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

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

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

Richmond merchants are used to results like these on WLEE. More and more national advertisers are following their lead. Is WLEE on your list? If not, call in your Forjoe man and get the full story.
WHAS
NOW PLAYING
"COFFEE CALL"
Mondays-Wednesdays-Fridays 9:30-10:00 A.M.
COMING ATTRACTIONS
"B. C. the G."

Even now
before B. C. the G.
we're packing 'em in!

YES, even before Bing Crosby comes in with the spectacular new CBS lineup in the Fall, WHAS listenership figures are zooming . . . outstripping all other stations in the rich Kentuckiana market.

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

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

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

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

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

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

WHAS
Louisville, Kentucky

50,000 WATTS • 1A CLEAR CHANNEL • 840 KILOCYCLES
VICTOR A. SHOLIS, Director • J. MAC WYNN, Sales Director

THE ONLY RADIO STATION SERVING AND SELLING ALL THE RICH KENTUCKIANA MARKET
BIGGEST-studio audiences!  
BEST-in station promotion!  
FIRST-in total rated periods!

*December through April Hooper Report

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

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

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

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

AM WFBR FM

THE BALTIMORE STATION WITH 100,000 PLUS

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD. 
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Closed Circuit

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

THIS ONE may never be confirmed but it's known that Edgar Kobak, former MBS presi- dent was queried in high places as to possible availability for FCC appointment—possibly chairmanship. If, it is thought he will be offered, Mr. Kobak will have the chance to take over in early story page 62.

BULLETS

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

Business Briefly

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

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


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


COMPERE, MOSER LAW FIRM

THOMAS H. COMPERE, head of legal depart- ment of NBC's Central Division for past three years, has joined John B. Moser, radio law firm, at 360 N. Michigan Ave., Chicago. Firm name changed to Moser & Compera. Mr. Com- pera will continue to represent NBC in Chica- go. Mr. Moser has long been identified in legal aspects of radio and television. Formerly he was head of CBS legal department in Chicago.

‘VOICE’ STATIONS GET BOOST

POWER increase to 120 kw for one of Voice of America's five East Coast transmitters authorized by FCC in move to aid State Dept. in overcoming Soviet jamming of American programs behind Iron Curtain and increase listernership. Announcement made by Walter Lemmon, president of World Wide Broad- casting Corp., which owns and operates interna- tional stations WRUL WRUW WRUX WURU WRUS, all Boston. Mr. Lemmon said stations had been heard clearly in more than 50 coun- tries during past year.

FEDERAL NAMES MORSE

HERBERT A. MORSE, manager of sales pro- motion department of Federal Adv. Agency since 1944, elected vice president of agency. He will head agency's expanded promotion ac- tivities.
WGN's "Record of Progress"

25 YEARS OF ENTERTAINMENT AND SERVICE

July 15, 1949

marks WGN's 25th anniversary

25 years dedicated to giving Chicago and the
Middle West the finest in radio entertainment...

devoted to the cause of genuine public interest.

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

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

A Clear Channel Station... 
Serving the Middle West

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 35 • 2575 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 335 SW Oak St., Portland 4
Congratulations WFBM-TV

Indianapolis

...on Your Historic Inaugural
Telecast of the 500 Mile Speed Classic

Deaiville, Illinois
Louisville, Kentucky
Owensboro, Kentucky
Greenville, Ohio
Chicago, Illinois
Niles, Michigan
Benton Harbor, Michigan
Cincinnati, Ohio
Watseka, Illinois
Tuscola, Illinois
Muncie, Indiana

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

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

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

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

*January 1947-April 1949
What would YOU do?

Date: July, 1948
Sales Ranking: 17th in Oklahoma in tonnage feed sales.
Company: Chic-O-Line Feed Company.

Here's what Chic-O-Line did.

In July of 1948, KOMA was selected as the nucleus of a well-coordinated SALES program, built around a 15-minute daily show. KOMA and Chic-O-Line cooperated with each local dealer throughout Oklahoma in merchandising, promoting and SELLING Chic-O-Line feeds. The result of that combined sales effort was...

Date: November, 1948 (only 5 months later).
Sales Ranking: 3rd in Oklahoma in tonnage feed sales.

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

J. J. Bernard
General Manager

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

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

I f

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

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

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

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

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


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

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

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


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


Adpeople • • •


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

Network Accounts • • •

AMERICAN TOBACCO Co., New York, purchases CBS package, Leave It to Joan for sponsorship in fall. Starring comedienne Joan Davis, show is currently summer sustainer, replacing first half-hour (9-9:30 p.m.) of Lux Radio Theatre, Monday, 9-10 p.m. · Show will be sponsored by Rol-Tan cigars, Friday, 9-9:30 p.m. effective Sept. 9 on the full CBS network. Agency: Lawrence B. Gumbinner, New York.

Page 12 • July 11, 1949
TO RADIO LISTENERS in Southeastern Ohio WHIZ is an old friend—a friend welcome and influential in every home.

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

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

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

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

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

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

An hour later Jasiu received a phone call informing him that Mr. Wallescheski was going to purchase a mower from the Ball Park firm, provided Jasiu would come out and mow the lawn. The m.c. accepted the challenge.

Listeners began to call the station asking if they would be able to see Jasiu.

(Continued on page 78)

Surrounded by assistants and spectators, Jasiu takes another row.

* * *

On All Accounts

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

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

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

With business booming in the daytime, Gene switched his sales campaign to socializing at night, wooing and winning Elise Kidd, a girl he’d known all his life. After six years of typically southern living (complete with magnolias and mint juleps), they and their son, Eugene Jr., moved to Waynesboro, Va. A gadget-making brother-in-law, who then concentrated on manufacturing kitchen stoves, hired Gene to do some super-selling among the coal miners of Virginia and West Virginia.

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

GE executives, curious to meet the one-man competition, asked him to visit the Chicago office and discuss a sales job. After arriving in the big city, Gene looked up Melvin Traylor, a friend of his (Continued on page 17)
MATCH THIS SALES RECORD!

NEW ACCOUNTS
SOLD IN 4
WEEK'S PERIOD

*Iowa's
Most Powerful
ABC Outlet

THE
STATION
That Has
Changed
Listening
Habits
In
Iowa

Business is good at KXEL!

If we can sell 'em—you can sell 'em.

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

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

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

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

National advertisers contact Avery-Knodel today for complete story.

KXEL 50,000 WATTS ABC

Josh Higgins Broadcasting Company
Waterloo, Iowa

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

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

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

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

In view of recent economic trends, the NBC Research Dept. has been actively engaged in building a carefully documented comparison of the various media—a comparison which reveals that radio today is a better buy for the advertiser than ever before. At the same time we have been working on projects that show the advertiser who has used radio for a number of years how he can make radio pay off better by producing more effective commercials and programs. Essentially, our resources have been concentrated on five basic points about radio today—and they establish that:

(1) Radio has a powerful hold on the American public.
(2) Radio offers a vast bonus circulation.
(3) Radio is unmatched in its ability to cover all markets.
(4) Radio is well adapted to reach specialized markets.
(5) Greater returns are guaranteed the advertiser by a constant re-evaluation of commercials and programs.

To indicate how research is documenting each of these five arguments, I should like to discuss a few of the projects that NBC research and allied organizations have undertaken during the past few months.

The all-important point that radio has a large and lasting hold on the American public is shown by a new appraisal of the public attitude toward the mass media of entertainment, made by Fortune. The Fortune survey, a nationwide investigation—released in March 1948—comes up with fresh and pertinent information for advertisers everywhere.

Listening to radio is the recreational activity that most people enjoy most. According to the Fortune survey 54% of all women interviewed and 51% of the men name radio listening as their favorite way of spending spare time. The next preferences listed fell far behind the mark set by radio. Fortune also reported that 70% of all persons said they are listening as much or more than they did a few years ago—and listeners are right. They are listening more. Both Hooper and Nielsen indicate a rising trend in radio listening over the years, thus providing further evidence of radio's preferred position with U. S. listeners.

Nielsen data reflects a 52% increase since 1943 in total hours of listening per day by all families. Hooper reports a gain of 59% over the same six-year period. These increases stem from the growth in total radio families and also the greater amount of time devoted to radio by the average family today. Behind all this is the purchase of more than 40 million radios (AM, FM) by U. S. listeners during the post-war period. Certainly such evidence of radio's place in the American home should be an inducement to any advertiser facing a buyers' market.

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

(a) There has been no general network rate increase since 1939.
(b) There are more sets in the home, business places, in the car, and in the form of portable radios than ever before.

In 1940 the NBC network cost per thousand ran about $9.72. In 1949 the cost per thousand was $0.56 or a 22% decrease. This is not true of most other media. For example, the cost per thousand for the largest weekly newspapers has jumped 17%, while daily newspapers are up 7% since 1940.

The listening which is done outside the home has been largely overlooked by the buyers and sellers of radio time, usually because there is a shortage of reliable information on this bonus audience. Recently, however, research has directed considerable attention toward this outside listening which advertisers are getting.

For instance, a new survey reported by station WNEW New York reveals that 28.7% of all New Yorkers listen to radios outside of their homes on the average day—this represents a bonus audience of about 2.5 million listeners per day in the metropolitan area surveyed. In Baltimore a March study of radio listening in places of business, conducted by Johns Hopkins U., indicates an average audience in Baltimore shops amounting to 14,000 persons during the 3 to 4 p.m. afternoon period. Also, the bonus audience in Washington, D. C., has recently been measured by WRC, NBC's affiliate there. The WRC study determined, among other things, that 156,000 persons in the metropolitan area listen to auto radios on a typical weekday. Their average listening time while riding in their cars amounts to 50 minutes daily.

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

The new American market comes closer than ever to being a real national market—regionalism, extremes in income levels, and diverse living standards are becoming less marked. As a result the national advertiser's customers are everywhere. Radio's audience is likewise everywhere, which places this medium at the top in selling to America.

Radio has an unmatched ability to cover all markets in the country. Latest BMB figures give conclusive proof to this. Between 94 and 95% of families own radios. Of America's 11,140,800 upper income families 98.6% make up that group's listening audience. The medium income group totals 7,298,800 families of which 97.4% are listed by BMB as radio families. Even in the lowest income group, which totals 11,607,700 families, 86.1% are radio owners. Comparable data for the printed media reveals substantial gaps in coverage. For example, the 1947 NORC survey revealed that two-fifths of the adult population did not read any magazine regularly.

We are not only demonstrating radio's ability to reach mass markets; we are also developing new research to illustrate that it is also a selective medium, through proper selection of programming. Radio is perhaps singular in its ability to reach specialized markets. According to the NBC Gilbert Youth Survey for the 13-19 age group, which was recently released, we find that 64% of the teenagers have their own sets and 60% use them daily. It is this listening that is only partially reported by any current rating service. Only 26% of the youth sample checked by the NBC Gilbert Survey testified to listening that counts in radio. This listening audience possesses considerable buying pow-

Page 16 • July 11, 1949
er of interest to every advertiser. The survey reveals that the average weekly buying power for boys is $14.65, as compared to $10.77 for girls. Projection of these figures indicates that the purchase impact of the American 13-19 year olds exceeds $8 billion annually.

Another excellent example of radio's ability to reach specialized markets is found in a survey made by Radio State U. among Columbus housewives. Coincident telephone calls conducted between 7:30 a.m. and 6 p.m. during April reveal that whatever their household activities may be, the home-makers are listening in large numbers. Among women found to be resting or relaxing, an average of 58% were listening to their radios. Other activities: While ironing, 48% were listening; while washing dishes, 41% were listening; sewing, 40% listening; preparing meals, 34% listening; and eating meals, 33% listening. These figures furnish strong evidence of radio's ability to reach and hold urban women. Radio's strength among rural housewives is undisputed.

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

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

He pointed out four major areas of wasted effort in radio:

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

To the above I should like to add (1) selection of a show which does not reach the primary prospects for the product and (2) improper placement of a program to reach the largest audience of buyers.

Here, then, is a vast area in which qualitative research can contribute to the more effective use of radio by advertisers who now must make every dollar count. There is much that can be done by such research to point up radio's unique ability to select a large audience of prospects and enable the manufacturer to talk directly to them in convincing terms about the merits of his product.

There are, of course, numerous other research results which are valuable to the time salesman in today's buyers' market. Nevertheless, I believe the strong evidence which we have provided to demonstrate (1) radio's hold on the public, (2) radio's vast bonus circulation, (3) the unmatched market coverage of radio, (4) the flexibility of radio to reach specialized markets and (5) the possibilities for more effective commercial utilization of the aural medium are basic to our 1949 sales efforts.

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

On All Accounts
(Continued from page 14)

father. Mr. Traylor, other than being "a real fine guy," also happened to be president of the First National Bank and a board member of GE and NBC. He eliminated GE's role in the future of Mr. Hoge by arranging an introduction with Niles Trammell, then head of NBC's Central Division. Mr. Trammell, himself a Confederate, drewled along with Gene and recommended him to I. E. Shower, then sales manager and new division chief. Gene's "bright looks belled his penchant for radio," one of his associates recalls, and he was hired in June 1929. Within a year he was named night manager and assistant to the vice president. For the next three years he spent most evenings calling beautiful females from lengthy lists of guide applicants, thus gaining a nationwide reputation for the division. When the strain became too great, he went to KOA Denver as sales manager. Eighteen months later he returned to Chicago and the glamorous guides to join the network sales staff. He's been there ever since.

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

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

He commutes daily from North Shore Evanston, where he, his wife and son spend the summer months storing up wood to be used in their five fireplaces during the winter. As a relief from wood-gathering, all three look forward to northward treks 505 miles to Hayward, Wis., site of Gene's prize 35-pound Muskie catch. In true unportsmanlike style, he ordered it cooked instead of stuffed as decoration for one of the fireplaces.

RADIO—THE UNIVERSAL MEDIUM

RECEIVERS ARE OWNED BY—

<table>
<thead>
<tr>
<th>Type of Family</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Income Families</td>
<td>98.6%</td>
</tr>
<tr>
<td>Medium Income Families</td>
<td>97.4%</td>
</tr>
<tr>
<td>Lower Income Families</td>
<td>85.1%</td>
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July 11, 1949 • Page 17
ARRIVING in Bermuda for prize vacation are winners in competition sponsored by ABC's co-op sales department among affiliated stations (l to r): Otto Brandt, natl. dir. of station relations; Ted Oberfelder, dir. of adv., prom. and research; Harold Vigue, WTVL Waterville, Me.; Harold Day, ABC co-op program sales mgr.; Bill Wylie, station relations; Bob Walker, WCHV Charlotte, Va.; Dennis Gertken, WCRD Johnstown, Pa.; Vic Doty, WJZ New York; Fred Elseethagen, KVOS Bellingham, Wash.; Pat O'Halloran, KPQ Wenatchee, Wash.

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

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

PLEASED over WXKW Albany, N.Y., renewal of its ABC affiliation are (l to r): Seated—Ernest Lee Jahncke, ABC vice president; Stephen R. Rim-toul, WXKW president; standing—Gene Rand, WXKW commercial manager; Eugene Fitz-Patrick, promotion manager.

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

KEY figures in the CBS integration of AM and TV broadcasts in the area of fact and opinion [Broadcasting, July 4] are (l to r) Lyman Bryson, Red Barber, Davidson Taylor, Werner Michel and Edmund Chester. News and public affairs operations were combined.

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

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1. ORMOND PLANTATION, up-river 17 miles from New Orleans. Built before 1800 by Pierre Trepagnier, and recently restored, Ormond House stands as a magnificent monument to the colorful days of the old South.

2. THE WORLD'S LARGEST STRAWBERRY AND SHRIMP FREEZING PLANT, located on seven square blocks at Ponchatoula, La. The main building can accommodate more than 15 million pounds of frozen food at one time. The expanding food industries in this area are another reason why WWL-land exceeds national average in increased income, buying power, and general prosperity.

3. WWL'S COVERAGE OF THE DEEP SOUTH
50,000 watts—high-power, affording advertisers low-cost dominance of this new-rich market.

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

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

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

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

All units available for immediate delivery

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

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

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

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

The RCA Type BR-2A Shelf fits any standard rack; takes 8¼ inches of panel space. If desired, however, RCA Type 36-B panels and shelves now in use can be easily adapted for plug-in amplifier service.

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

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

Yes, the hand is quicker than the eye, but down here in Deep Dixie, the ear is quicker than either. An extra "r" in the accent, or a little lack of tact about several subjects—well, you know . . .

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

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

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

50,000 Watts • CBS •

KWKH

SHREVEPORT • LOUISIANA
Arkansas Mississippi

The Branham Company
Representatives

Henry Clay, General Manager
HECHT SUCCESS

By J. FRANK BEATTY

HECHT Co., Washington's largest department store — and one of the nation's largest, too — decided two years ago to take a daring gamble. While the entire retailing world cast rather fishy eyes at such effrontery, the Hecht Co. decided to build a complete store with 160,000 square feet of selling space in the capital's suburban community of Silver Spring, Md.

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

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

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

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

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

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

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

Radio Puts Over Big Store's Branch

Mr. ROTTO

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

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

The success of radio in drawing suburban and rural traffic to Silver Spring is in no small way responsible for the Hecht Co.'s surpassing by 50% its estimated volume of $5 million for the first year its Silver Spring store was in operation.

As opening day drew near in October 1947, Hecht officials went into their planning conferences with the knowledge that the store had developed a 50-year reputation for community service.

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

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

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

Promptly at noon the Community Reporter took the air — and still does, for that matter — with a one-minute summary of news. Coming in order are local weather, six minutes of local news, the Community Club bulletin board listing all types of meetings and events, a guest speaker (they write their own copy). (Continued on page 44)

NAB REVAMPING

Plans Top Board Agenda

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

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

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

One board vacancy is to be filled.

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

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

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

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

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

(Continued on page 23)
ADAM HAT Stores Inc., New York, last week signed a contract to sponsor Drew Pearson over ABC next fall. The commentator had been dropped by his former sponsor, Frank H. Lee Hat Co., Danbury, Conn. [CLOSED CIRCUIT, July 4.]

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

Keeps Same Time

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

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

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

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

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

PLAGIARISM SUIT

CBS Loses in Calif. Court

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

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

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

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

MICHELSON SERIES

'Blackstone' Co-op Resumed

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

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

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

CARMINE

JAMES H. CARMINE, vice president-distribution for the past two years, has been elected executive vice president of Philco Corp., it was announced July 7 by William Balderston, president.

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

Promoted by Philco Corp.

To Executive V. P.

...
WEBSTER REAPPOINTMENT

By RUFUS CRATER

SENATE ACTION on E. M. Webster's reappointment to the FCC was generally expected for at least another week—although Sen. Charles W. Tobey (R-N.H.), fireball anti-monopoly crusader, found a two-hour examination last Wednesday inadequate for all the 252 questions he had prepared.

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

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

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

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

- Commodore Webster felt the question of power above 0.1 kw for clear-channel stations was one which FCC should “take up with Congress,” as the committee has urged.
- He derived no definite conclusion on the question of motion-picture ownership of stations—another major FCC problem—but seemed inclined to proceed on a case-to-case basis. He “wondered” whether the question of anti-trust violations should not be handled by the Justice Dept. instead of FCC.
- He would favor replacing Acting Chief Engineer John A. Willoughby on grounds that the job demands greater executive ability. But he had no heard reports, mentioned by Sen. Tobey, that a majority of FCC members had decided to remove Mr. Willoughby.
- He acknowledged, but did not contribute to, reports that FCC Chairman Wayne Coy may resign to become head of Television Broadcasters Assn.

Questions on Color TV

- Sen. Tobey, via questions, suggested that CBS and RCA might “dicker” with respect to patents on the CBS color television system. He asked Commodore Webster whether he had heard such rumors. Webster had not, but thought such a development would be “immaterial” to FCC’s disposition of the VHF-UHF color case.
- The nominee expressed faith in the ultimate dominance of color television and felt, for his part, that color standards would be advanced after the TV hearings in August. He affirmed his belief in the wisdom of FCC’s current approach to the whole television problem (see story page 48), and reiterated his view that the opening of the UHF and the use of color must be accomplished on bases compatible with the present VHF system.
- Possibility of vastly expanding FCC research facilities to minimize reliance upon technical work of the industry was suggested by Sen. E. W. McFarland (D-Ark.), chairman of the subcommittee on radio. But the nominees felt FCC must have some faith in industry, and that government could not be “self-sustaining" in this regard.
- He would be inclined to subpoena witnesses and data on color TV if industry offered none voluntarily at the August television hearing—a development which Sen. Tobey thought would not be surprising.

As to the comparative merits of the CBS and RCA color systems, he disagreed to comment, but finally said he thought they were “about equally pleasing to the eye.” When Sen. Tobey said CBS had been slow to push its color developments, he wondered whether “they protest too much,” but at another point noted that the CBS Atlantic City demonstrations were not actually broadcast, but conducted under “ideal conditioning.”

(Editor's Note: The Atlantic City demonstrations employed microwave transmissions beamed one-half mile to the reception point.

The hearing was before Chairman Johnson and Sens. McFarland, Francis J. Myers (D-Pa.), Tobey, and Clyde M. Reed (R-Kans.), Sen. Owen Brewster (R-Me.) also sat in briefly.

