JUNE 13, 1949 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

FULL TEXTS FCC EDITORIALIZING OPINIONS — PAGE 76

JUNE 12, 19
Fritz Reiner

JUNE 26 JULY 3, 10
Arthur Fiedler

JULY 17
Sigmund Romberg

JULY 24, 31
Wilfred Pelletier

Every Sunday Evening
June 12 through September 4

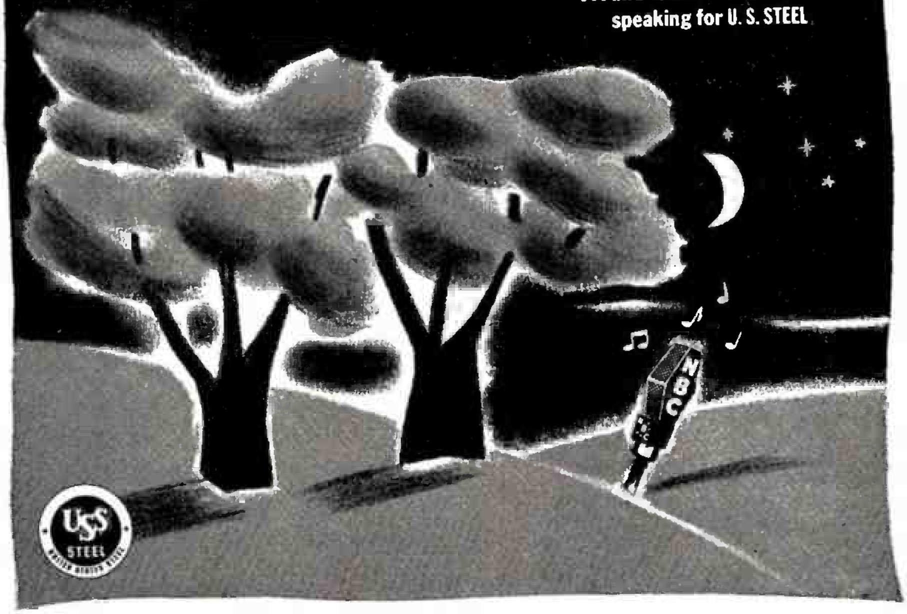
UNITED STATES STEEL

presents the

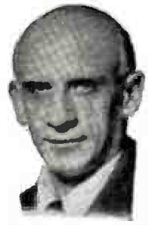
NBC SYMPHONY ORCHESTRA
Summer Concerts

WORLD-FAMED CONDUCTORS
DISTINGUISHED SOLOISTS

...and GEORGE HICKS
speaking for U. S. STEEL



AUGUST 7
Percy Faith



AUGUST 14, 21
Dimitri Mitropoulos

AUGUST 28
Antal Dorati

SEPTEMBER 4
Harold Levey

U. S. STEEL HOUR • SUNDAYS 8:30 P.M. (EDT) • NBC NETWORK

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

BROADCASTING *at deadline*

Closed Circuit

UPON transfer of control of G. A. Richards' stations to three trustees, now awaiting FCC approval, it's expected trustees will entertain proposals looking toward possible sale of both KMPC Los Angeles and WGAR Cleveland. WJR Detroit, first Richards' station, said not to be for sale under any conditions. NBC in past has discussed acquisition of KMPC. If WGAR is sold, it is presumed that purchasing company will be built around John F. Patt, its veteran vice president and general manager.

FRANK E. MULLEN, whose contract as president of G. A. Richards' stations was cancelled as of July 1 after one year (see page 28) has acquired minority interest in Coca-Cola bottling works in San Jose, Calif., with Sidney N. Strotz, NBC administrative vice president in charge of West Coast activities. Mr. Mullen hasn't announced future plans but is expected to return to active radio management.

OUTPOURING of FCC decisions on major policy questions indicates Comr. Rosel H. Hyde is bent on settling all possible issues during his tenure as acting chairman. In month since Chairman Wayne Coy and Vice Chairman Paul A. Walker left for tel & tel conference in Paris, they've come at rate of one per week, including television prospectus, Mayflower repealer, procedural realignment, and Avco Rule demise.

SALE OF WEAT Lake Worth, Fla., by C. L. Menser, former program v.p. of NBC, to Robert W. Rounsaville, owner of WQXI Atlanta and other southern stations, for $60,000 consummated last week, subject to customary FCC approval. Station, established last year, is NBC outlet and operates on 1490 kc with 250 w. Mr. Menser will return to New York but has not announced plans. Transaction through Blackburn-Hamilton.

THERE'S growing speculation that FCC may decide to review whole question of programs carrying horse race information. In last approach, in early 1948, FCC sanctioned programs so long as they're part of balanced fare and if not designed to aid gambling. Now it has testimony of acknowledged bookies who specified "favorite" stations for such programs and said they paid off on basis of such broadcasts.

WHETHER or not CBS volunteers, FCC is determined to get latest data on 6 mc color TV transmission using Goldmark sequential system. FCC subpoena powers may be invoked, if CBS doesn't come forward at hearings tentatively scheduled for late August. Complexion of Commission, it's pointed out, has changed since FCC two years ago over-ruled color TV when 16 mc channel appeared needed, as against present 6 mc band.

IF COLOR TV never gets anywhere as mass medium, it certainly can expect prompt acceptance by medical profession for medical teaching. Since demonstrations before American Medical Assn. Convention in Atlantic City

(Continued on page 90)

Upcoming

June 13-16: Canadian Assn. of Broadcasters Convention, Algonquin Hotel, St. Andrews-by-the-Sea, N.B.

June 15: Foreign Language Broadcasting Clinic, Hotel Roosevelt, N. Y.

June 16-17: Senate Communications subcommittee hearing on McFarland Bill, Washington.

June 20: NAB Employe-Employer Relations Committee, NAB Hdqrs., Washington.

(Other Upcomings on page 67)

Bulletins

COLGATE-PALMOLIVE-PEET to sponsor *Vic and Sade* on NBC live from Chicago in fall. Day and time not yet set. Frederic W. Ziv Co. acted as agent in selling to C-P-P and its agency, William Esty, N. Y. *Vic and Sade* to be put on kinescope by WBKB (TV) Chicago and films shown July 11, 18 and 25 in place of *Colgate Playhouse* (Monday, 7:30-8 p.m.), which contract ends July 25. C-P-P renewing *Mr. and Mrs. North* (Tuesday, 8:30-9 p.m., CBS) effective July 5 for 52 weeks. Agency, Sherman & Marquette, Chicago. Firm drops *Blondie* and 8-8:30 p.m. period Wednesday on NBC June 29.

MADISON SQUARE Garden and Boxing Managers Guild, N. Y., reported "some progress" in meeting late Friday to end their dispute over cut of radio and television fees. Guild to meet today to talk over Friday's developments. Meanwhile, strike of Guild continues (see page 32).

TV AUTHORITY PLAN GAINING MOMENTUM

PROPOSED establishment of 4A's Television Authority as talent union for video gaining momentum (see early story page 37). Whole matter will come up Friday (June 17) before international board of 4As (Associated Actors and Artistes of America). Approval is regarded as certain.

Following AGVA's (American Guild of Variety Artists) okay of authority at Chicago convention last week, New York's big AFRA local unanimously voted for it. AFRA national board in East Coast, West Coast and Midwest sectional meetings authorized collaboration in founding Authority. Similar approval also given by Chorus Equity and Actors Equity.

Screen Actors Guild representatives also called in. SAG representatives expected to fly from Hollywood to New York today for first session with other unions' representatives.

Overall command over television talent expected to be vested in new authority, with some jurisdicitional responsibility for films delegated to SAG.

SCHUSTER TO COMPTON

FRED W. SCHUSTER, formerly with Griswold-Eshleman Co., Cleveland, joined account group, Compton Adv., New York.

Business Briefly

WATCH ACCOUNT ● Bruner-Ritter, Bridgeport and New York (Bretton watch attachments), names Raymond Spector Co., New York, as agency. Firm has budgeted $750,000 for participation program on 187 ABC stations, Sun., 9:30-10 p.m., starting Sept. 4. In past few years company has spent $500,000 annually for white space.

KRAFT DAYTIMER ● Kraft Foods starts Oct. 3 five-weekly daytime program, 9:30-9:45 a.m. (CST) on full NBC network. Sponsor has renewed NBC *Kraft Music Hall*, Thur., 8-8:30 p.m. (CDT) for 11 weeks from July 21. Agency, J. Walter Thompson.

DEL MONTE RETURNS ● California Packing Corp., San Francisco (Del Monte foods), Aug. 7 returns to network radio for first time in 12 years with sponsorship of CBS *Rocky Jordan* on 11 Columbia Pacific Network stations. Program will be heard Sunday (5-5:30 p.m. PST) until Oct. 2 when it changes to 5:30-6 p.m. Contract is 52 weeks. Agency, McCann-Erickson, San Francisco.

COSMETIC DRIVE ● Artra Cosmetics, Bloomfield, N. J., started $100,000 ad campaign on behalf of Sutra sun lotion and cream, using radio spots in Boston, New York, Chicago, Los Angeles, San Francisco. Other media to be used. Agency, Kelly-Nason, N. Y.

MAXWELL HOUSE PACT ● General Foods, New York (Maxwell House coffee), signed to sponsor *I Remember Mama* on CBS-TV starting Aug. 5. Firm known to be dickering on withdrawal of half-hour of its hour-long Sunday night period on NBC-TV. Agency, Benton & Bowles.

MARS RENEWS ● Mars Inc., Chicago, renewing *Curtain Time* on NBC (Wednesday, 10:30-11 p.m.) for 52 weeks. Agency, Grant Adv., Chicago.

BORDEN TIME SHIFT ● Borden Co., N. Y., renewing *County Fair* for 52 weeks on CBS starting July 9. Program shifts that day from current spot, Wednesday, 9-9:30 p.m., to Saturday, 2-2:30 p.m. Agency, Kenyon & Eckhardt.

P & G RENEWS ● Procter & Gamble, Cincinnati, renewing *FBI in Peace and War* (Thursday, 8-8:30 p.m., CBS) effective July 7 for 52 weeks. Agency, Biow Co., N. Y.

FURNITURE SERIES ● Barcalo Mfg. Co., Buffalo (summer furniture), sponsoring *Paradise Island* film on WBEN-TV Buffalo, Wed., 10-10:15 p.m. Agency, BBDO, N. Y.

CAMPANA MOVES ● Campana Sales Co., Chicago, sponsor of CBS *First Nighter* Thursday, 10:30-11 p.m., has moved to 10-10:30 p.m. in spot vacated by *Hallmark Playhouse* (Hall Bros.). Program returns to original time Sept. 8 when *Hallmark Playhouse* returns to air. Wallace-Ferry-Hanly Co., Chicago, is Campana agency.

BROADCASTING
TELECASTING *

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Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone ME 1022

IN THIS ISSUE . . .

DEPARTMENTS

FEATURE CALENDAR

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

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor;* Robert B. Luce, *Research Editor;* Tyler Nourse, *Copy Editor*. STAFF: Lawrence Christopher, Phyllis Engelman, Jo Hailey, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Pat Kowalczyk, Mary Madden, Wilson D. McCarthy: Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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MAURY LONG, *Business Manager*

Winfield R. Levi *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Virginia Dooley; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

SPECIAL PUBLICATIONS
BERNARD PLATT, *Director*

Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell, Edward V. Duggan, Carolyn Sheets, Chapalier Hodgson.

NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza 5-8355*
EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Marjorie Dorrance.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CEntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181*

David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO
417 Harbour Commission Bldg. *ELgin 0775*
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

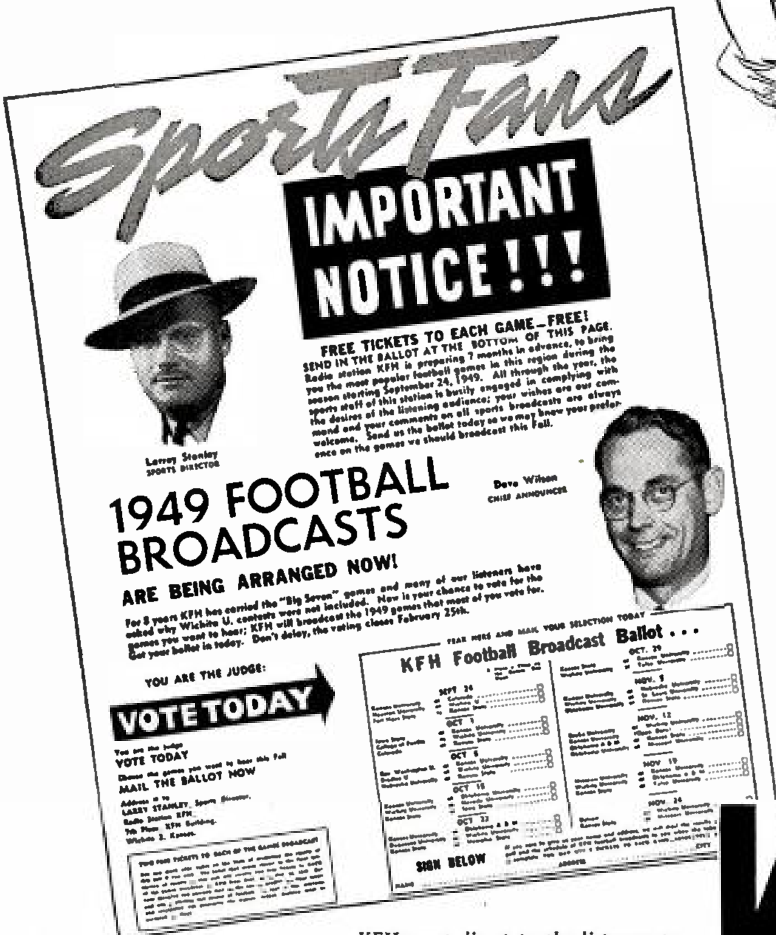
* Reg. U. S. Patent Office

Subscription Price: $7.00 Per Year, 25c Per Copy

KFH IS TOPS

KFH IS TOPS IN LOCALLY PRODUCED PROGRAMS. Over $50,000 was spent for this purpose last year and the listening habits of the KFH area have been materially influenced by the uniform excellence of the broadcasts. For example, the sports programs scheduled for this fall include play by play broadcasts of 10 games voted most desirable in the KFH area. A KFH crew of 4 will travel 5500 miles through six states to bring out-of-town games to KFH and KFH-FM listeners. This is only one of the enterprises that make a station great.

All sports events of listener interest are adequately covered by sports editor Larry Stanley and chief announcer, Dave Wilson. These men have a long record of popularity on KFH and KFH-FM; their following is tremendous and their record of achievement for commercial sponsors is an enviable one. Ask any Petry man for evidence.


Sports Fans
IMPORTANT NOTICE!!!
FREE TICKETS TO EACH GAME—FREE!
SEND IN THE BALLOT AT THE BOTTOM OF THIS PAGE. Radio station KFH is preparing 7 months in advance, to bring you the most popular football games in this region during the season starting September 24, 1949. All through the year, the sports staff of this station is busily engaged in complying with the desires of the listening audience; your wishes are our command and your comments on all sports broadcasts are always welcome. Send us the ballot today so we may know your preference on the games we should broadcast this Fall.

Larry Stanley
SPORTS DIRECTOR

Dave Wilson
CHIEF ANNOUNCER

1949 FOOTBALL BROADCASTS
ARE BEING ARRANGED NOW!
For 8 years KFH has carried the "Big Seven" games and many of our listeners have asked why Wichita U. contests were not included. Now is your chance to vote for the games you want to hear; KFH will broadcast the 1949 games that most of you vote for. Get your ballot in today. Don't delay, the voting closes February 25th.

YOU ARE THE JUDGE:
VOTE TODAY
KFH Football Broadcast Ballot . . .
SIGN BELOW

KFH went direct to the listeners to find out which games they wanted.

KFH FOOTBALL SCHEDULE FOR 1949

Sept. 24 — Kansas University vs. Colorado University at Boulder, Colo.
Oct. 1 — Wichita University vs. Houston University at Houston, Texas
Oct. 8 — Bradley University vs. Wichita University at Wichita, Kans.
Oct. 15 — Kansas University vs. Oklahoma University at Norman, Okla.
Oct. 22 — Kansas University vs. Oklahoma A&M Univ. at Stillwater, Okla.
Oct. 29 — Kansas State College vs. Kansas University at Lawrence, Kan.
Nov. 5 — Kansas University vs. Nebraska University at Lincoln, Neb.
Nov. 12 — Oklahoma University vs. Missouri University at Columbia, Mo.
Nov. 19 — Missouri University vs. Kansas University at Lawrence, Kans.
*Nov. 24 — Detroit University vs. Wichita University at Wichita, Kans.
**Thanksgiving Day*

KFH KFH-FM

5000 Watts - ALL the time KFH CBS

WICHITA, KANSAS

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Agencies

HUTCHINSON K. FAIRMAN, in charge of Sun Oil Co. account, elected vice president of Hewitt, Oglivy, Benson & Mather Inc., New York.

JAMES W. SYKES, vice president and manager of Sawyer-Ferguson-Walke Co., San Francisco, and manager of firm's western operations, resigns June 1 to become classified-display advertising manager of New York *Herald Tribun* Mr. Sykes will be succeeded as manager of San Francisco office by **ROBER R. KINSLEY** of agency's New York office. No successor as western operatio manager has been named.

JIM CHRISTENSEN, radio-television director of Wolfe-Jickling-Conke Detroit, appointed to radio and television committee of American Assn. Advertising Agencies.

WILL PASCOE, formerly with Lunke-Maudsley & Assoc., Seattle, joins Pea son & Morgan Agency, same city, as principal. He will handle production a serve as account executive.

ROBERT H. CADDO Jr., formerly with McCann-Erickson, New York, joi Lennen & Mitchell, same city, as assistant director of research.

JAMES N. MANILLA, formerly television director of Robert F. Branch In and manager of television department of Compton Adv., joins video staff Newell-Emmett Co., New York.

FRANCIS X. BRADY, account research executive with McCann-Erickson, Ne York, transfers to agency's Chicago office as research director.

ATHOL STEWART appointed radio director of Montreal office of Walsh Ad He formerly was with McConnell, Eastman & Co., Montreal, and with CB International Service, Montreal.

HAROLD M. GARDNER resigns as partner of Ross, Gardner & White Adv Los Angeles, to open own agency. His interest was absorbed by two remainin partners, **EDWARD B. ROSS** and **WILLIAM W. SCHWEIT**. Mr. Gardner r tains Given Mfg. Co. (garbage disposal) account which he handled for th agency. Agency will continue to operate under same name.

BOB WILLIAMS, formerly advertising director for Hamel Food Inc., Dalla joins Ross Sawyer Adv., Los Angeles, as account executive. Before joinin food company, Mr. Williams was with Lord & Thomas (now Foote, Cone Belding), Chicago, as account executive.

HARRISON DAVIS of Fielder, Sorensen & Davis, San Francisco, elected t two-year term as director of National Assn. of Transportation Advertising.

CARL D. DENNIS Jr. joins McKim Adv., Montreal, as vice president. H formerly was managing director of Erwin, Wasey of Canada and prior to tha assistant to president of Cockfield, Brown & Co., Toronto agency.

KEITH BABCOCK resigns as plans director for the Biow Co., San Francisc No future plans announced.

EDWARD F. RACZYNSKI, formerly with Blight-Palmer & Co., Chicago, join Phil Van Slyck Adv., San Francisco, as account executive.

THELMA BERESIN, head of public relations department of Gray & Roger Adv., Philadelphia, named chairman of public relations committee of Philadel phia Chamber of Commerce's Consumer's Advisory Council for one year.

RICHARD SLEIGHT, formerly with Theo. H. Segall Adv., San Francisco, join Knox Reeves Adv., same city, as copy director. He succeeds **HAROLD F OHLEYER**, recently named manager of agency's West Coast office.

PHIL WASSERMAN, formerly with Yolen, Ross & Salzman Inc., New York joins General Promotions, subsidiary of Emil Mogul Adv., New York, a general manager. He will direct publicity and public relations services fo agency's clients.

NAT WEINSTEIN, formerly with Paul Service Stores, Montreal, and now de funct National Cloak & Suit Co., New York, appointed radio director of H W. Hauptman Co., New York.

ROBERT A. POTTS, formerly in advertising department of Royal Societ Inc., joins copy department of Fred Gardner Co., New York.

DON FRANCISCO, vice president and director of J. Walter Thompson Co. was given honorary Doctor of Science degree June 5 by his alma mater Michigan State College.

For just eighty-four cents WCBS nighttime station breaks will carry your message into a thousand tuned-in homes!

2,668,180 DIFFERENT FAMILIES listen, *at least* once every two weeks, to the commercials of a seven-nights-a-week WCBS station break advertiser!* That's only 84¢ per thousand actual *listening* families.†

YOU CAN DO AS WELL! WCBS' policy of rotating station breaks gives *every* advertiser an equal chance to reach the greatest number of listeners. (And with WCBS and CBS programs attracting ever-increasing audiences, WCBS station breaks become an even better buy.)

FIRST-COME, FIRST-SERVED. Get in touch with WCBS or Radio Sales right now... and get more information about one of the biggest bargains in all radio.

**Based on Nielsen Radio Index, January 1949.*
†Class A Rate for 1-25 weeks.

New York key station for the Columbia Broadcasting System

Open Mike

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

Re: Spot Rate Finder

EDITOR, BROADCASTING:

. . . Congratulations upon your initiative and thoughtfulness which prompted this excellent idea [Spot Rate Finder in the 1949 MARKETBOOK] which should be invaluable to spot radio.

Guy E. Yeldell
Sales Mgr.
KSD St. Louis

* * *

EDITOR, BROADCASTING:

Congratulations on your new project, the *Spot Rate Finder!*

As usual you are undertaking something that is going to be of great benefit to the industry, both from the viewpoint of the stations and the advertisers.

M. Robert Rogers
Gen. Mgr.
WQQW Washington, D. C.

* * *

Sound View of NAB

EDITOR, BROADCASTING:

May I express congratulations on your editorial entitled "NAB's Dropped Stitches."

I confess to a feeling of depression, not at the record of NAB but at the thinking of many men who are operating heads of broadcasting stations. I have read of resignations because "the little station was getting all the breaks in NAB service"; and of others "because NAB was functioning only for the benefit of the big and powerful station"; and because NAB was performing no worthwhile service for anybody.

None of these reasons is valid nor based on facts. In the many years of NAB operation, the record shows it has done a creditable job, and is now doing a good job in many fields of the broadcasting picture. Certainly not a perfect job —but in my opinion, after five years on the [NAB] board, a better than average job in the trade association field.

In every growing industry, particularly in every field where change and progress is as fast as it is in the broadcasting industry, there are periodical cycles of change, and adjustment to conform function and administration to the changing conditions.

It is inevitable that there be a lag in accomplishing such a task because trade associations do not operate like private business. The administration and the board have too many diverse interests, and too much unorganized thinking to take into account. It has to be sensitive to the crystallization of this thinking, which takes time.

No other industry I have ever heard of needs a strong, united trade association to guard its very life more than does broadcasting.

The way to get such a strong and potent organization is to stay within its membership and use every influence one has through the at-large and district directors to help achieve this result—not to quit. Too many influential station operators have done that lately.

It is the best way I know to effectually sabotage broadcasting at the very time NAB needs support—a time of change, and reorganization of functional aims and operations which can't be accomplished overnight.

There are two ways to meet the immediate problem of trade association future. Scuttle NAB and spawn a flock of little groups based on immediate class interests, competing with one another for influence and efficiency, and opening the lines wide for inimical interests to move in with restrictive actions; or to readjust our present NAB as a going concern—tailored to meet changing conditions.

Quitting is the way to bring about the first way. Staying in there and pitching is the second way and I think far the best.

Campbell Arnoux
President
WTAR Norfolk, Va.

* * *

'Business' Praised

EDITOR, BROADCASTING:

. . . The "Business of Broadcasting" series . . . will do much toward augmenting the training and experience of our sales staff.

I shall look forward with a great deal of interest to the remainder of this outstanding series. . . .

Bill Simpson
Commercial Manager
KTMS Santa Barbara
KCOY Santa Maria, Calif.

* * *

'Business' Series

EDITOR, BROADCASTING:

I have just finished reading an article by Jan Gilbert, radio-television director of Harold Cabot & Co., Boston, in your series entitled "Business of Broadcasting," [BROADCASTING, May 23.]

I wish to commend both you and Miss Gilbert on the wonderful case she presents in this article . . . the "Public Utilities Case" most certainly will play a big part in bringing about closer relationship and understanding between public utilities and the public as a whole.

"Business of Broadcasting" will

(Continued on page 68)

TYPE 70-D
RCA HIGH-FIDELITY
TRANSCRIPTION TURNTABLE

Only 18 days left—*to save \$131.50* on this famous Turntable*

● This moderately priced transcription turntable has no superior—either in mechanical simplicity or in high-fidelity reproduction.

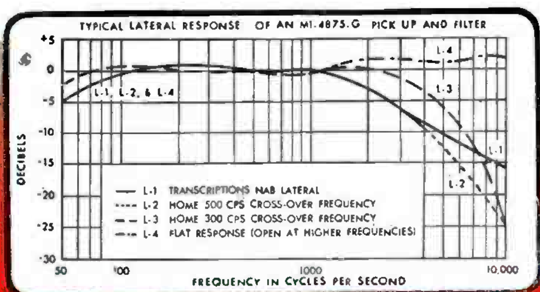
One heavy-duty synchronous motor provides the drive required for playback *and recording*. Mechanical filters and spring-clutch assembly completely isolate the platter and the fly-wheel from the motor—and assure even running and smooth starts and stops. A high-quality universal lightweight pick-up, with a diamond-point stylus, provides true reproduction—for either vertical or lateral recordings.

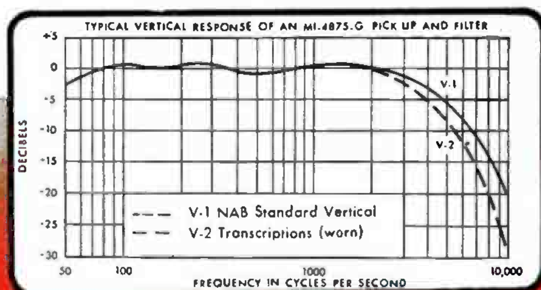
A hinged door on the metal cabinet makes everything easy to get at. There is ample space inside to house booster amplifiers and record-cueing amplifiers. There is also accommodation on top for an RCA 72-D (or 72-DX) Recording Attachment. *And you will be able to handle the new records designed to play at 45 rpm—by means of a simple modification kit soon to be made available.*

• • •

Save \$131.50 on your new 70-D by ordering it under RCA's 90-day "Spot" Plan—before June 30, 1949. Call your RCA Broadcast Sales Engineer for immediate delivery. Or write Department 19 FB, RCA Engineering Products, Camden, New Jersey.

* Reduced price of RCA 70-D Turntable is \$498.50, April 1 to June 30, 1949. (Price does not apply outside continental U. S. A.)





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

In Canada: RCA VICTOR Company Limited, Montreal out Aug. 15

IOWA RADIO MARKET DATA BY COUNTIES

County	1949 Total Families	Per Cent Radio	1949 Radio Families	Retail Sales 1948, 1,000's	Employment Mid-March 1947	Taxable pay-rolls—Jan. to Mar. '47, in 1,000's	Mfg. Value Added 1947, 1,000's
Adair	0,000	00.0	0,000	0,000	000	000	0,000
Adams	0,000	00.0	0,000	0,000	000	000	0,000
Allamakee	0,000		0,000	0,000	000	000	0,000
Appanoose	0,000			0,000	000	000	0,000
Audubon	0,000				000	000	0,000
Benton	0,000					000	0,000
Black Hawk	0,000					000	0,000
Boone	0,000						0,000
Bemer	0,000						
Buchanan	0,000						
... Vista	0,000						

1949 BROADCASTING MARKETBOOK

with

SPOT RATE FINDER

FOR EVERY COMMERCIAL STATION

(Specimen)

IOWA (Contd.)

CEDAR RAPIDS, Linn, 23,000 Fam., 97.9% Radio, 22,517 Radio Fam.

KCRG, 5kw, 1600 kc, MBS, Pearson, BMB

	Sta.Break	1Min.	5Min.	15Min.	30Min.	1Hr
D	6.00	10.00	13.00	26.00	39.00	65.00
N	10.00	15.00	25.00	50.00	75.00	125.00

WMT, 5 kw, 600 kc., CBS, Katz, Hooper, Conlan, BMB

D	13.00	19.50	24.00	48.00	72.00	120.00
N	20.00	30.00	37.50	75.00	140.00	250.00

2 AM affiliates, aver. 1 time day rate:

9.50	14.75	18.50	37.00	55.50	92.50

2 AM affiliates, aver. 1 time night rate:

15.00	22.50	26.25	62.50	107.50	187.50

CLINTON, Clinton, 9,700 fam., 97.9% Radio, 9,497 Radio Fam.

KROS, 250w., 1340kc, MBS, Everett-McKinney, Conlan

D	5.50	6.60	9.90	19.80	33.00	55.00
N	6.82	8.25	15.84	31.68	52.80	88.00

KROS-FM, Chan. 241, 96.1 mc, 14kw, Bonus.

COUNCIL BLUFFS, Pottawattamie, 14,000 Fam., 96.6% Radio

KSWI, 500 w D, 1560 kc, Everett-McKinney, Webber

D	6.00	7.00	12.00	24.00	56.00	60.00

CRESTON, Union, 2,590 Fam., 96.1% Radio, 2,489 Radio Fam.

KSIB, 1 kw D, 1520 kc, Everett-McKinney, Conlan

D	7.00	8.00	16.00	28.00	48.00	80.00

A new, easy way to compute the cost of a spot campaign in your market. In one minute, the buyer will get facts he formerly spent days to uncover.

The Spot Rate Finder, devised by Broadcasting in cooperation with the National Assn. of Radio Station Representatives and leading radio buyers, will show: (1) One-time day and night rates for every station (2) Average rates for each market for network stations and for independent stations (3) Average rates by class of market, regions and other geographical divisions.

For the first time the radio buyer will have at his immediate disposal all essential market facts and spot rate figures in one comprehensive volume. The 1949 MARKETBOOK will have a guaranteed circulation of 17,500, with complete coverage of national advertisers and agencies assured. Regular rates and frequency discounts prevail. Advertising deadline is July 15.

"RADIO BUYERS SAY . . ."

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

Jack Purves
N. W. Ayer & Son

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

Burns Lee
Rexall Co.

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

Lillian Selb
Foote, Cone & Belding

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

Signed,
Richard Grahl
William Esty Co.

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

Feature of the Week

Tracing route of the KSTP manhunt flight are (l to r) Pilot John Becker, Patrolman Senn, Mr. Ulmer, and Stanley E. Hubbard, KSTP president and general manager.

* * *

RADIO won citations from law enforcement officials last week for its leading role in a five state manhunt following the killing of a Minneapolis policeman and violations of the Lindbergh Law by three St. Paul men. Culling the honors for the industry was KSTP Minneapolis-St. Paul, 50 kw NBC affiliate, which was directly credited for the surrender of one of the fugitives.

Congratulations from the FBI, sheriffs offices, police and competing stations have been extended to the news departments of KSTP and KSTP-TV for coverage and aid rendered during the search.

The fugitives, Arthur E. Bistrom, his brother Carl, and Allen C. Hartman, all of St. Paul, killed a policeman when interrupted in a burglary of a suburban National Food Co. store June 3. Fourth member of the gang, Gustav Johnson of St. Paul, was seized near the scene.

As the three gunmen eluded police and headed toward North Dakota, KSTP's special events director, Roch Ulmer, picked up the Minneapolis inspector of detectives and flew him to the scene of the search. KSTP reports it also flew a reporter from the *Minneapolis Star & Tribune* to the scene and

(Continued on page 86)

On All Accounts

"MY FATHER was a railroad man and I guess I fell in love with the express stops," said Lloyd (Bucky) Harris, vice president and international director for Grant Adv., as he recounted a radio career that has taken him the equivalent of twice around the world to most of the capitals of the Orient and Latin America.

Born in Thayer, Miss., and educated in several states before entering the U. of Missouri, Mr. Harris had served in that time as newsboy, call boy on a railroad and member of a touring vaudeville team.

After a sedentary interlude at the midwestern college, Mr. Harris muttered his apologies and got off his thesis to follow the main line back to Mississippi as a reporter on the Laurel *Daily Leader*. From there he moved to the Memphis *Commercial Appeal* to work on the city desk, later joining the paper's radio station, WMC, as an announcer. He emerged from that operation as manager of the station.

BUCKY

Striking north in 1928, he travelled to Chicago and WIBO, now WJJD. There, functioning out of the station's experimental television outlet, he put on one of the earliest known television shows on June 13, 1933.

When the station left the air, Mr. Harris accepted the invitation of NBC in Chicago to join that network as a producer. His list of credits there include such shows as *The National Farm and Home Hour*, *The Singing Lady*, *Club Matinee* and the original Horace Heidt program.

In 1941 he joined Grant Adv. to launch the international phase of his career as head of the agency's

(Continued on page 86)


MADE
TO
ORDER
–for you

Knox Manning — one of radio's most successful salesmen — is the new director of KNX's "Housewives' Protective League — Sunrise Salute" ...Southern California's most sales-effective participating program.

Manning is made for the HPL.
For a dozen years, Manning has starred in Los Angeles radio...as an actor, announcer, newsman and story-teller. And *result-getting* salesman! (Manning sold 128 cars in nine days...increased a shoe manufacturer's business 50% in one year ...was tagged by a big soap company as "the best salesman we ever had on the air.")

The HPL is made for Manning.
For more than fourteen years, KNX's "Housewives' Protective League—Sunrise Salute" has been ringing up huge sales for advertisers. Because listeners know every word said about HPL-advertised products is true...backed by KNX's "HPL Testers' Bureau" (a select panel of Los Angeles housewives who give a tough try-out to every product submitted for HPL approval). And now the program will be even more effective. Because listeners *know* and *respect* Manning.

This package is made to order to deliver orders for you. Now more than ever!

The Housewives' Protective League

The Program that Sponsors the Product

Radiorama

NEWLY elected officers of the Cleveland section of the Institute of Radio Engineers take time out for coffee and donuts as guests of WTAM Cleveland. Participating in the refreshments are (l to r) J. F. Dobosy, radio consulting engineer and new chairman of the Cleveland IRE section; Tom Friedman, chief engineer at WXEL (TV) Cleveland, secretary-treasurer; S. E. Leonard, engineer in charge, WTAM-NBC; J. B. Epperson, chief engineer of WEWS (TV) Cleveland, vice chairman, and F. B. Schramm, patent attorney, retiring chairman of the group.

ATTENDING WBBM-CBS Chicago party are (l to r) Irene Small, Ruthrauff & Ryan; Henry Webster, Wm. Wrigley Jr. Co.; Gene Autry, western stations owner; Holly Shively, R&R; Frank B. Falknor, WBBM mgr.

TELEVISION scholarship from WOW Omaha is presented to Thomas Smith (l), Creighton U. student, by Navy Secretary Francis P. Matthews, who also is an offical of WOW WOW-TV and Creighton.

GATHERED at Richmond, Va., during PGA golf tourney are (l to r) Joe Novak, PGA pres.; Harry Wismer, ABC sports dir.; Jacob Brown of Pepsi-Cola Bottling Co., Richmond, sponsor of Mr. Wismer's ABC show on WRNL Richmond.

FOOTBALL games of Mississippi State College for 1949 will be sponsored on WMPS Memphis by Davis Motors, distributor of Jeeps and Jeepsters in the Memphis area. Completing the transaction are (l to r): seated—H. R. Krelstein, vice president and general manager of WMPS, and Walter L. Davis, president of Davis Motors; standing—William Rudner, WMPS merchandising director, and George Faulder, program director of the station. This is first year WMPS has carried entire Miss. State schedule.

BUYING TV spots to sell radios is Charles Kierulff (center), pres. of Kierulff & Co., Los Angeles set dealer, who contracts with Kevin Sweeney (l) and Eugene Overton of KFI-TV Los Angeles for nine participations weekly on KFI-TV.

INDULGING in a bit of serious conversation during National Restaurant Assn. Atlantic City Convention are Monroe Mendelsohn (l), general manager, WBAB Atlantic City, and Edward R. Murrow, CBS commentator sponsored by Campbell Soups.

LONG TERM affiliation of KVNI Coeur d'Alene, Idaho, with Don Lee Network is arranged by Chet. E. Rodell (l), general manager of KVNI, and Pat Campbell, vice president in charge of station relations for Don Lee Network.

A HAPPY event as A. B. Crampton (seated), Stahl-Meyer Inc. adv. mgr., contracts for firm's participating sponsorship of *Market Melodies* on WJZ-TV New York. Approving are Murray Grabhorn (l), WJZ-TV mgr.; Harold Tuers, Blaker Adv.

INSPECTING General Electric's "Daylight" television picture tube plant at Buffalo, N. Y., is Charles E. Wilson, president of the company. General Electric is working "round-the-clock" six days a week at the Buffalo picture tube factory.

New Business

GROVE LABS., St. Louis, appoints Harry B. Cohen Co., New York, to handle advertising of its newly acquired Fitch toiletries [BROADCASTING, May 30]. Agency already handles following Grove products: 4-Way Cold Tablets, Pazo Ointment and Suppositories, Grove's Chill tonic, Dr. Porter's Antiseptic Oil, Fitch Ideal Hair tonic and Fitch's dandruff remover shampoo.

CELCO Corp., Los Angeles (Crayoffs, crayons that wash off), June 20 starting two week test campaign on three Portland, Ore., stations. Firm will sponsor half-hour daily *Newspaper of the Air Show* plus one daily chainbreak on KOIN; and daily spots on KGW and KXL. If successful campaign will be extended nationally. Agency: Mayers Co., Los Angeles.

MITCHELL MANUFACTURING Co., Chicago, for its room air conditioner, names Jones Frankel Co., same city, to handle its TV advertising. **IRA L. MORTON** is account executive. After test spot campaign with films on two Chicago video stations, agency will contemplate national TV.

WILDROOT Co., Buffalo, begins television spot announcement campaign to promote their special bargain offer of Wildroot Cream Oil in combination with Wildroot Liquid Cream Shampoo. Twenty second and one minute spots were placed on following stations: WPTZ WFIL-TV WCAU-TV, all in Philadelphia and WNBT WCBS-TV WABD WJZ-TV, all New York. BBDO, New York, is agency.

NESTLE FORM Co., Baltimore (brassieres), appoints Robinson Adv. Agency, Baltimore, to handle its advertising. Radio will be used. **ZALMEN J. BIRNBAUM** is account executive.

SCATENA YORK Co., San Francisco distributor for York refrigerator equipment, appoints Hoefer, Dieterich & Brown, San Francisco, for campaign that includes TV. **JOHN HOEFER** is account executive.

COMMONWEALTH SHOE & LEATHER Co., New York, (Bostonian and Mansfield shoes for men and Bostonian Jrs. for boys) appoints Young & Rubicam, New York, to handle advertising. Media plans not set yet.

JOHN IRVING SHOE Corp., Boston, Mass., appoints J. Walter Thompson Co., New York, to handle advertising.

Network Accounts • • •

KRAFT FOODS Co., Chicago, through J. Walter Thompson, New York, purchased 10:30-45 a.m. across the board time on NBC effective Oct. 3. Company plans to place a daytime serial in that period but property has not been decided upon yet.

WILDROOT Co., Buffalo, through BBDO, New York, is moving its *Adventures of Sam Spade* from its present time Sundays 8-8:30 p.m. on CBS to same time and date on NBC, effective Sept. 25. Thus making the Sunday nite, 8-8:30 period available to the Edgar Bergen show on CBS. In effect two shows have switched networks.

CAMPBELL SOUP Co., Camden, N. J., through Ward Wheelock Co., Philadelphia, renews sponsorship of *Club 15* and *Edward R. Murrow with the News* on CBS. Renewals effective June 27. *Club 15* is aired Mon.-Fri., 7:30-7:45 p.m. and Mr. Murrow is heard on same days, 7:45-8 p.m. News commentator will take eight-week summer hiatus starting July 4, returning Aug. 19.

FRUEHAUF TRAILER Co., Detroit, renews *This Changing World* on 97 ABC stations effective June 19. Program, aired Sunday 3-3:15 p.m., renewed through Zimmer-Keller Inc., Detroit.

RONSON ART METAL WORKS Inc., Newark, renews *Twenty Questions* for fourth year on MBS through Grey Adv., New York. Program aired Saturday, 8-8:30 p.m.

Adpeople • • •

JACK MELVIN joins Hunt Foods Inc., Los Angeles, as director of public relations. Prior to this affiliation Mr. Melvin was publicity director for Foote, Cone & Belding, Hollywood, and before that operated his own public relations firm in that city. New department of food company will be in its executive offices at 3055 Wilshire Blvd.

YOU CAN BE **SURE**.. IF IT'S

Westinghouse

we've "wrapped up" EVERYTHING YOU'RE LOOKING FOR

Of completely new design, the 50-HG-2 50-kw AM transmitter combines every aspect of reliability and convenience the present state of the art affords.

Here are its outstanding features:

1. **Only seven tube types**—only twenty tubes total.
2. **All-metal rectifiers, even in the output stages**—no warm-up, no flashover, virtually unlimited life.
3. **Supervisory control** — more complete than any other transmitter.
4. **Minimum floor space** — by using only 6 cubicles in transmitter proper.
5. **Centralized control**—all controls on front panel—motor-driven where necessary.
6. **Built-in spares** — crystal oscillator, blower and motor unit, and each power amplifier and modulation tube.

Call your local Westinghouse representative today, for full details. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

J-02173

WESTINGHOUSE

Westinghouse

FIRST IN BROADCASTING

IN radio as in riding-acts, there are two kinds of dare-devils—the ones who plunge unthinkingly into hazards (and graveyards), and the ones who survive and succeed through practice, experience and Know-How.

In our 23 years of broadcasting to Deep Dixie, we of KWKH have learned more about what it takes to get the audience *and advertising results* in this region than any station, *anywhere.* For example, *during the nursery season just ended, KWKH sold 14,000 orders of rose bushes at $2.95 per order.* KWKH airs its *experienced progamming* with 50,000 watts . . . gets top Shreveport Hoopers and the greatest BMB audience throughout this four-state area.

Let us send you the proof of what KWKH's experience can do for *you.* Now?

50,000 Watts • CBS •

KWKH

SHREVEPORT | **Texas LOUISIANA Arkansas Mississippi**

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 36, No. 24 WASHINGTON, D. C., JUNE 13, 1949 $7.00 A YEAR—25c A COPY

AVCO REPEAL

Sudden Move Wipes Out Competitive Bidding

By RUFUS CRATER

FCC'S MUCH PROTESTED Avco Rule on station sales was repealed outright by the Commission last Thursday with a frank concession that it had failed its purpose and often inflicts "severe economic and other hardships" on buyers and sellers.

The repeal, wiping out the auction plan which for almost four years has required that stations up for sale be advertised for competing bids, was made effective immediately. It affects pending as well as future applications. Advertisements already commenced may be discontinued, and if any competing bids are received they will be returned. There are no competing bids on file.

The move had not been expected generally, although the Commission had formally proposed to do away with the competing-bid procedure. Since that proposal was linked with a planned revision of procedure on the handling of virtually all major broadcast applications [BROADCASTING, Feb. 28], FCC had not been expected to act on the repeal separately.

The proposed changes in general procedure include a provision to require public advertising of most applications, including sales. Hearing on the overall proposal is slated June 27. If the advertising feature is then put into effect it presumably will apply also to transfers, but will not provide for the submission of competing bids. The overall advertising plan is designed only to put listeners on notice of proposed changes in their local broadcasting field.

New Rule Shorter

In place of the long and involved Avco Rule (Sec. 1.321 of FCC Rules and Regulations) the Commission adopted a brief one merely specifying the forms on which applications must be filed and stipulating that they be submitted at least 60 days before the proposed sale is to take effect. The forms are the same ones used heretofore.

The Avco Rule was conceived in —and named for—FCC's 1945 decision approving Avco Mfg. Corp.'s acquisition of the WLW Cincinnati properties from Crosley Broadcasting Corp. Its announced purpose was to give FCC the widest possible choice among prospective purchasers of stations.

This was to be achieved by the requirement that transfer and assignment applications be advertised locally so that other interested persons might file competing applications offering to match the original bid "on the same terms and conditions." FCC would then approve transfer to the applicant it considered most fit. The plan was put into effect in principle in October 1945 and was formalized with rules the following year.

But it didn't work out as FCC had expected, though broadcasters who fought against its adoption had predicted it would not succeed. FCC conceded as much in its repeal order.

Only a relative handful of applications elicited competing bids; some authorities estimated the total at 30 to 40 out of hundreds of transfer cases handled while the rule was in force. In several cases the competing bidders withdrew before the cases came up for decision.

The number of competing bidders who won Commission approval over the original applicants was few. The most noted of these cases was the "transfer" of KMED Medford, Ore.:

KMED 'Sale' History

Mrs. W. J. Virgin "sold" KMED to Luther E. Gibson, owner of KHUB Watsonville and KSLI (FM) Salinas, Calif., for $250,000 plus. A group of Medford businessmen filed a competing bid and won FCC approval. But Mrs. Virgin refused to sell, claiming the Medford group's offer was not on the "same terms and conditions" as Mr. Gibson's.

The Medford group ultimately withdrew and FCC granted reinstatement of the original Virgin-Gibson application—on condition that it go through the advertising procedure again. Meanwhile their contract expired and they were unable to come to new terms. Mr. Gibson told FCC that all the 2½ years of proceedings had brought him was an out-of-pocket expense of some $40,000 [BROADCASTING, Jan. 31].

Repeal of the rule should speed FCC action on transfers materially, in the opinion of observers, since heretofore all such applications had to be held for 60 days after filing to await possible competing applications. Additionally, hearings have been mandatory in cases where there were competing bidders and the Commission was unable to conclude that the original purchaser should be approved.

The Commission's order repealing the rule reflected the arguments advanced by the Federal

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How's Business?

Time Ripe for Sales Punch

By ROBERT LUCE

MANY AMERICAN businessmen have been holding their fingers in ther ears waiting for a crash that hasn't yet been heard. The prevailing sentiment in Washington and elsewhere is that the current downturn in business may get worse, it won't be bad, and it won't last long. Best advice is to take your fingers out of your ears because there isn't going to be a loud crash.

No one would deny a definite change in the business weather, even though the first six months of 1949 have been good months by any previous standard. Economists have settled on "gradual readjustment" as the best words to describe what is happening. Instead of one all-inclusive 1929-type crash, this readjustment is a series of small, soft bumps as the economy moves from an extremely high level to a new plateau.

The earmarks of this readjustment are, in brief: Change from a scarcity to availability of goods; definite reduction in price level; change from maximum employment to a more normal level of employment; a switch in business and consumer spending psychology from free-spending to cautious shopping.

All our recent experience has been with sudden economic shifts —boom or bust. This kind of *gradual* change is new and most businessmen still fear that it will snowball into serious depression. This could happen. For instance:


One of a Series

If business expenditures for expansion, modernization, inventory and construction were cut to the bone overnight, unemployment would rise instantly, basic industries like steel and railroads would be operating in a depression climate, and the rest of the economy would soon follow. The same applies to consumer spending. Once buyers decide to eliminate all but necessity buying, demand would shrivel in another quarter with equally disastrous results.

Neither of these things has happened. Business expenditures are going ahead, at slightly reduced rate, but even with this small reduction, investment is still at high level. Same is true of consumers. Every analysis of the consumer's position in 1949 shows it to be superior to any previous period in this century. Savings and reserves of bonds are high. Debt is low. Income is high, even though it has dropped off from the peak of December 1948. And if worse comes to worst the NEW Deal, like it or not, has provided the economy with unemployment insurance, price supports, deposit insurance and other safeguards which serve to protect economy from a bust.

Construction activity is still at a high level. Backlog of demand for inexpensive housing is not nearly filled. Industrial and public construction projects are urgently needed to replace or expand facilities that could not be replaced or expanded during war period. (See chart, page 24.)

What kind of climate is this for broadcasters, agency men and their clients? For our money, its a good, challenging climate. The challenge is one of distribution. Radio and its companion media are essential to that distribution of goods and services which are so

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How's Business?

(Continued from page 23)

vital in our economy. And now, the effective use of our best advertising and promotion brains can be a tremendous boost to the economy.

Here's why. Buyers and sellers are now on equal terms. We have a market, neither buyer's nor seller's, just a normal market of exchange of goods, services and dollars. Buyers are now showing that same uncertainty, choosiness and care that is the right of any purchaser in his dealings with his retailer. In this kind of situation, the public will read or listen to advertising—will compare prices, services, quality, durability—and then buy. He will get his information from advertising and from salesmen.

Advertising is the catalyst in the transaction. It provides the spark between the need or desire and the final decision to buy.

If the position of the consumer in the United States were different, if he didn't have an income, adequate savings, no amount of advertising could help. But that is not the case. For the first four months of 1949 personal income was at an annual rate of $216.1 billion. This is 4% *above* $207.5 billion annual rate for the same period last year and 1½% below the high of $219.6 billion in the fourth quarter of 1948.

A broadcasting time salesman should keep this market in front of his clients at every turn. One recent survey shows, for instance, that 2½ million refrigerators will be sold this year, 850,000 homes, 1,750,000 washing machines. These are the market facts that media men should emphasize in 1949. Wise advertisers will listen.

Element of Timing Vital

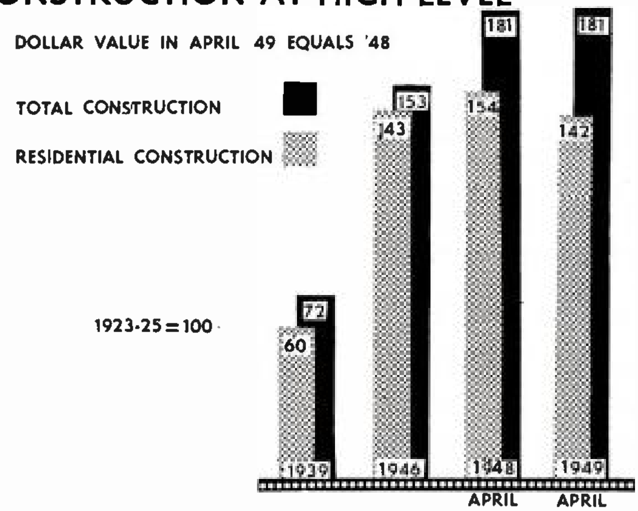
Timing is important. Right now, when demand is weakening here and there in the economy, is the time to move into a selling campaign, full force. Later on, if incomes are down, unemployment higher and business conditions generally less favorable, twice as much advertising will be needed to sell half the goods that can be sold now. At this moment our economic readjustment is slow enough to permit swift remedial measures—there's a chance to provide a high powered shot in the arm.

Business psychology has an effect on business conditions. A confident approach to this minor readjustment is needed. It has often been said that businessmen, through fear, can produce the very depression they are afraid of. This has been true in past economic crises. By trimming sails, businessmen accomplish a net reduction in employment, purchasing power and eventually prosperity.

This does not mean that complacency is warranted. Vergil Reed, associate director of research of J. Walter Thompson, New York, said in a recent speech: "Don't fall into the complacent error of assuming that you can capture the market of the '50's with 1939 or 1945 model of advertising and selling. The job is bigger. The needed impact is greater. Measure the task to be done, figure the cost of doing it, and then do it agressively."

From the beginning of the war to this moment, advertising has been used, and used well, in a scarcity economy—a pronounced sellers market. Today it can return to its original climate—the climate of normal trade between buyer and seller. It can again address itself to its primary task, *moving the products of our factories into the hands of customers.* By so doing it will have made a contribution to continued high prosperity.

CONSTRUCTION AT HIGH LEVEL



ZIV, LOMBARDO

Sign Long-Term Contract

FREDERIC W. ZIV Co., New York and Cincinnati, transcription package producer, last Wednesday announced the signing of Guy Lombardo to a long-term contract.

A new series of shows will follow the format of the *Guy Lombardo Show* now aired on 273 stations with over 125 sponsors across the country. Production of the open end transcriptions will commence June 21.

The contract, to extend at least through 1952, with options to follow, involves more than a half-million dollars, a Ziv spokesman said. The price includes production cost, as well as Mr. Lombardo's share, and covers the year 1952. The money represents a substantial increase over Mr. Lombardo's previous contract, and Ziv was said to be planning an additional television deal with Mr. Lombardo.

CBS Signs BMB Waiver

CBS last week sent BMB waivers of the 90-day cancellation privileges on its contracts covering the nationwide CBS network, the Columbia Pacific Network and the six CBS O&O stations. BMB now has waivers from 410 stations, three regional and three national networks.

ABC SALES

New Contracts Total $2 Million

WITH the signing of three contracts representing $2 million worth of gross time charges, ABC last week noted a sharp increase in sponsored radio activity.

Two new advertisers, Bruner-Ritter Co., New York (Bretton watch bands), and the Serutan Co., Newark (cathartic), have signed 52-week contracts with the network covering five quarter-hours weekly of nighttime radio programming, to start early in September.

In addition, Sterling Drug Inc., New York, sponsor of the ABC *Bride and Groom* series (Mon.-Fri., 2:30-3 p.m.) has signed an added 52-week contract effective June 7, to sponsor the Tuesday and Thursday broadcasts of the network's *My True Story* program, 10-10:25 a.m. That show is sponsored on Monday, Wednesday and Friday by Libby, McNeill & Libby, Chicago, through J. Walter Thompson of that city. The Sterling Drug agency for the contract is Dancer-Fitzgerald-Sample Inc., New York.

The Bretton watch band program, details of which will be announced at a later date, will be a half-hour audience participation show, to start Sunday, Sept. 4, and to be presented weekly at 9:30 p.m. over 187 ABC stations.

Features Lindlahr

The Serutan program will present Victor Lindlahr, nutrition expert, in a quarter hour series every Monday, Wednesday and Friday, 10:45-11 p.m. starting Sept. 5. Roy S. Durstine is the agency and the program will be heard over an initial group of 57 ABC stations.

ABC also reported gains in advertisers for its cooperatively sponsored programs together with an 11% increase in national spot billings on WJZ New York, the network's key outlet, for the first four months of this year as compared with a year ago. The station also showed a 69% increase in new business in April over April 1948.

At the close of May 1949, the greatest gains in ABC cooperatives were shown by *Headline Edition*, up 7%; *Americas Town Meeting*, up 5%, and Elmer Davis and Martin Agronsky, up 2% and 1% respectively.

Breakdown by industrial classification for the co-op shows showed that dairies gained 272%, household appliances 165%, building supplies 85%, newspaper advertisers 33%.

KATE SMITH

Signs $5 Million Pact With ABC

CONTRACT for an undisclosed length of time was signed last week by ABC and Ted Collins, Songstress Kate Smith's manager, covering what the network claims is "the greatest talent cost and network time package for prime evening hours in radio's history."

The talent cost, it was understood, would amount to $5 million should the pact run its length. The two-hour program, to start July 4, is scheduled for Monday, 9-11 p.m., and time costs are in addition to the talent figure.

Miss Smith

The program, *Kate Smith's Music Room*, will follow the disc jockey format, with Miss Smith and Mr. Collins supplying commentary on music, the times and current news.

The show will originate for several weeks from Miss Smith's summer home "Camp Sunshine," Lake Placid, N. Y., and will move to New York in the fall.

To Continue Present Shows

Miss Smith's two Mutual Shows, *Kate Smith Speaks* and *Kate Smith Sings*, heard Mon.-Fri., 12 noon to 12:15 p.m., and 12:15 p.m. to 12:30 p.m., respectively, will continue to be heard on that network.

BALTIMORE 'GAG' LIFTED

Court Affirms Free Speech

THE STATE of Maryland last week joined the other 47 states in granting basic rights of free speech to radio stations and newspapers.

Reversal by the Maryland Court of Appeals of a lower court ruling which had upheld the notorious "Baltimore Gag" [BROADCASTING, Jan. 31] served to dispel the pall of censorship which has hung over the state's broadcasting and press for nearly a decade.

Removal of the gag brought comments of approval from Baltimore broadcasters, who were cited last July for contempt of court after they had broadcast factual matter about an indicted criminal on the basis of statements by police officials. The reversal also was hailed by NAB as another victory in its battle to protect radio's rights of free speech and by newspaper interests which had joined broadcasters in fighting the gag.

Chance of Appeal

Chance of an appeal by the state to the U. S. Supreme Court still remained at the weekend, with officials stating they had not yet made up their minds about taking the ruling to the highest tribunal.

The appellate court's action reversed contempt citations against WCBM, WITH and WFBR Baltimore, along with James P. Connolly, former news editor of WITH. WBAL Baltimore had filed a separate appeal after a separate trial, but Judge Charles Markell, in dissenting from the appellate court's 5-1 decision, pointed out that the majority decision applies also to WBAL. WSID, in suburban Essex, had been cited originally but had been freed of the contempt charge in the lower court decision by Judge John B. Gray Jr. Judge Gray had handed down the decision supporting the contempt citations of the Supreme Bench of Baltimore.

In deciding the case, the majority supported the claim of broadcasters that the Baltimore court's gag, Rule 904, violates the U. S. Supreme Court's position on constitutional guarantees of free speech. It held these guarantees apply to radio just as they apply to newspapers.

