Where large urban populations are a Timebuyer's only consideration, a one-city Hooperating may be the final test of values.

In Iowa, it's different. Our largest city has only 6.8% of the State's population. Our typical smaller cities are far more important. So WHO asked Hooper to survey eleven typical "outside zone" cities, 30 to 146 airline miles from Des Moines. Seven have their own stations.

Discovered: (1) Far greater percentages of radio sets found "in use" in the outside cities; (2) WHO gets 46.7 to 64.0 share of audience in the outside cities.

Here are the three main summaries:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Sets in Use</th>
<th>Who Rating</th>
<th>Who Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 A.M. TO NOON-MON.</td>
<td>14.3 20.3</td>
<td>3.5 9.5</td>
<td>24.2 46.7</td>
</tr>
<tr>
<td>NOON TO 6 P.M.-MON.</td>
<td>13.9 22.9</td>
<td>6.4 11.8</td>
<td>46.3 51.5</td>
</tr>
<tr>
<td>6 P.M. TO 10 P.M.-SUN.</td>
<td>31.9 34.9</td>
<td>15.9 22.3</td>
<td>49.8 64.0</td>
</tr>
</tbody>
</table>

Yes, Des Moines AND IOWA respond to good programming, good showmanship, good public service. WHO gives all three. Write for your copy of the complete Hooper Report — or ask Free & Peters.

WHO

for Iowa PLUS

Des Moines 50,000 Watts
FREE & PETERS, Inc., National Representatives
IN GREATER BOSTON . . .

The people who sell merchandise join the people who buy in praising WCOP's new 5000-watts power

From all over the Greater Boston area—from Ipswich to Mansfield and from Cohasset to Wellesley—letters have poured in congratulating WCOP on the range and clearness of our new 5000-watt signal.

Gist of the dealer comments: "Your station is covering this area 100% . . . have been getting your monthly magazine SPOTLIGHT, and find it very helpful . . . I have been more than pleased with the WCOP Window Display that you installed for me . . . congratulations on your increase in power."

Gist of the customer comments: "The reception is fine and clear . . . all programs come through splendidly . . . the Louis-Conn fight came in loud and clear . . . you won a great many new friends along the North Shore last evening . . . the reception from WCOP is now perfect."

You can "air your advertising" to these enthusiastic listeners in Greater Boston, America's third richest market of 3,000,000 population . . . and we'll help you move your product through the dealers who have been so favorably impressed with WCOP's new power and live merchandising service.

Rates and availabilities from any Katz office.

WCOP Boston

A Cowles Station
Exclusive American Broadcasting Company Outlet in Boston
There's no worry about those 4-gallon coupons any more... And gasoline sales in the Nashville area are running well ahead of the pre-war 20 million dollars a year. The key to any part of this rich market is the buying power of its 190 thousand radio families... WSIX attracts them with top programs of AMERICAN and MUTUAL.

AMERICAN and MUTUAL

5,000 WATTS
980 KILOCYCLES

Represented Nationally by THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy
PLANS for permanent installation of television facilities in galleries of both House and Senate under consideration. Rapid growth of gallery, now boasting some 130 radio correspondents, necessitates expanded accommodations, to be undertaken next summer and, while about it, Sen. Byrd of Va. and Speaker Rayburn of Texas, who direct gallery operations, have been asked to provide space for television cameras and gear before Nov. 1 deadline.

INSIDE reports floating about on laboratory production of television process using electronic rather than mechanical or "whirling disk" color scanning. Work is going forward on West Coast employing so-called "Thomas-color" blending with hopes running high, according to those who have seen it.

WHEN Pearson-Allen application for facilities of Hearst's WBAL Baltimore reaches hearings stage, there'll be fireworks aplenty possibly highlighted by opposition of Sen. Millard Tydings (D-Md.), to columnists' request. Pearson and Maryland's Democratic leader have engaged in bitter running feud for more than a decade. Tydings on occasions has had regular weekly program on WBAL.

NEWEST plan to stimulate FM set production and exploitation being broached to FM licensees by Electronics Inc., recently organized Washington firm established by three ex-GI's largely for introduction of FM by wire lines into hotels and other public places. Project contemplates pre-order or single band FM receivers to be sold to licensees at $25 to $30 each, but to be used for demonstration purposes only and not for resale. Low price would be possible through guaranteed purchase of sets.

NAB's 26th annual convention in 1947 will shift to auditorium type of assembly, judging by present indications. Intra-hotel type of convention isn't adequate for fast-growing broadcast association, with over 3,000 expected in Chicago Oct. 20-24. Combined Hilton hotels won't hold NAB delegates and visitors, with Palmer House's biggest hall too small for all desiring to attend meetings and Stevens banquet hall too small for annual dinner.

DEAL whereby Crosley Broadcasting Corp. would acquire 75% ownership of KSTP, NBC outlet for St. Paul-Minneapolis, for $1,200,000 [Broadcasting, Sept. 30] has kicked up stir in St. Paul civic circles. St. Paulers want 50,000-watter to remain identified with their segment of Twin Cities. Ridder newspaper and radio family, identified with St. Paul life, sought to buy station in deal with Stanley Hubbard, president, general manager and 25% owner, but lost out to Arco-Crosley.

DESPITE great gobs of silence about report of imminent return of OPA Administrator Paul A. Porter to FCC's chairmanship, pre-

(Continued on page 117)

UPCOMING


Oct. 20: NAB Radio Journalism Committee, 2 p.m., Chicago.

Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.

(Other upcomings on page 115)

67% of People Want Television Sets—IF

SIXTY-SEVEN per cent of prospective receiver purchasers want television sets—IF prices are reasonable, IF telecasting is available in all markets. Forty-one per cent want FM in sets they buy.

This is revealed in comprehensive study of set market conducted among subscribers to The American Magazine by Crowell-Collier Publishing Co. Research Dept.

Most respondents named $200 figure as "reasonable" price for video receiver. Survey made among 4000 magazine subscribers, with 71% responding.

Other important market estimates uncovered:

Thirty-five per cent of families surveyed in market for new radios, many desiring more than one set.

Sixty-three per cent of latter prefer combination radio-phonograph, expect to spend about $200 for console models.

Study shows that 99% of American Magazine subscriber homes are radio-equipped.

Ownership of radios, by model: table models, 68%; consoles (floor), 50%; portables, 22%; radio-phonograph (console), 12%; radio-phonograph (table), 6%.

Business Briefly

FORD GRID VIDEO • Ford Motor Co., Dearborn, Mich., Oct. 11 and 25 sponsor telecasts of Brooklyn Dodgers pro football team vs. Chicago Rockets and Miami Seahawks, respectively, on WCBS New York, from Ebbets Field, Brooklyn. Ford agency, J. Walter Thompson Co., N. Y.

FIRE UNDERWRITERS PLAN • More than 200 leading capital stock fire insurance companies which maintain National Board of Fire Underwriters, effective Nov. 3 begin half-hour mystery drama on 300 MBS stations, Sun. 3:30-4 p.m. As yet unnamed, program to be produced and directed by James Sheldon, Radio Director, MacFarland, Avery & Co., N. Y., agency for Fire Underwriters.

GILLETTE SPONSORS GAMES • Gillette Safety Razor Co. sponsors Navy-Notre Dame football game Nov. 2, Army-Navy tilt Nov. 30 on NBC Agency, Maxon Inc., N. Y.


CYNTHIA SWEETS SIGNS • Cynthia Sweets Co., Boston, (candy) to sponsor Sunday With Bill 1:15-1:30 p.m., Sun. on six Yankee Network stations. Agency, Hirshon-Garfield, Boston.

PERMIT to build new station at $11,000 cost granted Friday by Civilian Production Administration to Maui Publishing Co., Wailuku, T. H.

Accepting poll sample as representative of national situation, 82% of people do not have radio-phonograph combination sets. Interesting sidelight is indication that table model will be in great demand for bedrooms and kitchens among homes now radio-equipped.

Those polled said they planned to buy "this year" radio-phonograph console models (40%); table models (25%); console floor model (16); radio-phonograph table models (13%); portables (11%).

Median average prices they expect to pay for models, $89; portables, $39; radio-phonograph consoles, $292; radio-phonograph table model, $79. Most important factor in determining make purchased will be, in order, (1) reputation of manufacturer; (2) tone quality (3); price.

Fifty-three per cent familiar with FM Seventy-five per cent said would demand FM in sets they buy during next year. Only 16% acknowledged familiarity with term FM but said did not want it.

Only 15% of respondents had seen television program. Young people, survey revealed, more interested in purchase of television sets that elders.
THE NATIONAL AIRCRAFT SHOW
AND
THE AIR TRANSPORT ASSOCIATION OF AMERICA
INVITE
THE RADIO INDUSTRY TO PARTICIPATE
IN THE PRESENTATION OF
OUTSTANDING RADIO PROGRAMS AND TALENT
FROM THE STAGE OF THE AIRLINE'S
"INTERNATIONAL BAZAAR" . . . TO BE HELD
IN CLEVELAND, OHIO
FROM NOVEMBER 15 TO 24

RSVP
DIRECTOR OF RADIO
AIR TRANSPORT ASSOCIATION
1107 16th STREET, WASHINGTON, D. C.
OR
THE NATIONAL AIRCRAFT SHOW
UNION COMMERCE BLDG., CLEVELAND
"IOWA'S FINEST FREQUENCY"

SERVES THE HEART OF THE GREATEST FARM AREA IN THE WORLD!

IOWA'S FARM FIRSTS!

1st in Average Gross Farm Income!
1st in percent of Land Under Cultivation!
1st in Rural Telephone Development!
1st in CORN production in the entire world!

Record Iowa Corn Crop Forecast by U. S. Dept. of Agriculture of 652,242,000 Bushels.

Your "Best Buy" to Cover Eastern Iowa - the richest part of this great market
Sponsors want "class" and sales punch in the programs they buy. Even on limited budgets, they want network-type shows. But why not? They're available. And your station can make the sale! Capitol's Transcription Service now gives you all the elements of successful live-talent network shows... to lure more listeners, attract more sponsors.

**Sponsors want the latest tunes and arrangements...**
Capitol's basic library includes 2000 selections... with a minimum of 50 additional guaranteed each month. (Bonus!... production plans indicate not 50 but 70 monthly releases.)

**Sponsors want a choice of complete SHOWS...**
And Capitol furnishes dated program formats for more than 400 different shows each month... suggested programming for 30 hours of entertainment each week.

**Sponsors want musical themes they can call "their own"...**
That's why every Capitol show has its own special opening and closing musical theme.

**Sponsors want the "personal touch" of famous stars...**
Voices and personal chatter of featured artists are included on special tracks with the Capitol Service.

**Sponsors want distinctive product identification...**
With Capitol's service you background commercials with special harp, celeste, piano, or organ interludes.

---

**Send for a Recorded Demonstration!**

Hear the features that make the Capitol Service excitingly different! Capitol will be glad to send you a demonstration transcription on request.

---

**An Audience Builder**
Memorandum to Readers:

This issue of BROADCASTING—TELECASTING, is devoted largely to the arrival of television as a mass communications medium. This is signified by events scheduled at the Second Annual Conference of the Television Broadcasters Assn. Between the covers of this 120-page number are articles and analyses depicting television’s status today, immediate prospects, and what the future may hold. Virtually all available factual data and experience stories pertinent to this energetic new radio art are marshalled in this issue.

In direct charge of the production of the television features incorporated in this issue was Bruce Robertson, senior associate editor of BROADCASTING—TELECASTING, headquartered in New York. As our television specialist, Mr. Robertson has covered the video scene for a dozen years, both as an editor and reporter and as a television enthusiast. No journalist in the country is better informed on television than Mr. Robertson; none more devoted to the video cause.

Since the founding of BROADCASTING in 1931, it has endeavored to cover all facets of the mass radio field accurately, comprehensively, objectively. With the debut of television as a public service and an advertising medium whose potency is yet unmeasured, we of BROADCASTING pledge ourselves to espousal of this new art with the same vigor, force and zeal which has marked our allegiance to radio by the American Plan these past 15 years as the only independent trade journal dedicated to all radio.

SOL TAISHOFF
Editor and Publisher

Sellers of Sales

MAN OF the age—the teen age—would seem to be the description that best fits Nat Strom, account executive of Teen-Timers Inc., for Buchanan & Co., New York. The success of that account (Teen-Timers Inc.) parallels the rise of Mr. Strom, himself.

Mr. Strom has been producing the Teen-Timers Club, Saturdays, 11-11:30 a.m. on NBC for the past year. The program sponsored by the dress manufacturer originally was placed on 40 NBC stations. It is now heard on 93. Approximately 80% of the account’s advertising budget is devoted to radio.

Mr. Strom says that to his knowledge it’s the first-time a fashion organization has successfully used network radio. The advertiser spends about $9,000 weekly for the show.

Nat Strom started with Buchanan & Co. in 1928, when the agency was known as Hammetzger. He has risen from file clerk to traffic clerk, traffic department manager to media time buyer, business manager of the radio department and as of June 1, to the agency’s account executive in charge of Teen-Timers Inc., New York.

He was born on June 29, 1909, in New York City. For three years he majored in business at the New York City College (school of Commerce).

His first and only job prior to joining Buchanan & Co. was as a clerk with The Fourth Estate, later bought by Editor & Publisher.

The Stroms have been married for eleven years. They have one daughter, Judy, 8 years old. They live in Brooklyn, practically in the shadow of Ebbets Field, the home of the Brooklyn Dodgers. But Mr. Strom is a Giants fan. He says his father was a Giants fan before him, his daughter too is a Giants fan.

Mr. Strom claims that his chief hobby is being a sports spectator. He likes to watch all sports events such as baseball, races, football, basketball, etc.
Yes Sir! KWK has HIGH-RATED PROGRAMS AVAILABLE that can DO A JOB for you

<table>
<thead>
<tr>
<th>ST. LOUIS NETWORK STATIONS</th>
<th>WINTER-SPRING 1945-46 HOOPER RATINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>KWK</td>
<td>4.6</td>
</tr>
<tr>
<td>STATION B</td>
<td>4.7</td>
</tr>
<tr>
<td>STATION C</td>
<td>3.3</td>
</tr>
<tr>
<td>STATION D</td>
<td>2.8</td>
</tr>
</tbody>
</table>

These Ratings are the Average for LOCAL SUSTAINING PROGRAMS 8 AM – 7 PM (Sept. 2nd-6th) MONDAY through FRIDAY

For Details See Your Raymer Man

For St. Louis' Outstanding Local Radio Personalities and Locally Produced Shows, it's HOTEL CHASE ST. LOUIS

PAUL H. RAYMER CO., Representative
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.

Sure, sure . . . we all occasionally go up against something that seems too difficult—but ever notice the number of tough jobs that do yield to hard work?

Effort, more than faith, moves mountains. Right now F & P is working even harder than during the War, to help our accounts get better spot-broadcasting results—hence give them good reasons to buy more spot broadcasting. And what do you know?!—we’re beating the industry’s general figures by very large percentages! Extra effort does get extra results. How about letting us prove it?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE  KOB
Baltimore  WCBM
Beaumont  KFDM
Brownsville  KVAT
Buffalo  WGR-WKBW
Charleston, S. C.  WCCS
Cincinnati  WCKY
Columbia, S. C.  WIS
Corpus Christi  KRLS
Davenport  WQC
Des Moines  WHO
Duluth-Superior  WDSM
Fargo  WDAY
Houston  KXYZ
Indianapolis  WISH
Kansas City  KMBC
Louisville  WAVE
Minneapolis-St. Paul  WTCN
Oklahoma City  KOMA
Peoria-Tuscola  WMBD-WDZ
Raleigh  WPFF
Roanoke  WDBJ
San Diego  KSDJ
St. Louis  KSD
Seattle  KIRO
Syracuse  WREB
Tulsa  KTUL


Franklin 6173  Plaza 5-4130  Cadillac 4253  Sutter 4353  Hollywood 2151  Main 5667
Expect Over 1,000 for TBA Conference

550 Are Registered
In Advance
Of Meet

By BRUCE ROBERTSON

THE PROGRAM of the second television conference that the Television Broadcasters Assn., is presenting the end of this week in New York provides clear proof of the changes not only in television thinking but also in television actions since TBA's first conference in January 1945.

"At that time," Ralph B. Austrian, general chairman of the conference, said the other day, "the best we could do was to talk about television. This time we are going to demonstrate television as well as talk about it."

Several sessions of this year's TBA meeting will be televised. That is a simple matter today, but it was too difficult even to be considered when the first meeting was held, although that was less than two years ago. A video salute from Washington, scheduled for the first afternoon, will travel to the convention hall in New York's Waldorf-Astoria Hotel over an AT&T coaxial cable circuit that existed only on an engineer's drafting board in January 1945.

War Still On

At that time the war was still very much with us. The New York video stations that had started operating before the war were still operating, but on an extremely curtained wartime basis. Speakers at the first TBA convention had to avoid more than the most general mention of the technical developments that were then military secrets, that have since given television broadcasting tremendous improvements in picture transmission and reception.

The image orthicon camera tube, to mention only a single example, today makes a baseball game ideal video program material, instead of the try-to-see-the-ball puzzle it was in 40 and '41.

Video program techniques have similarly undergone as great a change, for which much of the credit must go to the advertisers and advertising agencies who during the past few postwar months have embarked on a learning-by-doing video program with the same earnest eagerness that they displayed some 20 years ago when they started out to explore the advertising possibilities of the then new medium called radio.

In January 1945 television was still something that was going to come along some day after the war was over. Yet even then the interest in video program was great enough to fill the rooms for all of the TBA sessions. This year an advance paid registration of 550 (at $25 a head) last Friday, nearly a week ahead of the conference opening day, presages an attendance well above the thousand-mark, ample evidence that the reality of television has more than lived up to expectations.

Look at Agenda

A look at this year's convention agenda (see page 14 for the full details) points up the fact that television is here to everyone who recalls that first TBA conference. Then the speakers, by and large, were talking about their hopes and plans for the television age that was to come. Now many of the speakers, particularly those dealing with video production and broadcasting techniques, will give talks based on actual experiences in the television studio with actual programs that actually were telecast and actually seen by a real audience.

The speakers at the Friday panels on television commercials, for example, have been responsible for extensive video campaigns for their companies or clients. They have experimented with various types of visual presentation of their commercial messages via television. Even at today's early stage of video development, theirs is the voice of experience.

The conference falls a fortnight before the NAB first postwar convention at which television also will be on the agenda. Among those registering in advance for the television parley were prominent broadcasters—some of whom are pioneering in telecasting now, but many of whom are still in the contemplative stage. The enthusiasm for the new art which emerges in the NAB meeting may depend, to a great extent, upon the success of TBA's second indoctrination conference.

President Points To Progress In Year

J. R. POPPELE, president of the Television Broadcasters Assn., and chief engineer of WOR New York, made the following statement on the eve of the annual TBA convention in New York this week:

TELEVISION broadcasting, or telecasting, if you prefer, is rapidly becoming the concern of every enterprising radio broadcaster in the nation. This is a good sign; it indicates television's possibilities are, at long last, being recognized and it augurs well for the future of this toddling new industry.

One thing is a certainty: Television has finally gotten over the "bump" that separated commercial development from laboratory experimentation. It is no longer a scientific curiosity, a "something" that might be coming along some-time-I-don't-know-when." Television is here—painfully so for a lot of the "boys" who would just as soon look the other way.

Now that it is here commercially, what does the broadcaster propose to do about it? Admittedly, television is hardly a shoestring operation; it is really big business from the word go—and a big business it definitely will be as

Mr. Austrian

Mr. Austrian

MUSIC, LIGHTS, CURTAIN!

By RALPH B. AUSTRIAN

General Conference Chairman, Television Broadcasters Association, Second Conference and Exhibition

THE AUDIENCE at last has assembled, the footlights are on, the orchestra is in the pit, and the curtain is about to rise on the greatest show the world has ever seen.

It has taken a long time to cast this show and a longer time to rehearse it. Troubles plagued the production. Sometimes many members of the cast became ill, the stage managers were temporarily discouraged at the poor performance some of the actors gave. A few of the backers became impatient and turned to other seemingly greener fields. It took an innuminably long time to get all of the chorus to sing in the same key, and the ballet just didn't seem to be able to keep in step.

Suddenly the whole production jelled. It cohered, it took on form, shape, and substance. The word spread rapidly. Sponsors rushed in hereditably long time to get all of the chorus registration of 550 (at $25 a head) played some 20 years ago when the poor suckers because, dear public, it is all free. It's yours for the asking, yours for the taking. The world will no longer pass your door but will march right through your living room. A simple little switch will someday be your global passport. Oct. 10, 1946 marks the real opening day, Oct. 10, 1946.

By BRUCE ROBERTSON

(Continued on page 107)
Sarnoff at Princeton
BRIG. GEN. DAVID SARNOFF, president of RCA, last week addressed the Princeton U. Conference on Engineering and Human Affairs. General Sarnoff reiterated his proposal to the United Nations to establish an independent international broadcasting system to be known as “The Voice of the UN,” and spoke of the importance of maintaining freedom of speech as a basic right of the world’s people. (See earlier story, page 74.)

Salzman Switches
HAL A. SALZMAN, former head of Hal A. Salzman Adv., New York, Nov. 1 joins Small & Seiffer, New York, as executive vice president. The Salzman organization will be continued as a publicity and public relations organization while all advertising interests will be handled by Small & Seiffer.

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PROGRAM OF EVENTS
SECOND TELEVISION CONFERENCE AND EXHIBITION TELEVISION BROADCASTERS ASSN. INC.

THURSDAY, OCT. 10
7 a.m. to 11 p.m.—All Day Exhibits, Jade, Basilion and Astor Galleries.
9 a.m.—Registration for Conference. East Foyer.
10 a.m.—Opening Session: Main Ballroom. Welcome to Guests. Ralph B. Austrian, president, RKO-Television Co., General Chairman of Conference.
11:15 a.m.—Television Program Panel: Main Ballroom—Robert B. Peace, vice president, General Electric Co., moderator.
“Television, A New Stage for Your Talents”—Edgar Kobak, president, Mutual Broadcasting System.
“Good Taste in Television Programming”—Dr. Frank Kingdon, commentator, NBC, moderator.
“Television in Education”—Dr. Paul Marschalk, William Esty & Pratt.
12:45 p.m.—Panel Meetings (Fourth Floor: Pilement Suite, Rooms J-K-L-M for Beverage).—Thomas F. Joyce, Raymond Rosen Co., moderator.
What Can Documentary Programs Do For the Student and How Television Can Contribute—Dr. Donald R. Boenning, WABD.
Television As An Adjunct to Other Visual Media in Primary, Secondary and College Education—Edward Franklin, Newell-Kennett Co.
3 p.m.—General Reception and Cocktails—East Foyer Allen B. Du Mont Labs., Inc.
6 p.m.—Banquet Session: Main Ballroom. Presentation of Annual TBA Awards of merit, Paul Balbun, vice president of Paramount New Inc., president of Television Production Inc., Chairman of Awards Committee. Talks by principal speakers: Entertainment; March of Communications.
FRIDAY, OCT. 11
All day Exhibits in the Jade, Basilion and Astor Galleries.
9 a.m.—Registration of Guests. East Foyer.
10 a.m.—General Session: Main ballroom, Ralph B. Austrian, General Conference Chairman, president.
“Television, A New Public Service”—Dr. Ernest H. Vogel, vice president in charge of sales, Farnsworth Television & Radio Corp.
“Television Networks”—L. G. Woodward, general manager, long line department, American Telephones & Telegraph Co.
11:15 a.m.—Television Commercials Panel: Main Ballroom, Dr. Allen B. Du Mont Labs., moderator.
What an Advertiser Wants From Television Commercials—R. M. Gay, Standards Council of New Jersey.
Live Talent vs. Film Commercials—Charles Durban, U. S. Rubber Co.
“Television, A New Public Service”—William A. Wilson, television service, Philco Corp.
12:45 p.m.—Luncheon: Main Ballroom. Salute to United Nations. Guest speaker.
2:45 p.m.—Panel Meetings (Fourth Floor: Pilement Suite, Rooms J-K-L-M for Beverage).—Dr. Paul Marschalk, William Esty & Pratt.
“Television Receiver Servicing,” Lewis D. Zaun, manager, radio and television service, Philco Corp.
“Client’s Commercials”—Don McClure, Six Common Wealth Edison Co.
“Advertising and Promotion”—Warren Wade, executive producer, WABD.
“The Service Man and Television Servicing and Maintenance”—J. Bingley, expert publisher and writer of service books.
1:45 p.m.—Panel Meetings (Fourth Floor: Pilement Suite, Rooms J-K-L-M for Beverage).—Dr. Paul Marschalk, William Esty & Pratt.
“The Service Man and Television Servicing and Maintenance”—J. Bingley, expert publisher and writer of service books.
5:00 to 11 p.m.—Exhibits in Jade, Basilion and Astor Galleries.

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Methods of Using Reports Shown Advertisers

A 17-MINUTE technicolor sound motion picture dramatically explaining the way in which the three BMB reports can be used by advertisers and agencies in the solution of their day-to-day radio problems was given its premiere showing Wednesday morning at the 57th annual meeting of the Assn. of National Advertisers, held Sept. 29-Oct. 2 at the Hotel Traymore, Atlantic City.

Film was shown during a session on the general theme, "What You Get for Your Advertising Dollar," which in addition to the BMB presentation on this new type of radio research included reports on recent fact-finding activities in the fields of transportation, outdoor, newspaper and magazine advertising.

Produced by Harold Young under the supervision of J. Walter Thompson Co., the movie portrayed an advertising conference in which specific problems of reaching listeners in a certain market most effectively and economically are solved through reference to the three BMB reports—station, area and network. In essence a motion picture version of the clinics conducted by BMB in New York and Chicago to explain the uses of its reports to sellers and buyers of radio time, the film is designed as a spring-board for discussion. It concludes with one member of the conference turning to face the audience and, as the camera moves in for a closeup, saying, "I have one more question. Shouldn't we ask the people out there if they have some questions?"

Both the film and BMB President Hugh Petris, in his introductory remarks stressed the point that BMB is not the answer to all radio problems, but even to all time-buying problems, but that it does supply new and standard data on which to base the two most important factors in any problem's solution, experience and judgment. Mr. Petris said that prints of the film for use at local meetings may be obtained from BMB, NAB, ANA or AAAA.

BMB station audience reports are already in the mail, Mr. Petris said, with the area report expected to be ready for publication in late November and the network report about 30 days after that. Introducing Mr. Petris to the gathering of some 500 advertiser, agency and media representatives, D. B. Stetler, advertising manager of Standard Brands and chairman of the ANA Radio Committee, stated that he had been greatly impressed with BMB's "clinical attitude" toward its own work.

Three Virtues

"The BMB researchers," he said, "know that they have something important in this first uniform measurement of station and network audiences. However, they are by no means entirely satisfied with it. But, whatever its shortcomings, it has the important virtues of comparability, uniformity and, perhaps most important of all, the virtue of being an actual measurement, something that can be analyzed and studied and improved upon as BMB has every intention of doing."

But while it is right and fitting that the researchers should probe for possible weaknesses and points that can be improved, we as advertisers are more concerned with employing the measurement to help use radio advertising more effectively and efficiently.

"One of the chief reasons why 706 stations, the four major networks and a number of regional networks financed BMB's first survey of station and network audiences to the tune of almost one and a quarter million dollars is because we advertisers and our advertising agencies have long urged the broadcasters to supply us with a uniform, comparable measurement of their audiences. Now that the measurement is about to be made available for our use, by all means let's use it."

"Know that the agencies, which serve as liaison between us advertisers and the broadcasters, plan to use BMB extensively. Although we advertisers do not have the same direct contact with broadcasters as do the agencies, I hope we, too, will lend BMB the support it deserves. Such support, together with our conservative articles will serve as the greatest possible incentive for the improvement of the measurement." Aside from the Wednesday morning media session and the AAAA one the previous afternoon, the convention meetings were largely concerned with the responsibilities of advertising to keep the people

(Continued on page 109)

U. S. Says Petrillo Broke Four Laws

Brief Charges Other Violations Than Lea Act

JAMES CAESAR PETRILLO violated not only the Lea Act but the Sherman Anti-Trust, Norris-LaGuardia and Clayton Acts as well when he called a strike against WAAF Chicago last May 28, the Government contends in a brief filed Monday in U. S. District Court, Chicago.

Oral argument in the Government's criminal charges against the music czar is expected to be set for next week—possibly about Oct. 15—by U. S. District Judge Walter Labay.

J. Albert Woll, U. S. District Attorney for the Northern District of Illinois, performed his last official act in connection with the Petrillo case when he filed the Government's reply brief Monday to Mr. Petrillo's earlier brief. Mr. Woll, son of Matthew Woll, second vice president of the American Federation of Labor, with which Mr. Petrillo's American Federation of Musicians is affiliated, withdrew as prosecutor [BROADCASTING, Sept. 30].

Pratt, Stern Named

The brief was signed by Theron Lamar Caudle, Assistant Attorney General in charge of the Criminal Division; John S. Pratt and Robert L. Stern, special assistants to the Attorney General (who will represent the Government henceforth in the case); Andrew F. Oehmann and Irvin Goldstein, attorneys, Dept. of Justice. The Government asks denial of a Petrillo motion to dismiss.

Last Monday's filing was the last step by the Government short of a Supreme Court decision on constitutionality of the Lea Act. Mr. Petrillo had filed motion to dismiss a criminal complaint against him, contending that the Lea Act is unconstitutional and that he had a legal right to call a strike against WAAF Chicago last May 28 because the station refused to employ three extra AFM members as librarians.

In its brief the Government said the Lea Act is "nothing more than a specific application of a long-established Congressional policy against monopoly and restraint of trade." The brief defended the Government's right to protect the radio industry against coercion by an alleged monopoly such as the AFM.

It also contended that the Government

(Continued on page 108)
**Bristol-Myers Puts Blue Chips on TV**

**Advertiser Is Convinced That Medium Offers Untold Possibilities**

By JOSEPH M. ALLEN

Vice President in Charge of Advertising, Bristol-Myers Company

TWENTY-ONE years ago radio advertising was just starting to become important as an advertising medium. And 21 years ago Bristol-Myers Company sponsored its first radio program on a three-station network.

Today, in my opinion, television is potentially in much the same position as radio was in 1924 so far as its importance to the advertiser is concerned. We at Bristol-Myers have confidence in television. We agree that what there is now to see on the air, leaves much to be desired. But better television programs will develop and evolve as more and more people concern themselves with the problem and as more television sets are made available for purchase by the public.

We are backing up our confidence in television advertising by purchasing a large percentage of time, in combination with the name of another manufacturer, on the first three television programs broadcast to the New York area under the leadership of general sponsorship.

**By the end of 1941, when the advent of war stopped the further manufacture of television receivers, the presentEnumerate with 1. **THE VICe President of Bristol-Myers Co., in charge of advertising, Joseph M. Allen, has been with the firm since 1917. He started in sales promotion under the company's president, Mr. B. A. Bumpol. In 1924 he became assistant to Lee H. Bristol, executive vice president, and when Bristol-Myers first went on the air in April 1925, Mr. Allen was placed in charge of radio advertising. Active in advertising circles he has been a member of the radio committee of the Association of National Advertisers and on the board of directors of BMI.

They Like Video But Look to Future

By DONALD HORTON

CBS Television Audience Research Institute

**By THE end of 1941, when the advent of war stopped the further manufacture of television receivers, the present**

We have also determined that the individual stations of the New York network together with the foreign programs and the syndicated programs have approximately 68% of today's set-owners purchased their sets before that time. During the war years there was a considerable exchange of second-hand receivers, but until very recently no increase in the total number of receivers in New York homes.

For better or worse, the current audience has been the constant and sole standard by which the New York television broadcaster could judge the performance of television in the home. It is also the base-line audience against which future trends in audience development will be measured.

**Audience Studied**

In the course of our continuing studies of the television audience, we have obtained a fairly comprehensive picture of its composition, viewing habits and attitudes, by which its value as a standard and base-line may be judged. Most of the following information was obtained in personal interviews with 517 television families in New York City early this year, just before the recent channel changes. How many?—So few television receivers now exist that it is impossible to measure the size of the audience by sampling methods. Block sampling, for instance, or random phone calls might not reveal a single set. Only actual lists of registered addresses, obtained from dealers and repairmen, station fan mail, and the records of manufacturers, can give an indication of the number of sets in the area.

Such lists are untrustworthy because there is no way of knowing how complete they are, and they inevitably include the names of former owners, people who view on other people's sets, the merely curious, and so forth. However, in checking on a large sample of a reasonably complete list and determining the percentage of actual set-owners it contained, the CBS Television Audience Research Institute is able to confirm the frequently voiced estimate of approximately 5,000 receivers in the New York area, of which some 4,000 are in private homes.

In Upper Brackets

We have also determined that some 87% of these were in working condition prior to the channel changes—from which an actual home audience of 5,000 families may be projected. Figures on family composition obtained in the survey indicate at least 10,000 adults and 5,000 children (exclusive of guest viewers). To this may be added a large circulating population of guest viewers.

WHO ARE THEY?—Today's set-owners, by and large, tend to be...
ABC Learns Television Hard Way: Uses Rented Facilities

**Tie-Ups With Various Other Video Outlets Gives Network First-Hand Programming Experience**

**By PAUL MOWREY**

**ABC NATIONAL DIRECTOR OF TELEVISION**

*Did you ever grab the hair on the top of your head and pull, hard enough to lift your feet off the ground? It's not easy, but it can be done. At least it can be done in television. We know because we did it. We've been doing it from the beginning and it has become the leader in it.*

**First-Hand Programming Experience**

Using the facilities of WPTZ in New York. Last June we started working with programs, develop and train video personnel, and to be part of television to experiment with programs, develop and train video personnel, and to be the leader in this new medium. There was no other way than the way we chose.

**Ideas Limited**

Operating as we have without a home of our own has had both advantages and disadvantages. Our directors, moving about from studio to studio, have had the chance to see the close and working together and which helps so much to make smooth, finished productions. We have always worked under the handicap of being an "outsider."

Also, when our production people get an idea by the tail, they have to work it out on paper instead of with props, sets and cameras. This has inhibited, somewhat, our experiments with new program types. A third disadvantage, the

**Advertising Agency art directors**, whose work has hitherto been confined largely to printed media, will be called on to play an integral role in television. They may design sets, choose background, lighting and framing of pictures. What some art directors are doing to prepare for this is described in this symposium.

**By AND LARGE**, the advertising agency director has been able to sit radio out. Although members of the agency were learning how to write copy for the ear instead of the eye, how to buy time as well as space, how to deal with talent agents, how to operate a stopwatch and all the other new techniques accompanying the advent of this new advertising medium interest art director paid little heed. His job continued much as before: his problems were those of pictures, layout and type. Television is certainly going to change all that. For television is pictures - black-and-white now, probably color later -- and where pictures are concerned the art director is too.

To afford a preview of the impact of sight-and-sound broadcasting on the agency art department, BROADCASTING asked several art directors to consider the problem of setting out the results of their thinking in a few well chosen words. Here are their thoughts:

**Arthur Hawkins**

First to mount this forum platform is Arthur Hawkins Jr. of Alley & Richards Co. Mr. Hawkins has as yet had no personal professional contact with television but as an occasional viewer he has experienced to outline the needs of the club's members, inaugurated a system of associate memberships designed to keep the club abreast of developments in this and other allied fields. Mr. Hawkins:

"As of September 1946 the average advertising agency hasn't yet felt the real effects of television. But, as soon as the flow of sets from factory to home produces a buying audience of reasonable proportions, plan boards everywhere will begin laying out programs for selling their clients' wares this new way.

"As in the case of other visual media, a key man in this new endeavor will doubtless be the art director, who has had the job for years of interpreting the advertiser's problem in terms of pictures -- by whatever medium is demanded.

"Regardless of what this man's position may be in relation to the entertainment portion of television (if, indeed, he is called upon at all), it seems assured that he will serve a major role when the advertising commercials are presented.

"Once again it will be the art director's responsibility to present the client's product as prominently, as correctly and as tastefully as possible. To accomplish this end it will be necessary for him to lend a hand in the selection of models or actors and check their costumes; it will be an important part of his job to design or arrange the set backdrop and props. He will have to work closely with technicians to produce the action, the lighting, the closeups that will present the product at its best and at the same time insure quick package or label identification.

**Same Fundamentals**

"Actually, though the form of expression may be new and technical details different, pictures telecast through the air waves will require very much the same sort of art direction as pictures printed in magazines or newspapers, on posters or point-of-display advertising. The agency art director has successfully met challenges in the past. Experiences gained from these past performances and experiences in the selection and posing of models, creation of backgrounds, setting of moods and dramatization of the product should help immensely in meeting this latest, and in all probability, toughest assignment.

"Appeal, glamour, humor, man interest, style and humor have always been vital ingredients of good advertising regardless of medium. And because there is little of the stage designer in every art director, he has always had a flair for the dramatic presentation of these ingredients.

**Young & Rubicam**

Next, Walter K. Nield of Young & Rubicam reports on a specific video problem that was assigned to the Y & R art department and the way in which it was handled.

Mr. Nield:

"In January 1946 we put on our first television show, Fashions Coming and Becoming (a fifteen minute fashion show every other week) with Betty Furness—for Cluett Peabody's Sanforizing over Du Mont's WABD New York.

"We were to handle all phases of production including writing, casting, directing, set designing, set dressing, costumes, commercial devising, motion pictures and mechanical effects.

"The Art Department was called upon to assign someone to the designing job. No Art Department member had any previous television experience.

"We were, therefore, forced to a decision. Either we could hire a specialized designer or assign a member of our own staff. We chose the latter course and assigned Carl Harris, an art director with no television or stage experience, the task of learning for ourselves what art demands the new medium made on an agency art director. Our style too was called upon for assistance.

**Animated Film**

"After first acquainting himself with television equipment and television studio operation, here are some of the new problems our art director faced.

"Our first show was to have an animated film opening. The art director, therefore, had to work with (Continued on page 34)
Television Can Really Get to Work

Field Programs Still Lead in Capturing Public Eye

By BURKE CROTTY

TEESING OFF with the Louis-Conn hoot which in all probability has done more to stimulate interest than any single event to date and following up with the marketing of the first postwar receivers, television interest can at last begin to see the light and look hopefully to the future.

After so many years of striving desperately to keep interest alive and the spark glowing, this brings with it an alleviation to a tremendous sigh, but fortunately those who have labored so long for this day are ready to greet it with the attitude that now they can really see the light.

Balanced Programs

In the few years of television already passed, much more can have been asked of those in the television broadcasting field. Studio, field and film branches have all contributed to the overall programs seen to date and as in the early days of radio the field programs were the ones which appeared quickest to catch the eye and demand the public attention. This was a natural development and one that will continue at least through the next year or two. Probably in the long run, with many more hours of program time daily, this will greatly contribute to a stable balance between studio, field and film programs.

Each year, since the birth of television service in 1939, has seen some development by which has helped bring the industry to its present state—commercially acceptable and artistically mature. While these developments have occurred in every branch, one has turned to field equipment and field programs for the biggest surprises.

Since NBC's two huge original television pick-up units rolled up to the World's Fair in 1933 remarkable strides have been made in pick-up equipment. NBC, quick to realize the weakness of the iconoscope cameras for outside work, brought the first orthicon into general use over five years ago and, still dissatisfied, began immediately with RCA engineers to find a still more sensitive, compact and flexible camera unit.

This work, stimulated by the war, finally resulted in the sensation of the image orthicon which set the television world agog with its performance on the Louis-Conn championship bout in 1942. In little over a year, similar units will be in the hands of other broadcasters and a marked improvement in their field pickups will naturally result as it has in our work at NBC.

The image orthicon produces a satisfactory picture under such low lighting conditions that we have already telecast things here-tofore considered impossible. The four-lens turret mounted on each camera has revolutionized much of our technique permitting as it does lens changes faster than ever before in any type of picture business.

The control equipment has been reduced in size to a mere fraction of that in use seven years ago, the size of the camera cable alone being cut in half. Such radical changes are bound eventually to revolutionize field programming. Since these new cameras have been in use television pickups are permitted in many places where we were refused admittance in the past due to the necessity then of cumbersome lighting arrangements.

The similar size of the equipment permits much more rapid setup and breakdown, allowing us to broadcast a considerably greater number of programs than in the past. In fact, in many weeks using one set of equipment we have been able to broadcast as many as six or seven programs. In being honest about this performance we must perforce credit the telephone company with an assist, for without their lines to St. Nicholas Arena, Madison Square Garden, and so forth we would not have been able to accomplish so much.

In looking back over the past seven years we can surely have said to have majored in sports. The same will be true of any broadcasting company's television field unit, but none will ever be able to do as much to whom is so rich far removed from any sports angle; New York, Philadelphia, Schenectady, and Washington viewers have sat bound to their sets by the hour watching NBC telecasts of such things as a New York election, addresses by President Truman, V-E and V-J Day crowds in Times Square, the victory parade of the 82nd Airborne Division and many other timely news programs. With a second set of image orthicon equipment we plan to take our audience to an even greater variety of places than in the past.

Ready to Go

So far we have followed a "first things first" policy in field programming. With limited air time we have brought our audience the things they appeared most anxious to see and we have given them as much as humanly possible under the conditions. This we will by all means continue to do but now that parts and equipment are available, now that we can hope for added...

(Continued on page 110)

Miller Warns of Government Control

NAB President Tells Legion Freedom Is at Stake

“STIGMATIC perverts” and other enemies of democracy must not be permitted to inculcate Government control of what people read or hear into the American way of life, Justin Miller, NAB president, told the national convention of the American Legion last Wednesday at San Francisco.