252 Questions

Sen. Tobey observed at the outset that he had “252 questions.” The feeling that he was jesting was diminished as he went along. But it was generally felt that the questions were meant for the benefit of the full Commission as much as for the nominee. Once, when Commodore Webster suggested his colleagues might vote him out on an

(Continued on page 18)

FCC PROBE DEFERRED

WITH PLANS on foot for inclusion of broadcasting and FCC in an overall monopoly investigation, Rep. Francis E. Walter (D-Pa.) indicated last week that he had deferred—but not forsaken—his plan to haul FCC on the carpet for alleged circumvention of the Administrative Procedures Act (BROADCASTING, July 4).

This was disclosed Thursday when the House Judiciary Committee, of which he is second ranking member, named a subcommittee to launch an extensive anti-trust study of the whole business structure of the nation—including communications. This study starts today (Monday), the date Rep. Walter had set tentatively for the start of his FCC probe.

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

He told BROADCASTING that FCC and communications would definitely come within the scope of the overall monopoly study, with leaders of industry and FCC commissioners called upon to testify. It was virtually impossible to say when, since the hearings may extend over a period of two or three years.

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

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

He told House colleagues that

(Continued on page 40)

For Monopoly Study

July 11, 1949 • Page 25
WTNB OFF AIR
Walkout Effects Suspension

WTNB Birmingham ceased operations indefinitely at 10 a.m. July 2 as the result of a walkout by its engineers, members of Local 325, International Brotherhood of Electrical Workers.

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

Negotiations between the station and IBEW broke down after agreement on all but two provisions of a new contract had been reached July 1, WTNB said. The company had agreed at that time to (1) limiting WTNB to hiring only one part-time technician for a minimum 20 hours a week. The WTNB statement said owners of the station offered to be bound by the decision of the union's own international officers who had attended the negotiations, but the union refused. In the face of continued refusal by the union to arbitrate, the company then offered to abide by the decision of the IBEW international president, Dan Tracy. This offer was also rejected by the union.

WTNB, 250 w fulltime on 1490 kc and affiliated with MBS, has announced its determination not to go out of business.

C. M. Baker Jr., business agent of Local 325, gave a different version of the negotiations to WTNB, declaring that the station instead of agreeing to higher wages, insisted on a general wage cut.

Further, said Mr. Baker, WTNB insisted that it be allowed to hire at least three part-time technicians with a minimum guarantee of $16 a week and that one man be allowed to announce and perform simultaneous technical duties, "which would result in job eliminations and double duties on those working." WTNB also insisted, said Mr. Baker, that its chief engineer Bir- 

misham station, WBRC AM-FM-TV, has not been terminated.

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

DISCUSSING the experimental You and San Francisco series aired by CBS recently are (1 to r) Jules Dundas, sales promotion manager of KCBS San Francisco; Leonard Levine, director of CBS discussion programs; Dwight Cooke, host and narrator of the series, and Arthur Hull Hayes, CBS vice president and general manager of KCBS. The parrot and the pretty girl are props found regularly at Papagoeyo Room of the Fairmont Hotel, San Francisco, where the discussion took place. The San Francisco series represented the first time a city has ever been the subject of the CBS You and ... series.

P.I. DEALS HIT

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

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

Objections to P. I.

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

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

- Prices at which you can sell products and services always tend toward the maximum discount you which you allow and the cheapest form in which you sell. Here lies opportunity for the station to negotiate its product and structure toward lower income.

- Legally and morally a station cannot have two prices for the same service, which is a virtual gambling situation, and a per inquiry price to others.

- Stations have no way of knowing the quality or the reliability of the product and the ability is the producer's responsibility. Stations may fritter away a large amount of valuable time before discarding the contract, and then having the contract restored.

- Stations should be protecting themselves with the most reputable, high type retail and national advertisers, from the standpoint of station prestige, audience building and net profit.

- The station line that runs with any white labeling is P.I. lower, indicating the first step in a process that is bound to kill it as an advertising medium.

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

- The quality of the product is unknown.

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

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

FM, AM FACILITIES

Equal in Top Markets—Wage

The number of FM and AM facilities is equal in top markets and in some cities there are more FM outlets than AM, according to William E. Ware, KFAX (FM) Council Bluffs, Iowa, president of FM. His comment was based on an FCC station analysis (story page 79).

Mr. Ware declared the analysis provides "further evidence that FM broadcasters are meeting their obligation of providing the public with the finest in sound broadcasting."

He listed leading cities in which FM outnumber AM, those with FM license number and those in which AM-FM are nearly equal.

APPROPRIATIONS

Senate Committee Acts

SENATE Appropriations Committee last week approved the independent offices budget bill covering 1949 appropriations for independent agencies, restoring to FCC the full $108,000 cut by the House. The bill was to have been reported to the Senate floor Friday.

FCC's budget had been decreased by the House to $6,625,000 but maintained $175,000 over the current fiscal amount. At subcommittee hearings, FCC chairman Wayne D. Coy testified for restoration of the cut, to enable the Commission to strengthen its laboratory services and to speed up overall efficiency (Broadcasting, May 16).

The House total for all agencies was $7,103,506,683. President Truman has asked for $8,061,343,850. All agencies were voted an overall $500,000 increase by the Senate, with FCC's budget restored to the original $6,633,000.

Meanwhile, legislation covering appropriations for Federal-State program Voice of America operations progressed slowly on Capitol Hill. Conferences airing differences between House and Senate versions of the State-University Commerce bills (HR 4016) have adjourned at the call of the chairmen. No actions were disclosed. The VoA, which has a $7 million appropriation from the House and an additional $1,656,100 by the Senate.

Earlier a resolution authorizing spending at present rates, until Congress adopts a permanent federal law, was approved by the Senate committee, enabling employees to receive salaries in the interim. The subcommittee has been conducting lengthy hearings on all regulatory agencies for the past seven weeks, and has been meeting regularly to mark up its report.

FM, AM FACILITIES

Equal in Top Markets—Wage

The number of FM and AM facilities is equal in top markets and in some cities there are more FM outlets than AM, according to William E. Ware, KFAX (FM) Council Bluffs, Iowa, president of FM. His comment was based on an FCC station analysis (story page 79).

Mr. Ware declared the analysis provides "further evidence that FM broadcasters are meeting their obligation of providing the public with the finest in sound broadcasting."

He listed leading cities in which FM outnumber AM, those with FM license number and those in which AM-FM are nearly equal.

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By ROBERT LUCE

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

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

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

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

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

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

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

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

How confident are consumers? In the early months of 1949 22% of the consumer is optimistic, has money, and will buy. That’s less surprising than the business survey.

Businessmen are often more jittery and jumpy than the economic situation warrants. This survey shows them to be less so than would be expected in such delicate times as these for the economy.

And no one could accuse these businessmen of panic—a 3.8% drop in profits is serious, but it’s not deadly.

On the whole, the consumer position is good, the Reserve Board says. Three in every five home owners reported no mortgage on their property. Seven of 10 had liquid assets at their command. Personal incomes by families were higher than they have ever been. About 47% had incomes over $3,000. In 1945, a near-peak war year, just 30% could count on $3,000 income.

Of the two surveys, Dun & Bradstreet’s is the later, and perhaps most realistic. Yet the FRB survey does point up the fact that

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

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

Things to watch are industrial production, especially in refrigerators, appliances, furniture. Should pick up.

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

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

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

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

### CHIROPRACTOR RADIO SHOWS

**Help Build Good Will for the Profession**

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

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

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

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

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

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

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

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**WHAT BUSINESSMEN THINK:**

| AVERAGE EXPECTATIONS FOR SECOND HALFWAY OF 1949 COMPARED TO SECOND HALFWAY OF 1948: |
|-----------------|-----------------|---------------|---------------|
|                  | All Concerns     | Manufacturers  | Wholesalers   | Retailers     |
| Dollar volume of sales | -4.0%           | -4.1%         | -3.2%         | -5.0%         |
| Net profits after tax    | -3.8%           | -2.5%         | -3.9%         | -5.9%         |
| Expenditures for plant and equipment | 0.1%            | -0.3%         | 0.0%          | 0.1%          |
| Selling prices             | -5.4%           | -4.5%         | -6.5%         | -6.9%         |
| Hourly wage rates          | 0.2%            | 0.3%          | 0.2%          | 0.2%          |

Source: Dun & Bradstreet Survey, May 1949

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**WHAT CONSUMERS THINK:**

**THE GENERAL ECONOMIC OUTLOOK:**

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<thead>
<tr>
<th>1949</th>
<th>1948</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good times ahead</td>
<td>22%</td>
<td>36%</td>
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<tr>
<td>Good times ahead with reservation</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>Uncertain, no change</td>
<td>24</td>
<td>19</td>
</tr>
<tr>
<td>Bad times ahead, with reservation</td>
<td>16</td>
<td>23</td>
</tr>
<tr>
<td>Bad times ahead</td>
<td>9</td>
<td>3</td>
</tr>
<tr>
<td>Not ascertainable</td>
<td>4</td>
<td>8</td>
</tr>
</tbody>
</table>

Source: Federal Reserve Board Survey of Consumer Finances

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**How’s Business?**

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**Consumers, Businessmen Not Panicky**

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**July 11, 1949 • Page 27**
NARND AWARDS

To Stations, Individual

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

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

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

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

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

On NARND Board

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

Clark Aids Educators

AN ATLANTA radio newsmen helped organize coverage between educators and governors from 13 southern states met in Daytona Beach, Fla., to create a regional program for education. News Editor Dale Clark of WAGA Atlanta accompanied the regional educational staff to the conference and helped organize material for press association and newspaper reports, WAGA reports. In addition, he arranged interviews with prominent participants on two Daytona Beach stations—WMBF and WDBB—while the conference was in session. Since the regional staff established headquarters in Atlanta last September, Mr. Clark has reported on activities in WAGA newscasts. Legislatures of 10 states have appropriated $1,600,000 for the education project, according to WAGA.


LIBEL CASE

WTTM Cleared in Test Of Court Doctrine

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

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

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

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

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

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

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

The case came up for trial before the jury June 27 and was completed the following Friday evening. The jury brought in its "no cause of action verdict" after Judge Richard J. Hughes, sitting for Superior Court Judge Ralph J. Smiley, had given it a 24-hour charge. The jury was out eight hours.

Case Significant

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

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

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

WWM Clearing in Test Of Court Doctrine

'BPST Hour'

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

CARSON

Hearings Held on FTC Post

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

Various business figures and former Rep. Jerry Voorhis of California testified as secretary-treasurer of the U. S. Conservative League of which Mr. Carson is research director, testified. Senators Owen Brewster, (R-Me.) and John Brooke, (D-Mass.), petitioned the Senate to refer the matter to the Senate Commerce Committee.

Mr. Carson took sharp exception to Mr. Lewis, who he declared was out to "get him." The Mutual commentator had frequently attacked him in past weeks for his cooperative activities and, according to Mr. Carson, was pressed for an explanation by FCC for remarks during one broadcast.

He told the committee that "some day these radio commentators will be asked to account for the things they say about people. . . . They can't now because the laws of libel are not adequate." He said he would like to see some action along legislative lines.

Earlier Mr. Carson stated he is an independent, though he hasn't registered since 1916. He would like a number of hours daily as his AM affiliates, whether or not programming is duplicated.

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

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

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BROADCASTING * Telecasting
WEAVER TO NBC

NBC last week announced the election of Sylvester L. (Pat) Weaver Jr., vice president and director of radio-television at Young & Rubicam, as the network's vice president in charge of television.

The NBC-TV vice presidency has been vacant since Sidney N. Strotz, who filled it temporarily, resigned to return to Hollywood and administrative vice president in charge of the Western Division. Mr. Weaver will bring to NBC another Young & Rubicam executive, Fred W. Bill Jr., operations supervisor of the agency's radio-television department. Mr. Wile will assist to Mr. Weaver at NBC.

Mr. Weaver and Mr. Wile will join NBC about Aug. 1. Both have resigned at Young & Rubicam and are on vacation.

Following the resignation of Mr. Weaver, Sigurd S. Larmorn, president of Young & Rubicam, announced the elevation of Everard W. Meade to the vice president and director of radio-television area, to succeed Mr. Weaver.

Mr. Meade also becomes a member of the agency's executive committee and plans board.

Mr. Weaver has served as vice president and director of radio-television and a member of the executive committee and the plans board of Young & Rubicam since 1947. He joined Y&R after serving for several years as director of advertising of American Tobacco Co.

He began his radio career as a writer-producer for the CBS-Don Lee network in 1932, later becoming program manager. He first joined Young & Rubicam in 1935 to produce the Fred Allen

KXOK RATE CARD

Introduces New Class A-2

NEW rate card (No. 7) issued last week by KXOK St. Louis, an ABC basic station, recognizes "changes in economics and listing patterns," according to C. L. (Chet) Thomas, general manager of KXOK and KXOK-FM.

"We are confident that our realistic approach to the competition cycle will be understood and appreciated by advertisers," Mr. Thomas said.

The change in listening patterns is understood to reflect the influence of TV programs, since two half-hour evening periods (6:30 and 9:30-10) are taken out of the Class A rate and given a new Class A-2 transmission. The move came between A and B, about 35% under the A rate.

The A and B rates are substantially the same, with B unchanged in time and rates. Class C rates have been reduced as far as the six time of all time prior to 8 a.m. and after 10:30 p.m. plus 1-6 Saturday afternoon.

CLEARU

BELIEF that assertions of the clear channel interests tend to be "highly colored" on the question of adequate radio coverage and should be subjected to "cold scrutiny" of the FCC have been expressed by Sen. Edwin C. Johnson (D-Col.), of the foremost critics of the Commission on its television and other related policies.

The Senate Interstate & Foreign Commerce Committee, which Sen. Johnson heads and which is currently considering the McFarlanc FCC reorganization bill, last week released the text of the Senator's latest communication to the Commission—a letter to Acting Chairman Rossel Hyde dealing with so-called "white areas" of radio coverage in Ishpeming, Mich.

Sen. Johnson asserted that service to those areas is the only argument which has been presented to Congress to justify super-power, and said he had been unable personally to locate any such areas anywhere. Basis of his comments was testimony offered during hearings on the Johnson bill (S 1973) by Ward Quaal, director of the Clear Channel Broadcasting Service.

Mr. Quaal testified with respect to the lack of adequate coverage in Ishpeming and said only clear channel stations could furnish good radio service [Broadcasting, June 30].

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

Text in part of his letter to Mr. Hyde:

I have never yet been able to learn the exact geographical location of such "white areas" and his [Mr. Quaal's] statements aroused my curiosity, particularly when he asserted that daytime service in that area was such that he could not pick up the broadcasts of the Chicago Cubs baseball games. I immediately made inquiry and I find that Ishpeming receives "excellent" primary service over a 30 mile area daytime and a "good" service over a 30 mile area nighttime as well as a secondary service over a 30 mile area daytime and 30 mile area nighttime from its own Young & Rubicam but this is important—the area also receives service from 16 other radio stations, including network affiliates of the four principal networks. Significantly, of these 14 stations, one WDNY, furnishes "excellent" service over a 30 mile area daytime and night; four stations, WMJS, WGN, WBBM, and WMER, furnish "good" secondary service both day and night; six stations, WJR, WCCO, WDDT, WHB, WGEN, and WTAQ, furnish "good" secondary service nighttime and three stations, WMIQ, WIKD, WHFD, furnish "fair" secondary service daytime.

I still do not know just what the Commission or the super power lobby considers a "white area" to be but it seems reasonable to me that in view of the large and variety of radio service which the country enjoys, it is hardly likely to be classified as a "white area." It appears to me that Mr. Quaal, in his capacity as a paid for clear channel advocates of the FCC reorganization bill, sought to create the impression that because he could not hear certain baseball broadcasts, which are broadcast on the Clear Channel by a non-network Chicago station, that the Ishpeming area was being subjected to a gross distortion and that it could only secure such coverage from a clear channel station operating with super power. The facts indicate that this is a gross distortion and a bald misstatement. Also, the facts indicate that the Ishpeming area receives a fine variety of coverage not only from two existing clear channel stations operating with 50 kw, but also from a number of additional stations operating with power considerably less than 50 kw.

Service to "white areas" is the only argument which has been presented to Congress to justify super power. I have been able to find any "white areas" anywhere and that is why I feel strongly opposed on the point. Furthermore, if "white areas" do exist the way to cure them is through the operation of additional regional stations and not by a system of radio broadcasting which does violence to the welfare of the country by implementing a monopoly."

I am writing you because I want the Commission to have the facts and not the highly colored assertions of the clear channel lobby which, in my opinion, have never been presented in a fair, critical, objective scrutiny. The Commission, in the performance of its duty under the Act, owes the public interest that kind of analyses.

FCC ACTIONS

FINAL DECISIONS authorizing three new AM stations and improved facilities for an existing outlet were announced by FCC last week along with grants for one Class A and one Class B commercial FM station and one educational, educational and commercial FM operation. Improved facilities for two other AM stations were proposed. Transfers involving 20 stations, and approval of two permit transfers, and four FM permits were deleted. The Commission also proposed to extend the completion date for WHAS-TV Louisville to Oct. 1. Details of these and other FCC actions are carried in FCC Roundup on page 83.

Mr. WEATHER

Show. Shortly afterward he was made manager of the agency's radio department and served in that position until joining the American Tobacco Co. in charge of Lucky Strike advertising.

During the war he served variously as radio director for the Coordinator of Inter-American Affairs, on active duty with the U. S. Navy's fourth fleet, and as program manager of the Armed Forces Radio Service in Hollywood.

Mr. Wile has been with Young & Rubicam since 1934, except for service during the war as associate director of information for the War Manpower Commission and on active duty with the Navy. At the end of his radio public service in Hollywood, later assistant manager of the Hollywood office, business manager of the radio department and assistant to the director of radio. His early career was in various capacities at CBS.

Mr. Meade, former assistant to the president of the American Tobacco Co., rejoined Young & Rubicam in April 1948. He had previously served the agency as a radio executive from 1935 to 1938 in Hollywood and New York. During the war he served with the naval air combat intelligence officer.

Howard Joins Y&R

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

Mr. WEATHER

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Johnson Eyes Group's Assertions

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

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

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

Both HR 1689 and the Senate measure (S. 4065) said to include salary raises for heads and assistant heads of agencies, would increase FCC and FTC commissioner salaries from the present $10,000 to $15,000, and was authorized to receive as high as $18,000 at the President's discretion. FCC Commissioners currently are in line for raises under the recent Commission re-organizational bill authored by Sen. E. W. McFarland (D-Ariz.). [BROADCASTING, June 15, 20, 27]. They would receive $15,000.

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

52 Grand Plug

DAVE STEPHENS, musical director at WCAU Philadelphia, may have had a hand in helping Rush Clarke, of Rochester, N.Y., win the all-time high jackpot of $52,000 on CBS' Sing It Again program. Playing the Dave Stephens Show on CBS that afternoon, Dave commented on the music of 1926 and tossed in the remark, "That was the year Gertrude Ederle swam the English Channel." The next item on the program was a promotional announcement about the Phantom Voice on Sing It Again. That night Mr. Clarke identified the phantom Voice as the Trude Ederle. Mr. Stephens and everyone else at WCAU swear they had no knowledge of the Voice's identity.

STATUS of broadcast station authorizations and applications at FCC as of June 30 follows:

<table>
<thead>
<tr>
<th>Total authorized</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total on the air</td>
<td>2,179</td>
<td>965</td>
<td>118</td>
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<tr>
<td>Total on the air</td>
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<td>Conditional grants</td>
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<td>Total applications pending</td>
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<td>Requests for new stations</td>
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<td>65</td>
<td>338</td>
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<tr>
<td>Requests for changing facilities</td>
<td>279</td>
<td>37</td>
<td>22</td>
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<tr>
<td>Deletion of licensed stations in May</td>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
<td>5</td>
<td>2</td>
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</tbody>
</table>

ORAL ARGUMENT

Set in Docket Cases

ORAL ARGUMENT has been scheduled by FCC in several docket proceedings for July 18-19. Argument will be heard before the Commission en banc July 18 on proposed denial of power boost on 1140 kc to KSIO Station Falls, S.D. [BROADCASTING, Oct. 4, 1948]; proposed denial of new AM station to Home News Pub. Co., New Brunswick, N. J. [BROADCASTING, April 25], and proposed grant of improved facilities to KWAT Watertown, S. D.

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

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

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

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

**AS A COMPLETELY PROGRAMMED CONTINUING SERIES**

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

**AS A FLEXIBLE LIBRARY FEATURE**

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

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

A BIG ATTRACTION...on the Thesaurus roster of commercially proved shows.

Wire or write today for the full, new Thesaurus story.
WAVE AIN'T WESTERN OR EASTERN (Ky.)!

No, Sir, WAVE doesn't reach Eastern (Ky.), nor many of the other crossroad towns in western, southern and northern Kentucky, either!

We're directional-minded for the Louisville Trading Area only, and by any standard—except cosmic, One-World or inter-planetary measurements—it's a wonderful market. And since our families have a 46% higher standard of living than do folks in the rest of the State, WAVE delivers a bang-up, premium audience.

