**queer signs for streets**

Most of the streets in Merida are distinguished in a manner peculiar to Yucatan, by images of birds or beasts set up at the corners. For example, one street is named La Calle del Flamingo, because of a huge red flamingo painted on the corner house. There is the street of the Old Woman and on its corner is the caricature of an aged female, with huge spectacles astride her nose.

By no means queer are the extraordinary results that WOR's women's shows produce for sponsors. Beauteous Barbara Welles, for instance, recently told her listeners that a paint manufacturer would send them a sample. A few casual announcements produced 10,000 requests. For paint, mind you. Martha Deane made 4 brief announcements; 25,589 women cried "Gimmie!"

**the hottest spot on earth**

The hottest regions of the earth are along the Persian Gulf, where little or no rain falls. At Bahrin the arid shore has no fresh water, yet a comparatively numerous population manages to live there, thanks to copious springs which burst forth from the bottom of the sea.

The hottest buys in American radio today are WOR's news programs. One show not only guarantees its sponsor almost 2,000,000 listeners per week, but has a distinguished sales record, too. Another moved one product from 8th to 3rd place in the candy bar field; pulled 82,896 contest entries from 47 states... 351 from California, 196 from Nebraska.

**superstitions of the sea**

It is unlucky to point with the finger at a ship when at sea.

The nails and hair must not be cut at sea except during a storm.

It is unlucky to sneeze on the left side at the moment of embarass.

A knife stuck in the mast, the killing of a pig, or whistling is believed to bring wind in a calm.

It has been repeatedly proven that luck and great success follow the purchase of WOR. As of today, more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else...

Let's show you how we do it.

**WOR—heard by the most people where the most people are**
Folks in Carroll County, Illinois, have known three generations of Nesbitts in the hardware business. Arthur J. Nesbitt’s father was a leading hardware dealer in Savanna about the turn of the century. Arthur has been a Savanna businessman for 30 years, fifteen of them as owner of Nesbitt Hardware Company. Today, his son, Everett, an Army veteran, helps manage the prosperous business.

Both Nesbitts, like most of their customers, are very familiar with WLS. "We sure listen," asserts Everett. "And I bet 95% of the farmers listen to WLS", adds his father.

Farmers are important in Carroll County; they make up 73% of the population. In 1946, retail sales in the county were over 12 million dollars . . . food sales over 2½ million . . . effective buying income 20 million dollars!

Here, 140 miles from Chicago, is a rich county effectively served by WLS, where WLS is intensively listened to. Last year we received 4,513 letters from its 5,490 radio homes—82% response! BMB also shows WLS with a high penetration—79% day, 74% night.

For 24 years WLS has been serving the families who make up such prosperous Midwest America communities. Our interest in their problems . . . the service and entertainment we provide them, have made them loyal WLS listeners. And upon loyal listeners depend advertising results.
8,163 Telephone Calls In 14 Intermountain Cities Reveals:

**Intermountain Network Delivers:**

- **36.0%** of morning audience
- **40.4%** of afternoon audience
- **24.5%** of evening audience

Hooper’s Winter, 1947 survey of 14 intermountain cities was by far the biggest survey ever made in this territory. A total of 58,163 coincidental telephone calls were made, revealing:

- unusually high sets-in-use, especially in the daytime outside of Salt Lake City—
- complete dominance of the Intermountain Network during both the morning and afternoon—exceeded by only one network in the evening.

Hooper based the survey on a weighted basis with weights assigned according to population—43% for Salt Lake City and 57% for 13 other Intermountain Network cities.

**HOOPER STATION LISTENING INDEX**

**14 Intermountain Network Cities**

<table>
<thead>
<tr>
<th>Time &amp; Day</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN* NETWORK</th>
<th>A Network</th>
<th>By Network</th>
<th>Cz Network</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m. to 12 Noon Mon. thru Fri.</td>
<td>22.2</td>
<td>36.0</td>
<td>17.1</td>
<td>18.9</td>
<td>25.2</td>
<td>2.8</td>
</tr>
<tr>
<td>12 Noon to 6 p.m. Mon. thru Fri.</td>
<td>25.0</td>
<td>40.4</td>
<td>11.6</td>
<td>10.4</td>
<td>31.6</td>
<td>6.0</td>
</tr>
<tr>
<td>6 p.m. to 10 p.m. Sun thru Sat.</td>
<td>37.0</td>
<td>24.5</td>
<td>10.8</td>
<td>23.1</td>
<td>39.0</td>
<td>2.6</td>
</tr>
</tbody>
</table>

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

**THE INTERMOUNTAIN NETWORK Inc.**

*Concentrated Coverage where the people live*

Avery-Knodel, Inc. National Representatives

New York  —  Chicago  —  Los Angeles  —  San Francisco  —  Atlanta
REPORTS IMPOSSIBLE of confirmation afoot last week that Frank E. Mullen, NBC executive vice president since 1940, and radio veteran of 25 years, has been offered presidency of G. A. (Dick) Richards stations (WJR Detroit, WGAR Cleveland, KMPF Los Angeles). Mr. Richards, who lives in Los Angeles, was in New York last week. His family and his physicians have urged him to retire from active direction of his properties.

ATLANTA'S confused network affiliation situation clarified last week with official notice that CBS switches from WGST, Georgia Tech station, to WAGA, Fort Industry (Storer) outlet, no later than September and possibly in June, WGST in turn is expected to affiliate with MBS, simultaneously. WATL, Woodruff station, now MBS, expected to go independent.

COMPLAINTS already reaching Capitol Hill that FCC action knocking FM out of 44-50 mc band as of Dec. 31 (story, page 21) will seriously impede FM network relaying since manufacturers say tubes and equipment for high-band relays won't be available for year. Modification of order may be broached unless FCC acts.

SENTIMENT is mounting for appropriate recognition of contributions to development of broadcasting art by radio engineers. Plan may well at NAB Engineering Conference in Los Angeles next week being held in conjunction with broadcasters' annual Management Conference.

SURPRISE of political campaign may be in air appeal of President Truman. Always stilled in reading speeches, he startled capital commentators Thursday by ad libbing network pickup. Word now going around he may sway vast numbers of voters if he throws away script and lets loudspeakers transmit sincerity that marks his informal talk.

DESPITE widespread view that Sen. Charles Tobey (R-N.H.), would accept chairmanship of Senate Interstate & Foreign Commerce Committee at next session if Republicans retain majority, he has refused to commit himself. There is ample reason to believe that with his experience and long-time interest in bank- ing matters, he would prefer to retain his current chairmanship of the Banking & Currency Committee. If he passes up Interstate Commerce Committee, chair probably will go to Sen. Clyde M. Reed (R-Kan.), next in rank.

FCC CHAIRMAN Wayne Coy has accepted invitation of CBS President Frank Stanton to fly to NAB convention, where he will be principal speaker, in CBS-owned DC-3, leaving

(Continued on page 86)

Upcoming

May 10-13: Radio Parts Equipment Show, Steven Hotel, Chicago.

May 12: RCA-FCC probe, Senate Interstate & Foreign Commerce Committee.

May 15: Retiring NAB Board of Directors, Biltmore Hotel, Los Angeles.

May 17-21: NAB Convention Week, Biltmore Hotel, Los Angeles.

Business Briefly

GENERAL MILLS RENEWS 4 • General Mills Friday renewed four ABC programs, 52 weeks: Lone Ranger, Mon.-Wed.-Fri., 7:30-8 p.m.; Betty Crocker Magazine of the Air, weekdays, 10:25-10:45 a.m.; Famous Jury Trials, Sat., 8:30-9 p.m.; Green Hornet, Tues., 7:30-8 p.m. ABC will offer seven west coast stations Famous Jury Trials (June 6). Knox Reeves Adv., Minneapolis, handling Famous Jury Trials, Dancer-Fitzgerald-Sample, Chicago, is agency for others.

CAMEL CHANGE • R. J. Reynolds Tobacco Co. (Camels) dropping 9:30-10 p.m. Saturday spot on CBS after June 26. Vaughn Monroe, now heard at that time, moves into Screen Guild spot, 10:30-11 p.m., Mondays for Camel as summer replacement, starting June 28. Agency, William Esty, N. Y.

SUN TAN LOTION SPOTS • McKesson & Robbins, New York (Tartan) to start announcements May 15 in some markets, June 1 in others, 8 to 15 weeks, on 53 stations. Agency, Benton & Bowles, New York.

INSURANCE TV TEST • ANALAGRAM ASSOCIATES, New York, division of New York Mutual Benefit Life Insurance, planning one month television campaign in New York area, starting mid-May on WABD. Believed first video campaign for insurance firm. Birmingham, Castleman & Pierce is agency; Ray Ovington, account executive.

FCC Libel Ruling Attacked at Hearing

FCC WAS TOLD Friday that Texas, at least, will continue to hold radio stations responsible for libelous remarks contained in political broadcasts despite FCC’s WHLS Port Huron decision. Texas stand opposing Commission’s interpretation of Communications Act was stated during oral argument on proposed decision in WHLS renewal case, in which FCC held stations may not censor political broadcasts but will not be held liable for any defamatory material they contain [BROADCASTING, Feb. 2].

Legal arguments challenging FCC were raised by Don Petty, NAB general counsel, and W. Theodore Pierson, Washington attorney, while censorship incidents were detailed by counsel for WGOV Valdosta, Ga., and KIDO Boise, Idaho. CBS Executive Vice President Joseph H. Ream sent statement contending Port Huron principles would “go much farther than is necessary or desirable in order to avoid discrimination among candidates—in fact, so far that political discussion on the air may be drastically curtailed.”

Rep. Lindley Beckworth (D-Tex.) presented brief by Texas Attorney General Price Daniel which contended that under WHLS ruling “every broadcasting station in the state of Texas will be subjected to actions for damages unless they refuse political broadcasts.” Attorney General insists “Texas libel laws are still in effect despite the FCC interpretations” and “radio stations carrying libelous matter will be subject to state laws.”

Examples of language WGOV Valdosta would have had to carry under WHLS ruling were cited by Attorney Andrew W. Bennett. Noting that incident arose before WHLS decision, Mr. Bennett said WGOV, now on temporary license, rejected speech by one candidate which contained such personal references as “pistol carrying swaggers,” “pistol toting criminals,” “fugitive from justice,” “hell-bent,” “jail bird” and “big sleuth-footed ox.”

Charles V. Wayland, attorney for KIDO Boise, said KIDO and four other Idaho stations being sued for $100,000 each as result of transcribed political speech of Sen. Glen Taylor (D-Ida.), who threatened to report stations to FCC if they didn’t carry it. He asked clarification of Act.
Candy makers are WBZ's sweetest sponsors...and among the smartest, too. They know that New Englanders have an avid sweet tooth. The Census Bureau agrees: records show that New England candy consumption exceeds the U.S. average by one pound per person, per year.

That's 9,270,000 pounds of candy! And still the rate of consumption swings upward.

If your products adorn the shelves of New England merchants, WBZ will help you move them into the homes of listeners. Our national representatives will tell you the whole story. They'll tell you, too, how WBZ and WBZA reach 80 percent of the rich New England market...an advantage simply not obtainable with any other medium.

The sweetest hours on WBZ

7:30—7:45 AM
Monday, Wednesday, Friday

8:30 AM Monday, Tuesday, Wednesday, Thursday, Friday

9:00 AM Wednesday, Friday

5:30 PM Thursday
4:00 PM Friday

Peter Paul, Inc.
Walnettos and Mounds

NECCO
Bolster Bars

Fred W. Amend Company
Chuckles

WENZ
Boston • 50,000 Watts • NBC Affiliate

WBZA Springfield

WESTINGHOUSE RADIO STATIONS Inc • KDKA • WOWO • KEX • KYW • WBZ • WBZA

NATIONAL REPRESENTATIVES, NBC SPOT SALES—EXCEPT FOR KEX • FOR KEX, FREE & PETERS

BROADCASTING • Telecasting

May 10, 1948 • Page 5
AND WE DO MEAN

SAM CUFF

Scoop! Top television consultant Sam Cuff is now teamed up with us. Know what that means? Right—the stations we represent will get the benefit of some of the smartest, money-making know-how in the business.

Formerly general manager of the DuMont Television Broadcasting Stations, Sam Cuff knows his way around in this medium as few men do. His resourcefulness, his experience, his consultation—all are available to the stations we serve, without fee.

Stations hobbled by doubts and qualms will find Sam Cuff's services a revelation and a boon—spelled b-o-o-n!
Geared to New England Markets

WFAU — Augusta, Me.  WONS — Hartford, Ct.  WMTW — Portland, Me.
WJOR — Bangor, Me.  WHYN — Holyoke, Mass.  WHEB — Portsmouth-Dover, N. H.
WICC — Bridgeport, Ct.  WLNH — Laconia, N. H.  WEAN — Providence, R. I.
WKXL — Concord, N. H.  WCOU — Lewiston - Auburn, Me.  WSYB — Rutland, Vt.
WNLC — New London, Ct.

Yankee home-town stations offer the greatest flexibility in adjusting your selling to changing patterns of distribution and market conditions.

The basically important fact is that everywhere you will receive the full benefit of the local influence and acceptance which every Yankee home-town station has in its service area.

Local programs, plus Yankee programs, plus national programs assure a ready-made and responsive audience — with local dealer co-operation that provides a firm sales-hold on the market.

Select the stations you need. You can buy one or two, or a larger group, or the whole 23-station network. What you get is controlled local impact when you want it — where you want it — from Bridgeport to Bangor.

It's the Yankee way to sell New England.

“This is The Yankee Network”

Member Mutual Broadcasting System
The Nation’s most honored station

“Chicago’s Showmanship Station”—50,000-watt WBBM—has won more of this year’s most coveted Radio Awards than any other station in America:

THE ALFRED I. DU PONT STATION AWARD

VARIETY PLAQUE AWARD FOR “RESPONSIBILITY TO THE COMMUNITY”

THE GEORGE FOSTER PEABODY AWARD

WBBM was honored six more times for humanitarian service to the community during 1947, including citations by...

THE NATIONAL CONFERENCE OF CHRISTIANS AND JEWS

THE NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

A SPECIAL WENDELL L. WILLKIE JOURNALISM AWARD

And WBBM-produced “Melody Lane” was selected as the best commercial program in America for “large store advertisers” by the National Retail Dry Goods Association.
Chicago's
most sponsored station

WBBM — the nation's most honored station — carries more advertising than any other radio station in Chicago.

... And has every year for 22 consecutive years!

The reason? Local, national spot and network advertisers — like major radio award committees — have found WBBM has a flair for creating programs that command attention. And get results.

Credit goes to WBBM's 38 master showmen whose ingenuity and skill make every WBBM-built program a prize contender ... whether it's designed to move people to act on a social problem or to move people to buy and buy and buy.

The conclusion is obvious: To get many more Midwesterners to buy much more of your merchandise, use WBBM — "Chicago’s Showmanship Station."

"Chicago's Showmanship Station" WBBM

COLUMBIA OWNED • 50,000 WATTS • 780 KILOCYCLES

Represented by Radio Sales...Radio Stations Representative...CBS
Feature of the Week

WHEN IT COMES to being prepared in time of flood, Noah had nothing on WKYW Louisville.

The station’s transmitter house is located on low lying ground near the Ohio River—in fact so near that the area was well covered when the river recently reached a flood stage of 13 feet. This, however, didn’t stop things at WKYW.

(Continued on page 41)

On All Accounts

TOM

The personal crest has gone out of fashion as a symbol of accomplishment. Yet if the vogue were to be revived, Tom Slater, director of programs and talent development and manager of network operations at Ruthrauff & Ryan, New York, could well adopt “crossed hamburgers on a field of clover” as his private insignia of triumph.

While still a young instructor at Miami U., Oxford, Ohio—prior to that he was on the staff of Northwestern U.—Tom first stepped out of his academic robes for an extra-curricular whirl as narrator on a hamburger-eating contest aired over the local loudspeaker. With that hamburger-fry, the fat was in the fire and Tom was on his way, with a few detours, toward a career in radio that was to net him national acclaim and at least one international award. Those detours, incidentally, involved a two-year tour with a Chautauqua circuit and a grand opera company, both in business capacities.

Tom’s baptism in professional radio took place at WHIO Dayton, after which he moved to the nearby Crosley group, WSAL-WLW in Cincinnati as an announcer and producer. Leaving Cincinnati, he was appointed manager of the Newark studios of WOR-Mutual in charge of the network’s daytime musical shows.