Warning that a group of people in this country is just as anxious to take over free institutions as Hitler was to take them over in Germany, he resumed the campaign started a fortnight ago in New York when he told the Rotary Club of that city of this danger to American freedom. He identified the group as the Communist Party.

Mr. Miller recalled to Legionnaires the revolt of pioneer Americans against “administrative over-reaching and arrogance” in colonial days, culminating in the Constitution’s protection of free speech.

Broadcasting today is recapitulating the fight for freedom which man and press fought forty years ago, he said, adding that “the same gueilful arguments are heard today; to divide us and gain again Government controls of the media of free communication.

Do not let anyone deceive you into believing that the problem is a different one, for radio broadcasting than it was for the press.”

Confronted by representatives of the most powerful veterans organization, the Legion, Mr. Miller said: “We must not surrender freedom to Government only when it will give us greater freedom in return.

“I am sure that I speak for the broadcasters of America when I pledge myself to full cooperation in all honest efforts to secure and maintain the freedoms for which you fought; the American way of life; the sacred heritage which has come down to us from the many generations of free men who fought for liberty in the years gone by.”

Radio Press Freedom

Actually the Constitution gives more power to control the press than it does broadcasting, Mr. Miller said, “because both the commerce clause and the post office clause apply to the press, while only the former applies to broadcasting. Make no mistake, that the concession of power to Government to control broadcasting will be followed by a demand for Government control of radio and television, and the press, and the pictur...
Milked

Being a city fellow, we've only heard there is a trick to milking a cow. And especially that peculiar movement of the hands at the last of the milking which gets the bag dry.

But that picture is in this ad for one reason: we just want to point out that there is no trick or mystery about buying radio time in the country's 6th largest city.

If you want to get the last sales drop out of this market at the lowest cost, put W-I-T-H on that radio list.

W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in this big 5-station town. Facts are available . . . proof positive!

WITH
and the FM Station W3XMB
Baltimore, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
October 7, 1946
**WABD NEW YORK**

Owned and operated by Allen W. Du Mont Labs. Channel 5, 76-82 mc. Offices, transmitter and one studio at 515 Madison Ave.; three studios (two currently available) at John Wanamaker Store, 95th St. at Broadway. Personnel: Leonard F. Cramer, executive vice president; Samuel H. Cuff, general manager; Robert F. Jamieson, assistant general manager; Salvatore Patremio, chief engineer; Louis A. Sosa, program operations manager; Bob Emery, sustaining programs manager; John B. Murphy, remote operations manager. Staff totals 77.

**Facilities:** Studio D at 515 Madison: 1100 sq. ft. with audience capacity of 75. Equipped with two iconoscope cameras, both dolly mounted. Studio C at Wanamakers: 860 sq. ft., used for interviews and other small-cast programs, equipped with two dolly-mounted iconoscope cameras. Studio A at Wanamakers: 3300 sq. ft., 55 ft. ceiling, audience capacity 550. Equipped with four iconoscope cameras, one with boom dolly, the others with regular dolly mounts. Film studio, equipped with two 35 mm and one 16 mm film projectors, one baloptican for still pictures and slides, one baloptican with news ticker attachment, one special test pattern and clock projector. Film studio has two iconoscope cameras. Remote equipment includes one single image orthicon chain and one double image orthicon chain.

**Charges:** WABD has waived its air time rates of $180 a half-hour for the time being in view of the present limited circulation of video programs, and charges only for rehearsal time at the rate of $65 an hour for Studio A, $40 for Studio C, $50 for Studio D. Art work on scenery and flats is charged at $5 an hour, construction work at $3, rental of flats at $1. Remote fees on request. These rehearsal charges represent actual operating costs and are not commissionable. **Operating Schedule:** About 15 hours a week, depending on remotes.

**WABD Current Commercial Schedule:**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Program</th>
<th>Agency</th>
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</thead>
<tbody>
<tr>
<td>Ford Motor Co.</td>
<td>Professional football J. Walter Thompson Co.</td>
<td></td>
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<tr>
<td>Alexander Smith &amp; Sons</td>
<td>Magic Carpet Anderson, Davis &amp; Platte</td>
<td></td>
</tr>
<tr>
<td>Carpet Co.</td>
<td>Series of programs with each devoted to a product sold in store, program prepared by manufacturer of product</td>
<td></td>
</tr>
<tr>
<td>John Wanamaker</td>
<td>Programs for various clients</td>
<td></td>
</tr>
<tr>
<td>Caples Co.</td>
<td>Two hours a week devoted to various programs, some for ABC</td>
<td></td>
</tr>
<tr>
<td>American Broadcasting Co.</td>
<td>Time signals</td>
<td>Arthur Rosenberg Co.</td>
</tr>
<tr>
<td>Longines-Wittnauer Watch Co.</td>
<td>Time signals</td>
<td>N. W. Ayer &amp; Son</td>
</tr>
<tr>
<td>Bulova Watch Co.</td>
<td>Time signals</td>
<td>J. Walter Thompson Co.</td>
</tr>
<tr>
<td>Elgin National Watch Co.</td>
<td>Weather forecasts</td>
<td>Alfred Silberstein, Bert Goldsmith Inc.</td>
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<tr>
<td>Botany Worsted Mills</td>
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**WCBW NEW YORK**


**Facilities:** Studio 3H, 50 x 50 ft. with an 18 ft. ceiling. Equipped with three iconoscope cameras, one mounted on a dolly. Film studio equipped with two iconoscope cameras, two 35mm projectors, one 16mm camera. Mobile pickup equipment includes a complete two-camera set of image orthicons, microwave relay link and shortwave relay link.

**Charges:** No charge is made for air time as such, on premise that there are not enough sets in use today on which to project an intelligent rating of television’s real commercial value. For use of studio for both broadcasts and rehearsals (rehearsal-to-broadcast time ratio is normally 12 to 1), charges are: Up to 15 mins. $600.00 15 to 30 mins. 90.00 30 to 60 mins. 150.00 Additional quarter-hours, each 37.50

**Film rates:** Same as any other studio use. Sound film normally requires one practice run-through, so total time would be twice film’s running time. Time signals or weather reports (20-second duration) complete on sound film, $30 per broadcast. Remote charges dependent on location, whether relayed over line or microwave link, clearance, etc. Charges for complete programs or components, such as sets, props, costumes, talent, etc., on request. Charges for film shooting, editing, processing, etc. also on request. **Operating Schedule:** Currently 6-10 hours a week, depending on number of remote pickups.

**WBNIT New York**


**Facilities:** Studio 3H, 50 x 50 ft. with an 18 ft. ceiling. Equipped with three iconoscope cameras, one mounted on a dolly. Film studio equipped with two iconoscope cameras, two 35mm projectors, one 16mm camera. Mobile pickup equipment includes a complete two-camera set of image orthicons, microwave relay link and shortwave relay link.

**Charges:** Transmitter: 10 mins. $75; 11 mins. to 1 hr. $100. **Broadcast Rehearsal Time:** Studio 3H Film Studio 1 hr. 5 hrs. 3 hrs. ¾ hr. 3 hrs. 2 hrs. 10 min. 1 hr. 1½ hrs. 40 min. Excess rehearsal time: Studio 3H, $150 an hour. Film studio, $50 an hour. Programs not requiring full allotted rehearsal time (audience participation shows, etc.) shall be charged at rate of $150 an hour for total time used, prearranged and actual broadcast. For use of film studio in connection currently on page 104.

**WNBCT New York**


**Facilities:** Studio 3H, 50 x 50 ft. with an 18 ft. ceiling. Equipped with three iconoscope cameras, one mounted on a dolly. Film studio equipped with two iconoscope cameras, two 35mm projectors, one 16mm camera. Mobile pickup equipment includes a complete two-camera set of image orthicons, microwave relay link and shortwave relay link.

**Charges:** No charge is made for air time as such, on premise that there are not enough sets in use today on which to project an intelligent rating of television’s real commercial value. For use of studio for both broadcasts and rehearsals (rehearsal-to-broadcast time ratio is normally 12 to 1), charges are: Up to 15 mins. $600.00 15 to 30 mins. 90.00 30 to 60 mins. 150.00 Additional quarter-hours, each 37.50

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<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Football and other sports</td>
<td>CBS Television News</td>
<td>Young &amp; Rubicam</td>
</tr>
<tr>
<td>Sports</td>
<td>Bud Hantz cartoon feature</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
<td>Bob Edge’s Sports Almanac</td>
<td>Bob Edge’s Sports Almanac</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
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<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
<td>Sports</td>
<td>Weather reports</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
<td>Borden Co., Reid’s Ice Cream</td>
<td>Weather reports</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
<td>Bulova Watch Co.</td>
<td>Time signals</td>
<td>Doebert, Clifford &amp; Shelden</td>
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<td>Elgin Watch Co.</td>
<td>Time signals</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
<tr>
<td>Grun Watch Co.</td>
<td>Time signals</td>
<td>Doebert, Clifford &amp; Shelden</td>
</tr>
</tbody>
</table>

**HERE is a summary of vital facts about television stations now on the air and selling time. Condensed to a few paragraphs and tables, the information includes studio and broadcast facilities of each station, names of its key personnel, names of its current commercial programs with sponsors and agencies, and its rate schedule. Stations are: WABD, WNBT, WCBW New York, WRGB Schenectady, WPTZ Philadelphia, WBKB Chicago, and W6XYZ and W6XAO Hollywood.**

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** Broadcasting • Telecasting**
WFIL has just distributed 10,000 Teacher's Manuals to elementary schools in the Philadelphia area. This 96-page book enables the teacher to secure maximum educational value from the "in-school" listening to WFIL's Studio Schoolhouse series.

The "STUDIO SCHOOLHOUSE," now beginning its fourth year on WFIL, has an established place in Philadelphia's school curricula. A survey made by the Philadelphia Board of Education shows that of the 126,025 regular listeners to 13 school programs broadcast by Philadelphia stations, 80,954 or 64.2 percent were listeners to the WFIL "Studio Schoolhouse" series. The survey also shows that the four most popular of these 13 programs were all WFIL productions.

This proven program in the public interest is one of WFIL's many contributions to the Philadelphia community, and one of the many reasons for WFIL's potent appeal to the people of Philadelphia.
With the Capitol Transcription Library Service...

You've got what it takes TO SELL A SPONSOR

SPONSORS WANT BIG NAMES LIKE THESE...

BILLY BUTTERFIELD • DUKE ELLINGTON
JAN GARBER • SKITCH HENDERSON
PEE WEE HUNT • STAN KENTON
GÉNIE KRUPA • EDDIE LE MAR
ENRIC MADRIGUERA • ALVINO REY

Every Capitol Star Is
"We always do our level best, but if THEY hold their noses, we just start over!"
Is Cleveland a major market? Sure! 368,200 families earn $1,777,209,000 a year and spend $910,253,000 in retail sales.

Is Detroit a major market? Sure! 734,100 families earn $3,175,199,000 a year and spend $1,834,878,000 in retail sales.

Is St. Louis a major market? Sure! 453,200 families earn $1,730,046,000 a year and spend $764,972,000 a year in retail sales.

Is WNAX a major market? I'll say it is! 2,022,700 families earn $6,763,960,000 a year and spend $4,143,796,000 in retail sales. More than these other three markets combined. WNAX delivers this market... 1946 Diary Survey proves it. Ask Katz.
U.S. Rubber Learns How to Use Video

Film for Telecast
To Highlight Promotion

By C. J. DURBAN
Assistant Director of Advertising
United States Rubber Co.

WHEN I sat down to write this article, I found there were so many themes which could form a basis for discussion that it was rather difficult to choose one. The analysis of television as an advertising medium, for instance, is tempting. There doesn’t seem to be much material of that kind exact at the moment.

Instead we hear, “Television is a new medium. It must create its material of that kind extant at the moment. We’d better get in there and make black-and-white.”

In starting television experiments for our company early in 1945, I had a very simple idea. “Television is the first advertising medium which makes possible a visual demonstration of merchandise—right in the consumer’s own living room. We’d better get in there and learn how to use it!”

Invited Guest

This simplified the thing a lot. I already knew something about visual demonstrations and their value in sales and sales training work. Next to be kept in mind was that the demonstration on television is going right into the living room. This makes a difference. It demands good taste—good judgment, for after all, the advertiser is in the position of an invited guest in the home, and must remember that very probably the whole family is present.

During the entire first year in television we limited ourselves to such considerations. We put on a total of 27 programs in that time. Our agency, Campbell-Ewald, worked with us closely, building their own knowledge of the medium at the same time.

This year, with the prospect that receivers will begin to reach the market by Christmas and that next year there will be the beginnings of a sizeable audience, we have widened our approach somewhat, and have found one way at least to tie television into our other activities and to justify its cost.

Detroit Jubilee Chosen

Early in May, Paul Mowrey, ABC director of television, approached us with the suggestion that we televise so-called “special events” from films made on the spot and rushed to the telecasting studio quickly enough to still retain their timeliness and news value. His first suggestion for this treatment was Detroit’s Golden Jubilee—a citywide celebration of the 50th anniversary of the automobile. That just happened to hit the spot—for Detroit is the home of our largest tire factory, and many of the U. S. Royal tires which roll from it find their way onto the wheels of Detroit-made cars as original equipment. The promotional possibilities of such a film are entirely apart from television, made it a natural for us. We therefore accepted the ABC proposal with some very definite stipulations.

We wanted a minimum of 20 minutes of straight newswort. No attempt was to be made to inject company “angles.” Editing would be on the basis of news value and interesting action, just as is the case with any newsreel. We wanted top camera men accustomed to this type of shooting. And we must have full rights to the picture thereafter.

Results exceeded our own anticipations, and a trail was blazed which may point the way for other advertisers to tie television in with other promotional activities.

And we have a really top-flight new coverage. Second, the automobile industry itself attached historical importance to the film, requesting prints for their archives—a first, shortly followed by several universities. Before releasing it for any purpose, we added a short introductory sequence, made by Dr. S. M. Cadwell, head of our Research and Technical Development, and a slightly longer trailer showing how we, in U. S. Rubber, are keeping pace with the progress of the automobile.

We now had a complete half-hour of film, which for television or any other purpose, had its own introduction and sign-off. We televised it over five stations, and it now reposes in our own library as a complete “packaged” half-hour television program for later showing over any station we may elect. Beyond that, the “trailer” is in itself a complete commercial which can be used at any time in connection with any live or film telecast.

Good Promotion

But the pay-off—the factor which made it all possible—was the use of the film by our tire dealer as a promotional effort across the country. With the U. S. tire dealer as host, automotive men in nearly every important city in the country will see the Jubilee, and a business relationship which has languished during the war is once more being renewed on film and friendly basis. This will be followed by showings before civic bodies, business organizations, etc., and we may eventually release it to the schools who have already shown their interest.

With the Jubilee film as a pattern, ABC has since filmed for us the Tam O’Shanter Golf Tournament at Chicago—incidentally also televising this direct from the course by mobile pick-up to the B & K station there—the Minneapolis Aquatennial and the Cleveland Air Races. Each of these films will eventually produce so-called “trailer” sequences—the products featured, of course, tying in with the subject matter of the film. Golf Balls, Lastex, and airplane tires—divisions of our company, hit the spot with the pictures, and the resulting completed film will be used by the sales departments of those divisions of our company in hard-hitting sales promotion.

For television purposes we frequently prefer to do the commercial with live talent in the studio—later following approximately the same script for a film sequence.

Following the Minneapolis Aquatennial film which featured water sports, we did a little skit based on a beach party in which everyone was asked to come in 1910 costumes. Later, the “guests” peeled off these cumbersome things to go swimming, revealing the latest in 1946 swim suits made (of course!) with Lastex. Lastex, and following the golf tournament, we staged a live sequence with Ted Prouty of stage and screen playing the typical golf pro, and Jack Malon, a real golf pro from Garden City Country Club, playing himself and dishes out sound advice—which included information about U. S. Royal Golf Balls.

Three More Shows

The result was a rather interesting television presentation—and our Television Dept. now has three more packaged shows and three more diversified commercial shorts. In each case, the featured product carries all costs except the actual television time, but is still retained on our experimental budget. In the course of time, our library of special events films may have considerable value. No newreel company to date has devoted to each of these events, which gives us the most complete coverage available.

Since there has been so much (Continued on page 98)
Get your television station started now with this fully developed, in-production line of RCA equipment.
take the lead in television

The broadcasters listed below have placed firm orders for RCA Television Equipment and will provide television service to a combined audience of 34,000,000 people:

- **WNBT—National Broadcasting Co., Inc., New York, N. Y.
- WTAM—National Broadcasting Co., Inc., Cleveland, Ohio.
- *WTTM—Trent Broadcast Corp., Trenton, N. J.
- *KFI—Earl C. Anthony, Inc., Los Angeles, Calif.
- *KLAC—(Formerly KMTR), Los Angeles, Calif. Owned by Dorothy S. Thackrey, publisher of "New York Post.”
- KKOB—Albuquerque Broadcasting Co., (KOB), Albuquerque, New Mexico.
- KSB—Pulitzer Publishing Co., St. Louis, Mo.,—“St. Louis Post-Dispatch.”
- *KAY—San Francisco. Owned by Dorothy S. Thackrey, publisher of “New York Post.”

*Construction subject to FCC approval
**Already broadcasting on a regular schedule

The companies listed above have indicated by firm orders that they are anxious to start telecasting immediately and have authorized us to say that they plan to start as soon as their equipment is ready and FCC approval is granted. It is interesting to note that ten of the stations are owned by publishers.

The coming months should see all of these stations bringing television programs to their respective areas. Almost every item necessary for a television station has now been fully developed by RCA. Most equipment are now in production. Deliveries have already begun on such items as monoscope cameras and synchronizing generators. Shipments on existing orders for portable field equipment, relays, antennas, 5-kw transmitters, and studio equipment will begin this fall.

It will pay you to investigate RCA television equipment immediately, so that you will also be ready to explore the tremendous potential promised by this new market. Write: Engineering Products Department, Sec. 18-J, Radio Corporation of America, Camden, N. J.

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

In Canada: RCA VICTOR Company Limited, Montreal
NRI Is Prepared to Serve Video, FM

It was such an analysis, corroborated by a number of impartial tests of these several methods, which dictated the beginnings (some 10 years ago) of our technical research program, and which has culminated in the present Audimeter and the Nielsen Radio Index with the largest sample in radio program research.

By planning for the application of the experience thus gained in AM broadcasting, to the new media, FM and television, we have recognized the need in the industry to extend the utility of the Audimeter to these new services. We, of course, have been aware of this obligation for a number of years, and accordingly now have combination AM-FM-television Audimeters under development and test.

Gradually built up over the years, these laboratories—superbly equipped and staffed by 20 full-time engineers and technicians, and supplemented by a staff of able consultants—are producing new Audimeter-equipped electronic and mechanical innovations. The Instantaneous Audimeter, demonstrated first this summer at NRI Open Houses in Chicago, is another product of the laboratories designed to solve and pilot-test one solution to a radio research need.

Not only will NRI be prepared to serve the radio industry via new FM and television Audimeters, when these media reach maturity, but NRI is preparing to offer its clients a valuable service during the forthcoming transition period! Broadcasters and media buyers will soon be facing the question: How much time do people actually spend listening to FM broadcasts, and listening to and viewing telecasts? The answer to this question will materially affect the early pricing of the new media, and will of course determine when the size of the audience merits the advertiser’s dollar. In recognition of the importance of this transitional question, Nielsen Radio Index will be ready to offer its clients data showing, separately for both FM and television, (a) the number of hours of daily use and (b) the number of receivers in use at each hour of the day.

Stakes Too High

Many of today’s leading radio users, realizing that the stakes were simply too big for them to trust to mere human judgment, turned to NRI for Audimeter-produced research data that are accurate and dependable—and susceptible to intelligent diagnosis. The coming of FM and television is almost certain to accentuate the need for program diagnostic analyses, such as duplication studies, and such information is obtainable only from the Audimeter and the Nielsen Radio Index. Furthermore, minute-by-minute data will be an indispensable, factual tool for television programming personnel charged with the responsibility of appraising the weakness and strength of each video program component. Still another important question that the Nielsen Audimeter will be able to answer is this: What effect will town and small city independent FM and video operations have on the size and nature of network audiences?

Problems Are Parallel

The Nielsen Audimeter can be expected to do a top-notch job in measuring FM and television audiences. Telephone techniques will encounter, if they endeavor to measure FM and television, the very same obstacles they were unable to surmount in their efforts at AM. Thus, all the errors and insufficiencies of telephone AM research will apply to attempted measurement of new media as well. Furthermore, the gross errors (both in trend and level) inherent in telephone AM research will probably increase by virtue of ultimate program duplication on the three media, which will require the radio home to differentiate between AM and FM stations, and in some cases, between AM, FM, and video stations.

Discussion of details of NRI procedure for measurement of FM and television audiences seems premature until sufficient sets are in use and enough revenue developed to justify the cost of sound research. Generally speaking, however, it is clear that measurement of these new media involves problems closely paralleling those for AM. The Nielsen Radio Index will solve AM research problems, and having expended more than $2,500,000 to achieve this result—is leaving no stone unturned to make sure that the techniques for FM and television audience measurement are ready when the industry is ready.
The Management of Radio Station KSD is pleased to announce that plans are well under way for these two NEW Media of Entertainment and Public Service which will be designed to provide St. Louisans with improved sound broadcasting and completely new visual broadcasting—presented in accordance with the traditional high standard of programming and advertising acceptance which, for nearly a quarter of a century, has characterized the operation of KSD.
Double image scanning . . . film sequence insertion . . . small scale sets . . . process shots . . . lighting tricks . . . microphone arrangements—these are elements from which special television effects are made.

The long experience of NBC crews, the dexterity of control board technicians, the imagination of producers and directors—these are the skills which build exciting illusions when a video script calls for special effects.*

WHAT MAKES WNBT TODAY'S BEST BUY IN THE TELEVISION MEDIUM?

In every aspect of show after show on WNBT, NBC demonstrates the result of television's perfect working combination: an expert staff with years of continuous practical experience behind them, facilities that are the finest in television.

Whatever your requirements—whether you produce your own show with NBC experts . . . whether your ideas are developed and produced by NBC . . . or whether you sponsor programs built and broadcast by NBC—WNBT offers unique advantages and economies built by continuous, practical broadcasting—the longest in television.

* "From the technical viewpoint, 'Blithe Spirit' was transferred to the fluorescent screen like a finished product with polish, fluency, and compactness . . . the technique depended here on highly mobile camera units for a fluid vision. The trick shots demanded by the story with its materialized ghosts were also neatly processed with typical Hollywood expertness . . . This is television as it should be."—VARIETY

WNBT NEW YORK
NATIONAL BROADCASTING COMPANY
A SERVICE OF RADIO CORPORATION OF AMERICA
20,000 Television Sets for Christmas

Manufacturers Say Production Is Started

BETWEEN 20,000 and 30,000 television receivers will be produced and delivered to dealers in time for pre-Christmas purchase, according to a survey of video set makers conducted last month by Broadcasting. Sight- and sound-sounds are beginning to trickle off production lines; the tempo will increase steadily from now on, hitting its stride sometime next year, these manufacturers predict, always adding a cautious phrase to the effect that this will occur if there are no repetition of the shortages of parts and materials that held back production during the first half of 1946.

Video set prices will range from the $180-95 for Viewtone's table model with a 7" tube to $3400 for the Du Mont console that contains a 20" viewing tube that tilts back into the cabinet when not in use, plus AM and FM receivers and an automatic record player. Nearly 20 companies announced plans for entering the video set field sooner or later. About that number did not reply to the letter and presumably have reconsidered their previous plans for making such sets.

Plans of the individual companies follow:

Andrea Radio Corp. plans to produce four combination console models, may add one or more table models; hopes to start production in November if materials are available, to start deliveries about Jan. 1. Tentative retail prices: $450 for console with 10" screen, AM, FM; other models including automatic record players as well as AM, FM, will run $650 for 10" screen, $750 for 15", $1,000 for 15" by 24".

Expect 7,000 Teletsets

Allen B. Du Mont Laboratories is now producing direct-viewing models under copyrighted name of Teletsets, expects to deliver 7,000 sets to dealers this year. All models are consoles with AM, FM, contain 42 vacuum tubes, 14 circuits, four chassis. Starting with a 12" tube set at approximately $700, Du Mont line includes several $1500 models with 15" tube, short-wave band and automatic record player as well as AM and FM, and several sets at $2400 with all those attributes and a 20" direct-viewing tube that tilts up when not in use to save cabinet space.

Emerson Radio & Phonograph Corp., will get into production later this fall with two models, a table set with a 7" viewing tube designed to receive only television sight and sound, and a chairside console model that includes standard radio reception. Table set will retail for about $150; chairside model for about $250. Emerson originally planned to begin production in July, but 10,000 sets this year. Company now is making no predictions except to get as many sets as possible to dealers before Christmas.

Espey Manufacturing Co. hopes to have table models on the market next spring, with larger sets to follow. Table models will have 7" tube, video sight-and-sound only, retailing at about $950. Consoles with 12" tube will start at about $400, run to about $750 with AM, FM and automatic record player; models with larger tubes will be priced up accordingly.

Farnsworth Plans

Farnsworth Television & Radio Corp. is scheduled to start production of table models this month, anticipates getting several thousand sets on the market by December and, "unless new problems arise in the procuring of parts and materials," a steadily increasing number thereafter. With 22 tubes, a 10" semi-flat face viewing tube in a cabinet of tear-drop design with chrome ventilation louvres, the direct-viewing table model will provide television sight and sound, will be priced between $250 and $300. Farnsworth also plans console models to go into production soon, including television-phonograph-radio combinations, both direct viewing and projection, latter with a 16" by 22" translucent screen.

Galvin Manufacturing Corp. reports "several models in development which we expect to be marketed before many months have passed, but prefer to withhold any comment about them until they are ready for market."

Raytheon Manufacturing Corp. expects to have models on the market during November. Set, measuring 21" by 16" by 14½", receives television sight and sound only, will be priced between $150 and $200.

RCA Receivers

RCA Victor Division of RCA is getting two receivers into production, table models with 7" by 10" direct-viewing tubes. Sets, designed exclusively for television sight and sound, will go on sale to the public in November. RCA expects, at prices ranging upward from $225. Additional models, including combination consoles and large screen projection sets, will be released by RCA early in 1947, according to present plans.

Stewart-Warner Corp. expects to (Continued on page 93)
TIME MEANS MONEY—EARNED!

- The hour glass and scythe have long been familiar as the age old symbols of time. Today's fast moving world turns to the observatory at Palomar, California for a more modern emblem of accuracy and time keeping.

There's another symbol, the letters WCBM, that's as important to time-buyers as Palomar is to time-keepers. Time-buyers have found out that time on WCBM means money earned through sustained and increased sales volume in the Baltimore Market. For results that count, put WCBM on your radio schedule.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

John Elmer, President

George H. Roeder, General Manager
Joske's Had to Be Shown—And Was

Clinical Test Brings Business Gain And Widened Trading Area

By J. FRANK BEATTY

RADIO belongs in the department store advertising budget. Documented proof—and it's highly convincing proof—comes from Joske's of Texas, one of the largest department stores in the nation, which last year undertook a clinical test of the effectiveness of broadcast advertising.

The results of this 12-month analysis, on which the eyes of the retail world have been focused, surprised all those who participated as well as broadcasters who knew all along that radio belonged in the department store budget. These results are being distributed to broadcasters by the NAB.

The Results

In a nutshell the Joske test shows:

- Addition of skilfully planned, adequate and consistent broadcasting to the department store budget increases business, enlarges volume and widens the trading area at a very low cost.

The report contains chapters on "Planning" and "Results." Three additional chapters will be added this month, "Copy," "Programs," and "Promotion and Merchandising." Copies of the entire volume will be available at NRDA and NAB for $5.

The Joske Study was conceived Nov. 4, 1943, when James H. Calvert, president, and James H. Keenan, vice president in charge of sales promotion of Joske's of Texas, attended the NAB's Air Force and the Retailer movie and presentation.

Talking with Hugh Halff, president and general manager of WOAI San Antonio, after the presentation, Mr. Calvert offered the cooperation of his store in a comprehensive study of radio in retailing. NAB and San Antonio stations accepted the invitation. Joske's agreed to enlarge its advertising budget by an amount that would go 20% to radio without cutting into other media.

This six-fold series of specific objectives was adopted:

1. To increase store traffic and sales.
2. To identify the store with leading civic groups.
3. To extend the store's trading area.
4. To supplement its current advertising.
5. To strengthen its position with resources.
6. To give new impetus to selling personnel.

Fifty-four programs and 109 announcements weekly on five stations were added to the Joske's promotional program, with changes made frequently. A radio department was established in charge of Lee Hart.

Thus developed what is described as the "most extensive and intensive schedule of radio advertising ever used by a department store.

Planning and preparation of the report were in charge of two committees.

Representing retailers were: James H. Keenan, vice president in charge of sales promotion, Joske's of Texas; Russell A. Brown, vice president in charge of sales promotion and on-air personality, Allied Stores Corp.; Willard H. Campbell, publicity director, Sibley, Lindsay & Curr Co., Howard P. Abrahams, manager, sales promotion division, National Retail Dry Goods Assn.; Walt Dennis, radio and television director, Allied Stores Corp.

Representing broadcasters were: Cecil K. Beaver, general manager, KTBS Shreveport; James Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Lewis H. Avery Inc.; Walter Johnson, assistant general manager, WITC Harford; Frank E. Pellegren, director of Broadcast Advertising, NAB; Lee Hart, assistant director of Broadcast Advertising, NAB.

Decision was reached to add only programs to the Joske radio schedule, continuing the 109 announcements per week on the air. It was felt that programs would encourage a larger, more loyal listening audience and offer the store a chance to correlate the nature of the radio program and the advertising.

Recommended were 54 weekly programs. This coverage thus would reach more potential customers and more types of potential customers at more frequent intervals, and could be programmed to serve specific needs of more departments of the store.

Key factor was the beaming of each program at a specific audience with a specific set of objectives. The beam technique is stressed all through the Joske report.

All the programs recommended were of a type that any station or store in the country could produce, with simplicity of format adhered to even at the expense of effectiveness.

Stations' Responsibility

In the early stages of the study it was found that San Antonio lacked production personnel, program talent and skilled copy writers, part of the dearth being attributed to wartime personnel shortage. This led to the observation that a prime responsibility of stations is the training of writers, improvement of production facilities.

(Continued on page 87)
Defamation Suit Filed
For Former B & W Show
CHARGING "defamation of char-
acter," John J. Hunter, Indian
agency employe, Sept. 19 filed
suit for $108,000 in Chicago's U. S.
District Court against NBC, Rus-
sel M. Seeds Co., Chicago, and
Brown & Williamson Tobacco Co.
Mr. Hunter charged that as a
result of a radio dramatization
mention of his name, and that of
his wife, Jessie, his friends held
mention of his name, and that of
result
For Former B & W Show
in 1940-41), was cleared through
B & W for Wing cigarettes on NBC
Wings of Destiny,
that
blizzard
newlyweds, were marooned by a
NBC), which had been dropped to
referred
him in contempt and in fact "put
Brown & Williamson Tobacco Co.
sett
Circuit Court against NBC, Rus-
suit for $100,000 in Chicago's U. S.
agency

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

WPTF's Primary* Tops 41 States in Farm Income!

*PRIMARY...
71 counties in North Carolina, Virginia and South Carolina where 77% of the people listen regularly to WPTF. (Latest NBC Survey)

The Farm Giants

California . . . . $1,851,510,000
Texas . . . . 1,954,560,000
Iowa . . . . 1,441,490,000
Illinois . . . 1,257,320,000
North Carolina . . . 979,220,000
Minnesota . . . 904,890,000
Ohio . . . 813,230,000
WPTF's Primary . . . 804,956,000

Followed By The Other 41 States
(Sales Management Estimates)

WPTF

680 50,000 WATTS
KC 50,000 WATTS
NJ

Raleigh, North Carolina

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

Telecasting

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

Program Needs of Rural Areas
Stressed to Sholis by Wilson

M. L. WILSON, Federal Extension Service director, Agriculture Dept., reiterated last week that "farm people have a right to good radio reception at convenient times and that much of the information must be presented in terms of local farm problems."

In a letter to Director Victor A. Sholis of the Clear Channel Broadcasting Service, replying to Mr. Sholis' attack on memo to FCC regarding farm programming on various types of stations [Broadcasting, Aug. 6, 12], Mr. Wilson wrote:

"I do feel that some programs of special interest to farmers should be available during the choice listening night hours. I did not say that those programs should be the same type of programs that we have on the less competitive, less valuable daytime hours. I am convinced, though, that we will not build adequate services to farm people until the broadcasters and educators get together in providing needed facilities and pro-

 grams."

He suggested that in the fields of economics, national policy and foreign situations "there must be programs cued to their special needs during convenient times when farmers in those areas can get the clear channel stations."

The Federal Extension Service is planning further independent radio research in terms of educational service to farmers," Mr. Wilson asserted, inviting Mr. Sholi-
s to submit "further facts or suggestions you have."

"It is difficult for me to see what the statistics of stations listened to most has to do with those listened to most for farm service pro-
gams," he said in answer to some of the figures cited in Mr. Sholis' letter "I wasn't very much im-
pressed with some of the points in your letter because they dealt largely with details of the Census Bureau study [of rural reception, introduced in the FCC clear chan-
el hearings]," he added. "I am more concerned with the broader job of providing good radio serv-

ice to farmers."

Mr. Wilson said he was "pleased" to comply with the CCBS direc-
tor's request that the Sholis letter be sent to State extension directors and editors who received the Wil-
son memo which it undertook to answer.

TELE MUST BEWARE OF COMMERCIALISM

TELEVISION must avoid sinking into a state of commercialism if it is to realize its full growth, ac-

con to Joseph Gerl, president of Sonora Radio & Television Corp.

Speaking before the Poor Rich-
ard Club, Philadelphia, last Tues-
day, Mr. Gerl suggested television
set manufacturers and television
broadcasters set up an industry-
wide committee to draft and en-
force a code of ethics against ex-
cessive commercialization in the
new industry.

"Without such a committee," said
Mr. Gerl, "there is a danger that
television may turn out to be noth-

ing but a complicated mechanism operated for the sole purpose of selling mouth wash and deodor-

ants."

On the advertising possibilities of television Mr. Gerl said: "Televi-
sion as an advertising medium
will complement all other forms of advertising, and will be used mainly
to show a product and demonstrate how it works." He added that television would not compete with newspapers or magazines.

The nation's employment will be considerably abetted by the growth of television, the speaker said. With the industry expecting to sell 25,-

000,000 sets in the next 10 years, it is estimated to give employment to at least 2,500,000 ranging from the actors in shows, to people sell-

ing and servicing sets.
who said radio is afraid of controversy?

In some quarters there still seems to be an impression that radio won't touch controversial issues with a twenty-foot pole.

Broadcasters, it's said, are scared stiff of offending somebody. Advertisers. Agencies. Financial interests. Or some other bogey-man.

The only explanation for such statements is that the people who make them don't listen to radio.

Certainly they haven't heard programs such as KDKA puts on the air each Sunday afternoon from 4:30 to 5:00.

This choice half-hour period could be sold commercially at the drop of a hat. But it's not for sale. It is dedicated to the proposition of better citizenship in the Pittsburgh territory, with chips falling where they may. It brings up ugly facts that might be, and often are, kept hidden. It crusades against intolerance. With both fists (and sometimes with bruised knuckles) it fights discrimination against any of the minorities that live and work in this busy tri-State area.

It goes to bat for veterans. It combats inflationary trends. It seeks to shake, shove, or shame every listener into recognition of citizenship's responsibilities.

If that's not controversy, we don't know what the word means.

To produce and broadcast a program like this takes courage. Plenty of courage. But KDKA has no monopoly on radio's supply of intestinal fortitude. Many other stations, in requesting copies of these KDKA-created scripts, show an equal desire to serve the public by hard-hitting promotion of citizenship...with mighty few qualms as to controversy!

Programs in the public interest are an institution at KDKA...and a cornerstone of Westinghouse policy.
ABC Video
(Continued from page 17)

don’t get enthusiastic about it. We don’t expect them to and there is no reason why they should. They all know that someday we shall have pretty definite ideas about what we want and what we don’t want. Because we have had experience with all types of equipment and various types of studios. This has been extremely valuable. No one else, through the simple process of trial and error, knows so well the good and bad features of so many different set-ups. And as a result we don’t get enthusiastic about it. We don’t expect them to and there is no reason why they should. They all know that someday we shall have pretty definite ideas about what we want and what we don’t want. Because we have had experience with all types of equipment and various types of studios. This has been extremely valuable. No one else, through the simple process of trial and error, knows so well the good and bad features of so many different set-ups. And as a result we

From our work at WABD we learned the importance of big stu-

Elevated Control
Another lesson taught us at WRGB is that an elevated control room gives a director better command of his show. In our studio the control rooms will be 10 feet above the studio floor.

There are more “musts” for our studios. We intend to build them in pairs, both the same size, separated only by a hallway. We want our prop and costume rooms to open directly into the studios. And we want all of our studios to be on the ground floor. This is important because it simplifies moving props and equipment in and out because it permits us to bring heavy objects into the studios.

One final point. When we equip our studios we shall have the latest and most modern equipment throughout. It is a happy situation not to be saddled with a lot of semi-obsolete stuff that we can’t afford to throw away.

ABC television is like a man who has practiced at golf with rented clubs. Although some were a little too long and others a little short, he learned the game and now wants his own matched set of exactly the right weight and balance, so he can start breaking par.

SHEEHAN WILL HEAD SHORTWAVE OFFICE
JOHN SHEEHAN, former chief of the Office of International Information and Cultural Affairs facilities branch, New York, has been appointed associate chief of the International Broadcasting Division OIC, Department of State, in charge of the New York office. He succeeds Wilfred S. Roberts, who has resigned to return to private industry.

John C. Doud, formerly assistant chief of the facilities branch, has been appointed chief of the facilities branch, the post vacated by Mr. Sheehan.

Active in radio broadcasting for the past 25 years, Mr. Sheehan joined the OWI in 1942 as chief of the broadcast branch and continued in that position when the OIC was established early this year as a unit of the State Department and took over his overseas broadcasts. Before the war Mr. Sheehan made his headquarters in Schenectady where he managed General Electric’s shortwave stations for six years.

Mr. Doud has been associated with the broadcasting and communication field for the past 12 years and served as CBS facilities supervisor and assistant traffic manager previous to his joining the OWI in 1942 as traffic manager for shortwave broadcasts.

Shortage of Channels
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SHEEHAN WILL HEAD SHORTWAVE OFFICE
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Why ABC won the ATS award for Commercial Television

Practical television on an economical basis puts ABC first in the commercial field

The American Television Society Award “in recognition of the year’s outstanding contribution to the development of television commercially” was recently won by the American Broadcasting Company.

The winning of this award points again to the sound commercial policy ABC set up when its Television Department was established over a year ago:

“Build shows which are economically practicable for advertisers—considering present audience limitations. And help advertisers build effective commercials that will really sell their products by television.”

This is what ABC has been doing and plans to keep on doing. Advertisers need an opportunity to experiment at low cost with this powerful new medium. They need a chance to gain experience, learn new techniques, develop an understanding of television methods so that they will be able to take full advantage of television as it comes of age.

To give advertisers this opportunity, ABC started out by using tried and proved radio programs and techniques—adapting them to television in the most practical and economical ways. At the same time, ABC gave advertisers the benefit of rich radio programming experience in developing new shows for video.

And to keep costs in line with today’s limited television audiences, ABC charges nothing whatever for air time!

At the right is a list of advertisers who got their start in television on ABC. As a result of that experience, many are making plans now for extensive use of television in the future.

The time is past for just thinking about television as the advertising medium of the future. It’s here, right now, and ABC is busy helping many a wide-awake advertiser get in on the ground floor. Why not you?

SEND FOR FREE BOOKLET. If you’d like to see what ABC has already done in the field of commercial television and plans to do in the future, just drop a note to ABC Television, 33 West 42 Street, New York 18, N. Y., and ask for your copy of “The Show’s the Thing.”

ABC American Broadcasting Company  FIRST IN TELEVISION THAT SELLS

NOW OPERATING IN: NEW YORK • CHICAGO • PHILADELPHIA • WASHINGTON • SCHENECTADY

Here are some of the commercial programs televised by ABC

FIT FOR A KING  (Chevrolet Motor Co.)

HERE’S MORGAN  (Adler’s Shoes)

THE FITZGERALDS  (Gertz Department Store)

CHIME TIME  (A. E. Rittenhouse Company)

WRITE ME A LOVE THEME  (Swift & Co.)

ELK’S PARADE  (U. S. Rubber Company)

MINNEAPOLIS AQUATENNAL  (U. S. Rubber Company)

NATIONAL AIR RACES  (U. S. Rubber Company)

SARATOGA RACES  (Berkley Corporation)

LET’S PLAY THE GAME  (Alexanders Stores)

LADIES BE SEATED  (J. T. Esbick, Inc.)

EASTER PARADE  (Esmond Mills)

DETOIT GOLDEN JUBILEE  (U. S. Rubber Company)

MISS AMERICA PAGEANT  (George W. Lux Co.)

LETTER TO YOUR SERVICE MAN  (John Donald, Inc.)

BREAKFAST CLUB  (Swift & Co.)