So don't groove aimlessly around in Kentucky. Let WAVE put you "on the map" where it really counts—in the Louisville Trading Area!

LOUISVILLE'S WAVE
5000 WATTS • 970 KC

NATIONAL REPRESENTATIVES
FREE & PETERS, INC.

Page 32 • July 11, 1949

WMAN
Ad Policy Blamed for Denial

THE ALLEGED advertising policies for which FCC disqualified the Mansfield (Ohio) News-Journal as a radio applicant were blamed by WMAN Mansfield last week, at least in part, for its decision to give up its FM authorization.

The newspaper will not permit its large store advertisers to buy radio time, too, thus limiting the field for FM time sales, WMAN told the Commission. Further, FCC was told, approximately one-third of the industrial workers there are currently unemployed.

It was not the first time the Journal has been accused of advertising dictatorship. FCC denied AM and FM applications of the newspaper, and an FM bid of the commonly owned Lorain (Ohio) Journal, on grounds that Owners Isadore and S. A. Horvitz "have sought to suppress competition . . . and to achieve an advertising monopoly in the community through the use of exclusive advertising contracts" [Broadcasting, July 19, 1948].

FCC also had held that the Mansfield paper "has consistently fought" WMAN and "has harassed some local merchants to prevent their using WMAN as an advertising medium." WMAN got its FM grant simultaneously with FCC's original proposal to deny the newspaper applications.

WEOL Elyria, Ohio, made comparable charges against the Horvitzes in a series of broadcasts last fall [Broadcasting, Nov. 29, 1948]. WEOL charged the Lorain paper refused to carry its logs even as paid advertising. It also told of letters from Lorain advertisers who said the Lorain Journal sent letters cancelling their display advertising within two weeks after their first use of radio.

The newspapers have consistently denied using exclusive advertising contracts, though according to FCC's findings their owners regard WMAN as an "illegitimate" station and concede hostility toward it. Their opinion of WMAN as "illegitimate," FCC held, is attributed to evidence in a 1942 renewal hearing at which, although renewal was granted, it was found that false reports had been filed by original officers.

The papers have appealed from FCC's denial of their applications but the appeal has not been decided.

WMAN's was one of four FM authorizations voluntarily given up last week. Others were WFRF-FM Indianapolis, WCLC Clarksville, Tenn., and WATC Morristown, N. J. (For details see FCC Roundup, page 84).

Good Reconstruction

MARK SCOTT, WLOW Norfolk, Va., sportscaster, never realized how authentic his telegraphic reconstructions of baseball games were until a young couple leaving a Norfolk Piedmont League game stopped him and said, "May we come over to your studio and watch you do a Yankee game broadcast?"

"Sure," said Mr. Scott, "but there's not much to see." "Oh," the couple insisted, "but we want to watch the game on your television set."

NAB Revamping
(Continued from page 28)

on a regional basis to aid station news operations and promote sponsorship of newscasts.

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

Sales clinics at the district meetings will be conducted by BAB, which eventually is to be set up outside the main NAB organization. BAB will complete transfer to its own New York headquarters by the end of July. If the board decides to perform the NAB reorganization operation this week, separation of BAB may be speeded.

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

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

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

TAYLOR BARRED

Martin Protests Action

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

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

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

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

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

Nov. '46–May '48, Pulse of N.Y. average 1/4 hr. Ratings and Share of Audience, 6:00–7:45 AM, Mon.–Sat.

Represented by Radio Sales
Webster Reappointment

(Continued from page 25)

issue, Sen. Tobey snapped back: "Perhaps they'll read the record of this hearing."

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

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

In line with this view, he said, FCC's forthcoming UHF-VHF television allocation plan will be arranged around the assignments already in use by existing stations.

Now he imagine that he had said, as Sen. Tobey suggested, that "the more you see of Congress, the more you think of administrative agencies."

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

Asked for his views on specific engineers, he expressed "high regard" for C. M. Jansky Jr., Washington consultant and PM pioneer, and said he would also place Dr.

C. B. Jolliffe, executive vice president in charge of RCA Labs Division, "up near the top."

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

Compatible Systems

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

Sen. Tobey questioned whether the importance of color television wouldn't justify greater promotion by the Commission, and whether FCC might not consider "warning" the public of impending changes in allocations. "Or would

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

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

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

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

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

Acknowledges Delay

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

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

WRS' Rawlins Gets 74

SCORE to make most any amateur golfer envious was chalked up by Lee Rawlins, manager of industrial relations for Westinghouse Radio Stations Inc., at the Llanerch Country Club, Philadelphia. Playing in the first round in the President's Cup Tournament, Mr. Rawlins scored 10 pars and three birdies for a 74. Top professionals took regulation figures for the 6,607-yard Llanerch course.

His opponent, George Rowbotham, Philadelphia amateur, hit three birdies—one shot under par, but WRS is still mighty proud of Mr. Rawlins' two over par.

IN BUFFALO
COLUMBIA
and WGR
— have the sky-high Hoopers
for '49

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

WGR Broadcasting Corporation
550 RAND BUILDING, BUFFALO 3, N. Y.
Buffalo's Columbia Network Station
National Representatives: Irwin & Peters, Inc.

*Lee J. ("Fitz") Firstpatrick and J. E. ("Ike") Laussberry
IF YOU'D like to see some doggone wonderful "impulse buying," you oughta watch us Red River Valley hayseeds! We got far higher than national average income — and, by golly, we spends it!

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

**HERE ARE THE FIGGERS!**

<table>
<thead>
<tr>
<th></th>
<th>WDAY</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>&quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNINGS</td>
<td>67.4</td>
<td>16.6</td>
<td>7.4</td>
<td>4.6</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOONS</td>
<td>70.2</td>
<td>9.9</td>
<td>11.6</td>
<td>3.1</td>
</tr>
<tr>
<td>EVENINGS (SUN. THRU SAT.)</td>
<td>68.9</td>
<td>13.5</td>
<td>9.7</td>
<td>5.9</td>
</tr>
</tbody>
</table>

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

**Hearings Ordered for 3**

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

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

The WTRR transfer involves sale of the station by James S. Rivers to Myron A. Beck for $50,000. WCMW requests transfer of control from five of 10 stockholders for $33,600 to S. L. Huffman, advertising agency owner, and K. B. Cope, attorney. In the KDLK case, three of four original partners propose to sell the station for $32,000 to Martin Rose Jr., rancher, and E. M. Haire, feed store and warehouse owner. One original partner, Thomas O. Matthews, withdrew to re-enter the Army. The others are James A. Clements, Richard J. Higgins and Joe H. Torbett [Broadcasting, Jan. 31].

**WDOV DOVER**

**Says WLOW Interferes**

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

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

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

**CBC Board To Meet**

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

**Too Free Speech**

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

**PERMANENT JRIF**

Looms as Hill Possibility

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

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

Both the House and Senate ap- proved salary appropriations in the 1940 Legislative Branch Appropriations bill covering the record- ing project. The House group urged improvement of the "organizational and operational setup before another budget is submitted."

A Senate subcommittee, which held hearings June 14, noted that the operation had provided public address equipment to committee- men and that it was desirable that committeemen should be charged a "small rental."
tomorrow's 1000 Watt

RADIO STATION WILL INSTALL THE GATES AIR-CONDITIONED BCIF Transmitter

THE ONLY COMPLETELY NEW ONE KILOWATT BROADCAST TRANSMITTER IN 1949

GATES MAIN OFFICE AND FACTORY—QUINCY, ILLINOIS
RADIO COMPANY

Eastern Zone Office—Warner Building, Washington, D.C.
Export—Rocke International, 13 E. 40th, New York, 16

YOU CAN HAVE THE NEWEST AND THE FINEST NOW... GATES WILL GLADLY SUPPLY COMPLETE DATA ON REQUEST.
WMT couldn't locate an account exec in Agency (IOWA)

U.T.K. GRANT

REVERSING its original proposal, FCC last week granted U.T.K. Radio Corp.'s application for a new station, WJAY, N. Y., on 1230 kc with 250 w fulltime.

The proposed denial had been based on findings that (1) "a satisfactory showing has not been made of the applicant's financial ability to operate the station as proposed"; and (2) failure to comply fully with FCC's rule requiring 90% metropolitan coverage [BROADCASTING, Feb. 7].

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

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

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

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

FLA. LIBEL LAW

Openings: Gift

TWENTY-FOUR hours before the formal opening of the John La Cerda advertising, publicity and public relations, 331 S. 18th St., Philadelphia, Mr. La Cerda and Russ Davis, his executive vice president, received word from the Saturday Evening Post that an article on which they had collaborated had been accepted.

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

KCBS STUDIOS

Expansion Program Starts

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

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

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

TO ALL STATIONS

SUBJECT: BLACKSTONE WASHING MACHINE CO-OP CAMPAIGN

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

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

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

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

CHARLES MICHELSON, INC.

RADIO TRANSCRIPTIONS

23 WEST 47th ST. NEW YORK 19, N. Y. PLAZA 7-0695
FCC Probe Deferred
(Continued from page 85)

...the TV freeze, and in AM and FM applications—the normal workload of FCC's law department "has been so substantially decreased in recent months that action could be taken within a reasonable time on these very items requiring the law staff's recommendation."

But, he added, "apparently the Commission is now awakening and showing a greater awareness of its responsibility to the public and authority given by statute, which have until only recently been deemed the exclusive preserve of its legal department."

Cites 'Slow Down' Policy

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

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

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

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

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

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

TIME TO BUY?

CONSIDER THE FACTS

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

Covers and influences a rich farming and industrial area.

Low economical cost per family, per customer, per sale

Consistently dominates listening audience in the Gloversville-Johnstown area, leading glove manufacturing center in the world.

Covers more than 11,000 radio homes spending over $6,000,000 each year for YOUR products and services.

To sell Gloversville-Johnstown housewives you Must

KALL EXPANDS

Takes Larger Quarters

PRIVATE opening to herald new quarters for radio and television facilities of KALL Salt Lake City was made for this past Tuesday, July 11, with the public invited to attend beginning today (July 11) through July 23, George C. Hatch, president of Salt Lake City Broadcasting Co. Inc., announced early last week.

New quarters at 146 S. Main contain about 12,000 square feet of floor space, nearly triple that at the old location. Ultimately all operations—AM, FM and TV—will be housed under one roof, which also serves as headquarters for the Intermountain Network. KALL is applying for a television outlet. Cost of the remodeling and installation of some new equipment will be about $50,000, with TV installation, when completed, expected to cost about $300,000, according to Mr. Hatch. Expansion was undertaken partly because of growth of the Intermountain Network in past months, he added.

DISCRIMINATION

McFarland Bill Ban Wins ANPA Praise

A PROVISION in the McFarland Commission's rule-making power between station applicants has drawn American Newspaper Publishers Assn. in a letter to Sen. E. W. McFarland (D-Ariz.), author of the past measure (S 1973), the ANPA endorsed that section as "most desirable" and said it would "prevent the Commission from repeating its conduct in this field."

The proposed addition to the Federal Communications Act, which prohibits discrimination regardless of "...take or retain an occupation or business association," would include newspaper purchasers who are applicants for station licenses.

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

Proposed Amendment

The addition, contained in Sec. 16 of the McFarland bill and now under consideration in Sec. 332 of the Communications Act as follows:

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

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

'VILLAGE' FM Survey Conducted for WRGK

FOR some time WRGK (FM) Brookfield, Ill., had been wondering just how much listenership FM could claim—and felt it needed a survey to convince potential advertisers. Surveys seemed costly, but high school students of Brookfield and an announcement on rabies cases served the ultimate purpose.

On its Friday evening telephone request, WRGK station staff recently aired an announcement by Village Manager Harold Eash that all residents would have to have their dogs inoculated for rabies. Following morning, Eash received over 40 calls concerning the broadcast. On Monday, when police made their rounds, all had heard about the broadcast. The indication was clear since only weekly newspapers are published in Brookfield.

Still, George Ives, WRGK president, felt a survey was necessary. And inasmuch as the station had carried free advertising for high school activities, he went direct to the Riverside-Brookfield school superintendent and 200 students dedicated themselves to surveying 810 of 7,000 families in Riverside and Brookfield, canvassing homes door-to-door.

The two suburbs are about 13 miles from downtown Chicago and within radius of Chicago and other AM-FM-TV signals.

Results Shown

Following results were tabulated:

Number of families with AM

860 or 99.5%

Number of families with FM

285 or 32.1%

Number of families with TV

172 or 21.3%

Number of families with FM and TV but no AM

4 or 0.5% of TV owners with FM

54.7% of FM owners with TV

35.8%

Following listening habits were noted:

AM

3,750 hours total or 196 hours per AM station per day.

FM

1,320 hours total or 33.5 hours per FM station per day.

TV

754 hours total of 188 hours per TV station per day.
ALL THE BELLS in Bellingham won't make more noise for you in this Washington fishing center than ABC. For ABC rings the bell with 69% of all the radio families there, says BMB. In 42 Coast towns (inside and outside) ABC has 50% or better BMB penetration.

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

COUNTING all the Marys in Marysville is a cinch compared to totting up the ABC fans there. Yet BMB did it and found 72% of this California town's radio families have the ABC habit...and it's a good one for you to get, too, if you want primary coverage of 96.7% of all Coast radio families.

On the coast you can't get away from ABC

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

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

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

ABC PACIFIC NETWORK

New York: 7 West 66th St. - Tel.: Timbuk 3-7000 - Detroit: 1700 Subb Bldg. - Chicago: 20 N. Wacker Dr. - Delaware 1900 - Los Angeles: 6363 Sunset Blvd. - Hollywood 2-3144 - San Francisco: 155 Montgomery St. - Exa. 2-5444

BROADCASTING • TELECASTING
KYW WORKSHOP

Month-Long Courses Start

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

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

Scheduled to appear as speakers for remainder of seminar are Dr. Charles S. Gwone, Westminster State Teachers College on "Radio As An International Force," on July 6; Norman Luker, North American director of the BBC, who discussed British radio and TV on July 7; Ned Rogers, senior partner of Gray & Rogers, Philadelphia, on "The Agency and Television," July 11; Dr. A. M. Natesh, representative of the New Indian Government, who will report on communications and education in setting up All-India-Radio, on July 12; Robert McDougall, program education director of WATS Newark, on "Starting and Operating a Television Station," July 18; Dennis Day, star of the KYW-NBC program, "A Day in the Life of Dennis Day," who will discuss network programming from a personality point of view, July 14; Donald Baird, assistant program director of WFLN, Philadelphia FM station, on "The Adaptable English Classic," July 15; Miss Martha Gable, of the Philadelphia Board of Education, who will discuss television programming in TV, July 18-19; Stockton Hellick, manager of contacts for acceptance for NBC, will discuss rating standards in AM and TV, July 20; Doris Corwith, director of education and religious broadcasts for NBC, July 21; Gertrude Broderick of the U. S. Office of Education, on "The Teachers' Responsibility to Radio," July 25, and Miss Noreen Maxwell, of Scotland, program officer to the British Broadcasting and Middle East services in the United Nations.

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

LOCAL APPEAL PROMOTION SUCCESS

10,000 Converge on Small Town for WTJM Show

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

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

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

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

An invitation from the mayor and the Chamber of Commerce of Berlin to stage a wrestling match between the police chiefs of Beaver Dam and Mayville was accepted.

The 90-minute "Battle of a Century" concluding with the burlesque wrestling show featured community talent. There was a parade in which the rival chiefs and the WTJM "feuders," Mr. Thomas and Mr. Murray, rode. There were six bands from neighboring towns, 25 tractor floats, two drum and bugle corps, fire departments from two towns, drill teams and National Guard units.

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

EDITORIALIZING

ACLU Scores FCC Ruling

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

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

Concurring strongly with minority views of Comm. Frieda Hennoch, who held the doctrine should be maintained, said a valid requirement of fairness is unenforceable, the union contended that confusion and unworkability are "all apparent" and that no general standard of fairness could be enforced.

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

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

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

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

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

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

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

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

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

FM Station of the Providence Journal Company
Represented by the Walker Company

PHILCO Distributor S. J. Shiff says: "Sales of Philco FM receivers are steadily increasing as a result of this impact."

EMERSON Distributor R. L. Rosenfeld says: "Since the campaign started our sales of FM sets have more than doubled."

WPJB-fm
"AS NATURAL AS LIFE"
It's a happy marriage!
HAPPY for you. Now you can be sure of selling virtually the entire southeastern United States, without ever leaving your desk. And without paying for expensive extra coverage you don't need.

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

It's a perfect marriage!

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

It's a wealthy marriage!

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

It's a marriage of convenience!

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

WBT
CHARLOTTE, NORTH CAROLINA

WRVA
RICHMOND and NORFOLK, VIRGINIA

†Sales Management Survey of Buying Power, May 1949.
Editorial

AM-TV Ethics

THE CROSS-REFERENCE blight has established a new radio beach-head, and a counter-offensive looms.

Users and proponents of aural broadcasting have detected an increasing tendency on the part of AM stations with TV affiliation, to plug, on AM, their TV programs. And to use the language of one of the AMers (who incidentally holds a TV construction permit), "It's a lousy way to treat our AM advertisers."

To quote further this broadcaster: "We tell our AM advertisers when we sign a contract that we will plug as much as we can to get all the listeners for them. We can. Yet, when they're on the air, we come on and suggest to our AM listeners that at a certain time they should tune in their TV. In a few words, to hell with the guy that is spending money with me on AM—you watch my other fellow's TV show!"

It was inevitable that this problem should arise. Networks are loath to let their advertisers cross-reference to other networks—even on their own time.

The question that confronts the AM-TV broadcaster boils down to one of ethics. Each medium should, and ultimately must, stand on its own bottom.

Wrong Horse

SOMEBODY is always shooting at some aspect of radio programming and invariably there comes a plea to the FCC to do something about it.

The latest programming excorsus has to do with horse-race programming. Certain local authorities, it seems, don't want stations to broadcast information until after the tracks are closed and the bang-tails have been tucked in for the night.

Horse-racing is legal in many states. If it's legal to race them for the people, it's obviously just as legal for the people to hear about them over the air and read about them in their newspapers. The fact that bookies may tune in and thus pay off illegal bets illegally made is a fact about as familiar to the racing community as the legality of publication of the racing news—whether it be by the printing press or by the electronic press—the microphone or the television screen.

Of course there's the element of good taste in programming and perhaps of willfully aiding and abetting the bookies, such as for pay. Most tracks are prosperous because people like to bet on horse races. A couple of bookies may go to the tracks every day, but they like to keep abreast, like play-by-play baseball, or football, or even the prize giveaways.

And it's like the advertising of alcoholic beverages. Some stations accept it; others do not. But it's permissible and legal because there's no national prohibition—just state and local option.

The answer in all these cases, it seems to us, is whether it's legitimate and whether the public likes it. There are enough stations almost everywhere to give the public a choice of programs.

If the do-gooders or the local authorities want something done about horse-race, alcohol advertising, let them strike at the source, and get the basic laws changed—if they can.

Un-Clear Channel Case

WHAT, WHY, where, when clear channels?

Except for past, present conditions (there's no middle ground; you must be for or against), the topic is handled gingerly. It has been the biggest headache of the FCC and its predecessor FRC.

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

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

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

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

For example: Do all the 24 1-A clear channel stations really want 750 kw or 600 kw, entailing an $800,000-$1 million expenditure? Is there the same urgent demand for duplication in the lower part of the standard TV band, and, even more persuasive, the onrush of TV which will entail additional millions of risk capital, and big smudges of red ink?

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

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

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

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

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

A reappraisal is indicated—a summing up of the new evidence. Perhaps the NAB may use its good offices to do this job without favoring one class against the other. Maybe the FCC should call for new oral arguments and briefs.

The rules of economics, sociology, and good manners should prevail. We submit that can't be done now on a record started more than four years ago.

Our Respects To—

Un-Clear Channel Case

Theodore B. McRill

BROADCASTING • Telecasting

FRANCIS PATRICK MATTHEWS

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

Secretary Matthews, like most of his predecessors, "is a little slim on nautical background," according to Time magazine, which quoted him as saying, "I do have a rowboat at my summer home."

But whatever Francis Matthews lacks in seamanship he makes up in many times in an extensive background of public, civic, business, fraternal and religious attainments. So vast is his record that a miniature Who's Who volume would be required for a complete listing.

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

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

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

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

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

Shortly after hanging out his shingle he married Mary Claire Hughes, of Battle Creek, (Continued on page 48)
A Sponsor Complains:

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

Norman Brammall
Gen'l Mgr. — H. F. Busch Co.
Makers of Busch's Famous Sausage

An Official Concurs:

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

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

But it's Broader than that:

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

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

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

CINCINNATI

WSAI

Broadcasting * Telecasting

July 11, 1949 * Page 47
JAMES HUNTER LOGAN, and Fishing
of WIOD Miami, has been appointed
manager of station.

JACK J. GWYER, commercial man-
ger of KBBR Bremerton, Wash., has been named
general manager.

William T. Redrick, manager of
KWOC and KWOC-FM Poplar Bluff,
Mo., has resigned to take over oper-
ing of KNEM, new 250-watt outlet to be constructed at Nezho, Mo.

SIR WILLIAM J. HALEY, director
general of BBC, arrived in New York
July 8 for a week's visit, his first since 1943.