Judge William L. Henderson, who wrote the majority opinion, held that the lower court improperly supported the old English common law doctrine of contempt (reasonable tendency) in the face of the U. S. Supreme Court test that a clear and present danger must exist. In this case, he wrote, the broadcasts did not create a clear and present danger.

Proof Not Made

The lower court had held that the defendant was prevented from obtaining an impartial jury because of the broadcasts. The appellate court pointed out that the state had not proved this, and that testimony of the defendant's lawyer about inability to obtain an impartial jury amounted only "to conclusions of the witness and not statements of fact."

Claim of broadcasters and others who took part in the legal proceedings that the Baltimore court's Rule 904, and its enforcement, amounted to censorship was upheld. The appellate court pointed to a practice "whereby judges sitting in the Criminal Court have undertaken to advise the press as to whether statements would or would not be contemptuous." The appellants had claimed this runs counter to the accepted Maryland principle that the courts are not at liberty to give advisory opinions except through the medium of declaratory judgments in contested cases. This position was upheld by the court, which also noted that no party in the proceeding had denied the inherent power of a court to punish by contempt.

In citing U. S. Supreme Court precedents, the court ruled that Federal Constitution provisions are supreme as against laws of the state. It added that First Amendment guarantees of free speech and free press are implicit in the contempt of due process contained in and made applicable to the states in the Fourteenth Amendment. Then the court wrote, "We assume that those guarantees extend to radio broadcasts."

The rule of exclusion prior to verdict, which affects covering previous behavior of a plaintiff as well as confessions and similar matter, "remains a rule of evidence, not a constitutional right," the court held.

"Trials cannot be held in a vacuum, hermetically sealed against rumor and report," the court held. "If a mere disclosure of the general nature of the evidence relied upon would vitiate a subsequent trial, few verdicts could stand. . . . We find no direct evidence of prejudice in the community because of the broadcast information."

The court wound up with this statement, "We are well aware of the high motives of the Maryland Bench and Bar in attempting to keep the stream of justice undefiled by sensationalism, and the dramatization of crime, so prevalent in this country and so roundly condemned in England.

"We do not suggest that the courts lack the traditional power to discipline officials who are a part of the administration of justice. The question whether they can now deal with the radio stations or the press in cases where the statements are inflammatory, false or designed to intimidate is not before us. We simply hold that upon this record the broadcasts did not create such a clear and present danger as to meet the constitutional test."

Court's Position

The court took the position that a rule "that would condemn the publication of statements made by responsible officials, but condone the publication of similar statements from other sources, would be illogical, if not fatally discriminatory."

Judge Gray had held in the lower court that one section (E) of Rule 904 was so broad as to violate constitutional safeguards of freedom of the press. It covered "the publication of any matter which may prevent a fair trial, improperly influence the court or jury, or tend in any matter to interfere with

(Continued on page 69)

FCC RESHUFFLE?

McFarland Opposition Slim

OPPOSITION to the McFarland Bill to reorganize FCC and revise its hearing and appellate procedures [BROADCASTING, June 6] appeared virtually nonexistent last week as preparations were made for hearings Thursday and Friday (June 16-17) before the Senate Communications Subcommittee.

The lineup of witnesses will not be completed until this week, but spokesmen for the subcommittee said FCC, NAB, the Federal Communications Bar Assn. and CBS had indicated plans to offer testimony. Representatives of at least some of the other networks also are expected to appear.

It was conceded that objections probably would be raised on some points and that revisions of parts would be proposed. But no overall opposition was evident in industry circles, and the major portions of the bill were reported also to have the approval of FCC.

Congressional observers saw lack of opposition as the measure's only chance of passage at this session, in view of the backlog of urgent legislation in both House and Senate.

Sen. Ernest W. McFarland (D-Ariz.), author of the bill (S 1973) and chairman of the Senate Interstate Commerce subcommittee holding hearings on it, emphasized that it is designed to correct administrative, appellate and procedural practices that have long been a Congressional target, and to speed FCC action on broadcast cases. It contains nothing on such policy questions as clear channels, power above 50 kw and program regulation which have produced so much controversy in past legislation.

"The Committee hopes to have the cooperation of the industry and the Commission in keeping hearings brief with the objective of getting this legislation enacted in this session of Congress," Sen. McFarland said.

"There is unanimous agreement in all quarters that improvement in the internal functioning of the Commission is urgently necessary. Many Commissioners approve an internal reorganization, but differences of opinion have made it difficult for the Commission itself to work out a reorganization."

He made clear that his subcommittee also intends to keep "an eagle eye" on FCC's general broadcasting, television and other licensing practices.

He also served notice that he felt government agencies "have no more right to frequencies without an impartial examination and justfication of their need than does a private licensee." In this view he was sure to have the support of broadcasters as well as other privately owned communications interests who have complained frequently against "commandeering" of channels by government. Sen. McFarland noted that each of the armed services would like to have its own communications system but said that for peacetime he favored a single system for all three.

Sen. McFarland's subcommittee is composed of Sens. Edwin C. Johnson (D-Col.), chairman of the full Interstate & Foreign Commerce Committee; Estes Kefauver (D-Tenn.), Charles W. Tobey (R-N.H.) and Homer E. Capehart (R-Ind.)

FCC Comr. Rosel H. Hyde, as acting chairman is expected to represent the Commission at the McFarland Bill hearings. The views of NAB, which regards the measure as a great improvement and which has advocated many of the ideas it expresses, are to be presented by Don Petty, general counsel, and perhaps other officials. Executive Vice President Joseph H. Ream is slated to appear for CBS.

The Federal Communications Bar Assn.'s representative had not been designated, but it was assumed that President Guilford S. Jameson or a member of the FCBA legislative committee would appear. Bar members have been active in advancing many of the provisions contained in the bill.

Several independently owned stations are known to have written the commerce committee endorsing the measure, but it was not known whether any would send a representative to testify.

Legislative authorities felt that letters from private broadcasters to their Congressional delegations,

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GUIDEPOSTS For Stations Out To Get Business

By FRANK SILVERNAIL
CHIEF TIMEBUYER
Batten, Barton, Durstine & Osborn, New York

Mr. SILVERNAIL

WHAT DATA do agencies and advertisers need from stations to get business? How can stations get more local or national business? How does the future of spot look?

There are no pat answers. We can supply guideposts only. To try to do any forecasting, or to be optimistic about the future of all stations and their chances of getting a lot of business just by following a few simple rules laid down by any one person is a responsibility I do not care to take on.

I don't know, and nobody can guess, what the future of spot will be. Our overall spot business is as big as ever, and we see no indication of it slipping off.

We hear complaints from some older station managers that business isn't what it was a year or two ago, and some newer station managers seem to feel that the national advertiser is somehow betraying them by not adding them immediately to his schedule. But just the same, a chart in the May 13 copy of *Tide* shows that overall expenditures for spot went up steadily from January 1941 to September 1948, and in February 1949 were ahead of either February 1947 or February 1948.

Business of Broadcasting

One of a Series

I believe that almost all of the older stations have just as good business as before the war. During the war there was a tremendous shortage of newsprint that forced many advertisers to put more money into radio than they ever had before, and now their budgets are being realigned. During the war, too, a certain amount of otherwise tax money was put into radio by advertisers who had nothing to sell to the public but who wanted to keep their names alive until afterward. Now we have to go to work again. The extra money is gone.

I believe, too, that none of us are really aware of the extent to which new stations have been popping into existence since the war.

Oh, we realize vaguely that from 1922 to January 1945, only 935 U.S. stations had been established, and that now, only four years later the number has more than doubled. But we forget to look at it in terms of smaller areas.

Some station people who have called on us—at least some of the new ones—seem to think that an advertising budget is a horn of plenty poured out by caprice. Even though AM stations have more than doubled and FM stations are springing up right and left, they think all the miserly timebuyer has to do is to tip the horn up a little more and shower out enough dollars to go around to everybody who has a station available.

Industry Expansion Rapid

Believe me, that isn't true. Budgets can't possibly grow as fast as the industry is expanding. We have to have a good sound reason for recommending any new station, and only too often we have to indicate at the same time what station we recommend cancelling or cutting back to pay for that addition.

We have to sell just as hard as you do. Maybe harder. Because all you have to sell us is an idea, but we have to convince the man who actually has the money, and we must look to you to give us material to help us. It may be a surprise to some of you to learn that we don't have carte blanche to scatter the advertiser's money. We have to work from formal estimates and have to show why we believe our recommendations are right.

My next point deals with what the advertiser and the agency need to know about the station, and what the station needs to do to gain acceptance.

First of all, we buy on a basis of cost per thousand listeners, just as a newspaper or magazine is bought on a cost per thousand readers, or an outdoor panel is bought on a basis of viewers. So we have to know how many radio homes are in your coverage area—how many listeners you can deliver.

1. We need maps—maps that tell where people do listen, not where they could if they wanted to. Best of all is a BMB type map, and next best is a mail map, that shows county by county what proportion of radio homes actually listen at some time or other. We don't want them made from replies to special giveaways either—we want maps that we can supply to the advertiser, with confidence that no local dealer is going to jeer at them.

Don't try to exaggerate your coverage, for two reasons. For one thing, the local dealers and distributors always snitch, and for the other thing how do you know that we're not trying to avoid waste circulation, and looking for conservative urban coverage? Maybe you fit your local trading area better than you think.

2. We need listening information. We want evidence that a station has built its own audience, and is not being overwhelmed by some big outside powerhouse. Maybe you can prove it merely by the list of local or national accounts you are already carrying.

3. One of the best pieces of evidence you can produce to show that you do a good job is your list of local advertisers. In some ways, it is more important than your national list, because the local advertiser has to get immediate business from his radio advertising or he can't keep going with it.

4. We want to know what kind of programming you do to build a local audience—what you do about local news as compared with national—what special farm, or home economics, or other special programs you build. And do you use live talent, or program with records, or library services? And what kind of talent shows do you have that might be sponsored?

5. We want to know, too, what kind of promotion you will do for our clients. How do you publicize the programs you carry? Do you use car cards, newspapers, posters, movie trailers, direct mail or similar devices? Do you keep your local retailers posted on the products you are carrying? Do you give the druggists lists of your drug products, and the grocers lists of your food advertisers? Do you encourage them to put up store displays of products for which you are carrying special campaigns? Can you hold out the bait of getting local distribution for products that use your station?

In brief, we want any information you can give us— and you'd better see that your station representative has it available too—that will help the advertiser or the timebuyer make an intelligent breakdown of the advantage of a particular station, or program, or time spot for a particular client. We love BMB and Hooper, and Conlan, and The Pulse, and *Sales Management* market ratings, and experience stories. We use every source of information we can get hold of on coverage, circulation, per cent of audience and sets in use; we use any available percentages by age, sex or income levels for specific programs or times of day, to help to tailor-make a campaign to the client's needs.

I'm self-conscious about my comment about stations increasing faster than national budgets have.

BROADCASTING tells me that in 1948, 4 AM stations folded, 49 gave back their construction permits, and 132 FM stations quit. So far in 1949, only 15 AM stations have folded or given back their permits, and 96 FM stations have quit.

Need Proper Management

Probably, with proper management, that never needed to happen. Maybe they were counting too heavily on national advertisers, and not being aggressive or intelligent enough about local clients. That is foolish, for it is axiomatic that no station is safe unless at least 35% of its income comes from local business. Actually, in 1948, BROADCASTING estimates that $163 million, or 40% of all time sales, was local, and only $99 million, or 24.7% was national and regional non-network.

The average national campaign seldom reaches down through more than the top 60 or 70 markets, except when a saturation campaign is being put on (which can only last for a few weeks at most), or when a network show or a dealer drive needs special coverage reinforcement. It is tough business for a 250 watter to

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"WHAT data do agencies and advertisers need to place more national and local business on stations?" That was the question tossed at Frank Silvernail, chief timebuyer of Batten, Barton, Durstine & Osborn, New York, by the Kentucky Broadcasters Assn. which he addressed in Louisville June 3. So complete and down to earth was Mr. Silvernail's explanation that BROADCASTING asked permission to publish an abstract of his address, local color deleted. Some of the spot accounts placed by BBDO: American Tobacco, Bon Ami, Chamberlain Sales, Curtis Publishing Co., De Soto, duPont de Nemours, Emerson Drug, First National Bank of Boston, Fort Pitt Brewing Co., Gamble Stores, General Baking, Minnesota Mining, Murine, Nehi, Pacific Telephone & Telegraph, Penick & Ford, Rexall Drug, Roosevelt Raceways, F. & M. Schaefer, Standard Oil of California, TWA, United Fruit, U.S. Steel and Waitt & Bond.

ANA

Agencies Should Invest More—Hughes

AGENCIES should assume a greater financial interest in the advertising research of their clients, Gordon A. Hughes, manager of market analysis of General Mills, believes.

Addressing an Assn. of National Advertisers regional meeting Wednesday in Chicago, Mr. Hughes revealed that General Mills "constantly is urging more financial investment on the part of our agencies in pre-testing radio commercials, printed word copy, special merchandising promotions, and premiums." He noted, however, that GM does not require the agency to assume financial responsibility of post-checking these activities.

Calling for closer coordination between the agency and the marketing activities of the advertiser, through research, Mr. Hughes declared that the agency, in General Mills operations, is "a partner in the business."

"Its job is to know the operations of the company so well that its recommendations for advertising will fit perfectly into our overall merchandising and promotion plans," he said.

In General Mills advertising research department, the agency "has an important place in much of the work," he asserted. The department follows two simple rules with respect to agencies: (1) It encourages agency research only in fields directly affecting the creation of advertising; (2) It discourages agency research which concerns evaluation of its own efforts.

Generally, the department classifies research projects in two categories insofar as their relation to agencies is concerned, he explained. The first type, such as radio commercials, copy testing, media and duplication studies and premium tests, is related to the basic function of the agency and, as such, represents agency responsibilities.

Advertiser Responsibility

A second type, concerning the product itself, its market position and sales volume, involves research which is the responsibility of the advertiser. It usually does not relate to the job of creating advertising and would involve the agency in the evaluation of its own efforts.

In the delegation of responsibility for the first type of work, the department follows this procedure: Regardless of where the problem originates, it comes first to the attention of the market analysis department, where it is studied and library files are searched to check any previous research findings that may have a bearing on the subject. The assignment then is released to the agency, possibly with observations concerning the areas of information that should be covered, extent of sampling etc. The agency is requested to submit a plan for the research along with a schedule and estimate of costs. When the agency plan is received, the department makes sure that all of the interests of the General Mills are covered insofar as the particular problem is concerned, and that the plan conforms with accepted research procedures and techniques.

If approved, the plan is returned to the agency for completion, but the final report must clear through General Mills market analysis department before reaching the operating department for which the work was done. This assures each department that the research findings submitted to it are accurate in all matters of procedure and interpretation, Mr. Hughes explained.

Study of Agency Research

Mr. Hughes disclosed that a study of 315 agencies shows 225 with research operations of one kind or another. A total of 142 charge a fee for their research function. He noted that while 62 of the 92 agencies doing less than $250,000 billing each year charge a fee for their research activities, only three of the 12 agencies doing more than $3 million a year charge a fee, implying that billings over $3 million tend to support a broader agency service program.

He cited another study showing that 60% of the companies with marketing research departments spend less than 10% of their appropriations through their advertising agencies.

Another speaker was George Brown, sales promotion manager of the Arvey Corp., manufacturer of point-of-sale merchandising aids. He emphasized the importance of repetition of trade names in advertising. While referring chiefly to store displays, his remarks caused spot radio advertisers to nod aproval. Less than 20% of the people hearing a name repeated five times can remember it, he said. After ten repeats, 40% will remember it, but not until it is repeated 87 times will 97% of the people remember it. He added that after seven days, 90% will have forgotten the name.

Walter H. Lowy, advertising manager of the Formfit Co., urged use of one advertising theme "instead of scattering several themes around." He listed as basic factors of good advertising "continuity, timing, coordination, repetition."

Co-op Ads Supported

Vigorously supporting cooperative advertising, he pointed to a sharp increase in the number of its converts in the past two and a half years.

"Cooperative advertising should be the spearhead of your selling program," he said. "It provides a measure of impact that sales figures alone do not give."

AFFILIATION of KXOC Chico, Calif., with CBS is set by Lincoln Dellar (r), president of Sacramento Broadcasters Inc., KXOC owner. Participating is E. W. Buckalew, Western Division manager of CBS station relations.

HOT SPRINGS TAX

On Stations Proposed

COUNCIL of Hot Springs, Ark., has voted to assess an occupation tax of $250 a year on radio stations. The ordinance was drawn up by City Attorney A. D. Shelton and took cognizance of the Arkansas Supreme Court decision upholding such a levy in Little Rock [BROADCASTING, May 30].

Two Little Rock stations plan to appeal the Arkansas decision to the U. S. Supreme Court. NAB has indicated it will enter the case.

PETRILLO

Objects to Rosenbaum Royalty Proposal

ROYALTY PAYMENTS to the American Federation of Musicians by broadcasters were ruled out by none other than James C. Petrillo, the union's president, at the 52nd Annual Convention of the union in San Francisco last week. The fiery little president admitted that his union "had neither the economic nor legal power" to enforce such a demand.

The proposal to which Mr. Petrillo objected was introduced at the convention and also included demands for royalties from the movie and juke box industries, but Mr. Petrillo discouraged any such action. He said, "I could pull the musicians out of Hollywood studios today, if you say so, but the studios have so much canned music stored up that they wouldn't care if we ever went back. It would just mean the loss of another 600 jobs for musicians."

Further he said he knows of no legal way to force royalty payments from the radio or juke box industries unless new and helpful legislation was passed by Congress.

His remarks were in answer to a proposal by Samuel R. Rosenbaum, New York lawyer and independent trustee of the union's transcription and recording fund.

Mr. Rosenbaum told the convention he believed the AFM should demand royalty payments from the movie, radio and juke box industries to help support the fund.

The fund is designed to keep union musicians employed through production of free public concerts.

At present, Mr. Rosenbaum said, fund receives $1,500,000 annually from royalty payments on record sales and that amount is "wholly insufficient" to care for musicians unemployed as a result of competition from "mechanized music."

Expansion Possibilities

The fund could be greately expanded, he said, if radio, movies and juke boxes were forced to pay more for the canned music they use.

Mr. Petrillo said he agreed with intent and purpose of the proposal but believed it was impractical.

Radio unions were mentioned briefly by Mr. Petrillo in his opening day speech. He accused AFRA, along with the American Guild of Variety Artists, Screen Actors Guild and the American Guild of Musical Artists, of wanting "to muscle in on the AFM."

"And believe me, brother," he said, "if they know what's good for them they'd better back up."

But other than these brief mentions, the broadcasting industry was the forgotten segment of the musical industry at the convention.

Asked about AFM's attitude toward TV at a news conference on his arrival in the Bay City, Mr. Petrillo remarked only that "relations were fine." His union, he said, is interested in seeing TV develop both as a new American industry and as a new source of employment for musicians.

It was this interest, he said, that caused the AFM to allow contracts calling for a sub-standard wage scale for musicians engaged in TV work. "We're interested in helping the medium grow," he said. "But when television begins to make money we will demand the same wages as are demanded of other industries."

When queried on the subject other union leaders at the convention said an even higher wage scale may be demanded of television when the industry becomes established. They indicated that the

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RESEARCH Further Report on Current Services

BROADCASTING'S many-sided research problems are in the capable hands of numerous research organizations, operating privately, and doing the factual spade work so necessary to modern advertising. BROADCASTING's Research Department reports, in the second of a series, on the work of the specialized research firms.

In this second article, the Canadian research organizations, the television research organizations, and more of the consulting research firms are discussed. (See BROADCASTING, June 6, for first article.) The details on the work of each firm are supplied by that firm.

Advertest Research

Both AM and TV measurements are prominent in the work of Advertest Research Inc., 133 Albany St., New Brunswick, N. J. AM measurements include sets-in-use, station coverage, total audience, sponsor identification, audience flow, effectiveness of commercials, program preferences.

There are no program ratings, and all measurements are done on a contractual basis with clients. AM service includes only New Jersey and Eastern Pennsylvania. Work is done through telephone with control by personal interview. Work is based on a 6% sample, 5% telephone, 1% personal interview. Breakdowns of the sample are made as follows: Male-female, age, income, regular and non-regular listeners.

The organization publishes a regular TV report monthly—*The Television Audience of Today*. This applies to New York only. It is based on 500 monthly personal interviews of the depth type, intended to measure qualitative factors in viewing. Weekly panel reports on TV also are prepared for contracting parties, and area served includes New York, Philadelphia and Baltimore.

These panel reports are based on 300 to 500 personal interviews a week.

Monthly report on the New York TV audience is available at $240 per year. The organization will contract for special surveys in connection with New York TV report, and will do FM surveys. A market research section in Newark does shopping pattern studies and research for retail outlets. Seymour Smith is in charge of radio research, Richard Bruskin in charge of TV. A branch office is located at 605 Broad St., Newark, N. J.

C. C. Chappelle Co.

No TV research is included in the work of C. C. Chappelle Co., 188 W. Randolph St., Chicago, but AM work has been done in the midwestern states of Illinois, Indiana, Michigan and Wisconsin, in addition to a considerable amount of experimental work on FM measurements. The AM measurements provided to clients include sets-in-use, program ratings, station coverage, homes-per-dollar, total audience, sponsor identification, talent popularity, program preference and pre-testing of programs.

The program rating is defined: "The percent of sets-in-use at a given time in a representative sample of homes, to provide a rating for each program and each station that can be heard in a given city. Therefore it shows the proportionate shares of audience."

Chappelle method uses a random sample of telephone homes, and a stratified sample of personal interviews to achieve its results. On the personal interview sample, breakdowns by income group, size of family and age groupings are available.

The scope of the organization's work is broader than radio, however, and includes many additional surveys of markets, sales potentials, selling and advertising methods.

Cornelius DuBois & Co.

The newest service of Cornelius DuBois & Co., 551 Fifth Ave., New York, N. Y., is the DuBois Brand Rating Service, an urban consumer research project which includes 2,500 male heads of households and 2,500 female heads of households. However, the scope of the firm's work includes radio and television research and opinion polling.

For radio clients the DuBois firm measures station coverage, sponsor identification, effectiveness of commercials, talent popularity, program preferences, program popularity and experience ratings, station and network preference, and program popularity and experience ratings related to opinions of advertised brands and competitive brands.

The data collecting technique is varied, including telephone and personal interviews, mail surveys, listener diaries and variations of panel technique. Samples vary with job at hand. Breakdowns include sex, age, income, education, region, city-size, occupational class, plane-of-living scale, sensitivity to advertising, experience with radio programs or advertised products. Urban sample includes 140 cities, 99 counties.

Brand Ratings will be issued quarterly. They will be extended to cover rural farm and rural non-farm populations.

Television research done by the DuBois organization includes station coverage, program experience and popularity rating, sponsor identification for any desired TV city. FM measurements also are provided on contract.

Company's consulting services include advice on sample construction, time-trend analysis and broad analysis of sales or sales potential by territories.

Industrial Surveys

The diary method is used by Industrial Surveys, 425 N. Michigan Blvd., Chicago, to obtain measurements of AM program ratings, homes per dollar, total audience, audience flow, product sales related to program rating. The program rating is measured in terms of families listening to the individual program, measured the first week in each month.

Sample covers 765 counties, 4,700 families, with breakdowns into male-female, ages, income, educational level and other general categories. Firm also provides national ratings on all listings. The measurements are continuous. Reports on audience are issued quarterly, and the breakdown of product sales related to audience is an annual report. Harper Boyd is in charge of radio research, and a branch office is maintained in New York under the direction of Donald Cobell, 292 Madison Ave.

Jay & Graham Research Organization

A new television research firm, Jay & Graham Research Organization, 64 E. Jackson Blvd., Chicago, now issues reports for New York, Chicago and Los Angeles, and plans to extend to Boston, Baltimore, Washington, Detroit, St. Louis, Cleveland, Toledo, Pittsburgh and Philadelphia by Oct. 1.

Measurements include program ratings, sets-in-use, share of audience, average viewers per set, audience composition by sex and age, clarity of reception, rating of commercial presentation and content, program content, purchase experience with sponsoring product (recency and frequency), and flow of audience from TV to AM and vice versa. These reports are issued monthly.

Jay & Graham use the diary technique in panels of TV set owning homes. The sample is 450 in Chicago, 600 in New York, 500 in

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FCC ACTIONS

GRANTS for three new AM stations plus a proposed decision looking toward another new AM station were issued by FCC last week. Authorizations also were announced to grant seven station transfers, including WGL Fort Wayne, Ind.; KVIC Victoria, Tex., and WKTY LaCrosse, Wis. Authorizations for two commercial FM stations were announced, and deletions of seven FM authorizations were reported. Details of these Commission actions are carried in FCC Roundup, page 62.

MULLEN Contract With Richards' Stations Cancelled

FRANK E. MULLEN'S contract as president of the G. A. Richards' stations—WJR Detroit, WGAR Cleveland, and KMPC Los Angeles—has been cancelled effective July 1, FCC was notified last Friday.

Under the agreements filed with the Commission, he will be paid a year's salary of $75,000 for the ensuing 12 months, and an additional $75,000 if NBC affiliates KMPC before Aug. 1, 1952, and if control of the station is still in the hands of Mr. Richards, his trustees, or executors. Earle C. Anthony's KFI now has the NBC affiliation in Los Angeles.


Mr. Mullen

Mr. Mullen, former executive vice president of NBC, will retain the 15% interest in KMPC which he acquired for $54,787 a few weeks ago [BROADCASTING, June 6], it was understood. He was reported undecided on future plans, but will move his family from his present home in Los Angeles to his home in Westport, Conn., for the summer.

There was no indication as to his successor as head of the Richards' stations, a post he has held for the past year. There was some speculation that none might be named, at least for the present. This view stemmed partially from the fact that Mr. Richards, whose radio news policies are under FCC investigation, has pending an application to transfer control of all three stations to a group of three trustees.

Two agreements were filed with FCC, through the Washington law office of former Sen. Burton K. Wheeler. One was a contract between Messrs. Mullen and Richards cancelling the agreement under which Mr. Mullen became president of the stations. Each of the three outlets is to pay Mr. Mullen $12,500 on July 1 and an additional $12,500 on Jan. 1, 1950.

KMPC Contract

The second paper, relating to affiliation of KMPC, is in the form of a letter from Mr. Mullen to KMPC and signed as a contract by Robert O. Reynolds, KMPC general manager. It provides for payment to Mr. Mullen of $75,000 in three installments if the station is affiliated with NBC before August 1952 and if the Richards' interests or trustees still control the station.

WJR REVERSAL

FCC Discretion Upheld

FCC's RIGHT to use its discretion in granting or denying oral argument on the legal sufficiency of a licensee's claim of potential interference from pending applications was affirmed last week on an 8-0 vote by the U. S. Supreme Court.

The decision, handed down Monday in the so-called WJR daytime-skywave case, reversed a lower court's ruling which threatened to revolutionize the hearing procedures not only of the Commission but of other government agencies as well [BROADCASTING, Oct. 11, 1948].

The opinion also ran counter to that portion of the lower court's earlier opinion in the Wilson case which held that FCC must hear argument on the sufficiency of any allegations made before denying or dismissing the pleading in which they are contained [BROADCASTING, April 19, 1948]. The Wilson case, however, differed from the WJR proceeding in that the interference occurred inside rather than outside the protected contour. The Wilson case decision was not appealed by FCC.

In the WJR case the Supreme Court held:

. . . the right of oral argument as a matter of procedural due process varies from case to case in accordance with differing circumstances, as do other procedural regulations. Certainly the Constitution does not require oral argument in all cases where only insubstantial or frivolous questions of law, or indeed even substantial ones, are raised . . .

The case turned on WJR Detroit's claim that harmful interference, outside its normally protected contour, would be inflicted by FCC's 1946 non-hearing grant for WCPS Tarboro, N. C., which authorized 1 kw daytime use of WJR's 760 kc 1-A clear channel. The Court of Appeals for the District of Columbia had taken FCC to task, ruling in effect that Constitutional due process entitles the protesting station to oral argument on virtually any question of law that may be raised.

The Supreme Court reversed this ruling in a 19-page opinion by Justice Wiley Rutledge. It did not, however, undertake to say whether the interference to WJR, occurring outside WJR's protected contour, is actually "objectionable" and in effect results in indirect modification of WJR's license. This question was sent back to the appeals court for a decision. Upon this decision will depend (1) WJR's status as a "party" and (2) its right to appeal.

The Court held:

Congress, we think, has committed to the Commission's discretion, by the terms of Secs. 312(b) and 154(j) of the Communications Act, the questions whether and under what circumstances it will allow or require oral argument, except where the Act itself expressly requires it.

. . . . Congress has required oral argument expressly in proceedings heard initially before an examiner under Sec. 409(a). But no such requirement was made by Sec. 312(b). While that section requires notice and statement of grounds for any proposed order of modification before such order "shall become final," it does not specify that further proceedings shall include the right to oral argument; it requires only that the holder of the outstanding license to be modified "shall have been given reasonable opportunity to show cause why such an order of modification should not issue" before the order becomes final.

In view of the contrast between this language and that of Sec. 409(a), it is hardly to be taken that Congress intended the "reasonable opportunity to show cause" always to include opportunity for oral argument . . .

. . . Congress was mindful not only of the ends of justice but also of the proper dispatch of the Commission's business, a matter not unrelated to achieving the ends of justice, and left largely to its judgment the determination of the manner of conducting its business which would most fairly and reasonably accommodate these ends. . .

It was sufficient, the Court held, that FCC considered WJR's views on the basis of its written petition.

Upholds Lower Court

The decision, in which Justice Frank Murphy (of Michigan) did not participate, upheld the lower court's ruling that FCC properly refused WJR's alternative request that the WCPS application be held up pending decision on the clear-channel case. WJR had claimed a grant might prejudice its ultimate use of power above 50 kw, in event higher power were approved.

The Court said its decision was not influenced by the fact that courts as well as administrative agencies would be widely affected if the lower court's philosophy on hearing rights were allowed to stand. Rather, the Court said, "it is enough to say that the due process of law, as conceived by the Fifth Amendment, has never been cast in so rigid and all-inclusive confinement."

'PUBLIC SERVICE'

Ad Proposal Hit in Calif.

PROTEST has been made to Atty. Gen. Fred N. Howser of California over a proposal to buy newspaper space to advertise a public service transcription series he has submitted to California stations.

The series is titled *The Attorney General Speaks*. Mr. Howser would underwrite the cost of newspaper advertising, to consist of three-inch one-column space, to be run just prior to the programs.

In a typical reply to the Attorney General, Jack R. Wagner, manager of KSYC Yreka, Calif., termed it "paradoxical that the same people and organizations who take advantage of radio's public service policy look to newspapers whenever there is money to be spent."

WIP'S GRAY

Heads New All-Radio Presentation Unit

GORDON GRAY, vice president of WIP Philadelphia, was elected president of the newly incorporated All-Radio Presentation Committee Inc., at an organizational meeting Wednesday in New York.

The meeting was called after the committee reportedly had received informal assurances from the government that it would not be considered a taxable corporation.

Mr. Gray

New officers of the committee, which has been incorporated in New York state, are Mr. Gray, president; Victor Ratner, vice president of CBS, vice president; Maurice Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Kreuger, commercial manager of WTAG Worcester, Mass., treasurer, and Eugene Thomas, manager of WOIC (TV) Washington, assistant treasurer.

Nine directors to serve varying terms also were elected. Messrs. Gray, Ratner and Mitchell were elected to three-year terms. Mr. Kreuger, Lewis H. Avery of Avery-Knodel, station representative, and Ralph Weil, general manager of WOV New York, were elected to two-year terms. Ivor Kenway, ABC vice president; George W. Wallace, NBC television and network sales promotion manager, and Frank Pellegrin of Transit Radio were named to one-year terms.

Other members of the presentation committee are E. P. H. James, vice president of Mutual; W. B. McGill, Westinghouse Stations, and F. E. Spencer Jr., George P. Hollingberry Co., representing the National Assn. of Radio Station Representatives.

After Wednesday's meeting, Mr. Gray reported that the committee would meet again June 14 to put the finishing touches on the script. It is anticipated that film producers will be asked within a fortnight to submit estimates on the job.

Present plans of the committee, Mr. Gray said, contemplate a total expenditure of approximately $125,000 for production of the film. Part of that money has already been spent in script preparation, he pointed out.

Enough subscribers have already committed themselves to assure the committee of adequate funds to see the project through, Mr. Gray said. He made it clear that the $125,000 would cover only production costs. It will take more money to distribute the picture.

Mr. GRAY

* * *

GORDON GRAY

Appointed Army Secretary

GORDON GRAY, president and publisher of the Piedmont Publishing Co., Winston-Salem, N. C., which owns and operates WSJS Winston-Salem, the *Winston-Salem Journal* and *Twin City Sentinel*, and owner of WMIT (FM) Winston-Salem, was appointed Secretary of the Army last Tuesday by President Truman. His appointment was unanimously approved by the Senate Armed Services Committee and was sent to the Senate Thursday for confirmation, which was believed to be assured.

Mr. Gray, who was appointed Assistant Secretary of the Army in 1947 and Undersecretary last month (May 25), succeeds Kenneth C. Royall, who resigned several weeks ago. Mr. Gray has served as acting secretary since Mr. Royall's resignation.

The 40-year-old broadcaster-publisher enlisted in the Army in 1942 as a private and was demobilized in 1945 as a captain. He served overseas as a junior officer at Gen. Omar Bradley's 12th Army Group Headquarters.

Mr. Gray was born in Baltimore although his family has long been established in North Carolina. His father, the late Bowman Gray, was president and chairman of the board of R. J. Reynolds Tobacco Co. Young Mr. Gray was graduated from the U. of North Carolina in 1930 and received his law degree at Yale.

After a few years practicing law in New York and Winston-Salem, Mr. Gray took over the Piedmont Publishing Co. in 1937. He was elected to the North Carolina State Senate in 1939 and served until he joined the Army in '42. He has been active in industry affairs, serving on NAB committees.

Former Secretary Royall, who is part owner of WGBR and WEQR (FM) Goldsboro, N. C., has returned to private law practice.

NEW L&M SHOW

Starts Sept. 8; Stars Como

EFFECTIVE Sept. 8, Liggett & Myers (Chesterfield cigarettes), New York, will sponsor a musical show on Thursday, 10-10:30 p.m., on NBC. The advertiser will drop its five-time weekly *Chesterfield Supper Club*, 7-7:15 p.m., which currently features Perry Como three times weekly and Jo Stafford and Peggy Lee on the other nights.

It is known that the new half-hour show will be built around Perry Como. Actual format has not yet been conceived. Newell-Emmett Co., New York, is the agency.

Meanwhile, the five quarter-hours weekly on NBC dropped by Chesterfield are being considered by American Tobacco Co. (Lucky Strike cigarettes) through its agency BBDO, New York. No show has yet been decided upon.

Chesterfield, however, will continue to sponsor its video presentation of the *Supper Club* with Mr. Como on NBC-TV next fall.

MacDONALD, STANTON

Named To AMA Posts

JOHN H. MacDONALD, NBC administrative vice president in charge of finance, has been elected a vice president and director of the American Management Assn. Mr. MacDonald, a member of the association for more than 20 years, will be in charge of finance and personnel division. His activities in the association are in addition to his NBC duties.

Mr. MacDonald

Also elected were: Frank Stanton, CBS president, named to the board of directors for a term ending in 1952; Don G. Mitchell, president, Sylvania Electric Products Inc., New York, chairman of the AMA executive committe; Russell B. Gallagher, manager, insurance department, Philco Corp., vice president of the AMA insurance division. Keith S. McHugh, vice president of AT&T, was reelected vice president at large of the management association.

Richard Elected

MELVIN J. RICHARD, commentator on WINZ Miami Beach, Fla., last week was elected to a four-year term on the Miami Beach City Council. Mr. Richard conducted his campaign almost exclusively with radio, according to Jonas Weiland, president of WINZ. The newly elected councilman broadcast a 15-minute program on WINZ every night for 30 days before the election. He received 5,409 votes, putting him within 250 votes of the top man in the council race, Mr. Weiland said.

Drawn for BROADCASTING by Sid Hix

". . . and the way I see Commissioner Chandler's ruling, you got to stop your broadcasts because they're hurting the home attendance of the Euclid Ave. Tigers!"

ENGINEERING BOARD *To Advise FCC Suggested*

ESTABLISHMENT of a board of engineers to advise FCC on the adequacy and objectivity of engineering evidence presented to the Commission was urged last week by Raymond M. Wilmotte, Washington radio consulting engineer.

Such a board would be composed of private engineers. Its duties would not involve matters of policy or the direction of the search for engineering evidence. Rather, he said:

> [It] would review such evidence to give its opinion or recommendation on whether all engineering factors were properly presented and summarized; whether engineering opinion was backed by sufficient objective evidence or was merely a form of wishful thinking; whether the accuracy claimed for estimates or measurements is reasonable. In other words, it would fill in the gaps between the whole truth as known today, and merely some of the truth to which the presentations are often limited.

Work on Committee

Mr. Wilmotte's recommendation grew out of his experiences on the so-called Ad Hoc Committee which prepared the technical reports on television that were released last week (see story page 38). Work on the committee was "a real pleasure," he declared, adding: "It would be a wonderful achievement if engineering presentations at FCC hearings could attain the objectivity that existed within the Ad Hoc Committee." He continued:

> There is no doubt that much administrative time and operators' money is expended at hearings and associated activities which are centered on details and the analysis of engineering quantities, the effect of which to the operator and to the public is absolutely negligible.
>
> It is also clear that the government regulates the operation of radio stations down to many minute details. The degree to which details of operation are written out makes one wonder whether the Commission views the industry as slightly infantile or on the borderline of mild insanity. But, of course, that is the not the Commission's point of view. The Commission distrusts the industry and that distrust has been reflected in over-strict and over-detailed rules.
>
> There would be considerable saving in administrative cost if those rules were simplified, and if a proper sense of balance were injected in the accuracy of the engineering factors used.

He said the work of an engineering board such as he proposed "would not infringe on the work of the Engineering Division of the FCC, which has not only to evaluate engineering testimony but also present evidence, make rules, and make recommendations on policy." Mr. Wilmotte continued:

> There are in this country many good and unbiased engineers who could act conscientiously on such a board. And I believe that they would be willing to serve, for they need not all be full-time. All they would be required to do would be to consider important cases, and cases that are particularly bad and need special attention.
>
> In such a board, the near-ideal engineering atmosphere that was present in the Ad Hoc Committee could be maintained and the Commission could there find a source of engineering truth and a protection against untruths or partial truths. The recommendations of the board would inevitably seep through to the detailed hearings and hearings on rules so that its thinking, substantially free from undesirable pressures, would gradually be reflected in careful and more responsible engineering testimonies and practices.

JOSEPH SILL

Dies in Sailing Accident

JOSEPH SILL, 43, account executive of Erwin, Wasey & Co., Los Angeles, on the Albers Milling Co. account, died June 4 following a sailing accident at Newport Beach, Calif. Funeral services were held June 8.

In advertising for the past 18 years, Mr. Sill was with the former Brisacher, Davis & Co., Los Angeles, and Botsford, Constantine & Gardner, San Francisco, prior to joining Erwin, Wasey & Co.

He is survived by his wife and three daughters.

COMPLAINTS

Against Hoover Discs

A BURST of protests and a public demand for "equal time" in which to reply was fired last week by Democratic party leaders who charged Repulican members of Congress with recording "fake radio interviews" with former President Herbert Hoover for broadcast over stations in their home districts.

The recordings were based on scripts prepared by the Republican National Committee utilizing quotations from a recorded interview in which Mr. Hoover discussed the work of the Hoover Commission to Reorganize the Executive Branch of the Government. The scripts outlined questions to be asked by the Congressmen, and Mr. Hoover's replies were dubbed in from the original interview, conducted by Lyman Bryson, CBS counsellor on public affairs.

GOP leaders maintained that the questions in the scripts were the same as those originally posed, except condensed and consolidated in order to save broadcast time. They also reported that they were used by Democratic as well as Republican members of Congress. Robert Coar, chief of the joint House-Senate recording rooms, estimated that 40 to 50 members had made recordings and said others are still being made.

Political Use

Sen. J. Howard McGrath (D-R.I.) contended that the scripts make political use of the former President's factual discussion of the Hoover Commission's activities. The program is concluded, he declared, with "a violent, partisan attack upon the Democratic party" by the member making the recording. He said "there is no indication" that Mr. Hoover "sanctioned" such use of his remarks.

The former President himself was quoted in New York saying that "no one has the moral right to rebroadcast [the remarks] in part with additions of their own. That would distort their objectivity and non-partisanship."

Sen. McGrath publicly asked the GOP whether it intended to "abandon this program," recall records already shipped, and reveal the names of members "who have made such records and the stations which have carried them so that the radio industry will be given the opportunity, which I am sure it desires, of making equal time available to Democrats to make it clear that governmental reorganization is a non-partisan project and not, as these transcriptions seek to imply, an exclusively Republican project."

A spokesman for the Republican National Committee said it had no intention of recalling such recordings or of saying where they had been used. FCC authorities meanwhile said they knew of no complaints having been lodged there.

SUMMERTIME MEANS ADDED LISTENING IN IOWA!

THE fact that 41% of Iowa car owners have radios in their cars* is *especially* significant in the summer.

On long trips, 60.1% of all Iowa car radios are in use "almost all the time" or "quite a bit of the time." On short trips, the remarkably high percentage of 36.6 are in use "almost all the time" or "quite a bit of the time."

These extra ("non-Hooper"!) listeners provide a substantial, year-'round bonus audience in Iowa. *In summertime, this bonus audience may very well increase the total number of listeners, even as compared with wintertime figures. . . .*

Up-to-date, factual information on use of car radios is only one of many extremely interesting subjects covered in Iowa Radio Audience Surveys. They confirm the Survey's 11-year policy of modernizing your old data—*"bringing to light new information not previously gathered."* Write for your copy today, or ask Free & Peters.

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

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interview of 9,224 Iowa families, scientifically selected from cities, towns, villages and farms. It is universally accepted as the most authoritative radio survey available on Iowa.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

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

FREE & PETERS, INC.
National Representatives

DAVIES Motors, San Diego, is one of the first Nash dealers to take advantage of the Nash Motor Co. cooperative arrangement whereby manufacturer and dealer share, fifty-fifty, costs of radio advertising. Here Edgar G. Davies (l), founder; Fred E. Davies (c) president of the motor firm, and Thomas E. Sharp, president of KFSD San Diego, complete arrangements for broadcasting the Frederic W. Ziv Co. produced program *Philo Vance*. KFSD is San Diego's oldest station, Davies Motors is the oldest automobile firm and Barnes-Chase Co., which handled the account, is the city's oldest advertising agency.

GARDEN VS. GUILD
Boxing Managers Still Balk

BOXING Managers Guild was still punching last week for more television and radio money in its strike against Madison Square Garden.

At a stormy meeting Wednesday at the Capitol Hotel, New York, the managers heard a new offer from the Garden—and promptly turned it down.

The new offer from Ned Irish, executive vice president of the Garden, would give each main eventer at the Garden $1,000 and each main eventer at its St. Nicholas Arena $350. Previously the managers were offered a sliding scale between $500 and $1,000, depending on the gate. The Guild wants 50% of the television and radio money.

Although the managers met behind closed doors, it became known that considerable heat developed. Some wanted money for preliminary fighters as well as main-go boys. It was also said there was some counsel to accept the latest offer.

But there was talk that since the Garden had yielded once, increasing its offer, the managers had won a round.

"Now let's go ahead and win the whole fight," was the cry.

Meanwhile, BROADCASTING learned that the nub of the controversy is the desire of the Guild to learn in advance how much the Garden is going to make on the television and radio rights. The Guild is not satisfied with flat payments, as offered, unless it knows what percentage of the take they represent.

Last year, from figures which the Garden is required to file with the New York State Athletic Commission, the managers know they got about 25% of the TV and radio take.

But the managers are not satisfied to have this information after a fight. They insist that the Garden and 20th Century Sporting Club in their contracts with Gillette Razor through Maxon Inc. knew last year they would receive about $400,000 for their TV and radio package. Such information can be divulged in advance this year, they argue.

The Garden is said to reply that it is in no position to bargain with Gillette through Maxon until it has the Guild matter straightened out. Therefore, it doesn't know what the final talent figure will be.

According to the Maxon agency, no negotiations for a new radio and television contract to supplant the one which expired May 31 are in progress. It was said at the agency that such talks would not be held until the Guild-Garden battle is fought to its own decision.

A Garden spokesman, however, said it anticipated no difficulty in closing a deal with the sponsor.

The Garden organization has no plans for fights this summer inside its four walls, but if the Guild matter is settled, probably it will organize outdoor bouts.

ARRL Field Day

SEVERAL thousand U.S. amateur radio operators will put their radios and skills through a dress rehearsal for actual communications emergencies as part of the American Radio Relay League's 30th Annual Field Day observance next weekend (June 18-19). Some stations to be set up in country fields, city parks and other locations will have but a single operator, others will be elaborate installations with as many as a dozen transmitters in simultaneous operation, F. E. Handy, ARRL communications manager, said. Still other stations will be mobile units in cars and trucks.

FM IMPACT
Surveys Suggested By NAB Group

SURVEYS to show the impact of FM were suggested last week at a meeting of the NAB FM Executive Committee, held Monday and Tuesday in Washington.

In the belief that FM's influence is developing swiftly and that its importance is not realized in the industry or elsewhere, the committee favored studies in New York, Alliance (Ohio) and Kansas City, to be conducted by the NAB Research Dept.

Chairman Cecil D. Mastin, WNBF-FM Binghamton, N. Y., raised the point that FM is not receiving the recognition justified by its recent growth.

The committee went into a large number of FM problems, including its own status as an advisory organization. Everett L. Dillard, WASH (FM) Washington, an NAB board member for Class B FM stations, submitted a statement critical of the association's activities on behalf of FM and questioning the value of committee meetings if recommendations are ignored. The committee has suggested many FM activities at past meetings, he said, but little has been done in many cases.

Mr. Dillard is a member of the NAB Structure Committee, which last April submitted a reorganization plan for the association. The board deferred action. The structure group meets in Washington June 24. The FM committee generally opposes the plan to set up a two-way division in NAB—aural and video, wanting seperate status for FM.

Committee members were critical of the reception qualities of some FM sets now being manufactured and called on set makers to improve their product, especially to eliminate drift.

In the regulatory field, the committee discussed the danger of congestion in the FM band as new FM licenses are granted. Revision of FCC procedure to permit simultaneous filing of AM-FM renewal applications was favored. It opposed shortening of operating hours by FM stations.

The committee urged manufacturers to include FM circuits in television sets. Radio Mfrs. Assn. disclosed last week that 28% of TV sets produced in April had the 88-108 mc FM band (see story page 37).

Other projects favored by the committee, with emphasis on development of revenue sources, include: FM listings and data in BMB's reports; combined AM-FM listings in publications carrying rate information; booklets on transit radio and storecasting; program and promotion idea exchange among FM stations; FM management studies; collection of FM success stories. The committee voiced concern over statements attributed to Chairman Wayne Coy of the FCC that the Commission should require FM stations associated with AM stations to duplicate the full AM schedules.

Attending the meeting, besides Chairman Mastin, were Matthew H. Bonebrake, KOCY-FM Oklahoma City; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Mr. Dillard and Henry W. Slavick, NAB board members; NAB President Justin Miller; C. E. Arney Jr., NAB secretary-treasurer, and Arthur C. Stringer, director, NAB FM Dept.

PRIVATE 'VOICE'
State Tactics Criticized

CREATION of a privately operated corporation to take over U. S. international broadcasting, supported by government funds, was proposed last week at a meeting of the NAB Advisory Committee on International Broadcasting.

The committee met at NAB headquarters Tuesday; Wednesday sessions with the U. S. Advisory Commission on Information and State Dept. took place.

NAB's committee voiced concern over the fact that the United States is the only nation whose foreign office is in the broadcasting business. Sharp criticism was expressed on the way the State Dept. is presenting the American system to the rest of the world. The committee urged removal of the Voice of America from State Dept.

Jamming of Voice of America broadcasts by iron curtain countries was discussed by the committee, with suggestions on how this can be overcome.

The NAB committee endorsed a proposed inspection trip, with feeling expressed that the inspection should cover installations abroad since there has been little engineering research on "Voice" coverage. Names of those who would make the trip, are:

A. James Ebell, WMBD Peoria, NAB Engineering Executive Committee chairman; Calvin J. Smith, KFAC Los Angeles, an NAB director; John H. DeWitt, WSM Nashville, engineering committee member, along with Forney A. Rankin, advisor to NAB President Justin Miller, and Royal V. Howard, NAB engineering director and chairman of the group.

Members of the NAB committee included John J. Gillin Jr., WOW Omaha, chairman; Walter Lemmon, World Wide Broadcasting Corp.; Marcus Cohn and Leonard Marks, World Wide, advisory; John Steen, Westinghouse Radio Stations Inc.; Robert Peare, General Electric Co.; A. A. Schechter, MBS; Earl Gammons, CBS; William Brooks, NBC; Wesley I. Dumm, George E. Hughes (advisory), Associated Broadcasters.

Members of the U. S. information group are Erwin D. Canham, *Christian Science Monitor*, acting chairman; Philip D. Reed, General Electric Co.; Mark A. May, Yale U.; Justin Miller, NAB. Chairman Mark Ethridge, *Louisville Courier-Journal*, was absent. He is serving on the UN Conciliation Commission for Palestine.

Judge Miller participated, as did Messrs. Rankin and Howard.

now, listen, Blakelee . . . let's

TV AND THE GATE

'Sporting News' Figures Don't Hold Up

By ED JAMES

THE SPORTING NEWS, a publication dedicated to the belief that Happy Chandler is a greater savior of his country than George Washington, last week saw an ogre rising over the country's baseball parks.

Television, said *The Sporting News*, is cutting the gate. "Television," the publication reported, "which major league magnates said two years ago would prove a bonanza to attendance, has become a hot potato instead and now faces serious curtailment if not complete abolishment by the owners during the winter meetings."

C. RICHARD EVANS (r), KSL-AM-TV general manager, shows Gerald Maulsby, CBS New York, intricacies of television monitor amplifier. KSL-TV made its debut June 1. General Electric and DuMont engineers, working with KSL-TV engineers, recently completed installation. Station is on Channel 5 (76-82 mc) and uses CBS, ABC and DuMont network shows.

Quoting no one by name, *The Sporting News* said some owners claimed telecasts were keeping fans at home. The situation was serious enough to warrant speculation that next season TV might be excluded.

The prediction of *The Sporting News* that television was destined, unless its ravages were checked, to make wastelands of the nation's stadiums did not seem founded on irrevocable proof. Attendance figures quoted elsewhere in the same issue of the publication show that paid admissions in the major leagues are 178,767 bigger in the 1949 season to date than they were in the same period last year.

Team by team, the attendance reflects no influence of television whatever, an analysis by BROADCASTING shows.

In New York, for example, where games of all three major league teams are telecast, the Yankees are 114,208 paid admissions ahead of last year. The Giants are 63,575 behind. The Brooklyn Dodgers are 43,112 over last year.

There seems to be more correlation between the quality of the team and its popularity at the gate than between television and stadium admissions. The Yankees are leading the American League. The Dodgers and Giants are promising contenders for National League honors. Baseball experts are unable to explain why the Giants attendance is off, although several possible factors, not including television, are cited.

The following tables show the gains or losses in attendance of the various teams in 1949 as compared with a similar period in 1948. All teams are being telecast save Pittsburgh. The attendance and standings are as of Memorial Day and are the estimates of *The Sporting News*.

Team	Attendance Difference Between 1948-1949	League Standing	No. of TV Sets in City
	AMERICAN LEAGUE		
N. Y.	P 114,208	1	600,000
Chi.	P 80,804	6	129,602
Wash.	P 36,493	2 (tie)	44,500
Det.	P 23,624	3	60,000
Bos.	P 22,692	2 (tie)	81,392
St. Louis	M 7,475	7	28,850
Phila.	M 42,189	4	165,000
Cleve.	M 152,152	5	52,383
	NATIONAL LEAGUE		
St. Louis	P 82,575	3	28,850
Pitts.	P 68,454	6	Not on TV
Brook.	P 43,112	2 (tie)	600,000
Bos.	P 23,014	1	81,392
Chi.	M 13,646	5	129,602
Phila.	M 15,593	4 (tie)	165,000
Cin.	M 21,576	4 (tie)	24,000
N. Y.	M 63,575	2 (tie)	600,000

Note: P—Plus M—Minus

Even less influence was shown by television on the gate in New York in previous years. Attendance records of New York's three teams in 1946, 1947 and 1948 when television was expanding rapidly, fluctuated with individual team successes.

In 1946, it must be kept in mind, baseball telecasts even in New York were irregularly scheduled. In 1947 and 1948 all three teams were telecast regularly.

The Yankees in 1946 had approximately 2,309,000 admissions; in 1947, when they won the American League pennant and the World Series, had a total gate of 2,200,000, and in 1948, although they finished out of the money, attracted 2,370,000.

The Dodgers in 1946 had a gate

(Continued on page 66)

TV AD OUTLAY

PIB Issues 4-Month Figures

GROSS expenditures by advertisers for time on the TV networks during the first four months of 1949 totaled $2,561,438, according to Publishers Information Bureau, whose initial TV report, covering the first third of the year, has just been published. Compilation and publication of video network data by PIB follows the pattern long used by this organization in collecting similar figures on time purchases on the four AM networks. The report shows the advertiser, product, number of stations, time period and gross billings, figured on a one-time basis.

RALPH HARDY (l), KSL assistant general manager, explains function of one of KSL-TV's film projectors to Hack Miller, sports editor of *Deseret News*, Salt Lake City. Mr. Miller conducts a weekly show on KSL-TV.

PIB's monthly breakdown of video network time billing shows: January, $423,285; February, $576,805; March, $773,209, and April, $788,139.

Receipt of these figures from PIB evoked some bewilderment on the part of TV statisticians who were unable immediately to explain the differences between the PIB gross TV network billings and those previously released by N. C. Rorabaugh Co., which since Jan. 1 has been estimating advertising expenditures for video time.

Rorabaugh has reported combined TV network gross time sales as $349,859 in January, $568,837 in February, $845,958 in March, and $1,139,798 in April for a four-month total of $2,904,452.

Base Rates Different

Subsequently the differences were found due to the use of different base rates by PIB and Rorabaugh. PIB obtained from the video networks the "account rates" applicable to each commercial network telecast in addition to the details of time, number of broadcasts and number of stations used during each month. Rorabaugh has used current rate cards for his dollar calculations each month, although his other information was obtained from the networks in the same way as PIB. This means that station rate increases have been immediately reflected in the Rorabaugh dollar figures, wheras the PIB figures have followed the rate actually called for in the individual contract.

If an advertiser contracted in December for a six-month campaign, for example, PIB would report his expenditures on the basis of the rates at the time the contract was signed; Rorabaugh would report them as including any station rate increases occurring since the contract date. The wide divergence in the April totals reported by the two statistical organizations apparently stems from this difference in method of rate calculation, as many video stations raised their rates on April 1, those increases being reflected in the Rorabaugh reports whereas PIB figures take into account the protection against such increases given by the networks to current advertisers.

FOOTBALL BAN

Only Redskins Plan Video

By HERMAN BRANDSCHAIN

THE NEW YORK Giants' football team's ban against television will be lifted for any telecaster guaranteeing to pay for empty seats, John V. Mara, president of that National League club, told BROADCASTING this week.

That disclosure followed the public announcement Monday by Giants' business manager, George Rohrs, that the team would not permit telecasting of either home or road games this fall, as it did in four previous seasons.

BROADCASTING also learned that none of the American League football teams would permit telecasts this fall, although several of the teams are actually friendly to television and its interests.

With that development the professional gridiron video picture appeared to narrow down to a 1949 hiatus—except for the Washington Redskins (National League) which expects to telecast their home contests. The Philadelphia Eagles (National League) last week turned down offers of from $8,000 to $10,000 a game for TV rights [BROADCASTING, June 6].

Mr. Mara, however, explained that the television door at the Giants was not closed to the sponsor or telecaster willing to underwrite the empty seats.

Polo Grounds Capacity

The Polo Grounds, where the Giants perform, holds about 60,000 when 10,000 temporary seats are put down. Average attendance has been 51,000 in 1946, 34,000 in 1947 and 23,000 in 1948.

Although the decline in attendance has become progressively worse as the television audience in the area rose, Giants' top executives do not attribute the heavy gate loss primarily to television. In fact, they freely admit they do not know exactly what television has to do with it.

They do believe, however, that the gate decline is primarily due to "bad show." The New York audience likes to see a winner and a colorful attraction with big stars.

This year, the Giants expect to mobilize a powerful combination so that a guarantee of paying for empty seats might not be as forlorn a prospect as last year's figures might indicate.

Mr. Rohrs, as well as Mr. Mara, emphasized that television was not condemned for all time by the Giants. In fact, said Mr. Rohrs, the Giants were planning to sell this fall through a midweek television show, mixing interviews and exclusive films of Giants' games with inside information on the team. The Giants are also exploring use of TV to build up the gate, he said.