QUIZ KIDS  (Mills Laboratories)

LADIES BE SEATED  (Chef Day-A-Dee)

TIME BREAKS  (Walsham Watch)

ESQUIRE ALL-AMERICAN BOYS’ BASEBALL GAME  (Esquire Magazine)

And ABC is always out in front with public service features like these:

82nd Airborne Division Victory Parade

Opening Day, UN Security Council National Aviation Show

Memorial Day Parade

Operation Crossroads

Staten Island Fire

America’s Town Meeting of the Air

Irene Wicker Series

Roosevelt Memorial Program

Washington, D. C., Planning Committee

Navy Day Activities
FCC Approves WMRO
And WJXN Transfers
VOLUNTARY transfer of license of two standard stations—WMRO Aurora, Ill., and WJXN Jackson, Miss.—was approved by the FCC last Monday.

WMRO was assigned from Martin R. O’Brien, sole owner of the station, to WMRO Inc., a new corporation. Mr. O’Brien is president and owns all of the stock.

WJXN assignment involves the realignment of Ewing Broadcasting Co., licensee of the station, to include as an equal partner Myrtle M. Ewing, mother of P. K. Ewing Jr., and F. C. Ewing, who previously had 50% interest each.

KROP Brawley, Calif., claims to be lowest station in the country, located 169 feet below sea level. Going to other extremes, Broadcasting Corp. of America, operator, is building its 340,000-watt station, 9,000 feet above sea level.

Use Radio, Magazine Methods
For Video Advises Ted Schulte

FOR TELEVISION to do the selling job it is capable of, radio and magazine techniques must be not only combined but modified, Ted Schulte, television producer for J. Walter Thompson, has concluded from a series of Elgin watch commercials on WBKB Chicago video outlet.

Video Suggestions

From experience in producing the series, Mr. Schulte says he reached the following general beliefs about television commercials:

1. Show the product in use whenever possible.
2. If there is an “argument” sales message, try carrying it by unseen voice. “Integrated” commercials are confusing unless skillfully managed.
3. Keep entertainment and the commercial message well balanced.
4. With more equipment and space available, present limitations will soon disappear and much new information will be discovered.

Convincing the audience of the visual reality of characters in television is the first essential, Mr. Schulte decided. Testimonial representations require particular care.

Because viewers won’t accept anomalies, actors must be placed in real situations and must speak credible lines for real people in such a setting, he explained.

One of the most effective techniques so far discovered, according to Mr. Schulte, is the use of an off-stage voice to carry direct commercial messages while visible characters present illustrative action in pantomime.

“This approach we’ve found to be satisfactory in our Elgin experiments, particularly for the shorter commercial sequences,” he said. “Both the primary and secondary advantages of the product can be shown quickly in this way without the conflict which sometimes occurs.”

The visual action, he emphasized, is important not only as an illustration of the commercial message. It is also essential to hold eye-interest, no matter how gripping your audio presentation may be.

Audience reaction to television is stronger than to radio, he pointed out, since people must watch as well as listen to what’s going on, concentrating more attention on the show. This creates nervous tension with the risk of bad temper and easier disappointment. On the other hand, a pleased television audience reacts more quickly and completely, Mr. Schulte’s experience indicates.

Hoover Warns of ‘Isms’
Projected Into Radio

COMMUNIST influence “has projected itself into some newspapers, magazines, books, radio and the screen,” J. Edgar Hoover, FBI chief, told the American Legion at its annual convention in San Francisco Monday. He called upon the Legion to fight Communism, declaring that if Communists get control of the Government, “liberty for Americans will be but a haunted memory.”

He said the U. S. faces “two great menaces,” Fascism and Communism. “Both are materialistic; both are totalitarian; both are anti-religious; both are degrading and inhuman,” said the FBI chief.

Jetflow Plans

HAMILTON ROSS JETFLOW Corp., New York (Jetflow Ball Pen), has appointed M. M. Owen Co., New York, to handle advertising. Firm, which has appropriated a first year budget of $1,000,000, plans to sponsor a network show. A national spot campaign is being planned to get underway within the next month.

Extremely attractive

HOUSE IN
THE COUNTRY
available for one year lease.

For details see page 75.
WHO'D HAVE THOUGHT IT!
JUST THIRTY DAYS OLD—AND

Memphis' Independent Station IS
SECOND IN OVER-ALL LISTENING AUDIENCE IN
Memphis
THE SOUTH'S GREATEST MARKET

WHHM DELIVERS MORE LISTENERS PER
DOLLAR SPENT THAN ANY OTHER MEMPHIS STATION!

HOOPER STATION LISTENING INDEX
City Zone

<table>
<thead>
<tr>
<th>INDEX</th>
<th>SETS</th>
<th>WHHM</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>OTHERS</th>
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The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mentions") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

* * *

BROADCASTING • Telecasting
October 7, 1946 • Page 37
Video Equipment Manufacture Still Slow

However, Prospect Bright as Output Increases

THE STATUS of television transmitters and studio equipment is much the same as the next year's receiver situation—some equipment is being delivered to video broadcasters; more is in production; still more will start flowing during the early months of next year.

Some licensees who have orders in for equipment hope to begin operations by the end of the year, others by spring. It seems doubtful that any orders for full layout not already in will be filled before late spring or summer. Material shortages, governmental restrictions on construction and other factors have delayed one's parts to delay the inauguration of television broadcasting in a number of cities that have expected video service before this. But the tide seems to be turning, albeit slowly, and unless new handicaps occur that are not at present anticipated, television should move forward rapidly during the next year.

Following are the tentative plans of the major manufacturers of television transmitters and other equipment for picking up and broadcasting video programs:

**Du Mont Labs**

Allen B. Du Mont Laboratories is now producing its new television transmitters that include control console, modulation monitor, frequency dissector, wave from monitor, etc., providing in effect a master control monitor for the transmitter with each one. The set-up for use on channels 1 to 6, with five kw video and 2½ kw audio output, is priced at $59,400. The transmitter for use on channels 7 to 13, with ½ kw video and audio output, is priced at $64,800.

Du Mont also has in production its new image orthicon field pickup equipment, priced at $25,000 for the dual camera chain and needed supplementary equipment. Camera unit includes handle grip controls for the electronic viewerfinder and focusing; all assemblies in the camera are mounted on hinged bases for easy accessibility. Chain also includes a pickup auxiliary unit for each camera providing compensation for signal lag in long cable distances, camera control and monitor unit for each camera with a 7" picture tube and a 3" signal monitor to give wave form; a sync generator, like the camera unit, hinged to avoid hidden parts; a mixer-amplifier-monitor unit, with fingertip controls and switching buttons for four cameras in case original unit is not sufficiently expanded, and an automatic lap dissolve as well as a manual mixer for lap dissolves or fading; a mon-

**General Electric**

General Electric Co. has designed its new television equipment on the basis of the more than 2,800 hours of operation of the GE video station, WRGB Schenectady, including the production of some 1,800 television programs. Company expects to begin delivering studio equipment early in 1947, with new remote pickup equipment now in development ready about June.

New GE studio camera is much lighter than the prewar camera, weighing about 75 pounds. Camera's optical system consists of a four-lens turret carrying two matched sets of lenses, one with a focal length of 5 inches, the other 10 inches, controlled by handles projecting from the rear of the camera. Unit is mounted on a hydraulic dolly which can be handled by one man. Studio camera channel, including camera, lenses, dolly, camera control console, channel rack equipment and camera cable, is about $11,600.

Program control console, used by the program director, technical director and audio technician to select the picture and audio sources and give overall supervision to the program before it goes to the transmitter, is priced at $5,800. GE studio lights are 1 kw water cooled mercury vapor lights, usable as either spot or flood lights by changing the door glass. Producing much less heat than usual studio lights, these are priced at $750.

GE'S new 5 kw visual transmitter using the low level modulation system and its companion 2½ kw audio transmitter with the new phasitron circuit, is priced at $93,800. Like the studio equipment, the transmitter will be available after the first of the year.

**Federal**

Federal Telephone & Radio Corp. plans to continue its development work with video equipment, including transmitters for color and high definition black-and-white, studio equipment, high-gain antenna permitted by use of higher carrier frequencies and the application of Pulse Time Modulation to video broadcasting and relaying. The Federal Laboratories designed and manufactured the color transmitter used by CBS and is licensed by the network to make color pick-up equipment. Federal reports that it has several other color transmitters under construction and is also prepared to supply transmitting equipment for high definition black-and-white images. On the present custom built to order basis, the cost of a color video transmitter is about $70,000.
FCC Announces Six Are Operating; 32 as CPs

Six television stations in the U. S. have licenses and are in operation, construction permits have been issued for 32 others, and applications for 40 are awaiting action by the FCC. The 32nd outstanding construction permit was granted last Monday to William Penn Broadcasting Co. (WPEN) for a new Philadelphia station on Channel 11 (192-198 mc) with 25 kw visual and 26.4 kw aural power and antenna height of 676 feet. It is the third grant for Philadelphia, where Philco’s WPTZ is on the air on Channel 3 and the Inquirer’s WFIL has a permit for Channel 6. Meanwhile a report on the status of all outstanding commercial video applications released Monday by the FCC, showed that substantially more than half of the cases awaiting action are in that category because of hearings.

Licensees: and CPs as of Oct. 1, 1946

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>AM or外资 Interest</th>
<th>Frequency (mc)</th>
<th>Effective Peak Power (in kilowatts)</th>
<th>Visual</th>
<th>Antenna Height Above Ground (in feet)</th>
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Video Applications

Applications Designated for Hearing andAwaiting Decision

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<td>Earl C. Anthony Inc.</td>
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<td>Hughes Productions</td>
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<td>Don Lee Bcstg. System</td>
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<td>Dorothy S. Thackrey</td>
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<td>Time-Mirror Company</td>
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<td>Deja Memorial Radio Fund</td>
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<td>News Syndicate Co. Inc.</td>
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<td>WBCO, Inc., Brooklyn, N. Y.</td>
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<td>Dan Lee Bcstg. System</td>
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<td>Hughes Productions</td>
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<td>Dorothy S. Thackrey</td>
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<td>Time-Mirror Company</td>
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<td>United Detroit Theatres Corp.</td>
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<td>Allen B. DuMont Labs. Inc.</td>
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<td>Intermediate Circuit Inc.</td>
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Also Announces Promotions For Five Executives

PLANS to increase radio research and development by the addition of 609 audimeters were announced this week by the A. C. Nielsen Co., Chicago, marketing research organization.

Arthur C. Nielsen, president, said the increased number of audimeters would bring to a total of 2000 the sets used to audit each quarter hour period, but sized that the number of homes to be sampled. The additional instruments, he said, have been ordered due to favorable reception of the plans recently to WLW, WOR and WGN, to augment the regular Nielsen Radio Index sample. Installations in other cities are contemplated after completion of the Chicago and New York pilot operations.

Mr. Nielsen declared.

The company also announced a number of executive promotions, with five Nielsen officials being promoted to vice presidencies. These include A. B. Crawford, M. F. Chapman and E. A. Pettersen of the New York office, J. D. Pope of the Chicago office, and H. C. Cookes of the Toronto office.

J. P. Napier, president of the Nielsen Co. of Canada, has returned to the Chicago office to direct development of all new types of Nielsen research. He is successor of D. M. Prather, a client executive in the Chicago office for eight years and vice president for the firm, was named vice president, he has been appointed assistant to the president, Mr. Nielsen said.

To Hold Ball

RADIO DIRECTORS GUILD, New York, will hold its first ball Nov. 25 at the Grand Ballroom of the Waldorf-Astoria in New York. Ed Byron, president of the guild, has appointed Theodore L. Weintraub & Co., New York, as general chairman of the ball committee.

Applications Being Processed

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Nielsen To Increase Audimeters in Use

Crosley Bcstg. Corp. of America, Riverside, Calif., Minnesota Bcstg. Corp. of Minneapolis, Minn., Associated Broadcasting Corp. of San Francisco, Calif., WGN Inc., Chicago, Ill., and W. H. Block Co., Indianapolis, Ind.
Metropolitan News Roundup...
Until WEAF started its newest program, Capetown and Murmansk were nearer than Larchmont, Brooklyn Heights, New-ark, Riverdale or Flushing. To radio listeners within a 50-mile radius of New York City, word from Capetown, South Africa—on such newscasts as NBC’s World News Roundup—was more familiar than news of their own neighborhoods.

But now these and scores of other communities receive local on-the-spot, integrated newscasts each Monday through Friday. Headlines, bulletins and human interest stories are broadcast from 12:15 to 12:30 p.m., direct from the newsrooms of co-operating newspaper organizations: Bronx Home News, Brooklyn Eagle, Long Island Daily Press, Newark Star-Ledger and the news bureau of the Westchester County daily newspapers. Specially assigned newscasters are called in by the WEAF newsroom to report the day’s events hot-off the editors’ desks.

The result: Metropolitan News Roundup, a program alive with local interest, tailored expressly for WEAF’s home-town communities. Further result: WEAF becomes the first station to offer a co-ordinated local news service, in addition to superlative worldwide coverage.
NBC Leads in Television Network Plans

Progress Reported In Coaxials, Relays

NBC, which 20 years ago this fall put together the first permanent radio network to such good effect that its facilities have ever since been first in the field for network advertisers, bids fair to duplicate that achievement in television. Working without fanfare, NBC has taken television very seriously, and, having advised them on the planning, construction and operation of video stations based on NBC's own experience with more than seven years of telecasting on a regular schedule, has pointed out the advantages of getting into television as early as possible.

One result of these missionary labors is that of the 36 video stations authorized for commercial operation—six now on the air, 32 with construction permits—18 have been assigned by NBC to its affiliates. The network itself operates WNBT New York; has construction permits for stations in Washington, Chicago, and Cleveland. It hopes, to be on the air in Washington by the end of this year.

At that time, NBC will begin regular network service between New York and Washington via AT&T's coaxial cable, on which NBC will travel largely from New York to Washington at first, as the freeze on construction and the difficulty in obtaining studio equipment has held up completion of Washington video studios, but NBC hopes shortly to start networking programs from the Capital.

NBC affiliates already holding video construction permits include: WBZ Boston, WBAI Baltimore, WJW Detroit, KSTE St. Paul, KSB St. Louis, KOB Albuquerque, WBBB Buffalo, KGW Portland, WJAC Johnstown, WJAR Providence, WBAP Fort Worth, KDTL Salt Lake City, WMFB Richmond.

ABC, which has been experimenting with video production for more than a year, purchasing or renting equipment, is ready to get into television. With the air with one station of its own by the first of the year. If it has received a CP in New York by that time, the first ABC television station will be built in that city. If not, ABC will make its television sta-

tion debut in either Chicago or Detroit.

In view of the FCC ruling limiting video station ownership by a single organization to five, ABC chose its cities on the following three factors, according to Paul Mowrey, national director of television:

1. Proximity to NBC standard radio stations: When both types of stations operate in the same city, each increases the value of the other. Additionally, information and services and personnel can be exchanged to the advantage of both.

2. Proximity to potential television advertisers: A television broadcaster cannot sell a show by describing it or by putting it on a platter and playing it in an advertiser's office. A prospective sponsor wants to see the show he's buying. Consequently the importance of building studios near those industries and businesses most likely to advertise over television.

3. Proximity to entertainment talent: Although this point is not so important as the other two, it was given consideration in the selection of cities.

Widely Separated

"In addition to these points," Mr. Mowrey added, "ABC of course recognized that its owned and operated stations should be widely distributed to facilitate coverage of special events which we believe will be even more important in future television programming than it is today.

In lining up video affiliates, Mr. Mowrey said that ABC is giving first refusal to its AM outlets but that in cities where the ABC station is not interested in going ahead with television other affiliations will be made. A number of stations are already lined up and will be announced shortly, he said. Mutual expects to operate in television as it has in AM broadcasting, without owning or operating its own television stations. This plan may be changed as local interest grows.

NETWORKS may be even more important to television than to radio because of higher cost of producing television shows. Progress is being made in many types of long distance transmission systems including coaxial cable, radio relay, the dramatic Stratovision, and others. Here is a summary of them all.

WABD, and an experimental station, WSXWT, in Washington, where it has received a commercial video CP. Company has applications for other commercial television stations in Pittsburgh, Cleveland and Cincinnati and in addition to its own stations expects to line up affiliates from coast-to-coast. Also under consideration is a Du Mont network of some 50 stations in operation within three years.

Networking of television programs has to date consisted of providing special events on film to stations either by the network, such as the Lincoln's Day ceremonies, or by placing programs on film until coaxial cable transmission is made possible. Several companies are developing micro-wave radio relay systems which can be used for sending video programs across the country.

All companies intending to provide video programs will have the same general idea of providing their affiliates with programs on film until coaxial cable transmission is made possible.

American Telephone & Telegraph Co. first tested television transmission by coaxial cable before the war between New York and Washington by laying cable early in 1940 connecting the Republican National Convention of 1940 from Philadelphia to New York for broadcast by WNBT. The Washington-New York link of coaxial was the next to go into video service, making its debut by sending the Lincoln's Day ceremonies on film to New York in February of this year.

AT&T Pushing Cables

AT&T is pushing cable installation rapidly, hopes to have a transcontinental hookup completed by the end of 1947. Work is under way on the southern transcontinental route, with cable plow trains now operating as far west as El Paso, the company reports, expanding view of the network's ability to provide television to the east. The Cleveland-Washington coaxial cable is the next to be built, making it possible to send programs to New York in February of this year.

Cable now being laid along the Dallas-Las Angeles line is being constructed to accommodate the larger coaxial "pipes" measuring .375" across instead of the .27" diameter of previous cables. With the larger "pipes" amplifying stations can be built about eight miles apart, instead of five and a half miles, and main repeater stations spaced up to 150 miles apart instead of the maximum of 90 miles for the smaller coaxials.

AT&T also reports progress in the construction of its New York-
The “Grand Ole Opry,” twenty-one year old WSM program creation, has its biggest audiences in small communities and farm homes. It was designed that way.

But, like all WSM program creations, it is aimed to please both metropolitan and farm family circles.

So, it was with pleasure but no great surprise that we read the September 15 Hooper-ratings to learn that the half-hour of our “Grand Ole Opry” broadcast for Prince Albert over NBC (Saturdays, 10:30 to 11:00 p.m., EDST) was in the top fifteen of all programs on the air.

We hope Mr. Hooper and his associates will some day be able to measure the listening audiences in remote areas, where WSM’s clear channel and 50,000 watts sends programs each day in the year which are as much a part of their home life as the kitchen stove.

Mr. District Attorney . . . 14.6
Charlie McCarthy . . . 14.1
Screen Guild Players . . . 13.1
Walter Winchell . . . 12.9
Burns and Allen . . . 11.9
Judy Canova . . . 11.6
Lux Radio Theatre . . . 11.5
Dr. Christian . . . 10.9
Hollywood Players . . . 10.5
Suspense . . . 10.3

Grand Ole Opry . . . 10.2
Evening With Romberg . . . 10.0
The Man Called X . . . 10.0
Dr. I. Q . . . 9.8
Album of Familiar Music . . . 9.7
The Hit Parade . . . 9.7
That's Kansas City!

HOME OF THE MIDWEST RESEARCH INSTITUTE

— One of the nation's 4 great research laboratories, with a staff of 80 scientists headed by Harold Vagtborg.

— Engaged in agricultural and industrial research for wider utilization of midwestern resources.

— Founded by Kansas City businessmen and operated on a nonprofit basis for the benefit of 20 million people in 6 midwestern states.

— A potent factor in increasing midwestern industrialization and diversifying midwestern economy.

Radio Responsive to

WDAF

The Kansas City Star Station

610 Kilocycles

BASIC NBC.

More than 5 million persons live within WDAF's half-milivolt area—and they listen to WDAF because of programming dominance.

WDAF coverage of the Kansas City market surpasses that of any other Kansas City station.

Represented Nationally by EDWARD PETRY & CO., Inc.
At about 8.30 in the morning things begin to move at Alexandra Palace, the hilltop home of British television, about eight miles from the center of London. From then on, for about 14 hours a day, the place buzzes like a hive.

First on the job is the scene staff, who starts setting up the two studios in accordance with the producers' plans. The flats and props earmarked for an atre where the bulk of it is set up from the carpenters' shop and from the stage of the great disused theatre where the bulk of it is set up and painted well in advance. The flats and props earmarked for an entire day's programs are hoisted up into the local scene dock, and trucked along the busy corridor to be set up in the two studios in accordance with the producers' plans.

Preparations

By about 10 o'clock, by which time the program and engineering staffs are in their offices, one studio is generally ready to be lit, and the lighting is switched on to test areas under the direction of a senior engineer. To get a complete cross section of the work of the Television Service, you should come about an hour and a half later when you will probably find a variety bill for the afternoon program in full rehearsal in one studio, while in the other studio, the technical staff are busy at the evening's line is lining up the cameras for the first run-through of a long day's work.

The transmitter is already on the air, pumping out the demonstration film that is radiated every morning for the benefit of radiodealers. A dance band is probably running through its numbers in the band room. While down in the center of town, where the greater part of our rehearsal is done, about six or seven more producers are hard at work with the casts of forthcoming plays that are in various stages of development.

Meanwhile the office work goes on—the scripting and adapting of projected programs, the preparation of designs and floor plans, the booking of artists, the making and hiring of costumes, the negotiations for outside broadcasts, and all the thousand and one arrangements that are necessary for the running of any broadcasting service.

British Television has two features that stamp it as something more than an experiment. Firstly, it provides in the afternoon and in the evening, a regular seven days a week service for viewers. The actual hours of transmission vary considerably from 42 hours in the week for our early days, down to 27 as our lowest. Secondly, the programs that it radiates are practically all live, produced specially for the medium. Thanks to the war, the continuity of the three years of television before the war, we feel that we are not longer testing out a new toy. Enormous technical developments are still to come, but the bulk of our viewers have long since passed the mere sight of a picture on the screen is a thrill in itself. They want more than good reception. They want programs of quality, they want good entertainment. And these are the problems that are our major concern today on the production side.

Already we can see with startling clarity that we are not at work on something that is an offset of either stage or screen. Television is neither the theatre seen through an oblong peephole, nor a convenient means of distributing moving pictures. It is a medium of communication and entertainment in its own right—a medium that has its roots in broadcasting. And the artists who excel in it have already learned something of its enormous possibilities.

This is at the back of our tremendous belief in the importance of live transmission. It is true that we use film for demonstration purposes in the mornings, but this is because we wish to give dealers something to show on their sets, and under present conditions we are working to the utmost limit of our live program hours already. It is also in the regular transmission hours we include a certain number of cartoon films and shorts for the amusement of children, and in order to relieve ourselves during the process of striking and setting. What is more, we use film to make a permanent record of public events and personalities in somewhat the same way as disc recordings are made by the sound departments. This remains that the hard core of our programs is always live, and will continue to remain so, however tempting it might be to solve a few of the more urgent problems by turning ourselves to distributors of canned vision.

This is not just due to a longing to do things the hard way. It is more that with the coming of better definition and the big screen, television will be used for public exhibition to mass audiences, in which case cinematograph film will be perfectly appropriate. But this is not television in our present sense of the term. In our experience, the small screen and the comparative privacy of the home requires a completely different method of presentation and of production. And for this, a live performance will almost always be best even though it involves us in an enormous turnover of program material.

Full-Length Plays

Our present output is naturally determined by the size of our staff and by the amount of our studio space. Our two studios measure roughly 70 ft. by 30 ft. and are each 90 ft. in height. The projection of sets and the costs of public and sporting events may come at any hour of the day, and they frequently extend our transmission hours to a very great extent. But normally our studio programs run for an hour to an hour and a half during the afternoons, followed by anything up to two hours during the evenings. We usually try and present at least one full-length play or features a week, two of which are usually repeated for a second performance. Sometimes we take one of these plays as an outside broadcast direct from the stage of a West End theatre—particularly so in the case of a farce or revue, where audience reaction is of importance to the performance. Most frequently, the cast is brought to the studio on a Sunday night, where the existing production is adapted to television. But most frequently of all, our plays are adapted, cast, rehearsed and produced specially for television by one of our own producers.

On the variety side we present anything from two to four half-hour programs each week, which are fitted into the framework of a standard form, such as Cabaret Cruise or Serenade in Sepia. Ballet presentations follow each other about once a fortnight, according to availability of various companies. Then there is a regular series of weekly or fortnightly programs on fashion, cookery and design; Guest SEEING in television a distinct new entertainment medium, rather than a combination of stage and screen, British Broadcasting Corp. is sparing no expense or effort to give set owners a wide variety of programs, says Denis Johnston, BBC television program director. In his own style, Mr. Johnston presents herewith a comprehensive picture of BBC's television operations and ambitions. To help dealers demonstrate and sell sets, BBC televises this each day.

A native of Dublin, born in 1901, Mr. Johnston was educated in Dublin and Edinburgh, studied at Harvard (USA), and practiced law in England, 1925-27, later in Ireland. He became interested in the theatre and in 1934 was named stage manager of Westminster Theatre. Later he became director at the Dublin Gate Theatre and in 1938 he joined BBC. During the war he was a war correspondent for BBC.

Night, introducing well-known personalities discussing set subjects; composers at the piano; star instrumentality; a fortnightly illustrated talk on current world events known as News Map, and public service features illustrating and explaining topics of general interest such as bread rationing.

Advance Scheduling

Finally we have—or are about to initiate—a number of fixed point programs every week, each handled by its own editor or producer; Picture Page, a weekly presentation of interesting people who happen to be in town; a magazine program; a comic strip; a Saturday night round-up of the week's news; and a Telecine. Interpersed amongst these regular items are, of course, particular programs of varying importance and of short or longer duration as program time permits, the whole range for any week being scheduled nearly two months in advance.

The enormous turnover of program material that television involves can be seen in the fact that during the 100 days from the opening of the service in June to mid-September, 40 plays and feature programs have been adapted, designed, rehearsed and produced. Somebody once remarked that programming for television was rather like running seven or eight repertory theatres in parallel, and the analogy is a fair one if you add to this a couple of variety halls, a municipal institute and a night club. However absurd it may be, there can be few jobs in which one can have a more exciting experience in watching a new organism growing and developing week by week. By a continual process of trial and error, it is hammering out an entirely new technique that already is showing signs of taking a permanent shape.

Wide Variety of Programs Offered; Films Boost Set Sales

By DENIS JOHNSTON

BBC Television Program Director

Films Boost Set Sales

Mr. Johnston, by DENIS JOHNSTON

British Television Night, introducing well-known personalities discussing set subjects; composers at the piano; star instrumentality; a fortnightly illustrated talk on current world events known as News Map, and public service features illustrating and explaining topics of general interest such as bread rationing.
From the standpoint of buying power, the rich and productive area served daytime by KABC is the very heart of Texas.

Immediate and generous response to every bid for mail broadcast over KABC gives evidence of tremendous listener loyalty throughout this great territory. Any way you figure it, "The Heart of Texas belongs to KABC!"

Write to mail-pull facts that will open your eyes to new sales possibilities in Central Texas.
it takes LISTENERS to give a station LEADERSHIP

The station with the most listeners in any one market is the leading station in that market.

WMC not only has the most listeners in Memphis, but it shows consistently good response from those listeners.

Getting the greatest possible listener response is the prime purpose of any advertising campaign.

WMC ★ MEMPHIS • NBC • 5000 WATTS
DAY AND NIGHT
OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO.
MEMPHIS' DOMINANT RADIO STATION

"WHEN IT'S MEMPHIS YOU WANT, IT'S WMC YOU NEED!"
For better film programming in your television station, General Electric offers the new simplified 16- and 35-mm Synchro-Lite projectors—television's greatest single advancement in film projection technique.

\textbf{✓ CHECK THESE FEATURES}

- **New Achievement in Precision Timing** — Super-brilliant pulsed light source, electronically timed by station synchronizing generator. No rotating shutter.
- **Greater Simplicity** — No shutter mechanism. Fewer moving parts.
- **Higher Peak Illumination** — More light—less heat.
- **Better Efficiency** — Lower power consumption. "Light-on" time only 4\% of cycle, approximately. Smaller driving motor.
- **Quieter Operation** — Fewer moving parts, less noise and vibration.
- **Non-Critical Motor-Phasing** — Phasing tolerance many times that of conventional systems.

For the quick facts on G-E Synchro-Lite projectors call your nearest G-E broadcast sales engineer or write the Electronics Department, General Electric Company, Syracuse 1, N. Y.

\begin{quote}
See Television in action at General Electric's station WRGB in Schenectady now. Ask your broadcast sales engineer to plan your visit.
\end{quote}

\textbf{← HOW G-E SYNCHRO-LITE PROJECTOR WORKS!}

Capillary lamp is timed to flash during flyback time of the scanning beam in the pick-up tube. Width of the light pulse is adjusted so that it is less than the vertical blanking period. With this system, mechanical shutters are unnecessary!
### Advertiser Tried Everything In Two Years of Television

Many Experimenters in Video Have Had Rare Chance To Learn During Low Cost Trial Period

By ARDIEI B. RODNER

Director of Special Promotions, Commonwealth Edison Company

TELEVISION advertisers have had a "once in a lifetime" opportunity during the last couple of years to "spin the compass and find North" on many types of shows and for some a better fit with products and an entirely new advertising medium. They've had a chance to develop selling techniques for a sales medium more potent than any we have yet encountered... more powerful than many can comprehend even after seeing it demonstrated.

Until recently, the tuition for that learning has been at an "incidental fee" level. The opportunity is still present, but from now on the tuition for gaining commercial know-how on an objective trial and error basis is going to become more and more costly.

**Chance to Learn**

I don't know of any individual or organization that can claim to have taken full advantage of the passing period of bargain-price experimentation, but I believe we at Commonwealth Edison Company have had a better opportunity to learn than most.

Very early in our experiments with television programs and commercial techniques, well over a hundred shows ago, we decided that some check on the results of our efforts was desirable.

So, we obtained four television receivers which we moved around to different locations so we would always have a guinea pig audience. We obtained their reactions by observation—sometimes present to mark audience reactions on the script—and by questionnaires, which we asked them to fill out. The audiences varied in size from 30 to 400 people.

At present, we set up receivers in a different appliance dealer's store each Friday and supply him with printed invitations which he sends out to his customers. Then we show that audience our own television program "Telegizicals" which is on the air every Friday at 8 o'clock.

**Slide Lecture**

Of course, after our television show is over and we collect the questionnaires, we don't want to waste audiences like that, so we give them slide lecture programs on observation living. This makes the appliance dealers happy too. One dealer told me he sold two electric kitches and four ranges after one of these demonstrations.

Last June, we decided we would like to make some studies of transient audiences which are about as tough as audiences you can find. So we set up two receivers in our downtown store and watched the reactions of store traffic during the Saturday afternoon to early afternoon periods. We checked reactions to other shows as well as our own, and compared results.

**AFTER 15 YEARS in advertising agency work A. B. Rodner has been with Commonwealth Edison Co., Chicago public utility, for the past six years as director of special promotions. This encompasses television, in which Commonwealth Edison is a Chicago pioneer, having started its video experiments in 1941. "Telegizicals" is the fifth in a series of experimental ideas being tried out by the company.**

In addition to audience studies and questionnaires, we have also used pre- and post-surveys in our tests and some of the things we have learned have been very interesting. For example, we found in a study of the questionnaires that the dramatic shows were given top preference with audience participation running a close second. Educational programs, however, were far down the list which bears out the often proved point that the represented having education thrust at it unless it is wrapped up in a guise of entertainment. In one series of tests, we included space on the questionnaire for the audience to indicate which would be preferred—education or entertainment television programs. You've probably guessed the answer—the vote was 19 to 1 in favor of entertainment.

**Attention Drop**

In another test we learned that there is a very sharp drop in audience attention on a direct sales pitch after 45 to 46 seconds. We arrived at that answer by asking the question "Did the commercial detract in any way from your entertainment?" We varied the length of the commercial. When the commercial ran 45 seconds or less, 76% of the questionnaires showed no objection to the commercial, 14% did object and 9 1/2% did not answer. However, on commercials that ran 46 to 60 seconds the percentage of those who did not object dropped to 59, while 31% did object, 10% did not answer. When the sales pitch ran as long as 90 seconds only 31% did not object, 61% did object and 8% did not answer. This test was carried through 21 shows and over 1100 questionnaires.

Yet, in an attempt at a dramatic comedy series we had on the air last year, we found that a three-minute commercial written right into the dialogue was not objectionable. In fact, several people, after seeing the show, asked if that was all the commercial television programs would have and one critic said that while he was not happy with it he was half over before he realized that that was it. And still the questions asked after the program, and the show itself, was highly rated.

**NAB Soon to Move Into New Building**

Reconstructed House to Be Ready by Dec. 1

NAB WILLL move into its new headquarters late next month, when extensive reconstruction of the building at 1771 N. St., N.W., Washington, is far enough advanced to warrant occupancy.

Permission to go ahead with a $30,000 program of rebuilding was granted last Wednesday by Civilian Production Administration.

NAB was thrown out of its Normandy Bldg., headquarters since 1922 most of the Government appropriated the site, acquiring a four-story row house at 1760 N St., across the street from the building purchased last summer for approximately $290,000. CPA took cognizance of the fact that broadcasting is an essential industry, and that industry and association expansion made the present quarters inadequate.

**Little Scarce Material**

Contract for repairs and alterations will be let in a few days. Current poorer NAB director of engineering, has developed a construction program that will use a minimum of scarce building materials needed for the national defense program. Wood building and other materials will be salvaged in repurposing the structure. District of Columbia regulations require installation of firewalls and floor supports.

The building once was the palatial town house of William P. Eno, traffic expert and inventor of the traffic light. Many of its facilities are antiquated, including the heating plant, but the core is basically sound and is expected to be adequate for many years. Four stories and the basement will be utilized for the NAB staff, with additional attic space. Present improvements are the minimum necessary to make it suitable for commercial occupancy.

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**Radio Directors Guild Receives AFL Charter**

SPECIAL CEREMONY was held last week at the Barbizon Hotel in New York when the Radio Directors Guild of New York received its international charter in the AFL.

William Collins, AFL regional director, presented the charter and in turn received the charter. Reading the charter, RD officers: George Zachery, New York, president; Ed Byron, New York; Burr Lee, Chicago, and Paul Franklin, Hollywood, all vice presidents; Earnie McGillicuddy, New York, secretary, and Lyle Bartlett, Chicago, treasurer.

**FM Clinic**

ESTABLISHMENT by Radio Engineering Laboratories Inc. of an FM engineering clinic, with its first three-day session scheduled to begin Dec. 2, has been announced by Frank A. Gunther, REL vice president. The clinic will deal with discussion of problems of FM broadcasting.

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**September Pulse Says Listening Up Winchell Hits Top Spot Again With Lux Show Second**

SEPTEMBER radio listening was higher than in September 1945 in addition to making its normal recovery of the summer loss, according to Pulse Inc., N.Y.

Average quarter-hour sets-in-use, said Pulse, were 22.6 in September of this year, against 19.5 in September 1945 and 20.8 in August 1946.

Pulse listed top evening shows for September as follows: Walter Winchell, 16.3 (against 11.0 in August); Lux Radio Theatre, 15; Chase & Sanborn Program, 15; Suspense, 13.3 (against 12.3 in August); Crime Doctor, 13.3; Theatre Guild, 12.7; Screen Guild, 12.7 (against 10.3 in August); Inner Sanctum, 12.7; Hiroshima, 12.3; Gang Busters, 12.0 (against 9.3 in August).

Daytime ratings: Evening Ballroom, 6.1 (5.3 in August); Harry Clark-News, 5.9 (5.5 in August); Morning Ballroom, 5.9 (5.8 in August); Aunt Jenny, 5.5 (5.4 in August); Kate Smith Speaks, 5.5 (6.1 in August); Bachelor's Children, 5.4; WOR 8 a.m. News, 5.3 (6.2 in August); Helen Trent, 5.3 (same in August); Breakfast in Hollywood, 5.3 (same in August), and Our Gang, 5.2.

Saturday and Sunday daytime ratings: Counterspy, 10.3 (6.3 in August); Giants-Brooklyn, 9.7 on both Saturday and Sunday; Frank Kingdon, 9.0; Sports Extra (Sat), 6.7; Children's Hour, 6.7 (6.7 in August); The Shadow, 6.7; Jean Sablon, 6.3; C. McCarthy-News, 6.0; Morning Ballroom, 6.0 (5.0 in August).
Here's how the KDYL-W6X1S experimental television antenna towers above KDYL's studios and dominates downtown Salt Lake. Also pictured is an engineer checking KDYL's television transmitter.

Now in its 25th year, KDYL adds to its long list of “firsts” by developing the only experimental television on the air between the Mississippi and the Pacific Coast.
PHILCO TELEVISION STATION
WPTZ

First in Television in Philadelphia

To the Television Advertiser, every facility for commercial television programs is offered by Philco Television station WPTZ... a fully equipped studio and trained staff of television technicians, set designers and producers for live programs; a complete motion picture projection studio; new image orthicon equipment for remote pick-up of events outside the studio; radio relay station at Mt. Rose, N. J., for relaying programs originating in New York to the Philadelphia audience.

PHILCO TELEVISION BROADCASTING CORPORATION
ARCHITECTS BLDG., PHILADELPHIA 3, PENNA.
THE BRANHAM COMPANY

representing

WMOB . . . Mobile, Ala.
WLAY . . . Muscle Shoals City, Ala.
KFMB . . . San Diego, Calif.
KWKH . . . Shreveport, La.
WCPO . . . Cincinnati, Ohio
WTJS . . . Jackson, Tenn.
WNOX . . . Knoxville, Tenn.
WMC . . . Memphis, Tenn.
KRIC . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . Dallas, Texas
To behold the countenance of Mike Dunn is to look upon the map of Ireland or a reasonable facsimile thereof. And to hear Mike Dunn at a WIBC microphone is to understand why he is one of Hoosierdom’s most popular radio personalities. For, like so many sons of the ould sod, there’s an infectious, intangible something about this Irishman that makes “Dunn-time good listening time”—and that’s no blarney.

At WIBC—the fastest growing station in Indianapolis—Mike’s regular schedule calls for a morning news broadcast at 7 . . . a dual role as announcer and actor on “WIBC Coffee Shop” at 8:15 a.m. . . . and an afternoon street show, “Downtown at 2.” But that is only part of his day, because Dunn’s virtuosity with a script is equalled by his gift for ad libbing, a fact that makes him the logical choice for many special events, remote broadcasts and emcee assignments.

Not all of Mike Dunn’s fellow members of the WIBC live talent staff are of Gaelic descent. But all of them do have these characteristics in common: they are people of proved creative ability . . . whose combined talents and seasoned professional judgment can produce for you a live talent show that will assure the greatest return on your radio dollar. Your John Blair man will be glad to provide further details. Get in touch with him.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis

BROADCASTING • Te le casting

October 7, 1946 • Page 53
Television Potent Power for Sponsors

Advertiser Faith Now Will Reap Dividends

By LEONARD F. CRAMER
Vice President, Allen B. Du Mont Labs, Inc.

TIME BUYERS know the score. And so do advertisers with substantial budgets. When you talk television today they know all the answers. They know exactly how many sets are in use, and where they are located. They know that sets in "substantial" number won't reach the dealers until late fall; they know the total sets expected to be in the hands of the public by the end of 1947 probably won't exceed a quarter of a million.

In terms of circulation, as compared with leading magazines, newspapers and high-powered radio stations, the television audience for some time will be more or less a negligible quantity.

Visualizing the Power

Why, then, the present interest in television? Why? Because he who cannot visualize the potent power of television as an advertising medium is utterly without imagination. Take radio and motion pictures, magazines and billboards, brew them all together, and out of it you get that magic potion—television.

In selling television today, all the stock sales arguments are worthless. You are selling nothing but Faith,—Faith in a great and limitless advertising medium. You are asking the advertiser to bear a very small part of the television broadcaster's overhead for the mutual advantage that will inure from a combination of effort.

Wherein lies this mutuality of profit? What has the advertiser to gain? How can he afford to use television when the cost is out of all proportion for other media? Is it good business?

Sponsor Aids Growth

Yes, it's good business; it's mighty good business. And the longheaded advertising executive knows it. First, we all confess to the indictment that television production and camera technique are still in their swaddling clothes. If there is one thing to assure its accelerated progress, it is the advertiser's participation. He did it in radio; he will do it in television.

The advertiser (which includes his agency) cannot develop new and improved television techniques by watching from the sidelines. He has to be part and parcel of its process of evolution. Today he can afford to make mistakes on a single station that he won't want to make tomorrow on a nation-wide network.

The public expects much from television for the art has been given a tremendous build-up. I maintain that it can fulfill these great expectations only if the advertiser shares in the responsibility of bringing it to a state near- ing perfection. Television broadcasters alone have neither the imagination nor the talent, neither the resources nor the capacity to dish up television fare that the public will digest as a steady diet. Again referring to radio, it was the advertisers and their agencies that have made American radio what it is. But the time for trail blazing is now past. Many of the nation's biggest advertising accounts have been in radio for a long time; many more, before the year is out, will follow suit. That they will cash in on their experience goes without saying.

Getting Best Time

But of equal importance, they are securing for themselves the most desired time segments for tomorrow. After all, the largest audiences will always be the evening hours and the evening hours come once only. Once the advertising space is sold, they are gone. And there can't be any more.

It has long been the policy of Du Mont to extend the welcome hand to advertising agencies to use its facilities for the experience it would bring. Some surprisingly good programs have resulted from their efforts—and some incredibly bad ones. But the important thing is that together we have recognized the faults of writing and production and camera work and out of it we have all profited. This policy has confirmed our conviction that only by experimentation, only through the time-proved method of trial and error, can advertisers and their agencies make ready for the effective and skillful use of this medium.

The sale of television time offers no serious problem. Here and there we find confused thinking or uncertainty on the part of the advertiser. But the same was true in the early days of radio. There were those who saw with crystal clearness the potentialities of radio as an advertising medium—and those who thought it a plaything not to be taken too seriously.