Harold E. Fellows, general man-
ger of WEER Boston and manager of CBS operations for New England,
has been named trustee of New Eng-
land chapter of Arthritis and Rheu-
matism Foundation Inc.

James M. Legate, general manager
of WIOD Miami, Fla., has been elected
campaign chairman of Community Chest of Dade County for 1949.

Charles G. Burke, general man-
ger of KFGO Fargo, N. D., and con-
ductor of station's weekly Hunting and Fishing Guide, has been elected
state chairman for North Dakota of Ducks Unlimited Inc.

James Hunter Logan, manager of
broadcast operations for WMAL
Washington, and Vivian Irene Fran-
cis have announced their marriage.

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

Respects

(Continued from page 46)

Mr. Armstrong

FOR $557,206,000 retail sales area.

DEPARTING from its policy of
duplicating the entire AM daily
schedule on FM, KFHF-FM Wichita,
Kan., has started a 52-week series
of three hour musicals, exclusively
on FM. Aired Sunday from 9 a.m.
to noon, the series, which is known
at its zenith, is sponsored by S. A.
Long Co., Wichita wholesale dis-
tributor for Zenith radios.

The three-hour FM feature is presented in four half-hour periods and one fullhour segment. First period at 9 a.m., Music Old, offers recorded and
transcribed music of popular hit tunes of the past. Music New uses the
top tune of the week as its theme, and includes only the latest record-
ings. Third segment, Music Bor-
rowed, features excerpts from
the great musical shows, while
Music Blue includes tunes with "blue" either in the song title, mu-
siical type or lyric content.

Concluding segment, which is a
full hour from 11 a.m., is titled
The Concert Hall and presents a
complete symphony or other major
work transcribed by renowned sym-
phony orchestras. This portion is
dedicated to outstanding Kansas
and Oklahoma musicians who live
in the KFHF-FM listening area.

Before and after Music at its Zen-
ith KFHF-FM continues to duplicate
the AM schedule.
FIRST PUBLIC SCRUTINY of FCC's conception of the television allocations pattern of the future is due to come this week. The Commission was completing Friday, and expected to release in a few days, the proposed combined VHF-UHF allocation plan and attendant new rules which it promised in the overall TV proposals it released six weeks ago [BROADCASTING, May 30].

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

FCC's plan is slotted co-channel separations in the order of 225 miles are contemplated, as compared with the present plan's basis of 180-mile separations.

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

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

FCC's decision to provide for submission of data on color television in the hearing has generated increasing interest, not only among the public and within the industry, but on Capitol Hill (see story page 25). An independent study of color is being launched by the Bureau of Standards at the behest of Chairman Edwin C. Johnson of the Senate Interstate & Foreign Commerce Committee, though observers doubt this work will be completed before the August hearing.

The proposal advanced by Haley, McKenna & Wilkinson involves, fundamentally, the abandonment of the present standard of 50 kw power at 600 feet antenna height for all stations. Instead, the proposal would assign each station enough power to serve "its natural area" with 2 millionwatts per meter. Use of the carrier offset method of co-channel operations and employment of high antennas should be encouraged, the petition continues, "as a means of improving service and reducing interference."

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

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

TV ALLOCATIONS

FCC Completing VHF-UHF Plans and Rules

In support of its argument for power assignments based on community need rather than the established standard of 50 kw at 500 feet, the petition notes that "there is neither uniform population distribution nor uniform terrain throughout the country. Whereas some metropolitan areas require more than 300 kw effective radiated power, it is pointed out, "others can be served adequately with much lower power and it would be an economic burden, which in many instances could not be carried, to require the use of 50 kw."

The petition continues: . . . it is necessary, both as a matter of engineering and economics, that the plan permit the greatest possible leeway to "fit" or "shape" the service contours to the needs and requirements of the people.

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

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

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

BOXING

GILLETTE SAFETY RAZOR CO. and the International Boxing Corp. and the International Boxing have labeled "Octopus Inc."
Top Contests on NBC-TV; Gillette Sponsors

giving it exclusive broadcast rights to all Friday night ring matches originating in the Garden beginning next September.

A joint announcement by J. P. Spang Jr., president of Gillette, and Niles Trammell, NBC presi
dent, stated that NBC television would carry Gillette telecasts of the Friday night fights from the Garden or from other cities where the promotion organizations might stage them if the Garden were unavailable.

Although no radio contract had been signed, it was believed that Gillette would follow its practices of past years and select ABC to carry AM broadcasts of the fights. Rights to outdoor boxing promoted by the Garden and the IBC during summer months were as yet unsold. It was understood that Gillette had been given informal assurances that any championship outdoor matches would be assigned to it, although it might have to alternate with CBS on other outdoor engagements.

A fortnight ago CBS announced it had entered a deal with the last week bought the lion's share of radio and television rights to the country's top boxing contests.

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

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

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

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

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

It was thought probable that Gillette would sign with ABC to carry Friday night Garden boxing.
TV SPACING
Offset Carrier Plan Shown
OFFSET carrier system of spacing TV stations on the same channel to reduce interference was demonstrated by RCA Thursday at its Princeton, N. J., laboratory.

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

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

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

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

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

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

SMPE TV UNIT
Named to Appear Before FCC
SOCIETY of Motion Picture Engineers is exhibiting a special committee to represent it before the FCC on theatre-vidoe matters.

Specifically, the committee will be charged with answering six questions on theatre-video raised by the FCC July 1 [BROADCASTING, July 4]. These questions deal with frequency needs and operating plans.

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

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

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

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

Characterizing TV as the most important influence on the furniture field in our generation, he outlined five ways in which the new television set is furthering the sale of home furnishings:

1. By encouraging greater use of the home as a gathering place for the family, it has made the housewife more aware of furniture in need of replacement.

2. By stimulating hospitality, it creates a need for additional seating and serving facilities.

3. By providing a focal point for gatherings of family and friends, it inspires a demand for new characteristics in furnishings.

4. By giving the dealer additional merchandise that is in strong demand and has unusual drawing power—the TV receivers themselves—it assures him a substantial increase in volume and speed of turnover.

5. By acting as an advertising medium of unprecedented force and concentration, TV is revitalizing furniture sales techniques, creating greater brand awareness in the furniture and allied fields and has even been known, and, as used by dozens of furniture retailers, stimulating traffic.

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

KPIX, the independent San Francisco station; and the Chronicle, whose NBC-affiliated station, KRON-TV San Francisco, is scheduled to go on the air in September. For meetings of television stations and prospective sponsors found unexpected allies among the newspaper sports writing fraternity. Many leading professional writers and columnists published articles urging the schools to go on television.

Gist of most of these articles was that the schools are being short-sighted in refusing to sign TV contracts. Televising football sooner or later, is going to come to the college football fields, they said, and the sooner the better. Many columnists maintained, will in the long run help the sport and help the box office.
TV Time in Detroit

...and all's clear!

WWJ-TV advertisers are assured of two things. First, they can be certain of the clearest pictures of their products, because WWJ-TV's years of daily operation have given it the priceless experience it takes for better engineering. Then, they can be sure of reaching the largest audience, because WWJ-TV's dominant, pioneering position as the Number One television station in the Detroit market is firmly established.

Hitch your sales story to this star, and its top-rated local and NBC shows. WWJ-TV is doing a great selling job TODAY!
Popepe Sees Possibility With 'Satellites'

RURAL TV

"IT IS MY personal conviction that most rural sections will get television service within the next five to seven years, perhaps sooner, through the use of 'satellite' television stations," J. R. Poppele, president, Television Broadcasters Assn., said Friday in an address at the annual convention of the American Assn. of Agricultural College Editors at Cornell U.

"Let us say that a station in Chicago is a key outlet for a network," Mr. Poppele explained, "programs from this station might be fed via network facilities to a group of satellite stations in rural areas of the midwest. Each satellite station would rebroadcast to its service area (40 miles or more) the programs radiating from the key station. It would also have film and slide facilities to make possible the transmission of local weather charts and other farm information to viewers in its area."

Foresees Many Programs

Among programs that some day soon may be offered to rural television set owners, Mr. Poppele foresaw:

"(1). Instead of merely broadcasting an aural weather report, the telecasting stations will transmit weather charts indicating weather conditions throughout the country, a service of inestimable value to farmers.

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

"(3). Motion picture films on combat, pest control, disease, controlling pests, treatment of crops, suggestions on planting, etc., which have been made but never quite reached the fullest potential audience would provide excellent material for rural station telecasting.

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

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

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

"All in all," he declared, "television can bring to the rural resident a new insight on living that will broaden his view. Radio was able to do this not decades ago, but only in the aural sense. Television now broadens that scope to a degree not dreamed of a century ago. Television will educate and inform, but it will also relax and entertain the masses of Americans. It will be the greatest of these, the greatest form of mass communication ever devised."—a statement made some months ago by the Chairman of the Federal Communications Commission.

"Five years from now, radio broadcasting as we know it will have undergone a vast change. I do not say radio will vanish from the scene, but I am of the firm conviction that television will assume the leadership in the broadcasting field, absorbing more of the entertainment pattern than the aural media and will be accepted as the preferable art by owners of radio and television receivers. The number of radio stations sitting idle probably will be reduced from present levels, but many will remain to provide a valuable public service."

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

WBTB (TV) SHOWS

Films of Four TV Networks

WBTB (TV) Charlotte, N. C., will present film programs of NBC, CBS, ABC and DuMont starting July 15, the station announced last week.

Since July 1 WBTB, assigned Channel 3 (60-66 mc), has been televising telecasts in picture and sound 12 noon to 7 p.m. daily. Station also has been presenting time, weather and news, using a multiscope. The time, changing with the minute, appears in the upper left-hand corner of the screen and the weather forecast in the upper right-hand corner. Across the bottom of the screen is a moving tape carrying latest news.

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

WJAR-TV STARTS

New Station on Channel 11

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

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

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

WJAR-TV, Providence, is represented nationally by Weed radio and television station representatives.

and company new york • boston • chicago • detroit san francisco • atlanta • hollywood
**Telestatus**

**By CHARLES B. BROWN**
General Manager
Video Broadcasting Co.
Vince Cascade Pictures Inc.

ONE QUESTION that is sure of an airing whenever two figures gather is: "What does the future hold for AM broadcasting?"

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

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

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

Is AM radio really doomed? At what point in the curve of decline of AM volume and rates, does any particular investment become serious enough to endanger? How may one set organizational sails, so as to take advantage of the situation?

AM is certainly not doomed as a whole. The present income structure, numerically, and their advertising impact will in my opinion suffer a decline in volume and effectiveness, and in net profits to a greater degree. But the decline will progressively saturate and ultimately end the economic life of given stations.

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

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

Secondly, I believe (though others may disagree) radio will always be second to television in impact, selling power and eventually in dollars of income. Of course, in specific segments of time, AM programs of particular attraction may change this probability upon occasion, but Radio will always be the second greatest medium of communications and advertising. What would not magazines, newspapers, direct mail, give to enjoy this priceless ingredient in their sales kits? It is obviously impossible in a single article, to set forth as many points of thought or ideas which can be activated to fit all individual station problems. For that reason three questions and their answers however, are set down for whatever interest they may arouse—

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**RORABAUGH DATA ON AGENCY BILLINGS**

Young & Rubicam bought more network TV time than any other agency during June, according to data released to Broadcasting by N. C. Rorbaugh Co. The figures show gross network time billings for this agency's clients of $130,925 during that month.

Y&R's June billings for network TV time were, however, some $14,000 less than in May, when this agency ranked second to J. Walter Thompson Co., which in May purchased $150,020 worth of TV network time for its clients. Withdrawal of the Textron and RCA programs knocked the JWT gross for that month down to $85,550, and its rank third. Kudner Agency Inc., which ranked third in May with gross billings of $84,818, was in second place for June, when its purchases of network time rose to $93,760.

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

Benton & Bowles ranked seventh in both May and June and Lennen & Mitchell eighth both months.

W. N. Ayer & Son rose from tenth rank in May to ninth in June, while Kenyon & Eckhardt dropped from ninth in May to tenth in June.

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**AGENCY TV PLACEMENTS IN MAY AND JUNE**

Full list of agencies using TV network time during May and June, according to Rorbaugh data, follows. A similarly based list of TV network advertisers for the two months was published in *Telestatus [Broadcasting, July 4]*.

**AGENCY TV PLACEMENTS IN MAY AND JUNE**

<table>
<thead>
<tr>
<th>Agency</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alphonso Wynne &amp; Co.</td>
<td>$13,080</td>
<td>$10,240</td>
</tr>
<tr>
<td>A. M. Ayer &amp; Son</td>
<td>$3,220</td>
<td>$15,640</td>
</tr>
<tr>
<td>BBDO</td>
<td>$10,000</td>
<td>$12,320</td>
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<tr>
<td>Ted Bates &amp; Esty &amp; Co.</td>
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<td>$18,320</td>
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<td>Blaine &amp; Blaine</td>
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<tr>
<td>Brown</td>
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</tr>
<tr>
<td>Blaine-Thompson Co.</td>
<td>$1,000</td>
<td>$1,228</td>
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<tr>
<td>Blaine &amp; Blaine</td>
<td>$16,640</td>
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<tr>
<td>Buchanan</td>
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<td>Ceyton &amp; Co.</td>
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<tr>
<td>Compton Adv.</td>
<td>$7,200</td>
<td>$5,760</td>
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<tr>
<td>Dancer-Flint &amp; Co.</td>
<td>$12,280</td>
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<td>Wexler Esty &amp; Co.</td>
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<td>Janes &amp; Belding</td>
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<td>Le Volley, Inc.</td>
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<td>Fletcher &amp; Richards Inc.</td>
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<td>Lewis A. Smith Co.</td>
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<td>Sweeney &amp; Jones</td>
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<td>J. Walter Thompson Co.</td>
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<td>$100,000</td>
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<td>Wade Advertising Co.</td>
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<td>$2,520</td>
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<tr>
<td>Young &amp; Rubicam</td>
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<td>$130,925</td>
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</tbody>
</table>

**Total**

$1,010,518

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

**Answer.** If it has been a long time since you held a series of down to earth discussions with your personnel, you may be surprised at the thinking of your people, especially in the AM, which think that your station, and AM in general, is a sinking ship. They may certainly have ideas by which to reconstitute your organizational set-up to better meet today's realities. You may find that more responsibility at operations level is badly needed. Lush years all too often develop one continual analysis - teamwork, however, is still the greatest force in a business. It is axiomatic that any objective is more easily reached considering the common approach of a man teams are a terrific hazard.

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

**Answer.** Television will impose itself upon every AM station in its service area. The combination of sight and sound produces a medium impact from 10 to 15 times more powerful than sound alone. Case histories of television's impact potential are staggering. It is here to stay, it cannot be licked, but must be faced, worked with and around.

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

The location of a station with relation to expanding television service. The size of the market, the number of persons who will be broken down as far as possible by media. Your relative position calculated on parallel curves to the individual and sum total of the volume. Your position in the AM field within your market area. Clear channel regional, low power. The trend of your sales income to your competition. The capital investment safety factor, with relation to decreased volume. Your overhead, with relation to same. Net profit to gross income. Analysis and comparison to varying volume of business.

I am not so fatal headed as to realize that none of this is new to any one. I say this merely to point out that I think these are some of the overlooked tools of management, because of the hustle and bustle of war and post-war years, and general insecurity.

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

(Continued on page 56)

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

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

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

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

Represented by

THE KATZ AGENCY, INC.

NEW YORK . DETROIT . KANSAS CITY . SAN FRANCISCO

CHICAGO . ATLANTA . DALLAS . LOS ANGELES

__TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM__

BROADCASTING * Telecasting
Telestatus
(Continued from page 54)

the twin operation, the related curve of probable transition and the time factor of its progress.

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

Answer. Sales service, that forgotten instrument of good will and good business, has been sadly neglected during the war years and the lush years which have followed. Everyone can relate stories of indifference and neglect in the business of keeping business.

A friend of mine recently switched his insurance account because an adjuster couldn’t find time to get off his fat encased posterior and aid him in a claim discussion, out of the office. The dollars which are now being spent to woo my friend back could have been used to promote a new customer.

In radio, many a customer is allowed to keep the same old format when new ideas and new sparkle could do a better job. But Johnny Sales is out after new business. We seem to forget that the service on the old business is paid for before we give it.

How many radio salesmen today deign to use a case history as sales ammunition? As success burgeoned in radio, the size of the sales kits dwindled. It ended, in many cases, with a salesman carrying but three things, a rate card, a contract and a lead pencil. Competitive media men have had an astounding increase in the cubic displacement of their promotion and sales kits. Let’s get back to selling radio’s power to sell—to sell better than all other media combined (other than television).

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

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

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

RCA announces price reduction of $475 on its E221 television power tube.

LIKING for television commercials has dropped from 83% of viewers a year ago to 53% today in Chicago. The results of the last large-scale investigation reached by Dr. George R. Terry, professor of marketing at Northwestern U., who has completed analysis of findings in a third television survey conducted by N.U. marketing students under his supervision. In contrasting this third study with the first done during the period July 24-30, Dr. Terry concludes that “improved programming is revitalizing the social effect” locally. In each study, the same questions were asked of the same televiewers in personal interviews.

Enlarging on the decreasing acceptance of TV broadcasting, Dr. Terry explained that in July 1949 viewers ranked TV as of most interest to small children 120 to 1, compared with the July 1948 ratio of 94 to 1. Other preference ratios—

<table>
<thead>
<tr>
<th>June 1949</th>
<th>July 1948</th>
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<tbody>
<tr>
<td>TV of more interest to—</td>
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</tr>
<tr>
<td>to young</td>
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<td>to more adults</td>
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<tr>
<td>TV of more interest to—</td>
<td></td>
</tr>
<tr>
<td>to young</td>
<td>4 to 1</td>
</tr>
<tr>
<td>to more adults</td>
<td>10 to 1</td>
</tr>
</tbody>
</table>

Offers the better programs

1 to 1 (radio preferred)

Fewer owners (53%) liked television commercials as well as they did a year ago (83%). Ranking favorites this year are Lucky Strike (30%), Chesterfield (9%), Texaco (6%), Tavern Pale (4%) and Ford Cars (2%) while the best-liked last year were Lucky Strike, Kool, Tavern Pale, Ford Cars, Edelweiss and Canadian Ace. This year viewers favored spots because they were (1) entertaining, (2) interesting and (3) new and different. Last year the reasons, in order, were new and different, visible, and entertaining.

In 1948, complaints about commercials included (1) too much, silly and (3) they interrupted the program too much. Major reason for dislike a year ago was over-repetition, followed by amateurish presentation and too much liquor advertising.

The trend for fewer visits to movies, ball games and wrestling matches continues, with viewers also reading less. The uniqueness of TV seems to have worn off, as fewer families entertain adults and children in video parties. Change in family work habits remains about the same, with one in three families reporting a time-switch for household duties, usually in cleaning and breakfasting.

Fifty-four percent of the respondents reported the variety show to be enjoyed most by the whole family, with sports second (16%) and feature on the third third (14%). Youngsters still prefer marionette shows and kiddle plays, while teen-agers watch variety, sports and movies, in that order.

Last year the teen-agers ranked sports first, followed by movies and variety. Men continue to tune-in the news—women who last year also preferred sports—this year watch variety shows.

A general improvement in programming and the linking of the Midwest and the East by coaxial cable are believed responsible for 94% of the viewers reporting better shows since the first of the year. They gave: Better material and talent, 39%; more variety within the show, 26%; and New York origins, 13%.

Of the 78% asserting that TV can be improved, only 7% listed introduction of color as the means. Ranking suggestions were better programs, better reception and better movies. Ninety percent consider TV censored adequately. Dissenters objected mostly to remarks of one comedian.

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

TV Equipment

For Relays Listed by GE

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

The announcement follows tests conducted on the New York City-Schenectady relay network and studio-to-transmitter relays in other locations. Intercity equipment (Type TL-1-B) was designed to fill the need for an inexpensive and reliable network between TV stations in different cities. Relay sites connecting the stations are spaced from 25 to 60 miles apart.

Studio-to-transmitter unit (Type TL-1-A), and semi-portable relay (Type TL-2-A) for linking field cameras with studio or transmitter, are both for one-hop transmissions. Former is designed for permanent installation, while latter is packaged in carrying cases. Transmitter output for all three ranges from 5 to 10 w.

WOI Plans TV

TRANSMITTER equipment has been ordered from General Electric Co. by WOI-TV, Des Moines, Iowa, Iowa State College station, for its television outlet, WOI-TV, President Charles E. Friley has announced. Antenna equipment already has been installed on the new 580-ft. WOI-FM tower southwest of Ames. No date was announced as to when WOI-TV will actually begin operation.
WBZ STUDIOS
Ready for TV This Month

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

The program also includes construction of the WBZ Radio and Television Center on Soldiers Road in Boston, inauguration of regularly scheduled television in New England and an increase in power and programming for WBZ-FM.

Addition of the 45 x 40 x 25-ft. studio and larger auditorium type studio, to be used for AM-TV programs, will afford greater room for WBZ-TV to rehearse and program its live video productions. The two-story auditorium studio (68 x 35 x 18 ft.) is equipped with stage, a banked seating arrangement for 164 persons, clients’ observation room and a 16 mm projection booth.