A spokesman at the Brooklyn-Yankees, New York's American Football League team, acknowledged that his eleven would not permit telecasts of its games.

Although this news broke Wednesday in a New York newspaper, the Yankees' spokesman emphasized that the club had made no official announcement because it did not want to get into the position of taking a stand against video.

He told BROADCASTING that the Yankees club took the stand it did as a result of a meeting of American League club owners. A few of them, feeling television might hurt them locally and in their competition with the rival National League, asked for support of a ban against telecasts. It is understood that no formal agreement to take such a concerted stand was reached among the American teams.

The American League stand was described as "a temporary expedient."

It was also understood that some of the American League club owners were well-disposed toward television but were puzzled as to its ultimate place in their business. Having this viewpoint, they decided to wait this year out in the hope the picture in the box office will become at least as clear as that on the viewing tube.

TV SET RISE

Output At New High in April

TELEVISION receiver production rose to the highest weekly rate in history—41,634 sets—in April, Radio Mfrs. Assn. announced last week. The figure covers RMA member output, about 90% of the industry total.

Total TV output in April was 166,536 sets, compared to the record 182,361 in the five-week month of March.

For the first time RMA broke down its production figures to show the number of television sets containing the FM band. Twenty-eight per cent of the April TV output, or 47,264 sets, contained FM reception facilities.

Production of FM-AM sets dropped from 147,733 in January and 71,216 in five-week March to 37,563 in April. This followed the trend in AM only sets, where production dropped from 607,570 in March to 468,906 in April.

Including TV sets with FM, the total number of April sets providing FM reception was 84,827.

RMA pointed out that radio set output in April was at a new low level, with manufacturers turning more attention to television. The FM and FM-AM output in April was about 62% under the weekly average for the first quarter of 1949.

Production of all sets (TV, FM-AM and AM only) was 673,005 in April compared to 861,147 in March (five weeks). RMA's figures were late because of delay in submission of reports by one or two manufacturers. They normally are made available about three weeks following the end of a calendar month.

Four-month totals for set producers follows: TV, 589,073 sets; FM-AM, 355,481 sets; AM only, 2,137,007 sets; all sets, 3,081,561.

COLOR TV

Hailed as Boon to Surgery At AMA Demonstrations

COLOR TV stole the show at the American Medical Assn. convention in Atlantic City last week. It was hailed—even at its present stage of development—as the greatest boon to surgery in many generations. But no predictions were ventured, either by CBS or by AMA spokesmen as to its future as a broadcast medium.

While sessions of AMA generally were sparsely attended, the television transmissions played to capacity houses Monday through Thursday, with long lines of doctors and technicians waiting their turn for each "performance." Dr. Peter Goldmark, CBS director of engineering, research and development, and inventor of the color TV system, estimated that upwards of 25,000 delegates and visitors witnessed the demonstrations. The gross attendance at the convention was about 15,000.

Operations were performed at the Atlantic City Hospital and transmitted by microwave relay to Atlantic City's Convention Hall over a four megacycle video channel. The overall channel width, including sound, was about six megacycles.

So vivid were the color transmissions that a number of the viewers —including practitioners—became ill and had to leave the viewing rooms. There were several who fainted; others who simply couldn't stomach the scenes.

Dr. Goldmark made no claims for public acceptance of his system. CBS maintained its rigid silence, resting on its color TV fight of two years ago in which it lost out to black and white.

The demonstration, however, obviously gave impetus to the FCC's "time-table" on TV which makes provision for use of six megacycle color if it can be done satisfactorily and without rendering obsolete present black and white receivers.

Dr. Goldmark, who directed the demonstration by telephone from one of the two auditorium viewing rooms, said that relatively inexpensive converters can be used for the full-color reception. This view also is held by Comr. Robert F. Jones of the FCC, and presumably also by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee.

Dr. Goldmark said that not a single adjustment on the 20 color receivers, manufactured by Zenith and Webster-Chicago to his specifications, was required during the demonstrations. Frequently during the transmissions, the color filter was cut and pick-up was in black and white. The contrast was significant. Several medical observers said black and white television for surgery teaching would not be nearly as satisfactory as color TV. Color video, they added, is far more effective than color motion pictures.

Spokesmen for Smith, Kline & French Labs, sponsoring the dem-

(Continued on page 67)

TV AUTHORITY

4A's Okays Single Control

FORMATION of a single Television Authority to control TV work of performers in the Assn. of Actors and Artistes of America was okayed by delegates to the national convention of the American Guild of Variety Artists in Chicago last week.

The proposal calls for centralization of TV jurisdiction in the authority, to be comprised of cardholders in all 13 of the 4A guilds. Major factions in the 4A's are AGVA, American Federation of Radio Artists, Actors Equity and the Screen Actors Guild.

Each participating guild will be represented equally with 10 members on the Authority board. One man will be chosen board chief, serving as coordinator. Guilds will retain their independence and complete jurisdiction in their respective fields of talent. Talent fees and conditions of employment were not outlined during the four-day convention, and will be decided on later after the Authority machinery is set up, according to Georgie Price. He is a veteran vaudeville actor and chairman of AGVA's television committee.

He, with AGVA President Gus Van and three other persons, has been working on details of the proposed centralization for five months. The last elements in the 4A's to sanction the parent group were AGVA and the central division of AFRA, which gave its consent Tuesday night. A unanimous vote of approval from the more than 40 AGVA delegates (representing 15,000 paid and active members) was tabbed Tuesday afternoon after Mr. Price backgrounded the suggested move and explained its provisions.

An estimated quarter million dollars will be subscribed by participating unions to establish a sinking fund for the Authority.

Background leading up to amalgamation of the 4A's into a single Television Authority last week was outlined by Mr. Price and Ray Jones of AFRA, at the regular luncheon meeting of the Chicago Television Council Wednesday.

Mr. PRINCE Mr. SARNOFF Mr. SHAWN

* * *

NBC-TV

Program Department Revised In Expansion Move

FOUR NEW subdivisions have been created in the NBC television program department, and several other executive appointments made in a reorganization which NBC said is required by expansion of television activities.

Heads of three of the new subdivisions have been appointed, and the fourth will be picked soon. Robert W. Sarnoff, former assistant to Norman Blackburn, national program director, has been made production manager; Charles Prince, also a former assistant to Mr. Blackburn, has been appointed manager of talent and program procurement, and Fred Shawn, former operations manager of WMAL-TV Washington, becomes manager of operations. A manger of new program development is yet to be selected.

It was also announced that Warren Wade, former national production manager, had been relieved of administrative duties and appointed executive producer to permit him to take personal charge of many of the network's programs.

J. Robert Myers, former administrative assistant to Carleton D. Smith, director of NBC television operations, has been appointed business manager of the network's television department.

In his new job Mr. Sarnoff will be coordinator of producers, directors, writers, assistant directors and program assistants. Mr. Prince will be responsible for the talent department and for sports, music, public affairs and education departments affecting television. Mr. Shawn will supervise production facilities, program and studio schedules and operations of master control.

According to Mr. Blackburn, the new subdivision chiefs will be delegated many jobs now handled by him.

Mr. Sarnoff, who has been assistant to Mr. Blackburn since November 1948, joined NBC in January 1948 after service as assistant to the publisher of *Look* magazine and before that in a similar capacity at the Des Moines *Register* and *Tribune*.

Mr. Prince came to NBC last February after practicing law in Hollywood, specializing in talent aspects. He is a past vice president of the Hollywood Bar Assn.

Mr. Shawn returned to NBC recently, coming from WMAL-TV Washington. He had previously been administrative assistant to the NBC vice president in charge of programs since March 1945. Mr. Shawn started his radio career in 1932 as an announcer at WLW Cincinnati. In 1933 he became assistant manager of WRC-WMAL Washington and later became program manager of WRC.

Film Report

DuMONT TV Network has new weekly audience participation show entitled *Cut*. Designed exclusively for home viewer, participants are asked by telephone to identify series of dramatic skits and sketches. Merchandise prizes range upwards from $2,000. Package produced by William Stark-Jerry Layton Inc., New York. . . . Robert M. Paskow, director of films for WATV (TV) Newark, N. J., has negotiated contract with Edward Sherman, president of Motion Picture Management, Hollywood, for 36 English-made films. Program scheduled for 5:50 p.m. Wednesdays will run through Jan. 1950, and stars such celebrities as Edward Everett Horton and Vivian Leigh. . . . Telemount Productions Inc., Los Angeles, producing second series of 13 *Magic Lady* television films. Reels are 8½ minute open-end.

Caston Productions, Los Angeles, preparing series of one minute commercial comedy film spots for Signal Oil Co., same city, to promote Lee Tires. . . . Feature races from Chicago's Arlington and Washington Park tracks will be telecast nightly except Sundays from June 20 to Labor Day over WBKB (TV) Chicago. Two top races of each day will be filmed by Alexander & Assoc., processed at tracks and ready to be televised from 7:45 to 8 p.m. CDT. Jack Drees, turf expert will handle commentary.

Lynn Knight, supervisor of student affairs for past year at New York's Television Workshop, has joined Van Car Productions, New York package video firm, to specialize in program development. . . . Five Star Productions, Hollywood, will make test "animatic" commercial for Sunkist, if successful Sunkist plans series. Foote, Cone & Belding is agency. . . . Phillips Brooks Nichols, manager RKO Pathe's commercial film and television department, resigned from company, effective June 10.

Telenews INS to be introduced over two more TV stations this month. WEWS Cleveland and WRGB Schenectady, N. Y., have contracted for daily reels. Sponsorship of weekly review over WHIO-TV Dayton also has been announced with RCA Victor dealers lined up to pick up tab effective next week. Contracting for low-budget Projectall equipment to augment news programming facilities in three major TV markets are: KTLA (TV) Los Angeles, WXYZ-TV Detroit and KRON-TV San Francisco. NBC-TV New York has also ordered installation of Projectall balopticon on experimental basis.

ZENITH ANSWERS

Million Dollar Damage Suit

ZENITH Radio Corp., in answer to a million dollar damage suit, has reiterated its claim that it is building the only television set on the market which will not be obsolete if UHF is opened up.

It claimed that its sets are the only ones on the market specially designed with a built-in turret tuner with provision for receiving broadcasts on present channels and on proposed UHF channels without the use of a "converter."

It made the answer in an action brought against it and its New York area distributor, Zenith Radio Corp. of New York, in N. Y. Supreme Court. The plaintiffs charged that Zenith's ads, claiming other manufacturers' sets would be rendered obsolete, were false and misleading and were inserted for the purpose of hurting sales by other manufacturers [BROADCASTING, March 28].

Zenith made a general denial of the charges of falsity. It then set forth the steps which motivated its drafting and placing the ads, which became something of a *cause celebre* back in March

Zenith explained that it withheld from the market any set of its own making until it could produce one which would not be rendered obsolete by the proposed new UHF channels.

This, the answer stated, finally was accomplished and marketed—but Zenith did not at once advertise that only its sets would not be rendered obsolete under UHF.

It was not until exchanges of correspondence between Sen. Edwin C. Johnson (D-Col.), chairman of

(Continued on page 69)

TV PROPAGATION

Ad Hoc Report Issued

By LARRY CHRISTOPHER

TECHNICAL findings on VHF propagation—key tools in FCC's proposed reallocation of the present commercial television band—were announced by the Commission last Wednesday. The reports were made by the special Ad Hoc Committee of the television engineering conference held Nov. 30-Dec. 3, 1948 [BROADCASTING, Dec. 6, 1948].

The highly technical data, presented without interpretation by the committee, will be used by the Commission in forming its reallocation policy. Chief problem in the reallocation is the separation of co-channel and adjacent channel stations. The extent of separation depends, among other things, on consideration of the effects which troposphere and terrain factors have upon TV transmissions. This information, dealt with at length in the technical reports, had been omitted in the original TV channel allocation and was the cause of the reallocation proceeding and the resultant television "freeze."

FCC engineers already are working on the new allocation plan, indicating that the Commission is endeavoring to abide by its television timetable reported in late May [BROADCASTING, May 30]. The timetable calls for hearings in August on the VHF reallocation plus proposed utilization of part of the new UHF frequencies and provisions for optional use of color TV.

The revised VHF allocation table and the issues for the August hearing are to be made public in early July. About 30 days would be allowed for submission of comments.

July 1 was set by FCC as deadline for comments on the Ad Hoc Committee reports. No further sessions of the engineering conference would be held unless there were specific petitions to do so.

The committee report, considering and summarizing several "reference" studies which accompanied it, was declared to be final except

(Continued on page 87)

This Picture of a portion of the 56,000 baseball fans jamming Briggs' Stadium serves a dual purpose. It gives you an idea of the number of television sets in the Detroit market* . . . and also serves as first-hand evidence of the immense popularity of baseball in sports-minded Detroit.

WWJ-TV, first television station in Michigan, is televising 35 Detroit Tiger home games this season to an audience unconfined by the seating capacity of a ball park. This again demonstrates the leadership of WWJ-TV in Detroit. With over two years of experience, WWJ-TV has the know-how that has resulted in outstanding programming and clearer pictures. It's easy to understand why surveys show WWJ-TV consistently has the largest audience . . and gets the best results for its advertisers.

**approx. 55,000 on May 1st and increasing by leaps and bounds*

FIRST IN MICHIGAN *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

Telestatus

Offset Carriers Reduce Interference

(Report 63)

By J. FRANK BEATTY

CLOSER spacing of television stations on the same channel, or at least a reduction in co-channel interference, may develop from the displaced carrier or off-frequency technique, judging by results of experiments at FCC's Laurel, Md., laboratory.

In a demonstration of the off-frequency method, the laboratory last Monday showed how interference is reduced. It demonstrated again its use of a frequency-modulated picture in comparison with the present AM picture [BROADCASTING, Jan. 31].

Of special interest to many of the industry engineers who saw the tests was the fact that both AM and FM pictures were of excellent quality when the desired-to-undesired signal ratio was 20-1, though much of the past thinking has been based on the need of at least a 100-1 ratio.

The FCC's tests of offset carrier technique to reduce co-channel interference supported findings of RCA [BROADCASTING, May 23], in the opinion of a number of engineers who watched the Laurel demonstration.

Edward W. Chapin, chief of the FCC Laboratories Division, directed Monday's tests. He explained that the Commission is going further into the interference question. It hopes to conduct experiments using lay observers to watch television programs into which different types of interference are injected on a controlled basis, as was done last Monday for industry engineers. One of the objects will be to determine the true interference ratio the average viewer can tolerate.

With TV allocation hearings coming up later in the summer, the laboratory expects to develop new data on the separation of TV stations on the same channel (now 150 miles).

The demonstrations last Monday were conducted by Willmar K. Roberts, assistant chief of the Laboratories Division, and Frank D. Craig, engineer.

Mr. Roberts first demonstrated ghost effects on two adjoining receivers, one responding to AM and the other to FM. The two receivers were DuMont Chatham 12-inch models, one modified for FM video reception. A 10-inch Bendix receiver supplied the external video signal for both the ghost and interference tests. The WOIC (TV) Washington test pattern was used for the external picture signal. An Indian Head monoscope picture from FCC's own equipment was the interfering picture.

Creating ghosts artifically by use of a 3,000-foot cable (equivalent to about a mile airline), the merits of FM and AM were shown in a 1-1 signal-to-noise ratio. The FM set was equipped with limiter and discriminator, which was not the case in similar January tests.

At 1-1, AM showed one sharp ghost, with some loss of horizontal sync depending on phasing. The FM picture was described by observers as "junk" and "garbage", being strictly unusable and having brilliant halos around the distorted elements of the picture.

At 4-1, AM showed a faint black or white ghost depending on phasing. Here FM was about as good as AM other than for some loss of definition. At 8-1, AM and FM were about equal, with perhaps a slight superiority for AM in the opinion of observers.

Further ghost experiments were made with 470 feet of cable (600 or 700 feet airline). At 1-1, the AM picture was usable though there was a prominent ghost. The FM picture had a brilliant and disturbing halo, with mottled image. AM was still superior at 4-1.

Mr. Roberts next demonstrated co-channel interference. At 1-1 both AM and FM pictures were unusable. At 4-1, a regular beat appeared on AM which caused bouncing of the picture but FM was superior since it had a distributed beat and no bounce. At 10-1 FM was better, AM still having moving bars. At 20-1 there was a slight beat in AM but none whatever was discernible in FM.

Up to this point, AM showed up better than FM when ghosts were injected into the signal, but FM was better than AM in the case of co-channel interference.

In further testing effects of co-channel interference, FM showed better definition than offset AM in desired-to-undesired ratios from 1-1 to 10-1 but many observers commented that AM seemed easier to watch. FM was characterized by considerable flicker, herringbone and a moving image of the interfering station, yet its definition was better than AM.

At 20-1, both the FM and the offset AM signals were excellent.

When normal AM video and offset AM were compared, with the same ratio of desired-to-undesired signal, the offset or displaced technique revealed a vastly better signal. Most observers said the improvement was at least 5-to-1.

The laboratory experiments were based on the WOIC test pattern. Near the end of the demonstration some of the tests were repeated when a live program was telecast by WMAR-TV Baltimore. The AM picture made a better showing than FM at 1-1, where AM had a prominent ghost displaced about a half inch and FM was completely distorted. At 2-1, AM appeared better, FM having a prominent halo outlining the images. At 4-1 both AM and FM pictures were usable.

Attending the FCC's demonstration for the industry were Lester A. Looney, NBC; George C. Sziklai, A. V. Bedford, Donald W. Peterson, Gordon L. Fridendall, RCA Labs; J. P. Veatch, Raymond E. Simonds, RCA Frequency Bureau; Royal V. Howard and Neal McNaughten, NAB; Jay W. Wright, CBS; R. Morris Pierce, WGAR Cleveland; G. F. Leydorf, WJR Detroit; M. E. Floegel, of the FCC land transportation office.

BERLE AGAIN NO. 1

Ohio Adv. Surveys 3,000 Cleveland Viewers

MILTON BERLE garnered more television honors last week as the Ohio Advertising Agency, Cleveland, released results of its third video survey.

NBC-TV's *Texaco Star Theatre* (Tues. 8-9 p.m.) starring Comedian Berle and sponsored by the Texas Co., took 91.82% "of all possible votes for any one show" in the survey.

This survey is the largest ever attempted by the agency, according to Melvin Tenenbaum, firm's radio and television director. Over 3,000 questionnaires were mailed to televiewers in the northeastern Ohio area served by Cleveland television stations.

The popularity poll was based upon the simple request: "Please list the 10 favorite television shows in your home." No specific question was included for local popularity choices, but this information was compiled from voluntary comment offered in response to the question: "Do you have other television programs you like?"

Of the top 10 shows, three were sporting events—baseball, boxing and wrestling, in that order. Baseball was second only to Milton Berle in the popularity poll. These sporting events took 32.3% of the votes for the top 10 shows.

In estimating the status of films in popularity, the survey analysis notes: "A total of votes for 'western films,' which was in 14th place, feature films in 25th place, and Korda films, in 32nd place would give us a general category of 'films' in ninth place. . . . Almost three times as many people voted for the three top dramatic shows . . . as cast votes for the general category of 'films'."

The three top dramatic programs were *Suspense* (Electric Auto Lite), CBS, Tues. 9:30-10 p.m.; *Philco Playhouse* (Philco Corp.), NBC, Sun. 9-10 p.m. (discontinued April 10), and *Kraft TV Theatre* (Kraft Foods Co.), NBC, Wed. 9-10 p.m.

Second in network popularity was Arthur Godfrey, who is featured on *Talent Scouts* (Lipton Tea) on CBS, Mon. 8:30-9 p.m., and *Godfrey and His Friends* (Liggett & Myers Tobacco Co.) on CBS, Wed. 8-9 p.m.

In answer to the question: "From what television stations do you receive a good, clear, useful picture?", televiewers listed, in addition to WEWS (TV) and WNBK (TV) Cleveland, WSPD-TV Toledo and WXYZ-TV Detroit.

As an aid to stations in scheduling programs, the survey also asked televiewers when they had their evening meal. Largest percentage (40.20%) rating any one time listed 6 p.m. as their dinner hour. Several viewers suggested that "good programs" should not be scheduled at this time as they find it difficult to get the children away from the television set to eat.

'MIRACLE OF TV'

Explained for the Layman

THE MIRACLE OF TELEVISION. By Luther S. H. Gable, Ph. D. Chicago: Wilcox & Follett Co. 151 pp. $2.50.

IN LANGUAGE understandable to the layman, Dr. Gable reviews "the miracle of television." He tells the story behind TV, then goes into the technical aspects and explains, for example, the meaning of frequencies. Using photographs and charts, he tells how television works, and in two final chapters reviews its future possibilities.

"Already it is foreseen," he says, "that coast-to-coast television can easily employ as many people as our magnificent telephone system does today." And, he adds: "Television is here. Those young men and women who best recognize that fact will make great strides toward a successful career in the electronic industry in our Atomic Age."

Regarding color television, Dr. Gable comments: "Color television would indeed be a miracle; would indeed be that impossible achievement of which the broadcasting executive smilingly says, 'It will take a little longer to achieve.' . . . Many of the thousands of young men now studying television engineering as a career will contribute to this final achievement."

In Maryland, it's WMAR-TV for family programming

The usual limits of a gamut are from A to Z. WMAR-TV's local programs are designed for the whole family from moppet to grandparent.

That the youngsters in Baltimore like WMAR-TV's "Television Playground" is attested by the fact that more than three thousand of them have joined the *Playground Club*.

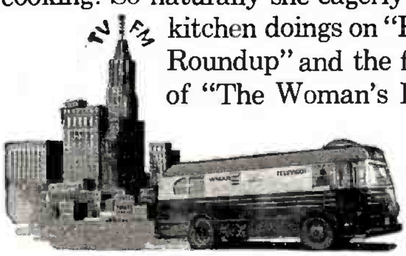
Those who have reached the hobby age (do any outgrow it?) are regular viewers of "Let's Take A Picture" and "What's Your Hobby?"

Mother takes pride in her housework and her cooking. So naturally she eagerly watches the kitchen doings on "Homemakers Roundup" and the fashion hints of "The Woman's Page."

Of course, Dad and Junior like sports. So it's channel two in Baltimore for them when WMAR-TV is carrying the daily "Sports Parade," or the races from Pimlico, or the Orioles baseball games.

Grandad loves to sit back and reminisce with "Remember Yesterday's Newsreels" and he approves of the traffic wisdom of the "Court of Common Sense" and the health advice of "Your Family Doctor."

The whole family enjoys guessing the answers to "Tune Title Time" and "Do you Know Baltimore?" They root for their favorites on the Sunday Amateur Parade. And whether they take the groaners seriously or not, Tuesday night wrestling on WMAR-TV is a family "must" in most Baltimore television homes.



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TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

TV OPEN HOUSE

WHEN (TV) Dedicated June 6

WHEN (TV) Syracuse, N. Y., held open house and dedication ceremonies last week, beginning Monday (June 6). Dedication took place in an hour-long telecast from the studios, with government officials and guests participating, according to Paul Adanti, WHEN station manager.

Business leaders, agency personnel and television dealers in the Syracuse area were invited to the open house three succeeding nights, after which the station was open to the public. Highlight of tours was the inspection of the new 537-foot transmitting tower which went into operation May 18.

WHEN aired its first program Dec. 1, just 16 days after the first equipment arrived, Mr. Adanti said. Station now programs 5-6:15 p.m. and 7:15-10:30 p.m. Monday through Saturday and 6-10:30 p.m. Sundays. In addition to studio and remote programs, WHEN carries 16 network shows each week. Station is affiliated with CBS, ABC and DuMont.

Owned and operated by the Meredith Syracuse Television Corp., WHEN operates on Channel 8 (180-186 mc). Ed Meredith, vice president and general manager of the Meredith Publishing Co., Des Moines, is president of WHEN.

WTTG (TV) Washington has added to hours of its Saturday programming schedule.

PEEP HOLE PROMOTION on construction progress of WTAR-TV Norfolk, Va., is peered at by its perspicacious progenitor, John C. Peffer, chief engineer of WTAR-AM-FM-TV. Sidewalk foreman watch building activity through opening of TV screen. WTAR-TV expects to be on the air about April 1, 1950.

WKY-TV BEGINS

First Oklahoma Outlet Is on Channel 4

WKY-TV Oklahoma City, Oklahoma's first television station, began regular telecasting June 6—just one year and four days after the FCC granted its construction permit, according to P. A. Sugg, WKY-AM-TV manager.

Participating in the opening telecast Monday night were Oklahoma's Gov. Roy J. Turner; E. K. Gaylord, president of the Oklahoma Publishing Co., owner of the station; Dr. H. G. Bennett, president of Oklahoma A&M College, and other notables.

Operating on Channel 4 (66-72 mc), WKY-TV is programming six nights a week, Sunday through Friday, 7 to 9:45 p.m. Schedule is to be extended later, according to station officials. A wide variety of local programming is planned by the station including coverage of sporting events. Network programs also will be carried. WKY-TV has signed conrtacts with NBC, ABC, CBS and DuMont television networks.

Studios for the new television station are in the Little Theatre of the Municipal Auditorium [BROADCASTING, May 9]. For remote telecasts, the station has a $75,000 custom-built bus, made by Flexible. WKY-TV has been airing test patterns since April.

In honor of WKY-TV's opening, the June 5 issue of the *Daily Oklahoman* published two special sections totaling 38 pages of television information and details on the station. A two-color cover page headed "Television Is Here," displayed pictures of the mobile unit, 968-foot tower and studio views.

Also contained in the special sections were byline pieces by William S. Paley, CBS board chairman; Frank Stanton, president of CBS; Niles Trammell, NBC president; Dr. Allen B. DuMont, president of DuMont Labs; Dr. W. R. G. Baker, General Electric vice president; William Balderston, president of Philco Corp.; J. R. Poppele, vice president and chief engineer of WOR New York and president of Television Broadcasters Assn.; Jerry Fairbanks, head of Jerry Fairbanks Productions, Hollywood; Edward Sobol, production manager of NBC-TV; Dick Smith, NBC makeup director, and George J. Stoelzel, CBS lighting consultant.

Television Fund

FIRST semi-annual report to stockholders of Television Fund, Chicago, shows an increase of net assets from $274,983 to $2,061,760 in six months. Largest common stock holdings, based on April 30 market values, are in Admiral Corp., DuMont Labs, Eastman Kodak, Emerson Radio, General Electric, Paramount Pictures, RCA, Sylvania Electric Products and Westinghouse. Marketable security investments as of April 30 totaled $1,754,425, of which $501,500 was in government securities. Shares were first sold to the public last September.

BECK RECOVERING

Injured in Auto Accident

JOSEPH H. BECK, president of Beck Studios Inc. and executive director of Twin City Television Lab, Minneapolis, was reported to be recovering last week following an automobile accident in which he was critically injured, according to Mel Jass, TCTL public relations man. Mr. Beck and his wife, who was killed in the accident, were returning from a business trip in the southern part of Minnesota when their car collided with a truck.

William Gage, vice president of Beck Studios, has assumed duties as executive head during Mr. Beck's absence, Mr. Jass reported.

SET OWNER STUDY

RCA Tops in N. Y. TV Survey

MORE than 60% of the television sets in use in the New York metropolitan area were made by RCA, Philco and DuMont, a survey by Advertest Research, New Brunswick, N. J., revealed. RCA led with 29.7%, Philco was second with 16.9% and DuMont third with 14.2%.

The analysis, based on 2,100 personal interviews conducted in the three-month period ending June 1, was drawn from appendix material in Advertest's monthly research reports, "The Television Audience of Today."

Percentages of ownership of other sets by New York area residents were: General Electric, 5.5; Crosley, 4.7; Emerson, 3.8; Motorola, 3.5; Transvision, 3.2; Admiral, 2.6; Fada, 2.4; Teletone, 2.3; Magnavox, 2.0; Andrea, 1.7; Olympic, 1.5; Zenith, 1.2; Stromberg-Carlson, 1.0, and DeWald, 1.0. An additional 2.7% was divided among Hallicrafter, Sightmaster, Tele-King, Stewart-Warner, Garod, Westinghouse and others.

Advertest said DuMont led in percentage of set owners who were satisfied with the performance of their sets, with 98% reporting satisfaction.

Breakdown of set ownership according to income groups showed RCA leading three out of four classifications. Advertest said RCA led in the over $7,500 a year group with 41.2%, in the $5,000-$7,500 classification with 31.7% and in the $3,500-$5,000 group with 22.5%. Philco was a close second with 22.2% in the $3,500-$5,000 group and led in the under $3,500 a year group with 24.3%.

BERLE RATES TOP

With Capital TV Viewers

MILTON BERLE and his *Texaco Star Theatre* show, NBC-TV, Tuesday, 8-9 p.m. (EDT), rate No. 1 with the Washington area television audience. This was revealed in an American Research Bureau survey covering the week of May 11-18 for the Capital's four TV stations, WMAL-TV WNBW WOIC and WTTG.

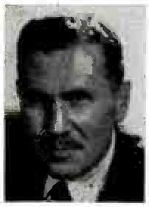
Ratings were based on information taken from television viewer diaries placed in 455 TV homes selected at random. Of the 455 diaries, 364, or 80%, "were recovered and usable," the research firm reported.

Close behind the Berle program, which had a rating of 68, were three CBS shows, all with ratings above 60. *Toast of the Town* (Lincoln-Mercury), Sunday, 8-9 p.m., was second with 66.4. Third and fourth, respectively, with ratings of 63 and 61.9 were Arthur Godfrey's shows, *Talent Scouts* (Lipton's Tea), Monday, 8:30-9 p.m., and *Godfrey and His Friends* (Liggett & Myers Tobacco Co.), Wednesday, 8-9 p.m.

GUENTHER ON TV

Speaks to Tea, Coffee Group

"Here at last is the perfect home demonstration, combining the better elements of pictorial advertising with sound advertising along with person-to-person selling." This description of television was given by Wilfred Guenther, director of radio and television at Haehnle Advertising Agency, Cincinnati, in an address June 9 before the National Retail Tea and Coffee Merchants Assn. convention in Cleveland. Mr. Guenther was with WLW Cincinnati for 11 years prior to joining WMAQ Miami two years ago. He recently returned to Cincinnati and joined Haehnle.



Mr. Guenther

In emphasizing the importance of television to such groups as the tea and coffee merchants, Mr. Guenther reminded that house-to-house salesmen, which are the principle sales tools of the group, cost more than $4 per new customer. "Now, suppose you could find a salesman who is congenial, has a sense of humor and who is not only welcome into the homes of your community but also one upon whom large sums of money have been spent by your potential customers to bring him right into their living room . . . who could bring you new customers at less than $4 each . . ." and who "would call on not hundreds of customers a week, but thousands. Such a salesman is available. That salesman is television."

NEW TV FIRM

Media Productions Formed

NEWEST among the ever-increasing number of television package producers on the East Coast is the New York firm of Media Productions, with offices at 4 W. 58 St. in that city. Formed to produce for radio and the theatre as well as video, the firm is presently concentrating on the latter medium.

President of the new organization is John Houseman, screen, theatre and radio producer. Vice presidents are Howard Teichmann, radio writer, editor and producer who has been associated with the *Texaco Star Theatre*, *Helen Hays Theatre* and others, and who will head the writing department; Herbert Scheftel and Alfred Burger, television newsreel producers who head the independent producing firm of Telenews. James B. Cahoon, film editor for 12 years in Hollywood will head that activity, and production will be supervised by Palmer Williams, former production supervisor for Pare Lorentz and production manager for Film Assoc.

T. Edward Hambleton and Alfred R. Stern, Broadway theatrical partners, will act as secretary and treasurer.

WPIX PREVIEWS

Promote Station's Shows

WPIX (TV) New York is using its own facilities to promote its program features in a series of *Pix Program Previews* broadcast at the opening and close of each day's operations, augmented by audio-video spots throughout the day. Basis of the sight-and-sound program promotion, is a library of still slides from photos of the station's programs taken while they were on the air. Several different scenes are used for each program.

Copy is written to fit the time available and the slides are cued to the spoken announcements, achieving easy synchronization of pictures and words.

The sign-on period plugs that day's programs. The sign-off invites viewers to return to WPIX for the next day's features. Other promotional spots may advertise programs to be broadcast later in that day, or outstanding attractions coming up on later dates or institutional plugs for the station. Where trailers are available, they are used in place of stills for motion pictures to be telecast on WPIX.

Number of slides and plugs used between programs is dictated by the time available, with three slides considered right for a 45-second break. A period of that length, on Monday, following *Six Gun Playhouse* and preceding the 7 p.m. *News of the Hour*, for example, plugs the *Jimmy Powers Sports Show* at 7:15, *The Benny Rubin Program* at 8 and the boxing remote at 8:30.

OFFICIAL HEADQUARTERS for TV, radio and newspaper correspondents during American Legion national convention in Philadelphia beginning Aug. 29 will be situated in Pen and Pencil Club.

TILLSTROM

Signs 5-Year NBC Contract

BURR TILLSTROM, creator of the video puppet show, *Kukla, Fran and Ollie*, signed a five-year talent contract with NBC in Chicago last week. The network acquired all TV, AM and FM rights, with Mr. Tillstrom retaining rights to films and recordings. Radio Corp. of America will continue as sponsor.

The show was sold as a package, which includes the continued services of Fran Allison, the single live character, who is also Aunt Fanny on ABC's *Breakfast Club*. Mr. Tillstrom and his puppets marked their 10th year of performing last week as the program moved from WBKB (TV) Chicago. It will be aired five times weekly from WNBQ on NBC-TV starting Aug. 8 after an eight-week hiatus. Beulah Zachary of J. Walter Thompson is producer. Lou Gomevitz moves to NBC as director.

WBKB (TV) ANNIVERSARY

Special Telecast To Observe Eighth Year

MILTON BERLE has been asked to lead-off the array of talent which will appear Thursday night in a special premiere telecast of the Chicago Theatre stage show during WBKB (TV)'s eighth anniversary this week. The theatre is the flagship of the Balaban and Katz chain, which owns WBKB.

An expensive line-up of stars from all fields of entertainment was planned late last week as B&K officials readied their staffs for five hours of TV programming Thursday. The event also will mark the premiere of theatre screen TV in the Midwest, with the station's remote crews going across the street to the theatre for shots of patrons and guests. Interviews are expected to be teletranscribed and films will be edited for a 15-minute presentation on the screen.

At the same time, a documentary film on the teletranscription process, with details of the mechanics, will be telecast to home viewers.

Station officials have been working several weeks to telecast live that evening the boxing bout of Jersey Joe Walcott and Ezzard Charles from the Chicago Stadium. Plans called for this to be picked up live for theatre showing also.

More than 100 guests, including civic leaders and representatives of advertising agencies, sponsoring firms and the press, will attend the premiere, scheduled to start at 9 p.m., according to plans made by WBKB program director, E. Jonny Graff, who is supervising the entire production.

WBKB has been attempting to clear time with CBS-TV, with which it becomes officially affiliated in October, for a network feed of the stage show.

KMO'S VIDEO PLANS

Investment To Be $300,000

TELEVISION plans of KMO Tacoma, Wash., were announced last week by Carl E. Haymond, licensee, following the filing of KMO's application at FCC for a television permit on Channel 13 (210-216 mc) (Details in FCC Roundup).

"We intend to be in the forefront of television, just as we have been throughout our years of standard broadcasting," Mr. Haymond said. Television investment will be about $300,000, he said, and the station would be on the 15-acre tract owned by KMO atop a bluff at Dash Point on Puget Sound near Tacoma.

There now are three applications pending for the three channels allocated to Tacoma, the other two being Television Tacoma Inc. (KTBI and Scripps Newspapers) and Bing Crosby.

ERNEST RICCA

Heads N. Y. RTDG Local

ERNEST RICCA, freelance director, was elected last Monday to the presidency of the New York local of Radio and Television Directors Guild, succeeding Robert Lewis Shayon, CBS.

Others elected: Ralph Warren of ABC-TV, vice president; Betty Todd of CBS, secretary; Paul Harrison of NBC, treasurer. Council members chosen were: Leonard Blair, ABC; Joseph Bell, freelance, and Fred Carr, ABC-TV. Reelected by the local as nationl board members: Ted Corday, freelance; Earle McGill, freelance; Lester O'Keefe, freelance, and George Zachary, CBS-TV.

STANFORD COURSE

Video Included in Agenda

TEN KNBC San Francisco executives and staff members have been selected to instruct classes at this year's Summer Radio Institute, June 20-July 29, presented jointly by NBC and Stanford U. on the Stanford campus.

John Elwood, general manager, will teach a course in radio program planning and scheduling. George Greaves, assistant general manager, will teach television. Paul Speegle, program director, will teach a course in broadcasting in the U.S. and in radio program planning and scheduling. John Thompson, director of news and special events, will teach radio news writing and special events.

Others include: Alfred Crapsey, radio selling; John Grover, radio drama and announcing; Tony Freeman, musical direction; Budd Hyde, announcing; Bill Minette, administration, and Hal Wolf, announcing.

DuMONT NETWORK

Adds WGAL-TV, WBRC-TV

ANNOUNCEMENT of the signing of two more affiliates of the DuMont Television Network was made last week by Mortimer W. Loewi, network director. They are WGAL-TV Lancaster, Pa., which is also a primary NBC affiliate and an affiliate of CBS, and WBRC-TV Birmingham, primary NBC affiliate.

WGAL-TV, owned by WGAL Inc., started commercial operation last Tuesday, while WBRC-TV, owned by the Birmingham Broadcasting Co. Inc., is to begin commercial operation July 1.

ANDREA RADIO Corp., Long Island City, N. Y., has announced new combination console model, including TV, AM, FM and three-speed record player.

WBTV (TV) DINNER

Video Outlet Starts Soon

GEORGE MOSKOVICS, CBS television sales development manager, was featured speaker at a TV preview dinner given by WBT Charlotte, N. C., last Monday at Hotel Charlotte.

The dinner, attended by distributors, dealers, agency representatives, business executives and newsmen, heralded the forthcoming opening of WBTV (TV), scheduled for July 15. WBTV, owned and operated by Jefferson Standard Broadcasting Co., a subsidiary of the Jefferson Standard Life Insurance Co., will be on Channel 3 (60-66 mc).

The station will carry programs on film from all four TV networks (NBC, CBS, ABC, DuMont), Charles H. Crutchfield, WBT general manager, said.

Super-Long Record

SUPER slow-speed long-playing record which lasts one year has been introduced by Fred Bennett, WPTZ (TV) Philadelphia disc m.c., on WPTZ's *Life of the Party*, Saturday evening teen-age show sponsored by Philadelphia Dairy Products Co. The record, more than five feet in diameter and bearing *Life of the Party* label, turns at one revolution per day, according to Mr. Bennett. He hastily adds that the record cannot be played "on your regular phonograph" but requires an attachment (still in the design stage) that "plays through your radio."

N.J. CAR VIDEO

Weak Anti-Use Bill Vetoed

BECAUSE he felt the bill was not strong enough, Gov. Driscoll of New Jersey May 31 vetoed a measure prohibiting the operation of a motor vehicle equipped with a TV set "so placed that the viewing screen is visible to the driver."

"Public safety will best be served by prohibiting television equipment in private motor vehicles," Gov. Driscoll said. "Television will unquestionably prove a distracting influence to the driver whether the viewing screen is directly visible to him or not."

Observe FCC, U.S. TV

CAPT. C. F. BOOTH, head of the radio developmental section, British Post Office Dept., and W. J. Bray, an engineer in that section, are visiting in the U. S. to observe communication procedures and operations, especially television. Here for several weeks, the British representatives have been at FCC in Washington to study various phases of radio regulation and administration. They also are making a trip to the Midwest.

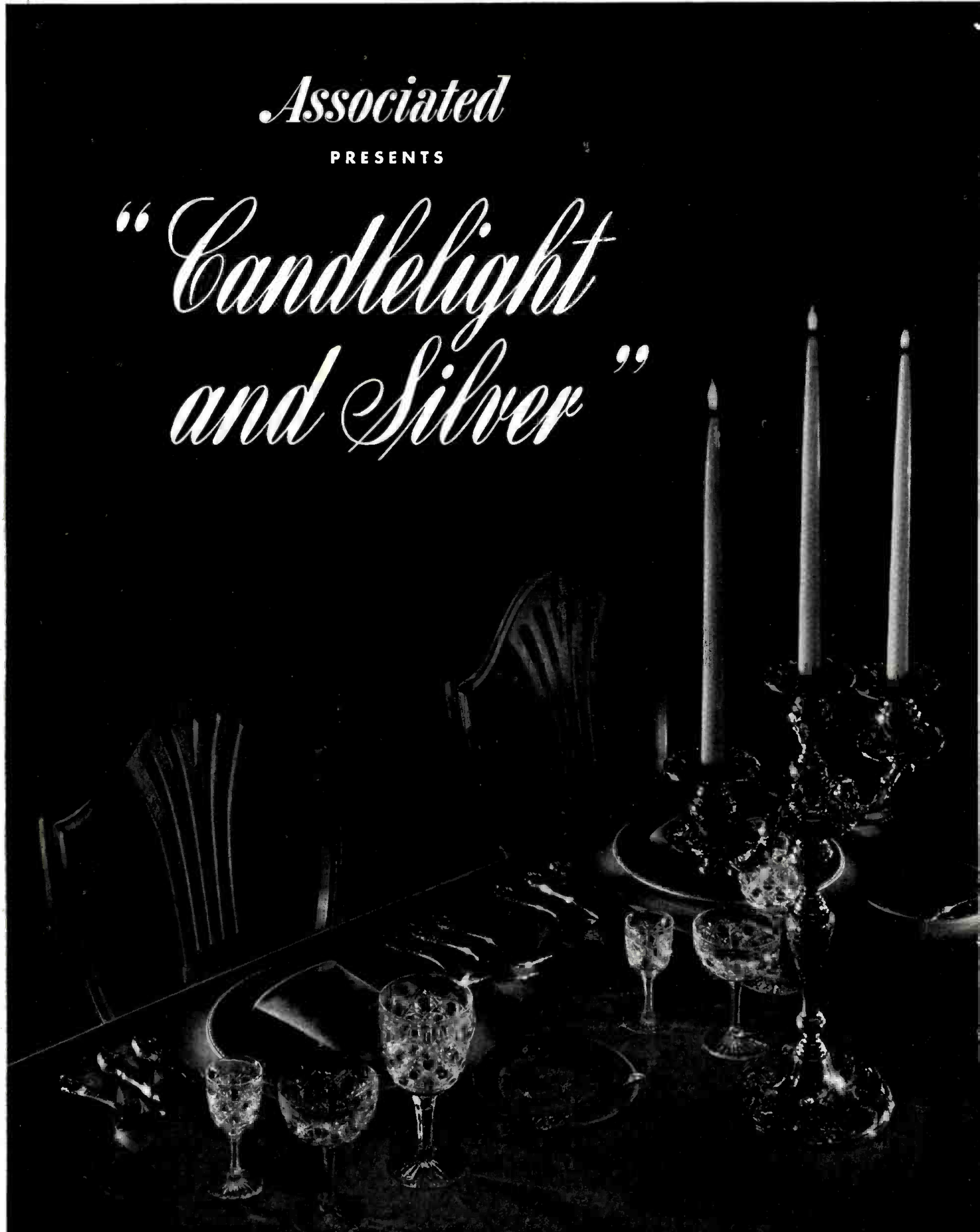
WCAU's *Umbrella Coverage* gives the Philadelphia businessman an advantage against competition. . . . Local businessmen "who know Philadelphia best" spend more advertising dollars on WCAU than on any other Philadelphia station. . . . It's WCAU, the Philadelphia Bulletin station—affiliate of CBS—complete with TV, AM, FM.

WCAU

CBS AFFILIATE

TV
AM
FM

The Philadelphia Bulletin Stations


Associated
PRESENTS
"Candlelight and Silver"

Editorial

etaoin shrdlu

AFTER EIGHT years of gestation, the FCC has brought into the radio world its editorializing offspring. Obviously, because it labored so long, it has dropped a monstrosity of confused parentage—one that can become a Frankenstein monster to turn against those who toiled so diligently for its arrival.

The opinion (it is neither definitive regulation nor rule) establishes *fairness* as the yardstick if stations transmit editorials reflecting the views of ownership on public issues. There's no definition of controversy.

The FCC, in our view, takes the wrong road. The right to editorialize imparts the right to be *unfair*. Newspapers must have public acceptance. Stations are newspapers of the air.

Five members of the Commission split four ways in the abortive effort to rescind the Mayflower ruling which, via legal dictum, proclaimed that radio could not be an advocate. Four of the five agreed to the "fairness" principle; one (Hennock) clung to the Mayflower doctrine in dissenting. Comr. Jones' vehement and erudite concurrence was something less than *pro forma*. Comr. Webster's *lawgineering* concurrence was questioned as to accuracy by Comr. Jones. Chairman Coy and Vice Chairman Walker, in Europe, didn't vote. So only Acting Chairman Hyde and Comr. Sterling—two of seven—wholeheartedly supported the majority opinion (see text, page 76).

One thing is clear. The opinion does give broadcasters the chance to live dangerously. Stations which venture into editorializing in politics and on public affairs may find themselves in hot water on license renewals—because fairness and balance are chameleons. What might be fair comment today could be construed as unfair a year hence.

Despite the incongruities and the rhetorical drooling, we feel that scuttling of the Mayflower doctrine (if, in fact it is torpedoed) is a wobbly, clumsy first step. NAB President Miller once noted it took 100 years for the press to achieve freedom; it may take as long for radio to establish its right to speak under the guaranties of the First Amendment.

As always, the FCC premises its limited editorializing authority upon the scarcity of frequencies. Newspapers continue to fall for it, with the solitary exception of the able dean of columnists—David Lawrence.

How can the scarcity argument be applied when there are twice as many stations as there are newspapers; when both FM and AM licenses and construction permits are being turned back in increasing numbers?

There are enough stations to permit choosing of sides if they undertake editorialization. There are stations owned by Republicans and Democrats and Mugwumps. There are AFL, CIO, ILGWU and newspaper stations—stations having ownership representing every cross-section of our commonweal.

Even if there were no strings, the right to editorialize would weigh heavily. The American broadcaster should have the right to speak —a right granted every other citizen. The citizen, whether a commentator, a capitalist or a Communist, does not profess to be fair or balanced in his views. The public evaluates. Four FDR elections, overcoming preponderant newspaper opposition, is eloquent answer.

With the FCC's five strings, tugging in four different directions, the right to editorialize means a gamble of economic life and death. Broadcasters must move warily. They cannot risk using their microphones as private mouthpieces to the exclusion of other views (the counterpart of letters to the editor). The extent to which they may or may not exercise their highly explosive newly found right is up to the discretion of management.

The right, however limited, is there. To that extent it is a victory for radio—the first skirmish in that war that must establish radio's right to be wrong or unfair and to run the risk of survival that runs hand in hand with precarious living.

Wake Up, Dept. Stores!

THOSE WHO have sung the praises of radio for its contributions to mankind, as well as for its ability to sell anything from candy-bars to Cadillacs, are legion.

The other day, the Kentucky Broadcasters Assn. was regaled with one of those success stories. Harry W. Schacter, president of the Committee of Kentucky, paid tribute to the broadcasters of his state for the *Wake Up, Kentucky* campaign, which carried as its theme the fight of democracy against totalitarianism. It was an amazing story, eloquently told. The campaign won a Peabody Award last year.

Mr. Schacter, we learn, also is general manager of Kaufman-Straus Co., one of Kentucky's leading department stores. Kaufman-Straus does *not* use radio.

Mr. Schacter *knows* what radio did to sell Kentucky to the world. If it can do that, radio can sell merchandise to Kentuckians.

Pa.'s TV Ghosts

THE BRIGHT PROSPECTS held out for television as the *ne plus ultra* of mass communications are in peril in the suit before the courts of Pennsylvania, where telecasters are fighting the State Board of Censor's ruling that TV films must be cleared before use.

It is no exaggeration to say that television could be reduced to the electronic equivalent of a second or third-run theatre if the board's assertion of authority is upheld. The Pennsylvania board would be the first of many.

Consider the consequences. Kinescope recordings, so vital where intercity connections are not available and so often desirable in any event, would have to be approved in advance. This is incongruous in itself, since the same show would go unchallenged if used alive. But inconsistency is not the major evil here.

The delay required by clearance would rob the shows of the immediacy which is essential to the visual art. Indeed, it would substantially limit their use, since the musicians union requires that they be telecast within two weeks of the original broadcast. The problem would be compounded for each "live" show which uses films incidentally, and would become totally intolerable with varying state censorship laws. Program quality would go down; costs up.

This, of course, would bring no gloom to the motion picture interests who, as was brought out during the trial, prompted the Pennsylvania board. We think their position, incidentally, reflects poor grace. The similarity between television and the movies is superficial. Licensees must operate "in the public interest," and the FCC is watchful.

The Pennsylvania telecasters have the answer: That is, that the regulation of radio is a function of the federal government, and no state shall have a power of censorship which is forbidden even to the federal regulatory arm. All in the visual art may hope that the courts will agree. We suspect that the Pennsylvania censors themselves would not protest too much, for they have already admitted that they were unaware of the scope of their undertaking, and that they're unequipped now to cope with the job.

Our Respects To —

F. C. SOWELL

LIKE a great many of broadcasting's pioneers, F. C. Sowell got into the industry by accident. And a most profitable accident it was. The insurance has paid off in lifetime dividends for the manager of WLAC Nashville, Tenn.

This year marks his 20th anniversary in radio and his 19th year at WLAC. He has been general manager since 1935. Conclusive proof of his success in the field came in December of last year when his fellow broadcasters elected him to head the Tennessee Assn. of Broadcasters.

The "accident" occurred in the early part of 1929. Mr. Sowell was handling advertising for an automobile firm in Columbia, Tenn., where he was born in 1904. The car dealer decided to buy some radio time and he propositioned Mr. Sowell to do the announcing. Young Sowell had won a medal in college for public speaking and since that time had been entertaining visions of becoming a radio announcer. The dealer's offer was the spark he needed to fire his ambition.

He foresook the advertising business and the newspaper field—his first job had been as a jack-of-all-trades in a county newspaper office in Columbia—and since that time has never strayed from the radio field.

After a few months describing the advantage of the horseless carriage on the air, Announcer Sowell felt he was ready for a full-time broadcasting job. With rather limited experience he hopefully applied to a former home-towner who had set up a 250 watter in Detroit—the old WMBC. A return wire came immediately saying, "Catch the next train." Mr. Sowell regrets that he didn't keep a copy of that first letter of application, for he is still mystified as to what produced such rapid results.

The broadcasting industry measured up to all of the Tennessean's expectations, but the hustle and bustle of a big city operation didn't appeal to him. By the end of 1929 he decided to head for home. En route he passed through Nashville and dropped by WLAC to pay a friendly call on Truman Ward. Before he left, Mr. Ward had a new employe—a combination announcer-salesman-copy writer.

The Ward-Sowell association has proved to be a long and lasting one. In 1935, when J. T. Ward purchased WLAC, he named Mr. Sowell general manager, and the arrangement has continued to grow and prosper.

In the early days, Mr. Sowell recalls, "radio was a losing proposition financially, and didn't

(Continued on page 52)

the TALK of the Town!...

ERNIE SIMON

on WJJD Chicago

Simon's Charming
has made him Chicago's
most popular personality!

TWICE DAILY

8:00 A.M. to 10:00 A.M. and
before and after the
Chicago White Sox Games on

WJJD
50,000 WATTS

Management

MALCOLM E. KENNEDY, former national radio representative of Forjoe & Co., has joined South Jersey Broadcasting Co. as general manager of WKDN Camden, N. J.

ELLIS ATTEBERRY, formerly vice president and manager of KCKN Kansas City, Kan., has been appointed general manager of WJBC Bloomington, Ill. He succeeds **HALE BONDURANT**, who has become manager of KFBI Wichita [BROADCASTING, May 30]. WJBC is owned by *The Daily Pantagraph* of Bloomington.

Mr. Atteberry

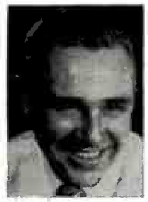
IVOR KENWAY, ABC vice president, has been elected to board of directors of Salvation Army Assn. of New York.

JOE RAHALL, owner of Rahall stations, WWNR Beckley, W. Va., WKAP Allentown, Pa., and WNAR Norristown, Pa., is the father of a boy, Nick Joe Jr.

LOUIS A. WASMER, owner of KGA Spokane, was recipient of an honorary Doctor of Law degree at Gonzaga U. commencement exercises. Member of university's Board of Regents for more than ten years, Mr. Wasmer received degree for part he has played in the communication of knowledge.

PAUL MOWERY, formerly production manager of WCBI Columbus, Miss., has been named station manager of WMOX and WMOX-FM Meridian, Miss.

HARRY K. RENFRO, previously public relations director of KXOK KXOK-FM St. Louis, has been appointed executive assistant to general manager, **C. L. THOMAS**. Earlier, Mr. Renfro served as announcer at WEW St. Louis in 1936, at KXOK in 1938. Between 1938 and 1943 he was news editor and special events director. He joined U. S. Navy in 1943, returning to station in 1946 as public relations director.



Mr. Renfro

GEORGE M. BURBACH, general manager of *St. Louis Post-Dispatch* radio operations, KSD AM-FM-TV, and executive of newspaper company, sails July 5 for European visit with Mrs. Burbach. They plan to return Aug. 20 after extensive tour including London, Paris, Berlin and Munich.

MICHAEL R. HANNA, general manager of WHCU Ithaca and of Rural Radio Network, is the father of a boy, Anthony Michael.

THOMAS E. SHARP, president of KFSD San Diego, has returned home following a two-month vacation to Australia, his birthplace.

S. F. 'CHRONICLE'

Fetes Ad Executives

TWENTY-FIVE eastern advertising agency executives visited Northern California fortnight ago as guests of the San Francisco *Chronicle*. Paper also is permittee of the local KRON-TV. The trip was designed to acquaint them with the industrial development and market potentialities of Northern California.

In addition to tours of the area, including airplane flights over Lake Tahoe, Yosemite National Park, Del Monte and the Monterey Peninsula, the agency visitors were treated to an informal round of parties, luncheons and other entertainment. Highlight of the trip was a party at San Francisco's Palace Hotel at which the visiting executives met local agency representatives and executives from the area's radio stations, magazines, business firms and competing newspapers.

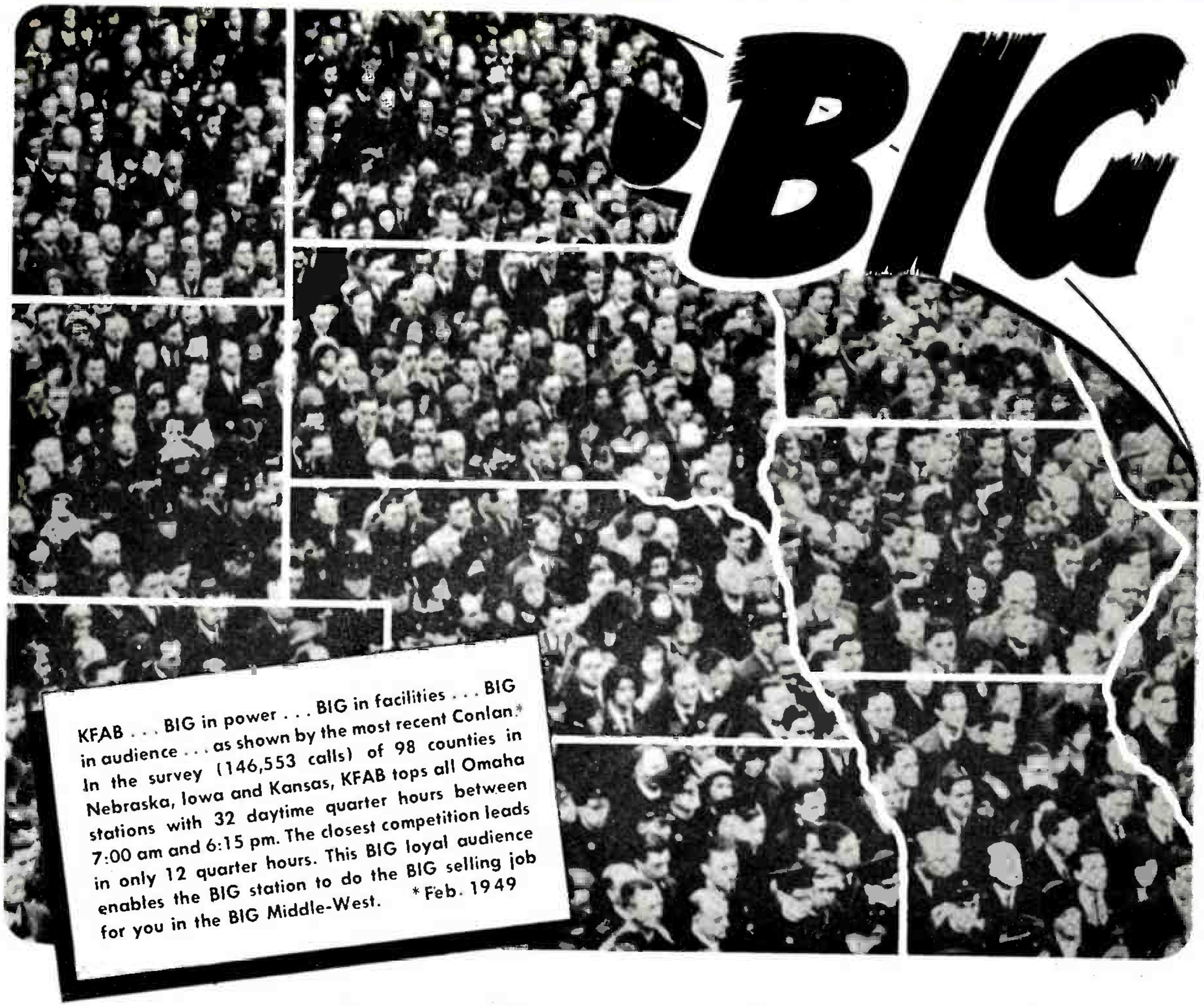
The visitors included: Fred Barrett, BBDO; P. C. Beatty, Maxon Inc.; A. C. DePierro, Buchanan & Co.; Harold H. Dobberteen, Benton & Bowles; Thomas A. Doyle, The Biow Co.; E. A. Elliott, Fletcher D. Richards Inc.; A. G. Ensrud, J. Walter Thompson Co.; Robert Erath, Kenyon & Eckhardt Inc.; Les Farnath, N. W. Ayer & Son; Al Frifield, Foote, Cone & Belding; E. Ross Gamble, Leo Burnett Co.; Daniel M. Gordon, Ruthrauff & Ryan; Frank Hakewill, Roche, Williams & Cleary; D. R. Hathaway, J. M. Mathes Inc.; Frank Hermes, Federal Adv. Agency; W. W. Kirchert, J. D. Tarcher & Co.; George Leithner, Young & Rubicam; N. P. McEvoy, Newell-Emmett Co.; D. J. Pykett, Kudner Agency; James Short, J. Walter Thompson Co.; Edgar P. Small, Ted Bates Inc.; Henry Sparks, Young & Rubicam; Otto R. Stadelman, Needham, Louis & Brorby Inc.; H. R. Van Gunten, Foote, Cone & Belding, and George Schiesser, Erwin, Wasey & Co.