Set Will Multiply

There are no arguments against television save the small number of receiving sets in use. That argument figures prominently among those who use the Atlantic Monthly and Burdick's Mail to say to advertisers that the Wall Street Journal and the New York Times will be the same advertiser who two years ago placed his advertisement in the Wall Street Journal will do so tomorrow.

The parallel is obvious; television is radio. The parallel is not an unscientific one, but a scientific comparison of the same medium. And if the cost of television is higher than magazine space, there is the compensation, I submit, that television advertising has far greater impact than any static magazine advertisement.

In the future, television is going to be the art that has been delayed by the faults of writing and production and camera work. And it has long been the policy of Du Mont to extend the welcome hand to advertising agencies to use its facilities for the experience it would bring. Some surprisingly good programs have resulted from their efforts—and some incredibly bad ones. But the important thing is that together we have recognized the faults of writing and production and camera work and out of it we have all profited. This policy has confirmed our conviction that only by experimentation, only through the time-proved method of trial and error, can advertisers and their agencies make ready for the effective and skillful use of this medium.

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Big business in Worcester, where per capita retail sales are $227 above the U. S. average, delivers the goods. In Worcester, the great Central New England industrial center, Pullman-Standard Car Manufacturing Co. is building the first of 300 postwar streamlined street cars for the Chicago Surface Lines. Complete electrical operation does away with compressed air for doors and brakes. High windows allow stoniees to see out. A number of other improvements add riding comfort and eliminate noise. This trolley car development is just one of many comparable projects that maintain the pulse beat of sales in Worcester. You, too, can keep sales ticking and deliver the goods in Worcester with WTAG, the single favorite among all radio stations in the area. WTAG has more listeners than all of the others heard in the area combined.
Grants Made for Santa Monica, Deadwood, S. D., Altoona, Pa.

ARTHUR H. CROGHAN, pioneer in radio sales and former vice president, sales manager and part owner of WJBK Detroit, was among four grantees who were awarded new standard stations by the FCC last Monday. Mr. Croghan was granted a 5-kw daytime on 1580 kc at Santa Monica, Calif.

Mr. Croghan began his radio career with KWK St. Louis (then KVFE) shortly after the station began operation. He later became its sales manager. Following that time he was sales manager of WDGY Minneapolis, WTOL Toledo and WJBJ.

A former coal miner, John Daniels and his two sons, both ex-servicemen, were recipients of a grant for Deadwood, S. D., a town of 4,100 (1940 census). Mr. Daniels and his sons, according to the application, had previously worked at KWO Sheridan, Wyo., where Mr. Daniels was employed by the Sheridan Coal Co. They estimated construction costs at $6,880; monthly operations, $1,200; and monthly revenues at $2,000. They were authorized to operate on 1450 kc with 250 w full-time.

Principal in the other grants also have had previous radio experience; three stockholders in Altoona Broadcasting Co., which received a grant for Altoona, Pa., control 75% of WMRF Lewiston, Pa. A total approximate construction cost of $72,000 was contemplated by the four new grantees.

Altoona, Pa.—Altoona Broadcasting Co. 650 kc, 250 w daytime operations to protect WSM Nashville, dominant station on the channel. Principals: Herbert T. Wolf, president; Wolf Furniture Co., president, and secretary, 25%; common stock, 33 1/3% preferred; J. S. Woods, employed by Pennsylvania Glass & Sand Corp. and 25% owner WMRF Lewiston, Pa., vice president, 12 1/2% common; Thomas C. Mathews, treasurer and assistant general manager of Pennsylvania Glass & Sand Corp., president of National Industrial Sand Assn. and 25% owner, WMRF, treasurer, 25%; General manager, 12 1/2% common; W. J. Wolf, treasurer, 25% owner WMRF and prior to that with WRAK, general manager, 14 1/2% common; cogent radio sales and former vice president, sales manager and part owner of WJBK Detroit, and former sales manager WKBW Hollywood, WY, owner and general manager. Granted Sept. 30.

Deadwood, S. D.—Daniels & Sons Broadcasting Co., 1450 kc, 250 w, unlimited time. Equal partners John Daniels and Irl Groen, radio sales manager; John Daniels is former coal miner; all had previous experience in coal mining. Granted Sept. 30.

Altoona, Pa.—Altoona Broadcasting Co. 650 kc, 250 w daytime operations to protect WSM Nashville, dominant station on the channel. Principals: Herbert T. Wolf, president; Wolf Furniture Co., president, and secretary, 25%; common stock, 33 1/3% preferred; J. S. Woods, employed by Pennsylvania Glass & Sand Corp. and 25% owner WMRF Lewiston, Pa., vice president, 12 1/2% common; Thomas C. Mathews, treasurer and assistant general manager of Pennsylvania Glass & Sand Corp., president of National Industrial Sand Assn. and 25% owner, WMRF, treasurer, 25%; General manager, 12 1/2% common; W. J. Wolf, treasurer, 25% owner WMRF and prior to that with WRAK, general manager, 14 1/2% common; cogent radio sales and former vice president, sales manager and part owner of WJBK Detroit, and former sales manager WKBW Hollywood, WY, owner and general manager. Granted Sept. 30.

Santa Monica, Calif.—Arthur H. Croghan, former vice president, sales manager and part owner of WJBK Detroit, and former sales manager KWK, WY, owner and general manager. Granted Sept. 30.

Pensacola, Fla.—Gulfport Broadcasting Co., 1690 kc 250 w fulltime granted Sept. 30. Principals: Jesse T. Carroll, former Army major, president, 25%; Mrs. Hazel H. Carroll, former school teacher and radio program director, 25%; Mr. and Mrs. John C. McCloy, father and son, 25% each; Frank Metzter, former sales manager WPM, 25%; former coal miner; all had previous experience in coal mining. Granted Sept. 30.

Wired Music Inc. Seeks Rockford, Ill., Local

APPLICATION for a new local in Rockford, Ill., to operate on 1400 kc with 250 w fulltime, was filed last week by Wired Music Inc., a Rockford company headed by John C. McCloy, former manager of WKAT Miami Beach and one-time program director and part owner of WROK Rockford.

Mr. McCloy, released to inactive duty from the Navy as a lieutenant March after service as communications officer with PT boats in the Pacific theatre, is 50% stockholder in the applicant company, now providing World Broadcasting System, a library service to Rockford hotels and other establishments. Associated with him are five Rockford businessmen, each of whom holds 16%. They are Louis E. Coster, former sales manager, and general manager of KFPT Paris, Tex., vice president and general manager, 23.1/3%; Charles W. Smith, general contractor, 23 1/3%: Granted Sept. 30.

Chicago FM Reopened

RECORD on the Chicago FM hearings, FCC ordered last week, will be reopened for a hearing Oct. 12 in Washington for the sole purpose of taking testimony of Manager Maurice Lynch of WCFL Chicago, one of the FM applicants, regarding present and future policy on time for discussion of controversial issues. There are 12 applicants for 10 now-available FM channels in Chicago. The September allocation plan provided for 11 channels immediately assignable in that area, but one of these has since been assigned to Hammond, Ind.
It was a WLAC microphone in Nashville that carried the very first song Dinah Shore sang for a radio audience. And it is with particular pleasure that the best welcome mat is rolled out to greet her return to WLAC's audience.

The "First Lady of Song" now comes to WLAC via the Columbia Broadcasting System under sponsorship of the Ford Motor Company. With pardonable pride, WLAC has watched Dinah's spectacular climb to success, launched when she was a Vanderbilt University student singing over WLAC. (And, as a forerunner of things to come ... her first radio show was sponsored.)

WLAC has been successful, too—successful in satisfying an ever-widening audience of loyal listeners with top-flight radio shows. WLAC's powerful 50,000-watt voice is constantly recruiting more fans ... thanks to better programming as is typified by the new Dinah Shore show.
Does Avco Apply In Non-Cash Sale?

Petitioners Tell FCC
Second Bid Is Not 'On Same Terms'

WHEN CASH is not the price in a station sale, does an offer of the cash equivalent qualify the cash bidder as a "competing applicant" under the Avco public-bid rule?

That question, never formally raised before, was put to FCC last week [CLOSED CIRCUIT, Aug. 19] in the form of a petition contending the answer is "no" but conceding that an oral argument might be found helpful in reaching an interpretation of the Avco rule under such circumstances.

Petitioners were Associated Broadcasters Inc., licensee of WABW (FM) Indianapolis and permittee of WBBW there; five stockholders with a combined 92% interest in Associated; and Evansville on the Air Inc., licensee of WGBF-WEOA Evansville and their FM affiliate WMLL.

The problem revolves around the Avco rule's provision that in station sales, with certain exceptions, the public must be allowed to apply for the station "upon the same terms and conditions" as the first bidder.

Agreement Last Spring

Under an agreement reached last spring, the license of WABW and permit for WBBW (1550 kc, 250 w, daytime only) would be assigned to Evansville on the Air. The consideration would be 1,350 of the 21,000 shares of Class A stock in Curtis Radiocasting, which owns Evansville on the Air and also WBOW and WBOW-FM Terre Haute [BROADCASTING, April 22].

Just before time expired for filing competing bids under the Avco rule, Radio Indianapolis, a new company, applied for purchase of the Indianapolis stations "on the same cash considerations and/or equivalents as may be reached in agreement between all parties..." [BROADCASTING, Aug. 5]. The two applications are now docketed for consolidated hearing.

The five Associated stockholders who signed the petition asserted that they are not willing to sell for cash and that, aside from being unable to offer Curtis stock, Radio Indianapolis can not offer other objectives which they would attain by selling to Evansville on the Air.

The "inducing factor" in the proposed sale to Evansville, they said, was acquisition of stock in Curtis Radiocasting. Thus they would have an interest in all Curtis-owned stations and retain an interest in WABW-WBBW, the petitioners declared.

Although a "general value" of $20,60 per share was placed on Curtis stock, they argued that "this amount was arbitrarily determined and does not represent the real value of Curtis at the present time."

The petition declared. "The Commission has no authority to make such an evaluation and has never undertaken to do so," the petition declared.

The petition, filed by the Washington law firm of Cohn & Marks, recognized "that the problems presented in this petition have not previously been before the Commission in any other case and that an oral argument on the questions... might assist the Commission in arriving at a determination and interpretation of Sec. 1321 (Avco rule)."

Other Sales

Of the stations under Curtis Radiocasting control, WEOA has been sold to WFBM Indianapolis for $200,000 subject to FCC consent [BROADCASTING, Sept. 16].

Associated stockholders who joined in the petition were M. J. McKeen (25%); R. M. Crandall (19%); Thompson Kurrie (32%); B. L. Tapp (22%); Doris Coffey (4%). The sixth stockholder, M. R. Williams (8%), has filed a receivership suit against the company for $7,500 allegedly due in back wages. The case is set for trial in Marion County Circuit Court on Oct. 28.

Radio Indianapolis, second bidder for WABW-WBBW, is owned by 16 stockholders, largest blocks (17% each) being held by Stephen A. Cisler Jr., former majority stockholder of WGRC Louisville and Sims Gaynor of New York.

Chief stockholders of Curtis Radiocasting are President Alvin Q. Eades and Vice President Henry B. Walker.

VACANCY

in your town.

A HOUSE

IN THE COUNTRY

is available at low rental on a year's lease.

See page 75.

BMI is ready
for Television broadcasting

Ever alert to the potentialities of television as a force in American living, BMI is making every cooperative effort in helping to achieve the ultimate goal of television broadcasters.

At present BMI is the only major performing rights society that serves television broadcasters on the same basis as AM broadcasters. With an ever increasing music catalog of widely diversified categories from the classics to boogie woogie, BMI extends to all broadcasters alike a complete service of music for every type of program.

For the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers bridge every obstacle on the road ahead.

Plan to visit the BMI offices during the TBA Convention
"WHAT!... WNOX has 10 out of 11? Why Mr. Hooper!"

Yes...the latest C. E. Hooper survey shows WNOX has 10 out of the first 11 HIGHEST RATING PROGRAMS......

Based on surveys extending from December, 1945, through April of this year, Sunday through Saturday evenings, Hooper shows WNOX, with CBS programs, has 10 out of the first 11, and 11 out of the first 15. The meaning is clear as a beacon. So many top ratings offer proof positive that most folk in the Knoxville area prefer WNOX programs — that they will hear your spot announcement or program message if you use WNOX, the station most listeners in the Knoxville area tune to for 10 out of their most popular 11 programs.

11 HIGHEST AUDIENCE RATINGS ON KNOXVILLE STATIONS

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<td>J. DAVIS – A. RUSSELL</td>
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<td>TAKE IT OR LEAVE IT</td>
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10 good reasons why WNOX is your best buy!.....

10000 WATTS • 990 KE • KNOXVILLE, TENN.

October 7, 1946 • Page 59
THE OUTSIDE*AUDIENCE IS WAITING FOR YOU

on the Pacific Coast, too!

*Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half... a C. E. Hooper 276,019 coincidental telephone survey proves it.

Look what's waiting for you outside on the Pacific Coast: an audience of over 6 million people, who spend nearly 50% of the total 9 billions in Pacific Coast retail sales each year! It's a big market, a rich market, and you can reach it by radio only with Don Lee.

All networks on the Pacific Coast cover the inside, or seven major metropolitan county areas. But only Don Lee has enough stations (40) to deliver the outside small city audience also, which accounts for approximately half the money spent.

To learn why Don Lee gives exclusive coverage of the outside markets in California, Oregon and Washington, you have only to look at a map. Note how practically every important market is surrounded by mountains, 5000 to 15000 feet high. The long-range broadcasting of other networks can't do the job. Don Lee, with 40 stations, broadcasts from within each of the mountain-surrounded markets on the Pacific Coast.

Call a Don Lee or John Blair office for more news about the big outside audience reachable only with Don Lee. Put your radio show on Don Lee and everyone can hear it. Remember: more than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 6: SANTA ANA, CALIFORNIA
An exclusive Don Lee outside market
TOTAL RETAIL SALES $43,708,000
Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network
Television Is Here

The YEARS of hesitation in television—always almost ready for the general public but never quite getting there—are over.

The FCC is handing out construction permits for commercial television stations; 32 already have been issued. Holders of these permits are placing orders for transmitters, towers, tubes, camera chains, controls, lights and all other equipment needed to begin broadcasting sight-and-sound programs. Manufacturers have much of this vital material in production, are beginning to make deliveries. A number of licensees hope to become actual operators before the year.

Final proof that television really is here is the steadily accelerating flow of video receivers from factory to dealers and—almost simultaneously—from dealers to the homes of individual purchasers. Some 20,000 sets, ranging from $150 table models to elaborate console towers, tubes, camera chains, controls, lights and all other equipment needed to begin broadcasting sight-and-sound programs. Manufacturers have much of this vital material in production, are beginning to make deliveries. A number of licensees hope to become actual operators before the year.

With sets in the hands of the public, more and better programs are assured. Already television stations are now on the air have stepped up their hours of operation. Advertisers are signing television contracts, taking options of the choicest hours, trying out on today's limi-

and better programs are assured. Already tel-

beration protests of CBS, which urged the shift of NBC's mail bags, was thinking about television, reading about it and filing all the plans for the future to be announced by the FCC. RCA had in his chosen field! He took time out to serve his adopted country in two wars. In the quarter-century of peace that separated those wars, he was the prime mover in building an organization susceptible of overnight conversion into an arsenal that developed and produced miraculous electronic weapons which shortened the war's span and saved untold numbers of our gallant fighting men.

The story of David Sarnoff is for the historians. Russian immigrant, still in his 'teens when his father died and left him the head of a family of six and their main support. De-

That was the arsenal of democracy; factories were working night and day on "defense" orders that soon became war orders; there was no time, labor or material to spare for anything not vital to the war effort.

During the war government and industry representatives met many times to chart the postwar course of all radio operations, particularly television. Most believed that tele-

vision should start on the prewar standards and definition, full-color broadcasting in the upper frequencies until it is ready for commercial application. This course was followed by the FCC in setting standards, despite the vehe-

ment protests of CBS, which urged the shift to UHF full color telecasting to be made im-

mediately.

Proceeding on its convictions, CBS designed and had built a UHF transmitter, has had some impressive demonstrations of color broadcasting, has applied for a commercial license for its system. Some other prospective video broadcasters also have decided to wait for color.

But the majority of the industry is going ahead with television on a black-and-white picture basis, and with the posterior camera and receiver tubes these pictures are now far ahead of prewar images in quality. In addition to the six operating commercial stations and 32 approved applications, there are 40 other applications pending. FCC officials believe more than enough to get television started on a national basis.

AT&T's cross-country coaxial cable is going ahead rapidly, will be ready to network video programs soon as the broadcasters are ready for this service, according to Bell Sys-

Television Broadcasters Assn. is holding its second national exhibition Thursday and Friday (Oct. 10-11) at New York's Wal-

dorf-Astoria. The new equipment, new re-

ceivers on display there, the programs re-

ceived from New York's three video stations, the plans for the fall to be announced by television leaders, will offer indisputable proof that, at long last,

Television is here!

Sarnoff Saga

LAST Monday, some 800 friends and co-

workers of David Sarnoff broke bread at New

York's Waldorf-Astoria. The event commem-

orated the 50th anniversary of service to radio by the President of RCA and the Chairman of the Board of NBC.

David Sarnoff is synonymous with radio. Here is a man, robust, agile, imaginative, energetic, who at 55, has spent two score years in his chosen field! He took time out to serve his adopted country in two wars. In the quarter-century of peace that separated those wars, he was the prime mover in building an organization susceptible of overnight conversion into an arsenal that developed and produced miraculous electronic weapons which shortened the war's span and saved untold numbers of our gallant fighting men.

The story of David Sarnoff is for the his-

torians. Russian immigrant, still in his 'teens when his father died and left him the head of a family of six and their main support. De-

livery boy, news butcher, messenger, and then, at 15, office boy with the old Marconi Com-

pany, precursor of RCA. Studied Morse; be-

came a telegraph operator, then a "wireless operator"; won renown in 1912 when his radio telegraph ticker flashed out the Titanic col-

sion in a high school boy he had been taken to one of the earliest public video demonstrations in the country, staged by AT&T's Bell Telephone Labs. The youth, who had been born July 17, 1911, in Jersey City, was then an earnest 16-year-old.

Since that fateful day he had concentrated on television and on the engineering background necessary to understand it. During his senior year at Botega (N.J.) High School, he re-
cieved two signal honors—the title of the best all-around athlete in the school, and a scholar-

ship to the special school conducted by Bell Labs for outstanding engineering students. Two years of electrical engineering there were followed by a like period studying chemical engineering at Georgia Tech.

The desires for some practical experience and the need for additional financing brought young Sarnoff to RCA in 1928. It was an ambitious, newly formed television transmitter atop the Empire State Bldg. was just beginning the first field tests of an all-electronic video system. Its duties, however, had no immediate connection with television. His job was to analyze NBC's audience mail and the techniques he developed for the task soon won him an appreciable pay

(Continued on page 64)
Another OREGON Asset
COMMERCIAL FISHERIES!

Here is ONE industry with an annual take of some $20,000,000...that is made up of 3000 small businessmen, gill netters, salmon trollers, live-bait fishermen and drag boats...small businessmen with an aggregate investment of $10,000,000.

KOIN is proud to salute this great contributor to the constantly expanding wealth of the Pacific Northwest.
results that proved television as an
effective educational medium.

Early in 1942 Noran E. Kersta, a
member of the Navy Reserve since
1937, was appointed civilian
advisor to the Army's airborne ra-
dio branch, serving in this capacity
until July 1943, when he was com-
missioned a first lieutenant in the
Marine Corps and sent to the Pa-
falastic as radar officer with the 10th
Anti-aircraft Battalion.

In the spring of 1945 he returned to
Washington for four months
duty at Marine Corps headquar-
ters. Following his discharge, he
spent several television courses in
in-

eminent electronic consulting work be-
fore returning to NBC in October
in his present post of manager of
the television department.

Responsible for the network's vide-
operations and for putting

action the policies developed

by the assistant vice president in
charge of television, he
spends

much of his time making prepara-
tional Video shows originating in

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ith the network. He was a

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In 1939 with the opening of the
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uniform operating standards, got
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advertisers taking time on WNBT,
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made manager of the department.
When the leaves start to turn and the first hint of frost is in the air, thousands of Peorians become football conscious. This year, as usual, WMBD is covering the entire 9-game schedule of the University of Illinois, a top Peoria favorite. Vince Lloyd, WMBD sports editor, is flying to all of the out-of-town games in a chartered plane . . . for more pre-game time to become acquainted with the players and to pick up all the color of these collegiate events. For vivid colorful football broadcasts in Peoria area . . . it's WMBD.
JULIUS VERA, former announcer for KASU, Denver, has joined 700 KMQS, MacCruder Inc, that city, as vice president in charge of radio. Most recently he has been with ABC Chicago. Company has national expansion, opening 11 new offices within three years. Firm was to have opened office in Albuquerque, N. M. Oct. 1.

NATE TUTTLE, vice president and director of broadcast, has moved to 1220 Wilshire Blvd. Telephone is Madison 7156.


ERNST A. LOWDEN, former merchandise manager of Manhattan West Inns Co., has been appointing manager of the New York office of Peres Advert., Hamilton, Ont.

WILLIAM LEWIS, vice president in charge of radio for Kenyon & Eckhardt, New York, and HAL DAVIS, public relations director for the agency, will be in the city Oct. 22 for the annual School Broadcast Conference. Mr. Lewis will address the conference on "Superman" and its formula for teaching tolerance to children.

JAGAN NATH JAIN, president of National Advertising Service, Bombay, India, has arrived in New York for a three-month stay. An authority on all phases of advertising in India, Mr. Jain will confer at National Export Advertising Service, New York, will discuss advertising problems with those interested in the Indian market.

SAMUEL J. KEATOR, former partner in Payne Adv., San Antonio, now dissolved, has joined Davis & Beacon, Los Angeles, as copywriter.


ELLSWORTH ROSS, Los Angeles public relations council, has formed his own agency under name of Ellsworth Ross Adv., with offices in the Philharmonic Bldg.

JACK HOLMES has switched from Smith & Drum to West-Margia, Los Angeles, and is assigned to handle publicity on General Petroleum Corp. account, has joined Fuller & Ross, New York, as account executive in same capacity.

J. HENRY RICH, formerly in creative division of Kenyon & Eckhardt, New York, has been appointed manager of agency's advertising sales department, New York.

WILLIAM H. HAEHNLE, former chief of the Latin American division of Advertising Agency, has announced the formation of the Walter Haehnle Advertising Agency, San Diego, which will handle advertising for all Brazil brands in the U.S.

Mr. Haehnle has been with the Los Angeles office of Kaster, Farrell, Chesley & Aldredguite, Los Angeles, for nine years.

RICHARD E. MILLER and MILTON A. FORLAND and KENNETH W. FITZGIBRAL, all former servicemen, have been made production manager, account executive and copywriter respectively of Pacific National Adv., Seattle.

SAM GODFREY, copy writer of Dan B. Miner Co., Los Angeles, Sept. 31 married Virginia Barry, freelance artist.

MARK M. HOGAN, former account executive of Barnes Chase Adv., San Diego, has joined Raymond Keane Adv., Los Angeles, as head of radio continuity and newspaper copy department.

FLORENCE A. NEIGHBORS, space buyer of Goodkind, Joyce & Morgan, Chicago, has been promoted to director of media for that agency. She will handle radio timebuying as well as other media.

THE JACOBS Co., Chicago, has changed its name to Boyd & Jacobs and again becomes the Chicago office of the national organization. President of the Illinois corporation is NATHAN E. JACOB.

Mr. Jacob has been in business nearly 25 years.

LOU SCHWERIN of the Julian Polluck Agency and J. L. Plon are forming a new agency in Philadelphia, under the name of Flann & Schwerin.

SOL S. LOSTMAN, formerly with The New York Times, has joined the copy staff of Doherty, Clifford & Shelden, New York.

GILMAN SULLIVAN, after service with the Marine Corps and prior to that an account executive for 10 years as account executive. During war he served as a war correspondent, commentator and lecturer at 5th Air Force headquarters. Born in Glasgow, Scotland, he speaks five languages.

POLICY and management matters will be decided by the new board of directors of Duane Jones Co., New York Agency, whose billings have risen from $1,250,000 to $12,000,000 in four years.

In New York, has joined the executive staff of Davis & Beacon, that city.

DISINGUISHED service and to $12,000,000 in four years.

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A comprehensive study made by Audience Surveys Inc. covering seven Connecticut counties, which include 376,950 "radio families, shows Station WTIC's dominance in five ways:

AVERAGE RATINGS ... FIRST in every day-part, day and night, on the basis of average ratings by 3 to 1!

QUARTER-HOUR WINS ... FIRST in the number of "wins" by quarter hours for entire week. WTIC has top rating in 88% of all quarter-hours!

SHARE OF AUDIENCE ... FIRST in average share of audience ... 3 times that of second station for over-all broadcasting day and night!

NET WEEKLY AUDIENCE ... FIRST in net weekly audience listening to strip programs!

AUDIENCE LOYALTY ... FIRST in audience loyalty ... 77% of the audience of the average WTIC program is inherited from the preceding WTIC program!

By every measurement, this survey shows the outstanding dominance of WTIC in prosperous SOUTHERN NEW ENGLAND!

FACTS AND FIGURES? They're "coming up" ... but for a complete and personal "preview" call your local Weed and Company representative.

*BMB Radio Homes 1946
/count executive at McCann-Erickson, New York, has joined Federal Adv., New York, as assistant to DON PARSONS, vice president in charge of plans.

JACK MELLETT, formerly of Dorem & Raynoal, New York, has joined Schae- bete, New York, as an ac- count executive.

NEWELL D. ELY, formerly with Chi- cago-based Detroit agencies, has acquired interest of A. W. MOORE in Moore & Schlach, Detroit, whose name has been changed to Ely & Schlach Ad., with office at 1308 S. Wabash Ave., Chicago.

ROLAND L. HAUCK, former production manager of J. Walter Thompson Co., Chicago, has joined the Chicago office of that city.

DUKE BREGGER, chief copy of Gar- field & Guild, Los Angeles, has been transferred to agency's San Francisco home office.

ROBERT F. DENNIS, Inc., Los Angeles, has moved to larger quarters at 1151 S. Broadway, Telephone is Prospect 5201.

JACK FULWILER, graduate of U. of Georgia, has been named head of media dept. of J. Walter Thompson Co., New York.

JANE LIAIT has been made Hollywood publisher for Faris & Bystrom, and is working from her home until agency sets up office in that city.

HELEN FINN, former chief of Frederick Loeser & Co., Brooklyn, N. Y., has joined the staff of Horace Winternitz Adv., New York.

HARRY N. GRAY has joined the staff of Pepsodent Co., Los Angeles, after three years with Lever Bros.

THOMAS H. HARRISON, formerly with New York Ad., was named divisional sales manager for Pepsodent Co., Los Angeles, publishers' representative.

ELLIS E. ERICKSON, vice president and general manager of J. Walter Thompson Co., New York, has elected a director of firm.

LEONARD BURREN, former copywriter at Michel-Osthe, New York, has joined De Pers Adv., New York, as copy chief.

THOMAS M. SANTOVIE, former years with Lever Bros., New York divisional sales manager for Pedapent and assistant drug field manager for

Script shapes up well according to the pleased expressions of Paul Moon- ey, ABC national director of television (i), and Sam Chernow, president, ABC News. New York firm's advertising agency which has turned advertiser to sponsor "ABC Powers Charm School," will run 13 weeks, as a Thursday evening half-hour show.

Lever Bros. Drug Division, has been named merchandising manager of the New York office of Dance-Fitzgerald- Sample.

LUTHER H. WOOD, formerly vice president, Bushnauf & Ryan, New York, is now director of research, Sullivan, Stauffer, Colwell & Bylan, New York.

GERALD J. LEVEY, formerly with Army engineers, New York, has joined Lewis Adv., New York, as copywriter.

EDWIN COX, vice president, Kenyon & Eckhardt, New York, has been elected senior vice president in charge of creative work.

WILLIAM HOWARD, former account representative in New York office of Walter Thompson Co., has transferred to Detroit as office manager. WILLIS CARPENTER, former Detroit manager, assists JOHN REESER, Detroit office, who coordinates Ford Dealer advertis- ing.

BASIL W. MATTHEWS, formerly with Benton & Bowles and who in 1945 joined Sherman & Mason, New York, as executive on Colgate-Palm- olive-Peet account, has been elected senior vice president in charge of creative work.

LEITH F. ABBOTT, director of promo- tion and public relations, KAL Port- land, Ore., Oct. 1 became northwest re- presentative in Portland of Ports, Cone & Belding, N. Y. Successor at KAL is KELMAR K. LE MASTER, for- merly of Portland Oregonian advertis- ing staff and Army major with APM, Paris.

JAN WHITNEY, for two years on the research staff of N. W. Ayer & Son, Philadelphia, has joined the copy depart- ment of Gears-Mahon, that city.

Chamber Resumes

THE U. S. CHAMBER of Commerce resumed its sponsorship on Oct. 5 for 13 weeks of The Voice of Business on ABC, Sat., 7-8 p.m. The NAM has sponsored this program for past 13 weeks. Busi- ness is placed direct.

Lux Theatre Tops
Nighttime Hooper

LEADING the first 15 evening pro- grams in the Sept. 30 "Program Hooperings" report released last week was Lux Radio Theatre, with Screen Guild Players second and Red Skelton, who recently returned to the air after a summer hiatus, third.

Average evening sets-in-use re- ported was 23.7, up 2.4 from last report, down 2.1 from a year ago. Average evening rating was 7.4, up 0.7 from last report and down 0.5 from a year ago.

Average available homes was 76.2, up 5.7 from last report and down 6.4 from the same period last year.

Current total sponsored hour in- dex was 65% as compared with 69% last report, 77% a year ago.

How They Rated

First 15 evening programs reported with the following results:

Radio Theatre 16.2; Screen Guild Plays 15.9; Red Skelton 15.3; Charlie McCarthy Show 14.5; Walter Winchell 13.5; Mr. District Attorney 13.4; Hollywood Review 12.8; Sus- tains 12.3; Maisie 12.2; Kay Kyser 12.2; Judy Canova 12; Take It Or Leave It 11.9; Tommy Dorsey & Company 11.6; Your Hit Parade 11.5; Men Called X 11.3

Program having the largest number of women listeners per listening set was Songs by Sinatra, with 1.48; Boxing Bout had the largest number of men listeners per set with 1.15; and Lone Ranger had the most children listeners per listening set with 0.76.

Pepper Young's Family led the list of the top 10 weekday pro- grams in the Sept. 30 "Program Hooperings" report with Right to Happiness second and Backstage Wife third. Top 10 weekday pro- grams were: Pepper Young's Family 9.1; Right to Happiness 8.3; Backstage Wife 6.3; Portia Faces Life 6.1; Breakfast in Holly- wood (Kellogg) 5.7; Stella Dallas 5.7; When a Girl Marries 5.6; Young Dr. Malone 5.4; Big Sister 5.3; Ma Perkins (CBS) 5.3; Ro- mance of Helen Trent 5.3.
WANT TO Change Spots FOR FALL?

SLIP INTO SOMETHING SMART AND INTERESTING FOR FALL!

THE JOHN H. PERRY STATIONS OFFER NEW, BRIGHT SHOWS!

GAY, EXCITING ENTERTAINMENT ACCESSORIES THAT WILL DRESS UP YOUR SELLING PROGRAM!

WJHP. JACKSONVILLE  CHANGES TO 5,000 WATTS IN THE NEXT MONTH!

WTMC...OCALA  PUTS ON NEW AUTUMN SHOWS FOR TOP ENTERTAINMENT CHOICE!

WCOA...PENSACOLA  HAS ADVANCE TIPS ON LATEST PROGRAMMING & SELLING TECHNIQUES!

WDLP. PANAMA CITY  DON'S NEW PROGRAMS FOR THAT WISE AUTUMN OUTLOOK!

Represented Nationally by

JOHN H. PERRY ASSOCIATES

NEW YORK  CHICAGO  DETROIT  ATLANTA  PHILADELPHIA


title

You can't afford to be a recording isolationist...

"Black Seal" blanks won't rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings is what, up until now, you have considered your recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seal"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

COMMENTATORS board their special plane of the Scandinavian Airlines System bound for Copenhagen, Oslo and Stockholm for Broadcasting Dept. wtih them are (1 to r) Edgar F. Higgins Jr., WOR New York, Mutual; H. Y. Kaltborn, NBC; Tage Palm, International Division, NBC; Margut Cohn, ABC.

ERIC SEVREIS, director of CBS Washington news bureau, is author of "Not So Wild a Dream," to be published Oct. 1 by Alfred A. Knopf, New York. Book is account of Mr. Sevred's experiences as CBS war correspondent.

WALTER M. KEARNEY, aviation authority of WTAG Worcester, Mass., has married Evelyn Sandstrom.

JACK FRENCH, previously with WTMV East St. Louis, Ill., has been named news editor of KXV Lodi, Calif.

ALLEN JEFFRIES, formerly with WWO Fort-Wayne and UP Indianapolis, has been named feature newscaster and writer for WKMO Kokomo, Ind.

Werner Michel To CBS As Producer - Director

WERNER MICHEL, former chief of the Radio Program Branch of the State Department, and prior to that assistant chief of the Office of War Information's Radio Program Bureau, on Oct. 6 joined CBS as a producer-director.

Mr. Michel joined the CBS news division in 1941, working in the listening post, and in 1942 went to OWI to organize the agency's schedule of foreign language and English broadcasts. During the D-Day operations he was in London to coordinate the radio part of Allied psychological warfare with the British. His last official act in his State Department post was setting up shortwave service to the USSR. Prior to his news writing for CBS, Mr. Michel was a free-lance contributor of scripts to the Columbia Workshop and taught radio writing for two years at NYU. He had produced and written radio programs abroad in Germany, Austria, France and Switzerland.

GOING 5000 WATTS

SWEET MUSIC IN DOUBLE TIME

TWIN FALLS - IDAHO

WEED & CO., Representatives

Producer Assails Demand by AFRA

Union Would Drive Audience Shows Off Air, Says Blake

AMERICAN FEDERATION of Radio Artists demand that audience participators in radio shows be paid regular AFRA scale is branded monopolistic and contrary to the public interest by Howard Blake, Los Angeles radio producer, in a mimeographed article he is sending to AFRA and network heads.

AFRA's announced purpose, Mr. Blake says, is to drive audience participation shows off the air and make more work for actors. By the same logic, he contends, the union should demand an AFRA permit from every musician who goes on the air. "Take music out of radio and there will be thousands of new jobs for actors," he points out.

Housewife or Musician

"Think it over," Mr. Blake continues. "What's the difference whether it's a housewife from the Bronx or a musician from Brooklyn? Neither is an actor and both are taking work away from AFRA members. Eliminate them both and AFRA is sitting on top of the world."

To the American Federation of Musicians, Mr. Blake offers a similar suggestion. "Why shouldn't the AFM also demand scale from performers on audience participation shows? Those people are no more actors than they are musicians, and they keep even more musicians out of work than actors... go the whole hog and demand an AFM fee from every AFRA performer. That will eliminate actors from radio as an "out of work" audience of jobs for musicians."

As a parallel, says Mr. Blake, the Authors League should strike against Letters to the Editor.
BOB FOUTS
Heard Nightly
5:15 to 5:30 • 10:10 to 10:15

THE AUTHORITATIVE VOICE
IN WESTERN SPORTS...

With the same enthusiasm in which audiences have turned to Time-Clocked News to keep abreast with local and world events, Northern California now looks to KYA for complete coverage of the field of sports. Northern California nightly listens to Bob Fouts, KYA's aggressive sports authority for accurate, unbiased reporting of the day's sports.

Other exclusive KYA sports coverage includes Home Games of San Francisco '49-ers of All-American Football Conference sponsored by Acme Beer.

KYA
San Francisco

National Representative: ADAM J. YOUNG, Jr., Inc. New York & Chicago

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Two CBS Renewals
E. R. SQuIDB & Sons, New York, and General Columbia, New York, have renewed CBS programs. The Squibb company, effective Sept. 25, has renewed Academy Awards, W. 10-10:30 p.m., through Geyer, Cornell & Newell, New York, and General Foods, for Post's Raisin Bran and Post's 40% Bran Flakes, has renewed Kate Smith Speaks, Mon. through Fri. 12 noon-12:15 p.m., through Benton & Bowles, New York.

Frank W. Harvey, formerly in charge of the ABC-Republic and RCA television, has joined the technical staff of WMAL Washington to supervise installation of the station's television facilities, signifies a new interest in the development of television. WMAL's new television is a part of the ABC network.

Dale Pollack, formerly vice president of engineering of Templeton Radio Corporation, has been named technical director of the NBC division. He will be in charge of technical research in FM development and research. Pollack is vice president of Long Island Tel. Telephone is New London 2-4824.

Herbert Pangborn, CBS Hollywood director of station relations, has been selected by the Advertising Club for his work in all areas of television and FM.

IT'S GOOD NEWS FOR FM—the shipment of the 50th General Electric postwar radio to the Air Force. The one going to Capitol Broadcasting Co., operators of WBCA Schenectady, N. Y. Happy spectators are (1 to r): Arthur A. Brandt, GE's Test and Measuring Section; James D. McLean, GE broadcast equipment sales manager; W. (Russ) David, New York; Marjorie Skelton, Syracuse singer; Leonard Asch, Capitol president; Howard Mandernach, GE electronics district manager, and General Foods, Oct. 10 will re

Affiliation Delayed
WJO Baton Rouge, La., a former ABC affiliate and an NBC affiliate prior to the separation of the Red and Blue networks, Oct. 10 will re-affiliate with NBC as a member of the south central group. Operating with 5 kw on 11590 kc, WJO is owned by Baton Rouge Broadcasting Inc. and is managed by Roy Dabadie, Date previously announced for the change was Oct. 1, change having been necessitated by technical difficulties.

Sylvania Electric Products, New York, electronics division, has announced new electronic drain tube, Type 8440, providing peak output of 48 million lumens and designed particularly for black and white and color photography.

Radio Receptor Co., New York, has announced new miniature five-plate selenium rectifier, 5 MJ, designed to re

RCA Engineering Products Dept., Camden, N. J., with executive charge of all development, construction and operation of KFRC San Francisco, has joined KCVR Lodi, Calif., as operator announcer.
Mr. Gene Carr  
W.H.E.Q.  
Gayoso Hotel  
Memphis 3, Tennessee

Dear Mr. Carr:

This A.M. we received an emergency call from the Chief Nurse at the Isolation Hospital for "Aides" to assist registered nurses in caring for polio patients.

Mrs. Lena Lyon Saint, Director Nursing Services this chapter, conferred with Mr. Tom Spalding, Director Public Information who contacted you regarding this urgent need. You put the appeal on the air about 11 A.M. Shortly after 12 noon we received a call from the Hospital advising there had been an excellent response to the radio appeal and their needs were well taken care of - "Please notify the radio station to take the appeal off the air."

This just another example of the prompt response of Station W.H.E.Q. to our requests for assistance, also of the excellent results obtained when Station WHBQ goes on the air.

Thanks for the many courtesies extended us.

MEMPHIS-SHELBY COUNTY CHAPTER RED CROSS

(Miss) Mary P. Poston  
Executive Director

cc: Mr. W. E. Lamb, Chapter Chairman  
Mr. Tom Spalding, Director Public Information
Sarnoff Sees Lag in Social Progress

Science Ahead of Human Relations, He Says At Anniversary

THE mechanically apt and economically intuitive immigrant boy who rose up to boss the great electronics-communication empire of RCA found last week that science, worshipped monotheistically, was an inadequate god.

Brig. Gen. David Sarnoff, president of RCA, bespoke the need for urgent work by experts in social and political behavior to overcome the gap between mechanical progress, which has been frighteningly rapid, and the state of human relations, which seem outdated in a time of stratospheric weapons and atom bombs.

The occasion was a dinner given by RCA to commemorate its 40th anniversary in radio and attended by 800 of his associates and friends, at the Waldorf-Astoria, New York.

Social Problem

Having just returned from a trip to Europe where "insecurity, instability and uncertainty" abound, Gen. Sarnoff described the world's most pressing problem: "Can we make progress with man to the same degree as we have made progress with the machine?"

Science having presented man with an array of impressive instruments which may comprise a workshop or an arsenal, it is up to the social scientists and moralists to make certain that the proper use of them is made.

But to implement that choice, said Gen. Sarnoff, man must possess a will to peace and "the will to peace requires the heart and soul as well as the mind of man."

There is little doubt, he said, that scientists will proceed at the feverish rate of discovery that has obtained in the past 40 years so that "all the marvels of 1846 will be museum pieces 40 years from now."

Even the Weather

He spoke of new discoveries which seem destined in all scientific fields and as an example said that it was not impossible that one day the weather might be controlled by man. "A noted man of science," he said, had told him only recently of experiments that "may lead to man's domination over the elements."

But it was urgent, he said, that man's experimentation in the province of his own relationships proceeded apace with that in science's realm.

"Many men," he said, "will risk their lives to solve a scientific problem; few will risk their comfort or security to solve a social or political problem."

Peace, he said, depended upon the willingness of some men to embark on the latter course.

"I have lost none of my faith in the future," he said, "if only we will ourselves to achieve peace and the proper relationship between ourselves and our neighbors."

Gen. Sarnoff was introduced by Owen D. Young, retired chairman of the RCA board, and whom Gen. Sarnoff described as "my mentor."

Along With Electron

The other feature address of the evening was delivered by Dr. Karl T. Compton, president of the Massachusetts Institute of Technology, who pointed out that "the career of Dr. Sarnoff has run parallel in time with the career of the most nimble and obedient servant whom mankind has ever put to work, namely, the electron."