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

VIDEO VANTITY
‘You Can Lead a Horse...’

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

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

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

SUIT AGAINST CBS
Film Firm Wins $2,050

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

Justice Samuel Dickstein, in his opinion, said the evidence was “fully convincing” that all the film was returned. He fixed the damages at $1.00 per foot, which he described as the “regular stock shot charge” and found that 2,000 feet were missing. Advance had asked for $25,000 damages on the ground the film was unique. It is expected that an appeal will be taken on the ground that there was sufficient proof to indicate the films were returned.

KTTV Leases Studios

TWO STUDIOS of the former KHJ Los Angeles Bldg. at 5515 Melrose Ave., recently leased in its entirety by Capitol Records, have been leased from the record company by KTTV, Los Angeles Times-CBS owned television station, for five years. Space includes over 10,000 square feet. One studio will be completely remodeled for production of non-audience shows; the other remains as is to accommodate an audience of 350.
Completion Date Extension
To Oct. 1 Proposed

WHAS-TV

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

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

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

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

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

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

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


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

Sales contract for the Louisville stations calls for payment of $1,002,000 before adjustments, plus 10-year rental of space in the new Courier-Journal building at $75,000 a year.

The question to be decided actually was whether to extend the construction time to last April 1, the previous deadline having expired last Oct. 1. Having concluded that WHAS would be unable to extend to April 1, the Commission recognized that the "major" construction work could not get under way until WHAS and WHAS-TV were moved into the new building in June, and accordingly set the new deadline beyond that date.

The Commission raised no question as to the prospects for a "superior program service" by WHAS-TV, based on tentative proposals, facilities, financial resources, proposed staffing, qualifications of Managing Director Victor A. Sholis, and the expectation that the "imagination and initiative" displayed in the AM operations "will be extended to its TV programming."

WHAS-TV's construction costs were estimated at $306,712, aside from the $2,900 estimated of the cost of constructing television studio facilities and $33,280 already spent on a dual camera chain. Annual operating expense is expected to be $362,940, with revenues for the first year anticipated as $150,000 to $200,000. The WHAS grant is for Channel 9.

NOW! Modern, Comprehensive TV 'Staging' plus NEW TV REVENUE from Pattern Time

with the GRAY T E L O P

This most versatile telecasting optical projector enables dual projection with any desired optical dissolve under exact control.

The accessory STAGE NUMBER 1 adds three functions separately or simultaneously: a) teletype news strip, b) vertical roll strip and c) revolving stage for small objects.

The TELOP, used with TV film cameras, permits instant fading of one object to another, change by lap dissolve or by superimposing. Widest latitude is given program directors for maximum visual interest and increased TV station income.

For further details write for Bulletin T-403

GRAY RESEARCH and Development Co., Inc.
16 Arbor St., Hartford 1, Conn.

LAUDS ABC, WPIX

Jewish Welfare Board Aided

PUBLIC service beyond the usual call of duty is reported by the National Jewish Welfare Board in its commendation for two New York television operations. The organization appealed for time on ABC-TV and WPIX (TV) New York to promote its Jewish Youth Week. Not only did it do the time, but the group reports, also invaluable help in producing a professional job of continuities and illustrations which were presented over all the TV outlets in the city.

Original pleas for time were made to Ruth Trexler, manager of religion and educational activities of ABC, and Fred Stark, assistant program director of WPIX. Publicity staffers of the welfare organization admitted they were new to television, but wanted to use the medium if possible in their educational campaign. Miss Trexler referred them to Stephen deBaun, ABC-TV continuity editor, and Mr. Stark turned them over to Al Lawrence, WPIX assistant manager of news and special events.

With the advice and aid of Messrs. deBaun and Lawrence, WPIX artist, Don Figliozzi, slides and continuities were delivered to all New York video stations several days before Jewish Youth Week began.

'HOPALONG' RIGHTS

Suit Filed in Los Angeles

SEEKING to determine legal claim to 13 "Hopalong Cassidy" films for television showing, Masterpiece Productions Inc., headed by Herman Greenfeld, has filed suit in Los Angeles Superior Court for declaratory relief against Toby Anguish's Television Pictures Distributing Corp.

Masterpiece, in suit filed by attorney E. M. Rose, declares that it acquired the pictures originally produced for Paramount by Harry Sherman, with William Boyd starring, from the Television Pictures Distributing Corp., however, it is alleged, claims it obtained radio and television rights from Clarence E. Murphy, creator of the character. Films currently are being telecast on various stations.

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'TWG Series to End

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

Public, Advertisers Put on Pressure—"Fortune"

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

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

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

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

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

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

CHICAGO TV SHOW
Set Makers Reserve Space

SIXTEEN leading AM and TV set manufacturers have reserved display space at the second annual National Television and Electrical Living Show at Chicago's Coliseum Sept. 30 through Oct. 2, according to Harry Alter, show chairman. He is a director of the Chicago Electric Assn., which is sponsoring the event for the second year.

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

Among the displays will be General Electric's House of Magic, a one-hour educational feature. Other exhibitors will be Philco, DuMont, Crosley, Westinghouse, Stromberg-Carlson, Emerson, RCA Victor, Cepheus, Motorola, Admiral, Farnsworth, Sylvania, Sentinel and Stewart Warner. Much of the display space will be filled with other electrical appliances.

"Miss Television" will be selected again this year from among nominees of the exhibitors, with beauty and talent as criteria. All four of Chicago's leading newspapers will devote special editions to news of the show, it was reported.

PICTURE TUBE
RMA Plans Safety Film

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

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

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

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

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

RMA noted that wild rumors are sometimes circulated as to harmful effects of ultra-violet rays reputedly emitted by cathode ray tubes but said "careful investigations by competent radio engineers have shown such emissions are practically non-existent."
HOME VIEWERS in the Albany-Troy-Schenectady area use their TV sets an average of 6.6 evenings, with 91.6% of the home sets in use for all or part of seven evenings each week; while sets in public places were in use 6.4 evenings on the average, with 93% of these sets used seven evenings a week. The average home viewer watches TV 4.7 hours a night; the average was 4.1 hours for viewers in public places.

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

What has happened likewise in this area in the past year is indicated when the March 1949 statistics are compared with results of a similar survey made in February of 1948. This year more than 66% of sets were turned on when the interviewer called, against 68% the year before. This year, another

25% reported their sets had been on earlier that evening or would be on later, making a total of 92% of the sets used sometime that night; last year, the total was 86%. Eight percent of the sets were not in use in March, with roughly a third, 5% of the total, out of order. The previous year, 14% were not used that evening, with 5% out of order. (See Table I for an hour-by-hour analysis of home viewing in March 1949).

In 1948, there were 4.3 viewers per set, with 81% of set owners reporting watching the entire evening's program. Programs were then offered only six nights a week; sets were used 6.4 evenings on the average, with 75% of the sets turned on all six evenings.

In public places (see Table II), approximately 62% of the sets were on when the call was made in March, with 93% on at some time during the evening, none of these sets being reported as out of order. A year before, 84% of the public place TV sets were in use when the call was made and 98% were used during the evening. Average number of viewers was 21.4 per set this year, compared with 31 in 1948.

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

FILM LICENSING

NTFC Board To Hear Plan

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

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

Borden TV Spots

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

10 Firms to Submit Bids

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

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

The film companies asked to bid were: 20th-Fox Films, Films for Industry, International Movie Producers' Service, Jam Handy Organization, William J. Ganz Co., Pathoscope Productions, Princeton Film Center, RKO-Pathé, Video Varieties Corp. and Wilding Picture Productions Inc.

WCEC-FM CHANGE

Now Independent as WFMA

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

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

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

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10 inch 78 RPM.

FULL-RANGE RECORDINGS (30-14,000 cycles) - Reproduces every sound audible to the normal ear.

Instruments only (no vocals).

Basic library plus regular monthly releases.

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LONDON LIBRARY SERVICE

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A Division of THE LONDON GRAMOPHONE CORP.

EDUCATION

Radio's Part Summarized

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


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

NBC-N.U. CLASSES

To Hear Condon, Barnett

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

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

WOI Starts FM

REGULAR FM broadcasting service was begun July 1 by WOI Ames, Iowa, Iowa State broadcasting college, with a Monday through Saturday schedule of music and news programs, 4:45 p.m. to 10 p.m. Agricultural features, athletic contests and other special events are slated for night broadcasting. A 580-watt antenna tower is being used to transmit FM signals, and also is equipped for television transmission. WOI-FM operates on 90.1 mc. Eventually a new transmitter house is planned, with transmitters for WOI as well as FM and TV operation.

'Traffic Traffic Tour'

TRAFFIC violators in Tucson, Ariz., are having a rude shock these days in hearing their errors described on the air. KTUC Tucson has started a daily program, Tucson Traffic Tour utilizing an eight-channel equipped Ford station wagon. Each day an announcer, accompanied by a policeman, drives the mobile unit through the city's traffic. Together they broadcast a running account of violators, bad drivers, and on some occasions, courteous drivers. The license number of each driver is announced on the air. The station believes the program will help in developing good drivers, and is planning to offer a prize for the most courteous driver each week.

Honor Dr. Alexander

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

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10 FRANKIE DARRO ACTION PICTURES

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2 REELS EACH

26 FEATURE PICTURES ALL STAR CAST

For further information and complete catalog, write:

COMMONWEALTH

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

July 11, 1949 * Page 61
**CALIF. BILLS**

**Broadcasters Score**

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

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

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

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

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

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

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

**DOGS' LIFE**

**'AM,' 'FM' Join WBUD**

LISTENERS to WBUD AM-FM Lexington, N. C., "now know that both AM and FM can be heard on the air every morning, over WBUD AM-FM," according to N. L. Royster, WBUD manager.

If this sounds a bit confusing, it isn't that the station has gone to the dogs—in fact, the dogs have gone to WBUD.

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

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

**LOCAL ADVERTISERS CHOOSE FROM PERSONAL KNOWLEDGE**

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

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

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

**HERE IS THE RECORD:**

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*Exclusions of 23 advertisers on
  a. Average of weeks of 1/30/49-1/30/49.
  b. Week of 1/30/49.
  c. Week of 2/6/49.

**Lots of Baseball**

*WBTM-FM Danville, Va., carried three nine-inning baseball games July 2, R. Sanford Geyser, general manager, reports. At 1:30 p.m. the station presented the Brooklyn Dodgers-New York Giants game. This was followed by a broadcast of a County League game, Chat- ham vs. Greta. WBTM-FM then sired a Carolina League game, Danville vs. Durham, at 8 p.m.

**SHADEL AND JOHNSON**

**Exchange Words**

BILL SHADEL, CBS commentator, and Defense Secretary Louis Johnson exchanged a few heated words last week over what Mr. Johnson characterized as "misstatements" reportedly voiced by Mr. Shadel on some of his broadcasts. The incident began at a CBS cocktail party, given for officers of the National Military Establishment and CBS newsman, and culminated on Capitol Hill when Messrs. Johnson and Shadel met.

During a hearing, the defense secretary was asked whether he had attempted any "reprimals" against radio commentators and newspapermen for criticism on defense actions. Mr. Johnson denied it, and later in the corridor was approached by Mr. Shadel who joined a conversation with Mr. Johnson and another reporter.

Mr. Shadel charged Secretary Johnson with first calling the "mis-statements" to his own attention, then making similar comments to two CBS vice presidents and others who attended the party without mentioning he had initially brought it to Mr. Shadel's attention.

Mr. Johnson reportedly told the CBS commentator that if the latter's job were jeopardized by the comments he would be willing to iron the matter out with his CBS superiors. Meanwhile, a NME spokesman attributed the "unfortu- nate" incident to the heat wave and pressure of hearings, and said Secretary Johnson had enjoyed unusually good relations with the radio and television industry.
Reaching far out for Royal Oak... WEXL-FM at Royal Oak, Michigan

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

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

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

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

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

(Continued from page 28)

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

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

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

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

James Rotto, Hecht sales manager and widely known in the merchandising field, tells the store's version of what has happened.

"We have combined direct selling and institutional broadcasting as a medium for local and county news," he says. "Every day we interview a personality. It's a splendid goodwill medium.

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

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

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

Affects Local Business

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

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

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

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

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

Last spring, for example, the employees received advance programs for the Maurice Chevalier dinner show series and a special style show was staged for their benefit. Window displays, store restaurant menus with news flashes, elevator speakers—every promotion medium known to retailing was utilized.

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

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

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

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

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

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

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

Mr. Tannen works closely with

The Hecht Co. Silver Spring store

Square Dancing Takes Over City For the Summer

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

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

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

WLS
1924 - - - 1949
Chicago 7
Represented exclusively by John Blak
CARL BLEIBERG, public relations manager of the Hecht Co. stores. Requests for publicity from civic groups are channeled through the store public relations office to the Community Reporter. Many interesting local exhibits that Mr. Tannen learned of in interviewing his guests have been referred to the public relations department, which arranges their displays in the store.

The office allocates time on Community Reporter's air time to 12 stores, determining participation in Red Cross, Community Chest, Boy Scouts and other fund-raising drives.

Here is the modest account of the program's success that induced NRDGA to award the Class A grand prize to the Hecht Co.: The aim of the Hecht Co. was and is to establish the store as lower Maryland's leader in community service. The Community Reporter has been instrumental in realizing this aim. The citizens of Montgomery and Prince Georges Counties are very civic minded and actively engage themselves in community affairs. Community Reporter is considered the single, effective promotional medium in helping to integrate the store with the life of the community.

Through the unique service it offers, Community Reporter has developed a large audience which reacts in volume to its advertising and announcements. On several occasions, items which have been advertised only on Community Reporter brought a large response. As a service to the community as an advertising medium, the Hecht Co.'s Community Reporter on WOAY is a success.

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

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

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

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

'Hot' Spot News
CONFESSION of a pyromaniac has been wire registered exclusively by WCHS Charleston, W. Va. When three fires and an explosion had been reported within three hours, Mort Cohn, program director and news editor, rushed to a boat-house, scene of the explosion, and learned that a man had been injured and hospitalized. Re-reading the description of the man's clothing fitted that of one seen at earlier fires, Mr. Cohn raced to the hospital and wire-recorded a 30-minute interview. The accused later was admitted to the county jail where Mr. Cohn recorded questions and finally his confession. One hour later at 11:05 condensed version of recording was aired on WCHS newscast. The recording is being held as evidence at the fire marshal's request, according to the station.
**Milestones**

- TWO THOUSANDTH consecutive broadcast of *Nee Hour of Dreams*, heard seven times weekly on WMAL, Washington, will be celebrated July 14 by a simulcast of radio and television. Special citation will be presented to P. J. Nee Furniture Co., sponsor, from Mark Woods, president of ABC. Lee Dayton, who conducts the 45-minute show, will be featured on simulcast along with Howard Mitchell, conductor of National Symphony Orchestra; prominent government officials, and a World War II veteran. First broadcast of *Hour of Dreams* occurred Jan. 20, 1944. Since then 29,000 records have been played totaling 1,500 hours on air.

- George W. Allen, CBS western program director, celebrated his 25th year in radio July 8. Currently producer-director of CBS The Whittler, Mr. Allen has directed such shows as Burns and Allen.

**KGGF KELD**

Better Facilities Proposed

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

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

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

KELD would move from its present 1400 kc assignment with 250 w unlimited to 1 kw day and night on 990 kc.

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

“The operation proposed by KGKB at Tyler would serve no area which is now without primary broadcast service,” the examiner held, “whereas the proposals of KELD and KGGF would each serve areas and populations presently without any primary radio broadcast service.” The decision discussed interference problems at length, along with additional service to be provided by grant of the KGGF and KELD applications.

**WERI’s Staff**

Headed by Oury, Gen. Mgr.

STAFF of WERI Westerly, R. I., which took the air June 30 as a 250 w fulltime station on 1230 kc, was announced last week by W. Paul Oury, owner and general manager.

Phil Rubin is station manager and James Nugro is chief engineer. Mrs. Oury is serving as assistant to her husband. Other staff members: R. V. Miele, William H. Mobra and J. Royce Brown, engineers; Arthur Borges and M. Q. Dunn, sales representatives; Mrs. Dorothy M. Noel, station secretary; Mrs. Marion MacNeil, director of women’s programs; P. C. Anderson, studio messenger; Maurice Devine, Tony Allen and Harry Nelson, announcers; William J. Perry, announcer-sales representative, and Harold Maxwell, accountant-engineer.

WERI’s studios and control room are on the top floor of Westerly’s Liberty Hotel. Transmitter and tower are on Margin St. in Westerly.

The station will operate daily from 6 a.m. to midnight and will utilize 10 telephone lines to churches, civic centers, auditoriums, schools and sports fields for on-the-spot programs, Mr. Oury said. Wire service is up.

Mr. Oury, a retired Navy commander and a veteran of both world wars, became manager of WPAW Pawtucket, R. I., in 1931. That station was consolidated with WLSI Providence and is now WPBO, Providence Journal station.

Mr. Oury organized WFCW Pawtucket in 1938 and was its general manager until he re-enlisted in the Navy in 1944.

**AFRA Board**

Replacements Announced

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

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

**Fifteenth Anniversary of WMT Cedar Rapids newscasts sponsored by Killion Co., that city, was marked last month. Sharing a chuckle in comparing one of the first newscasts with the script of a modern program are (l to r) Beulah Marsh, who has been Killion’s personal shopper on the program throughout its history; W. B. Keaton, general manager of WMT, who originally handled the account as a salesman; A. L. Killion, president of the firm, and Douglas Grant, program director at WMT, who presented the first of the newscasts. Not present for picture is Bert Wilson, Chicago Cubs sportscaster, who originally took the telegraphic news reports for WMT in days before the teletype.**

**A 1 1/2 BILLION DOLLAR MARKET**

spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management “buying power” figures, and you’ll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our “reps” will bring you all the facts, as well as current availabilities. Write today.

**KWFT**

THE TEXAS-Oklahoma STATION

Winfield Falls, 3,000 Watts, 620 kc CBS
Represented by Paul H. Raymer Co. and KWFT 80 Tower Petroleum Bldg., Dallas
NETWORK BOXSCORE

Number of commercials on the four nationwide networks, May 31 ... 749
Number of network commercials starting during June ... 28
Number of commercials on the four nationwide networks, June 30 ... 249

June Additions

SPONSOR PROGRAM NETWORK
Sterling Drug Inc. My True Story ABC
Voice of Prophecy The Voice of Prophecy ABC
American Bakers Lane Ranger ABC
Gospel Broadcasting Old Fashioned Revival Hour ABC
Miller Broadcasting Co. Lawrence Walk ABC
U. S. Steel Corp. NBC Symphony ABC
General Mills Ted Malone ABC
Greystone Press

June Deletions

Gillies Safety Razor Co. Cevallos of Sports ABC
Goodyear Tire & Rubber Co. My True Story ABC
Libby, McNell & Libby ABC
Kahnsiter ABC
Philco Corp. Human Side of News ABC
Quocker Oats Talkin' ABC
Wastinghouse Ted Malone ABC
Electrolux Corp. Teachin' ABC
Derby Foods Sky King ABC

General Mills Jack Armstrong ABC
Texas Co. Milton Berle ABC
U. S. Steel Corp. Claude Guest on the Air ABC
D. L. & W. Coal Co. Spars Thrill ABC
Firmo Trum İşte Clothes ABC
Codye Packing Nick Carter ABC
Wonder Co. ABC
Carter Co. Jimmy Fisher ABC

Servon
Colgate-Palmolive-Peet Blondie NBC
Ford Motor Co. Fred Allen NBC
R. J. Reynolds Screen Guild NBC
Western Auto Supply Circle Arrow NBC
Coca Cola Merton Downey NBC
General Foods Spam ABC
General Motors "n' Abner NBC
Hallmark Playhouse CBS

June One-Timers

Gillette Safety Razor Co. Belmont Stokes CBS

BUSES USE AM

WLRP Installs 6-Tube Sets

WLRP New Albany, Ind., 1 kw daytimer on 1570 kc, has started installing 6-tube receiving sets in all city busses and in busses running from New Albany to Jeffersonville, Ind., and Louisville. Roy L. Hickox, WLRP president and general manager, said the six-tube sets using 12-volt power are tuned to WLRP's frequency. Two speakers are used in each bus, in front and rear.

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

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

Spot Radio Handbook

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

COMMERCIAL

HENRY FLYNN, former manager of CBS Radio Sales in Los Angeles, will move to New York as account executive Aug. 15. Mr. Flynn has been associated with CBS Hollywood in various capacities since 1936, except for five years wartime service with the Navy.

RICHARD O'DONNEL has been named local sales manager for KSJQ and KSJO-FM Sam Jose, Calif.

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

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

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

AAA CHAPTERS

TWO NEW GROUPS ADDED

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

Reactivating a chapter inactive since 1942, a Rocky Mountain group has been formed in Denver. Following are the new chapter's elected officers: Chairman, Cecil R. Conner; Conner Advertising Agency Inc.; vice chairman, Harold Walter Clark of Harold Walter Clark Inc.; secretary-treasurer, Carl A. Salstrand of Ball & Davidson Inc.