SALES CONTEST

Ten Win Trips From ABC

NEW YORK and Bermuda vacations have been won by 10 account executives, managers and sales managers of ABC radio affiliates in a local sales contest conducted during March and April by the network's cooperative program department.

The winners, who will arrive in New York during the week of June 20 before taking off for a four-day jaunt in Bermuda are: Bob Walker, account executive, WCHV Charlottesville Va.; Fred Elsethagen, assistant sales manager, KVOS Bellingham, Wash.; Dennis Gerken, account executive, WCRO Johnstown, Pa.; E. P. Mills Jr., commercial manager, WELL Battle Creek, Mich.; Harold Vigue, account executive, WTVL Waterville, Me.; Harmon Duncan, manager, WDUK Durham, N. C.; Pat O'Halloran, account executive, KPQ Wenatchee, Wash.; Thomas G. Nelson, account executive, KGA Spokane, Wash.; John A. Lang, sales manager, KWRN Reno, Nev., and Bill Hoover, assistant manager, KADA Ada, Okla.



50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

Commercial

GENE HALLIDAY has been appointed assistant sales manager of KSL Salt Lake City. He was formerly program director and has been with station since 1934.

NEALE V. BAKKE has been named local sales manager for WTMJ, WTMJ-FM and WTMJ-TV Milwaukee. Mr. Bakke, with WTMJ since 1927, has been a member of AM sales staff 17 years. New AM and FM salesmen are **JIM TEMPLETON** and **J. G. SANDISON.**

Mr. Bakke

MYRON ELGES has resigned as sales manager of KCBS San Francisco. Resignation was necessary, he said, due to press of personal affairs. He plans to return to radio advertising business within a few months.

GEORGE LEDELL, assistant promotion and publicity director of KFI and KFI-TV Los Angeles for past year, has been named account executive. Also named account executive is **ARNOLD KAPAN,** formerly with KLAC and KLAC-TV Los Angeles, replacing **ROLAND KAY,** resigned.

HOWARD WHEELER, formerly assistant advertising and sales promotion manager of Douglas Aircraft, Santa Monica, Calif., has joined Don Lee Hollywood sales staff as radio account executive.

WALTER CONWAY, formerly account executive with Knollin Adv., San Francisco, has been named sales promotion manager for KCBS San Francisco.

ROBERT F. HYLAND, assistant sales manager in charge of KXOK-FM St. Louis sales, was elected head of Transit Radio sales managers at recent meeting in Chicago. He will assume office in December and in interim **ROBERT BENDER** of **WCTS** (FM) Cincinnati, will serve as head of group.

Mr. Hyland

JOHN SADLER, for three years program director and assistant manager of WIRA Ft. Pierce, Fla., has joined WLOW Norfolk, Va., as assistant sales manager, effective June 15.

FREDERIC S. BAILEY, formerly commercial manager of WORL Boston, has been appointed commercial manager of WBMS Boston.

GEORGE MILLER, formerly sales manager of WJBK Detroit, has joined commercial department of WKMH Dearborn, Mich.

KSYC KBLF KSUE

Form 'Calif. Northern Group'

"CALIFORNIA Northern Group," composed of KSYC Yreka, KBLF Red Bluff and KSUE Susanville, Calif., was formed late last month at a special meeting of managers of the stations at KBLF. Jack Wagner, KSYC manager, was named chairman of the new group.

Purpose of the organization, according to an announcement from KBLF, is to emphasize to agencies the importance of small markets in Northern California, and to show the group's approval of the All Radio Selling Presentation. The three stations have established an identical rate card for each station. Tracy Moore has been appointed representative for the group on a national basis and will handle all billing and representative contracts.

All three stations are 250 w fulltime outlets. KSYC, owned by the Siskiyou County Broadcasting Co., operates on 1490 kc; KSUE, on 1240 kc, is owned by Nolan Hallowell and James E. McKahan, and William B. Murphy is general manager; KBLF operates on 1490 kc and is owned by Robert L. Weeks. Harold N. Altman is general manager.

BOARD of directors of Philco Corp., May 26, declared regular quarterly dividend of 50c per share on common stock, payable June 14 to holders of record June 6.

KTOY-FM STARTS

Tacoma Educational Outlet

KTOY-FM Tacoma, Wash., new outlet of the Tacoma Public School System, began regular programming June 1. The station, a unit of the Tacoma Vocational-Technical School, operates on 91.7 mc. It has a 1 kw transmitter and radiates 4 kw. Its 317-ft. tower is atop the Vocational School Bldg. Equipment is Western Electric.

The station is expected to provide training in practical radio for 30 students, most of them enrolled under the G.I. bill, who are taking a two-year radio course. The course is divided equally between the engineering field and announcing, producing and directing. Classes are held five days a week.

Merle L. Kimball, staff announcer and producer at the Tacoma studios of KVI Seattle, teaches the production and announcing classes. Technical information is taught by John McClamrock, formerly engineer at KING Seattle.

Respects

(Continued from page 48)

pay the help much, but everybody had a lot of fun." He says the most interesting broadcast he ever handled was one of the old CBS *Hello Europe* programs. This was an hour-long show originating at Fisk U. and featuring the Fisk Choir and Jubilee Singers. It was relayed to London for distribution to stations in 11 European countries.

His announcing days had some exciting moments, too. The program series which stands out most vividly in his memory was one originating in Tennessee's state penitentiary. It consisted of interviews with convicts who cooperated in WLAC's *War Against Crime.*

The Nashville broadcaster probably has gained his greatest fame as a result of WLAC's weekly county newspaper program, *What's Happening?*, which Mr. Sowell edits and puts on the air each Sunday morning. His decision to do "newspapering" on the air came as a consequence of that first job back in Columbia.

Proof that the gentlemen of the press like what "Radio-Newspaper Editor" Sowell is doing is shown in the more than 400 complimentary references that have appeared in middle Tennessee papers during the two years the program has been broadcast. Typical of the comments is that of the Lawrenceburg *Democrat-Union* which praised the broadcaster for his "cooperation, rather than competition, with the newspapers of Tennessee."

"It's so much easier to make friends of competitors than fight them," Mr. Sowell says. "Why not just 'jine up' with them?" In the case of WLAC, his idea has paid off handsomely in building a tremendous amount of good will throughout the Nashville trading area.

Operating a station in the public interest is a "must" in Mr. Sowell's code of broadcasting. For first place in WLAC's public service programming, he points to the station's "Clothing Collection Campaign" for foreign refugees. In a single day the campaign resulted in the donation and collection of 60 tons of clothing, an achievement which won WLAC a national award for the year.

The Sowell code also requires personal endeavor as well as generous use of air time. In addition to heading the Tennessee Assn. of Broadcasters, his extracurricular activities at the present time include the presidency of the Nashville Advertising Federation and the Tennessee Division of the American Cancer Society. He is a vice president of the Nashville Sales Executive Council, a member of the board of governors of the Chamber of Commerce and chairman of that organization's Safety Council, member of the NAB Educational Standards Committee, and a board member of at least a half dozen local civic organizations.

Last year Mr. Sowell was presented the American Cancer Society's annual award for "the individual doing most for the cause of cancer control in the state of Tennessee."

F. C. Sowell is no club-joiner or a put-my-picture-in-the-paper committeeman. He works hard and gets things done in all organizations to which he belongs.

Dudley Gale, president of the Nashville Chamber of Commerce, recently remarked: "Don't put Sowell on any committees unless you expect to get the job done in the most efficient manner and in the least possible time."

This praise could have been prompted by any number of Sowell achievements. One of the more recent being Mr. Sowell's reorganization of all the city's traffic regulations with the result that accidents and deaths have been greatly reduced in Nashville.

State activities also come in for their share of Mr. Sowell's enthusiasm. In lauding the broadcaster's work, Earl L. Shaub of the Tennessee Dept. of Conservation, says: "As public relations man for the State of Tennessee, I have frequent opportunity to see Sowell in action in practically every progressive movement in the state from the control of forest fires to the promotion of better hunting and fishing."

For those who wonder how a man with so many obligations can find time to successfully manage a 50 kw CBS affiliate, WLAC's sales chart dispels all doubt. According to a printed announcement, the station's most recent quarterly report shows the biggest dollar volume for any previous three months' period in its history.

Manager Sowell credits most of this to what he calls "the best staff in the country, every member of which sees his duty and does it—without having to be told."

A source of no little inconvenience in Mr. Sowell's life has been his name. "F. C." may be ideal for the fictional radio executive who is surrounded by "yes men," but there are times in a man's life when initials just aren't enough. In buying war bonds, getting passports, etc., authorities are not easily convinced that he isn't concealing some disliked name. As a final resort, Mr. Sowell can always refer doubters to his birth certificate which proves that F. C. "is all there is."

Off hours for the WLAC manager are very rare. What few there are he spends with his wife, Kathryn, and their seven-year-old daughter, Diane, in their beautiful home in the suburbs of Nashville.

Wm. G. W. King

WILLIAM G. W. KING, 42, NBC news writer, died June 4 while vacationing on Fire Island, N. Y. Death was attributed to a heart disease. Mr. King joined the staff of the network's news and special events department early in 1948, after having freelanced for seven years.

"HOORAY FER THIS LUX-YOU-RIOUS LIVIN', KIDS!"

YESSIR, no joke—you *do* see some mighty fancy living out here in the Red River Valley. Us North Dakota hayseeds have an average Effective Buying Income of *$5599 per family—'way above the national average!*

And, yessir, WDAY's popularity in these parts is like our income—it keeps growing every year! In addition to our exceptional *rural* coverage, the latest Fargo Hooperatings give WDAY a whopping big *67.5% Share of Audience* (Total Rated Periods) *against 13.1% for the next station* (Dec. '48—Jan. '49).

HERE ARE THE FIGGERS!

	WDAY	"B"	"C"	"D"
WEEKDAY MORNINGS	67.4	16.6	7.4	4.6
WEEKDAY AFTERNOONS	70.2	9.9	11.6	3.1
EVENINGS (SUN. THRU SAT.)	68.9	13.5	9.7	5.9

Write us, or ask Free & Peters for *all the facts!*

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ACTIONS OF THE FCC

JUNE 3 to JUNE 10

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new-station and transfer applications.

June 3 Decisions . . .

ACTIONS ON MOTIONS
(By Commissioner Sterling)

Beachview Bcstg. Corp., Norfolk, Va.—Denied petition for continuance of hearing.

WCAV Norfolk, Va.—On petition amended application to specify 850 kc 1 kw unl. DA-N in lieu 1350 kc, 1 kw; unl.; accepted amendment, and removed application from hearing.

KGIL San Fernando, Calif.—Continued indefinitely hearing for consent to transfer control and renewal of license, pending action on petition for consent to transfer of stock and waiver of hearing and reconsideration and grant without hearing of renewal application.

Afro-American Bcstg. System Inc., Hopkins Park, Ill.—On petition continued hearing on application from June 13 to Sept. 12 at Washington.

Metropolitan Bcstg. Co. of Milwaukee, Whitefish Bay, Wis.—On petition amended application to specify 1470 kc 500 w D in lieu of 920 kc 100 w D; change location from Whitefish Bay to Milwaukee; removed from hearing.

WSPD Sarasota, Fla., and WKJG Fort Wayne, Ind.—On joint petition continued hearing on petition of WSPD asking that grant to WKJG be set aside; hearing continued from June 13 to Aug. 18, at Washington.

WSAZ Huntington, W. Va.—On petition dismissed without prejudice application.

KTYL Mesa, Ariz.—Granted petition insofar as it requests leave to amend application to reduce requested N power to 250 w.

Hermitage Bcstg. Corp., Nashville, Tenn.—On petition accepted late appearance in proceeding on application.

WTPS-TV New Orleans—Scheduled hearing Aug. 2 at Washington on application for additional time to construct TV station.

University City Bctsg. Co., Norman, Okla.—On petition extended time to June 17 for filing exceptions to proposed decision.

William M. Drace, Greer, S. C.—Changed time for hearing on application from June 9 to June 7 at Greer, S. C.

KWWL Waterloo, Iowa—On petition amended application to reduce requested N power to 1 kw and specify different DA; removed application from hearing docket; dismissed as moot petition for reconsideration and grant without hearing, and supplement thereto.

WQXR New York—On petition extended time for filing proposed findings in hearing in applications of Mid-Island Radio Inc. and Patchogue Bcstg., Patchogue, N. Y.; time extended to June 20.

June 6 Applications . . .

ACCEPTED FOR FILING

License for CP

WWWR Russellville, Ala.—License for CP new AM station.

AM—610 kc

WAYS Charlotte, N. C.—CP to change from 610 kc to 5 kw-D 1 kw-N unl. to 610 kc 5 kw unl. DA.

License Renewal

Request for license renewal AM stations: KWJB Globe, Ariz.; KROY Sacramento; WHBU Anderson, Ind.; KDEC Decorah, Iowa; KAKE Wichita, Kan.; WOCB Hyannis, Mass.; WJIM Lansing, Mich.; KXLJ Helena, Mont.; KODY North Platte, Neb.; WSNJ Bridgeton, N. J.; WJTN Jamestown, N. Y.; WHIZ Zanesville, Ohio; KVSO Ardmore, Okla.; KHBG Okmulgee, Okla.; KWIL Albany, Ore.; KFJI Klamath Falls, Ore.; KWRC Pendleton, Ore.; WRTA Altoona, Pa.; WBAX Wilkes-Barre, Pa.; KWAT Watertown, S. D.; WBEJ Elizabethton, Tenn.; WENK Union City Tenn.; KOCA Kilgore, Tex.; KXOX Sweetwater, Tex.; WCHV Charlottesville, Va.; WIBU Poynette, Wis.; KFBC Cheyenne, Wyo.; KRAL Rawlins, Wyo.

License for CP

License for CP new FM stations: KLCN-FM Blytheville, Ark.; WTWO Dayton, Ohio; KTIS-FM Minneapolis.

Modification of CP

Request for extension of completion date new FM stations: WCIL-FM Carbondale, Ill., to Jan. 1, 1950; WKFM Sandusky, Ohio, to Nov. 29; KCMO Kansas City, Mo., to Oct. 1; WSNJ-FM Bridgeton, N. J., to Sept. 30; WOAI-FM San Antonio, to Jan. 7, 1950.

WQDI Quincy, Ill—Mod. CP new FM station to change ERP to 7.68 kw, ant. to 278 ft.

APPLICATIONS RETURNED

Boonville Bcstg Co., Boonville, Ind.—RETURNED June 6 application for CP new AM station 1540 kc 250 w D.

WIHL Hammond, La.—RETURNED June 6 request for assignment of license from Joseph A. Sims and Henry A. Mentz Jr. d/b as Superior Enterprises to Joseph A. Sims.

June 7 Decisions . . .

BY THE SECRETARY

KICD Spencer, Iowa—Granted license install. new ant. and mount FM ant. on top.

Following were granted mod. CPs for extension of completion dates as shown: WJZ-TV New York to 12-30-49; KGO-TV San Francisco to 12-30-49; WBRC-TV Birmingham, Ala., to 9-1-49; KFMB-TV San Diego, Calif. to 11-1-49; WAFM-TV Birmingham, Ala., to 9-30-49; KBUR-AM-FM Burlington, Iowa, to 7-1-49; WSFL Springfield, Mass., to 10-19-49; WJAY-FM Mullins, S. C., to 11-23-49; WSPA-FM Spartanburg, S. C., to 9-2-49; KFYO-FM Lubbock, Tex., to 1-1-50; WAYS-FM Charlotte, N. C., to 12-20-49; WKY-FM Oklahoma City, to 10-1-49; WRXW Louisville, Ky., to 9-1-49; WXHR Boston, to 1-6-50; WCHA-FM Chambersburg, Pa., to 1-1-50; KFI-TV Los Angeles to 1-30-50; WTTG Washington, D. C., to 12-20-49; KTLA Pasadena, Calif., to 9-1-49; WOAI-TV San Antonio, Tex., to 12-25-49; KRSC-TV Seattle, Wash., to 7-15-49; KM2XBC Pasadena, Calif., to 9-1-49; WTIM Taylorville, Ill., to 8-15-49; KGMI Denver to 8-31-49; KVNE Oxnard, Calif., to 10-4-49; WWSW Pittsburgh to 9-15-49; WJEF-FM Grand Rapids, Mich., to 12-27-49; WROK-FM Rockford, Ill., to 8-20-49; WKNE-FM Keene, N. H., to 11-15-49; WERC-FM Erie, Pa., to 10-2-49; KTUL-FM Tulsa, Okla., to 11-28-49; KARM-FM Fresno, Calif., to 9-7-49.

KAWT Douglas, Ariz.—Granted license changes in ant.

KOLT Scottsbluff, Neb.—Granted license use old main trans. as aux.

WTPS-FM New Orleans—Granted license new FM station Chan. 239 (95.7 mc) 55 kw 575 ft.

KGBS Harlingen, Tex.—Granted mod. license to change studio location.

KUTA Salt Lake City—Granted CP install old main trans. for aux. with 1 kw DA-DN.

KSIB-FM Southwest Iowa Bcstg. Co., Creston, Iowa—Granted request to cancel CP new FM station.

WFDF-FM Trebit Corp., Flint, Mich.—Same.

WKBW-FM W K B W Inc., Buffalo, N. Y.—Same.

WCPO-FM Cincinnati—Granted mod. CP change type trans.

WBEN-TV Buffalo, N. Y.—Granted license for new TV station and for change in ERP from vis. 15 kw, aur. 8 kw to vis. 16.2 kw and aur. 10.2 kw.

KMAC San Antonio, Tex.—Granted license change frequency, increase power, etc.

KREI Farmington, Mo.—Granted license mount FM ant. on AM tower.

WHFC Cicero, Ill.—Granted CP change trans. location and make changes in ant.

KSAL Salina, Kan.—Granted license increase power etc.

KCOM Sioux City, Iowa—Granted license new standard station and to specify studio location; 620 kc 1 kw unl. DA-2.

KIBE Palo Alto, Calif.—Granted mod. CP for approval of ant. and trans. location; change type trans. and make changes in ground system.

WIRK West Palm Beach, Fla.—Granted license change hours and install DA-DN (DA-2).

KBIX Muskogee, Okla.—Granted license changes in ant. and mount FM ant. on AM tower.

WNOR Norfolk, Va.—Granted license new standard station and specify studio location; 1230 kc 250 w unl.

WJRD Tuscaloosa, Ala.—Granted involuntary assignment of license to Wilhelmina Q. Doss, administratrix of estate of James R. Doss Jr., deceased.

KBPS Portland, Ore.—Granted request to remain silent for period beginning June 3 and ending in no event later than Sept. 10, in order to observe school vacation period only.

WISH-FM Universal Bcstg. Co. Inc., Indianapolis—Granted request to cancel CP new FM station.

KTRN-FM Texoma Bcstg. Co., Wichita Falls, Tex.—Granted request to cancel license new FM station.

KHBL Wayland Baptist College, Plainview, Tex.—Granted request to delete CP new FM station.

Edwin H. Armstrong—Granted STA to operate STL to provide program circuit between aux. studio at Pupin Hall, Columbia U., New York, and FM station WFMN and experimental stations W2XEA W2XMN at Alpine, N. J., for period of 6 mo.; use of this station with W2XMN shall not extend beyond such time that Commission's action of Dec. 22, 1948, denying W2XMN authority to operate on 44.1 mc beyond Dec. 31, 1948, finally becomes effective, effectiveness of which has been temporarily stayed by Court of Appeals for D. C. Action taken by Commission en banc June 3.

June 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Requests for extension of completion date new AM stations: KSTN Stockton, Calif.; KCRI Cedar Rapids, Iowa; KBIG Des Moines, Iowa.

License Renewal

Request for license renewal AM stations WWWB Jasper, Ala.; KVRC Arkadelphia, Ark.; KCOK Tulare, Calif.; KUBC Montrose, Calif.; WLBF Leesburg, Fla.; WLAG LaGrange, Ga.; WBML Macon, Ga.; WTWA Thomson, Ga.; WSBC Chicago; KWLC Decorah, Iowa; KBIZ Ottumwa, Iowa; KIUL Garden City, Kan.; WINN Louisville, Ky.; WCMD Cambridge, Md.; WJEJ Hagerstown, Md.; WHAI Greenfield, Mass.; WJPD Ishpeming, Mich.; WFMG Hibbing, Minn.; KWOS Jefferson City, Mo.; KAVE Carlsbad, N. M.; WSNY Schenectady; WENC Whiteville, N. C.; KXLE Ellensburg, Wash.; WGGA Gainesville, Ga.; KICD Spencer, Iowa; WFTM Maysville, Ky.; WCOU Lewiston, Me.; WMOX Meridian, Miss.; KAVR Havre, Mont.; WKDK Newberry, S. C.; KVLF Alpine, Tex.; WROV Roanoke, Va.

AM—980 kc

KFRD Rosenberg, Tex.—License for CP new AM station AMENDED to change name of applicant to Fort Bend Bcstg. Co.

KSGM St. Genevieve, Mo.—CP change from 1450 kc 250 w unl. to 980 kc 1 kw-D 500 w-N DA-N unl. AMENDED to request 980 kc 1 kw-D 500 w-N DA-DN unl.

Modification of CP

Requests for extension of completion date new FM stations: WGST-FM Atlanta, Ga.; WMBI-FM Chicago; KDTH-FM Dubuque, Iowa; WJLB-FM Detroit; WMFI Memphis, Tenn.; WSAZ-FM Huntington, W. Va.; KFSA-FM Fort Smith, Ark.; KGDM-FM Stockton, Calif.; WCOH-FM Newnan, Ga.; KBIG-FM Des Moines; WELD Columbus, Ohio; WFBC-FM Greenville, S. C.; WDOD-FM Chattanooga, Tenn.

WKAX-FM Birmingham, Ala.—Mod. CP new FM station to change ERP to 18.8 kw, ant. to 624 ft.

WNAC-TV Boston—Mod. CP new TV

(Continued on page 54-B)

SERVICE DIRECTORY

FCC Actions

(Continued from page 54-A)

Applications Cont.:

station to change ERP from 32.7 kw aur. and vis. to 26.6 kw vis. 13.3 kw aur.

TENDERED FOR FILING
AM—1390 kc

WFNC Fayetteville, N. C.—CP change from 1450 kc 250 unl. to 1390 kc 1 unl. DA-N.

June 8 Decisions . . .

BY COMMISSION EN BANC
Revised Allocation Plan

Adopted order dismissing proceedings to add Channel 254 (98.7 mc) to Albertville, Ala.; amended revised tentative allocation plan for class B FM stations to delete Channel 287 (105.3 mc) from Muscle Shoals, Ala. and add Channel 262 (100.3 mc); and add Channel 286 (105.1 mc) to Albertville, Ala.

Following were granted mod. of terms of present authorizations:

WNBF-FM Binghamton, N. Y.—Change trans. location, increase ant. from 590 ft. to 800 ft.

WEHS Chicago, Ill.—Change power from 16 kw to 15.5 kw.

KBEE Modesto, Calif.—Change power from 3.4 kw to 11.5 kw, ant. from 305 ft. to 150 ft.

WBML-FM Macon, Ga.—Change power from 50 kw to 15 kw and ant. from 260 ft. to 290 ft.

WSAM-FM Saginaw, Mich.—Change power from 15 kw to 1.7 kw, ant. from 340 ft. to 330 ft.

WFDR New York, N. Y.—Change power from 8.5 kw to 17 kw, ant. from 690 ft. to 540 ft.

KOIL-FM Omaha, Neb.—Change power from 13.5 kw to 8.3 kw, ant. from 300 ft. to 220 ft. subject to site approval by CAA.

WBIR-FM Knoxville, Tenn.—Change power from 2.7 kw to 2.85 kw, ant. from 345 ft. to 350 ft.; eng. cond.

WRGK LaGrange, Ill.—Change power from 450 w to 1 kw and ant. from 150 ft. to 100 ft.; eng. cond.

WRVC Norfolk, Va.—Change power from 7 kw to 7.9 kw, ant. from 250 ft. to 330 ft., subject to site approval by CAA.

KDNT-FM Denton, Tex. — Change power from 3.1 kw to 730 w.

WSNJ-FM Bridgeton, N. J.—Change power from 7.9 kw to 9 kw.

KECA-FM Los Angeles — Change power from 280 kw to 56 kw.

WAIR-FM Winston-Salem, N. C. — Change power from 32 kw to 34 kw ant. from 367 ft. to 370 ft.

WSVS-FM Crewe, Va.—Change power from 12.5 kw to 14 kw ant. from 440 ft. to 450 ft.

WSMB-FM New Orleans, La.—Change power from 270 kw to 55 kw.

KOIN-FM Portland, Ore. — Change power from 210 kw to 48 kw ant. from 1,350 ft. to 1,390 ft.

WADC-FM Akron, Ohio — Change power from 19.5 kw to 48 kw ant. from 510 ft. to 350 ft.

KYBS Dallas, Tex.—Change power from 3 kw to 86 kw ant. from 390 ft. to 770 ft.

KRLD-FM Dallas, Tex. — Change power from 46 kw to 40 kw ant. from 490 ft. to 480 ft.

KARM-FM Fresno, Calif. — Change power from 24.5 kw to 7.4 kw.

WRFD-FM Worthington, Ohio — Change ant. from 640 ft. to 660 ft.; eng. cond.

WLAD-FM Danbury, Conn.—Change power from 150 w to 340 w, ant. from 600 ft. to 280 ft.

WEXI St. Charles, Ill. — Change power from 350 w to 380 w, ant. from 240 ft. to 230 ft.

KOAD Omaha, Neb.—Change power from 380 kw to 70 kw.

Request Granted

WEEK-TV Peoria, Ill.—Granted request for waiver sec. 1.363 Commission rules with respect to denial of permittee's application for extension of completion date, so such denial was without prejudice.

Extension Granted

WNBF-TV Binghamton, N. Y. — Granted request for extension of completion date to Nov. 15, 1949.

Renewal Granted

WKTY LaCrosse, Wis.—Granted renewal of license for regular period.

June 8 Applications . . .

ACCEPTED FOR FILING
Modification of CP

WMRY New Orleans—Mod. CP new AM station for extension of completion date.

KOH Reno, Nev.—Mod. CP new AM station to increase power etc. for extension of completion date.

License Renewal

Request for license renewal AM stations: WULA Eufaula, Ala.; KSUE Susanville, Calif.; KEYY Pocatello, Idaho; WFOY St. Augustine, Fla.; WGRM Greenwood, Miss.; WKBR Manchester, N. H.; WRAL Raleigh, N. C.; WGVA Geneva, N. Y.; WBBW Youngstown, Ohio; WLKR Fayetteville, Tenn.; WKDA Nashville, Tenn.; KORA Bryan, Tex.; WKOY Bluefield, W. Va.; WTIP Charlestown, W. Va.; KPPC Pasadena, Calif.; KRDO Colorado Springs, Col.; WBHB Fitzgerald, Ga.; WATT Cadillac, Mich.; WMIS Natchez, Miss.; WGBB Freeport, N. Y.; KASA Elk City, Okla.; WOMT Manitowoc, Wis.

AM-1450 kc

WATO Oak Ridge, Tenn. — CP to change from 1490 kc to 1450 kc.

License for CP

WLRP New Albany, Ind.—License for CP new AM station.

KSCO Santa Cruz, Calif.—License for CP increase power etc. new AM station.

Modification of License

KGFJ Los Angeles—Mod. license to change from 1230 kc 250 w shared time with KPPC to 1230 kc 250 unlimited.

AM-1390 kc

WFNC Fayetteville, N. C.—CP to change from 1450 kc 250 w unl to 1390 kc 1 kw unl DA-N.

License for CP

License for CP new FM stations: KVNJ-FM Fargo, N. D.; WSBA-FM York, Pa.; WTJS-FM Jackson, Tenn.; WDLB-FM Marshfield, Wis.; WCIF-FM Madisonville, Ky.

Modification of CP

WQDI Quincy, Ill.—Mod. CP new FM station for extension of completion date.

WWOD-FM Lynchburg, Va.—Mod. CP new FM station to change station to Class A, Channel 261 (100.1 mc), ERP .943 w, antenna to 167 ft.

WCFC Beckley, W. Va.—Mod. CP new FM station to change ERP to 35.75 kw.

Request for extension of completion date new commercial TV stations: KECA-TV Los Angeles; KTTV Los Angeles; WPIX New York.

License for CP

KLEE-TV Houston—License for CP new commercial TV station.

TENDERED FOR FILING

KAVR Havre, Mont.—CP to change from 1240 kc 250 w unl. to 910 kc 1 kw unl. DA-N.

AM APPLICATION DISMISSED

Western Illinois Bcstg. Co., Jacksonville, Ill.—DISMISSED June 6 application new AM station 1550 kc 250 w D.

AM APPLICATION RETURNED

KTED Laguna Beach, Calif.—DISMISSED June 1 application to increase power from 1 kw-D 250 w-N DA-2 to 1 kw unl. DA-1.

(Continued on page 63)

Stresses Local News

GREATLY expanded local news schedule has started on WVCH Chester, Pa., Dupree Jordan, news editor, announced. Eight broadcast periods of local news—including coverage of all of Delaware County—will be aired by the station under the direction of Mr. Jordan. WVCH has aired local news in the past, but "the growing response to and widespread appreciation of this service led to plans for its expansion," Mr. Jordan said. A daytime station, WVCH is owned and managed by James Tisdale and operates on 740 kc with 250 w.

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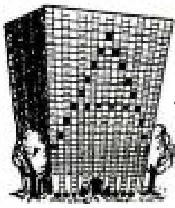

partment accommodations for apprehensive applicants . . . aspirin for acute alcoholic aches and ails . . . amber ale for ample absorbing amusement . . . anklets and appealing apparel for an alluring auburn angel's anatomy . . . arrows for amateur archers . . . angora argyles and appliqued ascots for agency artists . . .

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WGN reaches more homes each week than any other Chicago station. — 1948 Nielsen Annual Report

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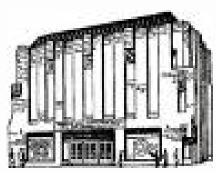
Illinois
50,000 Watts
720
On Your Dial



MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

BETTY TEVIS, for past three years assistant to director of public relations and publicity at WLW and WLWT (TV) Cincinnati, has been appointed publicity manager of WINS New York.

FRANK L. ORTH, formerly sales manager of KPHO Phoenix, Ariz., has been promoted to newly created post of sales and program promotion director.

WKTV (TV), new video outlet under construction in Utica, N. Y., has appointed Devereux & Co., Utica, to handle promotion and publicity. Station plans to begin commercial operation in September.

JOHN WILKOFF, promotion and merchandising manager of WCOP Boston, is teaching course in "Radio Sales Promotion" at summer session of Boston U.

MILDRED RAMEY, San Francisco radio director for 1949 Red Cross campaign, has joined promotion department of KGO San Francisco.

Promotion

Capitalizing on Comments

MISHANDLED newspaper advertisement was capitalized on by WOR New York in manner which station states evoked much comment from trade and consumer press. A WOR ad listing "Three G-R-E-A-T Shows Tonite on WOR" ran in May 18 New York *Herald-Tribune*. Beneath it, and flush against it was reverse Benday whiskey ad, stating "Wouldn't You *Rather* Drink Four Roses?" WOR immediately distributed bottles of Four Roses to radio editors, with pulled proofs of ad.

Beautiful Blondes

BEAUTIFUL blondes, who must be bashful, are being sought in Chicago by WBKB (TV). In connection with its eighth anniversary festivities June 13, 14, 15 and 16, the station is sponsoring a contest for an official hostess in collaboration with producers of Betty Grable's "Beautiful Blonde From Bashful Bend," which will be shown at the B & K Chicago Theatre simultaneously. Semi-finals will be conducted at WBKB the first three nights. After the finals June 16, the winning blonde will be presented in the lobby of the theatre. She will receive numerous prizes and a one-week modeling job.

'It Pays To Listen'

ENTERING the giveaway sweepstakes, WSB Atlanta has started new morning show titled *It Pays To Listen*. Bob Van Camp emcees, and calls listeners asking questions pertaining to WSB and NBC programs. Right answers are worth $5 apiece. A jackpot is involved in segment using a recorded excerpt from an NBC program. Listeners are asked to identify the voice.

KSTP-TV Rates

TO NOTIFY advertisers of details of its increase in rates effective June 15, KSTP-TV Minneapolis-St. Paul has distributed folder titled "On June 15th KSTP-TV Increases Its Rates . . . but . . ." Folder explains that those who buy time before that date, to start before July 15, are covered on old rate through June 14, 1950. Inside copy tells of special offer and shows new and old rate cards. Special card is enclosed to be mailed to station by those interested in special offer.

NEW WGR Buffalo Flashcast News Bulletin sign atop Western Savings Bank Bldg. in Buffalo. Sign is visible from WGR's news room where it is controlled. News room is located in Rand Bldg. which is "kittycorner" from sign.

Contest Winner

WINNER of WNAX Yankton, S. D., annual National High School Forum, William Kruse of Sioux City, Iowa, reaped his reward on June 6—a trip to Washington. At train station he was welcomed by Congressman Charles Hoeven of Iowa and was guest at luncheon given in his honor.

CBS Mystery Series

NEW weekly half-hour mystery-adventure series, *The Green Lama*, has started on CBS. Program features Paul Frees in title role of Jethro Dumont, the Green Lama. Norman MacDonnell is producer and director.

News Survey

OPINION Research Center and a student at U. of Denver are in process of making a survey for KLZ Denver based on news preferences. Donald H. McCollum, university student, is making an extensive mail survey of likes and dislikes of listeners in regards to crime, political and other types of news stories. Sheldon Peterson, director of news and special events for KLZ, states the research project, to be completed in August, will be of value inttailoring future news programs to likes of newscast fans.

'Crusade in Europe'

TO PUBLICIZE fact that it is carrying telecasts of Gen. Eisenhower's *Crusade in Europe*, WJZ-TV New York ran full page ad in *New York Times* on June 2. Ad carried testimonials by prominent writers, Army and Navy officers and other nationally known officials. Headline on ad was quotation from *Houston* (Tex) *Post* stating, "Here, at Last, Television Lives up to Its Promise."

WTAG Folder

LATEST promotion piece from WTAG Worcester, Mass., leads off with statement that WTAG is "the dominant station in a prominent test market!" Inside folder station gives chart based on Hooper Audience Index for March-April 1948-1949 to show that WTAG ". . . after being tops for a quarter century . . . is still gaining listeners throughout Central New England."

'Cousin Kay's Korner'

REPRINTS of articles and comments on its *Cousin Kay's Korner*, "all-kid-isk" show on WJW Cleveland, have been distributed by station. Program, which is devoted almost exclusively to use of juvenile recordings, has returned to air as half-hour show. It was formerly heard for quarter-hour.

Audition Scholarship

KGVO Missoula, Mont., in cooperation with Don Martin School of Radio, Hollywood, will award a $1,500 scholarship to person winning series of air auditions. Program is being conducted over period of eight weeks with weekly winners appearing for final judging on ninth program. Three contestants are heard on each half hour show and are alloted six minutes each for presentation of reasons they believe qualify them to enter radio industry. Program, titled *So You Want To Be in Radio*, is sponsored by Tucker Motor Co., local Chrysler-Plymouth dealer.

Brand Names

CLAIMING distinction of being only radio station to have its own brand is WOAI San Antonio. The brand—WOAI—is being featured in series of ads appearing currently in the trade press. Superimposed on background of famous cattle brands, WOAI's brand radiates heat waves. Text proclaims: "Another Famous Western Brand!" General theme of ads is that "famous brands in ALL classifications owe much of their fame in South Texas to campaigns over WOAI."

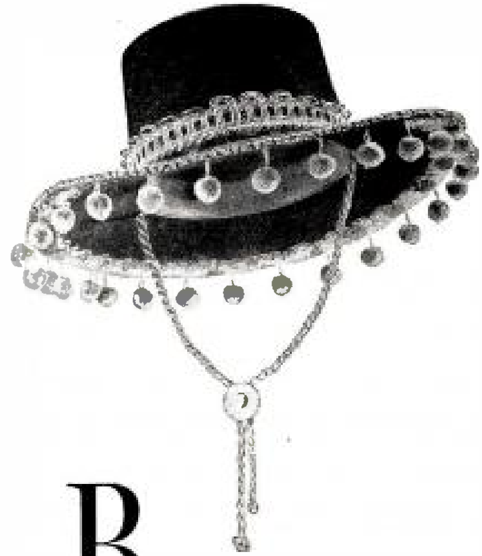
Market Analysis

ATTRACTIVE brochure emphasizing results of its 1948 market analysis has been distributed by WLAW Lawrence, Mass. Four page presentation is done in red and black with flash: "New Englanders have $6,000,000,000 to spend a year. WLAW . . . can help you get your share."

Write-up

THE *Harford Gazette* of Bel Air, Md., paid honor to WASA Havre de Grace, Md.'s children's program, a show of old, familiar fairy tales recounted by WASA's Sam Lawder. Article on program appeared in paper's "The Listening Post" by W. Frank Jackson.

PORT ANGELES gives us another example of how ABC goes inside, outside and all around the towns. In this Washington paper, pulp and timber center, 67% of the radio families listen regularly to ABC.



SANTA BARBARA is full of Spanish memories and the kind of free-wheeling buyers you can't afford to overlook. And you don't, amigos, when you sell on ABC; 89% of its radio families are ABC fans, according to BMB.

SANTA CRUZ is a fine place to spend a seaside weekend or prove that ABC reaches them all, the big markets and the small. For BMB says that in Santa Cruz 77% of the radio families tune regularly to ABC.

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 21-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. · TRafalgar 3-7000—DETROIT: 1700 Stroh Bldg. · CHerry 8321—CHICAGO: 20 N. Wacker Dr. DElaware 1900—LOS An[illegible]s: 6363 Sunset Blvd. · HUdson 2-3141—SAN FRANCISCO: 155 Montgomery St. · EXbrook 2-6544

CONCESSIONS

Sholis Hits NAB Channels Stand

IF THE NAB acquiesces to further degrading of standard broadcast channels, whether they be local, regional or clear, through concessions which would be made to other American nations under NARBA, most if not all of the 1-A member stations of the NAB would resign from the trade association.

That is the view of Victor A. Sholis, director of WHAS Louisville, clear channel outlet, and former director of the Clear Channel Broadcasting Service. He told the Kentucky Broadcasters Assn. so at its closing meeting in Louisville June 4 [BROADCASTING June 6] after that organization, by a 34-1 vote, had adopted a resolution opposing more than 50 kw power to any station and favoring the breakdown of clear channels.

Pointing out that WHAS alone pays $7,000 a year into the coffers of the NAB, Mr. Sholis said that the 15 CCBS members constitute an important segment of the association's dues-paying members. "If we resigned, the NAB would collapse," he said.

He said that as long as the KBA resolution was on the books, WHAS had no choice but to resign—regretfully.

The resolution, adopted at a Saturday morning session, was reconsidered following Mr. Sholis' attack upon its propriety. He argued that neither the NAB nor the state associations should engage in intra-industry controversies. The resolution then was referred to the KBA executive committee for study and consideration at next fall's meeting.

At the Saturday morning session, the proposal to inveigh against higher power and retention of clear channels was launched by Stephen A. Cisler, WKYW Louisville, a leader among independent metropolitan stations. Mr. Sholis was absent at the time, and Dick Oberlin, WHAS news editor, opposed precipitate action.

At the concluding luncheon session, Mr. Sholis predicted dire results if clear channels were broken down and warned against a "breakdown of NARBA" which he said would affect duplicated channel stations to a greater extent than the clears.

Gilmore Nunn, WLAP Lexington, NAB district director, supported Mr. Sholis' position as to principle.

Hecht S. Lackey, WSON Henderson, proposed to amend the resolution, following Mr. Sholis' ultimatum, by referring only part of it to the executive committee. He suggested that portion which would break down clears be referred but that the clause opposing more than 50 kw be retained. This amendment was defeated and the Association then approved, 13 to 6, the motion to reconsider the entire resolution and refer it to the executive committee.

Previously, the KBA had approved a resolution to petition the Kentucky legislature to grant radio newsmen the same immunity provided newspaper reporters on disclosure of news sources.

It also agreed to cooperate with the State Insurance Commission in its effort to prevent foreign insurance companies, not licensed to do business in the state, from utilizing radio for exploitation.

The Association endorsed active prosecution in the Supreme Court of the Arkansas occupation tax case, including that it would set a dangerous precedent [BROADCASTING May 30].

Mr. Nunn, in addressing the closing session, characterized radio as being "of age" and attacked those who deride the medium. In no art or industry, he declared, will one find "better, more intelligent people than there are in radio." Radio, he said, has been too "timid, gullible and naive."

"There is nothing as influential as the voice of radio," Mr. Nunn asserted. "The future of the United States and perhaps of the world could depend upon radio's stewardship."

Radio members of the Associated Press met following the KBA session for a discussion of news problems. Edwin Paxton Jr., WKYB Paducah, was elected president to succeed Nathan Lord, WAVE Louisville. Mr. Cisler was elected vice president, and Wilber Crawford, AP bureau chief at Louisville, was re-elected secretary.

Next meeting of KBA will be held in September or October at Bowling Green. Presiding at the Louisville sessions June 3-4 was President F. E. (Dutch) Lackey, WHOP Hopkinsville. Registration was as follows:

Bell, Guthrie, WLEX, Lexington; Betts, J. W., WFTM Maysville; Brewer, T. C., WCIF Madisonville; Bullard, Fred B., WKIC Hazard; Eilerman, Arthur, WZIP Covington; Falter, Hal, WMIK Middlesboro; Fahlbush, Henry, Covington; Forrester, Dale, WSIP Paintsville; Gardner, Carroll, WLEX Lexington; Given, Ken D., WLBJ Bowling Green; Graham, Ewing, WSON Henderson; Hager, Bruce, WOMI Owensboro; Hager, Lawrence, WOMI Owensboro; Highbaugh, David, WHIR Danville.

Huddleston, Paul R., WKCT Bowling Green; Isaac, W. T., WHIR Danville; Lackey, F. E., WHOP Hopkinsville; Lackey, Hecht S., WSON Henderson; Lackey, Prewitt, WPAD Paducah; Livingston, Sam, WKYB Paducah; Lukenbill, W. S., WVLK Versailles; Metcalf, Charles, WKIC Hazard; Mulvihill, Pat, WSIP Paintsville; Munro, F. W., Ashland; Nunn, Gilmore, WLAP Lexington; Paxton, Ed, Jr., WKYB Paducah; Peden, Katherine, WHOP Hopkinsville.

Potter, Hugh, WOMI Owensboro; Rogers, Edwin L., WVLK Versailles, Russell, James, WHIR Danville; Ritchey, H. S., WHIR Danville; Shacklette, James, WTCO Campbellsville; Simpson, Horace, WFTM Maysville; Walters, Gene, WFTM Maysville; Warren, Charles C., WCMI Ashland; Welch, Miller, WLAP Lexington; Willis, J. E., WLAP Lexington.

OUT OF STATE

Fields, George, World Broadcasting, New York; Hager, Kolen, New York; Silvernail, Frank, BBDO, New York; Sparnon, Ken, BMI, New York; Taishoff, Sol, BROADCASTING, Washington; Vickery, M. K., SESAC, New York; Young, Bill, Capitol Transcription, New York; Stone, Robert, SESAC, New York; Knight, Norman, MBS, New York.

LOUISVILLE

WLOU—Smith, Lee,

WAVE—Lord, Nathan; Norton, George W.; Patterson, George.

WGRC — Harris, Charles; Smith, Porter.

WHAS—Disney, Peter R.; Koch, John O.; Oberlin, Dick; Sanders, Sandy; Sheehy, James; Sholis, Victor; Wynn, J. Mac.

WINN—Bauer, G. F.; McTigue, Harry

WKYW—Cisler, Stephen A.; Weldon, Edwin E. S.

Ladd, Bill, Louisville *Courier-Journal*.

WOW FARM TOUR

Pacific Coast Set for Fall

ANOTHER of its famous educational farm tours will be sponsored by WOW Omaha the latter part of September. This time the group will visit the Pacific Coast, with brief visits to Canada and Mexico, Mal Hansen, station's farm director, announced. Last fall WOW sponsored a 30-day tour to nine countries in Europe.

Mr. Hansen

Tour will visit model farms, irrigation and conservation projects, cattle ranches, orchards and citrus raising areas in 12 western states, British Columbia and Lower California in Mexico.

Trip will be made by special train, all-Pullman. Tour has been set up on an all-expense basis, with minimum cost about $435 per person. Any person directly interested in farming may enroll but total reservations to be accepted will not exceed 200.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 1, 1949

To the PRESS and RADIO:

Subject: MOVING THE WHEAT CROP

As this is written, railroads are putting the finishing touches on the preparation to handle their part of the greatest combined job of transportation, marketing and storage which is done anywhere in the world, any time in the year -- the movement of the winter wheat crop into storage.

This year the task will be more difficult than usual. The difficulty is not so much one of moving the grain -- although that in itself is a tremendous job -- as it is of finding the space in which to store it.

This year the railroads are being called upon to move not only a near record new harvest, but at the same time to move a large part of last year's grain. Approximately 500,000,000 bushels, or some 300,000 carloads, of last year's grain had been held on the farms and in country elevators under government loan until April 30, and could not be taken to the terminal markets until after that time. This is the grain which under ordinary circumstances would have been moved by the railroads during the winter months when grain shipments are slack.

Unfortunately, storage space for grain is unusually scarce this year. In fact, the terminal and sub-terminal elevators were half full before a bushel of the old grain still on the farms or in country elevators started to move.

In the coming weeks, you may hear a great deal about this grain movement. But no matter what you hear, you can be certain of one thing: the railroads are ready and able to move every bushel of wheat which can be promptly unloaded into proper storage space upon its arrival.

Sincerely yours,

William T. Faricy

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Docket Action . . .

PROPOSED DECISION

Petaluma, Calif.—Petaluma Broadcasters proposed decision to grant bid for new station 1490 kc, 250 w unlimited, subject to condition that proposed station shall not begin operation until KXOA Sacramento ceases operation on 1490 kc, and proposed denial application of Pacific States Radio Engineering for same facilities at Pittsburg, Calif. See story this issue. Proposed decision June 9.

Non-Docket Actions . . .

AM GRANTS

Phoenix, Ariz.—Western Broadcasting Co., granted 860 kc, 250 w daytime. Estimated cost: $10,819 exclusive of land and buildings. Principals: Frank P. Redfield, announcer KOY Phoenix, president; J. W. Estes, Yuma Sanitation Service, Yuma, Ariz.; vice president; Dr. Henry J. J. Steffens Jr., vice president; H. Walker Harrison, service station operator, Glendale, Ariz., vice president; Edgar Pool, KRUX Glendale, secretary-treasurer. Each holds 20% interest. Granted June 9.

Columbia, Mo.—Boone County Broadcasting Co. Inc., granted 950 kc, 1 kw unlimited DA. Estimated cost: $43,680 exclusive of land. Principals: Jack R. Adams, editor Booneville Daily News, president 53%; Harold L. Alexander, lawyer, vice president 2%; Robert M. Duren, employe Veteran's Administration, secretary 11%; Max Schwabe, former congressman. 14%; Lee D. Mork, employee Veteran's Administration, 14%; Rex P. Barrett, district manager Commonwealth Theatres, 2%. Granted June 9.

Picayune, Miss.—Moseley Brothers granted 1320 kc, 1 kw daytime. Estimated cost exclusive of land and buildings, $11,950. This is a general partnership of W. L. and R. E. Moseley. The Moseleys are theatre operators in Picayune and Hammond, La. Granted June 9.

Gary, Ind.—Lake Broadcasting Co., Inc. granted 1270 kc, 1 kw unlimited DA-2. Principals include: Dee O. Coe, resident manager WIND Chicago, president 250 shares stock; Harry R. Stimson, physician, vice president 33⅓ sh.; Fred H. Jannasch, 70% Jannasch-Robbins Insurance Agency, director 25 sh.; Dorothy S. Barnes, 38% owner Barnes Ice & Coal Co., Michigan City, Ind., 60% Community Development Co. and Barnes Real Estate, 50 sh.; James J. Burke, 98% owner James Burke Storage and Van Co, James Burke Furniture Co., and Consolidated Delivery Inc., 33⅓ sh.; Fred H. Bowlby, president Barnes Ice & Coal Co., 40 sh.; Raymond E. Dunn, manager R. B. Fletcher Oil Co., treasurer 33⅓ sh.; Tyrie A. Robbins, Jannasch-Robbins Insurance Co., 25 sh.; Victor Voss, chief engineer WIND, 40 sh.; Edward J. Burns, funeral business, 119 sh.; Genevieve P. Burns, 118 sh.; Floyd A. Timberlake, radio engineer WENR-TV Chicago, 63 sh. Granted June 9.

FM GRANTS

Albertville, Ala.—Pat Murphy Courington granted CP new Class B station, Channel 286 (105.1 mc), ERP 2.15 kw, antenna 370 ft. Estimated cost $11,435. Mr. Courington is licensee of WAVU Albertville. Granted June 8.

WBEN-FM Buffalo, N. Y.—WBEN Inc. granted new Class B station, Channel 293 (106.5 mc), ERP 105 kw, antenna 1,380 ft. WBEN Inc. is licensee AM outlet WBEN. Granted June 8.

Box Score

SUMMARY TO JUNE 9

Summary of Authorization, Applications, New Station Requests, Ownership

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	1,994	1,952	220	.	416	241
FM Stations	729	349	534	18*	63	30
TV Stations	64	11	109	...	333	182

* 6 on air

* * *

TRANSFER GRANTS

KTXN Austin, Tex.—Granted transfer of construction permit of KTXN from partnership to corporation. There is no change in ownership and no money is involved. Holdings in reorganized firm: Thomas G. Harris, president, 44.44%; Mrs. James P. Alexander, 7.96%; John W. Stayton, attorney, 23.86%; J. Chrys Dougherty, attorney, 7.96%; Nat Harris Jr., engineer with Texas Railroad Commission, secretary-treasurer 0.22%; John S. Braun, rancher, 4.45% and Joseph Cocke, attorney 11.11%. KTXN is assigned 1 kw day on 1370 kc. Granted June 8.

KFTM Fort Morgan, Col.—Granted assignment of CP from Robert Dolph, Robert McCollum and J. T. Price to a new partnership. Mr. Price 40% owner sells his interest for $4,000 to Mr. McCollum and Mr. Dolph who become equal partners with 50% each. New partners continue d/b as Fort Morgan Broadcasting Co. KFTM is assigned 500 w day on 1260 kc. Granted June 8.

KVIC Victoria, Tex.—Granted assignment of license from Radio Enterprises Inc., licensee wholly owned by J. G. Long to KVIC Broadcasting Co. Inc. new firm in which Mr. Long is 50% owner. Consideration $190,000. Principals in KVIC Broadcasting include Paul H. Kimberlin, 20%; William Bryan Powell, vice president, 10%, L. O. Wallace, 5%; Doris P. Shillingburg, 5%; John G. Morgan, 5%; Harry J. Ellis, 5%. All are associated in theatre operations. Mr. Long is licensee of KSAM Huntsville and KTLW Texas City, Tex. and 50% owner KIOX Bay City, Tex. KVIC is assigned 250 w on 1340 kc. Granted June 8.

KYOR San Diego—Granted assignment of license from Silver Gate Broadcasting Co., a company to San Diego Broadcasting Co., corporation for a consideration of $75,000, subject to assignee divesting itself of interest in KUSN there. Principals in San Diego Broadcasting Co., include C. Arnholdt Smith, president and 25% owner and his brother J. A. Smith, 25%; Copley Press Inc., 50%. KYOR is assigned 1130 kc 250 w daytime. Granted June 8.

WKNB and WFHA (FM) New Britain, Conn.—Granted transfer of control in New Britain Broadcasting Co., from 19 present stockholders to Julian Gross and Beulah L. Gross. Company issued 65 additional shares of stock which they gave to Mr. and Mrs. Gross for services rendered the company. Receipt of the new stock increases the Gross' interest from 48.54% to 50.49%. WKNB is assigned 840 kc, 1 kw daytime. WFHA (FM) is assigned Channel 279 (103.7 mc). Granted June 8.

WKTY La Crosse, Wis.—Granted transfer of control from Independent Merchants Broadcasting Co., and 11 other present stockholders to LaCrosse Tribune Co., for a consideration of $140,000. Ralph L. Atlass, major stockholder, is president and general manager WIND Chicago. WKTY is assigned 580 kc 1 kw unlimited. Granted June 8.

WGL Fort Wayne, Ind.—Granted assignment of license from F. A. R. Liquidating Corp. (formerly Farnsworth Television and Radio Corp.) to News-Sentinel Broadcasting Inc., for a consideration of $150,000. News-Sentinel is headed by Helen R. Foellinger, president and 35% owner. Esther A. Foellinger and Loretta Foellinger Teeple own 27.5% each. WGL is assigned 1 kw on 1250 kc. Granted June 8.

FM Deletions . . .

SEVEN more FM authorizations were deleted by FCC, bringing total deletions since first of year to 106 [Broadcasting, June 6].

FM deletions with reasons and effective dates include:

KSIB-FM Creston, Iowa—Southwest Iowa Broadcasting Co., CP June 7. Economic.

WFDF-FM Flint, Mich.—Trebit Corp., CP June 7. Reluctance of public to buy FM receivers makes additional expenditures on FM unwarranted.

WKBW-FM Buffalo, N. Y.—WKBW Inc., CP June 7. May continue FM later in joint operation with TV, has TV application pending.

WISH-FM Indianapolis — Universal Broadcasting Co. Inc., CP June 7. No reason.

KHBL Plainview, Tex.—Wayland Baptist College, CP June 7. Plans to request low power noncommercial education station in near future.

WGSE Grosse Pointe, Mich.—Grosse Pointe Broadcasting Corp., CP May 31. Failure to prosecute.

WDOW Oil City, Pa.—Derrick Publishing Co., CP May 31. Failure to prosecute.

New Applications . . .

TV APPLICATION

Tacoma, Wash.—Carl E. Haymond, Channel 13 (210-216 mc), ERP 29.7 kw visual, 14.85 kw aural, antenna height above average terrain 508 ft. Estimated cost: $248,065, first year operating cost $180,000, revenue $144,000. Mr. Haymond has varied radio interests and is licensee of KMO Tacoma, KIT Yakima, Wash., and 27.4% stockholder of KITO San Bernadino, Calif. Filed June 7.

AM APPLICATIONS

Easley, S. C.—Pickens County Broadcasting Co., 1360 kc, 1 kw daytime; estimated cost: $13,950. Principals: J. Lake Williams, secretary, Alice Manufacturing Co. (textiles), president 97%; Elizabeth W. Williams, secretary 1%; B. M. Williams, Gulf Oil Distributor, 1%; Julien D. Wyatt, lawyer, 1%. Filed June 7.

Hutchinson, Kan.—Hutchinson Publishing Co., 1260 kc, 1 kw unlimited DA-2; estimated cost: $41,500. Hutchinson Pub. Co. publishes Hutchinson News-Herald. Applicant is permittee of KMIV (FM) Hutchinson. Filed June 8.