Li. Gen. J. G. Harbord, chairman of the RCA board, was toastmaster.

Among prominent guests attending the banquet were Bernard M. Baruch, Gerard Swope, William S. Paley, president of CBS; Niles Trammell, president of NBC; Edward J. Noble, chairman of the ABC board; Edgar Kobak, president of MBS; Acting Chairman Charles R. Denny Jr., and Comr. Paul A. Walker of the FCC; Maj. Gen. Frank E. Stoner, chief of Army communications; M. M. Aylesworth, first president of NBC, and now radio counsel; Adm. J. F. Farley, Commandant of Coast Guard; James L. Fly, former FCC chairman; Edward J. Nally, RCA director; Dr. Frank B. Jewett, president, Bell Labs.; Adm. Joseph R. Redman, vice president of Western Union; Col. Sosthenes Behn, chairman of IT&T; Brig. Gen. Julius Ochs Adler, publisher, New York Times; Charles E. Wilson, president, General Electric Co.; Gano Dunn, economist; Winthrop W. Aldrich, banker; Casper W. Ooms, Commissioner of Patents; Commodore J. B. Dow; Dr. Augustine Frigon, general manager, Canadian Broadcasting Corp.

Messages of congratulations on the occasion of his 40th anniversary in radio came to Gen. Sarnoff from President Truman, Gov. Thomas E. Dewey, of New York; Mayor William O'Dwyer, of New York; Sec. of Navy James Forrestal, and Sec. of War Robert Patterson.

WABD’s Video Premium Attracts 4% Response

MORE THAN 4% of the known television homes reached the ABC Ladies Be Seated program on WABD New York, answered a premium offer by B. T. Babbitt Co., a response considered remarkable by the sponsor.

Employed for the first time on a television show, the premium offer, which was a costume pin, was made through arrangements between Paul Mowrey, ABC’s national television director and Walter Ware, television director of the Duane Jones Agency which handles the Babbitt account.

In announcing the results, Rob- bert Brenner, advertising director of B. T. Babbitt said "We estimate that we received requests for the Egyptian secrab pin from over 4% of the known television homes in the territory reached by this telecast. This is a greater percentage of returns than we have ever received from a one time shot in any other medium." The pin was offered to viewers upon receipt of 25 cents and a label from a can of Bab-O.

Williams Tests Four

J. B. WILLIAMS Co., New York, shaving cream, has started a test campaign sponsoring quarter hour news on WINR, WGBF, WHP, KFJJ. Contract started Sept. 30 and will run indefinitely as placed by J. Walter Thompson Co., New York.

Champion Signs ABC

CHAMPION SPARK PLUG Co., Toledo, last week started sponsorship of a new afternoon five-minute, sportscast by Harry Wismer over ABC Fri. 9:55-10 p.m. Effective Oct. 4 for 52 weeks the contract was placed through MacManus, John & Adams, Detroit.

KELO to NBC

KELO Sioux Falls, S. D., Sept. 20 became affiliate of NBC replacing KSOO Sioux Falls. KELO is owned by the Midecontinent Broadcasting Co. and operates with 250 w on 1230 kc. KSOO will continue as an independent station, carrying some NBC programs.

Represented by

Wichita

aimed like a Rifle at Kansas’ No. 1 Market

NBC in Wichita

PHILADELPHIA’s No. 1 Disc Jockey

Doug Arthur

with Danceland

10,000 Watts

WIBG

REP. BY: National by Adam J. Young, Inc.
New York, N. Y. 24th St.

KELO Sioux Falls. KELO is owned by the Midecontinental Broadcasting Co. and operates with 250 w on 1230 kc. KSOO will continue as an independent station, carrying some NBC programs.
Nudge your memory a moment! That dream of a house in the country. Remember? . . .

And even if you don't remember . . . never adventured into that wondrous dreamland . . . this is a lively situation-comedy program that radio advertisers and the people in your town want . . . want mighty bad. For figures prove that listeners show an overwhelming preference for situation-comedy shows.

In offering A HOUSE IN THE COUNTRY, NBC Radio-Recording sets a new high in good fun. From the moment the program opens and voices cordially say, "Come In" . . . pandemonium breaks loose with hilarious situations, excruciating problems and, of course, love eternal . . . all striking a delightfully familiar note in the lives of us ordinary folk.

A HOUSE IN THE COUNTRY is fastly paced . . . expertly acted by outstanding network talent . . . cleverly written by Ray Knight, one of radio's top comedy scripters . . . and is for rent right now to advertisers everywhere on a syndicated basis . . . Write today to NBC Radio-Recording, builders and designers of A HOUSE IN THE COUNTRY, for audition records and complete details.
SHELL OIL Co., New York, Oct. 7 starts four-week sports review by Bob Lyon, sports editor of WGBS Miami. Five-minute spot, on WGBS WFDF WSVN WJOF WMPJ. Program is heard Mon.-Fri. 6:15-6:30 p.m. Stan Ornest, former sports announcer for CBC, will handle commercials. WGBS will carry program Monday through Saturday under special arrangement. Agency is J. Walter Thompson Co. Promotion campaign is slated which calls for personal appearances by sports cast-pair at Shell dealer meetings throughout Florida, bus and car cards, newspaper ads, courtesy announcements, news releases, dealer letters and point-of-sale materials.

THE NEW YORK GIANTS Baseball Club will continue to sponsor Steve Ellis as sportscaster on "Giants Jottings" on WMCA New York. Mon. through Sat. 6:45-7 p.m., the year round, marking what is said to be the first time in radio history that a ball club will sponsor an all-sports program throughout the year. Warren & Legler, New York, is the agency. HAMILTON ROSS JETFLOW CORP., Chica- go, plans $1,000,000 promotion campaign for its retransmitting ball pen. Placing through M. O. Owen Inc., New York. No radio indicated at present.

FREDERICK R. WEISMAN has been elected president of Hunt Foods Inc., Los Angeles. For 15 years Mr. Weisman has been associated with the firm in various executive capacities, including M. E. WANGENHEIM, new chairman of the executive committee. Mr. Weisman is one of the youngest presidents of a major company.

JOE C. WICK, general sales and advertising manager of David D. Evans Coffee Co., New York, has been appointed in the same capacity by Airline Corp., New York, which has purchased the coffee firm; an expansion which is expected to include a number of companies in the field of coffee. Mr. Wick has been with Evans for more than seven years. Airline plans to use radio.

AMERICAN CHICLE Co., Long Island City, N. Y., has appointed Weisman Erickson Sao Paulo office to handle advertising in Brazil, effective immediately.

ATLANTIC REFINING Co., Philadelphia, has added WEJ Rocky Mount, N. C., to its North Carolina product team. Placement was through New York.

PARAMOUNT Pictures, Los Angeles, in addition to national campaign, has started spot schedules on KXK KFEC KJL KMPC KBFW KLAC. Contracts are for 52 weeks.

UNIVERSAL MICROPHONE Co., Inglewood, Calif., maker of sound recording components, electronic home appliances, and Palilue Engineering Co., maker of Peo shower heads and tripods, have appointed Kittlen & Thomas, Los Angeles, as agency to handle national advertising.

ROONEY REALTY Co., Los Angeles, has appointed The Tuilis Co., that city, to handle its advertising. Radio is being used.


SIERRA CANDY Co., San Francisco (retail), in western campaign will use country music for various clients, including Robert H. Young, Adv., that city.

SABRE ELECTRIC CORPORATION, Richmond, Va., has signed for sponsorship of the half-hour broadcast portion of the WIRA Richmond "Old Dominion Dreamer" on an area network of WBV, WPV, WAPP. Program originates from newly opened Williamsburg, Va., plant.

PERSUSS Ltd., Montreal (cough medi- cine), has staged spot announcements on Ontario and Quebec stations. Agency is John J. Gibbons Ltd., Montreal.

Alice Kline, former with C&P, is now with the Red Cross in Detroit.

ELECTRIC SALES AND SERVICE Co., Miami, Fla., distributor in south Florida, has added spot advertisement to its product publicity section, effective immediately. Agency is Cockfield Brown & Co., Toronto.

ELECTRIC SALES AND SERVICE Co., Toronto, has added WEED Rocky Mount, N. C., to its representatives and sales promotion staff. Account is handled by McCann-Erickson Sao Paulo office. Placement was through New York.

AMERICAN HOME PRODUCTS Corp., New York, has appointed Weiner Adv., San Francisco, to handle advertising.

AMERICAN CHICLE Co., Long Island City, N. Y., has appointed Weisman Erickson Sao Paulo office to handle advertising in Brazil, effective immediately.

ATLANTIC REFINING Co., Philadelphia, has added WEJ Rocky Mount, N. C., to its North Carolina product team. Placement was through New York.

First in Birmingham Since 1925

With The Programs Listened To Most!

Mr. District Attorney

Sigmund Romberg

Alec Templeton

Tommy Dorsey

Calenborn

Fred Waring

Dr. I. Q.

Frank Morgan

BIRMINGHAMS BEST RADIO BUY!

Paul M. Raymer Co., Representative

Page 76 • October 7, 1946
Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place your order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.
2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.
3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.
4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.
5. Conservatively operated circuits prolong tube life—prevent program interruptions.
6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.
7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.
8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.
9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.
10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY
**ALLIED ARTS**

C. P. JAGER and NORMAN MORRILL have been named vice presidents in charge of sales and manufacturing, sound recording, respectively, of Audience Recorders, Inc. Disc firm plans phonograph releases of corporation talent participants including "Amos 'n' Andy," Jack Benny, Edgar Bergen, Ed Gardner, Fibber McGee & Molly, and Burns & Allen.

**BIBLIONE RECORDS**

New York, has released its new fall-winter catalog of available religious albums. New releases have been timed to coincide with the American Bible Society's announcement that Biblione has been chosen to represent the music and record department of the "Worldwide Bible Reading" campaign which will take place between Christmas and Christmastmast with 42 million enrolled church members participating.

HUBERT F. GUENNIN, former editor of a news bulletin for the RCA Victor home record market research department, and A. NEFFLER BEITLER, former assistant to the promotion manager of the Philadelphia Evening Bulletin, have been appointed to the advertising staff of the RCA Victor Home Instrument Department, Camden, N. J.

BILL TRAVIS, radio director, Greek War Relief Assn., has become secretly married to former Lorraine Verity, secretary, Royal Netherlands Steamship Line.

Larry Ruddell, ABC New York national recording supervisor, arrived in Hollywood Sept. 30 to investigate facilities for setting up of West Coast recording studios for the network in that city.

HUGH LEWIN, Hollywood writer-producer, under a year contract, is heading an English language program service for Radio Diffusion Francaise. He leaves for Paris Nov. 1.

JOHN F. FONTAINE has been named Houston manager and LYNN A. HALEY as Boston manager of the Graybar Electric Co. Both have been with the firm for a number of years.

AMERICAN Society of Composers, Authors and Publishers will hold its semiannual membership meeting Oct. 10 at Ritz-Carlton Hotel in New York. President's and treasurer's reports will be made for the first six months of the year will be given.

PHILLIP H. LORD PRODUCTIONS, New York, is packaging a new show called "One Man," a half hour dramatized show based on the experience of Elmer Thomas, one of the co-ordinators of the U. S. Treasury Enforcements Agency. Mr. Tree led the activities of 3,000 T or Treasury men. He is responsible for the convictions of Al Capone and George McManus and others. He resigned from the Treasury Sept. 1 and signed a contract with Lord Productions last week.

**NARBA Changes Given By Mexico and Bahamas**

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of three new stations, while the Bahamas gave formal notification that ZNS Nassau, which formerly operated on 640 kc, begun fulltime operations as a Class I-A station with 500 watts power on 1540 kc, under the NARBA Interim Agreement signed in Washington last February. ZNS began on the new frequency Aug. 1.

Mexico's changes:

- 650 kc—New, Zamora, Michoacan, 1 kw, daytime, Class II, to begin March 1, 1947.
- 1640 kc—XELZ Mexico, D.F., 1 kw, night, 5 kw, day, unlimited, Class III-A, to begin March 1, 1947.
- 1200 kc—XERH Mexico, D.F., 5 kw, day, 500 w, night, unlimited, Class II, already in operation.

**Video Network**

(Continued from page 42)

Boston microwave radio relay. Equipment is being built and buildings and roads constructed at intermediate relay station located on hilltops along the way. Tests between New York and New Jersey have shown good results from this relay system, which will also carry telephone as well as television signals. The New York-Boston relay should be ready for testing some time next year.

GE Builds Relay

General Electric Co., whose video station in Schenectady regularly picks up WNBT New York programs for direct rebroadcast through a relay point on a mountaintop near Hillsdale, N. Y., is also planning construction of a microwave relay for video and sound radio programs between New York and Schenectady. Originally a joint project of GE, Globe Wireless and International Business Machines, the construction and experimental operation of this relay network is being carried on by GE, with Globe having an option to buy the facilities if it could have been proved workable. Globe intends to extend the network westward to Chicago. Experimental system will include a terminal in New York and three relay stations on Beacon Mountain 50 miles from New York, at Round Top Mountain 52 miles farther north, and 28 miles more to the Helderberg Mountains, about 12 miles from the GE studios in Schenectady. Construction has been begun on a 130-foot steel tower to house antennas, transmitting and receiving apparatus at the Helderberg Mountain relay point, GE reports.

Philco Corp. has for several years operated a relay station at Mt. Rose, N. J., through which video programs broadcast in New York have been transmitted for rebroadcasting to the Philco station, WPTZ Philadelphia. In addition to developing and operating this system, Philco also has a 1300 mc video relay system under development in its research laboratories.

**Raytheon Relay**

Raytheon Mfg. Co. recently demonstrated transmission of radio programs and facsimile between New York and Waltham, Mass., over its experimental microwave relay, operating at 4000 mc with automatic stations at Lewisboro, N. Y., Oxford, Bristol and Tolland, Conn., Webster and Waban Hill, Mass. System is said to provide dependable service day and night and not to be affected by sun spots and other troubles besetting lower frequencies and to be able to carry video programs as well as other material, although no test of television relay by this system has yet been made. Company last year presented a plan for a nationwide microwave relay system.

**Stratovision**

Westinghouse Electric & Mfg. Co. has announced the completion of the first series of tests of Stratovision, system of airborne television and FM transmission under development by Westinghouse in cooperation with Glenn L. Martin Co. Equipment is now being prepared and modified for the second phase of the project, which contemplates broadcasting FM and video programs from airplanes and networking the programs from plane to plane, with a chain of 14 providing coverage for virtually the entire country.

The first tests, begun last December, showed that a usable FM relay was provided 240 air miles from an altitude of 25,000 feet with only 250 w power. Video work centered around measurement of field strength and "ghosting" conditions in the 500 mc region.
its output tube, the new SD21, which RCA describes as "the first tube specifically designed to provide the high-power, high-frequency, wide-band operation required for television broadcasting." The tube's dual-triode construction, the company says, provides such advantages as "inherent stability, achieved by in-built neutralization; wide band width at high efficiency, due to low output capacity; minimum current loss to grids and shields, accomplished by electron optic design."

Both visual and aural units of the transmitter are incorporated into a unit measuring 17' x 3' x 7', so constructed that it can be broken down into smaller units 3' x 3' x 7' which will readily fit into an elevator—an important consideration when the transmitter is to be erected atop a skyscraper. "Walk through" construction of the eight racks, with front and back doors and all components mounted on the sides of the racks, affords high accessibility.

Operating console is built so the operator can monitor by push-button controls the visual signal for both picture and wave form quality at any point: transmitter input, modulator output, side band meters. Auxiliary equipment—camera control unit with monitoring screen and power supply for each camera, master control and switching unit with power supply and push-button switching from camera to camera, synchronizing generator—are all built into portable suitcase-sized housings.

WESTERN ELECTRIC

Western Electric Co., currently busy attempting to fill orders for telephones and other equipment whose normal production was interrupted by the war, has not yet begun the manufacture of television equipment. Eventually, however, the company expects to occupy the same position in the video field as it does in AM and FM broadcasting—to produce transmission and studio equipment for broadcasters but not to go into the receiver field.

WESTINGHOUSE

Westinghouse Electric & Mfg. Co.'s position in the television field is that of a designer and manufacturer of transmitting and studio equipment in demand by broadcasters, with the majority of its current production built to order, according to C. J. Burnside, manager of the company's industrial electronics division. "An estimate of when production line technique can be used to manufacture this equipment is difficult," he says, "because the answer to the question depends on when demand will be crystalized sufficiently to warrant production."

Westinghouse now has in production the first studio pickup units, built to CBS design, for experimental work with VHF color operation. Transmitting both sound and picture on the same carrier, these units can be used to convert 55 mm color slide or 16 mm color moving picture film and its associated sound into radio-frequency signals suitable for broadcasting over a color transmitter. Company states that while this was originally a Westinghouse-CBS development, "the importance of the pickup unit has warranted release to a limited number of other leaders in the radio industry, with delivery of these units to be started late this year.

Byrnes Message Is Read At WSPA 5 kw Sendoff

WSPA Spartanburg, S. C., celebrated its expansion to 5 kw full-time with a special dedicatory program Sept. 29 when messages of congratulations from Secretary of State Byrnes and other officials were read. Walter Brown, vice president and manager of the Spartanburg Advertising Co., which owns and operates the station, outlined its development from a 1 kw daytime non-network outlet in 1940 to its present status as a CBS affiliate with increased power, and a new 440 foot antenna tower. Other participants on the program included Sen. Burnet R. Maybank, Sen. Olin D. Johnston, Governor-nominee J. Strom Thurmond, and A. B. Taylor, president of the licensee firm.

TWO TOP-FLIGHT announcers have joined KSFO San Francisco. Going through their paces are sound picture adaptation by Carl- ton Morse, author.

'Johnson Family' Rights Acquired by Film Firm

EDWARD NAASSOUR PRODUCTIONS, Hollywood independent film producer, has acquired motion picture rights to radio serial The Johnson Family and has signed Jimmy Scribner, star, to a long-term contract. Firm expects to put family series before cameras around first of year.

Frank Lovejoy, New York actor, has been signed to a term contract by Story Productions. He will appear in the first Armad Deutsch-Hal Horne production, This Side Innocence, distributed through United Artists. NBC some months ago sold film rights of its five-weekly half-hour sustaining Honeymoon in New York to an affiliate of Story Productions, headed by Deutsch and Horne. Cinema Century Productions, Hollywood independent unit, is to film NBC One Man's Family, with picture rights adaptation by Carlton Morse, author.
**NEW seven-a-week after-midnight series, "Round Table Discussion." Audience of 100 students ranging from the ages of 10 to three years in the armed forces.**

**HAWAII SAILUERS the Mainland with flowers. Mrs. Verne D. Irwin, general manager of KTLA-Tacoma, Wash., presents the floral greeting to Mayor William E. Akaka of Honolulu. Program is presented over WPEN Philadelphia and includes KBON KOWH WJAG KGFW Sound Cities.**

**Weather on WNYC**

Long Island's truck and flower gardeners will set their weather reports from New York from now on. The U. S. Weather Bureau, in order to relieve itself of the burden of answering the calls of many farmers and gardeners daily, has informed the callers that a complete weather story can be had for the listening on WNYC every morning at 7:30 o'clock.

**WGRB Increases**

WGRB, General Electric Co., video station in Schenectady, doubled its hours of telecasting starting Sept. 30. New schedule includes a combination of local programming and a pickup from WPEN New York, Monday through Friday, and a New York pickup on Sunday, totaling 14 1/2 hours of program service weekly.

**Dramatized Report**

As part of its 10th anniversary celebration, the CBC has started weekly series "Box Seats," a dramatized report of the operations and achievements of the CBC to show the Canadian listeners where the annual $2.50 listener license fee goes. There will be 11 broadcasts in series, supervised by J. Frank Williams, CBC feature broadcast director.

**Recruiting to MBS**


**Welcome**

IN EVERY HOME...

WSGN has led The All-Day Listening Audience (8 A.M. to 6 P.M.) in Birmingham for the last six months, according to Mr. Hooper.

**Alabama's Best Buy Far!**

Look for Yourself

**ANSWERS to questions posted on local quiz programs now are posted on the bulletin boards of 63 branches of the New York Public Library. According to Francis B. Halton, chief of the circulation department of the library, the postings would be used to encourage callers to visit the libraries and to familiarize themselves with their extensive offerings. Libraries may not answer such inquiries by telephone.**

**Answer to Question of the Week**

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE HERALD STATION
Represented Nationally by Headley-Read

October 7, 1946  Page 81
They Like Video  
(Continued from page 16)  
above average in education and income: 39% of the men have had better than a high school education; 31% of the families have annual incomes of $5,000 to $10,000, and 25% have incomes of $10,000 or more. A majority of the men are executives, business proprietors or in professional occupations. The men's average age is 42 years, and that of their wives 39 years. A majority of the families have one or more children under 18.

As might be expected, the present television home audience includes a disproportionately large number of people whose occupational interests relate directly or indirectly to the television medium. In our interview sample 37% of the families were found to have an occupational connection with radio and/or television manufacturing, sales, service, broadcasting, and advertising, or with related communications media. Another 10% are active hobbyists in fields relating to television—electronics, motion-picture photography, etc. It may be concluded that the audience is radically different in this respect from any large representative audience that might be expected in the future.

RECEIVERS AND THEIR USE —A majority of viewers (62%) have receivers with 12 or 14-inch tubes, and the rest have smaller picture-tubes. One out of five has a set with a 6-inch tube (3 x 4 inch picture). Station reception was highly unequal in New York City prior to the recent channel changes (there is some evidence that the situation has not been altered by the new channel assignments); only 62% of the receivers could obtain images from all three stations, and only 17% could receive a clear picture from all three. Less than half of the viewers could receive a clear picture from any two stations. Audio reception is generally much better.

High Viewing Rate

The frequency of viewing is naturally affected by such differences in reception, those who can receive satisfactory images from all three stations tending to use their sets more often than those whose reception is less satisfactory. Despite this circumstance, the average family views television five nights out of seven, and 32% report having the receiver on every night of the week.

As in radio listening, the frequency of viewing by individual members of the audience tends to be less, the higher the individual's education and economic status. Unlike radio, however, television viewing is not significantly more common among men than among women (68% of the men and 61% of the women view television programs four or more evenings a week), a condition to which a number of factors contribute—among them the preponderance of sports in present programming, the technical interest in television of many of the men, and a certain reluctance of a considerable number of the women to learn to operate the television set themselves (a reluctance due in part to the masculine attitude that the television set is a piece of engineering equipment, not an item of household furniture).

Viewing Groups

According to the testimony of our respondents, the average number of viewers per receiver is 7.7, but since this is merely an estimate, rather than a coincidental measurement, we consider it probably inflated. More exact measurements have indicated that 5.0 is a more reliable average.

Eighty-nine per cent of the families report that guests, who are not members of the immediate family, are usually present in the viewing group. Six out of ten audience groups view the program in complete darkness, and three out of ten in dim light. Characteristically the viewer devotes full attention to the program.

GENERAL ATTITUDES—During the period of the channel changes, when television service was suspended, 87% of the New York City set-owners missed television "very much" and only 2% say they missed it "not at all." This highly favorable attitude, already evidenced in the frequency of viewing, is amply confirmed in free-answer comments.

The primary values found in the medium tend to be expressed by the set-owners in terms of explicit or implicit comparisons with other media. In comparison with radio, television offers a closer approximation to reality, frees the viewer from the necessity of providing his own visualizations and imaginative constructions, and offers a wider range of content than radio can deal with.

These advantages are pointed to in such typical comments as the following: "Can see things that happen right before your eyes that you couldn't visualize with radio." "Seeing the people instead of using imagination." "There are certain things that the eye can appreciate more than just the ear alone." Comparisons with motion pictures generally refer not to content (since television programs may themselves include films) but to convenience—the freedom, comfort and convenience of home viewing, which offers visual entertainment without the effort of special preparation and travel, avoids the annoyances of traffic congestion and the parking problem, requires no standing in line for a ticket or a seat, and so on.

Aid to Family Life

"You don't have to go out in all kinds of weather," says one viewer. "You save all that traveling time," remarks another, "when it's over all you have to do is shut it off and go to bed." There is a strong feeling among present owners that...
television has a beneficial effect on family life by re-establishing the home as a center of family entertainment.

It tends to replace forms of amusement which previously divided the family and drew it away from home and offers the same entertainment. It offers the family and draws it away from television by re-establishing the family life.

Television has a beneficial effect on children. "The children don't run around as much. They stay closer together."

A majority of the viewers were asked: "What technical improvements in television would please you most?" The most frequently mentioned were: a larger picture, a clearer and sharper picture containing "more lines" and "finer detail," pictures in color, simplification of set operation, and a reduction in picture interference. For a picture "twice as sharp and clear" as the one they now have, seven out of ten would buy a new set and pay an additional $50 on the purchase price; 52% would pay $100 more. Seven out of ten would pay an additional $100 for a new set that would give them a picture in color; and 81% would pay $50 above the price of a black and white set for a picture in color.

CONCLUSIONS — On the whole, television has obtained a considerable measure of its present audience in New York City, but evaluation of their attitudes as an indicator of television's immediate prospects, and as a guide to its development, requires caution. The audience is of microscopic size and unrepresentative in composition. The fact that approximately half of the present set-owners have an occupational or hobby interest in the medium points to their special incentive in buying a set.

A majority of them appear to be well-informed about the conditions that have limited the technical and program development of the medium, and their enthusiasm for the television of today tends to be supported by anticipation of improvements yet to come. It is quite possible that a more representative audience might develop viewing habits and attitudes somewhat different from those of the special audience on whom we have had to depend for information during the last few years.

Whatever your plans call for in height, location or type of array, you'll find important advantages...complete assurance of safety...in IDECO triangular-section tower design.

For continuous service, high-frequency broadcasting, it is imperative that your antenna be operative at all times. Low-level emergency hook-up will not substitute.

Triangular towers are adequate, regardless of the direction of wind loads. With no distortion, secondary stresses are avoided...actual loads in structural members are exactly as calculated. Wind resistance is cut to the minimum, reducing maximum load as much as 20%.

These are some of the reasons for the 100% safety record of IDECO Triangular-Section Towers. IDECO engineers, who have worked hand in hand with radio engineers since the start of broadcasting, will be glad to work with you in applying the basic safety principles of IDECO design to the solution of your problems. WJR 700-foot triangular tower shown above has been in continuous service since 1940.

IDECO Towers are supplied direct or may be ordered through any of the principal manufacturers of broadcasting equipment. Write for descriptive bulletin RT-46.
Art Men
(Continued from page 17)

our motion picture department, lay out the titling, make sketches for the animator, check timing, o. k. the cells and assist in editing the final film.

"It was decided that a basic flexible be designed and constructed. The art director submitted sketches and suggestions.

"Each week sketches had to be made of sets and props. A floor plan showing the disposition of the scenery and props with careful consideration given to camera movements accompanied the sketches. In addition the art director had to secure sets props and hand props and supervise set dressing. He had to design and supply mechanical devices, lettering and photographs for easel work.

"At all times the art director had to work closely with the dramatic director suggesting video effects which the dramatic director desired.

"Through these efforts we were able to learn about technical limitations, costs, supplies and union regulations. We learned how the ultra high frequency television image compared with other forms of reproduction.

"The results of our first television effort were considered generally satisfactory. Currently we have three television shows: 1. Gulf Television News with Milo Bolton—over WCBW (CBS) for Gulf Oil Co. 2. Geographically Speaking with Mrs. Carveth Wells—over WNBT (NBC) for Bristol Myers' Trushay and Minty Rub. 3. I Love to Eat with James Beard—on WNBT for Borden's Foods.

"In all cases the body of the show is written, produced and directed by broadcasting company staffs, commercials devised by Young & Rubicam. We are using mobile drawings, maps, diagrams, films, models and dramatic skits requiring sets.

"Our task on current shows is less inclusive and, therefore, simpler than it was in our first effort. We are keeping our plans fluid and can move towards the specialized designer if needs be, or develop our own staff.

"This much can be said for the future—no knowing advertiser will pass up the proven selling worth of the commercial that is seen as well as heard—to that extent at least the agency art director will always be in the picture."

BBDO Viewpoint

Interested in television avant-garde long before it entered the sphere of his agency activities, Chet Kulesza of BBDO has had ample opportunity in recent months to combine hobby and business in devising means for the effective video presentation of the products of BBDO clients on a number of experimental telecasts. From his experience, he lays down an outline of what every agency art director should know to prepare himself for television. Mr. Kulesza:

"The average agency art director knocking out layouts has an extensive knowledge of art, design, balance, color and composition, which will stand him in good stead in television.

"However, for professional television production, the art director's background should include more than the above mentioned basic requirements of art direction. Rather than be an expert in a few techniques, he should spread his talents over the whole range of requirements. Before he can be successful, he should adapt himself to this new medium by becoming familiar with the following techniques:

"(1) WITH SET AND SCENIC DESIGN, in order that he may correctly stage the presentation at reasonable expense and still retain the necessary artistic tone and allowance of detail.

"(2) WITH CONSTRUCTION OF SETS, PROPERTIES AND GADGETS, so that he may design these various objects to scale, and not only know what to use but also know how to utilize the standard objects that are available.

"(3) WITH ARCHITECTURAL DESIGN, since his designs must conform with the nature, period and mood of the presentation.

"(4) WITH INTERIOR DECORATION, because the small screen demands simplicity of staging, the art director must know how to arrange the interiors to play down unimportant objects and at the same time maintain an interesting balance.

"(5) WITH COSTUMING AND MAKE-UP, so that the ultimate color response on the black & white viewing screen, clearly shows the variety of careful shading employed. This involves a thorough knowledge of color transposition to the grey scale.

"(6) WITH LIGHTING TECHNIQUES, because lights are virtually the director's paint brushes. Any conceivable pictorial effect may be painted on the scene by the proper manipulation of the lighting equipment.

"(7) WITH MOVIE TECHNIQUE, since Hollywood picture technique is a natural element of perfection to be included in television production.

"(8) WITH SPECIAL EFFECTS, such as the montage, panorama, the cross dissolve, fades and all implication techniques which portray an distinct message to the observer.

"The art director must familiarize himself with television station equipment and its limitations so that in planning and designing television programs he will know what can be accomplished technically as well as economically.

"Now is the time for advertising art directors to get their experience and know-how, because the ultimate success of television programs and commercials will greatly depend on professional art directors for layout, design, and picture composition."

Compton Adv. View

Wyllis Cooper, radio program and television director of Compton Adv. Inc., has also had experience in producing motion pictures. While working as an art director, his thoughts are pertinent to this discussion. Mr. Cooper:

"Back in the pre-radio days when the agency art departments discovered photography, and one could suddenly buy a used set of oil colors complete with second-hand easel at any hockshop, the wiseacres predicted that this new art was over the heads of the paint-stained wretches in the back room. Certainly, for a few years, it appeared that the hoary-headed ones were right; some of the fruitiest camera jobs ever seen appeared in the public prints over the logotypes of national advertisers. But time went on, and the agency art people studied photography, and the pictures got better and better, and the new medium of illustration was in. And it is certainly true that photography of today owes a great deal to the pains-taking efforts of the agency people who believed in it, studied it, and paid attention to their betters who knew it. And these same betters today owe a good many of

"NAME" BRANDS

Presto, Altec Lansing, Brush Daven, National, Bogen— they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey

No matter where you are located, a letter, telegram or phone call will get you prompt action

Telephone L'Onagre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET  NEW YORK 18, N. Y.
their 1946 Cadillacs and their crusty bottles of port to the advertising business; the advertising art business.

Mighty Catalyst

"That sets the pattern for what effect the agency art departments will have on television, and vice-versa. The advertising business is a mighty catalyst. It will affect the quality of television and motion picture art enormously; but not at once. The factor of motion is a difficult one to understand and to use; and art-in-motion is controlled completely by the art and science of cinematography. The art of the motion picture — and television is merely another way of showing motion pictures — transcends static art. It is subject to rules as hard and fast as the law of gravity.

"It will take time to learn and apply these rules; there will be many who will leap on horseback and gallop off in every known direction — just as their forbears did when photography crept in. But if agency art directors and artists will be patient, listen carefully to the professionals in a field that is new to them, and humbly apply their ingenuity to the medium, nobody has anything to fear. But home movies aren’t good enough for television; this new medium’s audience has been looking at good movies twice a week all its life, and these people aren’t going to be kidded by amateur pictures."

NEW WSAP-FM MAKES VIRGINIA FM DEBUT

WSAP-FM Portsmouth, Va., went on the air Sept. 30, operating on 94.7 mc. Its authorized power is 50 kw. The station is owned by Portsmouth Radio Corp., which is also licensee of WSAP, standard station on 1490 kc and an MBS affiliate. T. W. Aydlett is general manager of both stations.

Although only one of the first three Virginia stations to receive a conditional FM grant, WSAP-FM rushed its preparations and expects its opening to be first on the Old Dominion air with frequency modulation. Originally scheduled for Sept. 20, the opening was postponed because of delay in receiving equipment.

Other staff members include: J. L. Norfleet, commercial manager; W. O. Fishback, assistant commercial manager; Ernest Tannen, program director; Abbot Lutz, continuity and promotional director; Frederic C. Clair, chief engineer and Vincent Essig, chief announcer.

Webster L. Sohl

WEBSTER L. SOHL, 56, founder and president of Advertising Bureau Inc., New York agency, died Sept. 26 after being stricken while traveling on subway. Mr. Sohl had been in poor health for some time. It is understood his wife, Charlotte Taylor Sohl, will carry on as head of agency.

For FM and TV

NEW ANDREW COAXIAL CABLE WITH 51.5 OHMS IMPEDANCE!

Meets Rigid FM-TV Standards

A new coaxial cable, especially designed for FM and TV use, is now a reality at the Andrew Co. Scheduled for mid-June delivery to the first orders received, these new cables, in 4 sizes, introduce the following important engineering features:

1. Characteristic impedance of 51.5 ohms. (The regular Andrew cables for AM applications have a nominal impedance of 70 ohms.)
2. Connectors and associated fittings have been engineered with special care to avoid reflections and discontinuities. Being completely solderless, these fittings simplify installation and eliminate problems of flux corrosion and pressure leaks.
3. Insulators are spaced 12 inches apart in the 3 large size cables, and 6 inches in the 7/8-inch cable.
4. Improved low loss insulation material is used, having a dielectric constant of 6.0 and a maximum loss factor of .004 at 100 mc.
5. Close tolerances have been established on conductor and insulator dimensions, in order to maintain a constant characteristic impedance.
6. Inner and outer conductors are made of copper having a minimum conductivity of 95% IACS at 25° centigrade.

Your order now is the best assurance of early delivery on this new coaxial cable for your FM or TV installation.

Write or wire the Andrew Co., 363 East 75th Street, Chicago 19, Illinois, for complete information or engineering advice on your particular application.

ATTENUATION CURVE

Attenuation is calculated to provide for conductor and insulator loss, including a 10% derating factor to allow for resistance of fittings and for deterioration with time.

- The new 51.5 ohm air insulated coaxial cable for FM and TV comes in 4 sizes, priced tentatively as follows: 7/8", 42c per ft; 61/8", 60c per ft; 31/2", $2.15 per ft; 61/4", $5.20 per ft. Andrew Co. also manufactures a complete line of accessories for coaxial cables.

ANDREW CO.
363 EAST 75TH STREET
CHICAGO 19, ILLINOIS
Cleveland's Chief Station

If you want to ring the bell in the Cleveland billboard area—want more daytime dailies per dollar than you can buy from any other regional station—want fast action and increased sales—just specify WJW!
Joske's

(Continued from page 31)

ities and search for new talent. Programs selected, each beamed to a specific audience with a specific set of objectives, were:

Beam Technique

Beauty Time, KTSA, 7:45 a.m., Mon. through Sat.
News at nine, KONO, 9-9:15 a.m., Mon. through Sat.
Texas Today, WOAI, 9:30-9:45 a.m., Mon. through Fri.
For Members Only, KONO, 11:30-11:45 a.m., Mon. through Sat.
Fulton Lewin Jr., KMAC, 6-6:15 p.m., Mon. through Fri.
Aloha From the Islands, KONO, 6:30-7:30 p.m., Sun.
The Old Ranch Hand, KABC, 7:15-7:30 p.m.
Nightly News Roundup, WOAI, 11-11:30 p.m., Mon. through Sat.
Teen Top Tunes, KONO, 10-10:30 a.m., Sat.
Weekly News Roundup, WOAI, 10-10:15 p.m., Sun.
The Old Ranch Hand, KABC, 7:15-7:30 a.m., Mon., Wed., Fri.
Beauty and a Song, WOAI, 8:30-8:45 a.m., Mon. through Fri.
The Good Morning, KTSA, 7:45-8 a.m., Monday through Sat.
For Members Only, (Budget House), KONO, 11:45-12 noon, Mon. through Sat.
Musical Headliners, KONO, 2-2:30 p.m., Sun.

What Budget Did

Joske's radio appropriation in 1946 amounted to 20.5% of the combined newspaper-radio budget. This amount:

1. Contributed to a profitable increase of sales volume.
2. Directly and indirectly brought more traffic to the store.
3. Widened the range of Joske's trading area.
4. Reached new customers not previously reached by other advertising.
5. Helped increase the prestige of the Joske name and substantially aided in establishing the store's character, service and slogans.

In describing the beam technique, the committee found:

"Effective application of the beam technique meant the planned selection of merchandise (or service), customers, program, time and station. Use of the technique tended to make the store's use of radio advertising more logical, more intelligent and more effective."

Promotional coordination, designed to help produce maximum results from all advertising, included pre-program announcements; mention of programs in regular and special newspaper advertising; direct mail pieces; point-of-sale and other displays; instructions to store personnel correlating in-store advertising with Joske's radio advertising.

Results and conclusions reached by the committee cover 25 pages of the 90-page decorative book. In condensed form, the results follow:

Every month, since the radio study began, produced a better comparison of Joske's sales volume with competition as shown in Federal Reserve reports than was shown the previous year. While this was also due to other factors, radio was the "added ingredient" in advertising; as agreed beforehand, the store maintained its newspaper advertising to the same extent as in 1944, and added radio.

During the study year two groups of departments were designated, one to receive the larger amount of radio promotion, and the other a smaller amount. An independent audit by Ernst and Ernst at the end of the year showed that the departments receiving larger amount of radio advertising had a sales increase 42% greater than the departments receiving less radio. The radio advertising expenditure for the first group amounted to .5% of sales. This group had a better relative showing, compared with Federal Reserve averages, than the group receiving less radio.

Results from radio improved as the year progressed, indicating a cumulative value from regular, persistent use of the medium.

Volume increased in radio-advertised store services, such as fur storage, mail order, gift wrapping, etc.

Radio was effective in meeting timely opportunities or emergencies, such as the San Antonio newspaper strike, securing employe's advertising changes in store hours, rendering emergency public services (such as during the polio epidemic), etc.

Results Improve

Consumer preference for individual Joske departments was increased through departmental promotion.

A year-end survey showed that 47% of those responding preferred Joske's newspaper advertising above that of all competitors, and 52.2% preferred Joske's radio advertising, indicating that dominance in radio can be achieved at less cost than dominance in newspapers.

Institutional values of radio advertising were described by a store official as "limitless and immeasurable." Radio "sold" Joske's slogan, "The Largest Store in the Largest State," more widely than ever. Radio promotion of this slogan and its connotation of "greatness" contributed to results learned in a year-end survey, when 51.6% of respondents ranked Joske's first as "the store which impresses you with the most all around dependability" (next competitor received 0.1%), and 46.5% ranked Joske's first as the store which "gives you the impression of standing back of its merchandise most completely with adequate adjustment services" (next competitor received 9.8%).

Radio promotion of fashions, co-

(Continued on page 90)

FAST AND EASY TO PUT UP
and provides for a minimum of maintenance

A prominent construction company executive says: "The forethought in engineering and workmanship of fabrication greatly facilitates the ease and speed with which Truscon Radio Towers can be erected." Typical of the Truscon Radio Towers being erected for new and modern requirements is the self-supporting structure illustrated at the left. Installed at Alliance, Ohio, it is 175 feet high, supports an FM antenna, and will serve a 5,000 watt FM station.

Also realizing that maintenance is of prime importance to the broadcasting station owner, Truscon designs its towers with a minimum number of field-bolted connections. Over a period of years, these features assure a constant saving in maintenance expense, due to the small number of joints to inspect and bolts to tighten. Tall or small . . . AM or FM . . . every type of radio tower need is met by Truscon's engineering and manufacturing services. Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with most shop assembled connections made by means of electric arc-welding.

Experienced Truscon engineers will be glad to help solve your radio tower problems.
Bristol-Myers

(Continued from page 16)

have spent millions of dollars in television. And right so. But I believe the time has come when the potential television advertiser should bend an ear.

Most businesses are run to show a profit and especially to produce advertising profits as quickly as possible. But advertising investments do not always pay off quickly. Often it takes years to develop a market and secure the maximum results from a medium in order to pay off handsome dividends in the future. Television, I believe, is exactly in that category and now is the time to get into it.

Based on radio experience, we know there is much to learn in the development of a new advertising medium. If you have seen much television, you know we must have many much better television programs before the public will be satisfied. Making existing programs better and building better programs takes a basic knowledge of entertainment plus the "know how" that can be gained only through actually working in the medium — working closely with writers and directors and producers who are preparing and presenting television shows.

Because television time and talent costs are less today than they probably ever will be again, I believe a greater amount of experience can be bought per dollar now than at any time in the future.

I won't go into the question of what is the best type of program. Or into the matter of live versus film programs. As a matter of fact, we use both. We use drawings, too. And live action and filmed live action and animation. What type of program is best for a particular client depends a great deal on what you have to sell and, especially now, on what is available for your use. I'm sure the audience doesn't care much whether a show is live or on film as it does about whether it is entertaining and well done.