Member agencies have formed a Spokane chapter with the following as officers: Chairman, Charles R. Devine, Syverson-Kelley Inc.; vice chairman, J. Walter McLean, Tomowake Advertising Agency Inc.; secretary-treasurer, Vernon L. Carey, Pacific National Advertising Agency. The Spokane group is an outgrowth of the Washington (State) Chapter, which has changed its name to the Puget Sound Chapter.

BEW-UN Contract

INTERNATIONAL Brotherhood of Electrical Workers, Local 1219, has announced signing a two-year contract with the United Nations for 48 broadcast and recording engineers in New York, winning a $3.00 weekly increase. Under the new scale, engineers will start at $70 and go to $400 weekly after three years. However, a year from now, men who now have three years experience will have a top minimum of $125. Supervisors are to get $150.

BROADCASTING * Telecasting

IT'S ONLY A FEW BILLION DOLLARS

$2,995,897,000.00
1948 Retail Sales in WOW-LAND counties (BMB).

All authorities agree this year's retail sales may be slightly lower. BUT...they also say...

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

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

So-so

The Best is Yet to Come!

Get Your share of the

22% Spent in food stores;

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

38% Spent in other retail outlets.

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

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

* (Based on $456 MANAGEMENT'S figure—May 18, Survey of Buying Powers—except for town, which is based on store sales tax receipts.)
Federal's line of TV associated equipment—quality companions to the outstanding new Federal transmitter—includes such items as—

**FEDERAL’S TV MICROWAVE LINKS**
Reliable and economical TV relay system for studio-transmitter, inter-city, and portable remote pick-up links . . . designed and built by a world leader in microwave relay equipment. Long antenna lead-in permits installation in any convenient location . . . suitable for unattended operation . . . built-in facilities for complete monitoring and calibration.

**FEDERAL’S TV TRANSMITTER MONITORING AND CONTROL CONSOLE**
Complete facilities for checking the characteristics of aural and picture signals at each stage from microphone or video input to the RF output . . . all in one compact, convenient unit. No external equipment required.

**FEDERAL’S TV MONITOR**
Backed by more than a year's highly successful operation in TV stations. Self-contained facilities for precision testing and checking of aural and picture signals. Features internal calibration, pre-tuned to station frequency, optional "flash" overmodulation indicator.
COMES A GREAT NEW TV TRANSMITTER

Mid-Level Modulated...Entirely Air Cooled

A major advance in television transmitter design — sets new standards of simplicity and economy

Here's Tomorrow's Television Transmitter Today!

The finest in TV operation — maximum performance, economy and reliability — now is yours with Federal's new 5 KW Transmitter for high band and low band service.

Federal's exclusive Mid-Level Modulation combines the simplicity of high level modulation with the economy of low level modulation. This ingenious balanced design permits the use of standard, less expensive air-cooled tubes in every stage ... fewer, non-critical tuned circuits.

The lack of complex and expensive cooling systems ... the assurance of long service life through conservative rating of components ... the flexibility of layout arrangement — the six bays may be arranged in straight line, "U" or "L" shape. These and other important advantages are provided by this latest addition to the Federal line of quality broadcast equipment. For details on Federal TV, write to Department B-909.

Telephone and Radio Corporation

100 KINGSLAN ROAD, CLIFTON, NEW JERSEY

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
RADIO NEWS

NEWS departments of broadcast stations should be revenue producers rather than cost items, Arthur C. Stringer, NAB staff director, told the Kent State U. Radio News Conference at a clinic held by the university on the Ohio school's campus.

Best news departments are found in stations where the news is well sponsored, Mr. Stringer observed in his address opening the clinic. He proposed that stations employ local newsmen and that salesmen be trained in what they are selling when they contact prospective news sponsors.

Heads of news staffs should work closely with top management, according to Mr. Stringer, and utilize their knowledge of the business side in working with salesmen. With the benefit of added revenue, news departments can be staffed to do a better news job, he said.

The Kent conference was sponsored by the Ohio Assn. of Radio News Editors in cooperation with NAB. Fifty-one persons registered for the June 25 meeting, including station news editors, program directors and advertising agency officials.

Addressing the banquet at the end of the day, Douglas Edwards, CBS TV newscaster, said spread of cable and microwave facilities will bring expanded video news coverage with station switching around the nation just as broadcast news programs are doing. He said TV newsmen must learn to smile easily and sincerely at the camera, and watch associations outside the studio because the public learns to know faces as well as voices.

Robert T. Mason, general manager of WMRN Marion, Ohio, urged newsmen to make their broadcasts as local as practicable. This involves more work but pays off in the end, he said.

Charles Day, WGAR Cleveland, president of the Ohio association, suggested stations liven their newscasts with more individual effort, utilizing present facilities without additional expense. Throw out wire service material of no interest to the station's area, he urged, replacing it with good local news based on individual solicitation, writing and editing.

William Crooks, WFMJ Youngstown, recommended that stations affiliated with newspapers keep a staff man at the newspaper's city desk to select suitable broadcast items. He said circulation figures show radio has not cut down newspaper readership.

Floyd Weidman, WEWS (TV) Cleveland, presented a 10-minute film on production of local TV news. Director of the film was Robert French, WKYO Columbus, with Carleton Smyth, of the university, as executive secretary. Toastmaster at the banquet was Eugene Car, radio director of the Brush-Moorhe interests.

NEWSPAPER ROUND-UP

Who's Who in Congress


"Will you, Mr. Speaker, do what a New Englander should?" Mrs. Edgerton asked. Mr. Galloway, on hand to assist Mrs. Edgerton, added, "And do it fast." Mrs. Edgerton is a New Englander. Mr. Galloway, who is an Illinoisan, is a New Englander. Mr. McCormack, who is a New Englander, is Speaker of the House of Representatives.

KBZ And KGW-AM

PORTLAND, OREGON

Complete Schedule Simultaneous Service

Represented Nationally by Edward Petry & Co.

Mr. Moorad points out the route of his world trip.

GLOBE TROTTER

KGW's Moorad on World Tour

GEORGE MOORAD, news commentator for KGW Portland, Ore., left Portland early last month for the Dutch East Indies where, as a guest of the Dutch government, he will investigate operations of the new republican government in the islands. For years a correspondent in Moscow, Mr. Moorad also is author of Behind the Iron Curtain.

As official NBC representative on the six-weeks trip, which will encircle the globe, Mr. Moorad is shortwaveing commentaries to NBC in New York; sending recorded comments to KGW for release to Portland area listeners, and writing a series of articles for the Portland Oregonian. He is one of a party of 12 radio commentators and newspaper representatives making the trip.

After a tour through Europe and the Middle East, Mr. Moorad expects to spend about three weeks in Batavia, Soerabaja and Bandoeng. He was a correspondent in the Malay Straits region for 10 years. The KGW commentator's latest book, Lost Peace in China, will be published July 18 by E. P. Dutton, according to a KGW report.

Syracuse U. outlet, as news chief, and Bob Michel, formerly with WVAM Altoona, Pa., as chief announcer. WKRT and WKRT-FM have been on the air since November 1947.
FISHERMAN in Milwaukee area are getting angling know-how along with prizes on WISN Milwaukee's Sportingly Yours. Listeners are told where and when fishing will be good, and $100 in fishing equipment is offered nightly for best hints on how to catch elusive trout or bass. Guest fishermen appear on show which includes all-sports roundup. Program is sponsored by Milwaukee Coal Heating Service, Ryan Nash Inc. and Earl Dewey's Sport Center, all Milwaukee.

Gentlemen Chefs

MASCULINE TOUCH to cooking was brought to KNBC San Francisco's Women's Magazine of the Air recently. Program featured four prominent male citizens who gave housewives recipes for such delicacies as Boula Boula soup and apricot Romanian jam. The men delignt in cooking and had formulated their own recipes.

Recreation Programs

SUMMER recreational activities offered at playgrounds are shown to WTMJ-TV Milwaukee, television audience.

WPTR STAFFERS

Asch Refutes Gonella Charge

DISMISSAL of two WPTR Albany, N.Y., staffers and the subsequent resignation of six others has been followed by charges by one of the dismissed employees, John Gonella, of failure to give dissatisfied employees a hearing. Leonard L. Asch, WPTR vice-president-general manager, says the charges are baseless.

Mr. Gonella, newsmann-announcer, and Tony Palumbo, whom Mr. Asch says was employed as a GI student announcer but could not meet customary announcement standards, were dismissed June 16. The following day four other WPTR announcers, one licensed engineer and a board operator resigned after the station had refused to reinstate Mr. Gonella and Mr. Palumbo.

Mr. Gonella, according to Mr. Asch, came to WPTR without previous radio experience and was broken in as a newsmann-announcer. During his approximately six months' stay at WPTR, says Mr. Asch, he was an agitator and was dismissed after refusing to put on a 15-minute show in addition to the 37½-hour schedule he had been working.

FABULOUS COMMERCIAL

HALF-MILLION dollar live commercial, utilizing display of precious stones and jewelry, was presented late-time program on WLWD (TV) Dayton, Ohio. Show was sponsored by Jack M. Warst, Dayton and second largest diamond merchant in country. Mr. Warst displayed original Diamond Jim Brady stick pin and $70,000 black Styx diamond and many other noted gems. He also described tests on how to tell real diamonds from imitations.

Pick a Hit

STUDIO AUDIENCES ballot on six new record releases weekly aired on Pick a Hit over KWX St. Louis. In that way listeners can hear recordings of newest popular songs as soon as they are pressed, as well as try forecast which will lead popularity parade. Chosen selections are kept on file to check accuracy of audience's predictions.

Wanted Persons

LESS DIFFICULTY in locating persons wanted by the law is expected through new Reports on Wanted Persons program started on KLAC-TV Los Angeles. Public service program, offered in cooperation with FBI and Los Angeles Sheriff's Dept. presents pictures and descriptions of people sought by law.

Science Circus

FOLLOWING trend toward programs with both educational and entertainment value, ABC-TV Chicago is airing video sustainer, Science Circus. Program features "Chief Scientist" Bob Brown who gives "humorous but factual demonstration of scientific phenomena." Show is aired Mon. 7:30-8 p.m.

Ticker Tunes

GENUINE Western Union ticker in stalled in WIMA Lima, Ohio, studios keeps Disc Jockey Charlie Grady busy answering requests on Ticker Tunes. Listeners telegraph for tunes in such great numbers that ticker must be turned off long before program is over, station reports.

Short Temptation

DIFFERENT film short is run each day on WHEN (TV) Syracuse, N.Y. Designed to repeat continuously in such fashion that projector may be left practically unattended, film shows shots of major news events, sports attractions and other exciting events at which television owners have front row seats. Main purpose of program is to aid dealers in selling sets.

KXOC Names Pearson

KXOC, 5 kw station currently under construction at Chico, Calif., has appointed John Pearson Co. as its eastern representative. Station, which will operate on 1150 kc, expects to be on the air Aug. 1. It is owned by Sacramento Broadcasters Inc. Richard L. Delarby president. Western Radio Adv. Inc. represents it on the Pacific Coast.
RESPONDING to a complaint from KNOG Nogales, Ariz., that a neighboring across-the-border station, XEHF Nogales, Sonora, Mex., pirated KNOG's MBS presentation of the 1948 World Series, the State Dept. has notified KNOG "it is now fully satisfied with the Mexican station ... and has issued a warning ... particularly with reference to any future unauthorized use of program material.

In a letter from John S. Cross, acting chief of the State Dept. Telecommunications Division, to Robert Marcus, president of the Border Broadcasting Co., KNOG licensee, dated May 4, 1937, it said:

"While it is believed that this action should serve to prevent pirating by the station in question, nevertheless, if there should be instances of pirating in the future, the Department would appreciate being advised."

XEHF allegedly now is engaging in pirating of AP news reports, picked up from the Arizona Daily Star, Tucson, Ariz., and AP has lodged a formal protest with the Secretary of State Acheson.

AP Charges

"The evidence at hand," says AP, "includes off-the-air records of certain news broadcasts by XEHF, voluntarily furnished to us by Robert Marcus, owner of KNOG at Nogales, Ariz., and John S. Cross, president, of the Tucson Star, Ariz., and AP has lodged a formal protest with the Secretary of State Acheson.

WWSC Competition

Newspapers Delete Call

WWSC Glens Falls, N. Y., has run a new kind of contest, said to be the result of action by local newsmen. Earl Mathews, WWSC general manager, reports that two local papers, the Post-Star (morning) and Times (evening) each etched out the WWSC call letters on their own letterhead, appearing in a picture run by the papers.

The episode started, according to Mr. Mattison, when a four-man WWSC crew went to nearby Warrenton, N. C., to interview visiting Hollywood personalities. The following day, according to WWSC, the papers ran a story on the event along with a picture in which the call letters on the mike had been deleted. Shortly afterward the morning paper was out, WWSC started promoting a "Mystery Microphone" contest, offering cash prizes for those who could correctly identify the mike picture. Heavy response to the contest was anticipated, Mr. Mattison said, and the station reviewed the story on a 6 p.m. announcement the following day.

The Glens Falls Post Co., publisher of the Post-Star and Times, is part owner of WGLN Glens Falls.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1131 Vermont Ave., Wash., S. D. C.
Sterling 3626

CALIFONE

10 pound • Professional Quality
Three-Speed • Lowest Price

TRANSCRIPTION PLAYERS

CALIFONE CORPORATION

1041 N. Sycamore, Hollywood 38, Calif.

XEHF PIRATING

Mexico Outlet Charged On Two Counts

Three-Speed Lowest Price

The Gateway to New England

A B C Airliners

Representative J. P. McKENNY & SONS

BROADCASTING • Telecasting
<table>
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<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Years of Experience</th>
<th>Member AFCCE?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jansky &amp; Bailey</td>
<td>1339 Wisconsin Ave., N. W.</td>
<td>319</td>
<td>40 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>McNary &amp; Wrathall</td>
<td>1407 Pacific Ave. Washington 4, D.C.</td>
<td>345</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>J. M. Davis</td>
<td>511 Munsey Bldg., Sterling 0111</td>
<td>30</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>A. D. Ring &amp; Co.</td>
<td>1537 K St., N. W.</td>
<td>357</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Weldon &amp; Carr</td>
<td>1605 Connecticut Ave.</td>
<td>360</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Chambers &amp; Garrison</td>
<td>1519 Connecticut Ave.</td>
<td>370</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>John Creutz</td>
<td>319 Bond Bldg.</td>
<td>380</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Guy C. Hutcheson</td>
<td>1100 W. Abram St.</td>
<td>390</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Lynne C. Smeby</td>
<td>830 12th St., N. W.</td>
<td>400</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>George P. Adair</td>
<td>1823 M Street, N. W.</td>
<td>410</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Nathan Williams</td>
<td>20 Algoma Blvd. Ph. Blackhawk 22</td>
<td>420</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
<tr>
<td>Ben Adler</td>
<td>Springfield, Missouri</td>
<td>430</td>
<td>26 years</td>
<td>Member AFCCE*</td>
</tr>
</tbody>
</table>

*Note: The table lists consulting radio engineers with their respective addresses, years of experience, and membership in the American Federation of Consulting Engineers (AFCCE).*
The following were granted license new FM station; Chan. 258 (99.5 mc) 18 kw 250 ft.


WAPO Beauty Service, Chattanooga, Tenn.--Grant new FM station; Chan. 258 (99.5 mc) 18 kw 250 ft.

WYCO Tacoma, Wash.--Grant new FM station; Chan. 275 (102.9 mc) 10 kw 230 ft.

Regents of the University of Mich., Ann Arbor, Mich.--Grant new license for new STL KQA-61.

KICK Junction City, Kan.--Grant new AM station 1870 kc 1 kw D. WNWY-FM New York--Grant new license for new AM station; Chan. 230 (16.5 mc) 18 kw 235 ft.

WABF New York--Grant new license for new AM station; Chan. 258 (99.5 mc) 18 kw 250 ft.

The text continues on page 89.
BRITISH RADIO

ENGLISH advertisers are preparing to present their views on commercial radio before a Commission of Inquiry which will review operations, expiring in 1951.

That has been made known by Incorporated Society of British Advertisers, organization composed of about 420 British advertisers and similar to Assn. of National Advertisers in this country.

Mr. Whitworth, however, foresaw no change in British broadcasting, which at present does not permit commercials. He said it might even turn out that a majority of British advertisers would oppose commercial radio in the British Isles. He conceded that advertising agencies might favor such operations.

He also foresaw little time buying on the part of British advertisers among European commercial stations, such as Radio Luxembourg. He explained that even though a buyer's market might stimulate a British advertiser's desire to use radio, he would be likely to refrain from doing so because of fear of governmental reaction at home. Such reaction might take the form of taxation of advertising or various kinds of restrictions such as limitations on space.

He believed that Britians in general did little listening to other than BBC airings because of the higher quality of such broadcasts.

He explained that even Radio Luxembourg, which had a big British audience before the war, was running a poor second in the British Isles to BBC.

The government itself, he said, was on record as opposing listening to commercial stations. This view was taken, he said, because since the government as a matter of policy had approved a non-commercial operation it could not be friendly to any other type of listening.

FREEDOM FORUM
Meets at USC July 11-15

THIRD of the national Freedom Forums will be held at the U. of Southern California, College of Aeronautics, Santa Maria, July 11-15. Gilbert L. Stanton, president of the Advertising Assn. of the West, has announced. Theme of the forum will be economic understanding. Ken Wells, director of operations of the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies, will direct the forum which will be under the supervision of Harding College, Searcy, Ark., and USC.

Among speakers scheduled to appear are Don Belding, chairman of the executive committee of Foote, Cone & Belding, Los Angeles; Dr. Millard C. Faugh, president of Faugh Co., New York; Frederick R. Gamble, AAAA president; Charles H. Ferguson, vice president and Pacific Coast manager of BBDO, and Charles W. Collier, executive vice president of the Advertising Assn. of the West.
Now...Graybar brings you

TECHNICAL HIGHLIGHTS OF THE AMPEX 300
manufactured by Ampex Electric Corporation
SAN CARLOS, CALIFORNIA

FREQUENCY RESPONSE:
At 15 inches + 2 db. 50–15,000 cycles.
At 7.5 inches + 2 db. 50–7,500 cycles.

SIGNAL-TO-NOISE RATIO:
The overall unweighted system noise is 70 db. below tape saturation, and over 60 db. below 3% total harmonic distortion at 400 cycles.

STARTING TIME:
Instantaneous. (When starting in the Normal Play mode of operation, the tape is up to full speed in less than .1 second.)

FLUTTER AND WOW:
At 15 inches per second, well under 0.1% r.m.s., measuring all flutter components from 0 to 300 cycles, using a tone of 3000 cycles. At 7.5 inches, under .2%.
...including the new, highly versatile SERIES 300

The Graybar Electric Company — national distributor of quality broadcasting equipment — announces the addition of Ampex recorders to its lines. Manufactured by the Ampex Electric Corporation, these fine instruments combine true-to-life fidelity with the many other advantages of tape recording: extended re-use, ease of operation, simplicity and accuracy of editing.

Broadcasters, recording studios, and advertising agencies know Ampex as the best magnetic tape recording equipment there is. The Ampex Series 200 is used extensively for big-name recorded broadcasts because of its quality, design, and performance. Built to the same standards, the new Series 300 models are compact, attractive and especially flexible in application — interchangeable for rack, console, or portable use. AND ... they are priced within the range of other types of recording equipment — at a level which represents a practical investment for even a small studio.

Ask the nearest Graybar Broadcast Equipment Specialist to arrange a demonstration for you. We are sure you will agree this equipment provides the finest recorded reproduction you have ever heard. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, New York.
BIL TOMPKINS has rejoined WKBW Youngstown, Ohio, production staff. Mr. Tompkins, who has ten years in radio, was formerly with WKBW as news editor. He has been news director at WROW Albany, N. Y., for past two years.

FRANK DOYLE, formerly with KWK and KMOX St. Louis, has joined announcing staff of WIL same city.

FRED COOK, student at U. of Connecticut, Storrs, Conn., has been appointed to announcing staff of WICH Norwich, Conn.

CHARLES EDWARD BELL, former manager of WGGD Chester, S. C., has been named production manager of WIP Philadelphia as summer relief announcer.

HYLAND WHITE, formerly with WDFR (FM) New York, has joined WIP Philadelphia as summer relief announcer.

HAL SAWYER has been signed to do commercials on CBS Our Miss Brooks.

MARTIN KARL of CBS Arthur Godfrey Show, is the father of a girl, Alming Ann.

DICK BERTRANDIA, KNBC San Francisco, writer-producer, has resigned to accept position with military government in Japan. He will serve as public service specialist in charge of information and educational programs on Japanese network.

GORDON R. PHILLIPS has resigned as program director of Radio Roanoke Inc., operator of WROV and WROV FM Roanoke, Va. Mr. Phillips plans to return to his home in California to enter television field.

BABB DONIGER, formerly with program departments of WABD (TV) and WPN (TV), both New York, has joined staff of Kathi Norris Shopping Service as a coordinator. Service tests merchandise and locates items for demonstration on Your Television Shopper, conducted by Miss Norris on WABD, Mon.-Fri., 10-11 a.m.

HET MANHEIM, CBS representative for marketing CBS radio properties to motion pictures, has resigned to join independent moving picture firm in England. Mr. Manheim's resignation will become effective Aug. 1.