Crystal City, Tex.—Winter Garden Broadcasting Co., 1400 kc, 250 w unlimited; estimated cost $17,830. Principals: J. H. Mayberry, chief engineer KSIX Corpus Christi, 15% owner KBKI Alice, Tex., and 12½% owner Community Broadcasting Co., applicant for Corpus Christi, 80%; William E. Stubblefield, special events director KSIX, 20%. Filed June 9.

FM APPLICATIONS

Knoxville, Tenn.—University of Tennessee, Channel 220 (91.9 mc), power 3 kw. Estimated cost: $16,500. Filed June 8.

Dallas, Tex.—Texas Trade School, Channel 201 (88.1 mc), power 10 w. Estimated cost $4,015. Filed June 8.

TRANSFER REQUESTS

WFGN Gaffney, S. C.—Acquisition of control of Cherokee Radio Co. by A. Ray Godshall from W. K. Gunter Jr. and G. C. Merchant. Mr. Godshall president and 25% owner of Cherokee Radio Co. acquires additional 50% of stock from Mr. Gunter and Mr. Merchant. He pays Mr. Gunter $6,250 and receives Mr. Merchant's stock in lieu of $6,250 debt owed him by Mr. Merchant. WFGN is assigned 1570 kc, 250 w daytime. Filed June 1.

WGLN Glens Falls, N. Y.—Transfer of control of Glens Falls Publicity Corp., from John R. McKenna and Mary C. McKenna to Glens Falls Post Co. Tranferee is 50% owner of licensee corp. and acquires 22.1% from John McKenna and 21.65% from Mary McKenna for a total consideration of $11,427.50. The McKenna's relinquish their right to purchase an additional 6.25% of outstanding stock and right to purchase same goes to Glens Falls Post Co. WGLN is assigned 1230 kc, 100 w unlimited.

KFUN Las Vegas, N. M., KRTN Raton, N. M.—Transfer 1,540 shares of stock in Southwest Broadcasters Inc., from Laurel Thwaites, deceased, to her son E. N. Thwaites. Mr. Thwaites is president and general manager of Southwest Broadcasters and 13.9% stockholder. KFUN is assigned 1230 kc, 250 w unlimited; KRTN operates 1490 kc, 250 w unlimited. Filed June 2.

KRMD-AM-FM Shreveport, La.—Assignment of AM license and FM permit from T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford Sr., and Mrs. R. M. Dean d/b as Radio Station KRMD to T. B. Lanford, Robert M. Dean, Mrs. Mary Jewell Kimbell Lanford and Mrs. R. M. Dean. Mrs. T. B. Lanford Sr., on her death left her 2% interest in the station to six heirs. Mrs. Mary Jewell Kimbell Lanford, one of the heirs, buys the interest of the remaining five for a consideration of $100 each. KRMD is assigned 1340 kc, 250 w unlimited. Filed June 2.

WOV TRANSFER

Ends Duopoly Case

TRANSFER of WOV New York from the Arde Bulova interests to Victory Broadcasting Co. for $300,000 was consummated last Tuesday to end the duopoly situation between WOV and WNEW New York, the last of FCC's original dual ownership cases.

The WOV sale was approved by the Commission in mid-May, ending FCC's long investigation proceeding into the broadcast interests of Mr. Bulova. Regular license renewals were granted to both WNEW and WOV [Broadcasting, May 16].

Victory Broadcasting Corp. is owned by N. Joseph Leigh (51⅔%), New York industrialist; Richard E. O'Dea (33⅓%), minor stockholder in both WOV and WNEW and who gives up his WNEW stock in deal; WOV General Manager Ralph Weil (8%), and Program Director Arnold Hartley (7%). The consideration includes $200,000 cash plus $100,000 worth of WNEW stock, representing Mr. O'Dea's 10% holding.

WOV, licensed to Wodaam Corp., had been owned 60% by Mr. Bulova, 20% by Harry D. Henshel and 20% by Mr. O'Dea. WOV is on 1280 kc with 5 kw and shares one-seventh of its time with WHBI Newark.

May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

	AM	FM	TV
Total authorized	2,167	878	120
Total on the air	1,996	731	65
Licensed (All on air)	1,944	354	10
Construction permits	213	506	110
Conditional grants		18	
Total applications pending	1,186	294	386
Requests for new stations	401	63	330
Requests to change existing facilities	306	72	17
Deletion of licensed stations in April	3	1	
Deletion of construction permits	4	17	

FCC Actions

(Continued from page 54-B)

June 9 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

WALT Tampa, Fla.—Designated for hearing application for CP to change from 1110 kc 1 kw to 920 kc 1 kw unl. DA-DN. Install new trans., change trans. location.

License for CP

WLAD Danbury, Conn.—Granted license to cover CP new station.

Petition Dismissed

John Deme, Grace Reilly, Hugh J. Reilly and Agnes Pisaretz, minority stockholders of Berkshire Bcstg. Corp. —Dismissed petition requesting revocation of Commission consent to transfer control Berkshire Bcstg. Corp., permittee of WLAD-AM-FM Danbury, Conn., since petition was not filed within 20 days after public notice of grant of said application as required by sec. 1.390 of Commission's rules.

Petition Denied

John F. Cooke, Houston, Tex.—In memorandum opinion and order, denied petition of Cooke to sever application from consolidated proceeding involving it and application of Felix H. Morales, Houston, Tex. and to grant Cooke without hearing.

Hearing Designated

WTJS Jackson, Tenn.—Designated for hearing application to increase daytime power from 1 kw to 5 kw, install new trans. change trans. location and change from DA-N to DA-2 to be heard in consolidated proceedings with applications Lemoyne College, Memphis, Tenn. and Ripley Bcstg. Co., Ripley, Tenn. June 28, June 29 and July 1 at Jackson, Memphis and Ripley respectively.

Request Granted

KWBE Beatrice, Neb.—On request for clarification of cond. attached to grant of CP of March 11 that "program tests will not be authorized until Radio Station KVAK, Atchison, Kans., has been licensed for operation on 1470 kc", amended said order of March 11 to read "program tests will not be authorized until Radio Station KVAK, Atchison, Kans. commences operation on 1470 kc."

Petition Denied

KANA Anaconda, Mont.—Denied petition of KANA requesting reconsideration and grant without hearing of application to change facilities on Commission's own motion, amended order of April 14, 1948 designating said application for hearing to include as Issue 5 "To determine the type and character of program service proposed to be rendered and whether it will meet the requirements of the populations and areas of city of Anaconda, Mont. and vicinity."

Modification Granted

KVAK Atchison, Kan. and KJAY Topeka, Kan.—Granted mod. CP to make changes in ant. pattern of KVAK, subject to eng. cond. reminded S. H. Patterson of cond. of Sept. 11, 1947 grant to him of mod. CP for KJAY Topeka that he divest himself of all interest in KVAK, meanwhile extended KJAY program tests for 30 days with notice that any request for further extension must be supported with evidence as to steps taken to comply with this cond.

June 9 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM station: WOXF Oxford, N. C.; WSNW Seneca, S. C.

License Renewal

Request for license renewal new AM station; KANE New Iberia, La.; WJMC Rice Lake, Wis.

Modification of CP

Request for extension of completion date new FM station: KMAR Bakersfield, Calif.; KMPC-FM Los Angeles; KNBC-FM San Francisco; WFBM-FM Indianapolis; KWKH-FM Shreveport, La.; WWOD-FM Lynchburg, Va.

WGTM-FM Wilson, N. C.—Mod. CP new FM station to change ERP to 8.6 kw.

License for CP

License to cover CP new noncommercial FM station: WOI-FM Ames, Iowa; KWGS Tulsa, Okla.

Modification of CP

Request for extension of completion date new commercial TV station: KTLX Phoenix, Ariz.; WFBM-TV Indianapolis; WATV Newark, N. J.; KOB-TV Albuquerque, N. M.; WBNS-TV Columbus, Ohio; KEYL San Antonio.

WBKB Chicago—Mod. CP new commercial TV station to change ERP from 11 kw vis. 7.5 kw aur. to 25.2 kw vis. 12.6 kw aur.

License for CP

WXYZ-TV Detroit—License to cover CP new commercial TV station.

Amendment Dismissed

KWEM West Memphis, Ark.—Relinquishment of negative control from Beloit Taylor to John F. Wells and Phillip G. Back DISMISSED amendment to show acquisition of control by John F. Wells through purchase of 50% of stock from J. C. Johnson, J. C. McCaa, P. M. Dacus, Jack W. Rich and John A. Cooper.

RULES CHANGES

On Program, Equipment Tests

PROPOSED amendments to its rules governing equipment and program tests in the broadcast services were announced by FCC last week to eliminate unnecessary time limitations on such tests and to conform the rules to existing Commision practice. Paper work for both FCC and stations would be reduced.

Under the proposed rules, once a station began equipment or program tests it would not have to secure repeated extensions but would be allowed to continue equipment tests until expiration of the construction permit or program tests until action on its license application.

Another matter clarified is an ambiguity in the rules as to when construction has been completed. Considerable difficulty has arisen in FCC action on forfeiting or extending CPs. Under the proposal no further extension of permit would be required once a station had begun program tests. Comments were invited by FCC until July 18.

Research

(Continued from page 28)

Los Angeles. The report is entitled *Videodex*, and is issued in two parts, quantitative and qualitative, and is sold in combination to stations, networks, agencies and advertisers.

All data are placed on IBM cards and special compilations from these cards are made for clients upon request.

Marketscope Research Co.

Audio-Scope and Video-Scope reports are the product of the Marketscope Research Co., 156 Washington St., Newark, N. J. The AM report includes sponsor identification, effectiveness of commercial, talent popularity, program preferences, pre-tests of programs. Data are collected by mail ballot and personal interview, with some use of panels of listeners or viewers.

Both the AM and TV samples are 600 homes, and breakdowns by sex, education, age, income and educational level are made from this sample. The research is localized in Essex, Bergen, Union, Passaic and Hudson counties in New Jersey and the five boroughs of New York. All measurements are on a continuing basis, and are issued in quarterly reports.

For TV, Marketscope Research Co. does a qualitative program rating, program analysis, popularity of talent, effectiveness of commercials and audience habits. The Video-Scope report is $2,000 per year—each report if sold separately $600. Mr. Robert E. Spinner is in charge of TV research.

Research Co. of America

A variety of AM and TV measurements are provided by Research Co. of America, 341 Madison Ave., New York. For AM the firm does measurements of sets-in-use, program ratings, station coverage, homes reached per dollar, total audience, sponsor identification, effectiveness of commercials, talent popularity, program preferences, pre-tests of programs and measurement of product sales related to program rating.

Data are collected by telephone interview and mail ballots. No fixed sample is used, but breakdowns are available by age, income level, education, and others as required by client. Although the organization is equipped to handle national ratings of programs, all of these measurements are provided on contract, none on a continuing basis. A. Edwin Fein is in charge of the radio research.

The TV research is carried on by the Television Measurement Bureau, a division of the Market Research Co. of America. This organization does work on program ratings, sets-in-use, share of audience and marketing studies on TV receivers.

Television Research Institute

Not primarily a measurement service, but engaged in preparing some special reports for the trade, the Television Research Institute is located at 40 E. 40th St., New York. The Institute has developed an audience reaction testing service to pre-test or obtain representative opinions concerning likes and dislikes of commercials, comprehension, intensity of appeal, and other measurements on a contract basis for individual clients. Also publishes *Video*, a weekly newsletter.

* * *

CANADA

Bureau of Broadcast Measurement

Working from a sample of 70,000 homes, the Bureau of Broadcast Measurement, 85 Richmond St., Toronto, Canada, provides station coverage reports and reports on total audience by station and network. It program rating is defined as "the number of radio homes that can and do listen to each station, where these homes are located, and whether the listening is day or night listening."

As in the case of the BMB in the United States, a mail ballot sample is used. National ratings are provided for networks, the remainder of the data is by station areas. The distribution of the sample includes all Canadian cities, over 10,000 population, and all counties or sub-districts, and is projectible to total population of Canada (12,547,100).

No TV or FM measurements are made. Reports are issued every year with station audience maps. They are provided on a membership basis to U.S. and Canadian advertising agencies, advertisers, radio representatives and others. Membership to all but stations is $25 yearly. C. J. Follett is in charge of radio research.

Elliott-Haynes Ltd.
Marketing Research

Canadian exponents of the telephone survey are Elliott-Haynes Ltd., Marketing Research, 515 Broadview Ave., Toronto, Ont. Measurements provided in reports are sets-in-use, program ratings, station coverage, homes per dollar, total audience, sponsor identification, audience flow, effectiveness of commercials, talent popularity, program preferences, pre-tests of programs, product sales related to program rating. The program rating measures the percent of radio homes within a given area listening to a given program at a given time.

Sample is determined by random selection from telephone book, and includes 400 homes per reported rating and 1,660 for national ratings. National ratings are provided for sets-in-use, program ratings, and sponsor identification. These national reports are published semi-monthly.

The geographic distribution of the sample is 35 cities, and is projectible to about 4,500,000 listeners, approximately one-third of Canada's population. The national ratings are done on a continuing basis, other data are prepared on contractual arrangements.

TV research is done for Niagara and southwest Ontario, mostly by personal interview. Regional day and evening 35-city-by-city ratings are published monthly. The organization does special reports on radio advertising expenditures by individual accounts, and will do panel studies for audience reactions for clients. J. Myles Leckie is in charge of Elilott-Haynes radio research.

Penn McLeod & Assoc.

Surveys on a tailor-made basis are made by Penn McLeod & Assoc., 445 Richards St., Vancouver. Through telephone and personal interview the organization will provide station coverage, sets-in-use, program ratings, homes per dollar, sponsor identification, audience flow, effectiveness of commercials, talent popularity, program preferences and product sales related to program rating.

Sample is constructed from phone book listing, and averages 800 calls per hour. No credit is given unless the respondent correctly identifies any two of: Name of station, name of program or name of sponsor. Sample breakdowns include male-female, age groups, income, educational levels, telephone areas and car ownership. The rate for a quarter hour survey is $25.

Penn McLeod also will contract for studies of buying power, buying habits, traffic audits, market potentials, product research, dual coincidental and follow up surveys. William E. Watts is in charge of radio research.

* * *

Next week more about American research firms providing national ratings.

PULLIAM

Talks to Chicago Headliners

FREEDOM in America must be preserved if the world is ever "going to be free," Eugene C. Pulliam, president of the Indianapolis Broadcasting Co. and WIRE, asserted Tuesday evening at a meeting of the Chicago Headline Club. He is a founder of Sigma Delta Chi, national journalism fraternity, of which the Chicago group is the local chapter.

Mr. Pulliam, discussing "Postwar Europe and British Socialism," charged that socialism in England is "a noisy sham and cruel delusion"; that socialized medicine is a "farce," and that British people are working harder and eating less. He predicted that the Conservative Party "probably will win the 1950 election by a narrow margin"; that the Soviet Union will take over all Germany eventually if Russia has a part in controlling the Ruhr, and that Tito's rebellion "is the most important and significant thing that has happened in Western Europe this year."

He concluded that "the tragedy of Europe" is a lack of freedom, and that neither Czechoslovakia or the other satellite countries should receive any help from the U. S. or Western European countries until they "begin to show some independence."

Mr. Pulliam, an Indiana and Arizona newspaper publisher, returned last month from a tour of 14 Atlantic Pact countries and Czechoslovakia and Yugoslavia.

Thomas' 21 Years

C. L. (Chet) THOMAS, general manager of KXOK and KXOK-FM St. Louis and newly elected president of Transit Radio Inc., marked 21 years in the radio industry yesterday (June 12). Mr. Thomas launched his radio career in Cincinnati with Crosley stations, WLW and WSAI, as assistant to the sales manager. Following were several years each with WINS New York, KSD St. Louis and KFRU Columbia, Mo. He was appointed program director of KXOK in 1940, and in March 1944 was made general manager.

Mr. Thomas

TOTAL sales of Capitol Records Inc., Hollywood, for first three months of 1949 were $3,126,228, according to Glenn E. Wallichs, firm president.

WINNER of the WINS New York "Miss Hello of 1949" contest, Miss Jeanne Finnegan (center), rejoices over her title and a few of the more than 185,000 pieces of mail she and other contestants received. With Miss Finnegan, an operator at the New York Telephone Co.'s Manhattan information bureau, are: Runner-up Janet Benson (r), a White Plains operator for New York Telephone; Miss Toni Hare, of Shoup-Owens Inc., Hoboken, N. J., third place winner, and Art Scanlon (seated), on whose daily record show over WINS the "Miss Hello" contest was conducted. Listeners to the program were asked to cast their votes for the phone operator with the pleasantest voice.

ZENITH 'MAJOR'
Trial Users Praise

ALTHOUGH some FM broadcasters have objected to Zenith Radio Corp.'s methods of promoting its new FM-only receiver, "The Major," through sending unordered sets to stations, a great many others have "raved" about the promotion, company reports.

"The ratio of FM stations buying these sample sets, as compared to those who returned them, is about 3 to 1," said Ted Leitzell, public relations vice president. "This high ratio is surprising because it is well known that a substantial percentage of FM licensees are more interested in AM than they are in FM," he said.

Mr. Leitzell released copies of a letter J. W. Kerr, commercial manager of WFRO (FM) Fremont, Ohio, wrote Guy Runnion, general manager of KXLW-FM St. Louis, who previously had objected to the promotion [BROADCASTING, May 30].

"If you haven't already discarded 'The Major' which Zenith forced upon you . . . just send it to me COD—I'll even give you a 33% markup . . .," wrote Mr. Kerr. "With the attitude which you apparently have toward FM, you owe it to fellow FM broadcasters to turn back your license or dispose of the FM station to an individual who believes in FM and sincerely wants to help promote improved aural reception."

Among letters Zenith reports:

"I didn't count the stations on the dial, but it was alive from one end to the other."—Washington, D. C.; "I am afraid this is going to sound like a cigarette testimonial . . ."—Spartanburg, S. C.; "It created a great deal of comment among my engineering staff . . . I am keeping this one . . ."—Ann Arbor, Mich.; "I am pleased to enclose my check"—Richmond, Va.; "It has performed just as you had claimed it would . . ."—Fitchburg, Mass.; "Best FM receiver we have tested to date . . ."—LaGrange, Ga.; "We tried it out in some spots where other AM and FM receivers of much more expensive makes failed to produce at all, and 'The Major' came through like its name . . ."—Baton Rouge, La.; "It is one of the answers to furtherance of FM broadcasting."—Springfield, Ill; "You are to be complimented for the quality of construction."—Brockton, Mass.; "I can understand your tribute to Major Armstrong but it might have been named The Commander. It is certainly that in the FM field."—New York City; "It's everything you say."—Minneapolis, Minn.

Radio Libraries

SIX libraries of broadcasting literature have been added to the radio literature depository list of the Federal Radio Education Committee, operated jointly with NAB. The plan was set up last year by NAB and the Office of Education committee to provide easy access to radio literature. New libraries added to the list are those of U. of Denver, U. of Utah, U. of Miami, Hoover library (Stanford U.), Canadian Broadcasting Corp. and the Dept. of State's Program Evaluation Service in New York.

FM DOUBLING
RCA Demonstrates System

RCA Engineering Products Department, Camden, N. J., conducted tests the last week of May successfully demonstrating means of doubling available FM frequency channels for mobile radio communications without increasing frequency allocations. A new system said to be 1,000 times more selective than any other receiver announced to date was the subject of the tests.

Limited selectivity of conventional mobile radio receivers has made it impracticable for the FCC to assign adjacent channels to users in any one community or area.

Results of the tests indicated that adjacent channel operation (60 kc separation) can be achieved with no more interference than is presently experienced on alternate channel operation, and far less interference than is presently experienced on single channel operation.

The observers included Jeremiah Courtney, Washington radio attorney and general counsel for American Taxi Assn.; Daniel H. Arnold, William S. Grenfell, of the FCC; J. H. Durrer, S. Zalesky, F. Niedt, Coles Signal Laboratory, Red Bank, N. J.; Horace Gwilym, Cleveland, National Association of Taxicab Owners, secretary; R. W. Malcolm, Philadelphia; Franklin Smith, Chicago, American Taxicab Assn. secretary; W. E. Darnell, C. R. Krause, C. H. Horn, Bell Telephone Co. of Pennsylvania engineers; William Rothman, Frank DeBrouse, Baltimore; Raymond E. Simonds, RCA Frequency Bureau, Wash., D. C.; Robert R. Welsh, RCA Communications and aviation section manager; A. D. Zappacosta, J. C. Fields, R. A. Beers, and W. A. Harris, RCA, Camden.

PHI BETA, national professional music and speech fraternity, presented U. S. Steel *Theatre Guild of the Air* its 1949 Speech Award.

TV and the Gate

(Continued from page 36)

of 1,796,000; in 1947, when they won the National League, had 1,807,000 and in 1948, a troublesome year in Brooklyn management, fell to 1,400,000.

The Giants in 1946 had 1,234,000; in 1947 had 1,599,000 and in 1948 had 1,461,000.

On the basis of the tables shown on page 36 there is no evidence that television harms the gate, or, it must be admitted, even discernibly affects it.

The improvement of Pittsburgh's 1949 admissions over the club's gate in 1948, despite its cellar position in the league, was made much of by *The Sporting News*, which pointed out that Pittsburgh was the only team rejecting telecasts.* There is doubt that the absence of television in the Pirates den was more than a contributory factor in the gate increase. The Pirates, it was pointed out, have lately come into considerable publicity because Bing Crosby bought an interest.

The rise or fall of gate receipts so far this year must be attributed to many circumstances—the league standing of the clubs, the economic condition of the community, the publicity breaks of the teams. Because television is to date a largely unexplored phenomenon, it is easy to make it the whipping boy for any owner whose team plays to empty seats.

* [Editor's note—It should also be considered that no television outlet was operating in Pittsburgh during the 1948 season, thus eliminating basis for comparison of attendances.]

Radio Urged

EQUIPMENT for both broadcasting and telecasting should be a part of forthcoming remodeling of the House Chamber, Rep. A. L. Miller (R-Neb.) told his colleagues in a speech on the floor last Wednesday. "There has been much discussion as to the advisability of broadcasting a part of our procedure," he reminded, adding that "with broadcasting will come television." He made his plea in a talk in which he advocated installation of an electric voting system.

NEW NAB executive committee representing the Assn. of Women Broadcasters held its first meeting in Washington June 3 (see story). Attending were: Seated (l to r), Ruth Crane, WMAL Washington; Katherine Fox, WLW Cincinnati, chairman; Pat Griffith, NAB; Linnea Nelson, J. Walter Thompson Co.; Martha Gaston, KFOX Long Beach, Calif. Standing: Elinor Lee, WTOP Washington; Kaye Witmer, WKBO Harrisburg, Pa.; Sally Work, WBEN Buffalo; Doris Corwith, NBC; Anne Hayes, KCMO Kansas City; Dorothy Kemble, MBS; Marjorie Christopher, WQAM Miami.

* * *

WOMEN'S SHOWS *Development Planned By NAB and AWB*

DEVELOPMENT of women's programs into more effective advertising vehicles will be undertaken by NAB's Bureau of Broadcast Advertising and the affiliated Assn. of Women Broadcasters.

Plans for the joint effort to encourage more women's programs and to build up their business and public service aspects, were developed at the June 3 meeting of the AWB Executive Committee, held at NAB headquarters in Washington. Maurice B. Mitchell, BAB director, conferred with the committee.

Preparation of a directory of women's programs was recommended by the committee, at Mr. Mitchell's suggestion. He will collaborate with Pat Griffith, NAB director of women's activities, in preparing the directory.

Mr. Mitchell disclosed that BAB is planning a sales presentation on women's programs, to be known as "Radio's Feminine Touch." It is to be in the hands of stations in time for autumn selling.

Presiding at the meeting, first to be held by the new committee since AWB became an NAB staff department, was Chairman Katherine Fox, WLW Cincinnati. NAB President Justin Miller, along with Executive Vice President A. D. Willard Jr., Secretary-Treasurer C. E. Arney Jr. and Robert K. Richards, public relations director, took part in the meeting.

Next AWB convention will be held June 1-3, 1950, at the Hotel Cleveland, Cleveland, with Eleanor Hanson, WHK Cleveland, named convention chairman. Miss Griffith will serve as overall supervisor of convention activities.

Objectives for AWB were recommended as follows:

To develop projects and recommend activities which will promote the interests of women broadcasters, increase their opportunities for service, and encourage closer cooperation among them, and between them and the broadcasting industry as a whole.

To act, subject to the approval of NAB management, as a central agency for the gathering, coordination and dissemination of information relating to the work of women broadcasters.

To recommend to the NAB management and board of directors standards and principles for the work of women broadcasters in all fields.

To keep AWB members apprised of the overall NAB and related industry policies.

To advise AWB members on federal court decisions and regulations which are applicable to the work of the women broadcasters.

To assist AWB members in their important public relations function as interpreters to the public of the principles and contributions of the American System of Broadcasting.

Attending the meeting were Chairman Fox; Sally Work, WBEN Buffalo; Kaye Witmer, WKBO Harrisburg; Elinor Lee, WTOP Washington; Marjorie Christopher, WQAM Miami; Anne Hayes, KCMO Kansas City; Martha Gaston, KFOX Long Beach, Calif.; Doris Corwith, NBC; Dorothy Kemble, MBS; Ruth Crane, WMAL Washington; Linnea Nelson, J. Walter Thompson Co., New York. Absent were Ruth Trexler, ABC, and Elinor Inman, CBS.

AL JARVIS, disc m.c. of KLAC Hollywood *Make Believe Ballroom*, was named most popular disc m.c. on West Coast by *Radio Best* magazine.

DR. PEPPER

Moves Account to R&R

APPOINTMENT of Ruthrauff & Ryan as the new agency for the Dr. Pepper Co., Dallas, was announced last week. The soft drink account had been handled by Tracy - Locke Co., Dallas, since 1927, except for a period in 1941 when Benton & Bowles was agency. Media schedules are being drawn by Ruthrauff & Ryan and details will be announced later.

Raymond P. Locke, president of the relinquishing agency, commenting on the resignaton, stated that it was "with deep regret and a sentimental tug at the heart strings . . . however, since late 1947 we have not seen eye to eye with regard to budget, allocation of same, media and copy. We are sincere in our convictions; the client equally sincere in its viewpoint.

"There has been no serious quarrel; no ill will . . . I and associates retain substantial investments in Dr. Pepper bottling enterprises and Dr. Pepper stock. Our faith in the products remains undiminished. It is simply a gentlemen's agreement to disagree, part company and remain good friends."

Guideposts

(Continued from page 26)

get, and harder to hold continuously.

So, if I were a small-market station operator, I would go all out for local business. Local and regional accounts are the most rewarding, the easiest to sell, and the most constant. National advertisers use spot because it is flexible. It can be turned on and off as the occasion demands, and switched from one market to another swiftly, for sales strategy. But the local advertiser stays put, and maintains a constant campaign just as long as it pays out.

Just to cheer you new operators up, and perhaps scare some of the old-timers, I could cite cases all over the country where little Davids have cut smug, self-satisfied old Goliaths down before they even knew they were losing ground, or why.

They have done it by sequence programming, by concentrating on local sports, local special events, local news, special high school and club news, church news, bulletin boards for one-time announcements, disc jockey shows tailored to very definite lines; either bebop, or popular, or semi-classic, or hillbilly, depending on the community taste and time of day. They have gotten into local controversial issues, and developed local personalities, and built local special interest programs on gardening, or Boy Scouts, or 4H clubs, and made themselves such an integral part of the community life that the distant powerhouses don't have a chance to build any audience there.

Upcoming

June 12-18: Special Libraries Assn. Convention, Biltmore Hotel, Los Angeles.
June 20-July 29: U. of California-NBC Radio Institute, U. of California, Berkeley.
June 22-23: Broadcast Advertising Bureau Policy Committee, NAB Hdqrs., Washington.
June 23-24: Sales Managers Executive Committee, NAB Hdqrs., Washington.
June 25: First Annual Radio News Editors Conference, Kent State U., Kent, Ohio.
June 26-28: National Retail Dry Goods Assn. Convention, Stevens Hotel, Chicago.
June 26-30: Advertising Assn. of the West 46th annual convention, Hotel Vancouver, Vancouver, B. C.
June 27-29: NAB Program Directors' Clinic, Northwestern U., Chicago.
June 27-July 11: Seminar on Educational Radio, U. of Illinois, Urbana.
July 11-13: NAB Board meeting, Wentworth-by-the-Sea, Portsmouth, N. H.
July 29-30: Catholic Broadcasters Assn., U. of Notre Dame, South Bend, Ind.
Aug. 25-28: AFRA annual convention, Palace Hotel, San Francisco.
Aug. 30-Sept. 1: Fifth Annual Pacific Electronics Exhibit, Civic Auditorium, San Francisco.
Sept. 8-10: Western Assn. of Broadcasters annual meeting, Banff Springs Hotel, Banff, Alta.
Sept. 14-16: Illinois and Wisconsin Broadcasters Assn. and NAB District 9 meeting, Northernaire Hotel, Three Lakes, Wis.
Sept. 26-28: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Sept. 30-Oct. 9: Second Annual National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Color TV

(Continued from page 37)

onstrations, were enthusiastic. They plan to continue the demonstrations at other medical conventions as a contribution to medical teaching.

With 15,000 doctors who witnessed the "live" operations, as well as other thousands who will see the CBS-SK&F demonstrations, talking color TV to their patients, proponents of black and white video were fearful that there might be a depressing effect upon the sale of black and white receivers.

The camera used by Dr. Goldmark was a standard image-orthicon with a color disc. The receivers were direct view, utilizing a color disc which rotates in synchronism with the color disc in the camera. All of the equipment was designed for teaching surgery and medicine, and is owned by the SK&F Labs.

In addition to the camera, the equipment in the operating room included a control desk. The signals were fed into a microwave transmitter beamed toward Convention Hall—a half mile distant. The pickup equipment was operated on 116 volts, 60 cycles and required 26 amperes current.

Among those who witnessed the demonstrations were Edward W. Chapin, chief of the FCC Laboratories Division, who is in charge of TV and FM investigations; Dr. George H. Brown of RCA Radio Systems Research Lab, Princeton, N. J.; R. Morris Pierce, vice president in charge of engineering of the G. A. Richards stations (WGAR Cleveland, WJR Detroit, KMPC Hollywood), and G. F. Leydorff, vice president and chief engineer of WJR.

'VOICE' FUND

Cut by House Group

THE STATE DEPT.'s Voice of America and related information activities, whose 1950 budget suffered a $2 million cut at the hands of the House, last week was cut an additional $1,656,100 by Senate adoption of the $32,343,900 appropriation recommended by its Appropriations Committee the week before [BROADCASTING, June 6].

Conferees were appointed from House and Senate to reconcile the differences in the respective bills of the two houses. The original Budget Bureau request for the international information and educational program was $36 million, which the House reduced to $34 million [BROADCASTING, April 11].

After balancing out non-recurring expenditures, it was brought out, the Senate-approved budget for the information program would be $3,700,000 above the current year's despite the cut in funds requested.

Nevertheless, officials said, the scope of information activities would have to be reduced "slightly" if the Senate appropriation figure is not raised, "since the annual rate for the programs is now approximately $32,947,080."

Items which would have to be "eliminated or drastically curtailed," authorities said, include production of packaged shows for local overseas broadcast ($200,000); broadcasts in five languages which were to have been instituted and in one language (Persian) which are now being conducted ($248,621); and field staff for local overseas broadcasting for Europe and the Middle East ($142,978), which would mean that there would be local overseas broadcasting only in the Latin American countries.

By a vote of 45-33 the Senate rejected an amendment offered by Sen. Ralph E. Flanders (R-Vt.) to increase the Voice and allied information program's allocation to the full $36 million originally recommended by the Budget Bureau.

Compares Expenditures

Sen. Karl E. Mundt (R-S.D.), who joined Sen. Flanders in offering the amendment, told the Senate that General Electric Co. spends almost 1% of its income for advertising, that Procter & Gamble spends 3.7%, and that Reynolds Tobacco Co. spends 1.1%. Yet even a $36 million appropriation for the information program would be only one-sixth of one percent of the U.S. military and foreign budget, he declared.

Overall appropriation for the State Dept. as approved by the Senate would be $260,172,456, compared to $271,405,656 voted by the House. The bill was the first this year in which the Senate reduced the amount allowed by the House.

Open Mike

(Continued from page 12)

continue to be a *must* in the literary agenda of WTTM.

Fred L. Bernstein
Sales Manager
WTTM Trenton, N. J.

* * *

Praise for Lawrence

EDITOR, BROADCASTING:

Leave us partially retract our condemnation of newspaper columnists in general for their penchant for taking swipes at radio and television. And leave us make straight-thinking Mr. Lawrence an honorary member of the Fifth Estate. This column [dealing with FCC opinion on editorializing] is deserving of a reprint.

Howard M. Paul
Radio-TV Director
W. D. Lyon Co.
Cedar Rapids, Iowa.

[Editor's Note: We agree with you, Mr. Paul. See page 86.]

* * *

Gill Report Draws Fire

Dear Fish:

I have just read your editorial "The Gill Technique." Are you going to be like the salmon on the Columbia River that spawn going up hill and die, or are you going to wake up? I think you are, slowly.

Good luck.

Your friend,
Deac (M. H. Aylesworth)
Rockefeller Plaza, N. Y.

* * *

EDITOR, BROADCASTING:

Just to prove I'm still among your cover to cover readers, I take my critical pen in hand again.

Reference "The Gill Technique," I'm as allergic as anyone to the rash of "pontificating" re TV. But how about Mr. G himself?

You talk a lot about his year of research—but nowhere is it detailed or authenticated. How many homes did he measure? How did he pick them? What was his method of observation? Have his procedures been double-checked by

—Better Homes & Gardens
"We're conducting a poll! To which drums are you listening?"

Reprinted from
BETTER HOMES & GARDENS

* * *

other experienced researchers?

I don't hold any brief for the easy-given opinion of the big boys—particularly the long-range prophesying. I don't know what's going to happen to AM. And, I do agree there have been too many alarms about its early demise. However, there have been some other researchers on TV's effects on listening. And none of them agree with Mr. Gill.

Frankly, I don't believe his figures—and I don't think anyone close to the business will. Certainly, they won't without documentation!

Considering your enthusiastic sponsorship of Mr. Gill's findings, you owe your readers the proof.

John P. Taylor
Advertising Manager
Engineering Products Dept.
RCA Victor Div.,
Camden, N. J.

[EDITOR'S NOTE: To former NBC President Aylesworth, whose "ear-radio-doomsday-in-three-years" prediction has brought many brickbats and one or two posies, we respectfully retort that BROADCASTING-TELECASTING covers the news in all the mass radio arts as it develops. Mr. Gill is a reputable researcher with a reputable agency.

To Mr. Taylor, who has seen radio grow from cat's whisker to cathode ray: We'll follow through as suggested. We hope to publish Mr. Gill's documentation in an early issue.]

MEMBERSHIP DRIVE

NAB Committee Reviews Plan

PROPOSED NAB membership drive, which already has board approval, is now involved in the proposal to revamp NAB's structure.

The whole membership problem was reviewed last Monday at a meeting of the NAB board's membership committee. The three-man group went into the whole question, with indication that a drive for new members should await further action on reorganization.

NAB's Structure Committee is scheduled to meet June 24 at NAB headquarters in Washington. The committee met during the winter and early spring, offering recommendations to the board. These included naming of a television director as well as transfer of most NAB functions into the president's office, each served by a committee of seven. Eventual formation of separate aural and visual departments was proposed.

Main result of the recommendations thus far has been President Miller's appointment of Executive Vice President A. D. Willard Jr. as television director, but NAB has not indicated whether Mr. Willard has accepted the transfer.

The rest of the Structure Committee recommendations were deferred at the April board meeting in Chicago.

The membership group received a report last Monday from Secretary-Treasurer C. E. Arney Jr. on status of the membership. Mr. Arney said that 72% of the resignations in the last half-year consisted of stations licensed since the war.

Need for descriptive material on NAB's operations was expressed. This would be helpful in case a membership drive is to be staged. Committee members felt NAB should revise its past publications of this sort. Latest was *The Story of NAB*, published in 1945. Preceding it had been ***Let's Look at the Record*** in 1943 and ***Let's Get Acquainted*** in 1942.

Attending the committee meeting were Gilmore N. Nunn, WLAP Lexington, Ky., chairman; Henry W. Slavick, WMC Memphis, and Merrill Lindsay, WSOY Decatur, Ill.

Cheers for Zenith

EDITOR, BROADCASTING:

In behalf of FM, I take issue with your "Zenith Target" story on page 30 of May 30, 1949, issue of BROADCASTING magazine. To me, this appears as another deliberate attempt for your publication to again debase FM and the FM industry.

The Zenith Radio Corp. is to be commended for their stand in promoting improved aural reception—for setting the pace in research and producing more and better FM receivers. . . .

J. W. Kerr
208 S. Clover St.
Fremont, Ohio

[Editor's Note: Three cheers for Zenith, or for any manufacturer that produces a better FM receiver, better AM receiver or better TV receiver. And three cheers, too, for every FM broadcaster. The only "deliberate attempt" we plead guilty to is an honest attempt to cover all radio news each week.]

EDITOR, BROADCASTING:

We were glad to get the new Zenith Major. If all FM radios were as sensitive as the Major, we wouldn't have any trouble building an FM audience. We are located in the Allegheny Valley and despite 800 foot obstructing hills, we pulled in Ohio stations 130 miles away. It's about time a manufacturer put out a decent set.

A. David Potter Jr.
General Manager
WNAE WNAE-FM
Warren, Pa.

COMR. STERLING

Addresses Canadian Mfgrs.

REVIEW of television in the U.S. was given by FCC Comr. George E. Sterling last Wednesday before the 78th annual general meeting of the Canadian Mfgrs. Assn. at St. Andrews-by-the-Sea, New Brunswick.

Comr. Sterling said that television, although eight years old, "is only on the threshold of its development" and foretells far reaching social, economic and cultural impact. He detailed the concern TV has caused in the movie industry and quoted one Hollywood representative who said that unless the film capital moves fast it will become "a whistle stop at the end of a coaxial cable."

His talk outlined the history of TV. Comr. Sterling said he expected 1,000 video stations on the air by 1956 and by the end of five years some 20 million TV receivers in use, one for every two households.

SPOT BILLINGS

Small Fluctuation Shown

FLUCTUATION of less than 25% in average national spot time billings, month by month, through an average year was reported last week in figures compiled by Price-Waterhouse for the National Assn. of Radio Station Representatives.

There was less than 25% difference between the highest month's business, in October, and the lowest, August. The following monthly figures represent percentages of total annual national spot billings:

January 8.41%, February 7.92, March 8.69, April 8.18, May 8.25, June 7.80, July 7.56, August 7.48, September 7.88, October 9.32, November 9.21, December 9.30.

The averages were drawn from monthly billings for the past three years from a sample of 75% of the billings of stations which are represented by NARSR members.

Baltimore 'Gag'

(Continued from page 25)

the administration of justice." The next section (F) was upheld by Judge Gray but rejected by the appellate court. It forbids "the publication of any matter obtained as a result of a violation of this rule." The first four parts of the rule, covering photography statements by officials and statements about the conduct of the trial, still remain in force.

The dissenting opinion termed the broadcasts inflamatory and pointed to its relation to race prejudice. The defendant, James Brill, a Negro, was convicted of murdering an 11-year-old girl and sentenced to hang.

The majority decision was concurred in by Chief Judge Marbury and Judges Delaplaine, Collins and Grason.

James Lawrence Fly, former FCC Chairman who appeared as counsel for the American Civil Liberties Union at the trial, described the decision as a "real contribution to freedom of press and radio." He added that he was "very much gratified" at the sweeping court opinion.

Miller Comments

Commenting on the court's ruling, NAB President Justin Miller said, "The decision, coming as it does at the end of the historic week whose beginning saw the modification of the Mayflower rule which had gagged the right of broadcasters to express opinions, gives us another graphic proof of the old truth that we can never lose by standing on fundamental rights.

"As in the case of the Mayflower rule report by the FCC, this Maryland decision falls somewhat short of the complete declaration of unconstitutionality we could have wished for Rule 904. But courts, like administrative agencies, are, naturally, reluctant to admit error and its correction, customarily, comes in a series of decisions. However, again like the Mayflower report, the decision in this case represents a noteworthy victory for those of us who refuse to acquiesce in the nibbling process so frequently used by those who would break down the freedoms of the American people.

"The broadcasters of America and their national association may well be proud of their uncompromising and successful fight in the case. We are grateful, too, for the support lent us by the newspaper publishers and the many press associations which stood beside us when we refused to bow to the intimidation of governmental officials. Again we see that a little courage accomplishes much more than sycophancy in such matters. The NAB will continue to work toward wider and wider acceptance of the fundamental principles here involved."

MINN. ELECTIONS

MBA Directors Named

DIRECTORS for the Minnesota Broadcasters Assn. have been announced by Mel Drake, secretary-treasurer of the new group and vice president of WDGY Minneapolis. Tabulation of mail ballots June 7 showed the following elected:

John F. Meagher, KYSM Mankato; C. T. Hagman, WLOL Minneapolis; H. W. Linder, KWLM Willmar; Odin S. Ramsland, KDAL Duluth; E. J. McKellan, KVOX Moorhead; Wallace E. Stone, KWOA Worthington; James J. Delmont, KATE Albert Lea.

Messrs. Meagher and Hagman were named president and vice president, respectively [BROADCASTING, May 30]. Directors will meet in Minneapolis June 20.

Shaw Quits GN&G

DONALD S. SHAW, who has been with Geyer, Newell & Ganger, New York, for the past five years as vice president and director of radio and television, has resigned. No replacement has been named yet.

FIRST PRIZE in Milwaukee County Radio Council's competition was awarded *Milwaukee Speaks*, WTMJ Milwaukee Sunday afternoon discussion program. It was cited as "1948-1949 locally produced public service discussion show which has made the best local contribution to the development of interest in civic affairs. . . ."

Zenith

(Continued from page 38)

the Senate Committee on Interstate and Foreign Commerce, and FCC Chairman Wayne Coy and Comr. Frieda Hennock occurred that Zenith decided upon its advertising policy which produced the now famous "obsolescent ads."

Sen. Johnson had stated that television set purchasers were not warned about the danger of receiver obsolescence because of proposed UHF changes. He stated converters were not the answer to the problem. In reply, Chairman Coy acknowledged that if UHF channels were added there would be obsolescence and that converters were not as satisfactory as regular receivers. Comr. Hennock wrote about the desirability of the public being informed by manufacturers of just what a set will do.

After that correspondence was published in the press, said the answer, Zenith decided to bring to the public its stand that Zenith receivers would not be rendered obsolete, come UHF.

Zenith further contended that it had a perfect right to so advertise "from the standpoint of their own business interest and from the standpoint of fair dealing and proper information and advice to the general public interested in purchasing television receivers."

It then went on to allege that Sightmaster sets of one of the plaintiffs were not similarly equipped and could not receive UHF without a converter. It alleged that converters thus far developed were unsatisfactory and that a satisfactory converter may never be developed.

It defined a converter as a separate instrument or device designed to supplement the frequencies receivable by a radio or television set. It usualy consists, said the answer, of a separate chassis in which are appropriate circuit and tubes to convert radio and television signals to permit their reception on sets which otherwise would not be capable of receiving them.

Zenith said its own sets did not need a converter but could be adapted to UHF by "simple substitution of panels in the specially designed turret tuner" which is standard equipment in its receivers. Thus the sets can receive both UHF and the present channels, it was claimed.

Frank McIntyre

FRANK McINTYRE, 71, well known as "Capt. Henry" on the former *Maxwell House Showboat*, died June 8 at Ann Arbor, Mich.

FCC Reshuffle?

(Continued from page 25)

urging support of the broad principles of the bill, would do much to expedite action once it reaches the floor.

Extensive hearings were considered unnecessary since many of the provisions were from bills on which lengthy testimony was taken in past years.

Chief "new" section is one which would reorganize FCC's staff along functional lines and set up a new, separate staff group responsible directly to the Commission to assist it in the preparation of decisions, orders and the like. The "buffer" plan already has been adopted by the Commission, which announced the establishment of such a group only four days after the McFarland Bill was introduced.

Three Major Divisions

The functional realignment of the staff would set up at least three major divisions along the lines of the Commission's major workload. These presumably would be broadcasting, common carrier and safety and special services, and each would have legal, engineering and accounting personnel. By comparison, the present organization divides the staff into legal, engineering and accounting bureaus, each containing broadcasting, common carrier and safety and special services divisions.

Most of the remainder of the bill, including a plan to divide the Commission itself into two semi-autonomous panels of three members each, was taken from the 1947-48 White Bill or from pending measures introduced earlier in the current sessions.

There was considerable speculation that the panel plan would be deleted. This belief stemmed from Sen. McFarland's own doubts about the desirability of such a plan, which he and Sen. Tobey expressed in a subcommittee report that subsequently was adopted by the full committee [BROADCASTING, Jan. 31]. That report blocked a three-panel system which FCC was then considering.

Other Portions

Other portions of the bill, all derived from past or pending legislation, would revise FCC's hearing procedures; raise the pay of Commissioners from $10,000 to $15,000 a year and provide increases for key staff executives; simplify appellate sections of the current law; shorten the present anti-trust section of the Communications Act; prohibit representation of licensees by bureau chiefs in proceedings before FCC for 12 months after they leave the Commission; and forbid adoption of rules which would result in discrimination based on race, religion, politics or business.

Aside from the buffer staff which FCC has now set up to separate judicial and prosecutory functions, the bill contains two other sections which are at least in the process of accomplishment irrespective of the bill. One is a plan to provide a legal assistant for each of the Commissioners, which FCC itself approved several weeks ago. The other authorizes the issuance of examiners' recommended decisions in lieu of proposed decisions by the Commission, which FCC had had pending in proposed form for nine months and approved finally a few days after introduction of the McFarland Bill.

The revisions encompassed in the McFarland measure form one prong of a dual "initial" objective which the Arizona Senator said his subcommittee had set for itself. The other is "consideration of the problem of American telegraph and cable companies," which was commended several weeks ago in a conference with record communications firms.

The problem of the communications companies, Sen. McFarland explained, is typified by the reductions in income which they are suffering and by the fact that they must compete with foreign government-owned communication monopolies. The possibility of mergers of some of the companies, not permitted by present law, is under study but Sen. McFarland said "several months" may be needed to work out necessary legislation. The companies themselves are working on proposals, he reported.

Sen. McFarland insisted that in neither broadcasting nor common carrier operations should the government have its "finger in the pie."

BAB BOOK *One of Many Projects Underway In New NAB Operation*

PUBLICATION of a book containing full information on sales practices, contracts, PI and other advertising practices in broadcasting will be undertaken by NAB's Broadcast Advertising Bureau.

The compendium will be one of a long list of projects already in the works at BAB less than two months after its authorization by the NAB board. It will fill a need on the part of broadcasters, sponsors, agencies and others concerned with broadcast advertising, according to Maurice B. Mitchell, BAB director.

BAB is preparing to move its Washington operation to the BMB offices at 270 Park Ave., New York. Moving to New York with Mr. Mitchell will be Charles A. Batson, assistant director, and Lee Hart, NAB retail coordinator. The staff will be augmented when the New York transfer is complete.

The BAB slide film, produced under NAB board mandate, is to be ready by July. The film will show the advantages of radio and will include suggested speech material, providing a complete broadcast presentation.

BAB's progress and plans for the future will be taken up at a meeting of the BAB Policy Committee to be held June 22-23 in Washington, and the NAB Sales Managers Executive Committee, to be held June 23-24 [BROADCASTING, June 6].

TV Subcommittee Named

A television subcommittee has been named to augment the sales managers committee. It will hold its first meeting during the June 23-24 session. Most of the subcommittee members are not members of the full committee.

Mr. Batson is completing work on a greatly expanded study of dealer cooperative advertising, based on questionnaires sent to manufacturers and producers. The idea of printing this list in card index form for station filing, and keeping it up-to-date will be considered by the committees.

Mr. Mitchell spoke last Tuesday at a station workshop session in Des Moines. Miss Hart addressed advertising clubs in Evansville and Terre Haute, Ind., and Milwaukee.

Mr. Mitchell will speak on retailer use of the broadcast medium at the sales promotion convention of the National Retail Dry Goods Assn., to be held June 27-28 at the Hotel Stevens, Chicago.

Television will be taken up at the session. Speakers include Walt Dennis, radio director of Allied Stores; M. Markowitz, sales promotion manager of Alexander's, and a panel of TV and radio users.

Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers! That's why Graybar recommends Blaw-Knox supporting towers for TV and FM transmitting antennae, and Blaw-Knox vertical radiators for AM.

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has *everything* you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.* 4967

GRAYBAR BRINGS YOU BROADCASTING'S BEST:

Amplifiers (1) (See key to numbers at right)
Antenna Equipment (1)
Cabinets (5)
Consoles (1)
Loudspeakers and Accessories (1, 3)
Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
Monitors (1, 4)
Recorders and Accessories (9)
Speech Input Equipment (1)
Test Equipment (4, 10)
Towers (Vertical Radiators) (11)
Tower Lighting Equipment (2, 12)
Transmission Line and Accessories (13)
Transmitters, AM and FM (1)
Tubes (1, 2, 18)
Turntables, Reproducers, and Accessories (1)
Wiring Supplies and Devices (3, 8, 14, 15, 16, 17)

MANUFACTURED BY:

(1) Western Electric;
(2) General Electric; (3) Whitney Blake;
(4) General Radio; (5) Karp Metal;
(6) Hugh Lyons; (7) Meletron;
(8) Hubbell; (9) Presto; (10) Weston;
(11) Blaw-Knox; (12) Crouse-Hinds;
(13) Communication Products;
(14) General Cable;
(15) National Electric Products;
(16) Triangle; (17) Bryant; (18) Machlett

Distributor of *Western Electric* Broadcast Equipment

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

There are Graybar offices in over 100 principal cities.

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CINCINNATI
J. R. Thompson, Main 0600
CLEVELAND
W. S. Rockwell, Cherry 1360
DALLAS
C. C. Ross, Central 6454
DETROIT
P. L. Gundy, Temple 1-5500
JACKSONVILLE
W. C. Winfree, Jacksonville 5-7180
KANSAS CITY, MO.
R. B. Uhrig, Grand 0324
LOS ANGELES
R. B. Thompson, Trinity 3321
MINNEAPOLIS
W. G. Pree, Geneva 1621
NEW YORK
F. C. Sweeney, Watkins 4-3000
PHILADELPHIA
G. I. Jones, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Court 4000
RICHMOND
E. C. Toms, Richmond 2-2833
SAN FRANCISCO
K. G. Morrison, Market 5131
SEATTLE
D. I. Craig, Main 4635
ST. LOUIS
J. P. Lenkerd, Newstead 4700

Programs

IN WHAT stations believe to be first tie-up of its kind in television, WMAR-TV, video outlet of Baltimore (Md.) *Sunpapers*, and WMAL-TV, Washington *Star*, outlet, began series of simultaneous 2½ hour daily telecasts. Program, *The Sports Parade*, has been aired by WMAR-TV alone since April 20. WMAL-TV will do air pickup for telecast in Washington. Program is fast-paced, potpourri of sports results, community news, entertainment, interviews and variety. It is aired from 3:30-6 p.m., and National Brewing Co. sponsors 4-5 p.m. segment Mon.-Fri., and 4-6 p.m. on Saturday.

Saints and Sinners

VIDEO rights to Circus Saints and Sinners, New York luncheon group, have been acquired by CBS-TV for half-hour series titled *Circus Saints and Sinners—Meet the Fall Guy*, to be telecast weekly. Day and time are to be announced. Format has prominent personalities "on trial" for idiosyncrasies, which are vindicated at conclusion by performance showcasing talents.

Plays and Airs

BASEBALL fans at Caswell Park in Knoxville, Tenn., saw something new in way of baseball broadcasting when WKGN Knoxville's Sportscaster Lindsey Nelson broadcast a game and participated simultaneously. Occasion was annual benefit game between Knoxville Junior Chamber of Commerce and Press-Radio team. Mr. Nelson strapped a microphone to his chest and ran extension cord to amplifier located in dugout along first baseline. He kept up his regular line of play-by-play chatter as he batted and played first base. Baserunners, catcher, and umpire were interviewed whenever they came within range of microphone during progress of game.

With a Roar

WHEN new gas well blew in near Nacogdoches, Tex., on May 31, KTRE Lufkin presented two broadcasts direct from scene of the well. Interviews were conducted and radio audience heard great roar caused by the tremendous pressure. Station reports that a new East Texas gas field is predicted to have been discovered through this well.

300 Years Ago

WITH Annapolis, Md., celebrating its 300th anniversary last month, WANN Annapolis, put on a 1949 version of the 1649 "Town Crier." Announcer garbed in true Colonial fashion, as were most Annapolitans, gave the scheduled events of the day, in the "man on the street," fashion as well as testing the knowledge of the audience on Annapolis history.

'Stop, Look and Learn'

DEMONSTRATIONS of household helps which save either time or money are shown by six contestants weekly on WGN-TV Chicago's new *Stop, Look and Learn*, telecast Fridays from 7:30 to 8 p.m. CDT. After winner is selected by studio audience jury, M. C. Harold Isbell gives remaining five persons materials for making a hat in three minutes in a Mad Hatters contest. Show has participating sponsorship.

Favorite 'Pop' Tunes

CLIFF WARREN, popular singer and yodeler, hitherto featured on western and hillbilly programs, is being presented over WOAI San Antonio in quarter-hour of favorite "pop" tunes. One western classic is included on each program so that Mr. Warren may give forth with his famed yodel. Music is by WOAI staff orchestra under direction of Melvin Winters, with one instrumental number on each show.

Based on Police Files

CASES taken directly from the files of the Los Angeles Police Dept. are being dramatized in a new series titled *Dragnet* on NBC. Program replaces *Life of Riley*, Fridays, (7-9 p.m. PST). Series involves adventures of two detectives portrayed by Jack Webb and Barton Yarborough. Karl Greuner produces; William P. Rousseau directs.

'Milk Day'

From the "milk center of the world," WLS Chicago broadcast queen-crowning ceremonies of annual Harvard, Ill., Milk Day events June 2. Air show highlighted noon ceremonies, and has been an annual feature since 1943, a year after the day was first observed. Event attracts thousands of Illinoisans to Harvard fair grounds.

Football Technique

ENGINEERING and production staffs of WOIC (TV) Washington, have introduced what they consider new wrinkle in advance planning for coverage of special events programs. Following pattern established by top-flight college and professional football teams in pre-game briefing, WOIC personnel are holding their own "skull practice" sessions, complete with films, when plotting coverage of shows of special event nature. Whenever possible, films and photos made of previous "like" events are obtained, and staffs use these as basis for advance planning of camera positions, best individual shots, and placement of personnel. In addition, staff makes complete inspection of each "origination" site. To completely round out program coverage, a production research assistant is detailed to task of compiling a material file containing history of event, place and participating individuals.

'Operation Tarheel'

JUD COLLINS, WSM Nashville special events man, penetrated deep into the wilds of North Carolina near Fort Bragg, with the Army on "Operation Tarheel," to secure wire recordings of maneuvers. Recordings described actual sounds of simulated battle involving units of the 3rd Army, 82nd Airborne, 3rd Cavalry and other outfits. Wire material acquired over period of four days was developed into quarter-hour show by Mr. Collins and WSM engineers.

Family Farmers

BILL MOSHIER, KJR Seattle farm editor, recently interviewed some of the "Dairying Kleins" of Snohomish County, Wash., for cut-in to ABC's *American Farmer*. The Kleins who were interviewed represented yearly production of more than 1,625,000 pounds of milk and 100,000 pounds of butter by the dairy farmers. KJR stated it didn't have studio large enough to invite all the Kleins, because there are more than 200 of them in Snohomish County.

MATS Anniversary Show

IN COOPERATION with National Military Establishment at Washington, WNBW (TV) Washington telecast first anniversary show of Military Air Transport Service May 31. Show featured music by Tune Pilots of Air Forces Band and musical solos. Program was narrated by NME personnel and was reportedly first unified effort of NME in this field.

Talent Series

TEN WEEK series of home town talent programs, *Top Talent Stars*, featuring entertainers from ten towns in its coverage area, has just been completed by KSGM Ste. Genevieve, Mo. Broadcasts were held "on location" remote. Winner for each community was chosen through audience vote as was grand prize winner who was named "Top Talent Star."

Cadet Competition

ANNUAL District of Columbia High School Cadet Corps Competitive Drill was telecast by WOIC (TV) Washington June 1. Eugene S. Thomas, WOIC general manager, stated that this marks first time event has been covered by television. WOIC also presented interviews with public school officials active in staging annual drill—plus leading government figures who were formerly members of Cadet Corps during their high school years.

Just Published!

This new book for radio station managers, promotion men and sales reps tells how to get maximum sales results from station promotion

SPOT RADIO PROMOTION HANDBOOK

64 pages, 8½ x 11, $1.00

Here is a straight-forward report of immediate and momentous interest to you. It tells how *advertisers and agencies say they select stations for spot radio advertising* . . . interpreted in terms of spot time selling and promotion.