Presently he was named director of special features and sports for MBS and supervisor of the network’s war programs. In that capacity he arranged for the broadcast of the first Louis-Conn fight, his first assignment in a job that was to take him to political conventions, inaugurations, forest fires, football games, world series, and eventually to Ruthrauff and Ryan. In his present position with R&R he exercises his radio wisdom in behalf of Amon ‘n Andy, Dick Haymes, Jim Bacchus, The Shadow, Aunt Jenny and Gabriel Heatter.

Tom Slater is perhaps best described by the awards he has won. He has been cited by the National Headliners’ Club for “Radio’s Outstanding Special Events Broadcast in 1946—‘Contacting the Moon by Radar.’” He was chosen by the Sports Broadcasters Assn. “as having done most to bring credit and dignity to his profession.” The Treasury Dept. granted him the Silver Award for patriotic service, and the Norwegian government tendered him the King Haakon Liber...
BALANCED programming—that inimitable blend of good entertainment, timely information and outstanding public service—is the best audience-holder any radio station can offer.

Its effectiveness is proved again in the ten counties lifted from the Iowa map at the right. Each of those counties is “home” for at least one good local or regional station with an excellent signal in its own county. Yet the 1947 Iowa Radio Audience Survey shows that from 5:00 a.m. through 6:00 p.m., WHO gets an average of 48.9% of all listening in those ten counties!

There is only one answer to such listener-preference. That answer is Top-Notch Programming—Outstanding Public Service. Write for Survey and see for yourself.
GERALD LIEBERMAN, independent television writer-director, appointed television director—account executive for Leland K. Howe Assoc., New York.

BERNARD HOWARD, for past four years assistant radio director at Arthur Meyerhoff & Co., Chicago, resigns to open own radio and TV production firm.

HUGH BROWN, formerly of control department, Kudner Agency, New York, transferred to television department to assist in producing new Texaco program to begin in early summer on WNBT New York.

CARL BRANDES Jr., former salesman for American Exporter trade publication, and previously with WAKR Akron, joins Pat Patrick Co., Glendale, Calif., as account executive.


HELEN BROCKMAN, former special consultant on fashion and food for Bruschner, Van Norden & Staff, and account executive with Harshon-Garfield Inc., both New York, joins New York office of Madison Adv. as creative and publicity director.

ED FELDMAN, on production staff of Biow Co., New York, leaves this week for West Coast, where he will produce and direct Take It or Leave It.


STUART HEINEMANN, production manager, Allied Adv., Los Angeles, awarded certificate of commendation for work on U. S. Marine Corp Reserve recruiting campaign.

LEO COUTT, public relations counsel, joins Scholts Adv. Service, Los Angeles, to head newly-organized public relations division.

CARLOS FRANCO, associate manager of Young & Rubicam New York radio division and manager of station relations, arrives in Hollywood tomorrow (May 11) for ten days.

BREWSTER MORGAN, program department manager, Compton Adv.; GAIL SMITH, head of daytime radio for Procter & Gamble, and WILLIAM CRAIG, assistant to Mr. Smith, are in Hollywood working on format of ABC Breakfast in Hollywood with its new m.c., Garry Moore.

WAUHILLU La HAY, radio publicity director of N. W. Ayer & Son, New York, arrived in Hollywood May 1 for three weeks conferences regarding summer and fall radio shows.

SALLY WATSON, executive secretary to CORNWELL JACKSON, Hollywood vice president, J. Walter Thompson Co., and ROBERT EARLE, freelance actor, announcer and producer, to be married May 30.

Smiling pretty was the order of the day as John Gilman (second from r.), vice president and advertising manager of Lever Bros., New York (lax), visited CBS "Radio Theatre." L. to r.: Cornwell Jackson, vice president; J. Walter Thompson Co., Hollywood; William Keighley, program director; Mrs. Gilman; Joan Caulfield, William Holden, film stars appearing on the particular night's program; Mrs. Gilman; D. W. Thornburgh, CBS Western Division vice president.
1. **ST. LOUIS PLANTATION**, Plaquemine, Louisiana. With its spacious lawns and live oaks, this is a favorite mecca of tourists.

2. **ESSO OIL REFINERY**, Baton Rouge, Louisiana's annual crude oil production is valued at more than 204 million dollars (1946 report). With vast natural resources and growing plant facilities, WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. **WWL's COVERAGE OF THE DEEP SOUTH**

50,000 watts—high-power, low-cost dominance of this new-rich market.

*The Greatest SELLING Power in the South's Greatest City*

**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, nc.
Diversified business and service groups are buying television time, according to an analysis of 215 TV stations based on a questionnaire survey of stations now on the air with visual programs. Publication of a list of these sponsors, was begun in the May 3 issue. The list gives name of advertiser, program title, station or stations, program type, rendition, day and hour, and advertising agency. The TV sponsors were broken down into 28 categories in the summary, with retail stores and shops as the leading users of television.

The first portion of the complete list of TV advertisers, as published in the May 3 issue, covered advertisers from A to J. The second portion, covering from J to Z, follows below.

(continued on page 44)
Progress
WHIO Keeps in step with Dayton!

Memorandum
WHIO, Dayton, will offer you ALL THREE

- **WHIO-AM** long has been the standout station in Dayton among both listeners and radio advertisers. BMB and Hooper show most folks in Dayton and Miami Valley listen to WHIO. Fine programs, originated locally and by CBS, accurate newscasts, plus real public service keeps WHIO first among Dayton stations.

- **WHIO-FM**, Dayton's first FM station, has been winning friends (and customers) since March first. As soon as new transmitter equipment is available, WHIO-FM will broadcast with effective power of 20,000 watts. No program duplication here. WHIO-FM offers listeners an entirely separate program fare, including sports broadcasts, news, music, and other outstanding programs.

- **WHIO-TV** will be a reality before year-end. All the experience, market knowledge and program know-how which go to make WHIO-AM and WHIO-FM first in the Dayton and Miami Valley will be available for WHIO-TV. Then WHIO will offer you all three for your complete sales coverage of this valuable market . . . with AM, FM, and TV.

5000 WATTS
BASIC CBS
DAYTON, OHIO

NEWS: UP, AP, INS
G. P. Hollingbery Company,
Representatives
Harry E. Cummings,
Southeastern Representatives
MAISON, AU & MAGENHEIMER Inc., Brooklyn, N. Y. (candy),
signed with Keystone Broadcasting System to sponsor Keeping
Up With The Wiggleworths, transcribed, quarter-hour, twice
weekly, on 80 KBS stations in south and southeastern states. Plans to
extend series nationally on KBS in fall. Agency: Moore & Hamm,
New York.

COLGATE-PALMOLIVE-PEET May 17 begins intense seasonal spot
campaign for Veto, a deodorant. Ted Bates Inc., New York, C-P-P agency,
buying one-minute spots on 180 stations in as many markets, five times
weekly on each station for 16 weeks.

CLEVELAND DISTRICT FORD DEALERS, Cleveland, Ohio, signed for
16 games of Cleveland Browns football club over WGA Cleveland.
Games to be fed to WBNS Columbus under same sponsorship. Agency:
J. Walter Thompson Co., Detroit.

F. & M. SCHAFFER BREWING Co., New York, signed with WPX(TV)
New York for 30 New York Ranger hockey games in Madison Square
Garden, November through March. Schaefer is first WPX sponsor.

COVER GIRL HOSIERY, Newark, N. J., appointed Art-Copy Adv.,
Newark, to handle advertising. Will use radio.

EVERSHARP INTERNATIONAL Inc., Toronto (pens, pencils, Schick
razors), appointed Baker Adv. to handle Canadian advertising. No
changes from current campaigns announced as yet.

PHILIP MORRIS & Co., New York, May 17 starts for 42 weeks spot
campaign on WABD New York and WTTG Washington, DuMont TV
stations. Will use five a week on WABD; three weekly on WTTG. Agency:

GEORGE A. HORMEL & Co., Austin, Minn. (canned meat products),
May 1 started half-hour weekly Hormel Girl Corps on nine additional
California stations; previously heard only on KHJ Los Angeles. New
stations: KSB San Diego, KDB Santa Barbara, KVEC San Luis Obispo,

SUNBEAM Corp., Chicago (electric products) and GOODALL Co.,
Cincinnati (clothing), dividing sponsorship of DuJour Interests on
WGN-TV Chicago. Former sponsoring one-third, latter two-thirds.
Agencies: Perrin-Paus Co., Rutherford & Ryan, respectively; both Chicago.

NASH-KELVINATOR May 9 started for 13 weeks film spots, three a

BRADSHAW Co. and BOB WALTERS CANDY Co., New York, ap-
pointed Birmingham, Castlemain & Pierce, New York, to handle adver-
sising. Both accounts to use spot radio.

BULOVA WATCH Co., New York, contracted for series of seven time

STAR UNION PRODUCTS Co., Peru, Ill. (Star Model, Seppi's brau beer),
appointed W. D. Lyon Co., Cedar Rapids, to handle advertising. Will use
radio.

MILLHORN'S, Los Angeles (department store), May 3 started two-week
spot campaign, 292 spots, on KECA, KLAC, KFVD Los Angeles; KLAX

PERFUMERIA LEMAIRE (perfumes, soaps, lotions), and LABORA-
TORIOS FUENTES (cough medicine, skin salve), both in Cartagena,
appointed McCann-Erickson's office in Bogota, Colombia to handle ad-
vertising campaign. Radio will be used.

NATHAN ALBRET & SONS INC., New York (Children's wear), ap-
pointed Bliss & Marces Inc., New York, to handle radio campaign;
anticipating expanded schedule. No definite plans made.

ELGIN NATIONAL WATCH Co., Elgin, Ill., contracted for time signals
on WGN-TV Chicago, Thurs., Fri., precede sports telecasts. Firm now
has film spots on six TV stations: WGN-TV, WCBS-TV, WGN-TV (Continued on page 75)

Broadcasting * Telecasting
"It's a 50,000 watt boy, Mr. Time Buyer!"

...the first of its kind in the New Jersey-New York Metropolitan Area. We're sure this newcomer, Television Station WATV, will make a mighty valuable addition to your media family.

His new RCA 50,000-watt transmitter—the most powerful in the New York Area—will blanket 25 counties in America's Richest Market* with your sales message.

His imposing schedule of film shows and remotes will be on the air seven days a week, starting at 3 PM. Live studio programs from the World's Largest Television Studio at Television Center will follow shortly.

You can learn more about this high-powered newcomer by calling or writing Station WATV—and don't forget to ask about the special Pioneer Rate Plan.

*WATV Prospectus now available.

watch WATV channel 13

TELEVISION CENTER, NEWARK 1, N.J.

The Family Station serving New Jersey and Metropolitan New York
Open Mike

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

Cowan Executive Finds Changes Helpful
EDITOR, BROADCASTING:
I have been out ill for a number of weeks and consequently had not had a chance to read BROADCASTING. Last night for the first time I picked up a copy, and I received one of the most pleasant surprises of my life.
The changes in the magazine were startling, and I must say I don’t think I have ever enjoyed reading a copy of the magazine as much as I did the current issue. Pictorially, it was splendid, and from a typographical standpoint, such columns as “Agencies” and “New Business” were so legible and interesting looking that I couldn’t help but read every word of them.
Congratulations are certainly due to you for this forward step, and in view of the tremendous excitement I am sure the new copies are causing, I hope you will go even farther along the same lines. I will certainly look forward to reading BROADCASTING now more than ever before.
Alfred L. Hollender
Louis G. Cowan Inc.
New York

Drenner Praised Tape Recorders 3 Years Ago
EDITOR, BROADCASTING:
The item on ABC’s use of the Ampex tape recorder [BROADCASTING, April 26], is encouraging, but hardly revolutionary. My original article on the Magnetophon in BROADCASTING nearly three years ago not only emphasized utilization of magnetic tape recording for direct playback, but also indicated that the reproducing head acted as an almost instantaneous monitor of the material being recorded. At a tape speed of 77 cm. sec., the tape passes from the recording head to the reproducing head (a physical distance of only about 5 cm.) at a rate which to the ear is indiscernible.
Further, this original article emphasized that the German R. R. G. used tape recordings almost exclusively for all important broadcasts, because of the editing and censorship feature. The BBC has for years used the Mareoni-Stell tape machine as a direct playback mechanism, as well as Phillips-Miller embossed tape machine for the same purpose; both these machines have the instantaneous monitoring and playback feature which you mention in your item on the Ampex device.
It is interesting to note the wide acclaim and the seemingly opened acceptance of magnetic tape recording now, when my article in BROADCASTING brought me many letters expressing quite disbelief at the claims I made for it. That’s what is encouraging; I’m glad other people are beginning to enjoy what I’ve had for four years.
I might mention that the first German machine which to my knowledge was examined by U. S. personnel was that which I found at Radio Luxembourg in September 1944. This was one of the early models, but differed little in essentials from that described in BROADCASTING.

Don V. R. Drenner
Engineer
KGGF Coffeyville, Kan.

Telestatus Report
Called Fine Reporting
EDITOR, BROADCASTING:
Congratulations. Your Telestatus Report is the finest reporting I have seen to date on television—something we greatly needed to keep up-to-date and make intelligent plans. I could not do without it now.

Leigh Cramer
Managing Director
Leigh Cramer Television Productions
Hollywood, Calif.

Says Westinghouse, Not F & P, Gave Luncheon
EDITOR, BROADCASTING:
There is an erroneous impression received from the releases in Broadcasting Magazine, issue of April 26, regarding the Westinghouse luncheon given on April 13 at the Ambassador Hotel [Los Angeles]. This particular luncheon was definitely sponsored by the Westinghouse organization and not by Free & Peters...

Hol Hoag
Manager
Free & Peters
Hollywood, Calif.

On All Accounts
(Continued from page 10)
On all accounts, the annual TV dinner at the canteen was rated by the personnel as one of the best. This year’s program was sponsored by General Foods Corp., who were also responsible for the punch and refreshments, and the show was presented by ABC at the expense of joint local businesses.
Counselor’s Award
Mr. and Mrs. Slater of Coffeyville, Kan., were honored for their service to local TV stations at the luncheon given at the Ambassador by the Manager of the Freeman Electronic Co. Mr. and Mrs. Slater are the parents of three children, Tom, Steve, and Sue. The Slaters live in Manhattan, Kans.
ONE BROADCASTER TELLS ANOTHER

“IT’S G-E FOR ME!”
FOR 4 BIG REASONS!

ACCEPTANCE “Our long standing confidence in General Electric equipment is further strengthened by the excellent performance of our new G-E FM Transmitter.” M. H. Vroman, General Manager, KFXM-FM, San Bernardino, Calif.

COMPLETENESS In television, G-E equipment covers every phase of station operation, from camera channels to transmitters and antennas. Pictured here is the Master Control Desk, an exclusive G-E development.

PERFORMANCE “There’s no chance for operating errors with the G-E Consolette because of its simplified planning, push-button system and arrangement of control.” Fritz S. Updike, General Manager, WRUN-FM, Rome, N. Y.

SERVICE “The straight-forward, clear-cut design and layout of our General Electric FM Transmitter makes for ease in maintenance and reliable operation.” Ross A. Utter, Chief Engineer, WEPF, Chicago, Ill.

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CLEVELAND 4, OHIO
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DENVER 2, COLO.
650 17th Street—Keystone 7171
KANSAS CITY 6, MO.
106 W. 14th Street—Victor 9745
LOS ANGELES 14, CALIF.
Suite 1300-1301—Security Title Insurance Bldg.
530 West Sixth Street—Tinley 3417
MINNEAPOLIS 2, MINN.
12 Sixth Street—Main 2541
NEW YORK 22, N. Y.
370 Lexington Avenue—Wickersham 2-1311
PHILADELPHIA 2, PA.
1405 Locust Street—Pennypacker 5-9000
SALT LAKE CITY 9, UTAH
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Bldg. 267, Rm. 362—Schenectady 4-2211
SEATTLE 4, WASH.
710 Second Avenue—Main 7100
SYRACUSE 1, N. Y.
Syracuse 6-4411
WASHINGTON 5, D. C.
806 15th Street, N. W.—Executive 3600

See your nearest G-E broadcast equipment representative, or write: Transmitter Division, General Electric Company, Electronics Park, Syracuse, N. Y.