LEWIS SAWIN, formerly of WLEX Lexington, Ky., has been appointed program supervisor for WBKY, U. of Kentucky station in Lexington.

ERNIE BUSNELL, program director of Canadian Broadcasting Corp., Toronto, has returned to Canada after two-month study in London of British Broadcasting Corp. TV development and programming.

MONTE FASSNACHT, former production manager at ABC-TV Chicago, has been named production supervisor and assistant director of programming; CAROL HOWARD is program operations manager: LOIS PROCER is senior operations director; JOAN NEDVED, former broadcast coordinator, becomes operations director; JOHN FITZPATRICK, former assistant production manager, becomes studio manager.

WILLIAM NABORS, Spanish-American program director; RALPH TRUJILLO, Spanish announcer, and JOHN H. MORRISON, chief engineer, all at KVER Albuquerque, N. M., have been awarded B.A. degrees by U. of New Mexico.

JOHN BALL, record expert for WOL Washington, has been appointed music editor for Pathfinder magazine. Mr. Ball was one time music critic for Brooklyn Eagle and music columnist for New York Herald-Tribune.

HARRIET TROOST, former music commentator and news writer for WWJ and WWJ-TV Detroit, has joined WLV Cincinnati as continuity writer. JOHN HALORAN also has joined WLV in similar capacity.

BILL MEHRING has joined KHUM Eureka, Calif., as announcer.

GENE KLAJAN has joined WAAM-TV Baltimore as disc jockey. He formerly was in same capacity at WITH Baltimore.

Radio Vs. Press

REVIEW of the relationship between radio and newspapers is presented by Giraud Chester, associate editor of the Quarterly Journal of Speech, in an article in the current issue of the Journal of Public Opinion Quarterly. Titled "The Press-Radio War: 1933-1935," the article describes the "efforts of radio's competitors in the news field." Mr. Chester has documented the article throughout with excerpts from minutes of American Newspaper Publishers Assn. meetings and other related records.

Feature of the Week

(Continued from page 14)

owed to witness the event. On his next program, Jasiu issued an open invitation to all who would like to watch him make good his promise. At this point, according to Paul F. Eichhorn, WGRD president and general manager, everything started to happen. A neighbor called and said he would supply refreshments. A businessman offered to furnish popcicles and popcorn for the kids; still another said he would distribute free potato chips; a health board offered to give Jasiu a Swedish massage after his labors and a funeral parlor immediately offered to supply an ambulance to take him from the scene. All these offers had been unlooked for, but, after some air promotion, more offers rolled in. A five piece orchestra would play between "rounds." Wes Ramey, former professional boxer, offered to work in Jasiu's corner. The city police department volunteered to close the entire block. Dickinson was expected to be from 5,000 to 10,000.

Then came the big blow. A regular downpour of rain descended on the scene of the big event, and for awhile, Mr. Eichhorn said, it looked as if all the efforts had been in vain. But a half hour before the show was to begin the crowd started to gather. As the event opened 3,000 spectators were on hand and another 1,000 blocked traffic by parking in the middle of streets to listen to the WGRD show. Summing up the stunt, Mr. Eichhorn said: "The whole business is the silliest thing in the world, but maybe the people who really enjoy themselves like the simple things."
TEXAS LEADS RADIO PARADE

223 of Nation's 3,175 Facilities in State

Texas with 223 has more AM, FM and TV authorizations than any other state, and Chicago with 34 leads the roster of cities, FCC said last week.

More than 1,300 cities and towns have broadcast authorizations of one kind or another, FCC said.

Texas again leads the list with 112 "broadcast communities," followed by California (77), Pennsylvania (62), North Carolina (60), and New York (50).

The compilation, prepared as of July 1, shows 2,187 AM authorizations, 866 in FM (not counting 58 noncommercial educational grants), and 120 in TV (including two experimental stations operating on a commercial basis).

The figures include all outstanding authorizations, whether the stations are on the air or not.

Close behind Texas in total authorizations comes California with 220 and Pennsylvania with 166. Other states having more than 100 authorizations are New York, North Carolina, Ohio, Illinois, Florida and Georgia.

Among cities, New York with 32 is only two behind Chicago, followed by Los Angeles, Philadelphia, New Orleans, Washington and San Francisco.

Texas has more AM authorization (178); Pennsylvania leads in FM (71), and New York tops the list in TV (14). Chicago and New York are one-two in both AM and FM authorizations among cities, while Los Angeles has more TV grants than any other.

Every state has AM stations, but five lack FM authorizations and 14 are without TV grants.

<table>
<thead>
<tr>
<th>State</th>
<th>AM</th>
<th>FM</th>
<th>TV Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>71</td>
<td>50</td>
<td>127</td>
</tr>
<tr>
<td>Indiana</td>
<td>44</td>
<td>29</td>
<td>73</td>
</tr>
<tr>
<td>Iowa</td>
<td>47</td>
<td>23</td>
<td>70</td>
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<tr>
<td>Kansas</td>
<td>38</td>
<td>8</td>
<td>46</td>
</tr>
<tr>
<td>Kentucky</td>
<td>53</td>
<td>43</td>
<td>96</td>
</tr>
<tr>
<td>Louisiana</td>
<td>29</td>
<td>18</td>
<td>47</td>
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<tr>
<td>Maine</td>
<td>34</td>
<td>17</td>
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<tr>
<td>Maryland</td>
<td>24</td>
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<td>Massachusetts</td>
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<td>7</td>
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<td>11</td>
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<td>District of Columbia</td>
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</tr>
<tr>
<td>Idaho</td>
<td>21</td>
<td>5</td>
<td>26</td>
</tr>
</tbody>
</table>

Texas has more AM authorizations (178); Pennsylvania leads in FM (71), and New York tops the list in TV (14).

Every state has AM stations, but five lack FM authorizations and 14 are without TV grants.

Dick Grahl of William Esty Says:

(BROADCASTING's 1949 Marketbook and Spot Rate Finder) . . . .Highly useful and a great time saver for arriving at estimated costs. It is something I have personally advocated for several years.

FACTS ABOUT BROADCASTING'S 1949 MARKET BOOK AND SPOT RATE FINDER

**Market Data**

To be Published by States and Counties

(1) 1949 state and county BMB figures on total families, radio homes, percentage of radio homes per county (these are the latest figures available and haven't been released anywhere).

(2) 1948 retail sales by states and counties (latest available).

(3) Latest taxable payroll figures by states and counties.

(4) Latest employment figures available by states and counties.

(5) Latest manufacturing figures by counties and states.

(6) State and county maps, showing station locations of July 1, 1949.

(7) State statistics on total families, radio families, percentage of radio families, retail sales, telephone homes, employment, bank deposits, postal receipts, income payments.

**Spot Rate Finder Data**

(1) Day and night one-time rates for all AM, FM, TV stations, including station break, 1 minute, 5 minute, 15 minute, half hour, hour.

(2) Average one-day and night rates for network affiliated stations in each city.

(3) Average day and night rates for all independent stations in each city.

(4) Listing by city and station of its power, frequency, station rep., network, total families, radio families, percentage of radio families, available surveys.

(5) Day and night one-time rates for all regional networks by stations.

(6) Day and night rates for all networks by affiliates.

(7) Day and night rates by geographical divisions and population groups.

Broadcasting's 1949 Marketbook and Spot Rate Finder will be in the mails Aug. 15. Distribution of 17,500, covering every important national and regional radio agency and advertiser, assures maximum advertising effectiveness. Advertising deadline is mid-July but this can be extended if necessary. Position in state sections guaranteed. Regular rates prevail. Sizes from 1/16th page to spread in color acceptable.

**Wire Space Reservations Collect Today**

**Libel and Slander**

-Invasion of Privacy
-Plagiarism-Copyright-Infringement

**Insurance**

For the wise broadcaster

Our Unique Excess Policy

Provides adequate protection.

Suitability Available

CARRIED NATIONWIDE

For details & quotes write:

Employers Reinsurance Corporation

Insurance Exchange Bldg., Kansas City, Missouri

**Kyor-Kusn Action**

San Diego broadcasting CO. was granted permission by FCC to surrender the license of KYOR San Diego, Calif., for 250 w daytime on 1130 kc and continue its operation of KUSN where the new 5 kw fulltime facilities of KYOR are completed. Firm recently bought KYOR and must divest itself of one station there [BROADCASTING, June 18]. KUSN, 5 kw day, 1 kw night on 1510 kc, will be given up when KYOR is completed.
**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—no minimum. **

**Help Wanted (Cont'd)**

**Managerial**

Help Wanted. Salesman. Experienced manager wanted by sub- scriber owned network station in large city to handle all sales. Must have at least five years' experience and college education. Salary $10,000 and up. Apply Box 736B, BROADCASTING.

**Salesmen**

Wanted—Progressive, industrious salesmen for large indepen- dent station in use for service with sales record. Must have at least five years' experience and college education. Excellent opportunity for right man. Salary $8,000 and up. Apply Box 736B, BROADCASTING.

**Technical**

Fulltime network news department needs engineer-announcer. Good voice. Capable of handling all duties. Must have experience. Immediate opening. Apply Box 736B, BROADCASTING.

**Miscellaneous**

Radio teacher for university. Master's degree and practical experience required. Box 724B, BROADCASTING.

**Situations Wanted (Cont'd)**

**Managerial**

Successful manager, 12 years radio experience in both networks and station management. Desires relocation in U.S.A. Expert at handling sales, both live and packaged. One of the major network station's officials. No charge for blind box number. One inch ads, acceptable. 12.00 per insertion. Deadline two weeks preceding issue date. Send box reply to Box 726B, BROADCASTING. D.C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

**Salesmen**

Wanted. Seven years in radio. Came up from announcer’s bench. Has great deal of sales experience. Must be out with at least six years’ experience in the field. Call...Will increase your gross and cut your expenses. Box 722B, BROADCASTING.

**Announcers**

Announcer—Experienced all phases of broadcasting. Top references. Will travel, prefers mid- west. Box 718B, BROADCASTING.


Young hard worker. Radio school graduate. Excellent open in New England. No previous experience, but I have a lot of confidence. Won’t you give me a chance with you? I’m versatile. News, disc jockey, commercial work. Excellent natural commercial man. Box 716B, BROADCASTING.

Announcer-jockey presently working in New York. One year experience. No radio experience, but very versatile. Will travel to station offering good job. Box 723B, BROADCASTING.

Experienced announcer, continuation writer. Will move anywhere, fairly reasonable. Will travel to station offering good job. Box 727B, BROADCASTING.

A-1 newscaster, reporter, good voice, news experience. •20 years. 20,000 watt independent station, car. Box 729B, BROADCASTING.

Desire start in radio. Announcer, singer, or newscaster. Prefer East Coast. Telephone or personal. Box 728B, BROADCASTING.

Versatility—singer, piano accom- pany, in voice and music. John D. Mills, 1101 13th St., N.W., Washington, D. C.


Veteran, two years college. Graduate School of Radio announcing. Will perform as program control board. Disc and photo on request. Tom Sweeney, 63 S. Grove, Oak Park, Ill.

**Technical**

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desires job in New York City immediately. Box 402B, BROADCASTING.

Engineer, 11½ years experience transmitting, remote. Graduate RCA. New equipment. BROADCASTING.

Available, 1st license, degree. 10 years experience. 7 as chief. Box 630B, BROADCASTING.

Engineer presently employed with car. Desires position north of Virginia. Box 640B, BROADCASTING. Technical

Engineer, Experienced 5 kw. directional antennae, remote. Desires position in New York City. Box 635B, BROADCASTING.

Engineer, First phone. Two years experience in home service. Letters BROADCASTING.

Experienced combination engineer-announcer. Desires position with small progressive station. Prefer midwest or Southwest. Good references. Will work anywhere. Box 632B, BROADCASTING.

Cautious engineer, thoroughly experienced. Would like to build his station and then leave. Box 635B, BROADCASTING.

Engineer wants a progressive minded station. Will work anywhere. Will settle down and grow with. Year and a half experience. Has experienced all phases of transmitter, studio, control, etc. Strong, steady and reliable. Excellent references. Will travel if section warrants. Box 610B, BROADCASTING.

Engineer, first phone, veteran. 26. Two years experience. In whatever position reliable. Box 718B, BROADCASTING.
Help Wanted

SALESMAN WANTED
Excellent opportunity for experienced salesman with New England 50 kw network affiliate. Must have excellent references. Recent sales experience in large coast west metropolitan markets. Contact Box 705B, BROADCASTING.

Help Wanted—Salesmen

FOR SALE

Equipment, etc.

Four Western Electric 3-A reproducing magnetos, 3000. RCA 250K amplifier, 500. Magnet, 300. Filter, 100. RCA 50 amplifier, 100. RCA 250K amplifier, 100. RCA 250K amplifier, 100. RCA 250K amplifier, 100.

Help Wanted

SALESMAN WANTED
Experienced, permanent time salesman wanted by leading 50 kw station major network affiliate in large west coast metropolitan market. Must have excellent references. Call with pictures to Box 740-B, BROADCASTING.

Television

Production-Programming, others

Available for AUDIO-VIDEO PRODUCTION
7 years radio director: New York City Television production: New York City.

SALARY SECONDARY
WILL RELOCATE
Contact Box 71B, BROADCASTING

Help Wanted

Television

Program director with 6 years experience in announcing, young, energetic, ambitious, married, and willing to relocate for Washington position, excellent references. For complete story reply Box 706B, BROADCASTING.

Traffic secretary two years' experience, single, female. Presently employed. Prefer southeastern states. Box 702B, BROADCASTING.

Employment Service

University trained, five years continuous experience newswriters and programmers. Network engineer and technical editor for Coast Guard publications during war. Ability in programming and station management. Can invest cash in solid station. Market must be excellent. Consider part ownership. In the deal extremely competitive. If you have prepared a brochure on your station that gives all the facts, we'd like to have a copy.

HELP WANTED

Assistant Account Executive

Excellent opportunity for experienced sales executive with New England 50 kw network affiliate. Must have excellent references. Recent sales experience in large coast west metropolitan markets. Contact Box 705B, BROADCASTING.

HELP WANTED

Help Wanted—Salesmen

SALESMAN WANTED
Experienced, permanent time salesman wanted by leading 50 kw station major network affiliate in large west coast metropolitan market. Must have excellent references. Call with pictures to Box 740-B, BROADCASTING.

Television

Production-Programming, others

Available for AUDIO-VIDEO PRODUCTION
7 years radio director: New York City Television production: New York City.

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**MERCHANDISING PLUS** is being offered to sponsors by WCOP Boston in form of personal appearances by its women's commentator, Mildred Bailey. Plan of project calls for setting up display in store well in advance of Miss Bailey's visit. Advertised products are displayed and date of visit is announced. On day of her visit Miss Bailey spends an hour in store talking with shoppers discussing radio advertising and advertised products. Samples and recipe books also have been distributed at food stores during her visit. WCOP has issued information on this merchandising service to agencies, sponsors and representatives.

**News Listings**

TO SPOTLIGHT its summer news schedule, KIRO Seattle is offering postcard listings of all its local, network, commentary and news analysis shows. Schedule is offered to listeners on various news shows, and the response serves also as an audience test for the programs.

**Weight of Steer Contest**

LISTENERS to Howard Jones' Farmer Jones program on WFIL Philadelphia have been invited to participate in contest to estimate weight of prize yearling steer. Contest began July 2 and will continue through Sept. 1. On Sept. 10, public weighing ceremony will be held at Wildtree Farm, Mr. Jones' Montgomery County home, from which he broadcasts daily except Sunday from 6 to 6:55 a.m. Mr. Jones will give day-to-day reports on steer's diet and physical condition, as well as other information concerning its development. Contestants will base their estimates on these facts and their knowledge of livestock care. Winner will receive the steer WFIL acquired the steer at a Kansas City auction held in connection with appearance of ABC's The Original Amateur Hour [Broadcasting, June 27].

To Pick 'Miss New York State'

FRANCHISE to pick "Miss New York State" has been granted to WKBW Buffalo. Station has reported, however, contest are incomplete, but WKBW is asking other stations in metropolitan area of state to sub-franchise for choosing contestant from their areas. Girls from each area will enter contest to be held in Buffalo. "Miss New York State" will be entered in "Miss America" pageant in Atlantic City, Sept. 5-11.

'Gold'-Fish Derby

LUCKY ANGLERS from all over Utah have caught prize tagged trout in Fish Derby sponsored by KSL Salt Lake City in cooperation with state fish and game commission. Five hundred trout were tagged and planted in variety of streams shortly before opening of trout season. Prizes range from $1 to $50 depending on number of tag. Details are broadcast on Let's Go Fishing, KSL's new weekly show.

**ABC Booklet**

BOOKLET containing ABC's answer to question "If the rating of your television show were 50 in January 1949, and dropped to 26 in July, how many viewers would you lose?" is currently being mailed to advertising and agencies. Answer, a surprise one, is "You'd lose none! Matter of fact you'd gain 13%." According to ABC Research Dept., mushrooming number of set owners between the two months, when taken into account, makes for gain instead of loss despite rating drop.

**Trumpton Is Prize**

VALUABLE GOLDF TRUMPTON will be awarded writer of best safety slogan for Ralph Zornow Show on KIOA Des Moines. Winner will be presented with trumpton at gala program featuring Mr. Zornow's nine-piece band. Program is promoted as "Greatest Show in Town" and Mr. Zornow, its m.c., promises to teach the winner to play his prize.

**Operation Success**

ILLUSTRATED folder titled 'Operation Success' has been distributed by WISL Shomokin, Pa. Folder includes list of important Pennsylvania retail market areas, figures from Conlan Survey and mall check.

**KODY Aids CARE**

THROUGH a KODY North Platte, Neb., promotion, in excess of 3,000 bars of Swan soap will be sent overseas to needy persons through CARE. KODY sponsored show for boys and girls of its community at Paramount Theatre, admission to which was two wrappers from Swan soap. Total of 6,126 wrappers were received. Two local grocery stores cooperated with station by offering prizes for most wrappers turned in. D. B. Phillips, divisional sales manager of Lever Bros. Co., maker of Swan, attended show.

John Alexander, manager of KODY, forwarded the wrappers to CARE, who will send soap overseas.

**Awards Exhibited**

FIRST PLACE promotion winner and other awards were displayed in booth of WCFC (FM) Beckley, W. Va., at that city's Merchant's Fair. Exhibit also featured FM sets and antenna, and carried broadcasts of current baseball games.

**Bright Red and Yellow Bus is Featured on Route No. 2 for KXOK-FM, St. Louis Translating Station.** Bus rolls over to reveal rates and additional information, such as types of transit programs and services.

**Pass-Word Gets Ticket**

O.VER 12,000 children attended "Uncle Bob's Day" at Portland's Jantzen Beach Park. Tickets were obtained through writing to Uncle Bob's Squirtle Cape program heard on KEX Portland, Ore., or by using pass-word "Squirrel Cage" at park. Bob Amshberry, "Uncle Bob" of program, emceed two hour show from park. Attendance record of 12,000 was mostly Portland children between ages of 6 and 10.

**Tarzan Contest**

NOVEL CONTEST in San Juan, P. R., will choose 15-year-old boy to be Puerto Rican "Tarzan" of 1960. Weekly winners are chosen from photographs taken in loin cloths and characteristic Tarzan poses. Tarzan program is carried over WEMB San Juan.

**DISC JOCKEY CONTEST**

FIFTY NEWSBOYS will be selected to compete for spot as guest disc jockey on Martin Block program. Boys are carriers for Baltimore News Post and are featured on Al Ross' Around the Breakfast Table morning show on WBAL Baltimore. Boy judged best by committee of radio personalities headed by Martin Block will accompany him to New York to spin the discs.

**Bright Red and Yellow Bus is Featured on Route No. 2 for KXOK-FM, St. Louis Translating Station.** Bus rolls over to reveal rates and additional information, such as types of transit programs and services.

**Flash Trailers**

IN ADDITION to printed card method used by local stations, KLAC-TV Hollywood is utilizing motion picture trailer system to exploit and advertise forthcoming shows to be telecast. Flash trailers have permanent cast of each program.

**Promotion Personnel**

DON HARRER, newscaster for KGLO Mason City, Iowa, has been named promotion director.

DAVID T. GOLDEN, for past six years publicity, promotion and special events director for WPAT Paterson, N. J., has announced his resignation. His plans for future will be announced at later date.

FLORIAN J. WINERITER, formerly program director of KOPP Ogden, Utah, joins KKO El Centro, Calif., as program promotion manager.

**FAMILY**

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.
**FCC Actions (Continued from page 74)**

Decisions Cont.

WFLD, Joliet, Ill.—Grant to request to operate during hours from 10:30 a.m. to 7:00 p.m. daily, from 8-4:49 to 10-18-49, inclusive, to observe football games.

WTOI, Toledo, Ohio.—Granted to same to convert from AM to FM and change hours of operation, install new trans., and DA for change trans., and studio locations and mount FM at N.E. lower.

WRFU, Gainesville, Fla.—Granted to same to change hours of operation, install new trans., and DA for change trans., and studio locations and mount FM.

WJAC, Johnstown, Pa.—Granted to same to change hours of operation, install new trans., and DA for change trans., and studio locations and mount FM.