Much to Learn

It takes a greater optimist than I to believe the public really enjoys radio commercials. Listeners accept them as part of the American way of broadcasting.

We know there are good radio selling messages, and then there are others that, to a greater or less degree, are irritating.

In television, we have much to learn about how our selling messages may be presented most effectively—which means (a) making them depend only partly on sound and (b) minimizing any feeling of persuasion upon the part of the televiewer.

To gain a maximum of knowledge, the selling messages on our three programs are handled in three completely different ways. We know the usual radio techniques are not right for television. We started with the feeling that television commercials should be shorter than radio announcements. We still have much to learn. But we have already discovered that even an announcement that, in copy form, seems very brief can be cut even further when transposed to the words-plus-pictures-plus-action of the television screen. With pictures plus-action, many words essential to a radio commercial are superfluous and actually hindering to a television sales announcement.

Television audiences today are small in number. The advertiser who does his television experimenting before a small audience runs less risk of unintentionally influencing people against his product, through the use of too-long or uninteresting sales messages, than if he makes his mistakes when television has come to favor people by making available a completely new medium.

The advertiser who gets into television now has another advantage. We all know how difficult it is today to buy desirable radio time. It is obvious that the advertisers who establish a television time franchise in these early days of sponsored television should expect to find that time more and more valuable as television grows and develops.

So, by getting into television now, we gain essential and valuable experience at a minimum rate and we enjoy an opportunity to build a listener preference—an important television listening-and-watching habit—for our time periods that is most likely to prove of great value a few years from now.

Future in Television

I am often asked where we are going in television; how many "lean years" must we endure before we enjoy "the fat years." Very frankly, I don't know. And I don't think anyone else knows, either.

But this I do know: What the people want, the public will find a way to get. Telephones, air travel, motion pictures, automobiles, radio, and the products my company makes—the public was told about them and now the great majority of the public enjoys them. The public has been told about television. Personally, I think perhaps a bit too much enthusiasm has been used in billing television; it's not yet as good entertainment as some of its most ardent apostles would lead us to believe. Nevertheless, some television is good entertainment. And there will be more; there will be improvement. We know, from the results of many surveys, that the public has said it wants television, and what the public wants, it finds a way of having.

Depending on a variety of factors—the general economic development of our country and the results of ever-continuing technical television work and research to name only two—it may be some time before television is a truly important mass advertising medium. In the opinion of many, it will never supplant radio. But there is no radio supplanted magazine or newspaper advertising. If television is as potent a sales and advertising medium as promises indicate, ways and means will be found by advertisers to make use of it.

Here at Bristol-Myers, our plans for 1947 call for a continuation of our experimental work in television advertising. We believe the next 12 months may very well be a "turning point year" in the history of television. We have confidence that television will be important as an advertising medium and we're backing up that belief with time and work and dollars. This time was right in getting an early start in radio. We are now planning to be just as "right" in television.

I believe every advertising manager who is located where television is offered should bend an oar. I believe the time has come when the majority of the public enjoys them. The public has been told about television. Personally, I think perhaps a bit too much enthusiasm has been used in billing television; it's not yet as good entertainment as some of its most ardent apostles would lead us to believe. Nevertheless, some television is good entertainment. And there will be more; there will be improvement. We know, from the results of many surveys, that the public has said it wants television, and what the public wants, it finds a way of having.

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Any character or detail that is not part of the main text is not included.
Joske's
(Continued from page 87)

ordinated with other media, contributed to Joske's receiving more than double the number of mentions over any competitor to the question: "Which store gives you the best fashion information?"

The study disclosed a close relationship of radio listeners to sales. A survey by C. E. Hooper Inc., comparing verified listeners to Joske programs with a random sample, showed that verified radio listeners made their last purchases at Joske's proportionately more often than 18.4% in women's clothing, 8.6% in children's clothing, and 13.3% in men's clothing. Cross-checking showed that these figures were within two percentage points of the percent of radio commercials devoted to these departments.

Audience ratings of Joske's programs increased during the year, indicating ample listener acceptance of locally sponsored programs in competition with network shows. A survey of Joske's department heads brought endorsement to these departments, and to build others to maintain leadership in certain departments, and to build others to

In promotion of store services, the audit shows that in 1945 one service increased 23.38%, the biggest year for the department; another service increased 44.50% a third increased 54.90%.

Maintained Leadership

Joske's used radio effectively to maintain leadership in certain departments, and to build others to a position of leadership.

In furniture, with a Budget House across the street added to the quality department, Joske's rose from sixth to fourth in the area, with the leading competitor although still in first position having a margin of only 8 percentage points instead of 18.

A survey by Crossley Inc. after the campaign had been under way a year shows that 51.6% of San Antonio women ranked the store first from a dependability standpoint, nearest competitor receiving only 11% of responses. Asked which store gives the impression of standing back of it merchandise most completely with adequate customer service, 46.5% mentioned Joskes, 9.8% the leading competitor.

A special study by C. E. Hooper Inc. shows a measurable correlation between listeners to radio broadcasts and customers for radio-advertised merchandise. Periodic surveys were conducted during the year. In July 1945 the Hooper interviews included 282 telephone numbers of respondents to previous surveys who were found to be listening to Joske programs. They were asked the same question: "Will you please tell me at what store you last purchased women's clothing? Children's clothing? Men's clothing?" Do you ever listen to the radio programs? The 164 who answered "yes" to the last question were considered to be verified listeners. By comparing results of the first, or random survey of San Antonio with the results of the second survey of verified listeners to Joske-sponsored programs, these results were obtained:

Survey 1—Random Sample

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<tr>
<th>Women's Clothing</th>
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Survey 2—Verified Listeners

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The Joske's committee concludes that the "amazingly close relation between percent of commercials and increase in customer preference demonstrates, in rather dramatic fashion, ... The 164 who answered "yes" to the last question were considered to be verified listeners. By comparing results of the first, or random survey of San Antonio with the results of the second survey of verified listeners to Joske-sponsored programs, these results were obtained:

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Ratings Doubled

A study of the Hopper program ratings showed the average rating for all the Joske programs measured during each test period almost doubled during the year, going from 3.5 to 6.2, showing that retailers can compete with nationally sponsored programs.

A questionnaire circulated among Joske buyers showed a wide range of program preferences. They were nearly unanimous, however, in expressing approval of the service rendered by the store's radio advertising department.

Asked if the store should use more or less radio advertising in the future, 62.5% of those replying voted for "more"; 17% said that the store's present radio schedule was "good," very good" or "excellent." Regularly 17% said the present schedule was "adequate"; 3% no opinion.

No buyer believed that less radio should be used.

The committee offered a formula to be used in planning department store advertising budget allotments.

The Joske promotion plans for the immediate future call for a somewhat expanded use of radio. The store intends to use some of its radio time to reestablish itself as headquarters for lines previously short, especially appliances. These new lines are products of the postwar age, such as the Ercoupe airplane now on sale in the aviation department, which has used radio since its inception. Regular promotion of departments and services which to date have used radio effectively is expected to continue.

Techniques Continued

Basic techniques developed during the year, particularly "beamed programs," will be continued, as will be the practice of associating institutional facts with merchandising commercials. Tested copy checks provide basic reference material for recurring selling events.

NAB and NRDGA will incorporate some of this copy in reference files for use of retailers and broadcasting agencies. Published scores of tested programs, case histories of retail radio advertising and other helpful material are available.

KMVI to MBS-Don Lee

KMVI Wailuku, Maui, Hawaii, new 1 kw station on 550 kHz being constructed by Maui Publishing Co., will join MBS-Don Lee as affiliate when it goes on the air about Nov. 15. Station will be RCA equipped according to Ezra J. Crane, general manager, J. Walter Cameron is president with Ray M. Allen vice president and William Walsh secretary-treasurer.

New Radio News Service Is Started by Garling

RADIO NEWS Service, which distributes news stories of local interest to subscribing radio stations, began operations in Washington last week.

Lee L. Garling, managing editor of the service, said the organization will use teletype, wire and air-mail to provide newspapers with news of local and regional interest to them, and to supply stories requested by station news editors. Weekly rate is based on a percentage of the station's service. At this time, Mr. Garling was formerly with the late Maj. Edward Bowes, and has had radio news experience. Office is in the Atlantic Blvd., Washington.

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RADIO provided these results for Joske's of Texas, according to the report by James H. Keenan, vice president in charge of sales promotion, the parent Allied Stores Corp.:

"Every month since the radio study began has produced a better comparison than 1944 with competition as shown in Federal Reserve reports. We've had our best increases of the war and postwar period while using radio. It may have been a coincidence, and we know that we did a much better procurement and promotion job than heretofore. But we know from customer and buyer comments that radio had contributed considerably.

"Furthermore, the institutional value of radio is limitless, and immeasurable. 'The Largest Store in the Largest State,' a slogan which is known by at least 90% of southwestern Texas, was put over on the air. Say 'Joske's' to almost anyone in this area, and they'll respond, 'The Largest Store in the Largest State.'

"Joske's name has been spread throughout the Southwest; residents of New Mexico, Oklahoma, Louisiana, Mexico, and all of Texas, as well as of Central American countries, have become familiar with the store through our radio broadcasts. Our mail order department frequently receives orders addressed to 'Joskeys,' from people who have never been in the store, and who have never seen our written advertising. Radio has been particularly helpful in bringing the store to the attention of the armed forces in training here.

"We added radio in a very substantial way to our promotion budget in 1945. Based on our experiences thus far, and in anticipation of equally good or even better results in the future, radio will continue to be a permanent and important part of our sales promotion."

**GE Schenectady Group Makes Staff Changes**

A. O. COGGESHALL, program manager of WGY Schenectady, has been named music supervisor of the three General Electric Schenectady outlets, and A. C. Zink replaces him as acting program supervisor of WGY, it was announced last week by G. Emerson Markham, manager of WGY; WGFM, FM station, and WRGB, television outlet.

Other appointments include: Alex G. MacDonald, supervisor of stations sales and promotion; W. T. Meenan, supervisor of news for the three stations; Helen Rhodes, supervisor of television production; Caleb Paine, acting supervisor of WGFM programs and acting supervisor of WGY science programs; James Connolly, supervisor of traffic; Arnold Wilkes, acting supervisor of radio continuity, and T. B. Beebe, supervisor of television scripts.

Irvine, Galvin Mfg. Corp.; Earl L. Hadley, Bendix Radio; David Cathcart, RCA Victor Division; Paul Ryan, Crosley Corp.; Stanley H. Manson, Stromberg-Carlson Co.; Seymour Mintz, Admiral Corp.; Georges Faurie, Westinghouse Electric Corp.; Bond Geddes, RMA executive vice president; James Seccret, RMA director of publications.
**MARKET CITY KANSAS CITY, MO.**
Ask for Rae Carl 3

**MARKET CITY Y**

**October 7, 1946**

**BROADCASTING FM Station in DILLARD**

Art King, recruiting specialist for the Veterans Administration. Art King, next to her. They are being congratulated by Harold E. Fretz, general manager of WEEI and director of CBS operations in New England. M. is Mildred Ives (background center) is recruiting specialist for the Veterans Administration, Art King, himself a Marine veteran of the Pacific, is at the right.

**NO. 1000 and No. 1001 of veterans placed in jobs through Art King's Job Center of the Air over WEEI Boston are Miss Anne Murray, former SPAR (extreme left), and Ernest Moreau, former master sergeant with the Eighth Air Force (next to her). They are being congratulated by Harold E. Fretz, general manager of WEEI and director of CBS operations in New England.**
Dole Offers Plan
To Aid Research
Agency Executive Outlines
Process to Chicago Club

SUGGESTIONS for improvement of available audience and market research data were presented last week before the Chicago radio Managers Club by David Dole, associate radio director for Hurst, Hurst & McDonald.

Mr. Dole said with the information now available through the use of radio and television sets, plus additional information on program popularity as supplied by Hooper ratings, radio time buyers now have an opportunity to add a third method of reporting available ratings which will streamline agency and representative operation.

This, he said, is a unified "availability sheet" which Mr. Dole has personally designed to show quantitative data that is available in preceding programs and their ratings, ratings applicable to a market before Christmas.

By using standard forms submitted by representatives or stations, all time buyers would be able to improve both efficiency of selection and qualitative judgment, he said.

"Radio timebuying must be a more closely to timebuying requirements," Mr. Dole emphasized.

Fada Absolved

COMPLAINT against Fada Radio & Electric Co., Long Island City, N. Y., and its president, Jacob M. Marks, charging misrepresentation in connection with the set sales, has been dismissed by the Federal Trade Commission, it was announced Monday. FTC said it was "of the opinion that evidence is insufficient to show that the public is misled by the advertising in question" and that "there is insufficient public interest in the matter to warrant further proceedings."

Respondents had been charged with "falsely representing" that they originated Fada sets and have manufactured them since 1920.

a list of station personnel and the station representation listings.
Among those attending the meeting, besides Mr. Hayes, were Kenneth Church, WCKY Cincinnati; Craig Lawrence, WCOP Boston; Willan C. Roux, NBC New York; J. Kelly Smith, CBS News; George L. Sutherland, WILM Wilmington; J. Allen Brown, NAB assistant director of broadcast advertising; James V. McConnell, NBC; Murray Grabin, ABC; Carlos Franco, Young & Rubicam and head of the AAA Timebuyers Committee; Linnea Nelson, J. Walter Thompson Co.; Frank Silvernail, BBDO; Herold Beckjord, AAAA.

In this area, OUR OUTLET is YOUR INLET for GREATER and faster SALES!

CHNS
HALIFAX NOVA SCOTIA

5000 WATT TRANSMITTER
NOW GOING UP!

JOS. WEED & Co.
350 Madison Ave., New York,
Have All the Answers!

Production Under Way

REVISED RATE CARD TO GO BEFORE NAB

REPORT on revision of standard rate cards was approved by the Rate Card Subcommittee of the NAB Sales Managers Executive Committee at a meeting held at the Ambassador Hotel, New York last week. This report will be submitted to the NAB convention, attended by Arthur Hull Hayes, WABC New York, chairman of the subcommittee.

Draft of the standard rate cards was available in bookform to interested groups at the meeting, held Sept. 23-24. Suggestions and criticisms were offered by representatives of AAAA, NBC, CBS, ABC and other groups.

"It is the hope of this subcommittee that member stations be guided by this booklet and sample rate cards in preparing future rate cards," Mr. Hayes said, "to make time buying more effective for both buyers and sellers."

The recommendations adopted last week were of somewhat more comprehensive nature than those drafted last December by a joint NAB-AAAA committee [Broadcasting, Dec. 3, 1945].

The recommended sample rate card should be standard size 31/2" x 6", with a masthead that should include network affiliation, call letters, date of establishment, ownership, business address, phone number, studio and transmitter location and rate card number and effective date.

Follow the card should have 15 points which will be standardized and should be answered by stations on 'either or' basis. Those 15 points are as follows:

1. Wave-power-time; 2. length of commercial copy; 3. news services; 4. music clearance; 5. talent; 6. transcriptions; 7. transcription library services; 8. instantaneous reference recording; 9. remote control; 10. foreign languages; 11. unacceptable products; 12. political; 13. commission and cash discounts (commissions to advertising agencies recognized by station management on time only—15%); cash discounts, rate when bill is rendered; 14. contract requirements; 15. discounts from time advertising.

The rate tables should follow the 15 points. The card should conclude with

Television Sets
(Continued from page 29)

Stewart-Warner Corp. expects to have several thousand video receivers on the market by early spring in one or possibly two models, with 10" picture tubes, including AM and FM, and housed in cabinets of modern design. Prices are not established.

Telicon by Christmas

Telicon Corp. expects to produce a variety of models, both direct viewing and projection, ranging in price from about $400 to $2,000. Company hopes to start producing lower-priced sets this month, to have several thousand on the market before Christmas.

United States Television Mfg. Corp. began distribution in September of two models, a 10" direct-viewing tube and a 21" projection picture, each a combination radio-phonograph-video receiver. The direct-viewing model is priced at $745, the projection set at $1,950. Company expects to get about 2,000 sets on the market this year.

Viewtone Television & Radio Corp., as of Sept. 11 had produced 1,136 television sets, had 250 still in factory awaiting final tests, was producing at rate of 150 a week. Some 900 of Viewtone's three models were already installed in New York area homes, chiefly the Vanguard, receiving television sight-and-sound only, with a 7" tube, tailoring for $169.95, plus installation charge. Other Viewtone models also with 7" tubes, a combination video and radio set, priced at $227, and a radio-phonograph at $325.

Westinghouse Electric Corp. reports that while it is "doing a lot of work" on television, the company's receiver division has not "reached the point of pricing models nor have our designs been definitely frozen."

SIXTH SEASON of televising football games on WPTZ Philadelphia has been arranged by Atlantic Refining Co., Philadelphia, marketing in eastern States. U. of Penn games at Franklin Field. Left to right: Bob Stanton, Atlantic television announcer; Clarence L. Jordan, N. W. Ayer & Son vice president; Joseph R. Rollins, Atlantic advertising manager; W. Wallace Orr, Ayer vice president; H. L. McClintock, Ayer vice president in charge of radio.
FCC Actions
(Continued from page 92)

SEPTEMBER 27

WBAL Baltimore, Md.—The Commis-

sion, on its own motion, continued the

hearing on application for renewal of

license of WBAL, new license scheduled

for Oct. 1, 1949. (Continued on page 101)

WJW Columbus, Ohio.—Granted re-

newal of license for the period ending

Aug. 1, 1949, as amended to permit an

time at 5,000 kw.

AM—1450 kc

John Daniels, Eli Daniels and Harry

Daniels, d/b as Daniels & Sons Bestg.

System, Beaumont, Texas.—Granted

of application of

AM—1580 kc

Arthur H. Croghan, Santa Monica,

Calif.—Granted a new station to operate

on 1450 kc, 5 kw, unlimited time.

AM—1490 kc

Gulfport Bestg. Co., Pensacola, Fla.—

Granted CP for a new station to oper-

ate on 1490 kc, 250 w, unlimited time.

WJSX Jackson, Miss.—Granted con-

sent to voluntary assignment of license

(*) Subject to the filing, within 60

gd. after filing, an application for the

modification of CQ specifying trans-

mitter location and antenna system meet-

ing the requirements of the Stan-

dard.

RADIO ENGINEERING CO.

Installation, Supervision and

Technical Maintenance, Construction

of Radio Towers

go.

KITCHENER, ONT.

J. B. HATFIELD

CONSULTING RADIO ENGINEER

926 35th Ave., Prospect 7680

SEATTLE 22, WASHINGTON

A Complete Film Service

for Television Stations

Television Film Industries Corp.

249 Third Ave. (at 25th St.) N. Y. 10, N. Y.

Phone Lexington 2-6780-1-2-3

Page 94 • October 7, 1946

BIRMINGHAM OUTLET

BROADCASTING • Telecasting

Worthy of an Engineer’s Careful Consideration

The 201 SERIES RECTIFIERS

The 201 Series consists of the 201-A
tube, a single-stage amplifier which
has a dual filter stage. The latter
type is designed to supply filament
and plate power for pre-amplifiers,
such as Types 106 and 111. The 201 Series
equip supplies power for associated line
amplifiers such as the Longevol 102 Series.
Both will of the 201 Series possess
excellent regulation and low ripple
content.

The Langevin Company

SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK

SAN FRANCISCO

L O S A N G E L E S

37 W. 65 St., 23

1050 Howard St. 3

1000 N.eward St., 38

BROADCASTING • Telecasting
UST CORP. DELIVERS LARGE-SCREEN SETS
UNITED STATES Television Mfg. Corp. has delivered large-screen projection television receivers to four New York metropolitan area department stores for sale to the public. Stores are Macy’s and Bloomingdale’s in Manhattan; Abraham, Abraham, Brooklyn, and Bamberger’s, Newark. Sets, with a screen the size of a standard newspaper page, 16x21 inches, housed in imported mahogany cabinets containing AM and FM receivers and an automatic phonograph, retail at $1,995. A special lens made by Bausch & Lomb is used in the picture receiver system, together with a special, high-powered power supply developed by UST.

Other UST models offered for prompt delivery include a projection set with a 16-inch screen with radio-phonograph at $1,496, and a 10-inch direct viewing set with radio-phonograph at $1,495. Company also will make custom installations of the big screen sets built into walls, bookcases, etc., for homes, offices, bars and grills, at $2,750 and $2,250.

Lower priced table models, starting with a 7-inch tube set at $195, are scheduled for late fall production by UST. Company also hopes to put its “super-screen” set, with a 12 square foot picture, on the market by the end of the year. Anticipating a production rate in 1947 of $10,000,000 yearly, UST has acquired a substantial interest in Zetka Labs., cathode ray tube manufacturer.

U. S. Rubber
(Continued from page 23)

about films, it seems unfair to close without some idea of conclusions we have come to regarding them. They have a definite place in television, and our own use demonstrates one way to use them to advantage.

Basically, we believe television’s greatest attraction lies in its ability to bring you things as they happen. For a short time the very factor which can make advertising so effective has similar or even greater value in the entertainment section of the program. Some presentations—such as our current series on science over Du Mont—can best be handled with film. Others are improved tremendously by the use of live talent in the studio. Sometimes the two—film and live action—can be combined into an effective whole.

For our own part, we have no rules beyond this—let’s expand our knowledge of the audio-visual—in all its forms—and with this as a base perhaps we will be better able to judge when to use what and why!

New Veterans’ Receivers
THREE-CHANNEL radio receiving equipment to be installed in 30 Administration hospitals and homes during the next several months of three stations instead of one as in the present sets. A variety of headphones are provided for various patients’ needs.

By James Montagnes
Canadian Broadcasters do not expect to see television in Canada for some years. Canada will wait till United States and British television stations have shown that the art is commercially feasible. No Canadian private broadcasting station has as yet been licensed to use a television station. No manufacturer is as yet making any television equipment, nor importing any from the United States or Great Britain. Only television set known to be in Canada is a prewar RCA television receiver which is now being used at the Canadian Government’s school for vocational training of war veterans at Toronto.

Reason for lack of television development in Canada was adequately summed up by Dr. Augustin Frigon, general manager of the Canadian Broadcasting Corp., at a recent Parliamentary Radio Committee hearing at Ottawa. Said Dr. Frigon:

“We believe it would be a mistake to encourage the introduction in Canada of television without sufficient financial support, and therefore take the risk that unsatisfactory programs would, at the start, give a poor impression of this new art of public service.”

Policy Halts Grants
As the CBC Board of Governors recommends issuance of all broadcasting and television licenses in Canada, this policy has stopped the issuance of licenses to broadcasters who have applied to the Canadian Department of Transport for television station licenses.

In the House of Commons at Ottawa a list of 18 Canadian stations which had applied for television licenses was tabled on April 29, 1946. Listed were CKCK and CKRM Regina, CFAC Calgary, CJAT Trail, CJOC Edmonton, CJWX Vancouver, CJVJ Victoria, CJCA Calgary, CFRM Edmonton, CJCS Stratford, CJCA Edmonton, CKBY Toronto, CHAB Moose Jaw, CKNW New Westminster, CKCH Hull, CHSJ St. John, CKRC Winnipeg. None of these licenses has been granted. At least half of them are group operated by an organization and owners reputedly financially able to spend money on television.

The CBC and the Canadian Association of Broadcasters have discussed unofficially in recent years the possibility of jointly operating television stations in major centers. Nothing further has developed on this since the end of the war.

“Now One . . . Will Suffer”
Dr. Frigon has been the main spokesman on television in Canada. He told the Institute of Radio Engineers that “in respect to television, we have always maintained, and still maintain, that we are not yet ready in Canada to start anything which will lead to efficient operation. We at the CBC are keeping in very close touch with the development of this new art of public service and as soon as we believe the time has come to introduce the system in Canada, we will be there fighting for it with all the means at our disposal. If we had recommended the issue of permits to all those who have applied far back as four or five years ago, we would either be in an awful mess at present, or in a most ridiculous position for promoting something which does not yet exist from a Canadian point of view.

“All I can say is that as usual, we will not be behind anybody, and no one, neither manufacturers, private broadcasters nor the Canadian public, will suffer for the delay.”

At the Parliamentary Radio Committee hearing, Dr. Frigon expressed the view that it would be a lot better to wait until matters had stabilized in the United States before starting in Canada, with some permanency, a system well organized from a financial point of view.

Equipment Is Old
He said there were some enthusiastic television promoters who declared they did not expect to operate on a profitable basis for seven or eight years. He went on: “In the meantime high frequency circuits are being established in the United States and some experimental attempts are already underway in Canada whereby it would be possible to operate television networks, which would of course, bring down the cost very considerably.”

The CBC Board of Governors has stated that it is not opposed to the establishment and operation of private television stations for experimental purposes only, provided that the licenses for such stations are restricted to those fully qualified technically and financially, according to a CBC spokesman.

Meanwhile the only television the Canadian public sees consists of exhibitions of wartime developed radar and television equipment by the armed services, or commercial type telecasts on antiquated equipment brought into Canada by professional actors, in department stores, the latter being very bad advertising for television.
THIS IS a profile of a television program, charted according to a technique devised by Richard Manville, consultant on mass response, to measure the audience reaction to television programs. Unlike the usual radio program ratings, which measure the number of listeners on a purely quantitative basis, the Manville rating, or entertainment index, is a qualitative rating, measuring how much the program was liked or disliked.

To derive the data on which to calculate his rating, Mr. Manville used questionnaires covering each element of the program to be measured, from the opening announcement to the closing cast credits—16 separate items in the program profiled above. Set-owners receiving the questionnaire are asked to check each program unit in one of three columns, headed “Liked,” “Disliked” or “Indifferent.” From the replies Mr. Manville charts the percentage of viewers liking or disliking each element, compiles the results into a graph, calculates the overall rating.

This profile covers the final program in a series of four weekly telecasts produced by ABC and sponsored by Chevrolet Motor Division of General Motors on WABD New York and WPTZ Philadelphia. It shows that this program—a combination of dance instruction and production numbers—had an overall entertainment index of 94, that the likes varied over a range of more than 20% but that the dislikes remained practically constant at about 5% throughout the entire half-hour.

Other information derived from the questionnaire but not shown in the profile indicates that the program was received on 46% of the available receivers; the average audience per set was 5.3 persons, 41% men, 36% women and 23% children; the average age of the viewer was between 30 and 40 years. At least one of the four Chevrolet telecasts was seen by 91% of the respondents; 28% saw two or more.

Soviet Functions Bared
In Moorad’s New Book

THE PROBLEMS and pressures that confront American correspondents in the U.S.S.R. are openly pictured by George Moorad, CBS foreign correspondent, in writing Behind the Iron Curtain [Firestone Press Inc., Philadelphia, $3]. In fact, his candor is such that William L. White, author son of the late William Allen White, in a foreword to the book states that Mr. Moorad’s frankness is assurance that the Soviet will never permit his re-entry behind the Iron Curtain.

Mr. Moorad was assigned to Moscow in October of 1944, after CBS assignments in London, the Pacific, The Near East, North Africa, and other parts of the globe directly concerned with the war. CBS also sent him to the Far East, where he gathered much data in Soviet-occupied Manchuria for Behind the Iron Curtain. In 1945 Mr. Moorad covered the UN Conference in San Francisco and at his book’s preprint had been assigned to the first Bikini bomb test.

Revisions Adopted

REVISION of the proposed table of service allocations of frequencies below 25,000 kc, as announced by FCC last July 12, has been adopted without further change, the Commission announced last week. Statements concerning the revisions had been received from Loran County Radio Corp., AT&T, National Federation of American Shipping, RCA Communications, Radiomarine Corp. of America and Mackay Radio and Telegraph Co., but none sought oral argument. Since certain of the problems relate to international adoption, the Commission is continuing to study these matters until the next World Telecommunications Conference. The revised table is available at the FCC.

Oct. 7, 1946  •  Page 97
KSD Goes Full Speed Ahead for Video

**Studio and Transmitter Construction Gets Under Way**

By ROBERT L. COE

Chief Engineer, KSD St. Louis

FULL SPEED ahead on television is the order of the day at the St. Louis Post-Dispatch Station KSD where construction of studios and transmitter is now under way. Television demonstrations using surplus equipment (the first in the Middle West), will begin in a matter of weeks and on the air telecasting over KSD-TV is scheduled for early March.

The management of KSD believes that television is ready to go. Technically, television has reached a high degree of perfection. Television receivers are now in production. Public interest in and desire for television is admitted by all. As stated editorially in the Post-Dispatch some time ago, "one good thing in life for something better some time in the future...has never been the American way of solving technological and economic problems."

**Video Problems**

Admittedly, television faces many problems which appear to be particularly numerous and acute in cities smaller than New York and Chicago, but we can keep on talking about them for years and get nowhere. Television must be made available to the general public with program and operational research carried on by a number of smaller independent stations before we can hope to evolve a satisfactory and economically feasible service. How will KSD attack these problems and inaugurate telecasting in the St. Louis area?

It is safe to say that the average person in the St. Louis area has never seen a television broadcast. Although some have had our quota of luncheon speakers and a few demonstrations with prewar equipment, but the average St. Louisan is a bit skeptical that television is really here. He has heard and read about television for years. Recent claims and counter claims of the "go-aheaders" and the "waiters" have not helped him to make up his mind.

The public must be shown television as it is TODAY. Once they have seen a television demonstration enjoying the modern and efficient equipment which is now available, there is no doubt as to their reaction.

The fact that studio and field equipment will be delivered some time in advance of the transmission equipment affords an ideal opportunity not only to demonstrate television even before the station is on the air but also provides a much needed period in which to train program and technical staffs. KSD-TV intends to take full advantage of this opportunity, and is planning a series of demonstrations which may have begun by the time this article is published.

In the KSD application to the FCC for a television construction permit, we stated with reference to program plans: "An accurate and detailed forecast as to the character and type of program service to be given by the proposed station is not considered feasible at this time. The programming of a television station in a city such as St. Louis on a 28 hours a week schedule presents problems, the solution of which can only be determined by actual operating experience."

**News Is Stressed**

The broadcasting of news has long been stressed at KSD and it is our intention to follow the same policy with KSD-TV. New techniques will obviously have to be developed. Filming of local spot news events has been quite successful in the East and we intend to try it in St. Louis. We believe that still photos can also be employed effectively in television newscasts.

It is obvious that in a community such as St. Louis, television programming must depend primarily on news, special events and sports, at least until some syndicated program service is available either by film, wire network or radio relay. Some of these can be produced in the studio but the majority will undoubtedly originate outside the studio. In equipping Station KSD-TV, this fact has been borne in mind and stress laid on field rather than studio equipment.

Basically, the KSD-TV field equipment consists of two RCA Image Orthicon field cameras with associated sound equipment and provision for transmitting the television program back to the television broadcasting transmitter either by telephone line or microwave relay. All equipment is being manufactured by RCA and will be incorporated into a mobile unit from which point it can be operated or installed elsewhere.

The microwave relay transmitter uses a parabolic or "dish" antenna four feet in diameter and operates in the band 6500-6600 mc. At the point of pick-up this must be mounted at a high enough elevation to give line-of-sight transmission back to the main transmitter where a receiver using a similar antenna is used. Range of this relay transmitter is estimated at 10 to 15 miles.

Telephone lines can be used for transmitting television programs over limited distances, but especially selected or installed cables are required with special terminal equipment. In St. Louis a one-mile television circuit costs $1,000 for installation and a monthly rental of $250. These are present costs and undoubtedly will be reduced.

Eventually the telecaster will probably supply his own terminal equipment which will reduce the cost. But use of telephone circuits for relaying television pickups will only be feasible from points close to the main transmitter and from which programs are originated quite frequently. The RCA microwave relay transmitter and receiver cost approximately $5,000. This cost can be amortized over a period of years, but there will generally be installation costs on each pick-up.

**Remodeling for Studios**

Plans are being prepared for extensive remodeling of the Post-Dispatch building to provide AM, FM and television studios. Because the space for this construction will not be available for some time, a temporary television studio is being constructed in the Mechanical Annex which is adjacent to the main Post-Dispatch building. This studio will be approximately 25 by 45 feet with a ceiling height of 21 feet.

Ceiling and walls are being covered with acoustic material and wiring is being carried through-out the studio. There will be a large studio with ample room for lighting equipment. There will be a separate control room with extensive facilities. There will be ample room for dressing rooms and of course an extensive sound stage area. There will be ample room for dressing rooms and of course an extensive sound stage area.

**BROADCASTING • Telecasting**
tered with 2 inch rock wool blanket without any attempt at any decorative scheme, because the entire installation is regarded as an experimental television workshop rather than a show place.

The matter of studio lighting has occasioned considerable study. The final decision was to employ fluorescent lighting for the main or base lighting. Since we plan to use the Image Orthicon field cameras in our studio as well as in the field, at least during the initial phase of KSD-TV operation, the extremely high light intensity usually required in television studios was not considered necessary. An intensity of 100 foot-candles was established as the initial requirement, but overhead light will be supplemented by floor floods (incandescent and fluorescent), and spots where needed.

The control room is located at one end of the studio and is elevated two feet above the studio floor. The room is approximately 21 by 25 feet and is designed to accommodate all equipment other than the transmitter itself. In front of the control room window is a desk for the field equipment with the camera controls, monitoring and switching units located in a sloping recess for convenience.

**Equipment**

Alongside the control desk are located the film camera controls and monitors. An RCA 76-B Consolette is mounted on a desk to the left of the camera control equipment to provide the necessary sound facilities. The sound equipment includes two transcription turntables. The film camera is mounted on a track on the rear wall of the control room so that it can be placed in front of any one of four projector openings in the wall.

Film is one of the most important sources of program material, and will become increasingly so. Provision has been made for the use of both 16 mm and 35 mm film with space for additional projectors in the telefilm room. The system is also designed so that film can be telecast without the use of any of the field equipment. A film program can be used this way, even though the use of the field cameras in the studio and field precludes a studio program preceding or following an outside pickup.

**Transmitter Location**

The KSD-TV transmitter will be located in a penthouse on the roof of the same building which houses the temporary television studio. Thus the need of any special lines or radio relay to connect the transmitter and studio is eliminated. The location has the added advantage of being located in the retail shopping area where high signal strengths can be most advantageously used by the radio retailers. As it is also very close to the geographical center of the St. Louis metropolitan area, it should provide the optimum service to the entire area.

A 450 foot Idecro tower is being erected on the roof alongside the transmitter penthouse. A three element RCA Super-Turntable television antenna will be mounted atop this tower which will give an overall height above ground of 540 feet. This antenna will be used not only for the picture and sound television transmitters, but also for the KSD-FM 10 kw transmitter which will be located in the same penthouse. This triple use of one antenna is made possible by the employment of a "triplexing" system recently developed by RCA.

The television transmitter, also manufactured by RCA, will include a 6 kw picture unit and a 3 kw sound unit. Using the antenna system described above, it is expected that the 0.5 mv/m service area will extend out almost 40 miles and that the 5.0 mv/m area will cover the metropolitan district.

The original estimate of the cost of the entire installation exclusive of buildings was $225,000 and it does not now appear that the actual costs will exceed this figure. Operating costs have of course been estimated, but only actual operation will tell the real story.

**Near-Record Total Approved to FCC**

79th Congress Authorized Five Commissioners

FIVE MEMBERS of the FCC were approved by the Senate during the 79th Congress, which officially closes Jan. 3—a record number for any Congress since the Commission was created and all seven original Commissioners were approved.

Paul A. Porter, former chairman, now OPA Administrator, was the first to come before the Senate Interstate Commerce Committee in the 79th Congress. Having been named by the late President Roosevelt in a recess appointment in late 1944, Mr. Porter was formally nominated Jan. 3, 1945, when the new Congress opened. The committee conducted a hearing Jan. 15 and three days later Mr. Porter was confirmed by the Senate.

Charles R. Denny Jr., FCC general counsel, was nominated for a Commissionership March 14, 1945, succeeding T. A. M. Craven, who retired June 30, 1944. Mr. Denny's hearing was March 16 and 10 days later he was confirmed.

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Commr. Paul A. Walker, only original member of the FCC, was nominated last May 14 for reappointment, reported favorably by the committee April 11 and the next day was confirmed.

Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.

Photo: Lotte Krell Pix

**BROADCASTING** • Telecasting

**GET THE WHOLE PICTURE WITH WBNX**

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Photo: Lotte Krell Pix

**5000 WATTS DIRECTIONAL OVER NEW YORK**

**America's Leading Foreign Language Station**

October 7, 1946 • Page 99
Television Effective in the Classroom

Pupils Learn Quickly, Chicago Telecasts Disclose

By JERRY WALKER

A GROUP of 10-year-olds sit expectantly in their public school classroom, watching wide-eyed as reception controls are adjusted and the station seal of WBKB, television station in Chicago, is brought into clear focus.

The teacher explains painstakingly that theirs is a pre-telecast "warm up" and that students chosen to participate in an experiment in what educators term audiovisual education.

Mutely whispers of excitement surge across the class of some 30 pupils. Although the meaning is yet somewhat vague, even 10-year-olds feel the significance of the experience in which they are about to participate.

"Today," their teacher continues, "we are to study fire prevention. We shall see a demonstration of combustibles. Can anyone tell me what combustibles are?"

Hazy on 'Combustibles'

Two or three hands are raised, answers are fairly representative of a rather nebulous understanding.

The pre-telecast "warm up" continues with references to matches, old newspapers, asparagus stalks, and oil. "Oils," their teacher emphasizes, "are combustibles. Can anyone tell me what combustibles are?"

Following the discussion, teachers and directors find themselves in agreement. Television, by stimulating flame; an unprotected light in the garage is shattered with a hypothetical monkey wrench where it ignites gasoline fumes, destroying the garage; similarly, fumes of cleaning fluid are made visible as they flow down the apartment house staircase to roll through the alley where they are ignited by a trash fire and rush with gas-provoking speed to retrace their path and explode at their source in the apartment house.

And Now the Test

A brief statement by the firemen brings the demonstration to a close and excited voices chatter in the classroom as hands begin to wave for the teacher's attention. When order has been restored, the real test of educational television begins: Will the children show learning? Has there been educational achievement? Will retention be equal to, or higher than, retention from normal teaching methods?

At the very outset the follow-up discussion shows a more accurate and more comprehensive understanding of fire-control. Now combustibles are "Things that explode; gas that burns; what makes a fire.

Fires are caused by "Being careless; breaking lights; not following safety rules, like not using fuses; poor wiring; not keeping places neat."

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"Fires are caused by "Being careless; breaking lights; not following safety rules, like not using fuses; poor wiring; not keeping places neat."

Following the discussion, teachers and directors find themselves in agreement. Television, by stimulating and holding interest, leads to a higher rate of learning. And succeeding tests show that preliminary reactions have not been overly optimistic, for retention is extremely high.

Of course, this program and those following in the series were received by only two classes, one in each grade, one in high school. Sufficient data on the effectiveness of television in the classroom has not been obtained by the extent of satisfying the rigorous standards of educational tests and measurements. Results were so spectacular, however, that all concerned are anxious for further classroom television.

The radio-minded Board of Education has gone so far as to give the title, "Television Director," to one of its radio personnel and has been talking somewhat more than casually of having its own television transmitter. Short of that, a school television workshop in conjunction with its various radio workshops appears to be a foregone conclusion.

Screen Needed

On the other hand, certain lessons were learned that cause serious concern in the setting up of any future educational series for in-school viewing. Large-screen reception for the classroom is almost an essential. Even with large-screen reception, small viewing groups are preferable to large groups where distractions become more likely and are more difficult to control. While children are interested and to a certain extent entertained by programs created by other children, television's real challenge as a teaching aid is to prepare and present under close academic supervision highly professional and instructive programs, that is, programs that have proper educational content wrapped up in a showmanly package.

While radio has been used in education primarily for the purpose of motivation, thereby supplementing classroom curriculum and beginning a step in direct teaching, preliminary experience seems to indicate that television will go much farther. Sight added to sound is conducive to actual, direct instruction. With proper understanding and exploitation of this medium, new worlds will be placed at the pupils' fingertips.
FCC Actions (Continued from page 91)

final action on renewal of station WIXC, West New York City—Pending outcome of litigation involving transfer of control of license.

WTAX Springfield, III.—Pending consideration of information required in connection with application for transfer of control of licensee corporation.

BY COMMISSION EN BANC

WXJN Jackson, Miss.—Present license further extended on temporary basis for the period ending Dec. 1, 1946 pending consideration of information required in connection with application for renewal of license.


WTAW College Station, Tex.—Dismissed petition for reconsideration directed against the action of the Commission May 13, 1946 granting application of WACO for modification of construction permit to increase power to 1 kw on 1460 kc.

Port City Corp., Port Arthur, Tex.—Placed in the pending file until after conclusion of the clear channel hearing, application for a new Class II station to operate on 840 kc, 1 kw, daytime only.


Southern Best Corp., Montgomery, Ala.; Lincoln Operating Co., Dallas, Tex.—Designated for consolidated hearing application of Southern Best Corp., for a new station in Dallas to be operated on 1460 kc, 250 w, unlimited time.

Radio Fl. Wayne Inc., Fort Wayne, Ind.—Designated for consolidated hearing application of Rodeheaver and Feldman, application of Radio Fl. Wayne Inc., for a new station to operate on 1490 kc, 250 w, unlimited time, and further extended on temporary basis.


KSTR Great Falls, Mont.—Designated for consolidated hearing application of Rodeheaver and Feldman, application of Radio Fl. Wayne Inc., for a new station to operate on 1490 kc, 250 w, unlimited time.