May 10, 1948 • Page 19
WE don't say it takes any particular genius to run a
good Southern radio station (or to pull rabbits out of hats,
either!). *It's easy, if you know how...*

After 22 years here at KWKH, we do know how to reach
the ear, mind and heart of that inimitable individualist,
the Southern radio listener. Yes, he is slightly “different”.
He has a little slur in his accents, loves home-like talk and
entertainment, *hates* senseless high pressure. But that
doesn’t mean he doesn’t work as hard, make as much
money and spend it as fast as you people up North!

The people in KWKH’s daytime area have an annual
income of over *two billion dollars*. They believe in
KWKH because we are *part of them*, believe in them,
and know how to show it. If you want them to believe
in you and your product, too, KWKH can help you.
Say when!

50,000 Watts . CBS .

KWKH

*SHREVEPORT*  
*LOUISIANA*

*Arkansas*  
*Mississippi*

The Branham Company  
Representatives

Henry Clay, General Manager  
Dean Upson, Commercial Manager
MORE TV CHANNELS

By RUFUS CRATER

FAR-REACHING CHANGES in television allocations were set in motion by FCC last week in a series of actions topped off by an unstarting Sept. 20 on the prospects 475 mc. requests pertinent data compiled since the close of the allocations proceedings and the hearing on which FCC turned down the CBS petition for high-band color video a little more than a year ago.

The Commission's actions, all announced Thursday, were regarded as almost certain to provoke Capitol Hill rumblings that may resound for months. The television orders came in the face of prepa-

rations and proposed legislation by Acting Chairman Charles W. Tobey (R-N.H.) of the Senate Interstate Commerce Committee for an investigation this week which will center to a great extent on television (story page 24). And refusal to give 44-50 mc to FM runs directly against the grain of the directive contained in the Lenke Bill (H.R.-78), which is being studied by the House Interstate Commerce Committee after hearings.

One Unaccounted

With its deletion of TV Channel 1 the Commission noted that only one of the 96 outstanding TV authorizations is for that channel. (KPRR Riverside, Calif., for which no provision is made in the proposed reallocation table) and that only two of 29 pending applicants requested the deleted frequency. Of the 140 major markets in the existing allocations table, 23 would gain one channel, two would gain two, and 12 would lose one.

One big question the Commission didn't answer is the effect the new allocations plan will have on hearings already scheduled for communities where the demand for channels exceeds the supply. A large number have been set for hearing before June 14, the date when FCC will start hearing arguments on the allocations proposal.

Whether these will be postponed, authorities said, has not been de-
cided. But it appeared probable that those involving communities whose allocations are unchanged will go ahead as scheduled, but that those in which allocations changes are proposed will be delayed until after final action on the new table.

The allocations plan incorporates several changes previously proposed, including requests thus far received from applicants for channels not in accordance with the present table. Action on these requests in the general hearing will make unnecessary a number of rule-making proceedings which

(Continued on page 64)

PROPOSED TV CHANNEL REALLOCATIONS

PROPOSED NEW and greatly expanded table of television channel allocations, announced by FCC last week (see story this page), is reprinted below. Hearings are slated to start June 14 before the Commission en banc, with participants due to have their statements filed by May 28.

The proposed table covers some 401 areas, providing for more than 900 stations. The existing table, by comparison, is limited to the 140 major markets and provides for about 405 stations. Aside from the areas which the new plan adds to the table for the first time, 37 metropolitan areas would gain one or lose channels under the proposed: 23 would gain one, two would gain two, and 12 would lose one. These are:


2. Gain Two---Sitoona, Pa., and El Paso, Tex.

3. Gain One---Riverside, Calif.; Pueblo, Colo.; Chicago, III.; Indianapolis, Ind.; Cedar Rapids and Waterloo, Iowa; Boston and Springfield-Holyoke, Mass.; Buffalo-Niagara Falls, N. Y.; Cleveland and Columbus, Ohio; Portland, Ore.

These 37 metropolitan areas do not include those in which changes are proposed with respect to the channel numbers without changing the total number of channel availabilities. Nor do they include those in which community channels are substituted for metropolitan frequencies without affecting the total number of availabilities.

For example, named in the new table, FCC explained, includes all communities located within the same metropolitan district as the principal city or cities named in the table, and in addition [includes] all other communities within 15 miles from the city boundary line of the named city or cities, provided that the assignment is otherwise consistent with FCC's rules and standards.

Many relatively small cities would be given as many or more channels than larger cities. This, FCC noted, is due to the fact that these smaller cities are so located that such assignments are engineeringly possible. It was stressed that FCC does not necessarily expect each city to have a station for each channel shown, but that only that number of stations would be engineeredly feasible.

The proposed new table:

(Continued on page 64)
FCC CHAIRMAN Wayne Coy left White House by side door, where Commission station wagon was parked, after conference with President Truman Monday.

He Didn't Say

"I CAN'T say," said Wayne Coy, FCC chairman, when asked the purpose of his White House call Monday noon. "Did you discuss the FCC vacancy?" he was asked.

"I can't say." Did you discuss legislation?"" persistent newsmen continued. "I can't say." "Did you talk about radio?" "I can't say." "Did you suggest someone for Commissioner Dury's vacancy?" "I can't say." Chairman Coy visited the White House Executive Offices at the President's request.

24 FM OUTLETS MOVE BY 44-50 MC CHANGE

TWENTY-FOUR FM stations, currently operating in the "low band," would be affected by FCC's decision to change frequencies to 44-50 mc, formerly TV Channel 1 — to the non-government fixed and mobile services (story page 21).

Announcing its decision last week, the Commission said these stations' "continued temporary operation ... may be authorized until Dec. 31, 1948, or until a sub-allocation of this band to the fixed and mobile services has been made final and effective by the Commission, whichever date is earlier.

The stations were listed by FCC as follows (all of the commercial and some of the non-commercial stations already are operating in the high band as well as in low):


Non-commercial FM stations:

KALW San Francisco; WBIE Chicago; WBBK Lexington, Ky.; and WBO Cleveland, Ohio.

TV HOURS

THE GRADUATED scale of minimum operating hours for television stations proposed by FCC last week to replace the present blanket "28-hour rule" (see story, page 21) is as follows:

First 18 months of operations — Not less than two hours daily in any five broadcast days per week and not less than a total of 12 hours per week.

Next six months — Not less than two hours daily in any five broadcast days per week and not less than a total of 16 hours per week.

Next six months — Not less than two hours daily in any five broadcast days per week and not less than a total of 20 hours per week.

Next three months — Not less than two hours daily in any five broadcast days per week and not less than a total of 24 hours per week.

Thereafter — Not less than two hours daily in each of the seven days of the week and not less than a total of 28 hours per week.

The proposed new rule would define "operation" as including "the period during which a station is operated pursuant to special temporary authority or during program tests, as well as during the license period." The rule would continue:

"Time devoted to test patterns, or to visual presentations accompanied by the normal instrumental use of fixed visual images which have no substantial relation to the subject matter of such visual presentation, shall not be considered in computing periods of program service.

If, in the event of an emergency due to causes beyond the control of the licensee, it becomes impossible to continue operation, the Commission and the Engineer in Charge of the radio district in which the station is located shall be notified immediately after the emergency develops and immediately after the emergency ceases and operation is resumed.

FCC said it would accept statements in opposition to the proposal through May 28, and would then call oral argument if comments had been received which appeared to warrant it.

The existing rule requires a minimum 28 hours of weekly operation by all stations, but has been consistently waived by the Commission.

AHLENT REIGN

New ASCAP Head Termed ‘Old Guardist’

The election of Fred E. Ahlert to the $25,000 a year presidency of ASCAP succeeding Deems Taylor [BROADCASTING, April 5] appeared last week to be regarded with some foreboding by some observers that this would approach the problems of radio and music rights with an open mind, the consensus among broadcasters was that Mr. Ahlert would be a tough man to do business with.

His ascendency to the top of the ASCAP heap was viewed by one qualified spokesman as presaging a swing to the extreme right in society policy. Described as an "old guardist" and "very Tin Pan Alley," Mr. Ahlert was said to regard radio as "an emanation of the power trust," and something to be approached with suspicion.

However, Mr. Ahlert is no newcomer as far as ASCAP’s radio matters are concerned. A director of the society since 1933, he has been a member of ASCAP’s radio committee for several years. He is expected to take a more active hand in ASCAP management than his predecessor, Mr. Taylor. The latter,

Graduated Minimum Scale Proposed by FCC

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NEW M.C. for "Breakfast in Hollywood," Garry Moore (second from r.), meets program officials in New York. Briefing him on the show as replacement for the late Tom Breneman are (l to r) Charles C. Barry, ABC vice president in charge of programs; Gail Smith, Procter & Gamble manager of daytime radio; Len Erickson, vice president of Kenyon & Eckhardt, agency.

Sponsor Grid Playoff

GENERAL MILLS Inc., and Wilson Sporting Goods Co. this fall will sponsor for the sixth consecutive season the National Professional Football League championship game on the full ABC network, Gil Berry, Central Division sales manager, announced last week. Contracts were signed through Knox Broadcast Advertising Agency, Minneapolis, for General Mills, and through Ewell and Thurer Associates, for Wilson.
CODE REVAMPING

By J. FRANK BEATTY

FOURTH version of the NAB Standards of Practice, per-
sonally restyled by President Justin Miller on the eve of con-
vention week in Los An-
geles, faces industry debate with many disputed points deleted (see text page 36).

Latest draft is completely suggestive in tone, with "shall" changed to "should" in all cases. This draft is strengthened by emphasizing the right of broad-
casters to program political and public affairs as they deem proper. It now seems the FCC continues to study its future course under the disputed Mayflower decision.

Though the third edition of the code [BROADCASTING, March 29] had indicated minor restyling could be expected prior to the conven-
tion, analysis of the new lan-
guage shows that important changes have been made by Judge Miller as a chairmanship of a restyling committee authorized by the NAB board Feb. 26 [BROADCASTING, March 1].

Available to Members

The board had specified that its own changes, as adopted Feb. 26, should be made available to mem-
ers at least a month before the May 17-21 convention.

Five key revisions appear in the newest draft:

- Limitation on religious of-
fers is dropped entirely.
- Enforcement pledge is dis-
carded.
- A new Creed replaces the original Foreword and Creed.
- In case persons are unfairly attacked or for reply is favored.
- Original accreditation are ex-
pected to conform to the code in multiple-station programs.

The revisions apparently were designed to achieve three objec-
tives—meet some of the louder in-
dustry objections to the May 17-21 version prior to convention debate on the standards; refine the lan-
guage, and emphasize that broad-
casters should decide themselves how they will handle political and public affairs.

Many delegates already were en-
route to the convention as the newest version of the code was unencumbered and sent to the printer by NAB.

What effect the new changes will have on convention debate cannot be foreseen at this time, but it is known that many broadcasters who attended the code at Atlantic City are aware of the board's November version, consid-
ered the March 29 language accept-
able.

There remains, however, a sub-
stantial industry element, espe-
cially among independents, still opposed to anything stronger than an industry creed. (See NAB Dis-
trict 2 story, page 24.)

Many of these anti-code broad-
casters are from Southern Cal-
ifornia, and they are expected to be strenuous when the con-
vention agenda reaches the subject Monday afternoon. Whether oppos-
tion will be strong enough to force further delay in adoption of the standards cannot be foretold.

Even if broadcasters con-
cede, however, that the March 29 edition is much less objectionable than the 6,000-word document handeled them at Atlantic City a few hours be-
fore the meeting adjourned Monday afternoon.

This surprise element, which had thrown the convention into an up-
root, appears again in announce-
ment of the latest version. How-
ever, this new compromise has had over a month to study the March 29 edition and the new changes, while important, involve only a fourth of the language.

One of the main revisions is fo-
rum on Public Af-

An. Here a complete paragraph is added, rounding out the provisions to insure fairness.

The paragraph reads:

"The person has suffered an unfair attack by a commentator, analyst or on the airperson time for re-

One of the sources of resentment at Atlantic City last September, the religious program section, has

has been shown in line with suggestions from stations in the "Bible Belt." Judge Miller dropped lines 12-13-14 from the section titled "Religious Programs."

This section had limited offers to free copies of religious litera-
ture or free mementos of a relig-
ious nature. Stations carrying commercial religious programs had objected because the former code cramped the style of spon-
sors in this field, many of whom solicit funds on their broadcasts.

The section still opposes attacks on religion and controversial views not directly related to religion or morality.

More Acceptable

As now written, the religious sec-
tion is expected to be acceptable to those who attacked its provi-
sions last year, increasing the chances of industry approval of the code at the Los Angeles con-
vention, May 25-31. The code will be discussed by NAB members at the Monday afternoon session. This discussion, along with any resolution or vote, will be an im-
portant factor in whatever action the board will take at the May 19 meeting. The board has full authority to adopt and en-
force a code.

Opposition to the code was cen-
tered last week in the petition to amend the By-Laws, which has been circulated by Edward Breen, KVFD Fort Dodge, Iowa, director-
elect for small stations. Mr. Breen proposes that the By-Laws be changed to take away the board's power to promulgate a code.

Response to the petition, Mr. Breen told BROADCASTING, is in line with a private poll taken last fall in cooperation with Ralph L. Atlass, WIND Chicago. At that time sta-
tions votedwhelmingly against the code although many members contended the questions were "leading" and that the responses did not indicate how stations would vote on actual code adoption. NAB officials voted against serious study of any industry ex-
pression on the code such as the petition circulated by Mr. Breen.

In releasing the fourth version of the code, as many members al-
ready know, to Los Angeles, NAB went farther than it had indicated in releasing the third version [BROADCASTING, March 29].

The March draft, based on board action in February, was only about 3,000 words or half the length of the Atlantic City code. It opened with a Foreword and a Creed, then went into affirmative recommenda-
tions as against the original nega-
tive statement.

As now written the Creed, re-
placing the original Foreword and Creed, states more emphatically the rights of broadcasters under the First Amendment to the Con-
stitution.

Key in Creed

Key to the new code theme in which "shall" becomes "should," is the end of the Creed, which reads, "As a guide for the achieve-
ment of our purposes, we sub-
scribe to the following Standards of Practice."

In restyling the code Judge Miller removed mandatory words in the paragraph on political broad-
casts and crime-mystery programs.

Portions of the children's program section involving torture, terror and kidnaping were deleted (lines 10 through 14) and inserted in the crime-mystery section.

Under "general" a complete para-
graph was added to specify that originating stations should conformance of multi-
station programs to the code.

Another change occurs in the time standards section, where the words "excluding station breaks" have been added at the end of line 27. The words were supposed to be redacted in the March 29 official printing. The paragraph limits commercial time in multiple-spon-
sored or announcement programs to three minutes in 15, in addition to station breaks between pro-

NAB Completes Program For Convention

PROGRAM for the NAB Convention Week (Management Conference May 17-18, Engineering Conference May 19-20) was completed last week with announcement of participants in a panel titled "Broadcast-
ing Horizons Unlimited" and an addition to the engineering session.

division, will be in charge of the demonstration and explain the op-
eration, according to Royal V. Howard, NAB engineering direc-
tor, in charge of the two-day tech-
nical conference.

NAB last week announced the membership of the convention res-
olutions committee. It consists of W. J. Scripps, WWJ Detroit, chair-

Harry Maizlish, KFWB Holly-
wood, chairman of the Southern California Broadcasters Assn., said NAB will open registrations at the Biltmore at noon Saturday so delegates may obtain tickets and badges for admission to the Fiesta at the Atwater Kent estate in Buss.

Richard Hodge, director of technical operations of Paramount's TV

ABC western affiliates will meet Saturday at the Ambassador Ho-
tel, Los Angeles, according to Don

Searle, West Coast vice president.
STEPS to put the combined weight of the broadcasting, advertising and related industries behind a campaign to include a radio set question in the 1950 U. S. Census were taken last week [BROADCASTING, May 3].

Broadcast Measurement Bureau announced it will petition the Census Bureau to include a question on radio and television ownership in its 1950 survey. It will urge the NAB, American Assn. of Advertising Agencies, Assn. of National Advertisers and other groups to take similar action.

Second organization to get behind the move formally was Region 4 of FM Assn. The region adopted a resolution at its Washington meeting May 4 calling upon the FMA board to submit a Census Bureau petition. The resolution asked for specific listing of the number of FM, television, facsimile and AM receiving sets by families (see separate FMA story page 25).

The FMA board, meeting Thursday night in Washington, approved the resolution but specified "useful audience." The decision to press for Census inquiry into radio and television set distribution was taken by the BMB executive committee at a meeting in New York May 5. The executive committee followed a recommendation by the BMB technical committee which had met May 3.