WJFL, Greensboro, N.C.—Requested to request to begin operation of second, new FM station on 88.3 mc.

**FCC Roundup**

**Box Score**

Summary of Authorizations, Applications, New Station Requests, Ownership

<table>
<thead>
<tr>
<th>Class</th>
<th>On Air</th>
<th>Licensed</th>
<th>CPs</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,004</td>
<td>1,971</td>
<td>210</td>
</tr>
<tr>
<td>TV Stations</td>
<td>74</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

APPLICANS

J. R. E. Broadcasting Co., Inc., New York City, granted to same to convert from AM to FM and change hours of operation, install new trans., and DA for change trans., and studio locations and mount FM.

**Docket Actions**

**FINAL DECISION**

Norman, Okla.—Cleveland County Broadcasting Co. filed application for new station on 1400 kc, 250 w unlimited (condition). Principal in Cleveland County includes: T. T. McDowell, who has extensive business interests in Norman, namely a jewelry store of which he is sole owner; half interest in Oklahoma Colorer Co., etc., 1%, William H. Morgan, production manager of WNAD Norman, 2%, Howard DeMere employs of WOKC Norman, 14%. Competing applications of Norman Broadcasting Co., Midwest Broadcasting Co. and KOKH were denied. Decision

**PROPOSED DECISION**

WHTV, Passaic, N.J.—Proposed to the station manager of WHTV, Passaic, N.J., to increase power to 1 kw-N. D. P. Burt, owner of WHTV, to increase power to 1 kw-N. D. P. Burt, owner of WHTV, to increase power to 1 kw-N. D. P. Burt, owner of WHTV, to increase power to 1 kw-N. D. P. Burt, owner of WHTV.

**NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS**

**SUMMARY TO JULY 7**

**FM GRANTS**

Chicago Heights, Ill.—Chicago Heights Broadcasting Co. granted to new class C station on 106.9 mc, 10 kw unlim. Enclosed $5,000. KFQH, Evanston, Ill., granted to new class C station on 107.7 mc, 10 kw unlim. Enclosed $5,000. WJZ, Baltimore, Md., granted to new class C station on 107.9 mc, 10 kw unlim. Enclosed $5,000.

**transfer Grants**

KRMD-AM-FM, Shreveport, La.—Granted to same to change hours of operation, install new trans., and DA for change hours of operation. WJL, Jacksonville, Fla., granted to new class B station on 1490 kc, 5 kw unlim. Enclosed $5,000. WCBS, New York City, granted to new class B station on 1260 kc, 5 kw unlimited. Enclosed $5,000.

**Box Score**

<table>
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<th>Class</th>
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<tr>
<td>AM Stations</td>
<td>2,204</td>
<td>2,171</td>
<td>230</td>
<td></td>
</tr>
<tr>
<td>TV Stations</td>
<td>74</td>
<td>10</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>

**THE LONG ISLAND STORY**

**WHLI**

daylight listenership now tops 3 network stations in Long Island's Hempstead Town where net income exceeds $552,573,000-a-year... $5,961 a-family...$1,715 a-person.

Net income here is 31% higher than the U.S. average.

SMALL TOWN VIM
RadioSparks Promotion

MADISON, S.D. (pop. 6,000) was given more than half a page of space in the June 15 issue of "Pathfinder", national weekly news magazine, and the man chiefly responsible for it was Ralph Doerr, manager of the Madison studio of KISD, Sioux Falls, S.D.

MADISON's Chamber of Commerce decided last January to stage a city-wide promotion campaign, but lacked funds to finance it. Mr. Doerr had the answer, and "Pathfinder" says, in part: "Doerr did it, with himself as reporter and author, high school students as typists, and Claude Mallorey, local photographer, taking pictures. This week Madison's Chamber of Commerce has before it its 76-page, home-made volume of photographs and text -- the vivid life story of a small modern American City."

A part of Pathfinder's account of the Madison promotion was a picture of Mr. Doerr seated around the dinner table with Don Hallenbeck, part owner of a Madison furniture store, his wife and two children. Mr. Hallenbeck recently held a week-long civic celebration, and Mr. Doerr reports that KISD, which ordinarily originates only one news story a day from Madison, presented 12 additional hours of programming originating there.

Mr. Doerr says that KISD is planning to expand Pathfinder's "life story of a small modern American City" into a year-round promotion program. The "Pathfinder" report indicates that there will also be major promotion efforts in other small towns that will work together with Pathfinder promoting "the small towns of America."
Wide Readership
EDITOR, Broadcasting:
I don't think it is necessary to tell you of the tremendous interest the advertising fraternity has in your publication... while I was in New York... I made the rounds of the many advertising agencies and each and every one had something to say about the fact that I made Broadcasting:
Herman E. Fast
Manager
WKRC Cincinnati

Always Cap Coke
EDITOR, Broadcasting:
I very much appreciate your understanding attitude toward the proper capitalization of our trademark, Coke.
Edgar S. Bynol
Press Counsel
The Coca-Cola Co.
New York

WCSS' Contribution
EDITOR, Broadcasting:
May I correct your story of WCSS' hospital campaign on page 20, issue of June 27? WCSS logged a total of 47 hours and 33 minutes over a period of about a month and not in five days as reported.
We are an independent, but it's still way beyond our capacity to be able to keep over eight hours a day for one community service endeavor. There's gotta be a few commercials to pay the bills.
Ray Cheney
Program Director
WCSS Amsterdam, N. Y.

Hearty Agreement
EDITOR, Broadcasting:
Re your editorial Etoao Shrdlu It and graduaites. We surmise, the courts or the Congress will draw some straight line logic from the FCC's circumlocutions. Amen!
Richard E Hunt
General Manager
WPTW Piqua, Ohio

TV and Boxing
EDITOR, Broadcasting:
Thank you for the genuine and most valuable service you performed broadcasting in general and television in particular when you wrote the article on page 34 of the June 27 issue of Broadcasting, titled "Boxing Lays an Egg." The way we look at it, you said everything that should be said on that particular subject. I feel that it is about time such a strong and timely article came out to combat the misrepresentation of certain interests opposed to AM and television broadcasting...

Looking back now, I am sure that many in the television and AM industry will agree with me that for the sake of a principle, it was most fortunate that the

LaMotta-Cerdan fight was not broadcast or telecast. Once upon a time, a certain prophet commanded the sun to stand still; another prophet commanded the ocean waves to cease beating upon the shore. The encroachment of this marvelous medium of television might be held back in its natural progress than the sun or the ocean...
Roger S. Underhill
General Manager
Dispatech Inc.
(WICU-TV)
Erie, Pa.

'Impartial Reporter'
EDITOR, Broadcasting:
As you and I know, an acid test of fair and objective reporting occurs when the subject of a story is yourself or your own organization.
Broadcasting has long been known to me as an impartial, albeit energetic reporter. This opinion is emphatically corroborated by your July 4 story on the WQOW situation.

My hat remains off to you!
M. Robert Rogers
General Manager
WQOW Washington, D. C.

Minnesota Football
EDITOR, Broadcasting:
Members of the Minnesota Broadcasters Assn. have asked that I clarify the story appearing in your June 27 issue on page 76, under the headline, "Sports Rate Proved by Minnesotans."
At the board meeting June 20, "Swannee" Hagman of radio station WLOL Minneapolis was named chairman to discuss with the U. of Minnesota the problem that is mutual on the part of both the university and the stations out-state. That problem was that during the 1948 football season no out-state station carried the university's football broadcasts commercially, although the university kindly set up a very excellent plan using the university radio station's facilities for feeds throughout the state. The university, on its part, set up its excellent system in order that as many stations as possible could broadcast without having to go to the expense and bother of acquiring space, equipment, engineering, and so on. At the same time, they fixed what they considered a reasonable fee for this service, which incidentally was substantially lower if the games were carried commercially.
The university was interested in obtaining as widespread local-covered age of its games as possible. One of the ambiguous parts of the university's setting up a rate was the fact that it was the highest daytime, two-hour, rate and several stations in the rural areas were confronted with the problem of having a noon-hour class "A" rate, which under the terms of the university would be the determining rate for the broadcast despite the fact that the games would fall in the 1:00 to 6:00 period, which normally is class "B." The meeting to be held with the university on the part of the out-state stations is to be conducted in a most friendly fashion to determine the possibilities of making the broadcast a desirable commercial feature; attractive enough in price to a local advertiser.
It is our understanding that the university is very fair-minded as shown by their offer last season to drop a formerly set-up minimum charge, which in many cases exceeded the out-state station's two hour, daytime rate. We would also especially like to point out that the meetings do not concern the Twin Cities' stations either in radio or television, and the association's efforts are concerned with what we felt was the mutual problem between out-state stations and the university.

I don't know the source of your story, but I presume it came through the usual press channels. We do feel that it needs the above clarification, especially in view of the fact that many of the stations, rather than carry Minnesota games, have been taking games of their respective networks and have thus blocked out unintentionally the widespread coverage desired by the university.

Melvin Drake
Secretary-Treasurer
WDGY Minneapolis

REC APPOINTS
Advisors, Committee Heads
RADIO EXECUTIVES Club of New York, through its president, John J. Karol, CBS sales manager, last week named its advisory council and committee chairman for the 1949-50 season.
Newly named to the advisory council are:
Thaddeus J. Supler, president, WOR New York; Frank White, president, MBS; Ralph Well, general manager, WAB New York; Lowell director, Dumont Television Network; Ken Doncher, president, Sales Executives Club; Paul West, president, Asan, of National Advertiser, Ray mond C. Cosgrove, president, RMA.

Continuing on the council are:
Frank Stanton, CBS president; Miles Trammell, NBC president; Mark Wood, AMC president; Frederic B. Gamble, president, AAAA; Andrew Hailey, president, Metropolitan Club of New York; Grace Johnson, president, Advertising Women of New York; Dorothy Lewis, coordinator women's broadcasts, UN; Justin Miller, NAB president; Charles G. Mortimer, chairman of the Advertising Council and vice president of General Foods Corp.; Elliott M. Sanger, executive vice president, WOR New York.

REC committee chairmen are:
William S. Hedges, NBC vice president (continuing) and Carl Haverlin, BMI president, serving as consultation chairman; Marvin Kirsch, vice president, Radio Daily, membership; Davidson Sonner, CBS vice president, as head of the program committee; Archibald Broome, BMI vice president, finance committee; REC: Joseph McDonald, ABC vice president, laws and by-laws; Michael Foster, CBS house committee chairman; Harry Feeney, CBS trade news editor, publicity committee, and M. H. Shapiro, BMI, publications.

Election for WCMW
A THREE-MAN panel of the National Labor Relations Board last Tuesday directed that a secret ballot election be held at WCMW WCMW-FM Canton, Ohio, to determine whether the station's licensed engineers employed there wish to be represented by the National Assn. of Broadcast Engineers, Cleveland, Ohio, and the local chapter. The action affirmed rulings of an NLRB trial examiner following a hearing in the matter.
WCMW, a 1 kw daytime independent on 1600 kc, and WCMW-FM, which operates with 17.6 kw on Channel 235 (94.9 mc), are licensed to Stark Broadcasting Corp.
At Deadline...

3 NEW AM OUTLETS ARE GRANTED BY FCC

GRANTS for three new AM stations and improved Jeep in New York City outlets were authorized by FCC Friday. KTFR Beaumont, Tex., daytimer on 990 kc, received fulltime grant and increase in power from 250 w daytime to 1 kw fulltime. WQXR New York City, Mich., assigned 1860 kc, 1 kw daytime, was granted modification of CP to increase hours of operation from daytime to unlimited, DA night.

New station grantees and ownership include, Dick Dent of WJAE Inc., granted 1560 kc, 250 w, D estimated cost $5,045. Mr. Andrews, radio consultant, was one-time manager and owner of KICD Spencer, Iowa.

Bay State Broadcasting Co., New Bedford, Mass., granted new station on 1230 kc, 100 w daytime. Joseph P. Duchi, president of Safe Deposit National Bank, New Bedford, is president and 70% owner.


'CLEAR' GRANTS VACATED

FCC Friday vacated its 1946 grants for clear-channel nighttime stations in St. Paul, Minn., and Stillwater, Okla., pending decision on so-called "daytime skywave case," which is linked with clear-channel proceeding. Grants involved, already under suspension via stay orders, were held by Middle West Broadcasting Co. (group headed by John W. Boler, North Central broadcaster) for 700 kw with 1 kw daytime at St. Paul, and Oklahoma- & M. College for 840 kw with 10 kw day at Stillwater.

Action stems from U. S. Court of Appeals decision holding FCC should have had hearing before granting, in view of alleged daytime skywave interference to clear-channel stations. St. Paul grant involved frequency on which WLV Cincinnati is dominant 1-A station; Stillwater was on WHAS Louisville's. Applications to go into FCC pending file till daytime-skywave case is settled.

FCC REFUSES WPTF STAY

FCC REFUSED Friday to withhold program-tax authorization from WPTF Albany, N. Y., in connection with new 50-kw operation on 1540 kc, but delayed effectiveness of such authority for 14 days so WQXR New York (1560 kc) might have time to apply to court for stay order. WQXR, appealing from WPTF's 50-kw grant, had asked FCC to disallow program tests till appeal is decided. WQXR spokesmen said they would seek stay order this week.

KCBS SALE APPROVED

FCC Friday approved $32,000 sale of KCBS San Bernardino, Calif., from Woodrow Miller to Essie Binkley West. Mrs. West is founder and president of Old Time Faith Inc., home for girls, and has been associated with her son in operation of Glendale's Radio City. Mr. Miller had indications he would attend to his business interests. KCBS is assigned 1350 kc 500 w daytime.

TV OPENING DELAYED

KRON-TV San Francisco, NBC-TV affiliate, originally scheduled to start operations in July, postponed opening until Oct. 1.

WBTV STAFF ANNOUNCED AS DEBUT IMPENDS

LARRY WALKER, assistant general manager WBT Charlotte, N. C., will be in charge of Jefferson Standard Broadcasting Co.'s television operation (WBTV) scheduled to take air July 18 (see story, page 62). Announcement was made by Charles H. Bruchfield, general manager. Staff reorganization and expansion to provide personnel for TV is now well advanced.

Glen Bell, formerly manager WGCX Chester, S. C., will assist Mr. Walker In capacity of television production manager. Keith Byerly, general sales manager; Wallace Jorgenson, local sales manager; M. J. Minor, chief engineer; Kenneth Spicer, business manager; Jack Knell, news director; Bob Covington, promotion manager, and Jean Carson Brown, publicity director, WBTV staff members, will act in same capacities for WBTV.

On day preceding beginning of its commercial operation, WBTV is sponsoring TV preview show in Charlotte armory in conjunction with Charlotte Observer and Charlotte News, and local TV distributors. Show is open to general public.

BMI LICENSEES AT PEAK

BMI President Carl Haverlin reported Friday BMI licensees in U. S. and Canada reached all-time high of 2,618. Of 1,965 AM outlets, overwhelming proportion anticipated 1950 renewal date, signing for nine-year period ending 1959. About 150 AM outlets, 150 FM and TV stations in process of signing such renewals.

GUILD CONTRACT PARLEY

Radio and Television Directors Guild expected to discuss contract with NBC for TV directors at negotiating meeting tomorrow (Tuesday) after withdrawal of New York state mediator from case. RTDG national board is scheduled to meet in New York July 22-24, with agenda to comprise progress in freelance negotiations, strategy and proposals for new contracts, and how best to expand in TV.

CROSLEY TV METER PLAN

"PAY as You See" video introduced by Crosley Division, Avco Mfg. Corp. Plan offers receiving sets to be installed in homes on payment of 10% of cost, with balance collected via meter. Crosley "Visimeter," to be launched nationally in selected areas this week, provides purchaser with set of one value with 100% entertainment for 25 cents. Money is collected periodically and applied against purchase price. Installment charges are up to individual dealers.

TWIN CITIES SUMMER FETE

INAUGURATION of 1949 Twin Cities Summer Festival to highlight Actor-Comedian Bob Hope with Commentator Cedric Adams on two-hour Aquanetion Show over WCCO Minneapolis July 23, Merle S. Jones, WCCO manager and Aquanetion radio committee chairman, announced Friday. CBS outlet will air Saturday night block of four local shows with Mr. Hope as guest star, and half-hour network origination, Aquanetion Time, 8:30-9 p.m.

WARREN WADE TO WPIX

WARREN WADE, executive television producer for NBC since 1939, Aug. 1 joins WPIX (TV) New York as program manager. He succeeds James Pollack.

'LUX THEATRE' TOPS PULSE 5-CITY MAY-JUNE RATINGS

MAY-JUNE program ratings survey of Pulse showed "Lux Radio Theatre" leading top 10 evenings in New York, Philadelphia, Boston, Chicago, Cincinnati.

Comparative five-city ratings for May-June and March-April, respectively:

- "Theater Guild," 15.7, 15.3
- "Lux Radio Theatre," 15.2, 15.9
- Bob Hope, 14.6, 18.2
- Walter Winchell, 14.4, 15.1
- "Superman: The Man of Steel," 13.4, 15.3
- "Stop the Music," 12.0 (no March-April figure)

Daytime five-a-week program ratings for May-June, March-April:

- Arthur Godfrey, 10.6, 8.7
- "Rosemary," 8.6, 6.1
- "General Electric Theater," 6.2, 5.7
- "Big Sister," .8 (no March-April figure)
- "Ma Perkins," and "Our Gal Sunday," 4.8
- "Breakfast Club," 7.5, 7.7
- "The Guiding Light," 7.1, 7.6
- "Aunt Jenny," 6.9, 7.4

WISCONSIN EXTENDS BAN

WISCONSIN ban on publishing rape victim's identity was extended to radio and TV stations and press associations under bill signed Friday by Gov. Oscar Rennebohm. Ban was extended to periodicals and periodicals publishing in Wisconsin. On Gov. Rennebohm's desk Friday was bill passed by Wisconsin Legislature banning broadcast of courtroom proceedings. In series of broadcasts Robert L. Zeloski, Madison news editor, has urged governor to veto bill.

ACA SIGNS WHOM PACT

AMERICAN Communications Assn. (CIO), announced Friday new two-year contract for 14 technicians at WHOM New York calling for $7.50 wage rise and one of shortest scale progressions in country—$7.50 starting salary and $117.50 after six months. Contract effective Aug. 1; Company confirmation unavailable at press time.

Closed Circuit

(Continued from page 4)

timetable looking toward lifting of freeze to earliest possible date [BROADCASTING, May 30].

WESTBROOK PEGLER and King Features Syndicate will probably plead truth as defense in New York Supreme Court action against them by Drew Pearson, ABC commentator. Suit is for $500,000 on ground Peagle's columns unfairly connected Pearson with suicide of Secretary of Defense James Forrestal. Deadline for answering is Monday.

STRAINED relations at NAB, stemming from reorganization talk and implemented by station resignations, may force NAB board, at its meeting in Portsmouth, N. H., into peace-maker role. It's open secret that NAB president Judge Miller and Executive Vice President A. D. Willard Jr. do not see eye-to-eye on all things. Mr. Willard is on the road about five years and his status will be handled "in absentia" unless he makes sudden appearance.

GENERAL FOODS, New York (Post Toasties) through Young & Rubicam, New York, is scheduled to be shopping for television show.

FORD MOTOR Co. looking over Stand by for Crime, Greg Garrison WENR-TV Chicago package aired sustaining on ABC-TV.

BROADCASTING • Telecasting
Don't miss the bus on St. Louis Transit Radio! This great "going-to-buy" market is growing every day. KXOK-FM now serves 15½ million rides monthly...that's a market as big as Kansas City, Missouri*. Soon it will be "St. Louis size"...1,300 vehicles radio equipped to serve almost 40 million rides monthly!* Here's sweet music to a timebuyer's ears: Rate card No. 2, now in effect and based on 400 vehicles, is pegged until the number of vehicles radio equipped reaches 700. This is your golden opportunity to get in on the ground floor in St. Louis Transit Radio...the new exciting radio medium that sells buyers on their way to buy.

Act now...to gain rate protection...to obtain best possible schedule for your product.

*Standard Rate & Data, May, 1949
RCA scientists find a way to combat noises in rooms where normal sound control methods are impractical.

These "Cones of Silence" smother sound!

You think of RCA Laboratories—in part—as a place where scientists work with sound, for radio, television, phonographs. This is true, but they are also concerned with silence.

One example is a recent RCA development, a way of killing clatter in places where conventional sound-conditioning—with walls or ceilings of absorbent materials—would get in your way. Overhead pipes, ducts or fixtures might prevent the installation of a sound-absorbent ceiling—and you wouldn't want to blanket a skylight, or cover a window with a wall.

RCA's invention solves the problem in this way: Cones of sound-absorbent substances are clamped together base-to-base... then hung in rows where not in the way. Light, inexpensive, easy to install, these "Cones of Silence" convert sound waves into heat energy, absorb from 60% to 75% of the clatter in a noisy room.

How you benefit:
The development of this new functional sound absorber indicates the type of progressive research conducted at RCA Laboratories. Such leadership in science and engineering adds value beyond price to any product or service of RCA and RCA Victor.

The newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 W. 49th St., New York 20.