These are your prospects and their agencies speaking

In this new Handbook, important consumer advertising and sales executives, agency principals, account executives, media directors and time buyers take spot time selling and promotion apart. They pull no punches, but they point up clearly, not just its weaknesses, but also its inherent strengths and *its often unused potentials* for helping you sell more time by helping advertisers select your station whenever it offers them what they are looking for.

Here's just an idea of what you'll get out of what they say

Read and study what these experienced advertising people say about time buying, as reported in the SPOT RADIO PROMOTION HANDBOOK and interpreted in terms of spot time selling, and you'll discover . . .

. . . how to keep more of your direct mail out of the wastebasket, where so much of it goes before it's had a chance to deliver;

. . . how to use trade paper advertising to make impressions that contribute to selling;

. . . how to do an important and perfectly timed informing and selling job with space in the buyers' service type of publication;

. . . *how to help your representatives find more time and opportunities for productive calls.*

The SRPH covers all major selling tools

The SPOT RADIO PROMOTION HANDBOOK shows how all the major tools of spot time selling and promotion (station salesmen and reps. direct mail, advertising in the different types of trade and service papers that reach advertising and sales executives) serve, or can serve, *specific needs* of advertisers and agencies.

It breaks down the time-selling job into its component steps and shows which parts of it can be done most effectively and most economically by which sales tools or combination of sales tools.

It describes the sort of station and program information buyers of spot time say they want and rely on when they're comparing the different possibilities and making their final station selections.

In short, *the SPOT RADIO PROMOTION HANDBOOK gives you a practical, workable promotion pattern that will enable you to get the greatest possible benefit from what you spend for direct mail and space.*

It would cost you thousands to get for yourself what this book gives

If you retained highly competent field interviewers to poke around among advertisers and prospects and their agencies, you'd certainly get some very useful and objective answers to many selling and promotion problems. *Now,* this book does exactly that *for* you. It saves what you would have to spend in time, money, and manpower to find out for yourself what it takes to give your own promotion and advertising *real selling power.*

If you don't agree with us after you've read it, just return the book and we'll promptly refund the dollar.

Gives you what it would cost you, literally, thousands of dollars to get for yourself: a first-hand, up-to-date, composite picture of spot time buying habits, practices, procedures, and problems—and *how you can influence them most favorably.*

PARTIAL TABLE OF CONTENTS

STANDARD RATE & DATA SERVICE, INC.

The National Authority Serving the Media-Buying Function

CHICAGO • NEW YORK • LOS ANGELES • SAN FRANCISCO

Convenient Order Form

STANDARD RATE & DATA SERVICE, INC.
333 North Michigan Avenue, Chicago 1, Ill.

Please send me a copy of the new SPOT RADIO PROMOTION HANDBOOK. Enclosed is my dollar. I understand that you will refund my money if I return the book to you in ten days.

NAME...TITLE..........................

COMPANY..

STREET..............................CITY..............................ZONE..........STATE..............

Production

EDWARD (Ted) KIMBALL has been named program director of KSL Salt Lake City. He has been in radio for 22 years, having begun his career with KSL in 1926.

THOMAS P. BASHAW has been appointed program director of KFH KFH-FM Wichita, Kan. He was formerly with NBC and WLS Chicago as director, producer, writer and sales promotion man.

LOU EMERSON, formerly announcer at KSWS Roswell, N. M., and who recently joined KGAK Gallup, N. M., in same capacity, has been appointed program director at KGAK.

JEFF SELDEN, continuity director of WNEW New York, has resigned to devote his full time to script writing of *Chesterfield Supper Club*, sponsored by Liggett & Myers Tobacco Co., through Newell-Emmett, New York, on NBC, Mon.-Fri., 7-7:15 p.m. Mr. Selden, who has been with WNEW since 1945, has been scripting show for past year, for both AM and TV (NBC-TV Fri. 11-11:15 p.m.). Replacing Mr. Selden as continuity director of WNEW is **BOB STEWART**, staff script writer. Other changes at WNEW involve **ELSIE RUBINSTEIN**, member of publicity department, who has been appointed assistant to **DICK PACK**, director of publicity and special events, and **RICHARD KANE**, former assistant to Mr. Pack, who joins continuity department as script writer.

EDWIN J. TURNER, staff member for two years of WFUV-FM, Fordham U. outlet, New York, has been appointed production supervisor, following resignation of **MANUEL YLANAN**, who is returning to Philippines to re-enter commercial radio. Mr. Turner, who assumed his new duties June 7 upon graduation from Fordham, has been an announcer, director, writer and producer for station.

ALAN RHONE, former Chicago newspaperman, has been appointed film director at WBKB (TV) Chicago. **ALAN HARVEY** has been promoted from log man to staff announcer.

GORDON ROTH, formerly with KMJ Fresno, Calif., has joined KFRC San Francisco as staff announcer.

CHARLES PICKENS, staff pianist and music librarian at WHBC Canton, Ohio, has been named musical director.

LEE LIVELY, announcer at WLOW Norfolk, Va., has joined Marine Corps Reserve Fighting Squadron 233, Naval Air Station, Norfolk. He was sworn in during a Marine Air Reserve Unit program on station.

FRANK POLLACK, disc m.c. on WONE Dayton, Ohio, and Arlene Peterson have announced their marriage.

FREDERICK P. LAFFEY, chief announcer at WLAW Lawrence, Mass., was awarded a Certificate of High Honor by National Pet Protection League. Award was made as result of a *This Is Greater Lawrence* broadcast May 26, produced by Mr. Laffey.

PEE WEE KING, leader of Golden West Cowboys who conducts two daily musical shows on WAVE Louisville and television show on WAVE-TV each Friday, was awarded *Orchestra World's* trophy as "The Best Western Band Leader of 1949."

JAY RUSSELL, former New York press agent, and more recently program director-announcer at WNBZ Saranac Lake, N. Y., has resigned his position there. He will package a disc-jockey show and do freelance announcing in New York.

DOLORES MURPHY, New York radio and stage actress, is now heard over WCCC Hartford, as the "Lady of the Air," Mon.-Sat., 12:15-12:30 p.m. She dramatizes stories and plays children's songs.

JOHN L. McNEVIN, Syracuse radio personality, has joined announcing staff of WHEN (TV) Syracuse, where he will handle sports work and serve as m.c. on several live studio shows.

ARMAND LA POINTE has joined announcing staff of KFMV (FM) Hollywood.

BILL WELLS has been appointed program director of KCOH Houston, Tex.

WALLY OSBORNE has joined announcing-sales staff of WHHT Durham, N. C.

NICHOLAS SAGARRO, junior majoring in radio at Temple U., was recipient of subscription to BROADCASTING as "Award for Excellence in Programming" at annual banquet of Temple U. Radio Workshop.

HELEN MARIA KORDAY, NBC television personnel supervisor, was married May 21, to Col. Charles A. Miller of the U. S. Army. Mrs. Miller has been with NBC for 12 years.

LUCIEN E. DUMONT, production manager of WIDE Biddeford, Me., was presented a certificate of Honorary Dog Catcher by Rosaire Halle, mayor of Auburn, Me. Mayor Halle and two other Maine mayors appeared on station's *Kennel Club of the Air*.

SUMMER LISTENING

'Portables' Aid, Says WOR

SUMMER radio listening in automobiles, at beaches and parks by portable radio, on boats and in summer homes offsets reduced home listening during hot weather, according to a special survey conducted for WOR New York by The Pulse Inc., New York.

The survey shows that 72.8% of New York's 2,093,000 automobiles are radio-equipped, representing a total of 1,523,800 car radios in the area, or a number equal to 43.5% of the total New York radio homes as of January 1949.

An estimated 6,324,000 passenger cars are registered in New York, New Jersey, Connecticut and Pennsylvania. This, according to the station's research department, represents a larger radio audience than reflected in present rating systems, particularly when outdoor listeners are added.

"While these mobile audience figures . . . cannot be applied to current summer ratings to provide a new index. . . . They do indicate that such listening is higher than generally shown," Robert Hoffman, WOR director of research, points out, deploring the planning of summer advertising, which, while based on current summer ratings, makes no allowance for the "audience on wheels" and other specialized summer listeners.

New DAV Series

A SECOND series of five-minute transcribed programs featuring Ralph Bellamy, stage and screen star, and Gen. Jonathan M. Wainwright, Disabled American Veterans national commander, is now available to all stations as a public service, DAV's Chicago office has announced. The programs feature each week "The Story of the Week" about the "Hero of the Week" as selected by DAV. Series has been extended to 12 shows as part of DAV's effort to encourage and inspire disabled veterans in overcoming handicaps. Full information can be obtained from Julian J. Jackson, director of DAV publicity, Room 2801, 11 S. LaSalle St., Chicago.

PROGRAM CLINIC *Agenda Announced by NAB*

IMPACT of the FCC's Mayflower decision on station programming has been given a prominent place on the agenda of the first NAB Program Clinic, to be held June 27-29 on the downtown campus of Northwestern U., Chicago.

The editorializing problem will be discussed at the June 28 afternoon session, following an explanation of the decision by Don Petty, NAB general counsel. Program directors will have a chance to ask questions and submit their own views in a general roundtable.

All of the talks and panel discussions have been timed to allow general discussion, according to Harold Fair, NAB program director who is in charge of the clinic. Talks are limited to 15 or 20 minutes in most cases, in line with the fast-moving pace and the workshop pattern to be followed. Aiding Mr. Fair in planning the clinic is Ben Miller, NAB assistant program director.

Agenda for the clinic was completed last week by Mr. Fair. It includes all of the main problems facing station program executives, with persons prominent in each field heading the discussions. Topics include sales, audience reaction, promotion, special events, use of recordings, farm broadcasting, news, public affairs, controversial issues, program materials, music copyright, transcriptions, engineering and television.

The completed agenda as announced by NAB follows:

June 27

9:30 a.m. The Program's The Thing
Justin Miller, president, NAB

THE PROGRAM DIRECTOR AS A BUSINESSMAN

10 a.m. Teamwork Pays Off For You *and*
The Sales Manager—Maurice B. Mitchell, director, NAB Broadcast Advertising Bureau
The Station Representative—Lewis H. Avery, president, Avery-Knodel
The Advertising Agency—Sylvester L. (Pat) Weaver, vice president and director of radio-television, Young & Rubicam

12:30 p.m. Lunch

2:00 p.m. Putting The Show On The Road
Lee Little, general manager, KTUC Tucson, Ariz.

2:45 p.m. What Does The Audience Think?
Kenneth H. Baker, acting president, BMB, and director of research, NAB

3:30 p.m. "We Take You Now To"—
Special Events—Jim Hanlon, director of public relations and special events, WGN Chicago
Sports — Merrill Lindsay, general manager, WSOY Decatur, Ill., member, board of directors, NAB

• • •

June 28

9:30 a.m. Let's Look At The Record
Using Wax For Listeners—Dick Redmond, program director, WHP Harrisburg, Pa.
The Disk Jockey Rides A Winner—John Tinnea, assistant station director, KWK St. Louis

10:30 a.m. How You Gonna Keep 'em Up On The Farm
Planning For Rural Needs—Harold Safford, program director, WLS Chicago
The Business Of Farm Programming—Charles C. Worcester, farm service director, WMT Cedar Rapids, Iowa

11:30 a.m. Your News Ticker Is Money In The Bank
AP—Tom O'Neill, radio news editor
INS—John Cooper, director, Radio Department
UP—Charles Ahrens, central division news editor, E. R. Vadeboncoeur, vice president and general manager, WSYR Syracuse

12:30 p.m. Lunch

THE PROGRAM DIRECTOR IN THE COMMUNITY

2 p.m. Public Affairs Are Your Affairs
The "Why" and "How" of Public Interest Programming — Rex Howell, general manager, KFXJ Grand Junction, Col.
Case History—"CARE"—Ernie Brevik, public interest director, WDAY Fargo, N. D.
Case History—"Highway Safety"—Edwin K. Wheeler, assistant manager, WWJ Detroit

3 p.m. Controversial Issues On The Air, including implications of the recent Mayflower ruling, Don Petty, general counsel, NAB

4 p.m. Showcase Of Program Materials
Ben Miller, assistant director, NAB Program Dept.

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June 29

THE PROGRAM DIRECTOR AS A SHOWMAN

9:30 a.m. All The Music In The World
ASCAP—Herman Finkelstein, resident counsel; Jules Collins, sales manager
SESAC — David Milsten, western counsel
BMI—Roy Harlow, director, station relations, Robert Burton, vice-president in charge of publisher relations

11 a.m. Put Life Into Your Transcribed Shows
Walter Davison, manager, Capitol Transcriptions
C. O. Langlois, president, Lang-Worth Feature Service
John Sinn, president, World Broadcasting System

12 Noon Making The Most of Your Engineer's Know-How
Royal V. Howard, director, and Neal McNaughten, assistant director, NAB Engineering Dept.

12:30 Lunch

2 p.m. Get Ready For Television
Charles A. Batson, editor, NAB Television Report and assistant director, Broadcast Advertising Bureau

3 p.m. Theme And Variations
Harold Fair, director, NAB Program Dept.

FALL TRIAL
Seen in Baseball Case

WHETHER broadcasting and telecasting baseball games changes their character from an intrastate to interstate activity will probably come to a court test this fall despite action of organized baseball last week to obviate such a step.

Through Commissioner A. B. (Happy) Chandler, baseball offered to reinstate the ball players who "jumped" to the Mexican League in 1946, attracted by higher salaries than they were getting in the major leagues.

But three of the players who went to Mexico said they nevertheless will continue their actions against organized baseball for damages amounting to $2,800,000. The theory of their actions is that baseball has violated the federal anti-trust laws. It therefore will be necessary for them to prove at trial that baseball is in interstate commerce and that the federal laws therefore apply. Trial will be in Federal District Court in New York.

DON BELL
MUSIC & FUN DISC EMCEE
6:00-8:00 A.M & 12:45-1:30 P.M.

BILL RILEY
QUIZ-WHIZ
AUD PART EMCEE

AL ROCKWELL
LATE-EVENING PRINCE
OF PLATTERS

RIES TUTTLE
OUTDOORS EXPERT
FOR KRNT & TRIBUNE

GORDON GAMMACK
6:00 P.M. NEWS-MASTER
(TRIBUNE COLUMNIST)

Star-bright that's KRNT!

The Station With The Fabulous PERSONALITIES and Astronomical HOOPERS!

Consistently Among the Nation's TOP 20 Rated Stations

ASK A KATZ MAN ABOUT
DES MOINES
and KRNT — The
Register and Tribune Station

"A Leader In The Nation . . .
The Leader In Des Moines!"

GENE EMERALD
AN AFTERNOON FAVORITE
Music (Live and Wax) and Visitin'
3:15-4:45 P.M.

AL "Ironman" COUPPEE
RADIO'S MISTER SPORTS
TWICE DAILY

BETTY WELLS
"First Lady In Iowa Radio"
11:30 A.M. COMMENTATOR

CHARLES McCUEN
NEWS ACE
7:15 & 8:00 A.M. - 12:15 P.M.

RUSS VAN DYKE
NIGHT NEWS KING
10:00 & 11:00 P.M.

This Terrific Team of Air Salesmen Will Sell for You in a Market Rich, Ripe, Ready!

WU'S POLICIES

Baseball Service Probe Ends

INQUIRY into Western Union's policies and tariff for baseball play-by-play service was completed last Tuesday by FCC.

Involved in the proceeding is a complaint by WIND Chicago that WU's new rate, effective in April, discriminates against radio stations over newspapers and press associations [BROADCASTING, May 23, 2, April 18]. The new rate calls for a $2 fee from each additional station using the service in a baseball network besides the regular fee paid by the originating station.

Further testimony on policy and practices was heard from A. J. Douglas, assistant vice president of WU, before Hearing Examiner Elizabeth C. Smith. John T. Carey, WIND commercial manager, testified on his station's practice and part in the Midwest Baseball Network.

Mr. Douglas said that 1948 revenues totaled $331,990 and that income for this year would appear to be greater. Costs also are up, though, he said. Earlier Mr. Douglas said WU paid some $149,000 in 1948 to clubs for privileges to cover games. The WU service in April was being taken by 168 stations, 4 press associations, 13 newspapers and 19 others, he testified.

Mr. Carey told the examiner that WIND wasn't objecting to the charges involved but rather to the principle. He said WIND didn't approve of the added fees but would be willing to pay any amount rather than do without. Mr. Carey said WIND formed the Midwest Baseball Network to increase coverage and that it includes about two dozen stations.

HONDURAS OUTLET

Now Permits Commercials

LA VOZ DE LEMPIRA (HRA) of Tegucigalpa, Honduras, has opened its broadcasts to commercial sponsorship for the first time and has appointed Pan American Broadcasting Co., New York, its exclusive representative in United States and Canada.

Pan American said that among the first advertisers to become customers of the station are Esso, Prell Shampoo, Sterling Products, Canada Dry, Vitavosa, Borden's, Camay Soap and Chiclets. Station equipped with RCA transmitters and facilities, offers the only long wave coverage of Tegucigalpa and also broadcasts short wave for national coverage, said Pan American.

KXOC SIGNS

Becomes CBS Outlet 185

KXOC Chico, Calif., has signed an affiliation agreement with CBS, bringing to 185 the network's total outlets. The contract is effective Aug 1.

KXOC, owned and operated by Sacramento Broadcasters Inc., with Theodore B. Hall as general manager, operates with 5 kw day and 1 kw night on 1150 kc.

TENNESSEE BANK'S 'PARTY LINE'

Women's Show Gets Results, Says Clark

GEORGE M. CLARK, president of the Pioneer Bank of Chattanooga, Tenn., pays tribute to the power of radio— and to the power of women—in the May issue of the *Bulletin*, publication of the Financial Public Relations Assn. In an article edited by John J. Barry of the National Shawmut Bank, Boston—also a heavy user of radio—Mr. Clark tells of the success of *The Party Line* program which Pioneer Bank sponsors.

Designed for Women

The bank began sponsorship of the program, designed for women, when Mr. Clark discovered that (1) the building of deposits was a major problem, and (2) 60% of the bank's new savings accounts were opened by women or named women as joint owners, and that 52% of the bank's employes are women. Pioneer chose *The Party Line* because of its wide selection of news interesting to women and because of its featured personality, Drue Smith. Miss Smith has been prominent in local society for some time and is active in promoting community projects, according to Mr. Clark.

Outstanding feature of the program is a segment known as the "Woman of the Week." Each Friday at the end of the show, Miss Smith announces the woman to be so honored, who is presented with a $5 Pioneer savings account and a varying list of gifts donated by local firms. "A number of times," Mr. Clark said, "a $5 gift to the 'Woman of the Week' has resulted in the transfer of substantial savings from the lady herself or members of her family who are tipped off to listen in on the program."

"We have had this program about three months at a cost of $450 per month," Mr. Clark wrote, "and so far are pleased with it. . . . The recognition and local interest we gain by asking women to appear on our program . . . has given us a very fine response."

Visting women celebrities also are interviewed on the program as are local leaders and prominent women. Opening phrase of each show sums up the format: "You never know what you'll hear on *The Party Line*."

Commercials Rotated

The bank uses about eight to ten commercials which are rotated with some substitutions and additions. Theme of commercials, Mr. Clark said, "is to express our appreciation to women for the apparent popularity of our bank with women, to stress the friendliness of our service, give credit because 'some of the best businessmen are women,' and constantly refer to the importance of women in the home, the management of family financial affairs, and in their husband's success."

A typical Pioneer commercial on *The Party Line:*

Keeping up with what Mrs. Brown saves is far more important to your happiness than keeping up with what Mrs. Jones spends. And when you save at PIONEER BANK, just remember that every dollar earns interest at the rate of 1½ per cent. . . . It isn't necessary to deny yourself the comforts of good living in order to save. Wise money-managers reserve a certain stipulated portion of their monthly income and simply regard it as their regular investment in family security. It's amazing how fast a six-advantage savings account grows, when you save systematically at PIONEER BANK, where women are important.

News

PAUL BOEHM, formerly sports director of WGPA and WGPA-FM Bethlehem, Pa., has assumed similar duties at WSSV Petersburg, Va.

COLLINGSWORTH HOLMAN, formerly sportscaster with WHKP Hendersonville, N. C., has joined WTAL AM-FM Tallahassee, Fla.

A. V. (Bert) MILLER Jr., formerly on staff of *Watertown* (N. Y.) *Daily Times* and *Burlington* (Vt.) *Free Press*, has joined local news staff of WJTN Jamestown, N. Y.

JOHN BAKER Jr., assistant news editor at WHBC Canton, Ohio, has been selected by Ohio State U. chapter of Sigma Delta Chi as chapter's "Most Outstanding Male Graduate" for 1948-49 school year.

DAN HEALY, sports and program director of WBRK Pittsfield, Mass., is the father of a boy, Christopher.

FRED SHEEHAN of ABC Chicago's news and special events staff and JANE NILLES, who works in transcription, have announced plans to be married Aug. 20.

Opposes WOR Towers

FURTHER obstacle to effort of WOR New York to install new directional antenna system appeared last week as the Port Authority of New York petitioned FCC to intervene in the Commission's hearing on the WOR proposal. The Port Authority, representing both the states of New York and New Jersey in long range development of the air and sea port facilities, told the Commission that WOR's plan to increase the height of its towers at Carteret, N. J., by 50% would adversely affect air terminal operation. WOR earlier had received local Civil Aeronautics Administration approval only to be opposed by CAA in Washington.

WBAL CASE

Pearson, Allen Ask Action

FCC REGULATION by "inaction" was hit last week in petition by Public Service Radio Corp, for immediate decision in the long pending WBAL Baltimore case. Public Service seeks the clear channel facilities which WBAL is attempting to renew.

Public Service, headed by Commentators Drew Pearson and Robert S. Allen, pointed out that a "continuing policy of inaction by the Commission may conceivably have the practical effect of deciding disposition of the two applications." The record in the lengthy comparative hearing, stemming from FCC's Blue Book condemnation of WBAL's program and commercial practices, was closed over a year ago [BROADCASTING, April 12, 1948].

Petitioner indicated it must continue payment of certain financial obligations, including some $3,000 annually on a bank loan, in order to continue qualified. It asked, "How long is an applicant expected to hold itself in readiness for the day that the Commission might act?" Public Service stated it had sent two letters on the subject to the Commission earlier in the year but received no action.

WBAL, owned by Hearst Radio Inc., is assigned 50 kw fulltime on 1090 kc. Firm also operates WBAL-TV there.

Public Service concluded its petition by stating:

> Over 14 months have transpired since the record in this case was closed. A continuing policy of inaction by the Commission may conceivably have the practical effect of deciding the disposition of the two applications. How long is an applicant expected to hold itself in readiness for the day that the Commission might act? Administrative determination of cases by inaction is neither fair nor legal. Both parties at the time their respective applications were filed had a right to expect that the Commission would act within a reasonable period of time and an administrative body owes such an obligation to the industry it regulates and the parties before it. It cannot shirk this responsibility.

STATION CLINIC

For Foreign Tongue Operators

FIFTY operators of foreign language stations are expected to attend a one-day Foreign Language Broadcasting Clinic at New York's Hotel Roosevelt June 15.

The clinic, proposed and organized by Ralph Weil, general manager of WOV New York, will have a full day's agenda, opening at 9:45 a.m.

The tentative agenda includes addresses by A. D. Willard Jr., executive vice president of NAB; Ted Cott, vice president of WNEW New York and chairman of the NAB Unaffiliated Stations Committee; Emil Mogul, president of Emil Mogul Inc., New York agency, and Dr. Sidney Roslow, director of The Pulse Inc.

There will be panel discussions on programs, publicity and sales.

FIRST shovel of dirt in the groundbreaking ceremonies for WSAL Logansport, Ind.'s new home is scooped up by Mayor George Muehlhausen of Logansport (r). Aiding in the project are Glenn Miller (l), secretary-treasurer of the Logansport Broadcasting Corp., owner of WSAL, and "Tiny" Joe Jordan, WSAL general manager. WSAL, which operates fulltime on 1230 kc with 250 w, has been operating from temporary quarters since February pending construction of its new, modern broadcasting unit.

AAW CONVENTION

Vancouver Meet June 26-30

ADVERTISING Assn. of the West will hold its 46th annual convention June 26-30 at the Hotel Vancouver, Vancouver, B. C. Extentive plans are being made to make this the most outstanding convention in the association's history, according to Gilbert L. Stanton, AAW president.

Among featured speakers scheduled to participate in the convention is William B. Ryan, general manager of KFI-TV Los Angeles, who will head the television presentation to be made during the June 28 sessions.

Wednesday, June 29, meeting will be highlighted by a segment known as "Meet the Champs." During this period, the chairmen of the judging committees on all craft and advertising club contests will show the winning entries. Among the many awards to be presented will be the Vancouver Trophy for Radio, sponsored by the Vancouver Advertising and Sales Bureau.

Objective of this competition, which is open to all stations, agencies, advertisers or individuals in the 11 western states and western Canada, is to encourage the best in radio advertising. Entries are grouped in four categories: Commercial programs, and spot announcements (one minute or less, not a part of a program) with each of these subdivided into (a) used in cities of 100,000 or over or on a network, and (b) used in cities of less than 100,000. Burt Oliver of Foote, Cone & Belding, Hollywood, is chairman of the AAW radio contest.

WTMJ WTMJ-FM Milwaukee's *Milwaukee Speaks* program has been awarded first prize by Milwaukee County Radio Council for "1948-49 locally produced public service discussion program which has made. . . best local contribution to. . .development of interest in civic affairs."

RADIO EDITORIALIZING SURVEYED

Viewed With Favor in Columbus, Ohio, Study

BUSINESS and professional men tend to look with favor on radio editorializing, according to a survey conducted in Columbus, Ohio. The survey was made from February to May 1949 by Richard Mall, of the Ohio State U. Dept. of Speech.

Using the personal interview method, Mr. Mall tested 200 doctors, lawyers, clergymen, educators and businessmen to find their reactions to six situations each containing a potential element of controversy varying from very weak to points of stronger interest. The situations were built around Red Cross fund-raising, UN understanding, smoke abatement, universal military training, support of a candidate for office and open support of a political party.

Mr. Mall found that as the element of politics enters the resistance toward radio editorializing increases. This is most important in the case of lawyers, who are described as "probably closest to the machinations of politics."

"On the whole," Mr. Mall learned, "this specially selected and highly educated group of men looked with favor on such editorial expression."

Many of those questioned were "heartily in favor" of radio editorializing, while others imposed reservations. For example, one interviewee said radio editorializing will start people thinking who do not respond to newspaper editorials. Another pointed to the free-speech rights of the station owner.

Among those who endorsed editorializing, qualifications were given in a majority of cases. These included suggestion that the material be so identified; that it is proper on a local scale but not by a network; that radio should stay away from politics and confine itself to civic issues of a local nature; that radical minorities should not be granted access to this mass medium; that editorials should be in good taste and handled by experienced men versed in research methods.

Eighty-five percent were opposed to one-sided presentation of any controversial element.

HATCHETT FETED

Farewell Given by NARSR

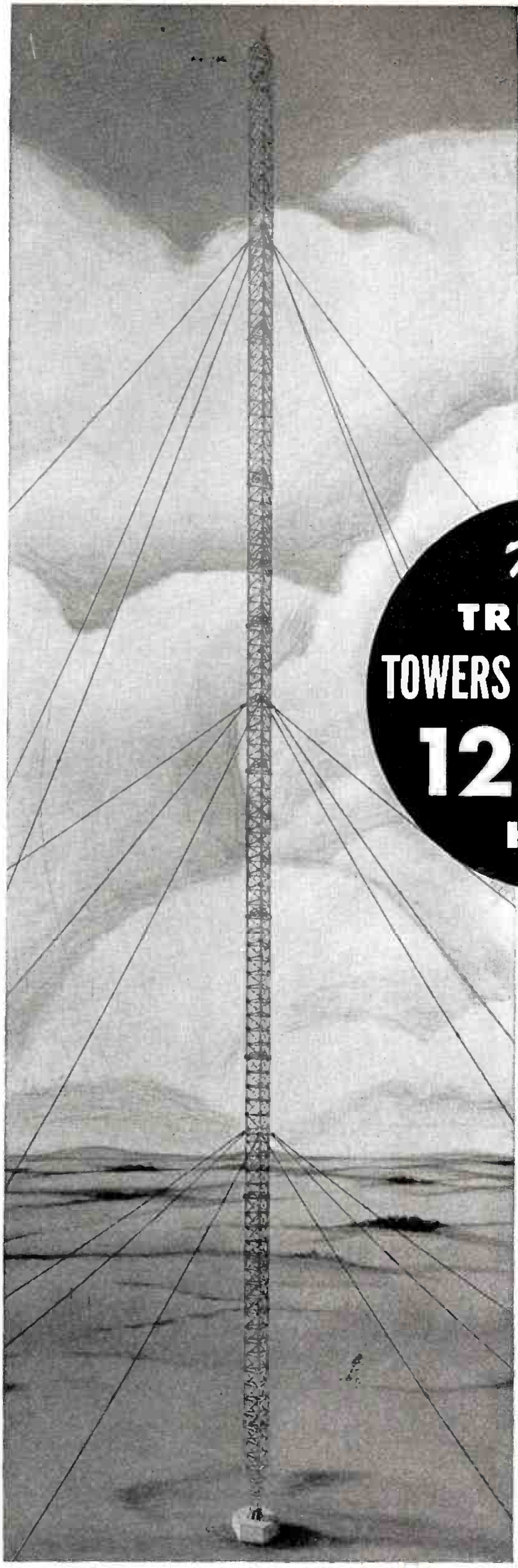
HINES HATCHETT, retiring New York manager of the John E. Pearson Co., radio station representative, was feted at a luncheon last Wednesday by members of the National Assn. of Radio Station Representatives at New York's Lexington Hotel.

Mr. Hatchett plans to devote his entire time to the manufacture of a schedule board which he invented. The board shows station programs, production and sales figures for manufacturers, inventories and other data.

Frank M. Headley, NARSR president, presented Mr. Hatchett with an inscribed watch on behalf of the members. Mr. Pearson, Pearson Co. president, expressed his regret at Mr. Hatchett's resignation, and announced removal of company headquarters to New York, in which city he has established residence.

Jim Hunter Dies

JIM HUNTER, 48, newscaster at CFRB Toronto for the past 18 years, died in Toronto June 6 after a short illness. Two years ago he passed his 10,000th broadcast, doing a morning and evening show six days a week. He started broadcasting in Chicago, but soon returned to Canada to start newscasts on CHML Hamilton. From there he went to CKCR Kitchener as manager. He moved to Toronto in 1931 as a newscaster on former CKNC, and in 1933 joined the Toronto *Evening Telegram* and began doing its newscasts on CFRB, which he continued twice daily until May 24, when he took ill.



World's Tallest Radio Towers
designed and engineered by Truscon

• Never before has man reached so high into the sky with ground-supported radio towers. Never before have man's skill and science achieved such a structural masterpiece for transmitting sound.

More
TRUSCON
TOWERS OF STRENGTH
1220 FT.
HIGH

These new 1220-foot Truscon Radio Towers are an outstanding development. Truscon engineers had to meet many essential requirements and specifications never before encountered in structures of this type.

Broadcasters the world over depend on Truscon Radio Towers for maintenance of continued schedules to hold listeners. Every Truscon tower is *engineered to its location*...windy or sheltered...open or mountainous...humid or dry. And, each is a product of the finest materials and workmanship serving your industry.

Truscon can design and erect exactly the tower you need...tall or small...guyed or self-supporting...uniform or tapered in cross-section..for AM, FM and TV. For engineering assistance without obligation, phone or write our home office in Youngstown, O., or any convenient Truscon district office.

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

TRUSCON
SELF-SUPPORTING
AND UNIFORM
CROSS SECTION GUYED
TOWERS

Complete Texts of FCC Decisions Issued June 2

On

EDITORIALIZING BY BROADCAST LICENSEES

[ALSO SEE EDITORIAL PAGE 48]

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of Editorializing by Broadcast Licensees } Docket No. 8516

REPORT OF THE COMMISSION

BY THE COMMISSION:

Chairman Coy and Comr. Walker not participating; additional views by Comr. Webster; separate opinion by Comr. Jones; Comr. Hennock dissenting.

1. This report is issued by the Commission in connection with its hearings on the above entitled matter held at Washington, D. C., on March 1, 2, 3, 4, and 5 and April 19, 20, and 21, 1948. The hearing had been ordered on the Commission's own motion on September 5, 1947, because of our belief that further clarification of the Commission's position with respect to the obligations of broadcast licensees in the field of broadcasts of news, commentary and opinion was advisable. It was believed that in view of the apparent confusion concerning certain of the Commission's previous statements on these vital matters by broadcast licensees and members of the general public, as well as the professed disagreement on the part of some of these persons with earlier Commission pronouncements, a reexamination and restatement of its views by the Commission would be desirable. And in order to provide an opportunity to interested persons and organizations to acquaint the Commission with their views, prior to any Commission determination, as to the proper resoluton of the difficult and complex problems involved in the presentation of radio news and comment in a democracy, it was designated for public hearing before the Commission *en banc* on the following issues:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligations to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Testimony at Hearings

2. At the hearings testimony was received from some 49 witnesses representing the broadcasting industry and various interested organizations and members of the public. In addition, written statements of their position on the matter were placed into the record by 21 persons and organizations who were unable to appear and testify in person. The various witnesses and statements brought forth for the Commission's consideration, arguments on every side of both of the questions involved in the hearing. Because of the importance of the issues considered in the hearing, and because of the possible confusion which may have existed in the past concerning the policies applicable to the matters which were the subject of the hearing, we have deemed it advisable to set forth in detail and at some length our conclusions as to the basic considerations relevant to the expression of editorial opinion by broadcast licensees and the relationship of any such expression to the general obligations of broadcast licensees with respect to the presentation of programs involving controversial issues.

3. In approaching the issues upon which this proceeding has been held, we believe that the paramount and controlling consideration is the relationship between the American system of broadcasting carried on through a large number of private licensees upon whom devolves the responsibility for the selection and presentation of program material, and the Congressional mandate that this licensee responsibility is to be exercised in the interests of, and as a trustee for the public at large which retains ultimate control over the channels of radio and television communications. One important aspect of this relationship, we believe, results from the fact that the needs and interests of the general public with respect to programs devoted to news commentary and opinion can only be satisfied by making available to them for their consideration and acceptance or rejection, of varying and conflicting views held by responsible elements of the community. And it is in the light of these basic concepts that the problems of insuring fairness in the presentation of news and opinion and the place in such a picture of any expression of the views of the station licensee as such must be considered.

4. It is apparent that our system of broadcasting, under which private persons and organizations are licensed to provide broadcasting service to the various communities and regions, imposes responsibility in the selection and presentation of radio program material upon such licensees. Congress has recognized that the requests for radio time may far exceed the amount of time reasonably available for distribution by broadcasters. It provided, therefore, in Section 3(h) of the Communications Act that a person engaged in radio broadcasting shall not be deemed a common carrier. It is the licensee, therefore, who must determine what percentage of the limited broadcast day should appropriately be devoted to news and discussion or consideration of public issues, rather than to the other legitimate services of radio broadcasting, and who must select or be responsible for the selection of the particular news items to be reported or the particular local, state, national or international issues or questions of public interest to be considered, as well as the person or persons to comment or analyze the news or to discuss or debate the issues chosen as topics for radio consideration. "The life of each community involves a multitude of interests some dominant and all pervasive such as interest in public affairs, education and similar matters and some highly specialized and limited to few. The practical day-to-day problem wth which every licensee is faced is one of striking a balance between these various interests to reflect them in a program service which is useful to the community, and which will in some way fulfil the needs and interests of the many." *Capital Broadcasting Co.*, 4 Pike & Fischer, R.R. 21; *The Northern Corp. (WMEX)*, 4 Pike & Fischer, R.R. 333, 338. And both the Commission and the courts have stressed that this responsibility devolves upon the individual licensees, and can neither be delegated by the licensee to any network or other person or group, or be unduly fettered by contractual arrangements restricting the licensee in his free exercise of his independent judgments. *National Broadcasting Company* v. *United States*, 319 U. S. 190 (upholding the Commission's Chain Broadcasting Regulations, Sections 3.101-3.108, 3.231-3.238, 3.631-3.638), *Churchill Tabernacle* v. *Federal Comunications Commission*, 160 F. 2d. 244, (See, Rules and Regulations, Sections 3.109, 3.239, 3.639); *Allen T. Simmons* v. *Federal Communications Commission*, 169 F. 2d 670 *certiorari denied* 335 U. S. 846.

5. But the inevitablity that there must be some choosing between various claimants for access to a licensee's microphone, does not mean that the licensee is free to utilize his facilities as he sees fit or in his own particular interests as contrasted with the interests of the general public. The Communications Act of 1934, as amended, makes clear that licenses are to be issued only where the public interest, convenience or necessity would be served thereby. And we think it is equally clear that one of the basic elements of any such operation is the maintenance of radio and television as a medium of freedom of speech and freedom of expression for the people of the nation as a whole. Section 301 of the Communications Act provides that it is the purpose of the act to maintain the control of the Unites States over all channels of interstate and foreign commerce. Section 326 of the act provides that this control of the United States shall not result in any impairment of the right of free speech by means of such radio communications. It would be inconsistent with these express provisions of the act to assert that, while it is the purpose of the act to maintain the control of the United States over radio channels, but free from any regulation or condition which interferes with the right of free speech, nevertheless persons who are granted limited rights to be licensees of radio stations, upon a finding under Sections 307(a) and 309 of the act that the public interest, convenience, or necessity would be served thereby, may themselves make radio unavailable as a medium of free speech. The legislative history of the Communications Act and its predecessor, the Radio Act of 1927, shows, on the contrary, that Congress intended that radio stations should not be used for the private interest, whims, or caprices of the particular persons who have been granted licenses, but in manner which will serve the community generally and the various groups which make up the community.[2]

And the courts have consistently upheld Commission action giving recognition to and fulfilling that intent of Congress. *KFAB Broadcasting Assn.* v. *Federal Radio Commission*, 47 F. 2d 670; *Trinity Methodist Church, South* v. *Federal Radio Commission*, 62 F. 2d 850, *certiorari denied*, 288 U. S. 599.

6. It is axiomatic that one of the most vital questions of mass communication in a democracy is the development of an informed public opinion through the public dissemination of news and ideas concerning the vital public issues of the day. Basically, it is in recognition of the great contribution which radio can make in the advancement of this purpose that portions of the radio spectrum are allocated to that form of radio communications known as radio-broadcasting. Unquestionably, then, the standard of public interest, convenience and necessity as applied to radio-broadcasting must be interpreted in the light of this basic purpose. The Commission has consequently recognized the necessity for licensees to devote a reasonable percentage of their broadcast time to the presentation of news and programs devoted to the consideration and discussion of public issues of interest in the community served by the particular station. And we have recognized, with respect to such programs, the paramount right of the public in a free society to be informed and to have presented to it for acceptance or rejection the different attitudes and viewpoints concerning these vital and often controversial issues which are held by the various groups which make up the community.[3] It is this right of the public to be informed, rather than any right on the part of the government, any broadcast licensee or any individual member of the public to broadcast his own particular views on any matter, which is the foundation stone of the American system of broadcasting.

Discussion of Public Issues

7. This affirmative responsibility on the part of broadcast licensees to provide a reasonable amount of time for the presentation over their facilities of programs devoted to the discussion and consideration of public issues has been reaffirmed by this Commission in a long series of decisions. The *United Broadcasting Co. (WHKC)* case, 10 FCC 675, emphasized that this duty includes the making of reasonable provision for the discussion of controversial issues of public importance in the community served, and to make sufficient time available for full discussion thereof. The *Scott* case, 3 Pike & Fischer, Radio Regulation 259, stated our conclusions that this duty extends to all subjects of substantial importance to the community coming within the scope of free discussion under the First Amendment without regard to personal views and opinions of the licensees on the matter, or any determination by the licensee as to the possible unpopularity of the views to be expressed on the subject matter to be discussed among particular elements of the station's listening audience. Cf., *National Broadcasting Company* v. *United States*, 319 U. S. 190; *Allen T. Simmons*, 3 Pike & Fischer, R.R. 1029, *affirmed; Simmons* v. *Federal Communi-*

[2] Thus, in the Congressional debates leading to the enactment of the Radio Act of 1927, Congressman (later Senator) White stated (67 Cong. Rec. 5479, March 12, 1926):

"We have reached the definite conclusion that the right of all our people to enjoy this means of communication can be preserved only by the repudiation of the idea underlying the 1912 law that anyone who will, may transmit and by the assertion in its stead of the doctrine that the right of the public to service is superior to the right of any individual to use the other. . . . The recent radio conference met this issue squarely. It recognized that in the present state of scientific development there must be a limitation upon the number of broadcasting stations and it recommended that licenses should be issued only to those stations whose operation would render a benefit to the public, are necessary in the public interest or would contribute to the development of the art. This principle was approved by every witness before your committee. We have written it into the bill. If enacted into law, the broadcasting privilege will not be a right of selfishness. It will rest upon an assurance of public interest to be served.

And this view that the interest of the listening public rather than the private interests of particular licensees was reemphasized as recently as June 9, 1948, in a unanimous report of the Senate Committee on Interstate & Foreign Commerce on S. 1333 (80th Con.) which would have amended the present Communications Act in certain respects. See S. Rep't No. 1567, 80th Cong. 2nd Sess., pp. 14-15.

[3] Cf., Thornhill v. Alabama, 310 U. S. 88, 95, 102; Associated Press v. United States, 326 U. S. 1, 20.

cations Commission, 169 F. 2d 670, *certiorari denied*, 335 U. S. 846; *Bay State Beacon*, 3 Pike & Fischer, R.R. 1455, *affirmed; Bay State Beacon* v. *Federal Communications Commission*, U. S. App. D. C., decided Dec. 20, 1948; *Petition of Sam Morris*, 3 Pike & Fischer, R. R. 154; *Thomas N. Beach*, 3 Pike & Fischer R.R. 1784. And the Commission has made clear that in such presentation of news and comment the public interest requires that the licensee must operate on a basis of overall fairness, making his facilities available for the expression of the contrasting views of all responsible elements in the community on the various issues which arise. *Mayflower Broadcasting Co.*, 8 F.C.C. 333; *United Broadcasting Co. (WHKC)* 10 F.C.C. 515; Cf *WBNX Broadcasting Co. Inc.* 4 Pike & Fischer, R.R. 244 (Memorandum Opinion). Only where the licensee's discretion in the choice of the particular programs to be broadcast over his facilities is exercised so as to afford a reasonable opportunity for the presentation of all responsible positions on matters of sufficient importance to be afforded radio time can radio be maintained as a medium of freedom of speech for the people as a whole. These concepts, of course, do restrict the licensee's freedom to utilize his station in whatever manner he chooses but they do so in order to make possible the maintenance of radio as a medium of freedom of speech for the general public.

8. It has been suggested in the course of the hearings that licensees have an affirmative obligation to insure fair presentation of all sides of any controversial issue before any time may be allocated to the discussion or consideration of the matter. On the other hand, arguments have been advanced in support of the proposition that the licensee's sole obligation to the public is to refrain from suppressing or excluding any responsible point of view from access to the radio. We are of the opinion, however, that any rigid requirement that licensees adhere to either of these extreme prescriptions for proper station programming techniques would seriously limit the ability of licensees to serve the public interest. Forums and round-table discussions, while often excellent techniques of presenting a fair cross section of differing viewpoints on a given issue, are not the only appropriate devices for radio discussion, and in some circumstances may not be particularly appropriate or advantageous. Moreover, in many instances the primary "controversy" will be whether or not the particular problem should be discussed at all; in such circumstances, where the licensee has determined that the subject is of sufficient import to receive broadcast attention, it would obviously not be in the public interest for spokesmen for one of the opposing points of view to be able to exercise a veto power over the entire presentation by refusing to broadcast its position. Fairness, in such circumstances might require no more than that the licensee make a reasonable effort to secure responsible representation of the particular position and, if it fails in this effort, to continue to make available its facilities to the spokesmen for such position in the event that, after the original programs are broadcast, they then decide to avail themselves of a right to reply to present their contrary opinion. It should be remembered moreover that discussion of public issues will not necessarily be confined to questions which are obviously controversial in nature, and, in many cases, programs initiated with no thought on the part of the licensee of their possibly controversial nature will subsequently arouse controversy and opposition of a substantial nature which will merit presentation of opposing views. In such cases, however, fairness can be preserved without undue difficulty since the facilities of the station can be made available to the spokesmen for the groups wishing to state views in opposition to those expressed in the original presentation when such opposition becomes manifest.

General Policy Not Adequate

9. We do not believe, however, that the licensee's obligations to serve the public interest can be met merely through the adoption of a general policy of not refusing to broadcast opposing views where a demand is made of the station for broadcast time. If, as we believe to be the case, the public interest is best served in a democracy through the ability of the people to hear expositions of the various positions taken by responsible groups and individuals on particular topics and to choose between them, it is evident that broadcast licensees have an affirmative duty generally to encourage and implement the broadcast of all sides of controversial public issues over their facilities, over and beyond their obligation to make available on demand opportunities for the expression of opposing views. It is clear that any approximation of fairness in the presentation of any controversy will be difficult if not impossible of achievement unless the licensee plays a conscious and positive role in bringing about balanced presentation of the opposing viewpoints.

10. It should be recognized that there can be no one all embracing formula which licensees can hope to apply to insure the fair and balanced presentation of all public issues. Different issues will inevitably require different techniques of presentation and production. The licensee will in each instance be called upon to exercise his best judgment and good sense in determining what subjects should be considered, the particular format of the programs to be devoted to each subject, the different shades of opinion to be presented, and the spokesmen for each point of view. In determining whether to honor specific requests for time, the station will inevitably be confronted with such questions as whether the subject is worth considering, whether the viewpoint of the requesting party has already received a sufficient amount of broadcast time, or whether there may not be other available groups or individuals who might be more appropriate spokesmen for the particular point of view than the person making the request. The latter's personal involvement in the controversy may also be a factor which must be considered, for elementary considerations of fairness may dictate that time be allocated to a person or group which has been specifically attacked over the station, where otherwise no such obligation would exist. Undoubtedly, over a period of time some licensees may make honest errors of judgment. But there can be no doubt that any licensee honestly desiring to live up to its obligation to serve the public interest and making a reasonable effort to do so, will be able to achieve a fair and satisfactory resolution of these problems in the light of the specific facts.

11. It is against this background that we must approach the question of "editorialization"—the use of radio facilities by the licensees thereof for the expression of the opinions and ideas of the licensee on the various controversial and significant issues of interest to the members of the general public afforded radio (or television) service by the particular station. In considering this problem it must be kept in mind that such editorial expression may take many forms ranging from the overt statement of position by the licensee in person or by his acknowledged spokesmen to the selection and presentation of news editors and commentators sharing the licensee's general opinions or the making available of the licensee's facilities, either free of charge or for a fee to persons or organizations reflecting the licensee's viewpoint either generally or with respect to specific issues. It should also be clearly indicated that the question of the relationship of broadcast editorialization, as defined above, to operation in the public interest, is not identical with the broader problem of assuring "fairness" in the presentation of news, comment or opinion, but is rather one specific facet of this larger problem.

12. It is clear that the licensee's authority to determine the specific programs to be broadcast over his station gives him an opportunity, not available to other persons, to insure that his personal viewpoint on any particular issue is presented in his station's broadcasts, whether or not these views are expressly identified with the licensee. And, in absence of governmental restraint, he would, if he so chose, be able to utilize his position as a broadcast licensee to weight the scales in line with his personal views, or even directly or indirectly to propagandize in behalf of his particular philosophy or views on the various public issues to the exclusion of any contrary opinions. Such action can be effective and persuasive whether or not it is accompanied by any editorialization in the narrow sense of overt statement of particular opinions and views identified as those of licensee.

13. The narrower question of whether any overt editorialization or advocacy by broadcast licensees, identified as such is consonant with the operation of their stations in the public interest, resolves itself, primarily into the issue of whether such identification of comment or opinion broadcast over a radio or television station with the licensee, as such, would inevitably or even probably result in such over-emphasis on the side of any particular controversy which the licensee chooses to espouse as to make impossible any reasonably balanced presentation of all sides of such issues or to render ineffective the available safeguards of that overall fairness which is the essential element of operation in the public interest. We do not believe that any such consequence is either inevitable or probable, and we have therefore come to the conclusion that overt licensee editorialization, within reasonable limits and subject to the general requirements of fairness detailed above, is not contrary to the public interest.

14. The Commission has given careful consideration to the contentions of those witnesses at the hearing who stated their belief that any overt editorialization or advocacy by broadcast licensee is *per se* contrary to the public interest. The main arguments advanced by these witnesses were that overt editorialization by broadcast licensees would not be consistent with the attainment of balanced presentations since there was a danger that the institutional good will and the production resources at the disposal of broadcast licensees would inevitably influence public opinion in favor of the positions advocated in the name of the licensee and that, having taken an open stand on behalf of one position in a given controversy, a licensee is not likely to give a fair break to the opposition. We believe, however, that these fears are largely misdirected, and that they stem from a confusion of the question of overt advocacy in the name of the licensee, with the broader issue of insuring that the station's broadcasts devoted to the consideration of public issues will provide the listening public with a fair and balanced presentation of differing viewpoints on such issues, without regard to the particular views which may be held or expressed by the licensee. Considered, as we believe they must be, as just one of several types of presentation of public issues, to be afforded their appropriate and non-exclusive place in the station's total schedule of programs devoted to balanced discussion and consideration of public issues, we do not believe that programs in which the licensee's personal opinions are expressed are intrinsically more or less subject to abuse than any other program devoted to public issues. If it be true that station good will and licensee prestige, where it exists, may give added weight to opinion expressed by the licensee, it does not follow that such opinion should be excluded from the air any more than it should in the case of any individual or institution which over a period of time has built up a reservoir of good will or prestige in the community. In any competition for public acceptance of ideas, the skills and resources of the proponents and opponents will always have some measure of effect in producing the results sought. But it would not be suggested that they should be denied expression of their opinions over the air by reason of their particular assets. What is against the public interest is for the licensee "to stack the cards" by a deliberate selection of spokesmen for opposing points of view to favor one viewpoint at the expense of the other, whether or not the views of these spokesmen are identified as the views of the licensee or of others. Assurance of fairness must in the final analysis be achieved, not by the exclusion of particular views because of the source of the views, or the forcefulness with which the view is expressed, but by making the microphone available, for the presentation of contrary views without deliberate restrictions designed to impede equally forceful presentation.

Use of Production Facilities

15. Similarly, while licensees will in most instances have at their disposal production resources making possible graphic and persuasive techniques for forceful presentation of ideas, their utilization for the promulgation of the licensee's personal viewpoints will not necessarily or automatically lead to unfairness or lack of balance. While uncontrolled utilization of such resources for the partisan ends of the licensee might conceivably lead to serious abuses, such abuses could as well exist where the station's resources are used for the sole use of his personal spokesmen. The prejudicial or unfair use of broadcast production resources would, in either case, be contrary to the public interest.

16. The Commission is not persuaded that a station's willingness to stand up and be counted on these particular issues upon which the licensee has a definite position may not be actually helpful in providing and maintaining a climate of fairness and equal opportunity for the expression of contrary views. Certainly the public has less to fear from the open partisan than from the covert propagandist. On many issues, of sufficient importance to be allocated broadcast time, the station licensee may have no fixed opinion or viewpoint which he wishes to state or advocate. But where the licensee, himself, believes strongly that one side of a controversial issue is correct and should prevail, prohibition of his expression of such position will not of itself insure fair presentation of that issue over his station's facilities, nor would open advocacy necessarily prevent an overall fair presentation of the subject. It is not a sufficient answer to state that a licensee should occupy the position of an impartial umpire, where the licensee is in fact partial. In the absence of a duty to present all sides of controversial issues, overt editorialization by station licensees could conceivably result in serious abuse. But where, as we believe to be the case under the Communications Act, such a responsibility for a fair and balanced presentation of controversial public issues exists, we cannot see how the open espousal of one point of view by the licensee should necessarily prevent him from affording a fair opportunity for the presentation of contrary positions or make more difficult the enforcement of the statutory standard of fairness upon any licensee.

17. It must be recognized, however, that the licensee's opportunity to express his own views as part of a general presentation of varying opinions on particular controversial issues, does not justify or empower any licensee to exercise his authority over the selection of program material to distort or suppress the basic factual information upon which any truly fair and free discussion of public issues must necessarily depend. The basis for any fair consideration of public issues, and particularly those of a controversial nature, is the presentation

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Texts of FCC Decisions on Editorializing

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of news and information concerning the basic facts of the controversy in as complete and impartial a manner as possible. A licensee would be abusing his position as public trustee of these important means of mass communication were he to withhold from expression over his facilities relevant news or facts concerning a controversy or to slant or distort the presentation of such news. No discussion of the issues involved in any controversy can be fair or in the public interest where such discussion must take place in a climate of false or misleading information concerning the basic facts of the controversy.

18. During the course of the hearings, fears have been expressed that any effort on the part of the Commission to enforce a reasonable standard of fairness and impartiality would inevitably require the Commission to take a stand on the merits of the particular issues considered in the programs broadcast by the several licensees, as well as exposing the licensees to the risk of loss of license because of "honest mistakes" which they may make in the exercise of their judgment with respect to the broadcasts of programs of a controversial nature. We believe that these fears are wholly without justification, and are based on either an assumption of abuse of power by the Commission or a lack of proper understanding of the role of the Commission, under the Communications Act, in considering the program service of broadcast licensees in passing upon applications for renewal of license. While this Commission and its predecessor, the Federal Radio Commission, have, from the beginning of effective radio regulation in 1927, properly considered that a licensee's overall program service is one of the primary indicia of his ability to serve the public interest, actual consideration of such service has always been limited to a determination as to whether the licensee's programming, taken as a whole, demonstrates that the licensee is aware of his listening public and is willing and able to make an honest and reasonable effort to live up to such obligations. The action of the station in carrying or refusing to carry any particular program is of relevance only as the station's actions with respect to such programs fits into its overall pattern of broadcast service, and must be considered in the light of its other program activities. This does not mean, of course, that stations may, with impunity, engage in a partisan editorial campaign on a particular issue or series of issues provided only that the remainder of its program schedule conforms to the statutory norm of fairness; a licensee may not utilize the portion of its broadcast service which conforms to the statutory requirements as a cover or shield for other programming which fails to meet the minimum standards of operation in the public interest. But it is clear that the standard of public interest is not so rigid that an honest mistake or error in judgment on the part of a licensee will be or should be condemned where his overall record demonstrates a reasonable effort to provide a balanced presentation of comment and opinion on such issues. The question is necessarily one of the reasonableness of the station's actions, not whether any absolute standard of fairness has been achieved. It does not require any appraisal of the merits of the particular issue to determine whether reasonable efforts have been made to present both sides of the question. Thus, in appraising the record of a station in presenting programs concerning a controversial bill pending before the Congress of the United States, if the record disclosed that the licensee had permitted only advocates of the bill's enactment to utilize its facilities to the exclusion of its opponents, it is clear that no independent appraisal of the bill's merits by the Commission would be required to reach a determination that the licensee had misconstrued its duties and obligations as a person licensed to serve the public interest. The Commission has observed, in considering this general problem that "the duty to operate in the public interest is no esoteric mystery, but is essentially a duty to operate a radio station with good judgment and good faith guided by a reasonable regard for the interests of the community to be served." *Northern Corporation (WMEX)*, 4 Pike & Fischer, R.R. 333, 339. Of course, some cases will be clearer than others, and the Commission in the exercise of its functions may be called upon to weigh conflicting evidence to determine whether the licensee has or has not made reasonable efforts to present a fair and well-rounded presentation of particular public issues. But the standard of reasonableness and the reasonable approximation of a statutory norm is not an arbitrary standard incapable of administrative or judicial determination, but, on the contrary, one of the basic standards of conduct in numerous fields of Anglo-American law. Like all other flexible standards of conduct, it is subject to abuse and arbitrary interpretation and application by the duly authorized reviewing authorities. But the possibility that a legitimate standard of legal conduct might be abused or arbitrarily applied by capricious governmental authority is not and cannot be a reason for abandoning the standard itself. And broadcast licesees are protected against any conceivable abuse of power by the Commission in the exercising of its licensing authority by the procedural safeguards of the Communications Act and the Administrative Procedure Act, and by the right of appeal to the courts from final action claimed to be arbitrary or capricious.

19. There remains for consideration the allegation made by a few of the witnesses in the hearing that any action by the Commission in this field enforcing a basic standard of fairness upon broadcast licensees necessarily constitutes an "abridgement of the right of free speech" in violation of the First Amendment of the United States Constitution. We can see no sound basis for any such conclusion. The freedom of speech protected against governmental abridgement by the First Amendment does not extend any privilege to government licensees of means of public communications to exclude the expression of opinions and ideas with which they are in disagreement. We believe, on the contrary, that a requirement that broadcast licensees utilize their franchises in a manner in which the listening public may be assured of hearing varying opinions on the paramount issues facing the American people is within both the spirit and letter of the First Amendment. As the Supreme Court of the United States has pointed out in the Associated Press monopoly case:

> It would be strange indeed, however, if the grave concern for freedom of the press which prompted adoption of the First Amendment should be read as a command that the government was without power to protect that freedom. . . . That Amendment rests on the assumption that the widest possible dissemination of information from diverse and antagonistic sources is essential to the welfare of the public, that a free press is a condition of free society. Surely a command that the government itself shall not impede the free flow of ideas does not afford non-governmental combinations a refuge if they impose restraints upon that constitutionally guaranteed freedom. Freedom to publish means freedom for all and not for some. Freedom to publish is guaranteed by the Constitution, but freedom to combine to keep others from publishing is not. (Associated Press v. United States, 326 U. S. 1 at p. 20.)