The BMB executive committee

THREE NARBA NATIONS FAVOR POSTPONEMENT

THREE of the eight adherents to the North American Regional Broadcasting Assn. (NARBA) have indicated their willingness to postpone the new NARBA conference, which had been slated for August this year, to September 1949.

In addition to the U. S., which originated the proposal when delay in issuance of FCC’s decision in the clear-channel case made it impossible to meet the deadline for proposing changes in the treaty, the nations are Newfoundland and Mexico. State Dept. officials said the replies of other NARBA adherents have not yet been received. These are Cuba, Canada, Haiti, the Dominican Republic, and the Bahamas.

Mexico suggested that the existing NARBA Interim Agreement be allowed to expire next March 28, be extended for four years instead of the 18 months proposed by the U. S. But authorities said this difference was expected to pose no problem because the new treaty probably would be made to take effect whenever ratified.

deplored the reported reluctance of the Census Bureau to investigate radio and television [BROADCASTING May 3] and pointed out that a 1950 survey on the subject was “important not only to broadcasters and advertisers but also to government agencies, which use radio increasingly to disseminate information.”

BMB called for a mobilization of all elements of the radio industry to urge upon the Census Bureau the importance of the project.

The text of the resolution adopted by the executive committee:

“Whereas wide variances exist in radio ownership by counties and as between urban and rural areas,

“Whereas a census count of radio ownership is important not only to broadcasters and advertisers but also to government agencies, which use radio increasingly to disseminate information,

“Whereas television, as a new radio adjunct, requires a measurement of its growth in terms of television set owners,

“Whereas the BMB technical committee regards Census Bureau data on radio and television ownership extremely valuable in determining the size and composition of radio and television station audiences,

“Whereas an increasing number of radio and television stations require radio and television ownership data as well as BMB head audience information to guide their programming and commercial decisions, and

“Whereas a question on radio ownership has been included in the 1930 general census, the 1940 general census and the 1945 agricultural census, 1950 data would have the dual value of showing both position and trend, and

“Whereas the Census Bureau has indicated a reluctance to include a question on radio ownership in its 1950 census, now therefore be it

Resolved that BMB request the three BMB member associations to petition the Census Bureau to include such a question, and urge their members to request the inclusion of such a question, and be it further

Resolved that BMB request such other organizations as AMA and RMA to urge the inclusion of such a question and to solicit their members to urge the inclusion of such a question in the 1950 census.

Executive committee members at the meeting were J. Harold Ryan, senior vice president of Fort Industry Co., chairman; Roger W. Clipp, general manager of WFIL Philadelphia; Paul West, president of

CHANGES in NAB’s proposed Standards of Practice, including the elimination of differences between daytime and nighttime categories in limitations of advertising copy times, were recommended last week at a meeting of NAB District 2 members in New York.

The meeting, under the chairmanship of Michael R. Hanna, general manager of WHCU Ithaca, N. Y., and NAB director from District 2, was held Monday at New York’s Roosevelt Hotel. A score of members attended.

Changes voted by the members in the proposed code will presumably be submitted to the NAB board by Mr. Hanna. They were:

1. To eliminate the distinction between daytime and nighttime classes in limiting time for advertising messages in programs of varying lengths. The proposed code would allow more time to commercials during daylight hours than at night. The District 2 members did not specify which of the classes they preferred to adopt as the single measure.

2. To eliminate the first paragraph under the general heading “Contests.” That paragraph reads: “Any broadcasting designed to ‘buy’ the radio audience, by requiring it to listen in the hope of reward, rather than for the quality of its entertainment should be avoided.”

3. To eliminate the last paragraph under the same general heading “Contests” which, as proposed by the NAB, reads: “All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor’s product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.”

Commercial Time Changes

4. To insert one word and amend another in the last paragraph under the heading “Time Standards for Advertising Copy” in the proposed code. The paragraph follows (the inserted word is in italics, the amended word, changing 10 to 15, is in quotations):

“The placement of more than one advertising announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion, identification, ownership or location announcement of not to exceed a total of ‘15 seconds in length.”

5. To eliminate the “pledge” at the conclusion of the proposed code. The pledge, as proposed, reads: “We pledge ourselves faithfully to adhere to these standards and thus to bring our audiences programs which will perpetuate America’s traditional leadership in the broadcasting art.” [EDITOR’S NOTE: The pledge has been eliminated from the latest NAB version (see code story page 23).]

The action by District 2 members was regarded as a forecast of arguments to be advanced during the discussion of the code at the NAB convention.

The de-emphasis of the proposed section on contests evoked particular discussion at the New York meeting, it being argued that the present concentration of stations “designed to ‘buy’ audiences” was misleading and that any contest which entertained was good programming.

Arguments raised against the “pledge” in the proposed code hinged on two points: That it was redundant and that it might be construed as an inflexible binder upon those subscribing to the code.

On other matters, District 2

PROSPECT that the probe by Sen. Charles Tobey (R-N. H.) into RCA and FCC policies [BROADCASTING, May 3] will be long or extensive diminished last week, with late indications pointing to a one- or two-day hearing beginning Wednesday (May 12).

C. B. Jolliffe, RCA executive vice president in charge of RCA television, maintained his previous unwillingness. He is expected to answer a series of questions propounded by Sen. Tobey at an earlier hearing in regard to patent ownership and FCC policies.

Sen. Tobey, acting chairman of the Senate Interstate Commerce Committee, had given an extensive quizzing to Raymond Guy, NBC manager of radio and allocations engineering, during the closing session of Johnson Bill (S-2321) hearings. When Mr. Guy was unable to answer many of the policy questions, Sen. Tobey demanded that Mr. Guy send “Commissions and other staff members.

of ANA: Joseph Allen, vice president and advertising manager of Bristol-Myers Co., and Frederic Gamble, AAA president.

**BROADCASTING** • Telecasting

Long Tobey Probe: Prospect Lessening

Suggest Code Revisions

Page 24 • May 10, 1948
FM—PRODUCE

FM STATIONS desiring national business must supply audience and market data comparable to that of AM stations, Frank Silvernail, head timebuyer of BBDO, New York, told the FM Assn. Region 4 meeting in Washington last Thursday (see story this page).

Talking bluntly to FM operators, many of whom are in the early audience-building stages, Mr. Silvernail said BBDO timebuyers want to know "how your cost per listener compares with your AM competitor's cost, and if there are any special advantages if the cost is higher."

He offered this timebuying formula for FM stations to use in checking their appeals:

"In any one given case, with a specific product bought by a specific type of user distributed in a specific market, and usually bought under specific conditions or place, is a specific FM station or group of FM stations the most economical, or the most

Silvernail Tells FMA Region 4

effective means of reaching the most important circulation?" FM's two main arguments, tone quality and freedom from static, "though to convince timebuyers have must make the most efficient use of available media, Mr. Silvernail said, adding that many listeners like their old tinny sets and reminding that "we don't have thunderstorms every day."

Budgets can't grow as fast as the number of stations, he said. Going into station data, he said timebuyers have difficulty getting the number of FM sets in the area from station operators, along with listener habits, breakdowns by hours, and program diversification. Timebuyers, he said, "must know all about your coverage, circulation, sets-in-use, area, age, income levels and similar facts."

"You are competitors not an additional medium," he concluded.

Answering a question by Maurice Mitchell, WTOP Washington, Mr. Silvernail said, "FM is so much like AM we don't feel we have to struggle with it. We're sweating blood with television. Actually, we aren't hunting new media. The advertiser has no more dollars to spend."

"What about television dollars?" Mr. Mitchell asked.

"They're experimental," Mr. Silvernail replied.

Replying to Hudson Eldridge, WASH (FM) Washington, he said his agency cannot see deterioration in listening to present stations because of the advent of FM. "We aren't going to spend twice as much to reach the same number of people," Mr. Silvernail said. "Instead we'll go into another market." He explained BBDO doesn't work "by mere formulas" in answer to a query about what percentage of homes with FM an agency must have before it's interested.

Region 4 Officers

Chairman—Ben Strouse, WWDC-FM Washington Secretary—R. C. (Jake) Embrey, WITH-FM Baltimore Vice Chairman—George Sutherland, WAMS-FM Wilmington (for Del.); Thomas F. McNulty, WMCP(FM) Baltimore (for Md.); Harold Essex, WSJS-FM, WMIT, Winston-Salem, N. C. (for N. C.); Roy P. Jordan, WDBJ-FM Roanoke (for Va.);

FMA REGION 4

POLICIES of major networks in allowing duplication of programs on FM stations may become the subject of a formal proceeding, with FCC rules amended to cover the subject, Chairman Wayne Coy told the FM Assn. Region 4 conference Wednesday at the Statler Hotel, Washington.

Speaking at a question-answer session during the opening day luncheon, Chairman Coy also indicated the FCC some day may have to act "on its own" in the matter of permitting television above 400 mc. With the 12 channels now available, many areas will want TV service and not able to have it, he said. Many will want to get in the TV business but can't, he continued, with one or the other perhaps forcing experimentation in the high band.

Chairman Coy reminded that in 1945 allocations and at other times the FCC has encouraged industry experiments in the high band, but added there has been "damn little experimental work done as a result" aside from TV color work.

Comr. Coy said: Decision can be expected soon on the 44-50 mc band; multiple ownership of AM and FM won't come under FCC rules so long as FM broadcasters are undecided on duplication; the FCC has not been asked for its position on transit radio or aural broadcasting by TV stations. Benedict Cottone, FCC general counsel said FCC rules do not forbid aural programming if a TV signal accompanies it. Commissioner Sterling said a survey by field offices indicated there was little broadcasting of aural type (see story on FCC 44-50 mc action, page 21; TV upper band hearing, page 21).

Acting Chairman Charles W. Tobey (R. N. H.) of the Senate Interstate Commerce Committee told (Continued on page 62)
RIVER DIDN'T stay 'way from WMGA's door. It flowed right into the Moultrie, Ga., station's studio to a depth of eight inches. Wendell Murphy (II), commercial manager, and Tom Cowen, chief engineer, paddle up the front lawn. WMGA lost only 44 minutes of airtime despite flood.


Getting a lift from Ungles Baking Co.'s sports contract on KRNT Des Moines is Herbert E. Ungles, firm v.p. Lifter is Al Couppke, KRNT sports director.

Looks like Gayle Grubb (II), manager of KGO San Francisco, is lobbying with Edward Arnold, ABC's "Mr. President."

That's quite a railroad built and operated by Erle Smith, managing news editor of KMBC-KFRM Kansas City. Products advertised along road bed are station news sponsors.

DISCUSSING new GE equipment for KTNT (FM) Tacoma, Wash., are (I to r) Leonard Higgins, KTNT manager; Frank Baker, publisher, "News Tribune," licensee; George Russell, "Tribune" treasurer; J. E. Hagg, GE.


As work starts on Peoria's Exposition Gardens, Bob Carson III, announcer, and Brooks Watson, news director of WMED, describe it.


Commercial are auditioned for National Premium and National Bohemian beer telecasts by brewery officials (II to r): Norman Almony and David Halpern, and Charles Chappell, of Owen & Chappell agency.

Cutting cake for first anniversary of WHIM Providence are (I to r) Co-Owners Robert T. Engles, general manager, and C. George Taylor, program director.

As work starts on Peoria's Exposition Gardens, Bob Carson III, announcer, and Brooks Watson, news director of WMED, describe it.
CBS TELEVISION

EXECUTIVES PROMOTED IN VIDEO EXPANSION

Mr. Smith  Mr. Van Volkenburg  Mr. Lowman

E. Hall, who has been handling general contact work with CBS affiliates, in turn succeeds Mr. Schacht in his former post.

Last week's promotions "are directly related to the rapidly expanding television operation of CBS, and the integration of television with other broadcasting activities," according to CBS President Frank Stanton, who made the announcement.

UNIFORM PLAN FOR TV SET COUNTING URGED

The urgent need for a uniform system of computing television set distribution figures was stressed last Thursday by Hugh M. Beville, NBC research director, at a luncheon meeting of the American Marketing Assn.'s New York chapter.

To underline this need Mr. Beville quoted figures from several industry sources for set distribution in New York and elsewhere, which varied widely.

NBC's estimate of the number of video sets now in use throughout the U. S. is 275,000, he said. Mr. Beville gauged the current set production rate at 50,000 a month, with 27 manufacturers represented.

There are 150,000 home sets in use in the New York area alone, according to NBC figures, with an additional 20,000 in bars and other public places.

Figures which may disprove the contention that television is hurting attendance at sports events and movies also were cited by Mr. Beville. These, he said, show that "listener availability" for video shows is no greater, relatively, than for radio shows in the same survey area. This seems to undermine the argument that people are staying home in great numbers to see events by television, Mr. Beville said.

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Ogilby Named Philco Video Sales Manager

FREDERICK D. OGILBY, sales manager for the past year of Radio Division of Philco Corp., has been appointed to the newly-created position of manager of television sales, according to an announcement May 6 by John M. Otter, general sales manager of Philco.

In making the announcement, Mr. Otter said:

"With the tremendously rapid growth of the television industry, in which Philco research, engineering and production are playing a part, a profit to the $15 million invested in television by the company since 1938, we have selected Mr. Ogilby to be responsible for the new and expanding television sales program of Philco. He will not only be in charge of the personnel but also will coordinate the activities in television of such other departments as advertising and sales promotion."

Mr. Ogilby joined Philco in 1931, he became sales manager in Brooklyn four years later, and in 1936 was named New Jersey sales manager for the branch. The next year he was placed in charge of sales of Philco Distributors in New York.

From 1938 to 1946 he was general manager of the Philadelphia Division of Philco Distributors, and in October 1945 returned to New York as general manager of that branch.

CBS last Wednesday announced four executive promotions linked with the network's rapidly expanding television operations.

Lawrence W. Lowman, formerly vice president of Volkenburg, who was director of station administration, is now a vice president and director of television operations. J. Kelly Smith, formerly director of station relations, becomes vice president in charge of station administration.

The appointments were effective last Thursday, May 6.

Mr. Lowman, in addition to overall supervision of video coordination for CBS, will supervise the personnel relations, reference, and shortwave departments of the network in his new capacity.

Mr. Van Volkenburg will be responsible for all television operations, programming and sales. Mr. Smith's new duties as chief of CBS station administration will include supervision of CBS-owned stations, Radio Sales, co-operative program sales, and Housewives Protective League programs.

William A. Schacht Jr., formerly Eastern Division manager of station relations for CBS, succeeds Mr. Smith as director of station relations for the network.

Edward A. McNeil Quits Post With DuMond Television

JOHN DENNIS QuitS Action in Richmond Case.

Goggin Named TV Chief of ABC in Los Angeles.

Other plans for States network, outlets west, stations and WTMJ TV St. Louis, to be announced.

J. Mullen, NBC executive, vice president, when he announced the signing of three Midwest affiliations to the video hookup.

Contracts were signed with KSD TV St. Louis, WTVJ New York, and WTTL-TV Milwaukee. Station managers are George M. Burback, Harry Bannister and Walter J. Damm, respectively. All three outlets have parent sound broadcasting stations affiliated with NBC.

Mr. Mullen said that the Central States network, to be operating by October, will be linked with the East Coast hookup later in the fall. Other plans for 1948 call for an east coast link from Massachusetts to Virginia, and in the Central States from Missouri to Western New York, Mr. Mullen said. Both networks are to be interconnected by December through a link from Philadelphia through Pittsburgh to Cleveland.

By the end of 1949 Boston, Providence, Hartford in New England are to link with New York, Ohio, and Maine stations to be added later. In the South the line will extend through Washington into Charlotte, N. C.

Meanwhile, Mr. Mullen disclosed, interconnection will be available by October 1948 from Buffalo west through Cleveland, Toledo, Detroit, Chicago, Milwaukee, and St. Louis.

AM-TV Series

NEGOTIATIONS are almost complete for the first dual sponsorship simultaneously of AM and TV program series. Gulf Oil will present its "We the People" program, Tuesdays, 8-9:30 p.m. concurrently on CBS and WCBS-TV. Plans are tentatively aiming toward a June 1 starting date. Young & Rubicam, New York, is the agency. Dwight Weist will be the master of ceremonies on the box, with Oscar Bradley and his orchestra. Rod Erickson produces and Jimmy Sheldon directs. Same cast will be used for both AM and TV shows.
FCC ‘EXPOSE’

Promised on Grants to Lamb

By JOE SITRICK

AN “EXPOSE” of FCC and its action in granting five permits to Edward Lamb of Toledo [BROADCASTING, April 1] would take a page of the House floor in which the Commission’s grants to Mr. Lamb as “the story of a man saturated and drenched in Communist writings, associations and affiliations, given five radio permits in a period of two weeks by FCC, which keeps unwanted, red-blooded Americans cooing on their heels outside their corridors, waiting for decisions and issuances of permits which are never reached.”

