve persons days and night. It found that the Sturgeon Bay proposed outlet would serve 20,212 persons days and night. The latter receives primary daytime service from WMAM Mar nette, Wis. but none at night.

Ownership of the applicants:

Manistee, Mich. — Manistee Radio Corp. 1340 K w, unlimited. Principals; Darwin S. Evans, hardware and appliance store owner and musician; president 31.16%; his father, Lloyd M. Evans, retired, vice president; 31.16%; Eugene D. Emerson, public relations consultant, vice president 25.68%; Ruth Posner, owner 9.85; Dr. H. Posner, owner 14.56.

L. C. Whitinger, public accountant and owner 25.12; Posner, vice president 1.56.

There are nine other local stockholders.

FLAMES EAT CLOSE TO THE WVCH TRANSMITTER BUILDING

FIRE AT WVCH

Station Saves Transmitter

WVCH Chestert, Pa., saved most of its broadcasting equipment when a $150,000 fire June 13 enveloped the country estate on which its transmitter and tower were located. The station was back on the air seven hours after the blaze, which threatened the transmitter building, was extinguished.

Buildings adjoining the transmitter structure were destroyed, but quick thinking by Bill Maldorno, WVCH engineer, and a score of firemen enabled the station to save its equipment, WVCH reported. A wall of the structure was knocked out and the equipment jerked loose and dragged more than 100 feet to a spot safe from the fire. Firemen then kept streams of water on the building. After the fire had been brought under control the broadcast equipment was dragged back into place and engineers started making new connections.

The fire was doubly threatening. WVCH said, because it was necessary to stretch 1,500 feet of hose to the transmitter to get water to fight it. All phone and power lines on the farm were burned out quickly, and additional help was summoned by the state police via air-telephone.

NBC PLANS

Revealed for UN Week

Plans for NBC’s part in the fourth annual United Nations Week, in which the network is cooperating with the American Assn. for the United Nations and the National Education Assn., were revealed June 9 by Sterling Fisher, manager of the NBC public affairs and education department.

All of NBC’s regular and forum programs during the week, Oct. 17-24, will be devoted to UN topics, Mr. Fisher said. He added that sponsors of NBC’s commercial programs will be asked to work references to UN into those broadcasts as well. Building up to the UN week will be a special program reported, NBC will broadcast a series of eight documentary programs dealing with the various aspects of UN. Another NBC series of UN programs, the said, will be designed for listening by assemblies of school children in the country. Mr. Fisher said the broadcasts will well as sound broadcasts will be devoted to UN by NBC.

Mr. Fisher discussed NBC’s part in New York and concluded in which about 500 to 1,000 of the national organizations are expected to participate, at a luncheon meeting sponsored by the July 26, 1949.

Russ Morgan Series

RUSMORGAN Productions, under direction of Charles Crosson and Co., Houston advertising agency, last Wednesday announced release of first of series of the newly transmitted Russ Morgan Show. The package stars the band leader as m. c. and includes informal chatter about his life and musical experiences. Russ Morgan Productions has offices in Hollywood and Houston. All scripting, recording and production are handled by the Crosson radio department.

MAY 30, 1949
At Deadline...

YANKEE ASKS REHEARING

YANKEE NETWORK Inc. Friday petitioned FCC for rehearing of its order denying request of network to dispose of WBAB Weores- to, and WAWW, Portland, Me., through lease arrangement with Radio Enterprises Inc. [Broadcasting, May 30]. Latter would acquire facilities for minimum of $325,000. Yankee took action in its petition that FCC erred in not observing agreement than Yankee “shall have no right whatsoever of control or supervision over conduct of the business” of Radio Enterprises. Petition also hit delay in issuing decision.

TWO TV APPLICATIONS

TWO NEW TV station applications filed with FCC Friday by Charles S. Cornell, Beverly Hills, Calif., for Knoxville and Chattanooga, Tenn. Radio artist, conductor-composer, Mr. Cornell seeks Channel 8 (180-186 mc) in Knoxville and Channel 10 (192-198 mc) in Chattanooga. Powers of both proposed stations would be 30 kw visual, 15 kw auroral. Studios would be leased. Estimated cost of each about $160,000, first year operating cost $75,000. Revenue not estimated.

OHIO APPEAL DENIED

APPEAL of Sky Way Broadcasting Corp. in Lima-Columbus, Ohio, 1150 kc case denied Friday by U. S. Court of Appeals for District of Columbia Circuit. In part, court said, “We find no error in the record. The order of the FCC is therefore affirmed.” FCC had favored new station grant on 1150 kc with 1 kw fulltime at Lima to Northwestern Ohio Broadcasting Corp. over bid of Sky Way for facility in Columbus. In notice of appeal last fall Sky Way said it had been deprived of full benefits of oral argument and denied fair hearing [Broadcasting, Nov. 15, 1948, March 21].