Kinston Bcstg. Co., Kinston, N. C.; Community Radio Corp., Rocky Mount, N. C.—Designated for consolidated hearing application of Kinston Bcstg. Co. and Runnels County Bcstg. Co., each requesting a new station to operate on 1490 kc, 250 w, daytime only, and for change of studio location to 1160 Heiman Road, Ashland, Ohio.

KMOX St. Louis, Mo.—Designated for consolidated hearing application of Rodeheaver and Feldman, application of Radio Fl. Wayne Inc., for a new station to operate on 1490 kc, 250 w, unlimited time.

WCTA E. of Andalusia, Ala.—Granted modification of CP which authorized a new station to operate on 1460 kc, 250 w, unlimited time, waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

J. W. Birdwell, Nashville, Tenn.—Adopted a memorandum opinion and order denying petition of J. W. Birdwell to dismiss without prejudice his application for CP, which was heard in Dec., 1945, to a consolidated proceeding with four Nashville and one Murfreesboro, Tenn., applications.

BY SECRETARY

WJWE Becker, W. Va.—Granted license to cover CP which authorized a new station to operate on 1450 kc, 250 w, unlimited time, waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

BY COMMISSION

KWWF Waterbury, Conn.—Granted modification of CP which authorized a new station, for approval of transmitter location at 119 Main St., Waterbury.

WJQL Jacksonville, Fla.—Pending application for renewal.

WABD San Antonio, Tex.—Granted CP and application for CP, which was heard in Jan., 1945, to a consolidated proceeding with 19 commercial television stations for approval of operating power by direct measurement.

KWEBK Savannah, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter, approval of antenna and approval of transmitter location at Park Hotel (Park Drive and Central Ave.) Great Falls. Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

KEZD Great Falls, Mont.—Pending application for CP which authorized a new station, for approval of antenna and approval of transmitter location at Fort Worth.

 BY THE COMMISSION

Savannah Valley Bcstg. Co., Augusta, Ga.—Pending hearing on application for CP now scheduled for Oct. 1946, for a new station to operate on 1250 kc, 3 kw, unlimited time, and for change of studio location to 1440 W. 26th St., New York City.

KSSK Arkansas City, Kan.—Granted application for CP now scheduled for Oct. 1946, for a new station, to change type of transmitter, approval of antenna and approval of transmitter location at 801 S. 13th St., Wichita, Kan., and for change of studio location to 106th St. S.E., Kansas City, Mo.

WIBZ Zanesville, Ohio.—Granted application for CP now scheduled for Oct. 1946, for a new station, to change type of transmitter, approval of antenna and approval of transmitter location at 530 S. 13th St., Columbus, Ohio.

WKim Ashland, Ore.—Granted license to cover CP which authorized a new station to operate on 1400 kc, 250 w, unlimited time, and for change of studio location to 1160 Helman Road, Ashland, Ore. Waiver of Secs. 3.55(b) and 3.60 of rules granted; conditions.

It's tops for AM or FM! Western Electric 25B speech input console

Compact—easy to look at—simple to install and maintain—the new 25B assures quality studio control at moderate cost.

For a full list of its advantages and technical information, write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y., or . . .

ASK YOUR LOCAL

Graybar BROADCAST REPRESENTATIVE

The Fred A. Palmer Co.
SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

and OPERATION

BROADCASTING • Telecasting

October 7, 1946 • Page 101
FCC Actions

(Continued from page 101)

limited hours of operation—AMEND-
ED: re transmitting equipment.

WOL Washington, D. C.—License to
copy CP as modified, which au-
thorizes a new standard broadcast
station; authority to determine operating power
by direct measurement of antenna power.

DAM—1250 kc

Public Service Radio Corp., Balti-
more, Md.—Application of a new standard broadcast
station to be operated on 1900 kc, 50 kw and day
and night hours of operation.

WLOW Norfolk, Va.—Modification of
CP which authorized a new standard broadcast
station, to change frequency from 1410 kc to 1410
kc, change transmitter and studio locations.

WQBA Bristol, Va.—Modification of
CP which authorized a new standard broadcast
station to change frequency from 1300-1390 kc to
1300 kc, change transmitter and studio locations.

WSAZ Huntington, W. Va.—License to
copy CP as modified, which authorizes in-
crease in power and night hours of operation
of standard broadcast station, to specify power of
2 kw and night hours of operation.

Harold B. Newman and Anne L. New-
man, partnership d/b a/n WGNX
Bezg., Stroudsburg, Pa.—New standard broadcast
station to be operated on 500 kc, 250 w and unlimited
hours of operation.

WDAS Philadelphia, Pa.—To install
new vertical antenna and mount FM antenna on top of AM tower.

AM—1200 kc

WKZR Pittsburgh, Pa.—License to use
FM antenna as an auxiliary transmitter with power of 250 w.

KV0O Tulsa, Ok.—License to receive
CP as modified, which authorized installation of
new directional antenna for night use.

Washington County Bezg., Corp.,
Johnstown, Pa.—Application of a new standard broadcast
station to be operated on 1050 kc, 1 kw and daytime hours of opera-
tion.

WGHN Gladewater, Ala.—Modification of
CP which authorized a new standard broadcast
station, to change type of transmitter, approval of transmitter
locations and studio locations.

WAYX Waycross, Ga.—Modification of
CP which authorized to install new vertical antenna, and to change transmitter and studio
locations, to use old main transmitter and mount FM antenna and to change type of transmitter.

WKAT Miami Beach, Fla.—License to
install new main transmitter at 1759 North
Bay Road, Miami Beach, Florida (present
site of main transmitter) to be used for auxiliary purposes with power of 1 kw.

AM—1450 kc

John A. Bolling, tr/s as Live Oak Bestg.
Co., Live Oak, Fla.—CP new standard broadcast
station to be operated on 1400 kc, 250 w and unlimited hours of opera-
tion.

AM—900 kc

Seminole County, Fla.—License to
operate new standard broadcast station on 1290 kc, 2 kw and unlimited hours of operation.

AM—1330 kc

WLOL Minneapolis, Minn.—License to
copy CP as modified, which authorizes
increase in power, change transmitting equipment and direct-
ion, change channels for antenna and change
transmitter location; authority to determine operating power
by direct measurement of antenna power.

AM—1450 kc

WGL Fort Wayne, Ind.—License to
copy CP as modified, which authorized to
transmitter.

AM—1450 kc

KSEM Moses Lake, Wash.—Modification of
CP which authorized a new
standard broadcast station, to change transmitter and studio location.

AM—1350 kc

KSAK San Simeon, Calif.—License to
copy CP as modified, which authorizes a new standard broadcast
station; authority to determine operating power
by direct measurement of antenna power.

KANA Anchorage, Alaska—License to
copy CP as modified, which authorizes a new standard broadcast
station; authority to determine operating power
by direct measurement of antenna power.

AM—1250 kc

KPOW Powell, Wyo.—Modification of
CP which authorized to change fre-
quency from 960 kc to 1510 kc, change
directional antenna for night use, change transmitter and studio locations, to change studio
and transmitter location.

Applications Tendered for Filing:

Radio Ft. Wayne, Inc., Ft. Wayne,
Ind.—New standard broadcast
station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1200 kc

Alabama Georgia Bestg., Inc., Enfalsa, Ala.—CP new standard broadcast
station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1450 kc

Thomas E. Daehon, Universal Radio
Features Syndicate, Laguna Beach, Calif.—New standard broadcast
station to be operated on 900 kc, 250 w and unlimited hours of operation.

AM—800 kc

Biscayne Bestg., Inc., Miami Beach, Fla.—CP new standard broadcast
station to be operated on 1310 kc, 25 kw and daytime hours of operation.

Wired Music Inc., Rockford, Ill.—
CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Rutherford County Radio Co. Inc.,
near Forest City, N. C.—CP new standard broadcast
station to be operated on 790 kc, 25 kw and unlimited hours of operation.

SEPTEMBER 30

WKXLI Concord, N. H.—License to
copy CP as modified, which authorizes
change in power and time of operation for a new standard broadcast station; authority to
determine operating power by direct measurement of antenna power.

Experimental Video

Allen B. DuMont Labs. Inc., area of
New York, N. Y.—License to a new experi-
mental television relay broadcast
station to be operated on channel 13, 210-
216 mc, power of 49 w (peak) and Unlimited
aural 46 w and emission of visual A3 and
aural A3.

FM—Unassigned

The Danbury News-Times Co., Dan-
bury, Conn.—New FM (metropoli-
tan) broadcast station to be operated on
frequency and coverage to be as-
sumed by FCC (AMEND)—to change
stockholders.

AM—1500 kc

WLOW Portsmouth, Va.—Modification of
CP which authorized a new standard broadcast station for approval of
antenna and transmitter location.

WPIL Alexandria, Va.—License to
cover CP as modified, which authorized in-
crease in power and installation of new transmitter; authority to
determine operating power by direct measurement of antenna power.

AM—830 kc

Hilldale Bestg. Co. Inc., Hilldale,
Mich.—CP new standard broadcast
station to be operated on 830 kc, 250 w and daytime hours of operation.

AM—1400 kc

WKAY Gaylord, Ky.—License to cover CP as modified, which authorizes a new standard broadcast
station; authority to determine operating power
by direct measurement of antenna power.

AM—1200 kc

WZNS Newburgh, Pa.—Application of a
new FM (metropolitan) broadcast station to make changes in vertical antenna and to mount FM antenna on top of AM tower.

AM—1350 kc

Hilldale Bestg. Co. Inc., Hilldale,
Mich.—CP new standard broadcast
station to be operated on 830 kc, 250 w and daytime hours of operation.

AM—1400 kc

WXAL Cincinnati, Ohio—Extension of Special Temporary Experimental au-
thorization for experimental FM an-
tenna on top of AM tower.

AM—830 kc

WIRL Peoria, Ill.—Modification of CP
which authorized a new standard broadcast station; to change transmitter and studio locations.

AM—1450 kc

KCLR Tuscola, Ill.—Modification of
CP which authorized a new standard broadcast station for approval of
antenna and for approval of transmitter and studio locations.

AM—1450 kc

KMBD Madison, Wis.—License to a new standard broadcast station to be operated on 1450 kc, 30 kw and Unlimited hours of operation.

AM—1440 kc

KPMR Livingston, Mont.—Modification of
CP which authorized a new standard broadcast station for change of
transmitter and studio locations.

AM—1450 kc

KCHS Hot Springs, N. M.—License to
copy CP as modified, which authorized a new standard broadcast station; authority to
determine operating power by direct measurement of antenna power.

AM—1450 kc

KYOS Merced, Calif.—To make
changes in vertical antenna and mount FM antenna on top of AM tower.

AM—1340 kc
Shasta Cascade BROADCASTING, Mt. Shasta, Calif.—CP for a new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

Applications Tendered for Filing:
AM—790 kc
KSPI Stillwater, Okla.—CP to make changes in antenna and mount FM antenna on top of AM tower, 250 w, unlimited time.

AM—1350 kc
Union-Carolina BROADCASTING Co., Union, S. C.—CP new standard broadcast station to be operated on 1350 kc, 250 w and unlimited hours of operation.

AM—590 kc
Fiedmont BROADCASTING Co., Greenville, S. C.—CP new standard broadcast station to be operated on 910 kc and 5 kw day and 5 kw night, 5 kw day and install new transmitter, operating on a directional vertical antenna and unlimited hours of operation.

AM—810 kc
KGO San Francisco, Calif.—CP to make changes in antenna and mount FM antenna on top of AM tower, operating with 50 kw, unlimited time.

SEPTEMBER 27

WGAU Utica, N. Y.—Modification of CP which authorized a new experimental television broadcast station to be operated on 1400 kc to be assigned by the Commissioner's chief engineer—FM antenna on top of AM tower and change frequency from 1400 kc to 1405 kc.

Video

WXNJ Clifton, N.J.—CP to reinstate CP which authorized a new experimental television broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

AM—1300 kc
WBCS-TV New York—CP to install new visual transmitting equipment.

AM—1490 kc
Bradford Publications Inc. Bradford, Pa.—Modification of CP which authorized a new standard broadcast station to be operated on 1490 kc, 250 w, Unlimited time, to make changes in transmitting equipment.

Educational

The Board of Education of the City of Detroit, Detroit, Mich. (WDTL) to change frequency from 1490 kc to 1470 kc and make changes in antenna and ground system.

AM—1470 kc
KPLC Lake Charles, La.—CP to change frequency from 1470 to 1490 kc, unlimited time, to install new transmitter, Amended to make changes in antenna and ground system.

AM—1360 kc
New Publishing Co. Charlotte, N. C.—CP new standard broadcast station to be operated on 1360 kc, 250 w, unlimited time, Amended to change frequency from 1490 to 1360 kc and make changes in antenna and ground system.

AM—1450 kc
KFIZ Fond du Lac, Wis.—Voluntary assignment of license to KFIZ Bestg.

AM—590 kc
WEAO Evansville, Ind.—Voluntary assignment of license to WEAO Bestg.

Antenna Changes

WAD Norman, Okla.—CP to make changes in antenna and mount FM antenna on top of tower.

AM—1490 kc
Louis F. Leurig and F. F. McNaught, a partnership d/b/a Seminole Bestg. Co., Wewoka, Okla.—CP for a new standard broadcast station to be operated on 1490 kc, 250 w and unlimited time.

AM—1490 kc
KXII Dallas, Tex.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter location and to change type of transmitter.

AM—1490 kc
KACS Tulsa, Okla.—Modification of CP (which authorized a new standard broadcast station) to change type of antenna and for approval of transmitter location.

AM—1490 kc
KMKW Quitman, Ga.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna for approval of transmitter location and to change type of transmitter.

AM—1370 kc
KAKC Tulsa, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter and to make changes in antenna.

AM—1340 kc
Leroy C. Faulk Jr., as auctioneer for the WAIR corporation (a new standard broadcast station) to be operated on 1340 kc, 250 w and unlimited time.

AM—1340 kc
Clarence E. Faulk Jr., as auctioneer for the WAIR corporation (a new standard broadcast station) to be operated on 1340 kc, 250 w, unlimited time.

AM—1230 kc
WAXY Waco, Tex.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, approval of transmitter location and to change type of transmitter.

AM—1490 kc
AM—1340 kc
Robert E. Livermore, Cheyney, S. C.—CP for a new standard broadcast station to be operated on 1170 kc, 250 w and daytime only.

AM—1340 kc
WABR Winston-Salem, N. C.—Authorization to determine operating power by direct measurement of antenna power.

AM—1340 kc
WAIR Winston-Salem, N. C.—License to cover CP (as modified) which authorized a new standard broadcast station and change transmitter location.

AM—1190 kc
WHBY Little River, S. C.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine type of transmitter by direct measurement of antenna power.

AM—1310 kc
WTRW Marion, S. C.—Authorization to determine operating power by direct measurement of antenna power.

AM—1240 kc
James E. Williams, Newton, Kan.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited time.

AM—790 kc
WGRG New York—CP to change frequency from 1400 kc to 1390 kc, increase power from 250 w to 1 kw and change transmitter location. Amended to change type transmitter, make changes in DA and change transmitter location from New Albany, Ind. to Jeffersonville, Ky. and power from 1 kw to 1 kw night and 5 kw day.

AM—1450 kc
Amended to make changes in antenna and mount FM antenna on top of AM tower.

AM—1350 kc
Applications Tendered for Filing:
AM—1350 kc
KGNB New Britain, Conn.—CP to make changes in DA and mount FM antenna on top of AM tower.

AM—1230 kc
KWHN Altus, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—870 kc
KAMX San Antonio, Tex.—CP new standard broadcast station to be operated on 870 kc, 1 kw and unlimited time.

AM—1340 kc
WMMF High Point, N. C.—CP to make changes in antenna and mount FM antenna on top of tower.

AM—1450 kc
WWMF High Point, N. C.—CP to make changes in DA and mount FM antenna on top of AM tower.

AM—900 kc
WWMF High Point, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1340 kc
KSPI Stillwater, Okla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

AM—790 kc
WTAR Norfolk, Va.—CP to make changes in DA and mount FM antenna on top of tower.

AM—1450 kc
KWMV Des Moines, Ia.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1340 kc
WDBL Marshfield, Wis.—Modification of CP (as modified which authorized a new standard broadcast station) to install a new vertical antenna and mount FM antenna on top of AM tower and to change studio location.

AM—1340 kc
KCBX Des Moines, Ia.—Modification of CP (which authorized a new standard broadcast station) to change type of transmitter.

AM—1290 kc
KWIL Albany, Ore.—CP to make changes in antenna and mount FM antenna on top of tower.

AM—1340 kc
KTPF Fort Myers, Fla.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1490 kc
KAFF Bakerfield, Calif.—Modification of CP (which authorized a new standard broadcast station) for approval of antenna, to change type of transmitter and for approval of transmitter location.

AM—1340 kc
Continued on page 106

BROADCASTING  •  Telecasting

October 7, 1946  •  Page 103

AND WHAT A MARKET!

Peak population with pockets bulging with cash—that's the market you buy when you sign a WAIR contract. Industrially, commercially and agriculturally, the WAIR market is big and rich and responsive.

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

440 E. Salem Street
Winston-Salem, North Carolina

WE'D like to move with you. Please tell us three weeks in advance your new address. We don't want our new WAIR become the last one you'll ever hear of.
Some of the boys in the Rambeau organization came back from the war wearing real medals and we are justly proud of them and their decorations. So when one of our station managers wants to pin a decoration on us, we know he doesn’t mean the same kind of medal and we admit that he may be half kidding with his talk of gold medals. But we hope you will pardon us for feeling a little rosy glow when Mr. Station Manager pins a decoration on us for service to his advertisers because we do kind of specialize in taking care of old customers.

Here are the thoughts of one station man on sales and service:

“I should think some of the agencies would give you a gold medal for service. You already have our medal for sales.”

Another one wrote:

“The most outstanding quality the Rambeau organization possesses is the high valuation they place on old customers. Their record of renewals averages 72% against the station’s 45%.”

We like that because if we all took a little better care of our old customers, we would not have so much need to scramble for new ones. Are your spot customers getting the kind of service you would like to give them—or should you be?

---

**FCC GRANTS CHANGE IN WSM’S LICENSEE**

LICENSE ASSIGNMENT of WSM Nashville, 50-kw clear channel station on 650 kc, from National Life & Accident Insurance Co. to a wholly owned subsidiary, WSM Inc., was approved by FCC last Monday. WSM-FM and relay station operations of the company also are involved.

Authorization came in approval of WSM’s petition to amend the FCC-answered rental classes of the 16-year lease agreement [Board of Directors, Aug. 26] and the station to grant the application, which has been pending since February 1945. The application had been set for hearing on issues relating to the original plan for WSM Inc. to pay the insurance company $100,000 a year rental, plus part of net profits. The amendment cut the rental provision to $50,000 a year, leaving the percentage-of-profits-payments substantially unchanged. The insurance company would receive nothing on the first $50,000 (net, after rental) before federal taxes, 50% of the next $50,000, 60% on the next, 70% on the next, 80% on the next, and 90% on all additional.

The new radio subsidiary is headed by Edwin W. Craig, president of the insurance company. Harry Stone is vice president and general manager. Other officers: F. B. Stevenson, executive vice president of the insurance firm, vice president; J. E. Wills, vice president of the parent company, secretary-treasurer.

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**Lie Commends WWRL For Housing Assistance**

WWRL New York last week received a letter from Trygve Lie, Secretary General of the UN, in which he expressed his appreciation to the station for its “personal assistance” and “active interest” in the UN’s search to obtain housing accommodations for UN personnel at Lake Success, L. I., N. Y.

In a letter to Fred Barr, WWRL program director, Mr. Lie stated: “In response to the appeals broadcast from your station, the citizens of Long Island have been most generous in offering accommodations in their homes for individuals associated with the UN.”

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**Lineup Being Set**

LINEUPS for two-hour Thanksgiving and Christmas Elgin Watch Co. programs on CBS include Don Ameche as m.c. and Ken Carpenter as announcer. J. Walter Thompson Co., handling account, also stated that talent to date includes the following: Thanksgiving—Jimmy Durante, Gary Moore, Laurita Melchior, Red Skelton, Jack Benny, Lou Silvers and orchestra; Christmas—Bob Hope, Edgar Bergen and Charlie McCarthy, Cass Daley, Lou Silvers and orchestra.

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**Television Stations**

(Continued from page 20)

**WBKB CHICAGO**

Owned and operated by Balaban and Katz Inc. Channel 4, 66-72 mc. Studio and transmitter in State-

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**WPTZ PHILADELPHIA**


Facilities: Studio space includes two main playing stages, each approximately 12 x 28 ft., each stage having been used for as many as three sets simultaneously; central control equipment for lap dissolves; complete control equipment for split dissolves; centralized program director’s console from which a studio program can be directed and monitored; complete tilting equipment, both flipboard and roll titles. Motion picture studio (at transmitter) has two 35 mm with live studio productions, $75. Charges for talent, settings, preparation of live and film programs, etc., on request.

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**WRGB SCHENECTADY**


Facilities: Studio, 42 x 70 ft., is air conditioned, sound proofed, with water-cooled mercury vapor lights. Equipment: Two three-camera units mounted on dollies, on studio floor; two cameras in film studio, which has two 35 mm and one 16 mm projectors, also a slide projector. GE also operates a relay station four miles north of Hillsdale, N. Y., by which programs originating at WNET New York are brought to WRGB for rebroad-
WBKB CHICAGO (Continued)

WBKB: 30 x 60 ft., 20 x 30 ft., 10 x 20 ft. Floor space, is equipped with two studio microphones, eight microphones. Remote equipment includes two image orthicon cameras.

WBKB Charges: Scaled to number of sets in use in the station area, as follows:

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Operating Schedule: 12 hours a week.

NARNE Meeting

Set in Cleveland

First Radio News Editors Conference Oct. 24-26

FIRST GENERAL meeting of the newly-organized National Assn. of Radio News Editors (NARNE) will be held in Cleveland, Oct. 24-26, John P. Hogan, news editor of WCHS Portland, Me., acting director, announced last week. Approximately 100 delegates are expected, said Mr. Hogan.

Although the three-day session will be concerned chiefly with normal organization several round tables have been scheduled by Sig Mickelson, news editor of WCCO Minneapolis, in charge of the convention program, panels have been arranged on these subjects: News gathering and coverage, writing and building news programs, personnel problems and newswriting, special events techniques, research in news broadcasting, training for news, and the FCC Blue Book rulings on news.

Cleveland Stations Hosts

The news departments of Cleveland’s four stations will be hosts to the visitors. Edward Wallace, news director of WTAM, will be chairman of the convention committee in charge of local arrangements. On his committee are Charles Day, WGR; Bruce McDonald, WJW; Glen Whistler, WHK.

Hotel accommodations have been reserved at the Allerton Hotel, where the Oct. 25 session will be held. Delegates will register Oct. 24 at the studios of WTAM, after which WJW will sponsor a welcoming luncheon. Final-day sessions will be held at WHK studios.

Organized last spring by Mr. Hogan, NARNE now has 200 members, he said. An advisory council, headed by John Murphy, news editor of WCKY Cincinnati, will present a proposed constitution for ratification. A permanent board of directors will be elected.

MBS Series Dropped

BORDEN Co., New York (Horizon’s ice cream), Oct. 7 discontinues sponsorship of Bulldog Drummond on WOR New York and on Oct. 14 the Lewis Howe Co., St. Louis (Nature’s Remedy), discontinues sponsorship of that program on rest of MBS stations throughout the country. Program will continue as sustainer both on WOR and MBS. Agency for Borden is Young & Rubicam, New York, while Roche, Williams & Cleary, New York, handles Lewis Howe account.

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ANA (Continued from page 15)
sold on the merits of capitalism and democracy—the American way of life—as well as its primary job of selling the goods and services of American industry. W. B. Potter of Eastman Kodak Co., was chairman of the convention program committee. Total registration was approximately 500, including agency and media guests as well as ANA members.

JANUARY, 1947

WOC goes
basic NBC
5000 Watts, full time
1420 Kilocycles
---for the

Since 1943, Hooper surveys have shown that only WOC delivers the Quad-Cities—the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

Applications Dismissed:
AM—550 kc
KSEL, Lubbock, Tex.—Modification of CP (which authorized a new standard broadcast station) to include antenna, ground system and transmitting equipment, by request of attorney.
AM—1400 kc
Radio Austin Inc., Austin, Minn.—CP for a new standard broadcast station to be operated on 1400 kc, 100 kw, unlimited time. Request of attorney.
AM—550 kc
WGR Buffalo, N. Y.—License to operate auxiliary transmitter of station on a regular basis. Request of attorney.

Applications Tendered for Filing:
KMPX, Los Angeles—CP to change DA from day and night to night only.
Kitsap G.I. Broadcasters Inc., Bremerton, Wash.—CP for a new standard broadcast station to be operated on 1560 kc, 500 kw night, 1 kw day and unlimited time.
Air Waves Inc., Jamestown, N. Y.—CP for a new standard broadcast station to be operated on 1470 kc, 1 kw, daytime only.
Frank W. Wagner, Blackstone, Va.—CP for a new standard broadcast station to be operated on 1490 kc, 1 kw, unlimited time.
Mrs. Agnes Jane Reeves Greer, Dover, O.—CP for a new standard broadcast station to be operated on 1490 kc, 250 kw, unlimited time.
Blackstone Bstg. Co. Inc., Tyler, Tex.—CP for a new standard broadcast station to be operated at 1560 kc, 250 kw, daytime only.
Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—CP for a new standard broadcast station to be operated on 880 kc, 1 kw night, DA and unlimited time.
Continental Bstg. Co., Atlantic, la.—CP for a new standard broadcast station to be operated on 1490 kc, 250 kw, unlimited time.

THOMAS H. YOUNG, director of advertising, U. S. Rubber Co., was elected president of the Assn. of National Advertisers for the coming year at the business session of the 37th annual ANA meeting.

William N. Connolly, advertising manager, S. C. Johnson & Sons, was reelected vice chairman, and Robert E. Brown, vice president, Bristol-Myers Co., was also elected vice chairman. Paul B. West was reelected president and Edward T. Batchelder was reelected secretary.

New directors elected were Paul S. Elisson, director of public relations, Sylvania Electric Products, last year's chairman; Marshall Adams, advertising and sales promotion manager, Mullins Mfg. Co.; Val Schmitz, advertising manager, F. & M. Schaeffer Brewing Co.; H. M. Shackleford, vice president and sales promotion manager, Johns-Manville Co.; Albert Brown, director of advertising and merchandising, Best Foods; former ANA treasurer, Treasurer for the coming year will be elected at the next ANA board meeting.

WOC goes basic NBC
5000 Watts, full time 1420 Kilocycles

DAVENPORT, IOWA
B. J. PALMER, President
BURLY LOTTRIDGE, Manager
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

Page 106 • October 7, 1946
it starts rolling commercially across the nation.

Those who are today pouring more capital into TV come from the East and West Coasts into a gigantic web so far advanced, regional and national chain operations should be in force well before 1941. The decision will be on television receivers everywhere in the country is so great, a million viewers — and more — are assured just as quickly as the sets leave manufacturing plants and are rushed to dealers.

Advertisers in ever-increasing numbers are flocking to this new medium, fascinated by its limitless possibilities — and big fellows, too: Standard Brands, Lever Bros., Ford Motor Co., Firestone, Goodyear and U.S. Rubber, Bulova, Waltham and Elgin Watch companies, Borden’s, Bond Stores, and Bristol-Myers and others who have poured millions into radio advertising and certainly are no slouches when it comes to spending dough-re-me on national campaigns.

They are using television today — despite the comparatively small audience — because they know that their future is wound up in this immensely popular new industry and they are eager to be ground floor tenants. The mere fact that these toy advertisers are in televisions today is a direct and eloquent expression of the contention in some quarters that the advertiser will never foot television’s bill.

Hence, it has been puzzling to me to see so many new recent advertisers hesitate before entering television. Admittedly, initial costs appear steep, but with ample indications that the “pay-off” will come reasonably soon (two years, others a few more) it is surprising to observe the hesitancy. I may be wrong but there is likely to be a lot of wailing in a few years when the so-called “smart boys” discover that outsiders have absorbed available channels in their prized territories.

The Second Television Conference & Exhibition of the Television Broadcasters Association, which is to take place at the Waldorf-Astoria on Thursday and Friday, Oct. 10-11, will provide conclusive evidence that commercial television is a going concern; that new receivers are rolling off production lines and that the new industry is in full blossom. Doubters are respectfully invited to attend all conference sessions and visit the exhibition. Rail and plane reservations to the FCC office in Washington to file new television station applications can be made directly from the Waldorf. See you there!

**SCHEDULE OF TELECASTS**

<table>
<thead>
<tr>
<th>FRIDAY, OCT. 11</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 a.m. — Telecast of entire morning session, in Main Ballroom, Waldorf-Astoria.</td>
</tr>
<tr>
<td>12:15 p.m. — Film televised to exhibitors.</td>
</tr>
<tr>
<td>12:20 p.m. — Telecast of Conference Luncheon</td>
</tr>
<tr>
<td>1:30 p.m. — Telecast of Conference Luncheon</td>
</tr>
<tr>
<td>2:30 p.m. — Regular television programming from studios.</td>
</tr>
<tr>
<td>7:30 p.m. — Program of Events at Conference showing big screen.</td>
</tr>
<tr>
<td>8:00 p.m. — Regular television programming from studios.</td>
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</tbody>
</table>

**NORTH CAROLINIANS TO MEET OCT. 11-12**

**MORE THAN 100 FROM NORTH CAROLINA’S 35 STATIONS** will meet at the Washington Duke Hotel, Durham, Oct. 11-12 for the annual convention of the North Carolina Assn. of Broadcasters.

A. D. Willard Jr., NAB executive vice president, will speak at the Oct. 11 morning session on “Problems Confronting the Broadcaster.” Richard P. Doherty, NAB director of Employee-Employer Relations, will discuss his department and conduct a round-table on labor relations Friday afternoon.

New officers will be elected to succeed these, now serving: J. Frank Jarman, WDNC, division head; Richard A. Dunlea, WMF, Wilmington, vice president; Harold Essex, WSJS-Winston-Salem, secretary-treasurer.

**ABC Continues Show**

ABC and television station WBKB Chicago last week completed negotiations to continue weekly Friday night telecasts of *Stump the Author* for four more weeks effective Oct. 4. ABC recently commenced a regular Tuesday night “Minute-A-Minute” telecast on WBKB for sponsorship by U. S. Rubber Co., through Campbell Ewald Co.

**Guenther Named**

WILFRED GUENTHER, recently released from the Navy as a lieutenant commander and prior to that with WLW Cincinnati since 1938 in a number of executive positions, has been appointed station relations manager of Crosby Broadcasting Corp., and acting manager of Crosby’s FM station in Cincinnati.

**NABET Turned Down**

**NATIONAL Labor Relations Board** announced last week it had dismissed petition of National Association of Broadcast Employees and Technicians for certification at WDN Danville, Ill. NLRB said NABET has had a contract with the station owners since 1944, but requested NLRB investigation and certification three days after contract renewal May 11 of this year. IBEW asked dismissal of petition.

**WIRE Drops Attempts To Increase to 50 kw**

Five-year-old effort by WIRE Indianapolis to change from 1430 to 1190 kc and increase power from 5 to 50 kw, was dropped last week when the FCC granted WIRE’s request for dismissal of its application without prejudice.

WOWO, Fort Wayne, now on 1190 kc and also seeking since 1941 to increase to 50 kw from its present 10 kw, had been designated for consolidated hearing with WIRE. Both were dropped.

WLIB New York seeking increase on 1190 kc to 10 kw fulltime from present 1-kw limited-time operation; Suburban Broadcasting Co., of Middleton, R.I. — were later added to the hearing [BROADCASTING, Sept. 2].

**ABC WILL TELECAST IN DETROIT BY JUNE**

“ABC WILL be producing live television shows over its Detroit outlet next June,” Paul Mowrey, ABC’s national director of television, said. “We expect to be the first video broadcaster on the air in this area,” he added. The company’s plans call for two large downtown studios with a transmitter located on a 22-acre clearing at Joy Road and Greenfield in suburban Detroit. The FCC has already issued a construction permit for an ABC television station in Detroit.

John Pival, now tele-reel and wire-recorder producer of WXYZ, ABC station in Detroit, has been named to fill the post of coordinator of special events for television in the Detroit area. ABC has pioneered television in Detroit. One of ABC’s most important sponsors, Chevrolet, has a general office and headquarter in the city. In addition, last spring ABC filmed the automotivé Golden Jubilee and during the Labor Day weekend filmed the Gold Cup, international speed boat race in Detroit’s harbor.

**SEARS TO MAINTAIN LOCALIZED POLICY**

Although Sears, Roebuck & Co., Chicago, thinks the purchase of time on WPTZ Philadelphia television station is fine, the home office still hasn’t changed its present policy concerning radio.

A. W. Offield, media director for the huge mail order and department store chain, said all media advertising will continue to be bought on a local individual station basis.

“We handle all advertising on a de-centralized basis because we believe individual stores understand local problems far better than we do," he declared.

Sears last year spent $14,000,000 for all advertising media, of which 3% was devoted to radio.

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tendency to substitute other media for radio, was expressed during an informal discussion of the impending negotiations between the networks and the American Federation of Radio Artists for new contracts that was part of the Monday evening meeting of the ANA Radio Council.

United Front Urged

Other speakers at the closed session urged sponsors to stand together in impressing upon network executives and upon advertising agency representatives sitting in on the AFRA negotiations the need for holding talent costs down if radio is to continue to be a profitable advertising investment. Meeting, however, took no formal action nor even expressed any group opinion on the matter.

Meeting was described as a "review session" by Donavan Stetler, advertising manager of Standard Brands and chairman of the ANA Radio Committee, who conducted the 90-minute session in the absence of Robert D. Elder, Lever Bros. vice president and head of the advertising committee of the Council. He reported to the group on the status of the Council, which, he said, has progressed little since its formation a year ago, but expressed the belief that following the appointment of an executive director, expected to be announced shortly, the Council would really begin to function. The director's job will be to keep himself and the ANA members informed of technical, labor Government and other developments affecting radio and its use as an advertising medium.

Paul West, ANA president, reported briefly on the dissolution of the Cooperative Analysis of Broadcasting and the cessation of its measurements of radio audiences. Discussion of radio labor matters included a report by Sherman Gregory, radio director of Schenley Distillers Corp., that an attempt to re-record a musical spot announcement from 33 rpm to 78 rpm for use in supermarkets store radio systems had been halted by an AFM edict forbidding the recording and insisting that the store discs be made fresh with live musicians.

Tuesday Morning

Tuesday morning session was devoted to the functions of advertising in keeping alive the American system of private competitive enterprise. Howard Chase, director of public relations, General Foods Corp., chairman of the session, analyzed recent public opinion studies showing public beliefs that "Big business is greedy and anti-social—not a good neighbor to have around," and that "prices and profits should be controlled by the Government.

Louis Ruttenburg, president, Sefvel Inc., described the successful use of advertising in reducing labor turnover during World War II and absenteeism during World War II, as well as the public relations work of the Evansville (Ind.) Cooperative League which has virtually eliminated work stoppages from labor troubles in that city. Don Belding, chairman of the board, Foote, Cone & Belding, wound up the morning session with a warning that supporting the Advertising Council is not enough and citing examples of individual ad

BROADCASTING MUST PAY

Stetler Says Advertisers Insist That

Medium Brings Sales Results

By D. B. STETLER

Advertising Manager, Standard Brands Chairman, ANA Radio Committee

RADIO, the glamorous girl of the 30s, is growing up. For more than a few years we advertisers like all others faced difficulties inherent in radio on the one hand, coupled with the increasing competition for attention, the increasing skillfulness of labor, and the hundred and one other problems inherent in radio on the one hand, coupled with the increasing difficulties faced by management in making a legitimate profit, on the other hand, mean only one thing to those in charge of advertising—and the increasing difficulties faced by management in making a legitimate profit on the other hand mean only one thing to those in charge of advertising—and that is: From this point on we've got to make the Government see that unless the purpose of such actions is unlawful.

The strike against WAAF therefore, in the Government's opinion, was unlawful.
FM Regular Grants Now 291; Conditions Boosted to 539

REGULAR construction permits for new FM stations reached 291 last Monday with the conversion of 12 from conditional to full status by FCC, while conditional grants issued last October were boosted from 530 to 539. Conditional grants yet to be accorded permanent rank total 248.

The three conditional grants, all subject to engineering conditions, were for Class B operations and all went to AM licensees: KCRA Sacramento, Calif.; KXYZ Houston; WLS Rosenoke, Va.

Miller

(Continued on page 18)

O NCE ZBM takes a product on tour there's no relaxing. Even Holiday magazine says 'Wild-awake Bermuda-tourist trade miraculously revived.'

That's one reason 60 local accounts started with ZBM in May—why 60 more joined since. ZBM's 250-watts is the only adequate radio coverage of 37,000 Bermuda tourists. Consequently they listen closely, respond keenly to the ABC, MBS and local shows carefully designed for Bermudians.

ZBM is leased to U. S. for 99 years. U. S. products and influence are growing. It's virtually unattapped. A tidy little market spending 17 million dollars annually for U. S. imports. FOR YOUR PRODUCT?

* Including Kindley Field and U. S. Naval Base.

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TEMPORARY LICENSES of 34 standard stations were further extended by the FCC last Monday and two others, whose regular licenses have expired, received 60-day extensions.

The Commission also announced a renewal for WMJ Mordele, Ga., to Aug. 1, 1948, and issued regular renewals to KOA Kilgore, Texas, WATT Transvaal City, Mich., KASA Ely City, Okla., and KQBT Ottumwa, Iowa for the period ending Aug. 1, 1949.

KABC San Antonio and WACO Waco, Texas, received extensions to Dec. 1 pending FCC’s study of information regarding proposed transfer of control of the licensee corporations from present stockholders to the reorganized Texas State Network.

Temporary license of WNOE New Orleans, was extended to Dec. 1 pending further consideration of license by James A. Nee “qualifications.” Mr. Noe, former governor of Louisiana, is under indictment on a charge of jury tampering in an income tax evasion trial.

The Commission ordered temporary licenses of WKBW and WGR Buffalo extended to Dec. 30. Buffalo Broadcasting Co., licensee, has been ordered to dispose of one of the stations under the duopoly rule and to eliminate a time-lease which the Commission found objectionable. An application is pending for sale of WGR to Leo J. Fitzpatrick, former vice president and general manager of WJRE Detroit, and I. R. Lounsberry, former executive vice president.

More Cameras

Our engineers are by no means satisfied with present equipment and are working on making it still smaller and more compact. With each reduction in size we can promise an increase in number and type of pickups. Truly mobile equipment will be with us some time in the not too distant future and the things to be done with it are at present almost beyond our imagination.

Directors in the field have waited long and patiently for these developments and through them we hope to make all programs as interesting as possible as conditions dictate, that they have dreamed of working most programs with more than two cameras and they are about to get their wish. Shortly, instead of having just enough cameras to do the job they will have sufficient to allow them to plan “picture shots” or special effect shots. Programs combining several sets of equipment and others now in more elaborate tending in several remote places are all possible and soon to be seen.

In the coming year or two television commercials are bound to increase and with this a greater burden will be thrown on studio programming. Television will begin now to find and develop its own Bob Hopes, Crosbys and Bennys. Although such weekly programs are assuming somewhat the place they now hold in sound radio.

As this becomes more the general practice it is very doubtful whether any television station can
JOHN HEARNE OPENS SAN FRANCISCO FIRM

JOHN P. HEARNE, resigning as FCC regional attorney for the West Coast [Broadcasting, Sept. 18], last week announced the opening of private law agencies [302-306, Central Tower Bldg., Market St. at Third, San Francisco]. He will specialize in administrative practice before FCC and other Government agencies.

Dee Pincock of the Commission's Washington legal staff, litigation and administration division, was designated by FCC General Counsel Benedict P. Cotone to take over Mr. Hearne's Commission post on a temporary basis. Mr. Pincock, formerly with FBI, joined FCC last Jan. 3.

Mr. Hearne had held the regional post since December 1942. Previously, he was with Section of Justice, as an attorney on a number of Government cases with the present FCC Acting Chairman Charles R. Denny Jr. and Assistant General Counsel Vernon L. Wilkinson, who were then with Justice Dept.

Action on CBS High Frequency Color Television Petition Is Expected Soon

EARLY ACTION by FCC on the CBS petition for commercial color television in the ultra-high frequency band [Broadcasting, Sept. 30] was forecast last week.

Although Commission authorities were silent on the request, the question was generally considered to be of such importance throughout the industry that the Commission would endeavor to reach and announce its decision at the earliest possible time.

It was known that members of FCC's technical staff went to work surveying various phases of the proposal early last week—a few days after the petition was filed on Sept. 27.

CBS asked that the 480-920 mc band, now allocated for experimental television, be set aside for commercial color operation, with channels 10 mc wide as compared with 6 mc channels in low-band black and white. The network suggested that the band might be given an upper limit of 912 mc or be extended to 928 mc to accommodate an additional band.

Prixley Acquisition of WCOL To Be Investigated by FCC

AN INVESTIGATION of circumstances relating to acquisition of WCOL Columbus, Ohio, in June 1944 by Lloyd A. Prixley and members of his family was authorized by FCC at its meeting last week, for a new Sandusky station on 1450 kc fulltime with 250 w. Applications of Sandusky Broadcasting and Bay Broadcasting Co. for the same facilities were given proposed denials [Broadcasting, July 8].

Sandusky Broadcasting's petition said that under a chattel mortgage executed Nov. 14, 1944, as security for $175,000 loan to the Pixleys, written consent of Ohio National Bank of Columbus, mortgagee, was required before WCOL could "exercise certain discretionary rights belonging to every licensee unless disposed of by the licensee after having acquired them from the FCC."