The files of his committee, Rep. Hébert related, show that Mr. Lamb “has the most expansive records of association with the Communist Party in America, front organizations, and fellow travelers, of anybody to come to the committee’s attention.”

The Louisiana Democrat charged that testimony to that effect was given FCC “so we cannot say they did not know anything about it.”

The legislator declared that FCC’s action “makes alone wonder just how many Edward Lambs in this country today are the recipients of such favors from the FCC, and why.”

Praises Comr. Jones

Speaking of Comr. Robert Jones, a former Congressman, Rep. Hébert’s action “makes alone wonder against these practices.” Mr. Jones, he continued, “has brought clear thinking, dignity, and courage to that body (FCC) since he became a member.”

Rep. E. E. Cox (D-Ga.), who headed the select committee investigation of FCC in 1944, concurred with Rep. Hébert’s statements and remarked that “it looks as though you have to be a Communist to get anywhere with the Commission.”

FCC Chairman Wayne Coy stated Friday an investigation found no information to support a charge that Mr. Lamb was a Communist.

Rep. Hébert told BROADCASTING that he felt exposure through publicity was the best way to handle such a matter. He said he thought he could get prompt action through the Un-American Activities Committee than through the Interstate Commerce Committee, which normally handles radio matters.

The Mansfield (Ohio) Journal, whose AM and FM applications have been given proposed denials by FCC (see story this page) has been protesting against the grants to Mr. Lamb and his associates.

DENIAL of a newspaper's radio application because the paper refused to carry another station's program's Constitutional guarantees of free speech.

The claim was made by George during oral argument on the Commission's proposal to deny AM and FM applications of the Mansfield (Ohio) Journal Co., and an AM application of the commonly owned Lorain (Ohio) Journal Co. [BROADCASTING, Jan. 19].

“Under what theory,” Mr. Sutton asked the Commission, “are you the judges of what is legitimate news?”

He also maintained that FCC, in its proposed finding that the Mansfield company had sought to suppress competition, had found the firm guilty of practices which are criminal in nature and which the courts, not FCC, should handle.

In reply to this, Chairman Wayne Coy cited a Supreme Court decision which held that a licensee who violates the anti-trust laws may not continue to hold a license merely because he has not been accused and convicted in court.

Mr. Sutton also argued that

MANSFIELD CASE

FCC’s Program Logs Stand Attacked

Field and Springfield, Ohio, and television grants for Erie and Columbus, Ohio.

FCC Chairman Wayne Coy said Thursday that the Commission will study Rep. Hebert’s charges. He indicated that the Commission had called in the FBI in an attempt to check information or source of information “that Lamb was a Communist...” but failed to confirm such information.

Mr. Lamb lodged strong protests against the charges. He said the “violent falsehoods” were initiated by business competitors. Charges were described by Mr. Lamb as repetition of “rank lies.”

MEET IN HOLLYWOOD SET BY NBC WESTERN

THREE DAY meeting of representatives of 31 NBC Western stations will convene in Hollywood, May 25-27, to discuss overall programming with emphasis upon sustaining programs and summer replacements; Jennings Pierce, public service director of Western network, will discuss public affairs and education; John Thompson, KNBC publicity and public service director, will cover news and special events as well as publicity through public service; Burton Adams, New York program department, will cover cooperative programming.

Hugh M. Beville, director of NBC research, will discuss program research Thursday, as part of the advertising and promotion workshop. The following workshop will be heard: James Nelson, director of advertising and promotion, will conduct the types of newspaper advertising; Jacob Evans, manager of audience promotion, “The Parade of Stars for ’48.”

Friday: publicity workshop led by LinkedIn Radio Network publicity director concurrent with an engineering workshop in publicity. Thomas Knodel, manager NBC press department New York, will use slides to demonstrate publicity campaign.
A NEW C. E. Hooper Inc. service for stations, the “Listening Area Coverage Index,” was announced last week in New York.

The new service, whose technique is fundamentally not unlike that offered to conduct Broadcast Measurement Bureau last summer, is available to individual stations and was described by Mr. Hooper as an extension of the Hoover city ratings now available in 86 cities.

The Listening Area Coverage Index, Mr. Hooper said at a news conference, is a “measure of the distribution of the audience to respective stations.”

It is developed solely by mailed ballots, distributed in proportion to radio families in distribution in whatever area the station desires to measure, Mr. Hooper said.

The Hoover measurements of station audience distribution outside city limits, to which his station data have heretofore been confined by his coincidental telephone technique.

Recipients of the ballots are asked: “To what station do you and your family listen most frequently or the most time?” Tabulations of the responses, which must average 85% return to be statistically reliable, according to Mr. Hooper, show a “percent of mentions” which can be quoted for an entire area under survey or for individual counties or localities.

The area to be measured is selected by the client station, Mr. Hooper pointed out. Observers noted that the Hoover system does not seek to measure the total effective coverage of a station but only its audience distribution in areas which the station wishes to survey.

Listening Area Index Offered

The measurements for any station may be made as frequently as the station desires, Mr. Hooper said. The precise time at which ballots are mailed, however, is controlled by the Hoover firm to minimize the chance of developing inflated ratings which might occur if ballots were out coincidentally with a particularly popular program feature, like the World Series.

The presentation which Mr. Hooper made to BMB last summer differed from the Listening Area Coverage Index in that the former would attempt to define limits of coverage. The Hoover proposal to BMB contemplated mailing ballots throughout the nation.

To serve individual clients, Mr. Hooper pointed out last week, “we have to look to some other authority for station contours.” The authority which the company is accepting in its area index is the station itself.

Thirteen Listening Area Coverage Indexes have been completed or are in progress, Mr. Hooper said. He specifically mentioned two which were completed for WBEN Buffalo and WJO Des Moines. He surveyed eight counties for WBEN and 116 counties for WHO.

Mr. Hooper said the minimum rate for the area index was $375. He charges $2 for each mail ballot over 259, he said.

The Listening Area Coverage Index presents will be made by the Hoover firm twice daily in its Biltmore Hotel suite in Los Angeles during the NAB convention.

Transfer Now Completed; WOOD to Grandwood

WXYZ Inc. Detroit, an ABC subsidiary, and Grandwood Broadcasting Co. last week completed the transfer of WOOD Grand Rapids, Mich., to Grandwood Broadcasting Co. ABC had acquired WOOD and WXYZ in 1946 with the purchase of the King-Trendle Broadcasting Corp., later named WXYZ Inc.

FCC approved the acquisition with the proviso that the network later divest itself of WOOD. WXYZ Inc. was partially liquidated, with stock worth $850,000 being turned over to the minority stockholder, the Grandwood Broadcasting Co. WOOD manager is Stanley Barnett.

AP Honors KSD

NO. 1 RADIO certificate of associate membership in the Associated Press, heading a list of 899 stations thus far granted such memberships, has been issued to KSD St. Louis. The certificate was issued to KSD because it was the first station to contract for regular AP service for commercial use and in appreciation of the cooperation given the AP in establishing its service. KSD began using AP dispatches on a commercial program basis in October 1935.

RADIO GIVES ECONOMY OF U. S. LITTLE PLAY

NOT MORE THAN 10% of radio facilities are being utilized to increase public understanding of the nation’s economic system, according to spokesmen at last week’s three day seminar in New York, sponsored by the joint committee of the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

Ken Wells, the committee’s director of operations, in summing up the sessions, declared that almost every community is expected to intensify its use of the media. For example, he said, the third day’s seminar in a forum in Somerset County, N. J., will be aired in the Town Meeting of the Air series, to be broadcast on ABC June 22, 8:30-9:30 p.m. Civic, social, business, religious, labor and industrial organizations of Somerset County will sponsor the forum.

About 60 representatives from 40 companies attended the “test” seminar. The joint committee was formed last year to increase knowledge of the economic system. Problems of disseminating ideas and techniques which industries can apply to broaden employment and community understanding of their operations were stressed during the seminar.

CBS Dividend

THE CBS BOARD last week declared a cash dividend of 50 cents a share on the present Class A and B stock of $2.50 par value. The dividend is payable June 4, 1948, to stockholders of record at the close of business May 21, 1948.


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Chisholm Scores Irresponsibility

By BILL THOMPSON
THE SHOT in the arm needed to revitalize a weak and ailing Ohio State U. Institute for Educational Broadcasting was unfortunately late in arriving. It came May 2, and, ironically, not in a speech of a broadcaster, but from Dr. Brock Chisholm, executive secretary of the United Nations World Health Organization and a prominent Canadian psychiatrist. Dr. Chisholm was introduced by Olga Duce of Benton and Beales.

OF six producers, headed by Ted Cott, director of programs of WNEW New York. At the institution's opening session, this group chided the "educators" unmercifully, yet drew no fire from the floor.

Nor was the Committee on National Organizations to blame because the institution's earlier sessions fell flat. This group, headed by Lucille Clarke, radio chief of the Cross (North Atlantic Area), decided after seeing advance prints of the institute program that television was not given sufficient play. On short notice, the committee imported Paul Mowrey, ABC's director of television, and Albert G. Zink, program supervisor of WRGB Schenectady to discuss TV as a new factor in interpreting community agencies.

Apparently, the program drafters had assumed television has not yet arrived, for only a pre-conference TV session originally was scheduled. Asked about this reluctance to welcome television into the radio family, Dr. I. Keith Tyler, director of the Institute, promised "it will be a different story next year."

Dr. Tyler, in a move not included on the agenda, presented FCC Commissioner Clifford J. Durr, with a special citation on behalf of the Institute's support of the Federal Communications Commission. This, then, is the last Institute which Commissioner Durr will attend in his official capacity. I think I speak for all Institute members in expressing the hope that he will continue to attend and participate as an individual in future Institutes.

"It seems to me highly appropriate to express at this time the sentiment which I believe is shared by all who have known Clifford Durr and observed him in action here at these annual meetings. His contribution to clarity of thinking has been immeasurable. His courage and integrity, his willingness to 'stick out his neck' on matters of belief and conviction have won the respect and admiration of all who either or not share his views. His deep devotion to the democratic process of discussion has been constantly exemplified by his own unstinted participation in innumerable sessions here. The many friends and admirers whom he has won by his activities here will not lightly face the prospect of future Institutes without Mr. Durr.

"Therefore, on behalf of the Institute for Education by Radio, I am happy to present to retiring Commissioner Clifford J. Durr this lifetime membership in the Institute."

I E R

AWARDS at 18th Annual IER, Ohio State U.

National Networks and Organizations

(Network Awards, Broadcasting, May 3)

Religious—"The Eternal Light" (NRC), "The Greatest Story Ever Told" (ABC), "Family Theatre" (MBS)—all first awards.

Agricultural—"The Garden Gate" (CBS), "Home Farm and Home Hour" (NRC)—both first awards.

General—"CBS 13" (CBS), "I'm on Your Side" (CBS)—both first awards. "Stirred" (NRC) and "Quiet Please" (MBS)—honorable mention.

Cultural—Musical—No first awards; music: (1) The educational potentials of radio in the field of music are not being realized fully. (2) Programs are not always designed for radio, but are regular concert programs picked up for broadcast; (3) Some of the performances, while high in the field of entertainment, are not considered as contributing to education in the field of music; (4) The scheduling of certain programs either at unimportant radio times or around midnight in certain localities is considered detrimental. "NBC Symphony Orchestra" and "Orchestra of the Nation" (both NRC)—honorable mention.

Public Affairs—"Doorway to Life" and CBS Documentary Unit Series (both CBS)—both first awards; "MBS Documentary Programs" (MBS)—honorable mention; Howard K. Smith from London (CBS) and "The United Nations Today" (United Nations Network for Peace)—both special citations.

Children's Programs—"Magic Adventures" (CBS) and "Adventure Parade" (MBS)—both first awards.

One-Time Broadcasts—"The Friend" (Continued on page 56)

(Continued on page 56)
Always good for a laugh!

This is a "bread and butter" shot for a professional photographer. Newspapers and magazines always buy it . . . because they're always good for a laugh.

We know another item that's always good for a laugh. That's the coverage figures some high-wattage stations put out.

According to some we've seen, only two-headed idiots listen to any station but theirs!

What a joke!

What an expensive joke for buyers who fall for it!

We don't claim everybody in Baltimore listens to W-I-T-H all the time.

But we do claim this: W-I-T-H delivers more listeners-per-dollar than any other station in town!

It costs you less . . . to sell more . . . on W-I-T-H! W-I-T-H is the big independent with the BIG audience!

So if you're looking for low-cost sales in the nation's 6th largest market, get in touch with your Headley-Reed man today.
MUSIC... SPORTS... NEWS... 24 hours a day

WINZ

FLORIDA'S BIG INDEPENDENT

1000 watts-940 kc

ten millivolts

on

FLORIDA'S RICH EAST COAST

from

FORT LAUDERDALE

to CORAL GABLES

Studios:

MIAMI BEACH, MIAMI

and HOLLYWOOD

Main Studio:

HOLLYWOOD BEACH HOTEL

Hollywood, Florida

Jonas Weiland, President

Represented by:

John H. Perry

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RCA INCOME

A 15% INCREASE in consolidated quarter of 1948 compared with a similar period last year was reported by Brig. Gen. David Sarnoff, president and chairman of the board of RCA, at a stockholders' meeting May 4 in New York.

Gen. Sarnoff also outlined the progress and future plans of RCA, emphasizing the rapid expansion of television manufacturing and operations.

Consolidated gross income of the company in the first three months of 1948 was $88,053,297, or $11,493,201 more than the $76,560,096 income in a similar period in 1947.

In the first quarter of 1948 profit before federal income taxes was $9,651,498. Net profit after taxes was $5,764,419, an increase of $1,084,433, or 23% over the same period of 1947.

Earnings per share of common stock in the first quarter of 1948 were 36 cents, compared with 28 cents per share in the first quarter of 1947.

Gen. Sarnoff reported that the demand for television sets continued to exceed supply, despite expansion of manufacturing facilities.

He announced that the 16-inch television picture tube, which will “supplement” the 16-inch direct viewing tube now used in most RCA television sets, will be introduced “late this year.” The new tube is a metal kinescope. Its development, although reported early this year, has not been widely publicized.

RCA is continuing vigorous scientific research, Gen. Sarnoff said, and has “commenced work in atomic physics because it is related to electronics.”

“Our men of science are keenly interested not only in the electron, which to a great degree they have harnessed,” he said, “but also in the atom, which holds such fascinating promise as a new form of energy.”

Nuclear Energy

It is possible, he said, that nuclear energy may become an important source of power in communication.

“It is no idle dream to envisage that radio sets of the future may take their power from tiny capsules or atomic energy,” he said, “or even from small particles of such material.

“Should this miniature power supply become possible, smaller and more compact radio and television sets may be built.”

As for television, he said, its “outstanding advances” had “amply justified the optimism expressed at our meeting last year and on other occasions.

“As the years pass,” said Gen. Sarnoff, “we shall witness the gradual extension of sound broadcasting with television, just as sight and sound combined in motion pictures. While television continues to extend its operation, sound broadcasting alone will continue to serve millions of people. There is need and opportunity for both.

“Ultimately, however, the majority of the 37,000,000 American homes now equipped with radio sets should also have television. Television holds the greatest promise for the future of radio.”

Gen. Sarnoff spoke of the also rapid, but less spectacular development of FM. He pointed out, that about 50 new FM stations per month were being developed. RCA, he said, had delivered 167 FM transmitters and had orders for 138 more.

The financial report of NBC, RCA’s broadcasting subsidiary, for the first quarter of 1948 was included in the consolidated report of RCA but not revealed individually.

NBC’s 1947 Volume

Gen. Sarnoff in his report said, however, that NBC’s business volume in 1947 was the largest in its 33-year history. An independent report, issued by the network, announced that the principal reason for increased time sales in 1947 was a boost in the number of affiliated stations carrying network programs.

The average number of stations employed by network sponsors was 134, as compared to 127 for 1946. For daytime programs the figure was 119, against 102 for 1946.

Commercial programs occupied 51.8% of program hours last year, with the remaining 48.2% devoted mostly to public affairs, news, music, religion and education.