A Right of American People

20. We fully recognize that freedom of the radio is included among the freedoms protected against governmental abridgement by the First Amendment. *United States* v. *Paramount Pictures, Inc., et al*, 334 U. S. 131,166. But this does not mean that the freedom of the people as a whole to enjoy the maximum possible utilization of this medium of mass communication may be subordinated to the freedom of any single person to exploit the medium for his own private interest. Indeed, it seems indisputable that full effect can only be given to the concept of freedom of speech on the radio by giving precedence to the right of the American public to be informed on all sides of public questions over any such individual exploitation for private purposes. Any regulation of radio, especially a system of limited licensees, is in a real sense an abridgment of the inherent freedom of persons to express themselves by means of radio communications. It is, however, a necessary and constitutional abridgement in order to prevent chaotic interference from destroying the great potential of this medium for public enlightment and entertainment. *National Broadcasting Company v. United States*, 319 U. S. 190, 296; cf; *Federal Radio Commission* v. *Nelson Brothers Bond & Mortgage Co.*, 289 U. S. 266; *Fisher's Blend Station Inc.* v. *State Tax Commission*, 277 U. S. 650. Nothing in the Communications Act or its history supports any conclusion that the people of the nation, acting through Congress, have intended to surrender or diminish their paramount rights in the air waves, including access to radio broadcasting facilities to a limited number of private licensees to be used as such licensees see fit, without regard to the paramount interests of the people. The most significant meaning of freedom of the radio is the right of the American people to listen to this great medium of communuications free from any governmental dictation as to what they can or cannot hear and free alike from similar restraints by private licensees.

21. To recapitulate, the Commission believes that under the American system of broadcasting the individual licensees of radio stations have the responsibility for determining the specific program material to be broadcast over their stations. This choice, however, must be exercised in a manner consistent with the basic policy of the Congress that radio be maintained as a medium of free speech for the general public as a whole rather than as an outlet for the purely personal or private interests of the licensee. This requires that licensees devote a reasonable percentage of their broadcasting time to the discussion of public issues of interest in the community served by their stations and that such programs be designed so that the public has a reasonable opportunity to hear different opposing positions on the public issues of interest and importance in the community. The particular format best suited for the presentation of such programs in a manner consistent with the public interest must be determined by the licensee in the light of the facts of each individual situation. Such presentation may include the identified expression of the licensee's personal viewpoint as part of the more general presentation of views or comments on the various issues, but the opportunity of licensees to present such views as they may have on matters of controversy may not be utilized to achieve a partisan or one-sided presentation of issues. Licensee editorialization is but one aspect of freedom of expression by means of radio. Only insofar as it is exercised in conformity with the paramount right of the public to hear a reasonably balanced presentation of all responsible viewpoints on particular issues can such editorialization be considered to be consistent with the licensee's duty to operate in the public interest. For the licensee is a trustee impressed with the duty of preserving for the public generally radio as a medium of free expression and fair presentation.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

Adopted: June 1, 1949
Released: June 2, 1949

ADDITIONAL VIEWS OF COMMISSIONER E. M. WEBSTER

I adopt the majority opinion and file the following additional views. In my opinion, the report and attached separate views of Commissioner Jones still leaves a licensee in a quandary and a state of confusion in that he must follow with his own interpretation of an involved academic legal treatise to determine what he can or cannot do in his day-to-day operation. He is entitled to know from the Commission just that—"what he can or cannot do"—in as concise and unequivocal language as possible.

The issue is simply stated: "Can a licensee of a broadcasting station be an advocate over his own station?"

At the risk of oversimplification, but in the interest of the licensee, I consider the answer to this question to be as follows:

1. Freedom of speech over the radio is not at issue. The right or privilege of access to the radio microphone is an issue.

2. No individual has the right of access to a radio microphone (except for such rights as may be conferred by Section 315 of the Communications Act—"Facilities For Candidates For Public Office"). Each individual licensee has the privilege of and responsibility for determining the particular persons or groups to be granted access to the microphone, which includes denial of access, and the specific program material to be broadcast over his facilities.

3. This privilege and responsibility is not unrestricted, however, but represents a sacred trust which must be exercised in a manner consistent with the basic policy of the Communications Act that broadcasting stations be licensed to serve the interests of the public at large rather than the personal or private interests of the licensee.

4. The public interest requires that the listening public secure a reasonable opportunity to hear differing and opposing positions on the controversial public issues of interest and importance in the community. Where a licensee affords time over his facilities for the expression of any one opinion on such issues, he is under an obligation to insure that opposing points of view will also be presented or at least that a reasonable opportunity be afforded for the presentation of such views.

5. The licensee is free to exercise his privilege of selection of persons to be given access to the microphone to present his own views of controversial public issues or to select persons to broadcast over his facilities whom he knows or has reason to believe share his views. However, where the licensee grants the privilege of access to the microphone to himself or his spokesman, such broadcasts must be handled in the same manner as all other broadcasts of controversial issues and the licensee may not utilize his authority to select the persons to have access to his microphone to advance his own ideas or opinions to the exclusion of others.

6. The particular format or formats for the presentation of controversy must be determined by the individual licensee in the light of the particular circumstances of each case. There can be no mechanical formula or test which can be prescribed to insure the essential fairness which is the prerequisite of any successful operation in the public interest. The decisions which have to be made by licensees in this field are in many cases difficult ones. But, any licensee making a sincere and reasonable effort to serve the needs of his listening audience as a whole in conformity with the precepts set out above should be able to meet his obligation as a licensee of providing service in the public interest, convenience, or necessity.

SEPARATE VIEWS OF COMMISSIONER JONES

1. I agree that radio station licensees may editorialize over their own facilities. I believe that any document establishing this policy requires a reversal of the *Mayflower Broadcasting Co.* decision, 8 FCC 333, which fully and completely suppressed and prohibited the licensee from speaking in the future over his facilities in behalf of any cause. All licensees considered this *Mayflower* decision as applicable to each of them. I believe that the Commission thus violated the First Amendment and that the Commission should acknowledge the unconstitutionality of the *Mayflower* decision and rule that the licensee may speak.

2. Since the majority do not acknowledge the applicability of the First Amendment in determining whether the licensee may use his own microphone to advocate causes, it is not surprising that the *Mayflower* decision is quoted with apparent approval. They seem to urge that any relaxation of complete suppression is by the sufferance or leave of the Commission. They have proscribed their permission with prospective conditions in terms of fairness, several examples of which are described *seriatim*, and then they conclude: "It should be recognized that there can be no one all embracing formula which licensees can hope to apply to insure their fair and balanced presentation of *all public issues*." Nor do I find any assistance to the licensee or any clarification of the constitutional questions in the separate opinion of Comr. Webster. When the Commissioner picks legal assumptions from the ether, as: "Freedom of speech over the air is not at issue. The right or privilege of access to the radio microphone is the issue," the ceiling of oversimplification is unlimited to reach most any unconstitutional conclusion.

3. The Commission connotes "editorialization" with "news" and "comment." The relationship of commentators and licensees, including network licensees, is such that under the majority view commentator editorialization cannot be ignored and fairness should attach to them if their opinion is to have any meaning of consequence to the industry.

FCC Right to Review

4. In taking the position I do in this matter that licensees shall be free without previous restraint to exercise their constitutional right to editorialize, I wish to make it clearly understood that I also believe that in a revocation or renewal proceeding the Commission has the right to review the overall past performance of the licensee including now a review of one additional facet—editorialization over his own facilities by a licensee and according to my view by commentators—to determine whether a finding can be made that he will operate his radio facilities in the public interest, convenience and necessity. This power of the Commission to review the overall operations of the licensee as the steward of the public is as far as the poles from an ambiguous prospective guide the majority is adopting here to cover a specific segment of the licensee's obligations under the act.

5. Even if the Commission could attach prospective conditions upon the licensee's right to editorialize, such conditions should not be couched in ambiguous terms. Further, the Administrative Procedure Act and the Rules and Regulations of the Administrative Committee issued pursuant to the Federal Register Act (44 USC Subchapter 8B) require policy statements to be published in codified form. Since I have come to these conclusions in disposing of the right of licensees to editorialize, I am constrained to state my reasons therefor as follows:

6. Neither the questions here presented nor their resolution can be adequately understood without a discussion of the case of Mayflower Broadcasting Co., 8 FCC 333. In the Mayflower case, the Commission had before it a situation where a licensee had used the facilities of his station to promote ideas and political candidates of his own choosing. The Commission, in reviewing the licensee's operation, held that a licensee could not, under any circumstances, consonant with the public interest, act as an advocate. The Commission said "a truly free radio cannot be used to advocate the causes of the licensee. . . . it cannot be devoted to the support of principles he happens to regard most favorably. In brief, the broadcaster cannot be an advocate." 8 FCC at 340. While some question has been raised from time to time as to whether these broad statements constituted only dictum, examination of the Commission's disposition of the proceedings in that case makes it clear that the broad language of the Commission prohibiting advocacy by licensees over their facilities was intended to be part of the ratio decidendi. Thus in concluding to grant the application for renewal of station WAAB's license, the Commission expressly relied upon the licensee's unequivocal representations that no editorials had been broadcast since September 1938, that the licensee did not intend to depart from this uninterrupted policy and that the station had no editorial policy. In view of the language of the Mayflower decision and the Commission's basis of disposition of the proceedings, I cannot see how the Mayflower decision can be read in any other way but as a square holding that a licensee cannot use his microphone for personal advocacy. The Comission, in my opinion, fully and completely suppressed and prohibited the licensee from speaking in the future over his microphone in behalf of any cause.

7. It is true that protests were heard outside of the Commission's meeting room, but for seven years no one formally challenged the decision of the Commission,[1] and the Commission took no steps to disclaim the ban created on editorialization by licensees. It is therefore reasonable to say that at the time of the commencement of these proceedings, it was the unimpaired ruling of this Commission that editorialization over the facilities of a station by the licensee was contrary to the public interest. I would now expressly repudiate any such doctrine and explicity make clear that to the extent that Mayflower created such a ban it is now overruled. The failure of the majority to discuss Mayflower and to repudiate the ban on editorialization created by Mayflower is under such circumstances extraordinary. It may not be without significance that the majority report cites the Mayflower decision with apparent approval. In view of the majority's decision I do not see how it can consistently appear to leave the effect of Mayflower unimpaired while at the same time hold that editorialization by licensees is not contrary to the public interest. The majority report in failing to discuss the effect of Mayflower on the main problem here presented either indicates a reluctance to admit the error of the earlier decision or a desire to perpetuate its evil effect. In either case I cannot approve.

8. In concluding that editorialization by licensees is not prohibited, the majority report does not expressly say that such conduct is permitted in the public interest. The Commission, without any reference to the effect of Mayflower, merely comes to the conclusion that overt licensee editorialization within reasonable limits and subject to the general requirements of fairness, is not contrary to the public interest. This conclusion thus appears to be based solely on the requirement created by this Commission that licensees be fair and objective in the presentation of controversial issues of public importance. I believe that in resting this holding solely on that ground, the Commission overlooks the more important and determinative factor of the First Amendment of the Constitution of the United States. If as the majority states "radio is included among the freedoms protected against governmental abridgement by the First Amendment" and if as is made clear by the majority it must be made available to "all responsible elements in the community," then it follows that governmental prohibition of editorialization by licensees, who certainly are a responsible element of the community, constitutes an unconstitutional abridgement of free speech.[2] I, therefore, rest my decision that editorialization by licensees is in the public interest not on any policy requirement created by the Commission but upon the inviolate terms of the First Amendment. For whether or not the Commission is willing to follow the rule that licensees must be fair and objective in the presentation of controversial issues of public importance, a prohibition of editorialization by licensees would, in my opinion, be contrary to the First Amendment and therefore invalid as an unconstitutional abridgement of free speech.

9. It is, however, suggested that since licensees are in effect trustees of the airwaves for the public, the Commission may condition the grant of the radio station license on the duty of the licensee to refrain from editorializing. I cannot, however, subscribe to this contention. In my opinion, cases such as United Public Workers v. Mitchell, 330 U. S .75, and McAuliffe v. Mitchell, 155 Mass. 216, dealing with prohibitions on political activities by Civil Service employes are not at all applicable here. Those decisions rest solely on the peculiar nature of the relationship of the government, as an employer, to persons in its employ. The United Public Workers case makes clear that the extraordinary evil of political partisanship by classified employes of government is so substantial as to warrant an interference with the normal freedoms guaranteed by the Constitution. I do not believe that any such evil is here involved. Whatever the evil that may result from editorializing by licensees, I do not believe it is so substantial as to warrant the deprivation of the civil rights of the licensee. Accordingly, I believe that any condition imposed on a radio station licensee which prohibits editorialization by the licensee constitutes the imposition of an unreasonable and unconstitutional condition in violation of the First Amendment.

10. My objection to the manner in which the majority approaches the problems presented does not constitute a mere preference as to the route by which it reaches its decision. It reflects rather what I believe to be a fundamental difference in approach to the Commission's regulatory powers with respect to the programming policies of licensees. Whatever may be the constitutional validity of the approach the Commission takes, I believe the fundamental policy against previous restraint of speech requires the Commission to meticulously avoid the imposition of prospective conditions upon speech of licensees that is entitled to the protection of the First Amendment.

11. We should, I believe, pay particular attention to the manner in which the body of law with respect to the Commission's powers over the programming policies of licensees has arisen. Section 326 of the Communications Act expressly prohibits the Commission from exercising any powers of censorship. The Commission on the other hand has been given full power in connection with its licensing functions to determine whether an application for a station license or for renewal of such a license would serve the public interest, convenience or necessity. Moreover, application of the policy against previous restraint on speech is not at all inconsistent with this power, and the body of law with respect to the Federal Radio and Federal Communications Commission has grown upon the assumption that no previous restraint should be imposed upon radio speech but that the Commission may in connection with its regular review of each station's operation determine whether or not the operation of the station has been in the public interest. In the words of Justice Groner: "It may, therefore, be set down as a fundamental principle that under these constitutional guarantees [of free speech] the citizen has in the first instance the right to utter or publish his sentiments although, of course, upon condition that he is responsible for any abuse of that right. Near v. Minnesota Ex Rel Olson. 283 U. S. 697, 51 S. Ct. 625, 75 L. Ed. 1357." Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850. cert. den. 288 U. S. 599.[3]

12. Thus, it is clearly within the scope of the Commission's authority to refuse to grant a renewal of license to one whose operation is extensively conducted in his personal interest rather than the public interest. Cf. KFKB Broadcasting Assn. v. Federal Radio Commission, 47, F. 2d 670. Likewise the Commission does not deny freedom of speech by refusing to renew the license of one who in an irresponsible manner has abused the privileges conferred upon him by broadcasting defamatory and untrue matter and has obstructed the administration of justice by attempting by means of radio to impose his will upon the courts. Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

13. Thus, the powers of the commission and the responsibilities of the licensee have, without any necessity for violation of the policy against previous restraint been defined by the courts on a case to case basis where the necessity for such decision has been presented. I am in complete agreement with the standards of licensee conduct imposed by these decisions. I would not, however, deviate from the past method of procedure in handling such problems on the basis of adjudicatory proceedings arising out of individual factual situations. I cannot subscribe to the action of the Commission in expressly imposing prospective conditions on the exercises of the licensee's right to use the facilities of a station for purposes of editorialization. I would not say to the licensee as does the Commission's decision, "You may speak but only on the prospective conditions that are laid down in our report." For my part, I would merely say to the license, "You may speak."

14. However, even if I were willing to adopt the approach which places express prospective conditions on the right to editorialize, I could not subscribe to a condition as vague as the concept of the duty to be fair. For where constitutionally valid conditions are imposed on speech by governmental authority, the standards by which one is required to act should be stated in such a way as to be clearly ascertainable. Cf. Winters v. New York, 333 U. S. 507. I do not believe that the conditions imposed here are made clear enough to serve as an adequate guide to the conduct licensees will be required to follow if they are to avail themselves of the right to editorialize. Insofar as the doctrine of fairness has been announced and applied in particular cases, that doctrine may well have concrete meaning. Cf. In re United Broadcasting Co. (WHKC), 10 FCC 515. But outside the context of particular circumstances I do not believe that an a priori standard so broad and vague has significant meaning. We all, of course, can agree that licensees should be fair in the operation of their stations. But in the absence of past examples of the application of the standard fairness to particular situations involving editorialization by licensees, I do not see how licensees will be in a position to ascertain the meaning of the doctrine

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[1] This decision of the Commission has hung like Damocles' sword over every station licensee to silence the licensee as an advocate. While it is true that any licensee in defiance of the Mayflower decision might personally have expressed editorial opinions and thus put his station license in jeopardy, the fact remains that no one challenged the governmental authority in this instance. I realize, of course, the dangers that a licensee would have been required to face had he challenged the Mayflower decision. Nevertheless radio should remember the history and experience of newspapers in their fight for freedom of the press. That battle should serve as a guide to the broadcasting industry on how to combat current abuse of governmetal authority.

[2] Both the Communications Act and the decisions of this Commission and the courts make it clear that radio station licensees are required to be responsible members of the community. Irresponsible licensees are, of course, not qualified to be the holders of radio station licenses and the problem of editorialization by licensees in a context of irresponsibility presents entirely different problems from those involved in a ban on all editorialization by licensees. Cf. Trinity Methodist Church. South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

[3] I should, however, like to make completely clear that I believe the Government has full authority by proper measures to prohibit the use of radio in connection with activities which it may under the police powers prohibit. Cf. Shenck v. United States, 249 U. S. 47. Hence Congress has prohibited the utterance of any obscene, indecent or profane language by means of radio communication (Sec. 1364 of the U. S. Criminal Code (18 U. S. C. 1364; 48 Stat. 1091), formerly Sec. 326 of the Communications Act) and the broadcast of lottery information (Sec. 1304 of the U. S. Criminal Code (18 USC 1304; 48 Stat. 10), formerly Sec. 316 of the Communications Act.)

Texts of FCC Decisions on Editorializing

(Continued from page 79)

of fairness as it must be applied to the myriad of factual situations which arise in connection with the day to day operation of a radio station.[4] Nor do I believe that the citation of decisions involving network regulations, network programming, over-commercialism, radio advertising of liquor or broadcasts relating to atheism, furnishes any guide as to the manner in which the doctrine of fairness may apply to situations involving editorialization by licensees.

15. I believe that the problems with respect to editorialization can only and should only be determined a posteriori in connection with specific situations involving editorialization.[5] I would therefore continue the past procedure of this Commission in handling similar problems on the basis of adjudicatory proceeding arising out of individual factual situations. In this connection the statement of the Supreme Court of the United States in Securities and Exchange Commission v. Chenery Corp., 332 U. S. 194, 202-203 is pertinent.

"Not every principle essential to the effective administration of a statute can or should be cast immediately into the mold of a general rule. Some principles must await their own development, while others must be adjusted to meet particular unforeseeable situations. In performing its important functions in these respects, therefore, an administrative agency must be equipped to act either by general rule or by individual order. To insist upon one form of action to the exclusion of the other is to exalt form over necessity.

"In other words, problems may arise in a case which the administrative agency could not reasonably foresee, problems which must be solved despite the absence of a relevant general rule. Or the agency may not have had sufficient experience with a particular problem to warrant rigidifying its tentative judgment into a hard and fast rule. Or the problems may be so specialized and varying in nature as to be impossible of capture within the boundaries of a general rule. In these situations, the agency must retain power to deal with the problems on a case to case basis if the administrative process is to be effective."

16. But even if the Commission's approach to the problems here presented is correct, the form in which the Commission's decision is cast is entirely improper. Neither the general policy created nor the qualifications on the right to editorialize are made clear in terms free from ambiguity. Background, policy, example, qualification are all commingled. Indeed, it is, I believe, fair to state that it takes more than merely a careful reading of the report to ascertain the Commission's disposition of the issues presented. Under these circumstances I believe the Commission should speak more clearly. Sound administrative policy pursuant to the mandate of Congress requires the formulation of the standards here created in the form of clear and separately stated rules and regulations which can serve as a clear guide to licensees as to the conduct which the Commission deems it necessary for them to follow. Clearly the uncertainty with respect to the matters here presented should be removed and not augmented by a formless policy statement issued in the mold of a report.

17. Whatever may be our personal preferences with respect to the final form the Commission's decision here should take, I believe that Congress has by statute commanded, where a general policy is created independently of adjudication, that the form be in a separately stated and currently published codified rule. Section 3(a)(3) of the Administrative Procedure Act expressly requires each agency to separately state and currently publish in the Federal Register "substantive rules . . . and statements of general policy or interpretations formulated and adopted by the agency for the guidance of the public." If the report of the Commission does not enact a substantive rule it at least constitutes a general satement of policy formulated and adopted for the guidance of the public. It is to avoid just the type of procedure here followed that the Administrative Procedure Act contained requirements as to the publication of policy statements in rule form.

Provision for Publication

18. Not only has Congress provided in the Administrative Procedure Act for publication in such form but the Rules and Regulations of the Administrative Committee of the Federal Register, issued pursuant to the Federal Register Act (44 U.S.C. Subchapter 8 B) clearly require policy statements such as that adopted here to be published in the Federal Register in codified form. See Federal Register, Oct. 12, 1948, pp. 5929 et. seq. Rule 1.32 of the Federal Register Regulations provides:

"Documents having general applicability and legal effect. Every document, issued under proper authority prescribing a penalty or a course of conduct, conferring a right, privilege, authority or immunity or imposing an obligation, and relevant or applicable to the general public, the members of a class or the persons of a locality, as distinguished from named individuals or organizations, is hereby determined to have general applicability and legal effect. Such documents shall be filed in the office of the director and published in the Federal Register. (Applies sec. 5(a), 49 Stat. 501; 44 U.S.C. 305(a)(2))."

And Section 1.10 of the Federal Register Regulations provides:

"Document subject to codification. Document subject to codification means any regulatory document which has general applicability and legal effect and which is in force and effect and relied upon by the issuing agency as authority for, or invoked or used in the discharge of, any of its functions or activities."

The style of preparation of documents subject to codification is provided for in Subpart H of these Rules. This style is the same as the form of the rules and regulations of the Commission.

19. Accordingly, there is no question that the policy statement here adopted in the form of a report should be separately stated and published in codified form in the Federal Register. The report in its present form may constitute a sufficient statement of the reasons or grounds for such a codified rule, but it cannot under any circumstances be said to comply with the procedural provisions relating to publication provided for in the Administrative Procedure Act and the Federal Register Rules issued pursuant to the Federal Register Act. As such the failure to comply with these statutes and rules raises serious questions as to the validity of any substantive programming requirements now created by the Commission. And further, this doubt only increases the uncertainty of licensees with respect to the matters here presented. Accordingly, I believe that if the Commission is to announce prospective standards, it should proceed to issue codified rules in proper form for the benefit and guidance not only of licensees but the public at large.

20. It seems to me that the Commission is gagging at a gnat when its opinion is confined to the licensee's personal use of his own microphone to advocate causes of the licensee. Since the adoption of the Mayflower decision licensees in general remained silent and supinely submitted to the Commission; however, many licensees, including network licensees who operate the most valuable radio facilities, selected commentators to do their editorializing for them. In fact, they have commercialized the commentators to positions of power and influence upon public opinion which dwarf the power and influence of any licensee or any group of licensees. In fact, this commentator commercialization has reached the point where newspaper licensee network affiliates carry regular broadcasts which they apparently reject and ridicule as proper news or comment for the newspaper columns. This is all the more significant because the majority has treated the term "editorialization" as comprehending "news" and "comment". Since the majority couch the conditions of the licensee's right to editorialize upon terms of "fairness," it is hard to understand why their opinion fails to come to grips with the licensees' standard practice of editorialization through commentators. The Commission files are literally filled with legitimate complaints of unfairness by such professionals, the alter egos of licensees, who have become identified with them over a period of years as inextricably as the trade name of the station or network. The ambiguous doctrine of fairness has never been attached to them; the Commission has never felt it had the power to demand the kind of practice it now asserts against their principals—the licensees—in this decision. And the majority completely avoids discussing licensee-commentator fairness.

21. In view of the majority decision, the Commission should give special attention to the extent to which the selection of commentators constitutes an aspect of editorialization by licensees. Any appraisal of the realities must take into consideration the fact that licensees in effect editorialize through the mouths of commentators who by reason of their continued use of the facilities make known their views to the licensee and thus broadcast their views with the implied consent of the licensee.[6] The importance of such editorialization is made clear by the special treatment afforded commentary programs. Commentators are known to be associated with particular networks or stations for long periods of time. While the broadcast hour of other types of programs varies from time to time, networks and stations make every effort to leave the broadcast hours of commentator programs unaffected by overall changes in programming schedules. Sponsors may come and go, but the same commentators broadcast at the same hour over the same stations as they have done for years. One wonders whether it is not appropriate to call such commentators mere chattels of the networks or stations. Certainly, they are valuable pieces of radio property. When the voices of such program fixtures are available to networks and stations, are we to be surprised that the broadcasting industry has suffered in silence the ban on editorialization created by the Mayflower decision?

22. I want to make it clearly understood that in discussing commentators as alter ego editorialists for licensees, the Commission has no more power of previous restraint over commentators than it does over licensees in view of the First Amendment and Sec. 326 of the Communications Act. However, I do believe that the Commission has the power to require segregation of objective news from comment and editorialization by commentators and licensees. If fairness to the public is to be the test, then certainly the public is entitled to know what is news and what is opinion from both licensees and commentators.

23. In the first place the Commission must put itself in a position to determine on appropriate occasion the character of editorialization by licensees whether through their own mouths or through the mouths of commentators. It should be realized that at present there is no radio format equivalent to the editorial page of our newspapers. Accordingly, neither the Commission nor radio listeners are in the same position as newspaper readers to identify editorial comment. The problem of labeling is all the more serious in radio by reason of the frequent practice of commingling editorial views with programs dealing with objective presentation of the news. This is especially true in the case of commentator programs. They do not, in fact, constitute merely news broadcasts nor on the other hand do they constitute purely editorial comment. They are rather a combination of editorial opinion based upon so-called factual news stories, which all to frequently result in "loaded" news stories.

24. While there are differences between the programs of different commentators, and there are good commentators and bad commentators, in the main listeners believe that they are being furnished with critical news summaries by all commentator programs. And it is the failure of many such programs to represent themselves as "loaded" news programs that constitutes the vice herein. While I believe that the Commission cannot under the Constitution and should not in any event prohibit the commingling of such editorial opinion and new stories, nevertheless I believe it clear that it has the authority to require the labeling of editorial comment. Furthermore, that many so-called commentary programs, although not all, are obvious deceits on the listener has been alluded to frequently both in congressional hearings and by prominent public officials. For example, the use of date lines, indicating that the item about to be read originated in Moscow, Berlin, Singapore or the White House, are transparent falsities to informed persons. Nevertheless, thousands of listeners believe, if letters received in Congress and by the Commission are evidence, that such news items are coming hot over the wire at that instant. Similarly, the use of sound effects lends a false and misleading impression. The Commission might well promulgate standards which will insure honest and factual reporting of news and honest and accurate labeling of what is news and what is opinion. I believe, therefore, that the Commission should, by way of a codified rule and regulation, establish standards for the labeling and identification of editorialization over the air. The Commission should specifically describe in such a rule the exact identifying language and the exact times at which the identifying announcement should be

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[4] A few examples of qnestions raised: If a licensee editorializes with respect to issue A, is he required under all circumstances to afford radio time to all responsible persons with views contrary to his with respect to issue A? Or is it enough that on most issues the licensee affords time to reply to his own editorial views? Is the licensee required to afford such persons free time or can he require payment for the time? If views contrary to his have been expressed freely on other stations in his community is he required to also afford time on his station? Can the programs of commentators either of his own choosing or of the choosing of his sponsors serve as replies by opposing views? What restrictions can he impose on the manner in which opposing views may reply? Can opposing views reply in the form of song or drama? What restrictions with respect to censorship by the licensee of the opposing script does the Commission intend to apply? These are but a few of the many practical questions faced by the licensee who wishes to editorialize but left unanswered by the Commission's decision.

[5] While it is very true the flexible standards have served very useful functions in Anglo-American law, it must be pointed out that they usually have evolved not by a priori announcements by courts but out of decisions arrived at on a case to case basis. Cf., eg., the history of the development of the legal standards in the common law of negligence. These standards grew out of findings by juries on a case to case basis that eventually were molded into general standards. See Holmes, The Common Law, pp. 122-129. This is especially significant where as here we are dealing with the problems of free speech.

"The subject in its more general outlook has been the source of much writing since Milton's Aeropagitica, the emancipation of the English press by the withdrawal of the licensing act in the reign of William the Third, and the Letters of Junius. It is enough now to say that the universal trend of decisions has recognized the guaranty of the amendment to prevent previous restraints upon publications, as well as immunity of censorship, leaving to correction by subsequent punishment those utterances or publications contrary to the public welfare. In this aspect it is generally regarded that freedom of speech and press cannot be infringed by legislative, executive, or judical action, and that the constitutional guaranty should be given liberal and comprehensive construction. It may therefore be set down as a fundamental principle that under these constitutional guaranties the citizen has in the first instance the right to utter or publish his sentiments, though, of course, upon condition that he is responsible for any abuse of that right, Near v. Minnesota ex rel. Olson, 283 U. S. 697, 51 S. Ct. 625, 75 L. Ed. 1357." Trinity Methodist Church, South, v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599.

[6] "When a radio station hires radio commentators and pays them and puts them on, they editorialize on the news, and sometimes not only editorialize on the news, but they give out editorial opinions about every conceivable subject, many of which they don't know anything about." Comment of Chairman Wheeler in Senate Hearing on S. 814 (78 Cong. 1st Session) p. 413.

made during the program. Cf., e.f., Sections 3.187 and 3.189 of the Rules and Regulations relating to station identification and announcement of sponsored programs. Such a rule should make clear that in a program where commingling of news and editorial comment is made, that portion of the program dealing with editorial comment should be labeled as such. I do not believe it is sufficient to merely require a general statement that such a program contains editorial comment.

25. The Commission has full power to review charges of continued irresponsibility by specific commentators in broadcasts over the facilities of individual stations. Licensees are completely responsible for the selection of those who regularly use their facilities and therefore when commentators are continually irresponsible, their programs reflect the conscious permission of the licensee to permit such irresponsibility to be a part of the station's programming. Clearly placing the treatment of news commentaries in the hands of persons who continually in an irresponsible fashion present their commentaries cannot be considered consistent with the public interest. Commentators who regularly make statements unsupported by fact and who regularly attack public figures by innuendo, without support in fact, are offering false news to the public. There is no constitutional right to broadcast false news and the broadcast of false news, just as the broadcast of false advertising, is contrary to the public interest. Accordingly, the irresponsibility of broadcasts by commentators of necessity reflects upon the qualifications of the licensee who permits such commentators to regularly use his facilities.[7] And it is unfortunate that the more shocking the technique of the commentator the more valuable he becomes to the station or network and the less the desire of the network or licensee to rid their programs of the irresponsibility.

26. The Commission's power to take action with respect to the past use of radio facilities for purposes of irresponsibility is clear enough. The Commission is not required to renew licenses of persons who permit irresponsible professional editorialists to broadcast false news and to make continued attacks upon person after person without foundation in fact. Trinity Methodist Church, South v. Federal Radio Commission, 62 F. 2d 850, cert. den. 288 U. S. 599. It should be pointed out that the mere fact that many of the commentators broadcast over the facilities of networks does not place the irresponsibility outside the powers of the Commission. It should be remembered that networks are also licensees. In fact, one of the main arguments networks advance as to the need for network-owned stations in key cities is that such stations constitute a necessary originating source for network programs. Accordingly, to the extent that networks are licensees they are subject to the regular licensing powers of the Commission. Where a network permits the continued use of its facilities by irresponsible commentators, this fact should be considered by the Commission as evidence of the network's lack of qualification to hold a radio station license. Further, licensees affiliated with such networks must be held strictly accountable for irresponsibility broadcast over their facilities even though such irresponsibility is of network origin. Licensees cannot abdicate their responsibility for determinations with respect to the continued use of their facilities by irresponsible commentators whose irresponsibility becomes a valuable commercial asset of the stations involved. Accordingly the Commission should consider irresponsibility on the part of both the network and the individual licensee with network affiliation in placing responsibility for the reckless statements that are frequently broadcast over the air. In this connection it should be pointed out that in the KFKB Broadcasting Assn. case, supra, the court approved the action of the Commission in refusing to renew the license of KFKB even though it was found that much of the station's programs were entertaining and unobjectionable in character. 47 F. 2d at 672.

[7] While I recognize that frequently the views expressed in commentary programs are not those of the licensee, I do not believe that a mere disclaimer by the licensee that the views expressed during a program are the views solely of the commentator and not the licensee constitutes a sufficient solution to the problem. For such a disclaimer does not dispel the effect of the selection of that commentator as a person fit to broadcast over a station or network.

DISSENTING VIEWS OF COMMISSIONER HENNOCK

I agree with the majority that it is imperative that a high standard of impartiality in the presentation of issues of public controversy be maintained by broadcast licensees. I do not believe that the Commission's decision, however, will bring about the desired end. The standard of fairness as delineated in the report is virtually impossible of enforcement by the Commission with our present lack of policing methods and with the sanctions given us by law. We should not underestimate the difficulties inherent in the discovery of unfair presentation in any particular situation, or the problem presented by the fact that the sole sanction the Commission possesses is total deprivation of broadcast privileges in a renewal or revocation proceeding which may occur long after the violation.

In the absence of some method of policing and enforcing the requirement that the public trust granted a licensee be exercised in an impartial manner, it seems foolhardy to permit editorialization by licensees themselves. I believe that we should have such a prohibition, unless we can substitute for it some more effective method of insuring fairness. There would be no inherent evil in the presentation of a licensee's viewpoint if fairness could be guaranteed. In the present circumstances, prohibiting it is our only instrument for insuring the proper use of radio in the public interest.

NEW MAYFLOWER

Newspapers Express Divergent Views

NEWSPAPERS, which editorialize with no strings attached, showed varying opinions on FCC's New Mayflower Decision giving radio the right but attaching strings to assure "balance" and "fair play" [BROADCASTING, June 6; also see text of this issue].

The press reactions ranged from unqualified denunciation of the strings imposed by FCC, to commendation of the move as a "welcome step toward the recognition of radio as an adult American institution."

The *New York Times*, owner of WQXR, questioned whether FCC, as a matter of consistency, might not have to start passing upon the political affiliation of an applicant, in order to achieve community-wide "balance" in the handling of controversial issues.

David Lawrence, noted columnist, charged that the decision officially reaffirmed the imposition of "thought control" by the government upon both radio and television.

If FCC may condition licenses and renewals on a "partisan administration's" appraisal of "fair," "unfair" or "balanced" handling of controversial issues, he said, "then the day is not far distant when the government may claim the same legal right to regulate in detail the contents of other media of public expression as a condition of use of a license or facility."

Mr. Lawrence noted pointedly that the government in issuing second-class mail privileges has never evaluated what the contents of each publication shall be—"up to now."

He continued:

The decision by the FCC is an amazing piece of bureaucratic writing and one reads therein some incredible instructions to radio stations as to how they should "balance" their programs and what they should do or shouldn't do by way of editorializing or "over-editorializing."

Nowhere is there any standard prescribed that a station owner really can follow. In fact, it is emphatically disclaimed that there can be any such standard or formula and the Commission takes refuge in the vague promise that if the station owner has made a "reasonable" effort to be fair, nothing serious will happen to him.

But is it free speech for a station to be told that it must submit its thoughts, motives, and past expressions to a political administration for review whenever its license is up for renewal?

Mr. Lawrence noted that the members of the Commission are appointed by the President, and added: "Republican and Dixiecrat owners of stations had better learn promptly the new goose steps of conformity."

He contended that "the more the Commissioners protest that they will not be arbitrary and will not punish a station if it makes a 'reasonable' effort to be fair, the more emphatically the document claims the constitutional right to ignore the First Amendment." He continued:

The Commission boldly defends its right to "constitutional abridgement" on the ground that there is a limited number of licenses and that regulation is necessary to prevent "chaotic interference." What the Commission distorts is the original language of Congress which specified that licenses were to be issued on the basis of "public interest, convenience, and necessity."

Other editorial comment on the decision included:

From *N. Y. Herald Tribune*—

The ruling . . . is a welcome step toward the recognition of radio as an adult American institution. . . . Editorializing on the air is commonplace; there is no valid reason why it should be confined only to program sponsors, or the various parties and organizations which are able to obtain access to a microphone by purchase, or as a public service.

It is to be noted, however, that the new FCC ruling does not give the broadcasting companies full control over the content of their programs, nor does it free them from the responsibility of avoiding "a partisan or one-sided presentation of issues." ' ' ' It is because some authority will always have to allocate to the radio companies a relatively scarce commodity—wave-lengths—that broadcasting will never be on an identical footing with the press.

The networks and stations will doubtless encounter other practical difficulties in setting up their "editorial pages." But to the extent that they have been given increased opportunities to study the impact of their influential medium upon the public, by direct participation in the formation of opinion, they have gained in breadth and responsibility, and this will be to the advantage of the radio audience.

From *Louisville Courier-Journal* (owner of WHAS Louisville)—

The FCC has wisely withdrawn its ban on radio editorials, [but] unfortunately requires the editorializing station to make sure the public is given an opportunity to hear both sides of the argument.

It is not clear what this [requirement] means. It could mean that the station must give free time to those who differ with its opinions, or that it could not refuse time to dissenters. This would make orderly programming impossible. Or it could mean that radio editorials must give both sides of the argument without reaching a conclusion, in which event they would not be editorials at all.

This requirement is prompted by the apparent fear that radio editorials will be harmful. We doubt that this fear is well founded. . . . The staunchest defender of the press will not claim all editorials in all newspapers are fair or honest. Yet the American Public has a very tough mind of its own. . . . And readers quickly lose faith in the newspaper which prints dishonest editorials or allows editorial opinion to influence its news presentations.

This fact has already led some broadcasters to decide against radio editorials. They believe that radio listeners place greater faith in newscasts than in newspaper stories because many readers know that many publishers allow their opinions to extend into their news columns. They fear that the listeners may be confused by the separation of news and editorial comment, and lose faith in the station's newscasts. They are certainly correct in their belief that it would place a heavy responsibility on the editorializing station. But for this very reason the power to editorialize might bring to American radio a needed responsibility and maturity.

From *New York Times* (WQXR New York owner)—

. . . The question arises . . . whether the radio industry has not paid a high price for its new-found freedom to editorialize. The modification of the Mayflower decision in effect gives a government agency the power to decide whether a radio station is conducting its editorial policy on an impartial basis and, if it disapproves, to exercise the extreme penalty of putting the station out of business. With the Commission constantly undergoing a turnover in personnel, that hardly seems conducive to maximum freedom of expression.

Similarly, it is difficult to see how the FCC, if it is to be consistent, can limit its concern for balance in editorial opinion merely to one station at a time. The whole Mayflower case revolved around radio giving editorial support to a political candidate. If there are to be "Republican," "Democratic" and "Independent" stations, would not the political beliefs of the applicant be pertinent to maintaining an impartial radio system in a given community?

Before it cheers the FCC decision too loudly, the broadcasting industry might ponder whether it has not opened a Pandora's box by inviting the government to take further action in the matter of editorial opinion.

Radio Paper

FIRST real newspaper of the air is claim now made by XEOY Mexico City, Radio Mil outlet. XEOY states it has sealed up its music library, cancelled its transcription service and now broadcasts 18 hours per day of pure verbiage sans music. Promoted by the slogan "La Vida al Minuto" (Life by the Minute), XEOY airs book reviews, household hints, sports, news, children's stories etc. as a spoken newspaper. Tie-up with facsimile is planned in banks and hotels.

Milestones

► KTLA (TV) Los Angeles *Sandy Dreams* children's program celebrates its first anniversary on that station.

► Ray Perkins, disc m. c., celebrated third anniversary of his daily show (2:30-4:30 p.m.) on KFEL Denver May 27.

► WSPR Springfield, Mass., marked its 13th anniversary on June 3.

► On eve of their fourth transcribed year on KTUC Tucson, Ariz., Arthur Church's Texas Rangers stopped in Tucson to do their show live.

► KAYX Waterloo, Iowa, has marked its second anniversary with four special shows and also aired transcribed greetings from radio, stage and screen stars. Iowa Senators and Representatives in Washington, as well as FCC Chairman Wayne Coy, also sent greetings.

► WWJ Detroit's *Land O' Fun* program celebrated its first birthday last month.

► The *Back to the Bible Broadcasts* marked its tenth anniversary of continuous broadcasting during May. Program is heard via transcription on 44 stations in U. S. and eight foreign outlets.

► ABC's *Breakfast Club* will mark its 16th anniversary on June 23. General Mills, sponsor of 9-9:15 a.m. portion of five weekly, hour-long program, is offering special charm bracelet to listeners during 12 broadcast days from June 16 to July 1, which have been set aside to mark program's birthday.

WGST APPEALS
State Court Ruling

CHARGING that the very power of FCC to "control effectively the issuance and renewal of licenses for radio broadcasting in the public interest" is in jeopardy, WGST Atlanta, Ga., appealed to the U. S. Supreme Court last week to reverse a state court finding that the station must honor a contract FCC refused to approve.

The contract covered purchase by WGST, state-owned U. of Georgia outlet, of Southern Broadcasting Stations Inc., which had been operating WGST. FCC refused to renew WGST's license until the university took full licensee responsibility.

Following up by formal petition its notice of appeal filed earlier [BROADCASTING, March 28], WGST stated the principle involved is whether state courts can oppose the rulings of federal administrative and judicial bodies. The possibility of dangerous precedent in all administrative fields was expressed.

"Also the issue is squarely presented here," the petition said, "as to the weight and dignity that should be accorded to the determination of a federal administrative agency in a field in which federal power is exclusive, when such a determination is relevant in the resolution of a private controversy by a state court."

Southern Broadcasting, then owned by a group including Sam Pickard, former Federal Radio Commissioner, was bought by the university in 1943 in an effort to win license renewal from FCC, previously denied because of the management arrangement. Under the contract the university agreed to pay the Pickard group 15% of WGST's gross revenue until 1950 for acquisition of Southern Broadcasting. But FCC also disapproved of this arrangement and the university then declared the pact void and subject to other settlement. Regular license renewal was granted in March 1946.

In 1947 the Pickard group filed suit for breach of contract and won decisions through the Georgia Court of Appeals. In March the state Supreme Court refused WGST's appeal.

SYPHILIS FIGHT
Gets Potent Aid from Radio

EIGHTY-NINE stations in 16 states have broadcast more than 3,000 programs and announcements in support of local syphilis case finding campaigns since July 1, 1948, the U. S. Public Health Service, Washington, reported last week.

An estimated 25 million listeners heard the 1,184 15-minute programs and 1,860 announcements.

Not included in the tabulation was much special programming built by individual stations to supplement the transcribed series. Through these special programs, the Public Health Service said, listeners got the localized slant on the syphilis fight in their communities from local authorities.

In connection with a more expansive attack by some 300 communities in 29 states beginning July 1, the Public Health Service plans to make available to station managers through local health authorities a top-talent series of music-drama ET's.

ELECTION ORDERED
At 3 San Antonio Stations

A THREE-MAN panel of the National Labor Relations Board has directed that an election be held among transmitter and studio operators at KTSA San Antonio and transmitter and studio technicians at San Antonio stations KMAC-KISS (FM) and KCOR to determine if they wish to be represented by the International Brotherhood of Electrical Workers (AFL), Local 60.

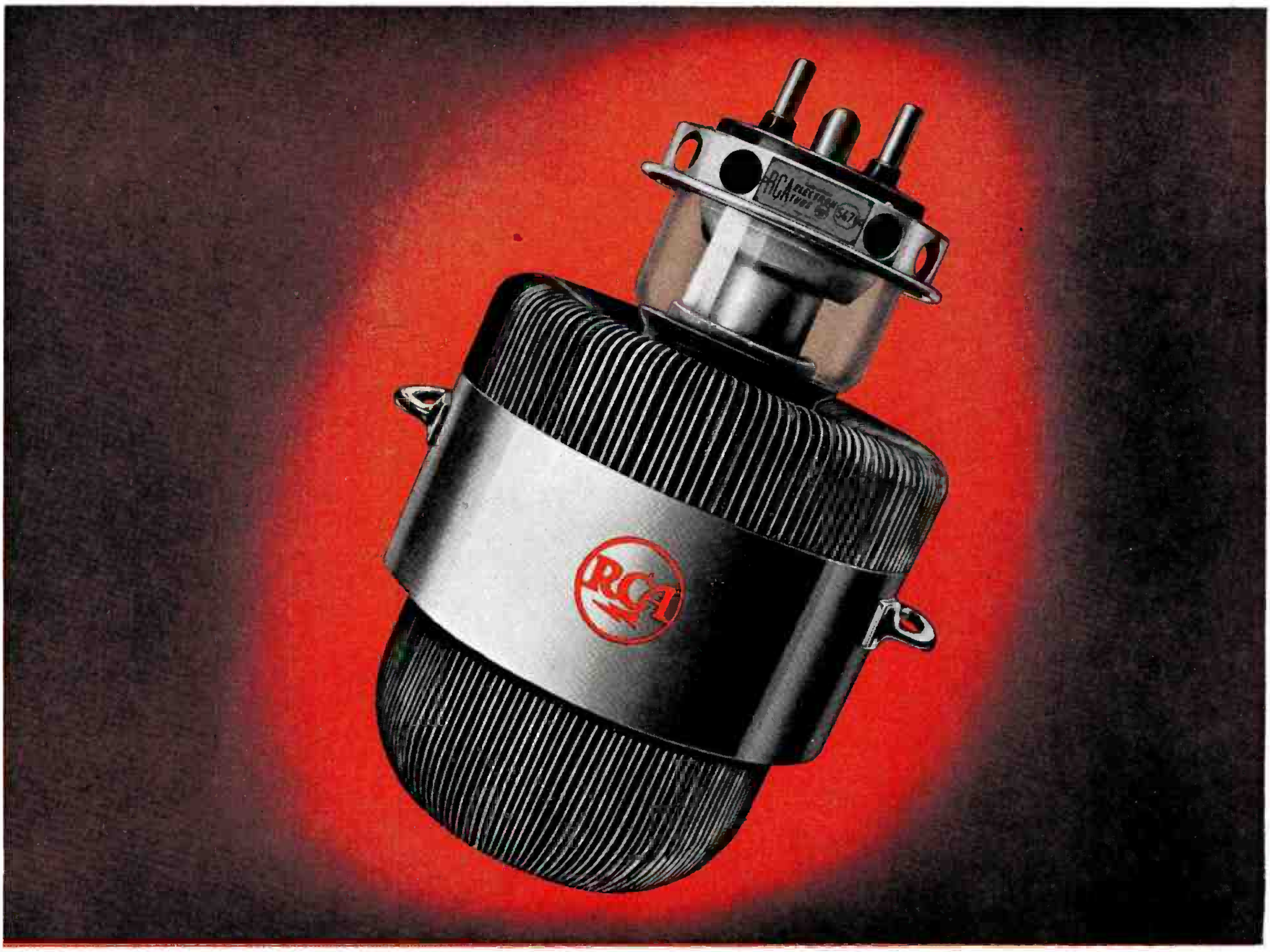
The order affirms the rulings of an NLRB trial examiner, James P. Wolf, made following a consolidated hearing in the case. Election must be held within 30 days.

The NLRB panel denied a request of Sunshine Broadcasting Co., KTSA licensee, that the order exclude KTSA on the grounds that since licensee has contracted to sell the station stock it might be called upon to execute a collective bargaining agreement which would be a breach of its contract of sale.

IRE-RMA MEET
Opens Oct. 31 in Syracuse

MEMBERS of Institute of Radio Engineers and the engineering department of Radio Mfrs. Assn. will convene Oct. 31-Nov. 2 at Hotel Syracuse, Syracuse, N. Y., for the 1949 radio fall meeting. Announcement of the conclave originally known as the Rochester fall meeting, was made by Virgil M. Graham, meeting chairman, and director of technical relations for Sylvania Electric Products Inc., Syracuse.

Officers of the meeting committee also include R. W. Ferrell, General Electric Co., Schenectady, vice president and treasurer, and R. A. Hackbusch of Stromberg-Carlson of Canada Ltd., secretary.



RCA-5671—The high-power triode with thoriated-tungsten filament

Now...4-way economy for 50-kw AM transmitters

...with the new RCA-5671

1. FILAMENT POWER. The thoriated-tungsten filament of an RCA-5671 draws *60 per cent less power* than a conventional pure-tungsten filament . . . making possible approximate savings of $1300 a year* in filament power alone!

2. TUBE COST. The RCA-5671 *now costs no more* than the 9C22 which it replaces. The new price represents a saving of $800 on a complement of four 5671's for a standard 50-kw transmitter.

3. CONVENIENCE. The RCA-5671 now employs an improved, lighter-weight radiator that reduces the weight of the tube by about 100 pounds . . . or approximately 43 per cent. The new radiator fits the same air jacket as used for the former radiator.

4. LIFE. RCA-5671's have been proved in actual operation. RCA-5671's are still going strong after more than 12,000 hours of actual broadcast service.

To get all the power-tube performance you pay for, buy RCA tubes. They're available from your local RCA Tube Distributor or direct from RCA. For technical information, write RCA, Commercial Engineering, Section 37FP-1, Harrison, New Jersey.

*Based on the operation of four tubes for 6500 hours at 1 cent per kilowatt-hour.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N. J.**

CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

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

Help Wanted

Managerial

Experienced manager for local station under construction in northeast section and one of 100 best markets now understationed. Opportunity to buy interest. Box 309B, BROADCASTING.

Owner-manager well established medium power station operating profitable in fair southeastern market wants turn management over to capable and responsible go-getter who will continue successful pace. No gold mine, but steady comfortable income in good community. Applications confidential. Box 395B, BROADCASTING.

Commercial manager wanted by 250 watt station in growing industrial community of 16,000 on east coast. Stable, congenial, civic minded, experienced man will be given opportunity acquire interest on highly favorable terms. Please give complete details. Box 424B, BROADCASTING.

Salesmen

Account executive-announcer—Salaried Washington state, excellent market. Position for midwest married man wishing to move west or man in west in market too tough for anyone to crack. 28 or over, college, good personality who "knows what it's all-about" production-wise, good announcing voice, who can over-see production of own ideas for client submission. Submit picture, disc, experience resume. Box 389B. BROADCASTING.

Traveling representative—Experienced man with program, sales and managerial background. Automobile essential. Please submit resume, detailing experience and education. Box 435B, BROADCASTING.

Salesman—1 kw network affiliate has immediate opening for experienced, steady man for local accounts. Excellent immediate billing now running and good prospect list. Vacancy due to promotion in organization. Send complete information, picture and references WFDF, Flint, Michigan.

Several parttime salesmen for metropolitan New York area. WKBS, Oyster Bay, Long Island. Call Glen Cove 4-5200.

Announcers

Wanted—Sports announcer to work fulltime in local station and instruct parttime in radio department at college located in town. Must have college degree and experience. Can earn $4500 year. Box 374B, BROADCASTING.

Combination announcer first class ticket holder. Good salary with advancement opportunity. Be accurate and specific about announcing experience. Carolinas area. Box 396B, BROADCASTING.

Wanted—Experienced announcer for daytime independent. Partly furnished six room apartment available for married man. Disc and data to KFRD, Rosenberg, Texas.

Wanted—An announcer with first class license, send disc and full details to KXLF, Butte, Montana.

Wanted—Thoroughly experienced announcer for news, commercial record shows. Can use continuity writer, but only experienced people. Station WBUY, Lexington, N. C.

Announcer—Wanted for network affiliate WIBM, Jackson, Michigan. No beginners. $55.00 per week. Send full details and disc.

Wanted—By 250 watt network station, an announcer-engineer. Engineering secondary but if you do not have first phone, do not apply. If you can write continuity, it would be helpful. Moderate salary at start but excellent opportunity for one not afraid to work. Write Arthur Stehling, Fredericksburg, Texas.

Help Wanted (Cont'd)

Morning man. With personality, to put on a distinctive morning show. Preference given to applicant now successfully doing similar program. Detail previous experience, salaries earned and expected and attach snapshot. Box 413B, BROADCASTING.

Technical

$1000.00 and your fulltime will buy—monthly salary and 25% profits of profitable independent station. Must be good engineer, fair announcer. Box 420B, BROADCASTING.

Wanted — Combination operator-announcer. Heavy on the announcing. Hi altitude, ideal year-round climate. KSUN, Bisbee, Arizona.

Mutual affiliate seeking a GI trainee as transmitter operator. No announcing. Must have FCC license but need not have experience. William T. Kemp, KVER, Albuquerque, New Mexico.

Radio announcer fulltime immediately. Knowledge of board operation and familiarity with classical music necessary. Station feeds program to 20 FM network stations. Forty hour week. Salary $65.00. Night hours. Telephone Washington, D. C. District 1356.

Production-Programming, others

News Director. Must be network calibre newscaster, experienced in local reporting, and rewriting wire copy, with ability to direct department. Proven record in similar capacity with large city station necessary. Give previous experience and salaries. Box 412B, BROADCASTING.

Wanted—Experienced man. Continuity writer capable writing excellent sales copy and take charge of department. Send all particulars, experience, etc. to Manager, KSAL, Salina, Kansas.

Woman—Commercial copy and traffic. Experience desirable. Write full details, sample copy and snapshot. WBEX, Chillicothe, Ohio.

". . . I find advertising in BROADCASTING most effective. . . . two weeks of classified advertising in your magazine is sufficient to place every trained announcer and writer we have ready for placement. . . . quite often find we have more calls for trained help than we are able to place. This has resulted in a placement record of better than ninety percent for the day school. . . ." Waldo H. Brazil, Dean, Pathfinder School of Radio Broadcasting, Kansas City, Mo.

Situations Wanted

Managerial

Educated, aggressive, experienced 12 years all aspects radio. Desire problem station. Box 213B, BROADCASTING.

Station owners. What's the difference between red and black? Answer: management—in the red? Get a manager who knows how. Available now. 18 years experience. Sober, family man. Top record. References. Will buy interest. Give details. Box 228B, BROADCASTING.

Manager—Twenty years of experience fully substantiated by proven record and references. Excellent relationship with national timebuyers. Sound knowledge of local sales problems. Practical knowledge of all department operations. Married, hard working, strictly sober and experience wise. Can bring your station community leadership and assure profitable operation. Box 263B. BROADCASTING.

Sales manager-salesman, excellent sales record wants permanent position with progressive station. Sober, dependable, family man, college grad. Box 392B. BROADCASTING.

Manager—Strong sales, good programming, builds sponsors with results. Mature, thoroughly experienced all departments, net or independent. Maintain smooth, economical operation. Fine showmanship. A go-getter. Available immediately. Modest salary or salary and sales commission. Box 324B. BROADCASTING.

Situations Wanted (Cont'd)

". . . we are completely satisfied with the results of our recent advertising in the Help Wanted section. . . . We had an excellent opportunity to weigh the applicants' backgrounds and to obtain the best personnel available from the tremendous number of applications. . . . The results of our advertising in BROADCASTING is nothing unusual. . . . A large number of my associates and fellow radio station executives have found the response to advertising in BROADCASTING equally effective . . ." Gordon J. Lewis, President, WIDE, Biddeford, Maine.

Manager—Well grounded radio man with 8 years experience in all phases, wants sound propostion. Have know-how to make a station pay off. College graduate with top references. Presently employed as manager. Box 384B, BROADCASTING.

Commercial manager—8 years experience in all phases of radio. Have ability to make money for a station. Consider only sound proposition. College graduate. Best of references. Box 385B, BROADCASTING.

Manager—Excellent sales background. Understands successful, profitable station operation. Desires position as manager or sales manager. Salary open. Box 393B, BROADCASTING.

Manager, small market station. 5 years sales manager, 3 years program director, age 35, family. All correspondence promptly answered. Write Box 418B, BROADCASTING.

Station managers — The Pathfinder School of Radio Broadcasting is sending out the best-trained announcers and writers available. Sixty-seven stations in twenty-three states have employed our graduates. Starting salary forty to fifty dollars a week. 1329 Oak St., Kansas City, Missouri. Harrison 0473.

Qualified by 14 years experience in radio. At present manager of independent in large metropolitan market. College graduate. Age 35, married with one child. Dependable career man. Excellent references. Opportunity wanted. Box 312B, BROADCASTING.

Salesmen

University graduate desires position in radio-advertising or sales. Advertising-sales background, some experience, personality plus, tremendous drive, ability, and ideas unmatched. Box 383B, BROADCASTING.

Announcers

Announcer—Experienced all phases, strong play-by-play sports. AM, TV. Top references, travel anywhere. Box 911a, BROADCASTING.