There is, the petition said, some information to show common ownership and/or control between the mortgagee bank and WBNB, one of WCOL's station rivals in Columbus.

The petition also claimed there is information to show:

- Common business interests between former WCOL owner Kenneth Johnson and the controlling National Bank from 1943-45; "elements of joint operation and control" between WBNB and WCOL before and including at least part of 1944; an alleged offer prior to the Pixley purchase to WBNB of a former station employee of WCOL to allow the stock of WCOL Inc. (former licensee) to be placed in the employee's name under an arrangement in which the employee would receive $2,000 and sign a bank note with the understanding it did not have to be paid; full release of the stock of WCOL Inc. prior to execution of the 1944 note and mortgage.

The petition referred to a letter of Nov. 2, 1944, over Mr. Pixley's signature, saying WCOL had been dissolved and all debts and obligations paid.

WLX Takes Air Soon; Dewey Long Is Manager

SOON to go on the air in Lexington, Ky, is WLX, a 1000 w independent which will operate on 1300 kc. Dewey H. Long, former general manager of WELI New Haven, WSAI Cincinnati and manager of the Chicago sales office of WLW Cincinnati, will be general manager.

He plans a program built around farming, news, sports and good music. Stockholders of Fayette Broadcasting Co., the licensor, are: Philip Arders, attorney, president; Edward F. Pritchard Sr., Lexington wholesale malt beverage distributor and state legislator; Henry Pritchard, his son, a song writer with BMI Hollywood, and Rodman W. King, attorney and state senator. Four staff members will seek stockholder status in an amended petition to be filed with FCC. They are Mr. Long; Phil Sutterfield, assistant manager; Robert H. Moore and Paul Ledridge, salesmen.

Other staff members include: Bill Hess, director of production and traffic manager; Claude Sullivan, director of news and special events; Lucy Elliott, continuity head; Reese Bach, farm department; Sara Deane, women's activities, and Royce Woodward, chief engineer.
Help Wanted

Wanted—Manager of radio station to locate in southern city or town. Must be interested in acquiring an interest in the station and have operating experience. Box 618, BROADCASTING.

Southeastern radio station needs additional transmitter and maintenance engineer. Applicant should have operating experience on high power equipment and direction. Write before November 15. Box 7, BROADCASTING.

South Georgia station needs three engineering assistants. Box 993, BROADCASTING.

Copywriter—Man or woman, by established studios in Los Angeles, writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write good television script. Must be willing to relocate. Good salary and expense. Send complete samples of work, past history, photo and letter desired to Box 978, BROADCASTING.

Topnotch salary for top announcer, with local station in major market. Must be thoroughly experienced news, sports and commercial. Send transmission, photo and all pertinent data. Good salary, expenses. Write now, Box 1000, BROADCASTING.

Situations Wanted

Wanted: First class operator for a new 250 watt station using all new Western Electric equipment. Write C. B. Ranzall, 123 E. Monticello St., Lafayette, Ind. Wanted: First class operator holding first class license. Opportunity for advancement and to apply ability. Good salary, KGHJ, Butte, Mont. Wanted: Two first class operators for a new FM station. Opportunity for advancement and to send recording to headquarters. Disc experience, if any, will be kept confidential. Salary $900 per month. Box 987, BROADCASTING.

Tennessee first class phone operator needed in new local station. Good opportunities and salary. Box 988, BROADCASTING.

Manager—Good salesman, promotion manager and manager of CKY. Must have successful first class license, and knowledge of FCC application forms and procedures. Box 989, BROADCASTING.

Television position desired. 20 years experience in electronic, technical operation, production and direction. Box 990, BROADCASTING.

Desiring to develop, script and present programs, Box 991, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west; Out- standing record, sales, public relations, executive. Personal interview my expense. Box 992, BROADCASTING.

All-round radio man with extensive New York and Detroit agency background, familiar with promotion and agencies' views on station cooperation in merchandising schemes, desires job as station manager in station that has good potential, beautiful city in midwest. Excellent opportunity. Box 993, BROADCASTING.

Engineer—Senior, with 25 years experience, desires position with same station to which he is now assigned. Also previous background as chief, A.M., a near-million population market. Also previous background as chief, W.A.S.K., Lafayette, Ind.

WANTED: Woman copywriter desires change. Now employed, 25, in designing, assembling, installing and operating latest material in news writing. Box 994, BROADCASTING.

Engineer—Nearly 40, desires chiefly off-air work. Good opportunities and salary. Box 995, BROADCASTING.

Chief Engineer and Manager—Successful executive with 18 years experience. Outstanding record, sales, public relations. Opportunity for advancement. Box 996, BROADCASTING.

WANTED—Assistant. Fifteen years experience as advertising executive, desires position with an important station in the midwest. Box 997, BROADCASTING.

Wanted—Chief engineer for established secondary station in primary eastern market. Good opportunity. Wire or phone Box 16, BROADCASTING.

WANTED—Two announcers and two first class operators (not combination) for new AM and FM station. Good salary and send disc and complete qualifications to John Garrison, Managing Engineer, 123 E. Monticello St., Lafayette, Ind.

Continuity writer—Experienced in all types commercial copy writing. Send résumé and samples of work and complete details including photo. Write Charles Mc- Coy, 23 W. W. O. NOYO, Twin Cities.


New England stations, applicants—Employed Washington newspaperman, radio executive, and metropolitan editor. Double on new设立casting, publicity, if possible. In Washington area only. Box 999, BROADCASTING.

Newspaper and writer. Formerly with the Chicago Daily News as a newsman. Desiring to become a full-time advertising man. Qualifications: 10 years newspaper advertising experience. Box 1000, BROADCASTING.

Continuity—copywriter four years staff and television backgrounds. College degree. Desires job with station located on West Coast. Must be willing to relocate. Box 1001, BROADCASTING.

Television Engineer—Wide experience in all phases desire supervisory position in television field. Box 992, BROADCASTING.

Radio news editor—2 years radio experience, including program and newswriting; 2 years newspaper experience. Woman, age 29, University Graduate, desires position in major market. Box 993, BROADCASTING.

3½ years experience. First class announcer desires change for station with first class operation. Now with 50,000 watts, 250,000 available. Box 994, BROADCASTING.

Television broadcaster: Do you need a television engineer who can design, installing and operating latest equipment? Write Box 995, BROADCASTING.

Combination engineer-announcer, Network newscaster with five years experience in radio. Excellent voice, and experience on television. Box 996, BROADCASTING.

Looking for a New Manager?

I've finally decided to make a change. My present position as General Manager of a Metropolital market Basic Network station is most secure, but I'd like a new connection where certain conditions will be improved. I can supply a record of income doubled the past year, management record openly acclaimed by our broadcast opposition—and all recommended and endorsed at the right time by my present owner-operators. For a year I've been seeking a manager with actual experienced know-how; top contacts and recommendations all down the line in the trade, and the endorsement of my network contacts. At present I am a member of the N.A.B. committee. I'd be interested in discussing (at any time or at the N.A.B. Convention) the proposition with any owner whom I see a married man to secure. All negotiations will be held confidential.

BOX 14, BROADCASTING
Situations Wanted (Cont'd)

Engineer, 1st, telephone, 2nd, telegraph license, 3 years radio and transmitter experience to 50 kw. Box 39. Now employed at 1 kw, ABC affiliate. Available about Oct. 15, east or southeast. Box 975, BROADCASTING.

Veteran, 35, married. Wants position on station as announcer. Can do record shows, continuity, grad, capable of running any suitable station. Has records available. Box 6, BROADCASTING.

Engineer, 23, thoroughly experienced, telephone time, electronic work, desires responsible position at progressive station. Housing of importance. Application more important than salary, at present $500. Box 8, BROADCASTING.

Commercial manager—station manager, experienced in all phases of radio. Programming, sales, production and promotion. Prefer west coast or southwest. Full details or personal interview on request, Box 9, BROADCASTING.

Veteran, 31, 10 years experience small stations and 4 years Hollywood network. Desires announcer position, preferably with broadcasting. Salary must be acceptable. Disc and picture furnished upon request. For additional information write Box 13, BROADCASTING.


Announcer would like position Midwest for staff job. Graduated from college in field. Several years of radio experience. Salaries vary greatly. Box 18, Hinton, Iowa.

Naval Veteran. Holding First Class Radiotelephone License, desires connection with station in Los Angeles, San Francisco. Ten years experience, operation, maintenance and installations. Milton Rowe, 3134 South Oak Drive, Beverly Hills, California.


Available—Qualified: personel, Radio's Reliable Resources, Box 413, Philadelphia.

Announcer—Good personality, reliable, solid background. Three years radio experience. USCG. Disc available, C. J. Zane, 41 Haunnewell Ave., Providence, R. I.

Assistant manager or program director with ten years experience available for interview at NAB convention. Box 21, BROADCASTING.

Experienced copy, news writer, New York City. Experienced, single, desires work elsewhere. Box 20, BROADCASTING.

Announcer—Three and a half years experience handling phone, Dillon shows, special events, sports, commercials. Has done various type spots, proved capabilities as program director, production manager, continous programmer. I'm looking now for a spot with a solid, progressive organization. Age 35, married. Box 22, BROADCASTING.

Wanted to Buy

Tower—Cash for quick delivery. 219 feet or suitable for modifying to that height. Self-supporting tower with antenna later. Please wire Box 19, BROADCASTING.

For Sale

For sale—a complete FCC approved 250 watt transmitter, two crystal controlled oscillators, 250 watts, operated by a new high gain power amplifier. First check for $800.00 will buy it. Write Roger H. McEnerney, 18th Street and Park Road, N. W., Washington 10, D. C.

For sale—250 watt station in Southern State. Box 969, BROADCASTING.

For sale: 1 kw transmitter, all new components, high level modulated—325 final and Class A power amplifiers, consisting of 2 cabinets—each 35" wide by 84" high by 24" deep, connected by control panel. Will meet all FCC standards of good engineering. Box 976, BROADCASTING.

50 lbs. used #10 base SD copper wire coiled in approximately 200 lbs. coil. Few splices. Price 45c. Box 999, BROADCASTING.


374 feet Trasecon Uniform Guyed Tower, lighting, mast anchor, steel. Available now Box 994, BROADCASTING.

2 IRC Type A-3L Antennas. Ladder circuit 50 ohms impedance. New. Never used. $1.00 each. Box 5, BROADCASTING.


Have two rack and panel amplifiers, four inputs. Best transformers. Goes well with recording equipment. Price $1000, POB, Hollywood, Box 12, BROADCASTING.

Up to one thousand feet 1 1/2" G. O. coaxial transmission line, inner conductor 1/2" O. D. Weathered but used and in good condition $1.00 per foot, F. O. B. Lexington, Kentucky.


280-10 inch FM speakers tapped 500-1000-2000. 500-Line transformers 500 to 100-8000 ohm to 10-500 secondaries. Price $29.50 each. Write Box 125, BROADCASTING.

FCC denial of 250 watt application. Following equipment available due to FCC action. Capital wanted. Unusual opportunity to aid in financing the establishment of new CREI home study course in Practical Television Opportunities. For more information, please write Box 857, BROADCASTING.

Here's Your Chance to "Get in on the Ground Floor" of TELEVISION Opportunities.

Don't say, "I never had a chance!" Prepare NOW for the good paying jobs awaiting trained television engineers and technicians. Be in a position to command a "key" job in the growing TELEVISION Industry by preparing now with the type of thorough, practical TELEVISION Engineering training that the industry requires. The new CREI TELEVISION Engineering course is (1) A complete well-coordinated course of study that covers the entire field of practical TELEVISION Engineering, (2) Presented in CREI's professional and proven home study form, (3) Prepared by CREI's experienced staff, based on actual experience in our own TELEVISION Studios and Laboratories, plus years of close contact with leaders in TELEVISION development. Your opportunity is here for preparation for television well ahead of competition, if you start NOW!

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If you have had professional or amateur radio experience and want to prepare for opportunities in TELEVISION, let us prove to you how we have the training you need to qualify. To help us intelligently answer your inquiries—PLEASE STATE BRIEFLY YOUR BACKGROUND OF EXPERIENCE, EDUCATION AND PRESENT POSITION.

NAME ________________________________
ADDRESS ________________________________
CITY ___________________________________
STATE ________________________________


October 7, 1946  Page 113
Inter-American Broadcasters Hold Meeting in Mexico City

MINIMUM of government control over radio, freedom of speech and solidarity of Pan American broadcasters keynoted the opening session of the Inter-American Broadcasters in Mexico City last week.

Edmund Chester, CBS director of Latin American Affairs and Shortwave Broadcasting, opened the conference. Pedro Martinez, General Counsel, Secretary of Communications, Mexican Government, also spoke. A recorded message was received from President Avila Camacho.

The opening day delegations were received by the Mexico City City Council and decorated with medals as honored guests.

Exhibits of television, FM, radar and other electronics developments, sponsored by RCA and General Electric, drew large crowds.

Committee chairmen were named as follows by President Azcarraga: Initiatives, Dr. A. G. Perez, Argentina; Code of Ethics, Tomas Ronald, Peru; By-laws, J. L. W. W. T., Mexico; Credentials, J. Jaen y Jaen, Panama; Drafting, Hector Alonso, Cuba.

Temporary officers in addition to Sr. Azcarraga and Mr. Chester are: Goor Mestre, Cuba, first vice president; H. Balerio Sico, Uruguay, second vice president; J. L. Fernandez, Mexico City, Juan C. Goyot, Argentina, Harry Sedgwick, Canada, secretaries. Registered as delegates were the following:

Argentina—Manuel Massureen, president, Radio Splendid; Juan Carlos president, Alan Station, Jr., directors; Dr. Alfredo J. Perez, Julio Com, Luis Montiner.

Bolivia—Francisco N. Reyes, CKXCN Cochabamba.

Brazil—Joao Baptista dos Amaral, Assn. of Broadcasters; Henrique Machado de Assis, Assn. of Broadcasters; Geraldo Homen de Melo; Cesar Ladeira; Nestor Macedo; Arturdo Moreira Pinto.

Canada—Harry Sedgwick, Canadian Assn. of Broadcasters; Maisie Reynolds, Canadian Broadcasting Corp.; Harold Cohn, E. J. Campeau, Philippe Lalonde; Roberta N. Mendon.

Chile—Ricardo Vivado.

Dominican Republic—Roberto Gomez Pardo, HPK Puerto Rico; Juan Malen, Duque, HPKP Puerto Rico; Antonio Menezes; Roberto Ramirez Gove, Cigano Nacional; Antonio Gove, Cigano Nacional.

Costa Rica—Mrs. H. E. de Mariani.

Cuba—Goor Mestre, president, Circuit Chico Havana.

Ecuador—Gonzalo A. Busno, Assn. of Broadcasters; W. Delgado Cepeda, Radio Comision, Guayaquil.

Guatemala—José Castillo; Gonzalo Ubeda.

Honduras—Carlos Tegucigalpa; F. Díaz Zelaya; S. Jose Sala.

Mexico—Emilio Azcarraga, XEX, Jose Luis Fernandez, manager, Chamber of Broadcasters; Dr. Luis de la Rosa, president; Chamber of Broadcasters; Panama—Marcos Gandasequi, president, Assn. of Broadcasters; Jose Juan y Jaen, Hon-Hoc-Hak; Antonio Gonzalez, HPJK; Augustin de Mena, HDA; M. Lombardo, HPJH.


Puerto Rico—Tomas Muniz, Santiago.

U.S.—John P. Royal, NBC vice president, Group Broadcasting; Alvin H. King, ABC director of General Engineering, Chicago; Thomas Arneal, CBS; Hugh A. L. Half, WOAI San Antonio (both representing the NAB); R. Y. Sedgwick, NBC; H. J. Wallace; H. W. Sands.

Venezuela—Oscar Paredes, National Assn. of Broadcasters (who represented the Inter-American Congress); Raul Fontaine, NAB of Uruguay, Guayaquil: Jose Luis Velez, NAB of Paraguay, Buenos Aires; Carlos Peralta, NAB of Mexico.

Mr. Azcarraga

The August authorization, dated Sept. 19 and announced last Thursday, went to Savannah Valley Broadcasting Co. for 1300 kc in Georgia, the three competing applicants, whose applications the Commission proposed to deny, requested 1230 kc instead.

George C. Weiss, Army veteran and former WGAC Augusta anunciante, is manager. Competing applicants in the case were Voices of Augusta Inc., Augusta Chronicle Broadcasting Co., and Georgia-Carolina Broadcasting Co. Proposed decision was adopted Aug. 6 [BROADCASTING, Aug. 12].

Promotion Men of CBS Owned Outlets Gather

THE ANNUAL meeting of promotion managers of CBS-owned stations will be held this week in New York's Hotel Pierre. Meeting will begin today and continue Oct. 7.

Promotion managers expected to attend are: Guy Cunningham, WEEI Boston; Jules Dunde, WABC New York; George Taylor, WTOP Washington; C. W. Dobbs, KMOX St. Louis; Robert Savage, WBBM Chicago; Carl Ward, WCCO Minneapolis; Ralph Taylor, KNX Hollywood. Robert Covington, promotion manager of WBT, Charlotte, N. C., also will attend.

John P. Cowden, director of promotion service for CBS-owned stations, will preside and many CBS executives will attend.

WENR-WLS Share Time

ALL LIVE daytime shows of WENC Chicago, ABC affiliate, and WLS Chicago will be broadcast on 890 kc under a new program structure announced last week by E. R. Burrough, vice president in charge of ABC's Central Division.

Georgia and Texas CPs Are Granted

GRANTS for new fulltime stations at Augusta, Ga., and McAllen, Tex., were issued by FCC last week. Both grants had been contemplated in previous applications.

The McAllen grant, to Valley Broadcasting Assn. for 910 kc with 1 kw, directional antenna fulltime, was proposed in a decision Aug. 7 [BROADCASTING, Aug. 12] and made final at oral argument Thursday, Wednesday after Howard W. Davis, who had requested the same facilities, did not file exceptions to the proposed decision, and KVIL Forth Worth, which had requested change from 1490 to 910 kc, indicated it would not press its own exceptions. The company has about 20 stockholders, with Owen Council as president.

NEW president of Campbell Soup Co., Camden, N. J., is James McGowan Jr., elected Sept. 27 following the death on Sept. 21 of Arthur C. Dorrance, former president. [BROADCASTING, Sept. 30] Mr. McGowan has been with the firm since 1908 and vice president since 1939.

DU MONT TO INSTALL VIDEO IN CLEVELAND

SCRIPPS-HOWARD Radio Inc. has signed a contract with Allen B. DuMont Labs. Inc., for the complete installation of the equipment for Cleveland's first television station, which was announced last week by Leonard F. Cramer, DuMont executive vice president. Under the terms of the contract installation will be completed in mid-April, 1947, and the station will be in operation shortly thereafter.

Col. James C. Hanrahan, vice president of Scripps-Howard Radio, who served with the 38th Infantry in the European Theater during World War II, will manage the new television station, and J. B. Epperson, chief engineer for the Scripps-Howard Radio stations, will serve in a similar capacity for the station. During the war Mr. Epperson was senior engineer of the Operational Research Branch, office of the Chief Signal Officer.
AP Sells News on Yearly Fee Basis

Three Wire Services Maneuver to Sign Networks
By EDWIN H. JAMES

With their hats polished and their mountain peaks at the ready, rival salesmen for the three great news services were lathering in and out of network executive offices for the past six months in maneuvers that suggested a mighty but spirited competition.

Last week, the maneuvering had become clearly enough defined for observers to guess with probable accuracy what the skirmishing was all about. It seemed evident that when the salesmen's missions were completed, a whole new rate structure in network-wire service contracts would have been achieved.

AP had started it last spring (Broadcasting, April 1). The biggest of the three big services signed a new contract with CBS to deliver its news report for a single yearly fee, as against the percentage of the network's revenue from sponsored newscasts.

INS, the smallest of the three, was happy to follow AP's lead.

UP, which pioneered among the wire services in selling news to radio when radio was still regarded by the press as a bum's upstart, started joining in.

AP Signed Four

By last week AP's maneuvering seemed at least temporarily completed. All four networks had signed new contracts providing payment for the AP report at a single yearly fee.

INS had signed with ABC and NBC and there was reason to believe that it might sign soon with CBS.

UP had signed only with CBS.

AP publicly explained that the objective of its campaign was to eliminate the percentage plan by keeping involved in the old system of collecting a percentage from news broadcast sponsors for the use of its report. INS agreed that this was one objective, but that it had another, and somewhat loftier principle in mind. If all three services were provided to networks at single yearly fees, the network could offer all three reports to a sponsor of a news show, thus provide better news coverage from which he could select stories for his broadcast.

UP offered no public explanation for its actions. It seemed evident that it had embarked upon a re-negotiation with reluctance. The fact that UP had closed a deal with only CBS indicated that the yearly fees which it had been offered by the other networks amounted to a figure considerably less than that which UP had been realizing annually on split basis.

In essence, it looked as though AP had set rate standards which UP was finding hard to meet. For INS the new system probably promised at least parity with its former income and perhaps a gain. The economics of the wire service maneuvers were complex. The renegotiation of contracts was the logical sequel to the end of the war, and the end of network departmental-a-s-won incomes. But future competition among the services was implied.

One network news executive said last week that the new system of payment for the wire reports might eventually lead to a reduction in the number of wire services needed by a network. His explanation: Under the old system, networks needed to be able to offer news program sponsors their choice among three reports; under the new system, with the commercial split eliminated the network might possibly do with only two reports, with only two reports in preparation of sponsored newscasts.

If that predicament ever developed, the competition by the wire services for network contracts would indeed be grim.

Whatever AP had in mind when it undertook to rearrange its network contracts, there seemed little doubt that it somehow connected with AP's general reorganization of its radio services.

Six months ago, its membership had voted to invite radio stations to become associate members of AP (Broadcasting, April 29). But since the AP has made no public move to admit the stations into the club. At AP headquarters last week a spokesman said that he hoped to "have something to say on that subject" before the end of the year.

The advantages which radio stations may expect in the new status as associate members have never been made clear.

Whatever was afoot in wire service-network relations, it seemed evident that the skirmishing of 1946 continued in 1947.

Mullen Sees Financial Gain As Broadcaster's Chief Goal

Responsibility for the behavior of U. S. radio is shared alike by broadcaster, advertiser, the Government and the public, four spokesmen for those elements told me at the Radio Executives Club of New York last week.

Speakers were Frank E. Mullen, executive vice president of NBC; Arthur Pryor Jr., vice president of the network; James Lawrence Fly, attorney and former chairman of the FCC, and Dean C. Mildred Thompson, of Vassar College.

The broadest responsibility of the broadcaster, said Mr. Mullen, is to "serve 99% of the audience all the time and 1% part of the time." Commercial success, he said, seems the primary objective of the broadcaster.

Mr. Pryor thought the advertiser's responsibility could best be described as the obligation "to make certain that all communication, the public, the station, the network, the employers and the stockholders—prosper.

Mr. Fly, outlining the FCC's responsibilities as defined by law, said that if all the elements represented by the speakers "were to do their job as a whole, we would come to that desirable situation where the least government would be the best government.'"

Mr. Thompson deplored the absence of adequate quantitative analysis of audience reaction to broadcasting. "Radio," she observed, "has gone beyond the business and has become an art.'"

Agency Dissolved

MIHIC & SMALLEN, New York agency, has been dissolved with both partners, Hubert L. Mihic and Joel Smallen, forming new agencies under their own names at 16 W. 55th St. Richard G. Wagner, former freelance writer, has joined Mihic as copy chief.

N. Y. News' Right To FM Challenged

Paper Contents AJC Charge Of Prejudice Unwarranted

AFTER a four-day hearing before the FCC, the New York Daily News has castigated the News, the New York Times and the American Jewish Congress, which accused the newspaper of prejudicial treatment of news stories concerning Jews and Negroes. Thursday the News was instructed to file proposed findings and a brief, respectively, within 30 days.

Louis G. Caldwell, Washington, counsel for the News, objected to FCC Examiner James Alfred Guest's permitting AJC, not a party to the proceedings, to submit a brief, but his protest was overruled.

Four days were devoted primarily to cross-examination of Alexander H. Pekels and Miss Leila Susman, who contended that the proposed analysis relating to alleged unfavorable reports by the News, with three News executives headed by General Manager F. M. Flynn, failed to show that the session was taken in an effort to refute AJC contentions and discredit the value of the content analysis.

Capehart Speaks

Meanwhile, Sen. Homer E. Capehart (R-Ind.) in an independent statement declared that such charges were irrelevant to consideration of a broadcast application.

Sen. Capehart said, "it is quite impossible that in this country the written or spoken word, if not libelous, should be the occasion of the issuance of a radio license. The next step would be the licensing of newspapers."

AJC, which first challenged the News in hearings before the FCC (Broadcasting, July 15), presented a revised version of the newspaper content analysis when the further hearing opened Monday. Mr. Caldwell was repeatedly objected on grounds that it was irrelevant, constituted a "100% admission of error" in the original exhibit, and that the methods of its preparation often favored larger New York newspapers at the expense of the News.

Miss Susman and Dr. Pekels contended the new analysis covered more stories than the first but that the percentage figures were not materially changed. Mr. Caldwell argued that many stories were omitted which should have been included and that some stories were attributed to the wrong newspapers. Will Malsow, AJC counsel, claimed Mr. Caldwell "is whipping a dead horse."

Mr. Flynn, of the News, claimed AJC allegations were unfair and unwarranted and that he was convinced the News had never had a prejudicial policy toward any minority group. The News is one of 17 applicants for five available FM channels.

October 7, 1946 • Page 115
FCC Cracks Down on Dismissal Pleas

New Withdrawal Policy Affects Losing Applicants

FCC HENCEFORTH will not dismiss without prejudice any application on which a hearing has been held and proposed findings issued.

This was announced as Commission policy last week—three weeks after the order was adopted—in a memorandum opinion and order interpreted as a sharp crack-down intended to speed the flow of FCC actions and provide pending applicants with more "protection" against subsequent new or amended applications.

FCC also made plain that it is following a policy of not permitting any application which has been into hearing and received a proposed denial, if the amendment would throw the application into another hearing with some other application because of mutal exclusivity.

12-Month Wait

Dismissal without prejudice, the Commission noted, gives the applicant the right to file again without regard to the 12-month waiting period required by the repetitious applications section (1.363) of FCC rules.

In refusing to dismiss without prejudice if the application has been heard and the proposed decision issued, FCC said "applicants whose applications [emphasis supplied] have been dismissed under these circumstances, and who with in 12 months after such dismissal find to their satisfaction that they desire to make application, may do so and request waiver of Sec. 1.363...and the Commission will examine each such request on its merits.

Since applicants who secure or have secured dismissals without prejudice automatically have the right to apply again without waiting 12 months, it was thought that this phase of the order referred to petitions, the usual method of requesting dismissal without prejudice rather than to applications; or, if the reference to applications was intended, that the word "dismissed" was used in the sense of "dismissal with prejudice" or denial, rather than "dismissal without prejudice.

The Commission's statement of policy came in denying the petition of J. W. Birdwell, former owner of WBIR Knoxville, requesting dismissal without prejudice of his application for a new Nashville station. The application, mutually exclusive with others for the Nashville-Murfreesboro area, was given a proposed denial Aug. 7 [Broadcasting, Aug. 12].

The memorandum opinion, adopted Sept. 12 and released Oct. 8, noted that Mr. Birdwell said dismissal would contribute "to the prompt dispatch of business by the Commission."

The opinion replied:

The Commission is, of course, desirous of completing its business with dispatch, but a petition wherein would not, in the opinion of the Commission, contribute to a fair and equitable handling of applications or to the orderly and proper dispatch of the Commission's business for this reason on its own.

In its order of Aug. 9, 1946, in the matter of the petition of Piedmont Broadcasting Corp. (WBTM) for license to operate a station in Danville, Va., for leave to amend its application for a construction permit (File No. B2-P-4137; Docket No. 6938), the Commission, in denying the petition, established the policy of not permitting amendment of an application after a hearing thereon, and the issuance of the proposed decision looking to denial of said application, wherever the application, if amended, could not be granted without a hearing because of mutually exclusive interference to a pending application.

A grant of this petition would be inconsistent with that policy, since dismissal without prejudice the permit, at any time thereafter, the filing, as a matter of right, of a new application, and such new application may request a frequency which could not be granted without a hearing because mutually exclusive with a pending application already proposed.

The Commission is of the opinion that public interest requires, and it has decided, that hereafter, after a hearing and the issuance of proposed findings, no application will be dismissed without prejudice. Applicants whose applications have been dismissed under this policy, and who within 12 months after such dismissal find a frequency for which they desire to make application, may do so and request waiver of Sec. 1.363 of the Commission's revised Rules of Practice and Procedure and the Commission will examine each such request on its merits.

WBTM Reference

FCC's reference to WBTM related to action involving a grant, setting aside, and subsequent denial of WBTM's request to amend to another frequency after its application had been given proposed denial. Refusal of the petition was on grounds that a grant would "not conduct to a fair and equitable handling of applications" since the requested frequency was being sought by another applicant. [Broadcasting, Aug. 26].

NAB Agenda Adds Trammell, Paley, Kobak and Lazarsfeld

HEADS of three major networks will address the NAB's 24th annual convention Oct. 20-24 at the Palmer House, Chicago. A fourth speaker, Dr. Paul F. Lazarsfeld, director of the Bureau of Applied Social Research, Columbia U., will speak at the Wednesday afternoon meeting.

William S. Paley, CBS board chairman, is expected to talk on radio's "vital role in today's world," a weapon of propaganda. Mr. Paley was a colonel in the Army during the war, assigned to psychological warfare in Europe. NAB has not yet announced the topics for Niles Trammell, president of NBC, and Edgar Kobak, president of MBS. ABC is not a member of NAB.

Dr. Lazarsfeld will discuss ways by which broadcasters can use the report of the National Opinion Research Center, U. of Denver, on listener opinion of broadcasting. The University conducted an extensive study of listener reaction last winter. [Broadcasting, March 18]. The report will be published in early November by the U. of North Carolina.

Complete agenda for the convention is expected to be ready next week. Not scheduled as part of the convention itself is a separate Sunday afternoon meeting of the NAB Stations Division, called by its president, Fred Siebert, director, School of Journalism, U. of Illinois.

At the Wednesday morning general meeting J. Allen Brown, director of the NAB Small Market Stations Division, will offer a 10-point plan to increase revenue of stations in this category (under 5,000 w in cities under 50,000).

Yankee Affiliations Up; Total to 24 AM; 2 FM

YANKEE NETWORK will expand its New England coverage to include 24 AM affiliates along with two FM stations by approximately Oct. 15.

Five newcomers to the regional area are: WMWT Portland, Me., scheduled to go on the air Oct. 2; WFAM Augusta, Me., Oct. 1; WKKR Manchester, N. H., Oct. 1; WWCO Waterbury, Conn., Oct. 1, and WJQR Bangor, Me., Oct. 15. WMWT is owned by Yankee.

Video on War Trials

DOCUMENTARY film concerned with the Nuremberg trials and called "Nooses Over Nuremberg" was presented yesterday (Sunday) on WNTB, NBC's New York television station, with Bud Schulberg, as commentator. Program was televised at 9:30 p.m.
At Deadline ...

TEN MORE STANDARD STATIONS AUTHORIZED

TEN NEW AM stations authorized by FCC and announced Friday, including new regional station for San Diego, second station (daytime) for Wilsonville, W. Va., and proposed by FCC to Donald W. Reynolds, Ft. Smith, Ark., who previously received proposed denial of application for 1230 kc [BROADCASTING, Aug. 12].

WBZ Charlotte granted CP for new booster station at Shelby, N. C., on 1110 kc, 1 kw, daytime only, with power, antenna height and WBT which is on 1110 kc with 50 kw fulltime.

Grants were:


Grants were:


Seven More FM Grants Announced Friday

CONDITIONAL GRANT for Class B FM to WBG Greensboro, N. C. (AM), and regular permits for six other AM licensees announced by FCC Friday (earlier FM grants story, page 109). Regulars, all for Class B, as follows with AM affiliation in parentheses:

Amarillo Broadcasting Corp. (KFDA)
Amarillo, Tex., 101.3 mc (Channel 267), 3.2 kw, antenna height 420 feet; Darrell E. Yates (KRAF), LaFon, Tex., 92.9 mc (No. 225), 2.9 kw, 395 feet; Tar Heel Broadcasting Co. (WBT), Charlotte, N. C., 101.9 mc (No. 270), 29 kw, 400 feet; L. A. Peacock & Co. (WRVA), Richmond, 97.1 mc (No. 246), 21 kw, 510 feet; KJBS Broadcasters (KBWJ), San Francisco, 98.5 mc (No. 253), 35 kw, 293 feet; Larus Broadcasting Co. (KFSTF), San Francisco, 98.1 mc (No. 251), 14 kw, (antenna height not announced).

WBG application had been set for hearing; Conm. Ray C. Wakefield opposed from hearing docket and conditional grant.

FCC MAKES FLAGSTAFF, FORT SMITH GRANTS FINAL

PROPOSED GRANTS for new 250-w fulltime stations at Fort Smith, Ark. and Flagstaff, Ariz. made final by FCC and announced Friday. Grant of these hearing cases coincided with outright grants in non-hearing cases for another station in each town (see story this page).

Authorization to Arkansas-Oklahoma Broadcasting Corp. to use 1250 kc at Fort Smith, Ark., proposed Aug. 6 [BROADCASTING, Aug. 12], made final in order adopted after competing applicant, Donald W. Reynolds, requested and received 950 kc. Arkansas-Oklahoma principals: Clyde B. Randall, president (25%), principal owner; Randall Motor Co. of Fort Smith; R. A. Young Jr. (25%), attorney; McLoud Sissor (25%) and W. J. Echols (25%), bank officials; A. B. Harper (12½%), in natural gas business.

Flagstaff grant for 1340 kc to Grand Canyon Broadcasting Co., proposed Aug. 22 [BROADCASTING, Aug. 26], made final after competing applicant, N. Pratt, filed no exceptions to proposed denial of his application. Grand Canyon partnership of James L. Stapleton, KOB Albuquerque chief operator (65%); James Martin Nell Jr. (20%) and Duard K. Nowlin (15%), also of KOB.

 Raysheon Microwave Grant

BAYTHEON MFG. Co. awarded first grant for experimental use of microwave frequencies by mobile service, FCC said Friday. Grant for two experimental Class I stations for developing equipment using microwave frequencies for communication in connection with all types of vehicles. Frequencies, subject to change, in bands from 1750 to 30,000 mc.

Closed Circuit

(Continued from page 4)

NOD TO O.G.'s

DECISION of Branch Rickey, Brooklyn Dodgers president, to give exclusive local rights for broadcast of National League playoff to P. Lorillard Co. (Old Golds) reportedly worth over $100,000 from outside bidders. Lorillard had pre-season and regular schedule games on WHN New York and, accordingly, Mr. Rickey acted in deference to sponsor. More than overlapped both playoff games of stations outside New York and St. Louis, latter area also held as exclusive for local Cardinal sponsor. Lorillard agency, Lennen & Mitchell, N. Y.

Raytheon Microwave Grant

Continued on page 11

Raytheon MFG. Co. awarded first grant for experimental use of microwave frequencies by mobile service, FCC said Friday. Grant for two experimental Class I stations for developing equipment using microwave frequencies for communication in connection with all types of vehicles. Frequencies, subject to change, in bands from 1750 to 30,000 mc.

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(Continued from page 4)

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JOHNS SELLING WTMV TO CURTIS RADIOCASTING

NEGOTIATIONS nearing completion for purchase of WTMV E. St. Louis, Ill. (1490 kc, 250 w, fulltime), by Curtis Radiocasting Corp., five-power stations in Evansville and Terre Haute, Ind., at reported $220,000. Contract with WTMV owner Myles H. Johns subject to FCC approval. Michael Henry and Frank J. Pren- 
gergast to remain as manager and commercial manager, respectively. Mr. Johns also owner WOSH Oshkosh, Wis., and FM applicant for Milwaukee.

Curtis Radiocasting controls WBW, WBBM-FM, Terre Haute, WGBF, WMLL (FM) Evansville (under duopoly rule) to WFPM Indianapolis for $200,000 subject to FCC consent, and has application to acquire WABW (FM) Indiana-
apolis and permit for WBBW there (see story page 58). By reinvesting proceeds from WEOA duopoly sale in WTMV Curtis not subject to capital gains tax.

SHORTWAVE CONFERENCE IS SET FOR PARIS

SHORTWAVE broadcasting conference, origi-
nally scheduled for Brussels following Moscow 
conference, moved to Paris, State Dept. advised by U. S. delega-
tion. Five-power Moscow conference divided into five committees—Organization, Allocations, Radio, Telegraph, Telephone—to make recom-
endations to conferences.

Fortu Shenko, U.S.S.R. radio director, 
elected conference chairman. Preliminary re-
port said conference running smoothly, would 
finish by Oct. 20 finish up in four weeks ahead 
schedule. Meanwhile only Newfoundland and 
Bahamas agreed with U. S. to postpone Oct. 1 
filling date for NARBA proposals [Broadcast-
ing, Sept. 30]. Canada, Mexico, Cuba, unheard 
from at deadline.

STRIKE STALEMATE

NABET and Westinghouse Radio Stations Inc. 
statelement as weekend approached after mid-
week conference between Walter Evans, West-
inghouse vice president, and A. T. Powley, 
NABET president, before U. S. Conciliator 
Douglas Bird. Westinghouse stations in four 
cities operated during fortnight-long strike by 
supervisory personnel.

DURSTINE ELECTS VP'S

DIRECTORS of Roy S. Durstine Inc., N. Y., 
elected three vice presidents: Art T. Gardiner, 
in charge of media and research; Thomas M. 
Crabbe, in charge of package goods; Roy U. 
Gordon, who heads agency's activities for 
group of accounts including Edelbrew Brew-
ery Inc. T. Arnold Rau, former comptroller, 
extreaser.

HITS SCHOOL DEMANDS

CAMPAIGN to halt practice among some high schools of charging fees for 
right to broadcast sports started by Leslie C. Johnson, general manager of WHBF 
Rock Island, NAB 9th District director. Action started after Frank R. Mills, di-
rector of WDWS Champaign, Ill., wrote that school board principal asked $25 for rights to broadcast game. Mr. Mills wrote principal even if play-
by-play were sponsored, station would lose money without paying fee. He cited 
cost of cancellations and other expenses involved.

GOLDMARK AND LODE EXPLAIN COLOR DEVELOPMENT

SINCE LAST JANUARY potential brilliance of color television pictures increased 11 times 
by development of new color filters for cam-
cas and increase in number of frames per 
second. Dr. Peter C. Goldmark, CBS director 
of engineering research and development, told 
National Electronics Conference in Chicago. Dr. Goldmark described theory of CBS 
mechanical color television; gave technical re-
port on color filters.

Field tests of UHF color television proved it technically sound system for tele-
vision broadcasting, William B. Lodge, CBS director of general engineering, told conference. Mr. Lodge said CBS tests had shown: (1) Radi-
ated power of 10 kw from New York's Chrys-
pier Bldg. tower will provide satisfactory 
usable intensity; (2) more than 95% of homes having signals of general engineering research and development, told 
conference.
...it's not what we THINK, but what we KNOW about RURAL LISTENING!

You can't "guess" when it comes to rural audiences. You can't "think" the farmer and his family like this or that program. You have to know!

And the fact that WLW does know is demonstrated by the 1945 Variety award to WLW for "Contributing To The Nation's Breadbasket."

For years, WLW has intensively studied rural listening in the great 4-state market that is WLW-land.

1. **Six Years Ago** the WLW Cost Allocation Study provided, among other things, the first sound estimate of the extent and nature of rural listening.

2. **Three Years Ago** WLW underwrote the first rural coincidental telephone survey ever made by C. E. Hooper, Inc.

3. **Last Year** The Nation's Station, continuing to pioneer, became the first radio station to subscribe to the Nielsen Radio Index, for factual measurement of all listening... rural as well as metropolitan.

4. **This Year** another yardstick is in use—a consumer panel of 3000 radio homes, properly stratified, called The People's Advisory Council.

These various studies and services have guided us through the years in our programming for the audience beyond the city limits. We have found out when they listen to WLW, and to what extent.

Result: A bigger, more loyal rural audience...an audience overwhelmingly satisfied because it is intelligently served.

WLW
CROSLEY BROADCASTING CORPORATION
THE NATION'S MOST MERCHANDISE-ABLE STATION
New "searchlight brilliance" for home television!

Now, large screen television pictures are twice as bright—yes, twice as bright as ever before!

You can "count every eyelash" in the close-ups. You'll almost want to shake hands with the people on your television screen—so great is the illusion that they are actually in your living room.

This new sharpness and brilliance is achieved through the new RCA "mirror-backed" Kinescope, or picture tube, perfected at RCA Laboratories.

It has a metallic film—eight-millionths of an inch thick. This metallic film acts as a reflector, allowing electrons to pass through to the screen but preventing light rays from becoming lost through the back of the tube. Just as the reflector of a searchlight concentrates its beam—so does this metallic film reflector double the brilliance and clarity of detail in home television receivers.

Similar progress-making research at RCA Laboratories is being applied constantly to all RCA Victor products—assuring you that anything you buy bearing the RCA monogram is one of the finest instruments of its kind science has achieved.

RCA Victor home television receivers will be available in two types. One model will have a standard direct-viewing screen about 6 by 8 inches. The other type will be projection television similar to the set shown above—with a screen about 15 by 20 inches. Both instruments are being readied for the public with all possible speed and should be available this year.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Shows, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.