1,300 ATTEND AS KWK TAKES OVER NEW SITE

RIVAL station managers and 1,300 business men and agency executives on hand as KWK St. Louis took over new Globe-Democrat Tower Bldg. Thursday night. Speakers: A. A. Hult, MBS vice president in charge of midwest operations; Robert T. Convey, KWK president; Joseph M. Darst, St. Louis mayor, and George Smith, St. Louis Chamber of Commerce president.


LEVER-HOPE ARBITRATION

ARBITRATION proceeding will settle contract differences between Lever Bros. and Hope following refusal of sponsor to permit tape recording of last few shows this season [Closed Circuit, June 6]. Quality of tape not vital factor. Willingness of Lever Bros. to arbitrate is interpreted in interest by composer to continue Hope contract. Current pact does not cover television but this issue is expected to come up when arbitration is concluded.

S. F. ORDINANCE REVISED

FEE of $2.50, advance permit (with 17-day delay) and later inspection requirements eliminated by San Francisco city ordinance covering TV antenna installations. Remaining in ordinance are rules governing antennas and lead-in installations.

TBA ASKS PARTIAL LIFTING OF TV FREEZE

TELEVISION Broadcasters Assn. is asking FCC for partial lifting of “freeze” on new TV station applications now pending. Letter written by J. R. Poppele, WOR New York, TBA president, and made public today, points out that “a study of the present allocation chart reveals at least 11 market areas, comprising 22 channels, sufficiently separated co-channelwise to permit immediate action on applications to foster those areas.” Areas are: Amarillo, Tex. (5 channels); Denver (1); El Paso (2); Sacramento, Calif. (3); Salt Lake City (1); Corpus Christi, Tex. (3); San Diego (2); San Francisco (1); Seattle (1); Stockton, Calif. (5); Tacoma (1). Lifting of freeze in these markets, Mr. Poppele explained, would pave way for additional stations to take air far sooner than if applications were continued “frozen” until FCC proceedings and subsequent action late this year. It would aid nation’s economy by stepping up production of TV transmitters and manufacture and distribution of TV sets; avoid jamming of orders for transmitters and sets when overall freeze finally ends.

SEES GREAT TV IMPACT ON MARKETING METHODS

TELEVISION will have greater impact on American marketing methods than anything that has preceded it, Fred Fiddler, J. Walter Thompson Co. vice president and Pacific Coast manager, told Northern California chapter, American Marketing Assn.

TV, said Mr. Fiddler, is active and dynamic in midst of general attitude of “uncertainty and inaction and pessimism. I maintain,” he added, “that television today is an advertising and marketing adult who still an entertainment child at that.”

Despite its entertainment and marketing potency, television is not going to be dangerous competitor of radio, movies, sports, night clubs and other forms of entertainment, Mr. Fiddler believes.

FC&B LATIN APPOINTMENTS

Two new Latin American appointments were made last week by Foote, Cone & Belding International; Be assays Balbrith de Reyes, formerly advertising director of H. Steele & Co., Mexico City, was named regional director for Mexico; Luis de Llano, formerly with NBC International and radio director of Grant agency in Mexico City, appointed radio, movie and television director for Latin America.

DETROIT DEBACLE

FREEZE-OUT of radio-television coverage of LaMotta-Cerda middleweight championship fight at Detroit backfired Thursday night and resulted in financial headache as well as bad press (see early story page 38). Report of gate receipts Friday morning showed gross of only $199,763 from crowd of 22,183. Minimum $300,000 was reported needed to break even. LaMotta got $5,000, Cerda about $4,000. Bad weather also was factor.

Closed Circuit

(Continued from page 4)

engineers going on in seven cities on wages and “local matters” reported making little progress. Parleys in Boston, Chicago, Minneapolis, St. Louis, San Francisco and Hollywood mark- ing time pending developments in New York. IBEW has not changed original demand amounting to as high as $35 weekly increase in some categories, NBS standing pat.

GENERAL MILLS taking five-one-day-day shifts in 12 California and 13 Cumber- markets to bolster “inadequate coverage,” ac- cording to Lowry C. Grites, advertising man- ager.

UNLESS NAB board does something about reorganization or realignment at meeting scheduled in New Hampshire July 15-17. Federal regulations are in effect. One 50,000- watter already has conditionally resigned and WBAL Baltimore has resigned as of June 1.