A special review, prepared by Horton Heath, NBC director of information, includes a report of the industry-wide code of good practice promoted by President Niles Trammell. Sections also were devoted to the growth of television, network employees and management, program highlights in 1947, etc.

Of the approximate 7447 hours of network programs broadcast in 1947, 36.9%, or 2746 hours, were devoted to musical programs. Drama placed second, in list with 2015 hours, or 27%, and news and special events, third, with 1191 hours, or 16%.

Copies of the review were mailed last week to all network officials and employees, affiliated stations, drama producers, advertising agencies, members of Congress, libraries, etc.

FACSIMILE newsmen of the Philadelphia Inquirer has been moved from its original location in the Inquirer Building to the site of the main offices and studios of WFLD in the Widener Bldg.

Russia Up to Old Tricks at HF Meet

Soviet Group Balks on Question Of Channel Priorities

RUSSIAN delegation has attempted to set up roadblocks or major issues which have arisen thus far in the High Frequency Broadcasting Conference at Geneva, with the question of priorities as one of the principal problems, according to reports from the conference last week.

The Russians are insisting that national service be given priority on the channels, in order to use high frequencies instead of the domestic band for coverage of the extensive areas of Russia. The U.S., on the other hand, claims these frequencies should be used for international broadcasting. The French want priority for colonies.

Soviet Cooperation

The reports said Soviet uncoop erativeness has been evidenced most by USSR Delegation Chairman Oleg Macarov in formal meetings, but that the Russian delegates have been cooperative and congenial in the "working groups" and in outside contacts.

Among the Russian demands—both defeated 4-to-1 on U. S. resolutions—have been insistence on unanimity on all decisions, and procedure whereby decisions would be reached only in plenary sessions.

The Soviet group also has submitted its own proposals with respect to engineering standards while the four other nations—U. S., United Kingdom, France and India—are adhering to the Atlantic City standards.

Forney A. Rankin, associate chief of the State Dept.’s International Broadcasting Division, heads the U. S. delegation and is leading in debates. Chairman Macarov of the Soviet delegation.

The conference is preparing a proposed-high-frequency allocation plan for submission to the Mexican City Conference which convenes in October.
Many Happy Returns, HANDY MAN!

Just a year ago Jack Creamer, the Handy Man, pushed his fix-it cart onto the Gimbels' set for his first telecast over WPTZ, Philadelphia. The anniversary is something of an event because very few television programs—certainly none in Philadelphia—have run 52 consecutive weeks on the basis of same time, same station, same show and same sponsor.

The longevity of the Handy Man program is undoubtedly a direct result of the returns that the program has produced for Gimbels...returns that have made the Handy Man program an industry-wide success story. Time after time his merchandise demonstrations have sold Gimbels out of stock—to the point that a sell-out is no longer news.

In renewing the Handy Man contract on WPTZ, David Arons, Gimbel Brothers' publicity director made a statement that may become something of a milestone in development of commercial television:

"Gimbels is through experimenting in television," he said, "we are now buying television as an advertising medium."

We'd like to put WPTZ's experience and facilities to work doing the same kind of job for you. Drop us a line—you'll be interested in what WPTZ and the television audience in Philadelphia have to offer.

PHILCO TELEVISION BROADCASTING CORPORATION 1800 Architects Building • Philadelphia 3, Penna.
Stars like Paul Muni in "The Amazing Dr. Clitterhouse"...
James Mason in "Painted Veils"...
Dane Clark in "Golden Boy"...
Madeleine Carroll in "Farewell to Arms"...
these and many others are stars for "Studio One." All are chosen from the top ranks of stage and screen...
all are able to lend added lustre and meaning to the show in "Studio One," whether it's a classic charmer like "Pride and Prejudice" or a fast-paced modern tale like "Young Man of Manhattan."

Glossy perfection of "Studio One" comes from surrounding the distinguished guest stars with a supporting cast invariably made up of radio's ablest, most polished performers.
This is Big Radio

...for an advertiser whose product
is also the best of its kind

Every week, some 9 million people tune right past top-rated Tuesday-night comedy to find their way to “Studio One.”

Today “Studio One” is not only Radio’s top dramatic show available for sponsorship, but also one of the most rewarding programs at any time on anybody’s air.

For this is indeed Big Radio...big stars and big stories, and performance and production that week after week come comfortably close to perfection.

Within the framework of a full hour, “Studio One” is able to bring to the air the much-loved novels and plays that radio’s always wanted to do but seldom can... the stories that are too big and too powerful for anything but a full sixty minutes of radio.

And by some sort of magic, probably known only to brilliant director-producer Fletcher Markle and his writing and acting company, these stories come out pure Radio, with a brilliance of polish and dramatic rightness that make millions of people, every week, glad that they listened.

To an advertiser whose own product is best of its kind, there could be no better showcase, no more effective background for selling, than a radio show which is also best of its kind.

A CBS PACKAGE PROGRAM

Critics go out of their way to heap bouquets on the perceptive musical settings of “Studio One.” Responsible party is Alexander Semmler, for years one of radio’s top composer-conductors.

He hates to have people call him a “genius,” but they go on doing it, because he’s Fletcher Markle, writer, producer, director, actor... and good!
THE BROADCASTERS’ CREED
WE BELIEVE
That the American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States; That its influence in the arts, in science, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people; That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art.

That we should exercise critical and discerning judgment concerning all broadcasting operations, to the end that we may, intelligently and sympathetically:
- Observe the proprieties and customs of civilized society;
- Respect the rights and sensitivities of all people;
- Honor the sanctity of marriage and the home;
- Protect and uphold the dignity and brotherhood of all mankind;
- Enrich the daily life of the people through the factual reporting and analysis of the news, and through education, entertainment, and information, by the full and ingenious use of man’s store of knowledge, his talents and his skills;
- Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;
- Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources, and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

THEREFORE:
As a guide for the achievement of our purposes, we subscribe to the following:

NEWS
News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their control and supervision of content, format, and presentation of news, commentary, and news-analysis broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

POLITICAL BROADCASTS
Political broadcasts, or the dramatization of political issues designed to influence an election, should be properly identified as such.

PUBLIC AFFAIRS AND ISSUES
A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Broadcasts of controversial public issues should be free from censorship, but the right should be reserved to refuse them for non-compliance with laws such as those

(Continued on page 51)

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.
PHILLY STRIKE

MEMBERS of the engineering staff of the Philadelphia Inquirer stations—WFIL, WFIL-TV, WFIL-PM and WFIL Facsimile—went out on strike at 1:19 p.m., Saturday, May 1, and at press time the stations and engineers were still deadlocked.

The engineers, members of the American Communications Association (CIO), put pickets at central city studios in the Widener Building, at the television studios at 45th and Market, and at the WFIL transmitter at Whitmash.

Senior engineers, who had been advised that departures from schedules, were able to continue on the air with executives serving as engineers.

The union charged in leaflets given out by pickets, that workers have been reduced by Philadelphia to serve as strikebreakers.

No comment on the latter charge was made by the stations.

Roger W. Clipp, general manager of WFIL stations, attributed the strike to a jurisdictional dispute between the CIO union and Local 804 of the Television Broadcasting Studio Employees, an affiliate of the International Alliance of Theatrical Stage Employees and Motion Picture Operatives (AFL). Management takes the position it can not legally enter into a contract with either union until the National Labor Relations Board has definitely established which represents a majority of the engineers.

Said the company statement:

This is strictly a jurisdictional dispute, with no impact on the work which claims to represent our engineering staff; consequently WFIL is without a general jurisdictional dispute over which it has no control.

We have offered a deal which we believe is one that will continue to the satisfaction of the employees.

The company said that it will continue to operate a 24-hour day station.

The ACA, on the other hand, has claimed that there is no bona fide jurisdictional issue involved. It claims that there is no question of two unions representing the men since the entire engineering staff of 48 walked out of control room. The ACA claims that in 1936 it was certified as the bargaining agent, that it has continued to be so ever since and that in fact it does represent all the engineers.

The union claimed the issue involved is wages. William Bender, international representative of WFIL Local 1, ACA, said negotiations started 70 days before the strike that demands were made to obtain $75 to $130 weekly in a four-year progression for the new contract.

Mr. Bender stated, however, that the demands were for bargaining purposes, asserting that such developments are taking place in Philadelphia stations, five of which settled for a total of $204 over a six-year progression while the sixth settled for $107 over a six-year progression. WFIL stations, on the other hand, never made any offer, although a promise was made that it would, Mr. Bender stated.

Failure to make offer after the contract ran out caused the strike, the union said. The company disputes that no offer was made.

The strike is believed the first against a television and facsimile operation. Effect on operations has not been so drastic as might have been expected, although some changes and improvisations have had to be made by management to keep operating the facsimile operation.

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Evaluators Still Out At WFIL Stations

It is certain that it will be a long time before WFIL's broadcast operation is up and running again.

It is reported that the engineers on the staff of the Philadelphia radio station will continue their strike until the station is open.

The engineers are currently represented by the American Communications Association (CIO), and the station is represented by the Philadelphia board of the National Association of Broadcasters.

It is understood that the engineers have been given until the end of the week to return to work before the strike is considered settled.

The station has been off the air since May 1, when the engineers went out on strike.

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CBN Coverage Survey Proves Favorable

BOARD of directors of Chicago's City News Bureau has given the green light to a proposed plan whereby it would furnish local news coverage to Chicago radio stations.

Right of way followed the completion of a three-month's survey by the Board of Commerce and Industry service [Broadcasting, Feb. 5].

Art Kozelka, assistant city editor of the 58-year-old bureau, who undertook the survey at the request of WBBB, Balaban & Katz Broadcasting, currently on the station, proponent of the plan, said that data on individual stations will be submitted to the board this week, Mr. Kozelka said.

Meanwhile, Richard Finnegan, editor of the Sun-Times and CBN board chairman, said the plan is "still in the exploratory stage" pending presentation of Mr. Kozelka's report.

CBN's decision to go ahead on the plan was believed to have been prompted by a disclosure last week that Community News Service was viewing similar lines. Earl

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Ad Award Contest Includes 41 Entries

TV Group Enters in Chicago Club's Competition

TOTAL of 41 entries—four of them in the television category—have been submitted in the sixth annual advertising awards competition held by the Chicago Federated Advertising Club, it was learned last week, will be made May 27 [Broadcasting, April 19].

In the television group competitors include one station—WBBB, Balaban & Katz Chicago outlet—and three agencies—Burton Bernstein Advertising, J. Walter Thompson Co., and Reinecke, Meyer & Finn Inc.

Deadlines for entries in the group extended from April 30 to May 5.

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INK SPOTS

SEN. OLIN D. JOHNSTON (D-S. C.), told Broadcasting last Wednesday that he doesn’t remember and has “nothing to do” with the applications of Southern Broadcasters Inc. for a combined FM-TV station at Richmond, Va. He said he did not recall signing the letter of transmittal to FCC which bears his name and accompanied the video request [Broadcasting, April 19].

But York L. Wilson, Washington business consultant and secretary and part owner of the radio firm, indicated Thursday that he thought the Senator might have been forgetful. Mr. Wilson said he would visit the Senator, refresh his memory and secure a letter of explanation if necessary to clear up the mounting confusion in the matter. The Southern Broadcasters representative emphasized his desire to protect all innocent parties in the situation and said if his firm made a mistake at all it was “of the head and not of the heart.”

Mr. Wilson deplored the “unethical conduct” of certain interests which he claimed have been spreading misleading allegations concerning the case during the past week.

The misunderstanding appeared to stem from markings upon the legal-type application and on a request to modify the permit for FM station WRMV Richmond, owned by Southern Broadcasters. On both requests a typewritten designation that Sen. Johnston was legal representative for the radio firm is stricken out by hand in ink. The same correction is also upon duplicates of both applications as well as over two photostatic copies of the FM modification request.

Wilson Version

According to Mr. Wilson, Sen. Johnston had said he would be glad to transmit the applications to FCC for the firm and so when they were ready on April 8 the documents were taken to the Senator’s office. It was here, Mr. Wilson explained, that a stenographer’s error in inserting the name of Sen. Johnston as legal representative was caught and the questioned correction made. He reaffirmed that the Senator was not legal representative.

Mr. Wilson said the record would speak for itself and that he expects to have the matter of confusion or controversy “settled” before the TV request goes into hearing before FCC with other pending competitive applications.

He acknowledged that a great amount of detailed matters flow over a Congressman’s desk and that there is a high chance of not remembering some things.

Sen. Johnston said he knew the principals of Southern Broadcasters Inc. as they were from South Carolina, but that he did not talk with them or see them regarding the applications. He indicated that, as many similar matters do, the documents may have come to his office by mail and that his staff perhaps prepared and signed the routine letter of transmittal to the Commission.

The Senator unequivocally emphasized regarding the filing of the application: “I am not connected with it; I have nothing to do with it; I am not a stockholder; I am not their legal representative, and I don’t remember seeing the application.”

Southern Broadcasters’ television request at Richmond is for Channel 8 (150-186 mc) with 18.5 kw visual and 19.3 kw aural power. The WR3UV modification request is a change in frequency from Channel 295 (106.9 mc) to Channel 225 (92.9 mc) to effect a better triplex operation of the FM and TV outlets.

Principals in the firm are:


The firm has 35,000 shares 5% cumulative preferred stock, $10 Par, not yet issued; 5,000 shares Class A common voting stock, $5 par, with 5,000 shares issued, and 12,675 shares Class B common non-voting stock, $2 par, with 2,675 shares issued. Dr. Hutcherson holds 7,756 shares Class A (31.3%) and Robert L. Brawley holds 6,581 shares Class B. Mr. Wilson holds 3,000 shares Class A (43.7%) and 1,166 shares Class B while Mr. Brawley has subscribed to 833 shares of A and 7,500 shares B. According to the application the common stock is being offered in units of 100 shares (4 shares A, 96 shares B) as reported in a prospectus dated Dec. 8, 1947. Price of the unit is $257 with 20% or $55.40 payable down and a balance of $233.56, including 6% interest sum of $19.76, payable in 36 monthly installments of $6.48. The application listed names of eight parties holding 100 share units and one party holding a 50-share unit. Subscribers listed covered four 100-share units and 11 50-share units.


Memphis Telephone & Telegraph is interested in Mansfield Broadcasting Co., Inc., AM applicant at Mansfield, Pa.

Upcoming

May 18-19: CRC Board of Governors, Windsor Hotel, Montreal.
May 19: New NAB Board of Directors meeting, Baltimore Hotel, Los Angeles.
June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West Annual Convention, Sacramento, Calif.
You can’t cover California’s Bonanza Beeline without on-the-spot radio

No wonder Beeline people spend more dollars on retail purchases than all San Franciscans and all Seattleites combined. Beeliners have 2 Billion in buying power!

How do you talk to these prosperous shoppers? Only with on-the-spot radio. Because Beeliners live in a part of California and western Nevada that is virtually surrounded by mountains...mountains that reduce outside radio signals.

Yes, you need the five BEELINE stations, the stations located right in major Beeline cities. Together these stations blanket the whole Bonanza Beeline market...individually they’re local favorites. KWG Stockton, for instance, goes back 27 years! Check Raymer for the whole Beeline story.
Things that make KGNC
the Tuned-in station
throughout the fabulous Panhandle...

If you live in New York, Chicago or Los Angeles you probably never heard of Uncle Jay. But just ask anyone in the Panhandle of Texas, Eastern New Mexico, Western Oklahoma or Southern Kansas if they know Uncle Jay and they'll likely spend the next hour telling you what Uncle Jay has done for them.

Uncle Jay, through KGNC, has become practically an institution. The Trading Post, a 15-minute six a week program is Uncle Jay's main feature. It's a "country newspaper of the air" advertising livestock, chickens, hogs, used farm and ranches as well as market quotations, items of trade interest, farm shows or anything else of interest to the farmer and rancher, and it's all free to them. The tremendous daily response attests to the tremendous audience of this worthwhile service.

Uncle Jay's popularity is also high as a public speaker. He is in constant demand by civic organizations, schools, churches, as well as farm and ranch organizations.

With personalities such as Uncle Jay there is little wonder why most folks in the great Panhandle area keep tuned to KGNC—now 10,000 watts.

Uncle Jay's Trading Post is sponsored, and has been for over 9 years, but there is another good show on KGNC that will do the same job for you.