Experienced announcer. Formerly chief two stations. Experienced in theater quiz night club disc shows and all phases broadcasting. Interested TV or AM. References on request. Box 332B. BROADCASTING.

Topflight announcer with television experience. Currently employed in New York, seeks large network affiliation. Box 346B, BROADCASTING.

Do you want a top sports director? I am presently employed but want a larger market with possible TV future. 13 years sports background. Top play-by-play and recreation. Baseball, football, basketball, racing, boxing. Present baseball commitment makes me unavailable until September 10th. Box 373B, BROADCASTING.

Combination man—First phone license. Eight years announcing experience. Now employed by CBS affiliate. Married. Southeast or southwest. preferred. Box 378B, BROADCASTING.

Who will take a chance on an ex GI with eight months radio school training and some commercial experience? Can work control board. Single, go anywhere, but prefer south. Will make you a good disc jockey and staff man. Money secondary. Photo and disc on request. Hard worker. Some writing. Box 382B, BROADCASTING.

Combination - announcer - copywriter with first class license. Available immediately. Box 387B, BROADCASTING.

Announcer - program director - writer. Six years experience in all phases of radio. Stressing news commentary and adlib disc shows. Formerly fifteen years in show business. Family man, age 37. Presently employed, desire change to progressive station. Available on two weeks notice, will go anywhere for right job. Disc, photo, references on request. Box 388B, BROADCASTING.

Morning man. Light, breezy, and corny. Wealth of material, as well as adlib, characters, and features. New York, Ohio, Pennsylvania preferred. Box 399B, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—Got an announcer going on vacation? I'll take his place for two week's or more work. Go anywhere. Graduate leading radio school. Versatile, no practical experience. Salary no object. Box 380B, BROADCASTING.

Fully experienced Staff man with selling voice, ideas available. Presently employed. Strong on news, DJ—handle board, production. Single, 22, educated. Northeast preferred, however, will consider all offers. Information, disc, top references on request. Have you an attractive morning assignment? Box 390B, BROADCASTING.

Newscaster—Experienced. Thoroughly ready for topnotch getting, writing and delivering with local emphasis. Box 391B. BROADCASTING.

Announcer — Experienced in commercials, newscasting and disc shows. Married vet, excellent references. Box 404B, BROADCASTING.

Conscientious, versatile, veteran, married, graduate leading announcer's school, Radio City, N. Y., wants opportunity for experience in south or southwest. Willing worker, disc, photo, character references. Box 406B, BROADCASTING.

Experienced staff and feature announcer. Also writer. Flair for adlib. Disc shows, audience participation, sports, etc. Available immediately. Transcription, photos, scripts and references upon request. Box 415B, BROADCASTING.

Announcer — Ambitious, dependable, with thorough training. Can give good newscasts, disc and variety shows. Can write. Some experience. Box 416B, BROADCASTING.

Former janitor desires position as announcer. Parttime radio actor, 26, single. Conscientious worker. Best references. 2 years radio school. Box 421B, BROADCASTING.

Announcer—Presently employed. Desires advancement with large northern or midwest station. Box 428B, BROADCASTING.

Boss says, I am the best announcer on the staff, but wife needs northern climate. Can you help? Box 423B, BROADCASTING.

Announcer-writer. 21, single, good all-round man. Will work for permanent position. Top references. Box 426B, BROADCASTING.

Announcer, now employed. Nearly two years experience, all phases. College trained. Seeking permanent spot. Northeast preferred, but all offers considered. Box 427B, BROADCASTING.

Announcer—Five years experience. Desired opportunity to buy stock and advance on staff, new station. Box 429B, BROADCASTING.

All-round man — Announcing, continuity, sports play-by-play, musical arranging. Now news clerk with New York net key station. College grad, veteran, 23. Opportunity paramount—location, starting pay secondary. Box 430B. BROADCASTING.

Announcer, single, veteran, desires permanent position with profitable station. Good resonant voice that sells, strong commercial, news, DJ, recent graduate School of Radio Technique, Radio City, N. Y. Disc available. Will travel. Box 433B, BROADCASTING.

Staff announcer — Graduate leading radio school, Radio City, College, music background. Can write, will travel. Disc available. Box 434B, BROADCASTING.

Sports announcer. Network baseball, football, basketball, boxing. Outstanding sportscast. Box 438B, BROADCASTING.

For the station of smooth operation. Announcer, experienced, college, single, young, and versatile. References, photo, and disc available. Box 440B. BROADCASTING.

Announcer—Wants experience. Single, college. Pleasing voice, excellent diction. Will work hard. Salary and location unimportant. Box 442B, BROADCASTING.

Announcer—Sports, news, copy, adlib. Single, will travel east, northeast. Graduate radio school, references, disc. Box 443B, BROADCASTING.

Announcer—Young, versatile, college, NBC trained. Excellent voice. Some announcing experience. Production work, MBS, N. Y. Know promotion. Available immediately. Box 444B, BROADCASTING.

Four years experience, deejay, emcee, newscaster, announcer. Box 445B, BROADCASTING.

Announcer — Some experience, fully trained. Will travel. Disc, references, available. Box 446B, BROADCASTING.

Situations Wanted (Cont'd)

Want to marry, settle down. Got fiancee, 1949 Radio BA, sense, disc, photo. Need job. Anywhere. Know board. Modest salary. Box 6041, Bridgeport 6, Connecticut.

Want $50 week, plus paid tuition at radio engineering school, your town. 6 years successful experience, government, private industry, radio. Well recommended staff man with the voice, know how, energy to build and air good local shows. 26 year old teetotaler. Employed. Want immediate change. Nelson, Care Box 1217, Orlando, Florida.

". . . our requirements called for an announcer who had specialized in "man-on-the-street," quiz and interview shows. BROADCASTING took care of the situation perfectly. One insertion brought 27 replies from applicants during the following week and more replies are arriving daily. . . ." H. G. Pabst, Asst. to President, WSRS, Cleveland Heights 18, Ohio.

Young family man desires permanent combination position. Two years experience all phases announcing. Play-by-play all sports. One year college, first phone, presently employed, references. Prefer midwest or southwest. All offers considered $70 minimum. Call 3004J Duncan, Oklahoma, 512 North Second.

Ten years microphone experience all type programs but sports. Age 33. Offers some outside duties. Prefer west of Mississippi. McCall, 401 North Oliver, Wichita 8, Kansas.

Announcer—Experienced in classics, college training, write own programs. R. E. Neumann, 434 N. Union, Kanakee, Ill.

Announcer-engineer, 2½ years experience. One year as chief. Graduate of announcing school, Kansas City. 2607 Amie Court, Chestnut 5736. L. D. Winegardner, Kansas City, Missouri.

Technical

Chief engineer, medium or low power station. 18 years experience including construction of two stations. Presently employed chief of local. Can and will do topnotch work. Excellent references. Box 231B, BROADCASTING.

Engineer—Twenty years technical radio, broadcast and manufacturing, chief, supervisory experience. Executive ability. Want connection with established station in midwest or mid-south. Permanent. Salary $350-400 mo. Available about July 15. Box 345B, BROADCASTING.

New Yorker—Seeking position as engineer within 300 mile radius of New York City. Experienced, intelligent, ambitious, cooperative with a pleasing personality. Good technical background. Will accept combination job. Am presently employed as a combination man. Box 379B, BROADCASTING.

Engineer—Graduate of two prominent radio schools. One year broadcast experience, comprised of construction, studio supervision, maintenance, xmitter shifts, working remotes, control room, some announcing, etc. Single, free to travel anywhere. Have car. Desire perm. position with progressive station. Available within two weeks. Best of references. Write for additional info. Box 385B, BROADCASTING.

Engineer, 13 months experience want permanent position. Available anytime. Will travel. Box 400B, BROADCASTING.

Engineer—Present working in southern station as relief man—want permanent position in western states. Available June 23rd. Box 401B, BROADCASTING.

Engineer, 16 months experience, first phone, active amateur, 25, married, car. Desire position in midwest. Available immediately. Box 402B, BROADCASTING.

First phone—vet, married, 29, student engineering, desires summer or part-time work during school year. St. Louis, area. Box 407B, BROADCASTING.

Experienced engineer, installation and maintenance, graduate two schools. Hold all licenses, amateur. Married, no children, prefer south. No combination work. Box 414B, BROADCASTING.

Engineer—10 years experience, installation maintenance wants position with progressive station. Box 417B, BROADCASTING.

Engineer—Eight years experience, majority at kilowatt. Chief of local at present. Interested in any secure position with good working conditions. Box 419B BROADCASTING.

Situations Wanted (Cont'd)

Inexperienced engineer wants start. Your replies promptly answered. Box 422B, BROADCASTING.

First class radio telephone license, willing to travel. No experience, vet. Box 431B, BROADCASTING.

Grad of RCA. Will go anywhere, available immediately, 1 year experience. Box 432B, BROADCASTING.

Holder of FCC 2nd class phone. Graduate of ARI. Wishes position with small station. Box 436B, BROADCASTING.

Transmitter supervisor—Engineer experienced in installation, field servicing, operation and maintenance of AM and FM transmitters desires position with progressive modern station in east. Box 437B, BROADCASTING.

Engineer—Desire position with southern Ohio station as chief or assistant. Will consider transmitter operator if pay satisfactory. 10 years experience. Box 447B, BROADCASTING.

First phone, first telegraph, 3 years telegraph ex. Prefer north middlewest 25, single, combination acceptable. W. M. Dahlberg, Lot 141, 3600 Sheffield Ave., Hammond, Indiana.

Check my ad, "Want $50 week," announcers column, this issue.

First phone man, can announce, single, willing to travel, five years radio study and experience. Clarence Franklin, 920 Frances, Omaha, Nebraska.

Engineer—Experience in FM-AM 1st phone, 2nd telegraph, class A amateur, available now. M. W. Johnson, 436 N. Hazel, Danville, Illinois.

Single man, 19, first phone license, desires broadcast job. May graduate from radio school. Will work hard, references on request. Write Donald Robinson, Oakland, Iowa.

Operator, first license, four years broadcast experience. Want transmitter job. Single. Age 30. Location not important consideration. Available immediately. Lewis Sherlock, Box 1161, Plainview, Texas.

First class phone license veteran, age 30. Desire position in broadcast station southwest preferred. Write Louis Skauge, Wildrose, North Dakota.

Production-Programming, others

Hold your present clients with the right kind of service. Obtain new sponsors with planned programming. Get help for both tasks. Hire willing worker with practical experience. Opportunity to work with wide awake management which appreciates results, more important than starting salary, or title. Presently employed. Able to produce and announce saleable shows. Capable of producing results as assistant to manager or sales manager, in programming, or continuity. Box 337B, BROADCASTING.

Idea man and writer for TV and AM seeks effective connection and growth with imaginative (not high pressure) organization looking hopefully, and experimentally to a television future, and which believes that fine programming is as forceful commercially as regular routine types of programming. Wide AM background, and currently on faculty of eastern college. Box 343B, BROADCASTING.

Young man, ambitious, some experience in writing & announcing. Excellent sports background. Will travel. Box 354B, BROADCASTING.

Receptionist desires position in radio or television station. Experienced in typing, bookkeeping, monitor-board. New York area. Salary not important. Radio School background. Box 375B, BROADCASTING.

Young woman, college graduate, five years experience radio, motion pictures, theatre, television, desires position combining writing and air work. Bust-ing out all over with ideas. Box 376B, BROADCASTING.

Versatile writer—Radio, television. June college graduate. Experienced, single, will travel. Announce too. Box 377B, BROADCASTING.

Experienced combination man desires employment where housing available. Presently employed combination chief engineer-announcer small station at $300.00. Box 398B, BROADCASTING.

Experienced continuity writer servicing by mail. Institutional copy a specialty. Box 403B, BROADCASTING.

Situations Wanted (Cont'd)

Bookkeeper—Thoroughly experienced in keeping all books, accounts, payroll, etc. for radio station. Metropolitan newscasting and announcing background. Married. Good salary necessary. Box 409B, BROADCASTING.

Experienced continuity writer, excellent references, modest requirements, wants progressive station. Box 411B, BROADCASTING.

Women's editor, young experienced all phases local operation in competitive market. Excellent voice. Desire progressive station. Box 439B, BROADCASTING.

Continuity writer, single, available at once. Fast lively copy. Joe Turner, KLO, Ogden, Utah.

Continuity, script writer and radio announcer. Will travel. Irving Yormark, 3206 W. Ainslie, Chicago 25, Illinois.

Television

Managerial

General manager-program director experienced all TV aspects plus AM background. Box 397B, BROADCASTING.

Production-Programming, others

Will travel anywhere to get experience production, camera operation, writing, directing, make-up, costuming, etc. Single, 18. References, resume on request. Box 410B, BROADCASTING.

For Sale

Stations

Wyoming network outlet. Exclusive and profitable. $75,000, terms. Box 370B, BROADCASTING.

250 watt Oklahoma exclusive network affiliate. Net earnings $40,000 last year and on increase. $115,000; terms. Box 372B, BROADCASTING.

Daytimer in major eastern market. First four months this year netted $11,000. Good longtime earnings record. Price $100,000. Box 371B BROADCASTING.

1000 watt, fulltime regional station, value $100,000.00. Will trade for middlewest or western farm or property. Box 316B, BROADCASTING.

Highly profitable daytime one kilowatt station in large midwestern market. Sale must be consummated soon due to health reasons. Station highly accepted by advertisers and listeners. $125,000. Box 381B, BROADCASTING.

Daytime kilowatt AM and three kilowatt FM independent station in highly diversified industrial and agricultural market in midwest. Only station in city area population of 75,000. Fine schools and colleges. Best equipment. Going business and attractive potential for resident management. This is not a distress property. Best reasons for selling. Price $100,000. Address Box 405B, BROADCASTING.

Equipment, etc.

New transmitter—10% off—Brand new 3kw Westinghouse FM transmitter. 2 crystals, 2 sets of tubes. Still in shipping crates. Ten percent off list price. Wire Box 182B, BROADCASTING.

Consolette, RCA 76-B including power supply and full set tubes $550.00 F.O.B. Radio Station KDRO, Sedalia, Missouri. In use until this June 1st when replaced for AM, FM.

Free 120' Riverside guyed tubular steel insulated tower—you dismantle. For details Sam Weller, WJOB, Hammond, Indiana.

For Sale—Complete, practically new equipment, for 250 watt station, including RCA transmitter, Wincharger tower. Gates console, etc. Address Paul Hunter. WLBF, Leesburg, Florida.

910 AB Scott noise suppressor. We have an extra, used one year. Make offer. WTAD, Quincy, Illinois.

For Sale—Webster wire recorder. Used only two hours. Contact J. K. Sutherland, 63 Hawthorne St., Lowell, Mass.

Wanted to Buy

Wanted—One consolette meeting FM requirements; two turntables, line amplifier and monitor amplifier. Also 700 feet 1⅝" co-ax transmission line with fittings. WBIR, Knoxville, Tennessee.

Wanted to Buy (Cont'd)

Wanted to buy—Two 300A WE reproducer panels, less pickup arms and equalizers. Write Ben Parrish, Chief Engineer, Radio Station KHMO, Hannibal, Missouri.

All types used radio towers. Will dismantle. Joe Auer, 720A Sagebrush Ave., Salt Lake City, Utah.

Miscellaneous

Unusual circumstances offer opening for reliable, experienced commercial manager, to acquire interest on highly favorable terms, in solvent 250 watt station with bright future in growing industrial community of 16,000 on east coast. Reply fully, in confidence. Box 425B, BROADCASTING.

Television rights to many foreign movies. Cheap. John Hanlin, 53 Rue de Ponthieu, Paris 8, France.

Employment Service

Mr. Manager—Hard time replacing key personnel? A three cent stamp will do it here. Fifty-three station managers seeking personnel now! RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Help Wanted

Salesman

GOOD JOB AS SALES MANAGER

1 kilowatt southeastern station, metropolitan district 150,000. If you can take a sales job and produce, you can become Sales Manager. Plenty of prospects for a man who knows radio and can sell. Good pay. Immediate opening. Write Box 340B, BROADCASTING.

School

NATIONAL ACADEMY OF BROADCASTING, INC. NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

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Washington 10, D. C

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name..............................

Address..............................

City.................... State..........

(Continued on next page)

Feature of The Week

(Continued from page 15)

offered transportation by plane to Twin Cities police officers.

In the KSTP studios, relatives of the fugitives transcribed pleas urging the trio to give themselves up. KSTP fed the transcriptions, via telephone, to NBC stations in the manhunt area—WOW Omaha, Neb., and KELO Sioux Falls S. D. WOW reports it aired the appeal of Arthur Bistrom's wife three times.

For hours the fugitives paced the floor of a Nebraska farm home in which they were holed up deciding their next move. Within a few hours after the appeals were broadcast June 6, Arthur Bistrom surrendered himself to police while the other two continued their fight, KSTP reports. Police officials said the KSTP-WOW broadcasts were directly responsible for the surrender, according to the two stations.

The remaining two fugitives were captured after their car was wrecked in Kansas.

Earlier in the chase, a North Dakota policeman, Ralph Senn, was kidnapped by the gunmen and later released near Randolph, Neb. Shortly after his release, KSTP's Mr. Ulmer interviewed the patrolman in a recorded phone conversation to KSTP and flew him to Minneapolis where he broadcast details of the chase from the station's studios. Dick Hance of KSTP-TV followed the chase from his airplane shooting pictures which were later telecast.

KSTP reports that competing stations in Minneapolis and St. Paul gave air credit to the outlet on the news beat. WTCN's John Ford congratulated KSTP news editor, Walt Raschick, for his "brilliant reporting." Twin Cities also obtained pictures at the KSTP dinner for Patrolman Senn, members of the FBI and Twin Cities detectives.

The two planes used by KSTP were furnished by Northwest Aviation and Brandt Aero Service.

Allied Arts

E. LOUCKS, manager of Zenith Radio Corp's International Division, has been asked to serve on U. S. Dept. of Commerce export advisory panel for radio apparatus for one year. Before joining Zenith in 1944, Mr. Loucks was in charge of radio receiver sales at International General Electric Co.

HERSCHEL W. WARD has resigned as information representative for Veterans Administration in Chicago to join Radio Institute of Chicago as business manager, effective June 15. **JOHN M. BURNS 2d**, formerly information representative for VA in Atlanta, takes over Mr. Ward's Chicago post.

ARTHUR PINE, head of Arthur Pine Assoc., New York publicity-public relations firm, and Doris Pines, concert pianist, have announced their engagement.

Equipment

CHARLES G. ROBERTS, assistant to manager of sales for General Electric's Transmitter Div., has been appointed television equipment product manager. He has been with GE since 1928 with exception of two years with international division of RCA.

WRQN OPERATION

Opens Studio in Lyons

NEW, fulltime studios in Lyons, Ga., have been opened by WRQN Vidalia, Ga., according to an announcement by Howard Gilreath, general manager of Vidalia Broadcasting Co. Collins equipment is used in new studios combined with the latest in recording and playback facilities. Air time over station is shared equally between the two studios. Studios in Lyons were made possible by contributions of city's citizens, station reports.

Staff of the new studio consists of Gordon Tucker, former chief announcer of the Vidalia studios, as manager and chief announcer; Lew Banks, as program director and office manager, and Donald Randell, in charge of special events. New staff of WRQN in Vidalia now consists of Bill Dobbson, formerly of WIS Columbia, S. C., as chief announcer, replacing Mr. Tucker.

FM Standards

MINOR amendments to its FM engineering standards have been proposed by the FCC along with certain editorial changes. Purpose of the amendments is to require that the Commission be notified of any operation with an emergency antenna and to provide that such operation may continue for not more than 10 days without authority. Amendments also would clarify operating log requirements where rf transmission line meters with other than absolute scale readings are used to make provision whereby half-wave dipole receiving antennas may be used in field intensity measurements. Further changes would include amendment of requirements for supplying original data in field intensity measurement reports, amendments of the table of standard power ratings of approved transmitters, amendment of standards on output noise level to include reference frequency of 400 cycles and to add 1,000 cycles to audio frequency measurement frequencies. Comments are invited by June 30.

Technical

DICK JACOBSEN, formerly assistant chief engineer of KOPP Ogden, Utah, has joined KXO El Centro, Calif., as chief engineer.

MICHAEL M. McMULLEN, formerly supervisor of maintenance for WJZ-TV New York, has joined KMTV (TV), now under construction at Omaha, Neb., as assistant chief engineer.

HERB BRODY of WMGM New York engineering staff, is the father of a boy, Scot.

MAGNECORD Inc., Chicago, has announced new portable tape recorder mechanical unit assembly, the PT6-MA, designed for professional use.

On All Accounts

(Continued from page 15)

newly formed radio office in Mexico City.

Under his custodianship the branch has expanded to five times its original size, with new radio quarters also springing up in Brazil, Cuba, Argentina, Chile and elsewhere in Latin America—all under the direction of Mr. Harris.

Currently his sphere has broadended to include branches in Shanghai, Tokyo and Manila.

Recently returned from a circuit of the Orient, Mr. Harris produced and supervised a series of shows for Colgate-Palmolive-Peet while in the Philippines.

Mr. Harris is married to the former Dorothy Renn. They have two children, Mary Lloyd, 18, and Betsy Coe, 8. The family now resides permanently in Mexico but Mr. Harris reserves a portion of his attachment for the Ozarks where he repairs one month each year to hunt and fish.

WPTR Albany, N. Y.'s *Walrath Family* and *Uncle Pete's Fairy Tales*, children's programs, participated in Child Safety Rally held in Schenectady, N. Y. on June 12.

TV Propagation

(Continued from page 38)

for evaluating the cumulative effect of two or more interfering signals upon the desired signal. Although this evaluation was held to be vital to any reallocation, it was decided not to withhold the other findings since they may be used to determine the effect of one predominant interfering signal.

The multiple-signal problem was to be approached further by the industry-government committee Friday and a solution is hoped for prior to the conclusion of the August hearing. The importance of this problem was pointed out by one committee member in his reservation to the full committee report. Kenneth A. Norton of the Central Radio Propagation Lab., National Bureau of Standards, warned against the use of the report as basis for allocation before "appropriate methods become available for combining the effects on a desired signal arising from more than one undesired signal."

Many Signals Involved

Mr. Norton said "a preliminary analysis of this problem has shown that the signals from as many as 14 different interfering stations may need to be considered in an allocation problem involving the congested eastern part" of the U.S. "In such a case," he said, "the true picture of the service provided by various proposed station separations will be far different from that indicated by considering only the interference from a single interfering station."

The reservation of another committee member went even farther. Dr. Thomas J. Carroll, an NBS associate of Mr. Norton, warned that the technical findings "may be taken too seriously" and "might throttle the possible development of TV broadcasting in places where our guesses turn out to be wrong." He emphasized the newness of the fields being explored and the paucity of data upon which to base theories.

Dr. Carroll said "we have been asking ourselves essentially two new and inordinately difficult questions: (1) The tropospheric field intensities which will be exceeded for given percentages of time at distances well beyond the horizon, and (2) the effect of terrain irregularities on the service field intensities near a television station." He indicated that "we now have no theoretical understanding quantitatively of either of our two fundamental problems" and that the "few measurements which are available are the only basis for thinking that our present guess about these factors will be better than the original guess to ignore these factors in the original TV plan."

Dr. Carroll held that "fancy statistical presentations will only confuse the issue not only to other engineers but to the Commissioners."

He urged that the "guesses" be kept simple to save the time of allocating authorities and that any allocation plan that might be adopted be kept flexible "to allow for our ignorance." He said that "too great separations now will be easier to modify" than too close spacings.

Dr. Carroll said the "important part of our job is to get stations on the air" and pointed out that through the experience of operating stations and research of proposed applicants it would be possible through the years to collect accurate technical data. Thus a flexible allocation policy could be modified into a practical system.

Raymond M. Wilmotte, consulting engineer and committee member, in his separate endorsement of the general report also urged that the final allocation plan be kept "as flexible as possible so that there may be an opportunity to revise it as additional data becomes available."

The general report of the committee, headed by E. W. Allen Jr., chief of FCC's Technical Information Division and who also headed the earlier engineering conference, discussed four general fields: (1) Prediction of service field intensities (including effects of fine and gross terrain features upon median signal levels and a realistic appraisal of apparent antenna height of transmitter); (2) evaluation of random variations in field intensity from medial levels due to local terrain and buildings; (3) tropospheric propagation curves (determination of methods for evaluation and treatment of available data and of methods and basis for extension of the data to other frequencies and antenna heights), and (4) method of combining effects of spatial and time variations of the desired signal and one or more interfering signals.

Four "reference" studies accompanied the general committee report. These were: Reference D (Technical Information Division Report 2.4.6)," Summary of Tropospheric Propagation Measurements and Development of VHF Propagation Charts (Revised)"; Reference Report F (TID Report 4.2.2), "The Normal Distribution as Applied to VHF Broadcast Service Problems"; Reference G (TID Report 4.3.6), "Application of Tropospheric Propagation Charts to Preparation of Iso-Service Contours," and Reference H "Deterioration of Service With Increasing Distances."

Two More Studies

Two additional "reference" studies, not yet available for general distribution, are being prepared by Bureau of Standards personnel and are available in draft form in FCC's dockets in the overall TV reallocation proceeding. These are Reference C, "Ground Wave Propagation Over Irregular Terrain at Frequencies Above 50 mc," and Reference E, "A Study of Methods for the Efficient Allocation of Radio Frequencies to Broadcasting Services Operating in the Range Above 50 mc."

The general committee report in addition to propagation and statistical studies made "quantitative assumptions" on other factors relating to "equipment and subjective matters," all important in allocation planning. While warning these were not recommendations and that further consideration by other organizations may be in order, the report said these included: Acceptable desired-to-undesired signal ratios for the several types of co-channel operation and for adjacent channel operation; maximum signal input voltage for satisfactory service in current and future receivers at various frequencies; and transmitter output powers available in the future, together with practical antenna power gains and horizontal directivity.

Members of the Ad Hoc Committee in addition to Messrs. Allen, Norton and Wilmotte and Dr. Carroll include the following: W. C. Boese and Harry Fine, FCC engineers; Dr. Frank G. Kear, W. C. Beecher, Stuart L. Bailey, Paul A. deMars and A. F. Murray, consulting engineers; Dr. T. T. Goldsmith and R. P. Wakeman, Allen B. DuMont Labs.; William B. Lodge and J. W. Wright, CBS; Dr. G. H. Brown, RCA Lab. Division; R. N. Harmon, Westinghouse.

FIRST FIFTEEN PACIFIC HOOPERS—May 1949

Evening

Program	No. of Cities	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO +or—	YEAR AGO Pos.
Jack Benny	6	American Tobacco (BBDO)	31.5	34.0	M2.5	1
Walter Winchell (2 Mos.)	6	Kaiser-Frazer (Weintraub)	25.5	27.9	M2.4	2
McGee & Molly	6	S. C. Johnson (NL&B)	22.9	20.7	P2.2	5
People Are Funny	6	B&W Tobacco (Seeds)	20.7	10.4	P10.3	36
Radio Theatre	6	Lever Bros. (JWT)	19.4	15.6	P3.8	17
Adv. of Sam Spade	6	Wildroot Co. (BBDO)	19.3	16.8	P2.5	13
The Whistler	6	Signal Oil (Stebbins)	18.3	B.8	P9.5	50
Bob Hope	6	Lever Bros. (Y&R)	17.4	21.0	M3.6	4
Bing Crosby	6	Philco Corp. (Hutchins)	17.3	17.9	M0.6	10
Horace Heidt	6	Philip Morris (Biow)	15.8	16.1	M0.3	16
Louella Parsons (2 Mos.)	6	Andrew Jergens (ORR)	14.7	11.9	P2.8	30
Bob Hawk	6	R. J. Reynolds (Esty)	14.7	13.5	P1.2	22
Groucho Marx	6	Elgin American Div.-Illinois Watch (W&G)	14.7	—	—	—
My Friend Irma	6	Pepsodent Div.-Lever Bros (FC&B)	14.2	16.3	M2.1	15
Fred Allen	6	Ford Dealers of Am. (JWT)	14.0	17.5	M3.5	11
Skippy Theatre	5	Rosefield Packing (Y&R)	14.0	9.5	P4.5	42

Avco Repeal

(Continued from page 23)

Communications Bar Assn. some time ago in a petition asking that it be set aside [BROADCASTING, Oct. 25, 1948]. The bar group claimed the rule had not served its purpose and that, since station owners could not be required to sell to competing bidders, it was also "futile."

Text of FCC's order, dated June 9:

The commission having under consideration a Notice of Proposed Rule Making adopted Feb. 21, 1949, which, in part, looks toward the revision of Sec. 1.321 of the Commission's Rules and Regulations;

IT APPEARING, That Sec. 1.321 of the rules, sometimes known as the Avco Rule, was designed to furnish notice to the general public regarding proposals to assign licenses and permits, or to transfer the control of broadcast licensees and permittees as well as to afford an opportunity for competing applications to be filed in order that the Commission might exercise the widest possible choice among potential assignees and permittees in order to insure that the best qualified applicant will be chosen; and

IT FURTHER APPEARING, That the matter of giving notice to the public regarding such proposals is more broadly dealt with in the aforesaid notice of proposed rule making [revision of procedure on handling broadcast applications generally]; and

IT FURTHER APPEARING. That the experience under the existing Avco rule has failed to realize the expectations aforestated with respect to making possible a choice between two or more competing applications for assignments or transfers of control; and

IT FURTHER APPEARING, That the present application of the Avco rule in many cases produces severe economic and other hardships on parties interested in assignments or transfers of control;

NOW, THEREFORE, IT IS ORDERED, Pursuant to the provisions of Sec. 4(i), 303(r) and 310(b) of the Communications Act of 1934, as amended, Sec. 1.321 of the Commission's Rules and Regulations is amended as set forth below.

"S 1,321 (a) Application for voluntary assignment or transfer of control; broadcast.—(a) Applications for consent to the assignment of construction permit or license for an AM, FM, television or other broadcast station or for consent to the transfer of control of a corporation holding such a construction permit or license shall be filed with the Commission on FCC form No. 314 (Assignment of License) or FCC form No. 315 (Transfer of Control). Such applications shall be filed with the Commission at least 60 days prior to contemplated effective date of assignment of transfer of control.

"(b) In addition to the foregoing application forms, the following forms should be used:

"(1) FCC form No. 328, Income Statement. Applicant's own form of income statement may be used if he desires.

"(2) FCC form No. 329 Balance Sheet. Applicant's own form of balance sheet may be used if he desires."

This rule shall be effective immediately and since there are no competing applications on file, the new rule shall be applicable also to pending applications. Any advertisement commenced under Sec. 1,321 may be discontinued and any competing application tendered for filing in accordance with Sec. 1.321 will not be accepted.

Since the amendments provided for herein relate to procedure alone, the requirements of Sec. 4 of the Administrative Procedure Act are inapplicable.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

MILLER TALK

Set for Chicago Institute

JUDGE Justin Miller, president of the NAB, will appear in the general AM and TV symposium June 28 at the opening of the annual NBC-Northwestern U. summer radio institute in Chicago. A television forum with NBC Central Division personnel will be conducted as a supplement to the regular six-week course of graduate radio training.

Division TV men, and their topics, will include Ted Mills, program director, programming; Norman Felton, production director, writing; Reinald Werrenrath Jr., director of field operations, remotes; Ben Wampler, art director, staging, and Paul Moore, engineer-ing operations supervisor, engineering.

Lectures in the general symposium will be given Tuesday evening on N. U.'s Chicago campus, with the others at NBC's Merchandise Mart studios.

Petrillo

(Continued from page 27)

present 90 percent of standard wage scale now called for in TV contracts may be increased to standard in the very near future for stations in eastern TV centers.

"We don't want to hamstring an infant industry," one of them said, "but we don't want a repeat of what happened in the radio business—where everybody but musicians were making money. Some television stations in New York are making money right now and they can expect to receive a demand for higher wages whenever the wage clauses are open for negotiations."

One thing they stressed, was that there will be no long term contracts signed with TV stations for some while to come. No two-year contracts as are signed with radio. Video is developing so rapidly, they said, that the AFM does not want to find itself tied to a contract long after present conditions no longer exist.

Convention resolutions of interest to broadcasters included:

"Whereas, remote control broadcasts over a network result in numerous radio stations receiving free music from members of the federation and at the same time the local station refuses to bargain for employment of local musicians;

"Be it resolved, that all broadcasts by members of the federation over networks be confined to commercial engagements.

"Whereas, a vast majority of the members of the FCC presently constituted are not in sympathy with the aims and purposes of organized labor, and

"Whereas, labor is an essential element in the operation of any radio station;

"Therefore be it resolved, that President Petrillo's office use its influence urging that a member of organized labor who has been active in labor relations and who is sympathetic toward labor be appointed to the FCC by President Truman as soon as a vacancy occurs. Be it further resolved, that the aid of the AFM be enlisted to help effectuate the purpose of this resolution."

NEWSMEN MEET

Map Program for Carolinas

PLANS to furnish pronunciation guides to all stations in the two Carolinas and to begin work on a radio style book were made by the Carolinas Radio News Directors Assn. at its meeting at Myrtle Beach, S. C. [BROADCASTING, June 6].

Appointed to supervise preparation of the style book were F. O. Carver Jr., WSJS Winston-Salem, N. C., news director; Nick Mitchell, WFBC Greenville, S. C., news director, and Ed McGrath, news and program director at WSPA Spartanburg, S. C.

The association also discussed plans to conduct a one-day news clinic during the fall or winter.

Announcement of FCC's decision on editorialization on the eve of the two-day meeting aroused considerable discussion, and the association authorized its directors to draw up a resolution on radio editorial privileges when they deem it "wise and appropriate."

Speaking at the banquet session, Richard Harkness, commentator, gave the newsmen an account of news gathering methods in Washington. Elmer Oettinger, WNAO Raleigh, N. C., news and special events director, outlined North Carolina's three statutes on defamation, and Gren Seibels, WIS Columbia, S. C., news director and the association's newly elected president, discussed problems facing South Carolina newsmen under present libel laws in that state. He suggested formation of a legislative committee to promote favorable radio legislation in the state.

The association elected Mr. Carver to succeed Mr. Seibels as its first vice president. Mr. McGrath is second vice president. Marjorie Jordan, WFNC Fayetteville, N. C., was re-elected secretary and Bill Melia, WWNC Asheville, N. C., was named treasurer.

Directors-at-large are Ed Kirk, WPTF Raleigh news director; Bob Truere, WCSC Charleston, S. C., news director; Jack Knell, retiring president of the association and WBT Charlotte news and special events director, and Mr. Mitchell.

Presidents of both the North and South Carolina broadcasters associations addressed the newsmen. Delegates were welcomed by Bevo T. Whitmire, head of the South Carolina broadcasters and WFBC Greenville general manager. Harold Essex, president of North Carolina Assn. of Broadcasters and WSJS vice president-general manager, spoke at the Saturday luncheon meeting.

The newsmen voted to amend their constitution to permit presidents of the North and South Carolina broadcasters associations to serve as ex-officio members of CRNDA.

Winston-Salem was selected as CRNDA's 1950 convention site.

NATIONAL NIELSEN-RATINGS

(TOTAL U. S., INCL, SMALL-TOWN, FARM AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)
May 1-7

NEILSEN-RATING †

Current Rank	Previous Rank	Program	Current Rating — Homes (000)	Current Rating — %	Points Change
EVENING, ONCE-A-WEEK					
1	1	Lux Radio Theatre	10,604	27.0	—1.9
2	3	My Friend Irma	7,855	20.0	—0.3
3	2	Godfrey's Talent Scouts	7,384	18.8	—4.5
4	6	Walter Winchell	6,952	17.7	—1.5
5	5	Jack Benny	6,795	17.3	—2.6
6	27	People Are Funny	6,323	16.1	+1.9
7	4	Fibber McGee and Molly	6,245	15.9	—4.2
8	14	Mr. District Attorney	5,773	14.7	—2.1
9	8	Bob Hope	5,459	13.9	—4.1
10	36	Curtain Time	5,381	13.7	+0.9
11	30	Our Miss Brooks	5,341	13.6	+0.1
12	34	Stop the Music (4th qtr.)	5,145	13.1	+0.3
13	9	Crime Photographer	5,027	12.8	—5.1
14	23	Big Story	4,988	12.7	—2.3
15	53	Stop the Music (3rd qtr.)	4,909	12.5	+1.4
16	55	Big Town	4,909	12.5	+1.7
17	7	Mr. Keen	4,909	12.5	—6.0
18	10	Inner Sanctum	4,870	12.4	—5.2
19	20	Your Hit Parade	4,870	12.4	—2.9
20	25	Bob Hawk Show	4,831	12.3	—2.1
EVENING, MULTI-WEEKLY					
1	1	Lone Ranger	3,221	8.2	—4.8
2	2	Beulah Show	2,946	7.5	—3.9
3	3	Counter-Spy	2,789	7.1	—4.4
WEEKDAY					
1	2	When a Girl Marries	4,006	10.2	+0.4
2	3	Young Widder Brown	3,810	9.7	+0.2
3	6	Right to Happiness	3,495	8.9	0.0
4	1	Arthur Godfrey (Ligg. & Myers)	3,456	8.8	—2.5
5	9	Backstage Wife	3,417	8.7	—0.2
6	11	Stella Dallas	3,378	8.6	—0.2
7	14	Portia Faces Life	3,378	8.6	+0.3
8	8	Pepper Young's Family	3,338	8.5	—0.4
9	7	Our Gal, Sunday	3,299	8.4	—0.5
10	5	Ma Perkins (CBS)	3,260	8.3	—0.9
11	10	Wendy Warren	3,142	8.0	—0.8
12	20	Lorenzo Jones	3,142	8.0	+0.4
13	12	My True Story	3,142	8.0	—0.7
14	13	Romance of Helen Trent	3,103	7.9	—0.5
15	15	Rose Mary	3,024	7.7	—0.5
DAY, SATURDAY					
1	1	Armstrong Theatre	3,927	10.0	—3.1
2	2	Grand Central Station	3,849	9.8	—2.2
3	3	Stars over Hollywood	3,653	9.3	—2.1
DAY, SUNDAY					
1	1	True Detective Mysteries	3,260	8.3	+0.4
2	2	Quick as a Flash	2,867	7.3	—0.3
3	3	House of Mystery	2,514	6.4	—0.3

† NOTE! Number of homes is obtained by applying the "Nielsen-Rating" (%) to 39,275,000—the 1948 estimate (revised) of total U. S. radio homes.

PATALUMA GRANT

AM Proposed by FCC

PROPOSED decision was announced by FCC last Thursday to grant application of Pataluma Broadcasters for new AM station at Pataluma, Calif., on 1490 kc with 250 w fulltime.

FCC would deny competitive bid of Pacific States Radio Engineering for the same facilities at Pittsburg, Calif. The Pataluma applicant was favored because that city has no local outlet while Pittsburg does have a new local station, recently authorized, KECC.

The grant at Pataluma is subject to the condition that the station shall not commence operation until KXOA Sacramento vacates the channel and providing antenna and transmitter site approval is given by CAA.

Ownership of the applicants:

Pataluma, Calif.—Pataluma Broadcasters, 1490 kc, 250 w, fulltime. Co-partnership: Howard R. Elvey, transmitter and maintenance engineer, international stations KGEI and KGEX; Forrest W. Hughes, announcer-engineer; John E. Striker, radio engineer; Raymond W. Mort, KGEI-KGEX engineer; Harold A. Sparks, announcer-engineer, KTKC Visalia, Calif.

Pittsburg, Calif.—Pacific States Radio Engineering, 1490 kc, 250 w, unlimited. Co-partnership: Joseph L. Berryhill, radio producer-technician; James L. Smith, engineer-announcer; Arnold C. Werner, announcer-engineer.

Oscar O. Lieffers

OSCAR O. LIEFFERS, 31, vice president and partner in W. B. Geissinger & Co. Inc., Los Angeles agency, died June 7. Mr. Lieffers, before joining Geissinger in 1947, had been head of media and research in the Los Angeles office of BBDO. Funeral services were held June 9. He is survived by his wife, Susan, and two children, Susan and Michael.

QUAKER OATS EXPANDS

Farm Show to Full MBS

QUAKER Oats Co., Chicago (feed division), will sponsor *Man on the Farm* on coast-to-coast Mutual network for 39 weeks beginning Aug. 27. Program, which has been "spotted" on stations in all sections of the country for the past 11 years, will be broadcast over more than 400 Mutual outlets Saturdays 12-12:30 p.m., local time, in each time zone. It stars Chuck Acree and features A. A. (Denny) Dennerlein, manager of Quaker Oats sales service division. Sherman and Marquette, Chicago, is agency.

HILL DISCS

House Group Asks Review

"COMPLETE REVIEW" of the operation of recording facilities in the Capitol was recommended last week by the House Appropriations Committee, which held that the project "is being subsidized from general tax funds" and opposed its continuation "on that basis."

The project, known as the Joint Radio Information Facility, prepares recordings for members of the House and Senate exclusively and is operated under the supervision of the Clerk of the House and Secretary of the Senate. It is directed by Robert Coar and his wife, who had operated a similar service privately for 11 years before Congress approved a lease arrangement with the Coars in 1947.

All salaries, totaling $26,340, are paid from appropriated funds from House and Senate. When these are included, the report said, there was a net loss of $15,824 from Aug. 1, 1947, when Congress took over, to March 31, 1949. There was a net profit of $4,658 during the first quarter of this year, however, and in the second quarter it may go higher, according to information presented the Committee during hearings. It was estimated that the recording project is grossing about $100,000 a year, which is used for expenses other than salaries (materials, equipment, etc.).

The Committee recommended approval of salary appropriations in the 1950 Legislative Branch Appropriations Bill, which the House passed Thursday. But it said:

. . . the facility is being subsidized from general tax funds and the committee is not in favor of continuing the activity on that basis. Furthermore, examination of the lease and operating regulations leaves the committee in doubt as to adequacy of some of the operating arrangements and controls. The whole arrangement appears somewhat haphazard and slipshod and could stand a complete review. Accordingly, the committee urges appropriate officers and committees concerned to review the whole operation with view to placing it on a completely self-sustaining basis and otherwise improving the organizational and operational setup before another budget is submitted.

HEIDT PROGRAM

To Move From NBC to CBS

PHILIP-MORRIS Co., through its agency, The Biow Co., has signed a contract for the 9:30-10 p.m. Sunday period on CBS effective Sept. 4 and will shift its Horace Heidt show from its present Sunday night spot on NBC, 10:30-11 p.m. [CLOSED CIRCUIT, June 6].

The Colgate-Palmolive-Peet Co.'s program *Our Miss Brooks* with Eve Arden, now in the Sunday 9:30-10 p.m. CBS time, will switch to 6:30-7 p.m. Sunday in the fall, a period left vacant by the recent cancellation of *Ozzie and Harriet* by International Silver Co.

The summer replacement for Philip Morris' other network show, *This Is Your Life*, Tuesday, 8-8:30 p.m. on NBC, will be *Hogan's Daughter*.

At Deadline . . .

PUERTO RICAN RENEWAL PROPOSED BY FCC

INITIAL decision by Comr. Paul A. Walker looking to grant of license renewal to WPAB Ponce, P. R., reported by FCC Friday. Proposed decision to deny application of The Acme Broadcasting Co. for new AM station at Elizabethtown, Ky., on 1450 kc with 250 w fulltime, also announced.

WPAB, designated for hearing December 1947 on program issues, won recommended renewal on basis it is improving programming and commercial practices. Initial decision said that at time of hearing designation "the broadcast service of this station was very poor" and cited excessive spot announcements and time sales to entertainer-brokers. Poor or no program continuity also cited. Comr. Walker said failure of licensee to present programs which met statutory requirements of public interest and failure to comply with FCC rules and standards would justify denial but since WPAB is seeking to improve situation he recommended renewal. He pointed out station recognizes there is need for further improvement and will endeavor to comply.

Acme Broadcasting received proposed denial because of objectionable mutual interference with WLAP Lexington, Ky. Firm includes J. W. Burkholder Sr., part owner WTCO Campbellsville, Ky., president 30%, and William J. Harris Jr., WTCO commercial manager, vice president 20%.

REVOCATION DISMISSAL

REVOCATION proceeding against KGAR-AM-FM Garden City, Kan., dismissed as moot by FCC Friday following voluntary surrender of permits by Owner Albert B. Pyatt on May 19. Mr. Pyatt, charged with financial misrepresentation in acquisition of stations, explained drop-out was because of Commission's delay in revocation case, heard more than year ago [BROADCASTING, March 1, 1948]. KGAR was assigned 1 kw day on 1050 kc.

STIFF COMPETITION SEEN FOR RADIO AND TV JOBS

COMPETITION for radio and TV jobs will be keen and network positions hardest to get, U. S. Bureau of Labor Statistics study shows. Results of study, discussing radio-TV employment outlook in each state, published as Bulletin No. 958. Copies can be obtained for 30¢ from Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Study supplements previous one made earlier in spring for Veterans Administration [BROADCASTING, March 21], which indicated broadcasting employment probably would "continue to rise for at least another year or two but at a slower rate than since the war."

Bulletin No. 958 says TV stations going on air this year will hire hundreds of technicians and other workers. New AM and FM stations will hire "several thousand," it adds. Men with operating experience will be needed by new stations, and those especially trained in television will be increasingly in demand, says the report.

JOINS ROY S. DURSTINE

CARL FRIEDLANDER, president of Aeronca Aircraft Corp., Middletown, Ohio, from 1937 to 1946 and for past three years planning and producing in television, has joined executive staff of Roy S. Durstine Inc., N. Y.

COPYRIGHT PROBLEMS STUDIED BY UNESCO GROUP

WORLD copyright protection to be discussed at UNESCO meeting opening July 4 in Paris. American delegation members will take along views of copyright owners, users and related interests. These views were given at Washington hearing.

NAB's position presented by Don Petty, general counsel. Motion picture, publisher, legal and other groups stated viewpoints on international copyright.

Delegation members are Dr. Luther Harris Evans, Librarian of Congress and co-chairman of copyright panel of U. S. National Commission for UNESCO; John Schulman, New York copyright attorney; Judge Charles E. Wyzanski Jr., U. S. district court justice; Arthur Fisher, technical advisor.

No commitments made by delegates at Thursday hearing. Eleven nations to be represented at Paris session, which is part of UNESCO copyright study.

WKOW TAKES STAND ON COURT BAN

WKOW Madison, Wis., urged Wisconsin governor to veto bill to prohibit broadcasting of courtroom proceedings, recently passed by state Senate. Station editorial stand was taken in broadcast by Robert Lindsay, news editor, during his *Madison Dateline* program. Station has asked other broadcasters for information on courtroom radio bans in other states and cities. Industry's traditional position is that broadcasters are as much entitled to courtroom privileges as newspapermen.

NBC-SPAC HEARS PLANS

SUMMER and fall program schedules and promotion campaign for fall presented to NBC Stations Planning & Advisory Committee meeting in New York Thursday and Friday. Principal attraction previewed for SPAC was new giveaway, *Hollywood Calling*, Sunday, 6:30-7:30 p.m., to start July 11. Niles Trammell, NBC president, told SPAC fall schedule was nearly complete with "only a few scattered time periods" unsold.

NAMED K-F AD DIRECTOR

BURTON DURKEE named Kaiser-Frazer advertising director, succeeding H. M. Swartwood, who continues in advisory capacity. Mr. Durkee, with Kaiser interests since 1942, has been account executive and vice president of Morris F. Swaney agency, Chicago. Mr. Swartwood retiring because of poor health, Clay P. Bedford, K-F executive vice president, said.

CBS TRANSFERS FLATEN

A. H. FLATEN, CBS network sales account executive for two years, Friday joined CBS-TV sales staff.

SEYDEL NAMED TO POST

VICTOR SEYDEL, formerly with Walker & Downing, has joined Anderson, Davis & Platte, New York, as head of television and radio departments.

NEW ASCAP TV FEE WOULD BE 10% OVER AM

TELEVISION stations, NAB directors, TV grantees and NAB music committee members asked by Robert P. Myers, chairman of NAB Television Music Committee, for quick reply to proposed new ASCAP-NAB TV contract terms.

Since networks have been meeting with ASCAP negotiators last few weeks, two groups have reached informal accord on contract provisions. Both have now gone to memberships for reaction. Present TV temporary licenses extended to July 1.

Blanket ASCAP licenses on basis of AM blanket license formula plus 10% tentatively accepted by ASCAP. Important angle, according to NAB negotiators, is that requirement for clearing of special uses and paying special fees for such uses has been dropped.

Licenses would run three to five years, retroactive to Jan. 1, 1949, as provided in present temporary licenses; AM local station blanket commercial rate of 2¼% and network rate of 2¾% (with clearance at source) based on net time sales and subject to 10% markup; net time sales include deduction of rate card discounts and rebates, 15% agency commission and 15% sales commission; cost of interconnecting stations allowed up to 25% of net time sales during first two years, 20% third and fourth years, 15% fifth year; co-ops treated as network programs.

ASCAP has agreed to suggest per-program formula for local stations. Other problems still to be settled by negotiators but not believed serious. TV stations asked to send their comments on proposed rates to A. D. Willard Jr., NAB executive vice president.

MILITARY RECOGNITION FOR TV NEWSREEL POOL

TELEVISION newsreel pool to facilitate rapid distribution of National Military Establishment movies for TV reproduction recognized by NME, Curtis Mitchell, chief, News Division, NME Office of Public Information, announced.

Among those attending meeting June 7 at Pentagon to iron out details of distribution were: Jesse Sabin, NBC-TV, and William Montague, Telenews, representing national TV newsreels; Harry W. Krause, manager, Philadelphia *Inquirer* Newsreel, which services WFIL-TV Philadelphia; Mr. Mitchell; his deputy, John Adams; Jose Yovin, chief, Pictorial Branch, NME, and Charles Dillon, NME radio-TV chief.

Closed Circuit

(Continued from page 4)

last week, two new Atlanta hospitals already planning to revise operating room layouts to accommodate color TV. Other inquiries also reported.

FM STATIONS taking steps to see they aren't shunted into insignificant role at NAB in forthcoming Structure Committee and NAB board meetings. They're opposed to lumping of FM into an Aural Division and made this plain at FM committee meeting last week.

PENNSYLVANIA RAILROAD understood to be interested in sponsoring television version of *American Forum of the Air*, Sunday, 3 p.m., on NBC-TV.

AMONG ideas to expand NAB membership is proposal to broaden associate member bracket. Association kicked out consulting engineers some months ago, but drew hot protests. New plan apparently is to admit all related industry groups.

GENERAL ELECTRIC STATIONS

WGFM
FREQUENCY MODULATION
99.5 MEGACYCLES

WGY
NBC AFFILIATE
50,000 WATTS 810 KC

WRGB
TELEVISION
CHANNEL NO. 4

Schenectady 5, New York
June, 1949.

Miss Helen Hartwig
Ruthrauff & Ryan, Inc.
405 Lexington Avenue
New York 17, N. Y.

Dear Helen:

Here's a magic formula you may find useful. It has nothing to do with algebra; it has everything to do with broadcasting:

$$P + P + P = P$$

Translated, power, plus programs, plus promotion equals pressure. Our thought is that this formula is really at work for you and your clients in WGY-land.

It is no secret that WGY operates with 50,000 watts, or that our local programming strongly supports the fine shows which reach the station from NBC. Less well known is the fact that WGY is right in there, promoting the shows and services it carries.

An example is "Mike and Camera". This is a monthly paper circulated among listeners with a paid subscription list running into the thousands. It is filled with news and gossip, schedules and pictures. It is doing a job for our program sponsors and for our station.

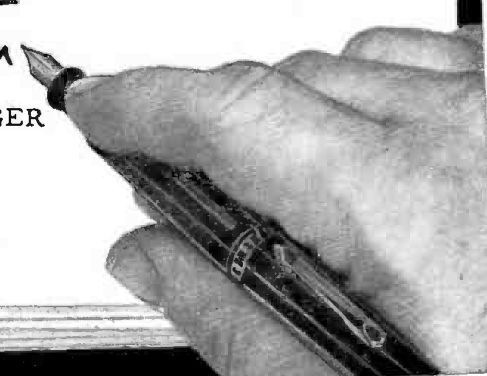
"Mike and Camera" is only one of several forms of continuing promotion which, with power and programs, add up to sales pressure. Any time you want to put the magic formula used by WGY to work for more of your clients, just get in touch with Jim McConnell or one of the NBC Spot Sales men.

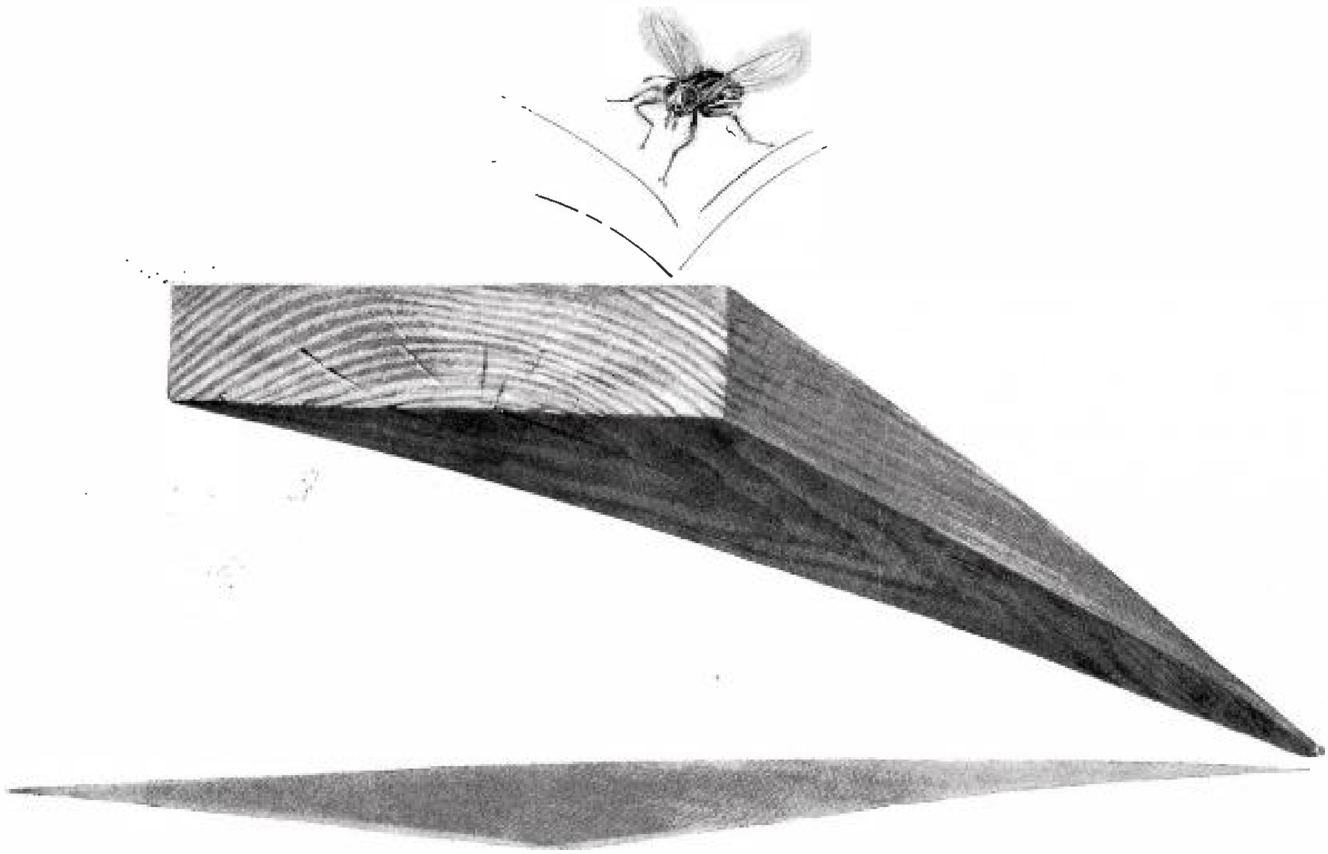
Sincerely,

G. Emerson Markham

STATIONS MANAGER

G. Emerson Markham:acs





Supersensitive electron tube, developed by RCA, makes possible more accurate measurement of minute vibrations.

Can a housefly make a board bounce?

Surprising though it may seem to you, a fly—when it lands on a board—causes distinct vibrations. They can be detected by a remarkably sensitive RCA electron tube.

Slimmer than a cigarette, and only half as long, RCA's tube picks up vibrations with a pin-sized shaft—and these vibrations may then be converted to visible or audible signals. More important, it can be used to measure the degree of vibration.

Scientists predict many practical uses for this *electronic transducer*. Airplane designers can hitch it to engines or whirling propellers and locate vibrations which might lead to trouble. Oil men can use it to measure the sound waves with which they scout for oil.

And your smooth-running automobile of the future may be an even better car when the facts gathered by RCA's new electron tube are put to work.

Another RCA "first":

The electronic transducer, first of its kind, is one of many research achievements pioneered at RCA Laboratories. Such leadership in science and engineering adds *value beyond price* to any product or service of RCA and RCA Victor.

* * *

Examples of the newest developments in radio, television and electronics can be seen at RCA Exhibition Hall, 36 W. 49th St., N. Y. Admission is free. Radio Corporation of America, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA

World Leader in Radio — First in Television