HOT DISPUTE among corridor kibitzers last week over legal technicality in FCC horse- race program hearing on WTUX Wilmington, Del. FCC’s position is what it terms “the intent of Commission can grant immunity to witnesses ordered to testify over their objection to possi- ble self-incrimination. Two witnesses in WTUX hearing, promised immunity from fed- eral prosecution under Communications Act, wondered if they would be immune from state action.

UNLESS nomination of Comr. E. M. Webster is confirmed by Senate before his term expires June 30, FCC will have to rock along with only six commissioners (four actually in Washing- ton) until Senate acts or goes home. He can- not serve after expiration of term while Senate is in session; if Senate adjourns with- out confirming, President Truman could then name him to recess appoint- ment, subject to confirmation when Congress reconvenes. Hearing this month is still ex- pected, though Senate Interstate Commerce Committee passed up chance to question him last week when he appeared before it to testify for FCC on railroad radio matters.

SUPREME COURT’s Standard Oil Co. de- cision is getting close scrutiny among radio lawyers for possible parallel bearing on, particularly FCC’s network regulations. Decision, issued last week on 5-4 vote, struck down exclusive-sales contracts on grounds they lessen competition. FCC authorities note that network regulations have approval of SCOTUS (itself) and many Supreme Court opinion which casts doubt on principles involved in their own operations.

IT’S UNLIKELY now that FCC Chairman Wayne Coy, who has been in Europe since mid-May as chairman of American delegation to International Telephone and Telegraph Con- ference, will be able to return from conclusion of ses- sions in Paris and in London until late July or early August. It had been thought he would make quick trip home this month but he’s ad- vised the Home Front pressure of conference activity will preclude that travel.

SAMUEL R. ROSENBAUM, impartial trustee of AFM free music and employment fund, may become permanent trustee in event Taft- Hartley Law is repealed. Trust agreement pro- vides if T-H law changes, AFM shall appoint trustee. President James C. Petriolo of AFM, said at union’s San Francisco convention, that he liked “good old Sam Rosenbaum” for job. Mr. Rosenbaum, Philadelphia lawyer, is former president of WFIL Philadelphia and, as Army colonel, commanded Radio Luxembourg during World War II.

BROADCASTING • Telecasting
Kansas Farm Station Tops 1948 Fall Rating 12%; Remains First Choice of Kansas Listeners Daytime

Kansas radio listeners have again named KFRM as the most listened-to station, daytime, in the Sunflower State. Moreover, the "Kansas Farm Station" leads its competition by a greater margin even than before according to a March 1949 radio survey made by Conlan & Associates.

This coincidental survey, one of the largest of its kind ever conducted, required over 62,000 telephone calls within KFRM's half-millivolt contour.

Essentially rural in nature, this Conlan Survey covered 79 counties in Kansas (all except the eastern-most and northeastern Kansas counties), four in Nebraska and five in Oklahoma. Population of these 88 counties is 1,083,146, not including the metropolitan centers of Hutchinson and Wichita, Kansas which were not surveyed.

KFRM leads all broadcasters for the morning periods, and is first during the afternoon periods—first in listener preference for both time periods, as well as for the entire survey.

KFRM's programming is specifically designed for the area served, including up-to-the-minute daily livestock and grain markets direct from Kansas City, as well as other outstanding daily farm features. In addition, KFRM programming presents special newscasts, women's programs, sports, special events, educational features, as well as top-flight entertainment programs featuring members of the KMBC-KFRM talent staff. This popularity indicates that listeners are getting the kind of program service they like and need from KFRM.

KFRM joined with KMBC forms The KMBC-KFRM Team. Together, The Team provides advertisers with the most complete, effective and economical coverage of the huge Kansas City Primary Trade Area!
CBS STARS
ARE ALWAYS SHINING
OVER EASTERN IOWA
VIA WMT

Spike Jones Commits Musical Mayhem;
\[
\text{WMT is a Willing Accessory in Eastern Iowa}
\]

Restraint is not one of the Spike Jones virtues. According to some musicologists, what he does to music would make a gypsy cry. According to others, what he does to audiences is a mighty fine thing, not the least of which is to inspire regular and appreciative listening. In common with much of the rest of the nation, Eastern Iowa takes to Mr. Jones and His City Slickers, hardware, tuned doorbells and all.

WMT is a willing accessory, bringing the CBS “Spike Jones Show” every week to one of the world’s most prosperous markets. With exclusive CBS programming, plus thorough news and special events reporting, WMT covers this balanced farm-and-industrial market. Ask the Katz man how WMT can ring doorbells for you in WMTland.