KGNC
KC. AMARILLO, TEXAS 10,000 WATTS

Represented by TAYLOR-HOWE-SNOWDEN Radio Sales, Inc. • Member of the LONE STAR CHAIN
since its transmitter house is erected on two Army surplus pontoons [Broadcasting, July 22, 1947]. It rode out the flood when the river rose over 10 feet above flood stage, the house started to float and transmission was still going strong when the 13-foot mark was reached.

As the river reached flood crest the transmitter box on the tower was partly under water. This eliminated use of the tower but a temporary antenna was rigged by S. A. Cisler, station vice president, and Karl Haberman, chief engineer. They climbed about half way up the tower and lashed a heavy copper wire which was secured to the floating transmitter house. FCC approved the arrangement and transmission was continued in this manner until the water receded and the tower unit was dried and cleaned and back in service. The pontoons are mounted on a six-concrete foundation with plenty of slack left in power telephone lines to prevent their breaking as the house floats up with the flood waters.

WISN Milwaukee has begun extensive remodeling of its radio properties which, when completed, will house television, AM and FM studios. To be known as WISN Radio Center, the remodeling building (architect's sketch above) will be located on Wisconsin Ave. at 37th St., Milwaukee. Extra floor will be added to present three-story building. There will be six studios, two of them equipped to handle all three types of broadcasts and the remainder capable of handling both AM and FM, according to G. W. Grignon, WISN general manager.

VIDEO ADVERTISERS IN FEBRUARY—PART B

(Continued from page 14)
WCKY Rebuts

WCKY Cincinnati, answering FCC's efforts to have the Court of Appeals' daytime-skywave ruling upset [Broadcasting, April 19, May 3], argued last week that the Commission actually is objecting to "being informed before it acts."

The skywave ruling, handed down by the Court of Appeals for the District of Columbia, upheld WCKY's contention that as a 1-B station it was entitled to be heard on its claims of daytime-skywave interference before FCC acted on Patrick Joseph Stanton's application for a 10-kw daytime station at Philadelphia on WCKY's 1530-kc channel. FCC, which argued that its rules do not recognize the existence of daytime skywave, is seeking a re-hearing.

In its reply to the FCC, filed with the court last Monday by the Washington law firm of Spearman & Roberson, WCKY said:

What we cannot understand is why the Commission should even want the right to deny or dismiss such petitions [charging interference] without listening to argument first on any question directed at their legal sufficiency as to allegations, and secondly, to the facts that might be adduced at a full hearing with respect to the matter before the Commission for decision.

The decision of this Honorable Court simply holds that the Commission should listen to argument before dismissing or denying such a petition and that it should act as a matter of law have the facts before it before acting if the petition contains sufficient allegations of fact to show that petitioner is a party who would be aggrieved, or whose legal interests would be adversely affected if the Commission should decide the matter in question one way or the other.

We cannot understand why any agency exercising quasi-judicial functions should object to being informed before it acts, and yet when the position of the Commission is stripped of all surplusage and fairly analyzed, that is exactly what it contends for.

WCKY maintained that FCC's defense relies upon the Commission's failure to promulgate "a definite and specific theoretical yardstick with which to calculate or estimate skywave interference during daytime hours." This position, the station contended, "is untenable if not indeed ridiculous" since FCC Standards give actual measurements precedence over "any theoretical yardstick," and since WCKY's claims of interference were based on actual measurements.

New York FM Outlets Form Regional Chain

ARTICLES of incorporation were filed May 4 with the Secretary of State of New York for the Colonial Network Inc.

The network will be composed of a group of independent FM stations in Central and Western New York state and will employ off-the-air relay rather than telephone lines.

Gerald Mayer, Washington and Cortland, N. Y., attorney, and leading figure in the new organization, announced that the organization meeting will be held May 15 at the Hotel Syracuse, Syracuse, N. Y. Mr. Mayer is also president and general manager of WKRT-FM Cortland with auxiliary studios planned for Syracuse. Following the meeting the directors, officers and policy for the work will be announced. Offices of the network are expected to be established in Syracuse about June 1.

There was formerly a Colonial Network (AM) in New England which was in connection with the Yankee Network.
Now all five of ABC's owned-and-operated stations offer their listeners the advantages of FM

Beginning with the broadcast of the Boston "Pops" Concert last Tuesday night, May 4, the WJZ—FM signal was broadcast for the first time. Now all WJZ programs, sponsored and sustaining, network and local, are broadcast over both AM and FM. Thus, WJZ, ABC's key station in New York City, joins network-owned WENR (Chicago), KGO (San Francisco), KECA (Los Angeles) and WXYZ (Detroit) in giving this extra service. Listeners in these areas can now choose between the two signals in order to get the clearest possible reception. Sixty-seven of the network's affiliates have already added FM — and 116 others are planning to do so as soon as possible.
exclusive
in all the world

The stations we represent enjoy the full benefits of good representation — good business.

PAUL H. RAYMER COMPANY Inc., RA

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Standard, uniform fifteen percent station agreement rates, special deals or so-called sliding scales
- No outside ownership, direction or control
- Complete national sales coverage through seven fully equipped, fully owned offices
- Our policy is to do one job superlatively well

IO ADVERTISING   NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

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The McClatchy Beeline
Arizona Broadcasting System
Census-Shocked
OFFICIAL WORD, published in last week's issue, that the Census Bureau does not plan to include a set ownership question in the 1950 count must have struck radio a resounding blow. Evidently it had been taken for granted that Uncle Sam would do in 1950 what had been done in 1940 and in 1930.

The fault, of course lies with radio and its gormless, inertia. The Census Bureau says simply there isn't any demand for the figures. It blithely comments that since set ownership is so near saturation, a nose count won't show anything significant.

What about multiple sets? FM and television? What about radio as an index to buying power? And what about knowing where sets are located in a national emergency, when radio is used as the swiftest and most direct means of alerting the nation? Is it more important to count bathubs and refrigerators?

Twenty years ago and 10 years ago, the Bureau yielded to widespread demand for a radio question in the decennial census. The Bureau's officials, as well as the advisory committee on which they depend for guidance, conceded it was important to know the extent to which radio had penetrated the American scene.

The importance of those past censuses is strikingly evident. Every current statistic having to do with radio selling is drawn from the 1940 census. It is radio's basic selling tool — the master standard of all radio measurements. Without it BMB, Hooper, Nielsen, Conrad, and all other yardsticks would be meaningless. Without another census the more or less scientific measurement will become distorted by pyramiding of projections from an antiquated base.

In short, it will make it easier for competitive media to sell against radio.

Executives of the caliber of Gordon Hughes, General Mills marketing research head, and Dr. Vergil Semones, of J. Walter Thompson Co., are members of the main Census Bureau advisory committee. They were opposed to a 1950 radio question because they didn't see the need. And that's because radio hasn't told the story of the need.

The advertising art today is a $2 billion budgetary matter. Radio is an increasingly important factor in that structure. It is destined to become the most important single medium, with television as its running-mate.

What's to be done? The answer is just as simple as the Census Bureau's explanation.

So far the Bureau has received "a few" letters from networks and others. That's all.

From now until the final forms and census budgets are approved, broadcasters, advertisers, agencies, schools and allied radio ontry, should hearten away with the sound logic inherent in the need for an all-encompassing set census. Don't let George do it. Let Congress know the need too, so that the Bureau can procure the necessary funds for the census.

Already the warning in our last issue has been heeded. BMB's technical committee resolved last week in favor of a question on radio and television set ownership. The NAB Convention in Los Angeles next week certainly will be delirious if it doesn't respond with unequivocal action."Gated up by an integrated follow-through plan. Let the AAAA and ANA and AFRA resolve too.

That's the only way the job can be done.

William Edward Jones

LOOKING OVER the executive roster at Henri, Hurst & McDonald agency, Chicago, you see names like Krautter, Semones, Zeh, Nounnan, Pumpian and Tulp. When "Bill" Jones, Radio Director, pops into view, it looks like a mistake.

With William Edward Jones joined the agency five years ago with wide experience in radio.

He had been on speaking terms with the microphone and had wrestled with program and production problems for 14 years.

Mr. Jones made his first splash in metropolitan radio in 1934 when he became director of production at WLS Chicago. Alka-Seltzer's National Barn Dance, then only three months old, came under his direction, and A-S thought so much of the Jones talents that they lured him away from WLS less than two years after he had joined the station. But he didn't leave the National Barn Dance cold. Moving over to Wade Advertising, the Alka-Seltzer agency, he concentrated on the one-hour A-S segment of the Barn Dance show.

During five of his seven years with Wade, Mr. Jones handled the Morris B. Sachs Americana Hour (WENR) in addition to National Barn Dance. Few agency men have produced two full-hour shows weekly for any length of time, and to shoulder such a burden for five years is even more uncommon. But Mr. Jones was able to stand the gaff because of his youth and rugged physique.

Born 38 years ago in Miami, Mo., HH&M's radio director is the son of a country preacher. The Rev. George E. Jones, whose grandfather was a circuit-rider, ministers to four small-town congregations.

While attending high school in Hannibal, Mo., young Mr. Jones made a crystal set, but by the time he had enrolled at Culver-Stockton College (Canton, Mo.), his interest in the engineering side of radio had given way to performing. After going on the air at WATD (Quincy, Ill., with a group of college musicians in 1928, he "resolved to become a radio artist." A year later, he left college to join the St. Louis Municipal Opera Co., as a basso. On the side, he campaigned for a job at KMOX St. Louis.

In 1929 at the age of 20 he "broke down the KMOX resistance," getting on the payroll as an announcer and later as a producer of cut-down versions of famous operettas—"mostly by Gilbert and Sullivan." He also helped produce the station's Farm Service Hour.

Two years later he heard that WTAX Springfield, Ill., was looking for an announcer.

(Continued on page 58)
By Ewing Galloway, N. Y

Yes, the people in WOAI's huge daytime primary area spend $32,490,000* annually in drug sales alone...a greater amount than is spent in the big midwestern metropolis of St. Louis, Missouri.

As the saying goes, "There is more where that came from!" Texas leads the nation in the production of many things—and WOAI's primary area is a huge Texas producer.

Texas leads the nation in cotton production, for instance...and WOAI's primary area leads Texas with 971,233 square bales harvested according to the 1945 census of the Department of Agriculture. Yet the income from cotton is only a part of the total effective buying power of this territory...$1,088,542,000.*

See your Petry man today for the details on WOAI's sales punch in this rich market.

*Sales Management 1947 Survey of Buying Power
producer. He applied for the job and was hired. Six months later a programming promotion job lured him to KFRI Columbia, Mo., home of the U. of Missouri. He married attractive Lilian Lawless, the station's business manager, in January 1984, and together the couple plotted ways and means of crushing Chicago. Mrs. Jones had been enthusiastic about radio since deserting school teaching in 1931 to become a radio researcher for Procure & Gamble. This led to the KFRI job.

Mr. Jones' success at both WLS and the Wadie agency convinced him that he had something to sell on his own, so in August 1942 he started packaging shows. He opened offices on Chicago's Michigan Blvd. Fifteen months later, however, he was ready to pick up the agency thread where he had dropped it at Wade Advertising.

Henri, Hurst & McDonald's offer of the radio director's post, plus a chance to become an assistant for Ballard & Ballard, large Kentucky mining concern, seemed the best bet. Among radio programs supervised by Mr. Jones since joining HH&M are Nick Carter (Mutual), which won an 11.2 Hooper; Lassie (ABC), Shopping With the Missus (WBBM Chicago), Alex Dreier (NBC), and Renfro Valley Folk (CBS). On Memorial Day he will handle the Indianapolis Speedway Races for Perfect Circle (Mutual) for the third successive year.

As a joiner Mr. Jones rates an absolute zero. When not working, he's at his home 55 miles northwest of Chicago on the Fox River. He plays "a bit of piano," toys with a home recording set, or occasionally drops a dry fly from his outboard-motor boat.

"In short, I love my work," he says.

10 AND 20 YEAR CLUBS
OF NBC ADD MEMBERS

NBC's 20 and 10 Year Clubs installed 36 and 21 new members, respectively, at the annual veterans' dinner May 3 in the Waldorf-Astoria, a New York Network President Niles Trammell and Executive Vice President Frank E. Mullen welcomed the new members.


Names of the 10 Year Club members installed were: Albert J. Bergerson, New York; William G. Davis, New York; John deMalio, controller; Mary Louise Haney, General Manager; Edward Hitte, network sales; Billie J. Wilson, New York; Frank Keeler, New York; and Marion Martin, New York.

New 10 Year Club members: Thomas Knight, Jr., controller, WNIT, Rochester, N. Y.; Charles L. Bennett, Jr., executive vice president, KQV, Los Angeles; Charles L. Bennett, Jr., executive vice president, KQV, Los Angeles; and Edward Hitte, network sales, New York.

Mr. Jones had something to do with 

Mr. Bergson was appointed vice president of KURV, San Antonio, Tex., and replacement of KURV-FM, San Antonio, Tex.effectively 1,000 miles.

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Goggin Named TV Chief
OF ABC IN Los Angeles

RICHARD GOGGIN, ABC New York television production staff, will become network's Los Angeles director of video programs in July, according to an announcement last week by Don Searle, Western Division vice president.

As such, Mr. Searle explained that the new video head will report to J. Donald Wilson, Western head of all programming for the network. This appointment followed three weeks of conferences in New York by Mr. Searle, relative to television. In addition to duties in Los Angeles, Mr. Goggin will also assist Mr. Wilson with programming of KGO-TV San Francisco.

Philip J. Konkle
PHILIP J. KONKLE, 46, ABC facilities engineer since February, died of a heart attack in New York City May 1. He was stricken after returning from Lodi, N. J., where he had been working on a transmitter installation. Mr. Konkle had been in engineering since 1925.

THE NATION'S
SECOND HIGHEST PRODUCER
OF MACHINE TOOLS

WROK → Leads In Listening
Affiliated With ABC
Represented By Headley-Reed

*1947 Retail Sales in Winnabow County Totalled 119 Million
Here's a chart to show you some of the California broadcasting stations which have recently chosen Collins transmitters as best—and the Collins types they have bought. Visit our booth at the NAB convention next week. See examples of Collins quality first hand, in transmitters, speech equipment, and station accessories.

**KCRW and KMRA chose the Collins 211A, a beautifully designed 250 watt FM transmitter using the Phasitron modulator circuit. They could increase power to 50 kw by adding available Collins integrated amplifiers.**

To KROP, KSGN, KTED, and KVON, modern, thoroughly engineered Collins 20T one kilowatt AM transmitters featuring outstanding fidelity, vertical chassis construction, complete accessibility, high safety factors, and the utmost of economy in operation and maintenance.

To KPRO, a one kilowatt Collins 20K, and to KAGH, a one Kilowatt 20H.

**KCL's selection was a Collins 734A. This fine 10 kilowatt FM transmitter, employing the Phasitron modulator circuit, uses only 10 different tube types in its total of 33 tubes, and is acclaimed by a significantly high percentage of fans as "putting out the best FM signal in the Los Angeles listening area."

**KCO, KDAC, KHUM, KSPA, and KVEN have bought sparkling new Collins 300G 250 watt AM transmitters, which provide high performance and complete reliability at low operating and maintenance cost.**

**FOR BROADCAST QUALITY, IT'S...**

**COLLINS RADIO COMPANY, Cedar Rapids, Iowa**

11 W. 42nd St., New York 18, N. Y.

458 S. Spring St., Los Angeles 13, Calif.
RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting... tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section EP36-1, Harrison, N.J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA, LANCASTER, PA.

RCA Tube Department

RADIO CORPORATION OF AMERICA

HARRISON, N. J.
Text of Code
(Continued from page 36)

prohibiting defamation and sedition.
If a person has suffered an unfair attack by a commentator, analyst or other speaker; a reasonable time for reply should be made available to him.

RELIGIOUS PROGRAMS

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.
Religious programs should be presented respectfully and accurately, and without prejudice.
Religious programs should be presented by responsible individuals and organizations.
Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

CHILDREN'S PROGRAMS

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.
They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.
They should contribute to the healthy development of personality and character.
There should be no appeals urging children to encourage children to enter strange places and to converse with strangers in an effort to collect box tops or wrappers may present a definite element of danger to the children, they should not be accepted.

CRIME AND MYSTERY PROGRAMS

In determining the acceptability of any program containing any element of crime, horror, or mystery, due consideration should be given to the possible effect on all members of the family.
If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.
Such programs should avoid the following subject matter:
Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.
Episodes involving the kidnapping of children.
Sound effects calculated to mislead, shock or unduly alarm the listener.
Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.
Suicide as a satisfactory solution to any problem.

GENERAL

Sound effects and expressions characterized as associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive devices in connection with fictional events and non-news programs should be unacceptable.
When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.
The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.
Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.
In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation to the American people of the finest programs of entertainment, information and culture.
Discretion should be exercised to determine that advertising copy offered for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.
In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.
Advertising copy should contain
(Continued on page 68)

John McNeil Quits Post With DuMont Television

JOHN McNIEL has announced his resignation, effective April 30, as manager of commercial operations for DuMont Television, a position he held since joining the network a year ago.
Although his new position has not been revealed, it is understood he will enter the advertising agency field after a short vacation.
Mr. McNeil, a graduate of the U. of Wisconsin, was with Liberty Magazine and NBC. He later was station manager of WJZ, New York. Mr. McNeil left WJZ in May 1947 to join DuMont.
New Mutual-Don Lee Studio

MUTUAL-DON LEE'S brand new 3 million dollar Hollywood studios serve as the heart of the network's West Coast AM-FM-TV activities. The block-square building is as modern as tomorrow, and its audio facilities are unexcelled anywhere in completeness and flexibility.

The impressive Master Control—custom-built by Western Electric—is one of the world's largest and most complete control centers. It contains equipment for simultaneous multiple dispatching to 10 outgoing networks and 4 recording channels of programs originating in the 12 studios, 3 announce booths, 96 remote pick-up lines and 7 incoming networks. Many extra circuits are provided to handle special requirements and a complete monitor system makes all programs available to managerial, sales, and public rooms. Through the use of pre-set program control with automatic switching, only one master operator is required.

Besides the Master Control equipment, Western Electric supplied for the studios 14 custom audio desks of the three types shown on the opposite page.

The "king size" of this installation is indicated by the number of components in Master Control and the 14 desks: 212 amplifiers, 67 rectifiers, 996 relays and 6,999 jacks, joined by 145,500 feet of wire with 108,074 soldered connections.

Western Electric and Bell Laboratories engineers are experts in the design and construction of custom-built audio and switching systems for stations of every size—as simple or complex as you require. For details see your Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

QUALITY COUNTS

Western
STUDIO CONTROL CONSOLES—Eight of these serve the auditoriums and drama studios in the new Mutual-Don Lee headquarters. Each console provides for six microphone inputs, a reverberation circuit, two transcription inputs and a remote input channel.

STUDIO-TYPE TRANSCRIPTION CONSOLES—Three of these are used in the smaller studios for handling commentary and round-table discussion programs, disc jockey shows, and the playback of delayed broadcasts with facility for cut-in announcements.

ANNOUNCE-TYPE TRANSCRIPTION CONSOLES—Three of these provide facilities in the KHJ network and FM announce booths for fading into and out of programs, giving identification and spot announcements and playing transcribed commercials and recorded fills.

A visit to these modern studios at 6:30 PM, Friday, May 21, is a planned part of the program for the N.A.B. Broadcast Engineers Conference. Mutual-Don Lee and Western Electric cordially invite all N.A.B. members to attend.
KSDJ SALE

CONSENT has been granted by Calif., for $283,890 by Clinton D. Borden Co., of which he is one-third owner.


KBGS St. Louis (690 kc, 1 kw day) was granted assignment of permit from partnership of James H. Grove and Edwin W. Grove 5d (47.5% each) and William Blum Jr. (5%) to a new corporation including the same individuals plus Frank Pellegrin, 50% owner of WATO Oak Park, Ill., and John A. Kennedy. KBGS is a CBS affiliate, assigned 500 on 1170 kc. Com. Rosel H. Hyde voted for hearing in the transfer.

FCC Grants Its Consent; Other Transactions

FCC to sale of KSDJ San Diego, McKinnon to McKinnon Publications Inc., of which he is one-third owner.

The Commission also approved assignment of license of KBRO Bremerton, Wash. (1490 kc, 250 kw) from Bruce Bartley and F. L. Pruitt to Frank Pellegrin, 50% owner, Mr. Ethel R. Pruitt, executrix, transfers the 50% holding for release of the estate to a $30,000 obligation jointly held by her husband estate and Mr. Bartley.

Walker to Stockholm

FCC COMR. Paul A. Walker is slated to leave about May 24 for Stockholm, where he will head the U. S. observers at the Consultative Committee on International Telephone which convenes there from June 7 to 22. He is expected to return about July 7.

Sun Ray Drug Co., WPEN Owner Shows Sales Up

Sun Ray Drug Co., owner of WPEN and WPEN-FM Philadelphia, announced that sales for the current fiscal year, which started Feb. 1, are up over last year. The report was made by Harry S. Sylk, president, following a meeting of stockholders in Philadelphia. During the last fiscal year sales set a new high record of $22,025,164. WPEN and WPEN-FM, purchased by the company last year from the Philadelphia Evening Bulletin, are making progress in advertising volume and earnings, Mr. Sylk said.

RCA VICTOR has announced a $10 reduction in its 1948 version of its lightweight aluminum Globe Trotter portable radio. The three-way performer, AC-DC battery, is expected to retail for $49.95.

WBEN-TV COMMERCIAL SHOWS START FRIDAY

WBEN-TV Buffalo, which has been test telecasting for three months, will start commercial programming Friday, May 14, with a dedicatory program and a wrestling and variety show originating in Buffalo's Memorial Auditorium.

Station officials participating in the program will include Edward H. Butler, president, and Alfred H. Kirchhofer, vice president. Mayor Bernard J. Dowd of Buffalo and other city, state and federal officials also will participate.

Final experimental telecast will be a presentation Thursday, May 21, of the consecration of Dr. Lauriston L. Scaife as bishop of the Episcopal diocese of Western New York at St. Paul's Cathedral, Buffalo.

With studio cameras yet to be assembled, WBEN-TV is going on the air with two field cameras and its film and slide camera. It plans a program schedule of several hours a day, Wednesday through Sunday, but program service will be expanded as soon as additional equipment is available, station officials have announced. The station is on Channel 4 (60-72 mc) with an effective radiated power of 20 kW visual and 12 kW audio.

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an advertiser discovers

**THE HOUSEWIVES' PROTECTIVE LEAGUE**

delivers more sales at less cost than any other participation program in all radio!

---

**HUBER HOGE AND SONS**

**February 17, 1948**

Mr. Fletcher Wiley
Housewives' Protective League Productions
Columbia Broadcasting System, Inc.
485 Madison Avenue
New York, New York

Dear Fletcher:

I think I owe you a report of just what we have been doing on your various Housewives' Protective League shows.

Currently we are using every single one of your shows for various of our clients. In the mail-order business where every time purchase must show exactly how many dollars it has brought back, any schedule is a combination of some profitable and some unprofitable stations, times and programs. No client of ours would ever expect to have any more than a fairly good proportion of the total number of stations, programs, and times used pay off profitably.

Therefore, it is a remarkable fact that every single Housewives' Protective League program in the country is paying off. We have never before found a selling formula so precise that it could be counted on to work like a charm regardless of the area. This is even more impressive when we consider that we went on in San Francisco the second week your Housewives' Protective League went on the air; that we went on in Washington the second week and in Minneapolis the fourth week the Housewives' Protective League was on the air!

Paul Gibson has always been an old reliable for us and has always turned in a good job for us in Chicago. John Trent in Minneapolis which has always been a difficult place for us, secured orders for us in the first week at an advertising cost of 1/3 that of any other station in the U.S. When we bought Galen Drake we were a little concerned over the fact that for the first time a Housewives' Protective League show was going on at 11:30 to 12:30 at night, a time in which no other organization had ever dreamed of setting up a participation program before. Galen, as usual, did a terrific job! Lee Adams of St. Louis also turned in a fine job.

Not only have you people always got us a low cost per order, but also a higher calibre of order. Our big problem now is when are you going to start some more Housewives' Protective League shows for us?

Very truly yours,

HUBER HOGE AND SONS

Cecil C. Hoge

CCH:LD
should go to Hollywood and obtain the services of a highly skilled film editor, or cutter, who for years has been doing little else but selecting the shots and the angles best suited to the screen," he said.

At the official opening of the institute Friday night, WNEW New York's Vice President Ted Cott, and a panel of producers, sought to get a rise out of the educator-delegates, but to no avail.

"This conference should be American broadcasting's cheering section, but instead, it's our sneering section," said Mr. Cott. "Educational radio is an intellectual dictatorship. With your too much-of-this, and too much-of-that you're doing an academic strip-tease."

Ben Park, producer of WBBM Chicago's prize-winning documentary, Report Uncensored, observed that commercial radio is educating the public every hour it is on the air "for better or for worse." He suggested that college stations could do a better job for educational radio by "forgetting about the Mayflower decision and putting facts and the truth on the air."

Arnold Hartley, program director of WOV New York, inquired why universities haven't applied for the many available FM frequencies "so they can grapple with the problems commercial stations have to face every day."

SATURDAY

A session on "International Radio" featured Librarian of Congress Luther Evans, chairman of the mass media committee of the the National Commission for UNESCO, and Charles Thayer, acting chief of the State Department's Voice of America Broadcast Division. However, Dr. Arno Huth, director of the first U. S. courses on foreign broadcasting at New York's New School for Social Research, appeared to have a better grasp of the problems of world radio than any at this session.

Dr. Huth charted the course a world association of broadcasters should follow to ensure cooperation between international broadcasters and promote a world exchange of programs for reconstruction and understanding. He deplored the fact that world radio development has been arrested by a lack of trained personnel. A world plan for short-wave transmissions is expected to come out of the International High Frequency Broadcasting Conference in Mexico City next October, he disclosed.

A forum on radio councils brought out the fact that in Wisconsin last year a state licensing project had nearly 2,000 observers with locked into 10,000 programs. At this session, R. Y. Davis, radio chairman of the Ohio Congress of Parents and Teachers, ripped into network commercialism, asking: "Is commercial gain so important that it will sell the ideals of youth down the river of horror and crime?" He advocated a campaign among parents to "condition the child's listening."

Charles Cleaver, director of news and Public Relations of WBBN-WBBQ, said: "public service is neglected by the use of radio for entertainment."

CAREER AWA

(Continued from page 30)

IED Awards

(Continued from page 30)

ER Awards

(Continued from page 30)

onorable mention. "Little Songs on Big Subjects" (WNYE New York)—first award.

Local Stations and Organizations

Religious—"The Eastern Liturgists" (WFIL New York)—first award. "Cultural"—"RIP the Connoisseur" (WNJQ New York)—first award. "Regional Networks, Regional Organizations, and Regional and Clear-Channel Stations"

Religious—"World Over Playhouse" (WBBM New York)—first award. "Agricultural—Regimented Raindrops" (WNYE New York)—first award. "Farm Safety" (WYU Oklahoma City)—honor-


Presenting Public Issues—"Housing—1947" (WBBM New York) and "Bricklin the Traffic Jam" (WNEW New York)—each first award. "A Home to Live In" (WMCA New York)—honorable men-

tion. "News Interpretation—"CBS Views the Past" WOR New York)—first award. "Purifying International Understanding—"An American University—Prince-
ton" (WOR New York)—first award. "Nations on Parade" (WILL Urbana, Ill.) and "Junior High School" (WBBQ New York)—both honorable mention. "Special One-Time Broadcasts—Men-

s, in White Knoll" (KNX Los Angeles over Colgate Pacific network)—first award. "Safety in Water" (CKEY Toronto)—"All the King's Men" (WQMN Minneapolis), and "Hell or High Water" (KRON Portland)—all honorable men-

tion. "Children's (Out-of-School listening)—"The Children's Broadcasts" WILK New York)—first award. "The Unofficial Olym-

pic Broadcasting" (WKBW Buffalo) and "The Children's Hour" (WIML Indianapolis)—both honorable mention. "Primary Grades (School Broadcasts)—"Radio Broadcasts" (WFRS Phila-

delphia)—first award. "Story Bible (CBL Toronto)—honorable men-

tion. "Intermediate Grades (School Broadcasts)—"It's a Good Life—Exploring Music" (WIP Phila-

delphia), "Music Time" (KMCO Min-

neapolis) and "The Children's Hour" (WIRE Indianapolis)—both honorable mention. "Primary Grades (School Broadcasts)—Radial Express" (WIFL Phila-

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delphia), "Music Time" (KMCO Min-

neapolis) and "The Children's Hour" (WIRE Indianapolis)—all first awards. "There's a New Angel in Town" (KDKA Pittsburgh) and "News of the Week" (WHAD Madison, Wis.)—both honorable mention. "Junior and Senior High Schools (School Broadcasts)—"Ontario Social Studies" (CBL Toronto and CBC Mid-

west Broadcast)—first award. "South Concert Series" (WOR Columbus)—honorable men-

tion. "Religious—"The Eastern Liturgists" (WFIL New York)—first award. "Personal and Social Problems—"Peo-

ple Unlimited" (WNYE New York) and "It's Tough to Be Young" (WIBB Bos-

ton)—first award. "Presenting Public Issues—"Transition to High School" (WNYE New York)—first award. "Purifying International Understanding—"International Quiz" (WIPN Phila-

delphia) and "United Nations Ses-

sions" (WNYE New York)—first award. "Special One-Time Broadcasts—"World Tours—WIT

ness Death" (KLAC Hollywood)—first award. "Arse-Hundred Fold" (WNYC New York)—honorable men-
tion. "Children's (Out-of-School listening)—"Saturday Morning Children's Story Parade" (WNYC New York) and "Leather Breeches" (KNOW Austin, Tex.)—both first awards. "Primary Grades (School Broadcasts)—"The Health Parade" (WOR Cleveland and Cleveland Board of Education)—first award. "Jr. and Senior High Schools (School Broadcasts)—"Drama Time" (WNYE New York) and "Amendment—'Junior High School Forum" (WNYE New York)—both first awards. "Concerts of International Music" (WNYC New York)—honorable men-
tion. "WNYC New York)—honorable men-
tion. "WNYC New York)—honorable men-
tion. "WNYC New York)—honorable men-
tion.

Organizations Preparing and Distributing Transcribed Series

Religious—"All Aboard for Adventure" (Joint Religious Radio Council) —first award. "Bulldog for Peace" (Joint Religious Radio Council)—honorable men-
tion. "Cultural—"A Trip to the Rockies" (Rocky Mountain Radio Council)—first award. "Radio Research" (West-

inghouse Electric Corp.)—honorable men-
tion. "Personal and Social Problems—"Last We Forget—'The War Dream' (In-

Yes, be sure to see the big display of Gates equipment at the NAB Convention — the most modern, usefully designed and pleasingly styled apparatus available to broadcasters.

You will see new transmitters, — AM and FM, studio equipment (don't miss the SA line. It has many new ideas) — a new FM antenna and many other accessories.

Here will be equipment that you didn't know could be built, — of such high quality, — yet low in price.

And it does things for you — saves time and money — just because of the way it's built.

So remember that date — May 17th thru 20th, — to see that display of Gates Equipment.
RESPONSIBILITY

Chisholm Says Radio Can Save Humanity

Radio can save humanity from the “suicide of another war” by molding the “nationally loyal” youth of today into the “world citizen” of tomorrow. Dr. Brock Chisholm, executive secretary of the United Nations World Health Organization, spoke and demonstrated to the Institute for Education by Radio.

In an address climaxing the 18th annual institute at Columbus, Dr. Chisholm, one of Canada’s best known psychiatrists, warned:

“The human race cannot survive the effects of recently discovered biological weapons unless we develop a loyalty to all people of the world. Radio, a tremendously powerful medium for education, has only begun to play the part of which it is capable. Its writers, producers, and sponsors must influence the concepts and behavior patterns of youth, or all humanity may go the way of the dinosaur.”

Dr. Chisholm spoke at the annual banquet on the eve of the fourth and last day of the institute. Up to this point, many delegates had described the conference as one of the least exciting in the 18-year series.

After Dr. Chisholm had brought the 1,200 delegates to their feet Sunday night and received an ovation, the conference continued to run in high gear during the closing sessions.

He said he hoped for the time when every person speaking on the radio will think in terms of how his words may affect “the people listening or to whom they will be relayed or reported in newspaper headlines on the other side of the world.”

Two-Sided World

“From both sides of the world—unfortunately there are now two sides of a round world—hits and pieces are picked out of context for reporting because they can be used to illustrate an antagonistic point,” he noted. “It is very difficult to explain the functioning of people in another country. It is very difficult in Europe sometimes to try to laugh off an irresponsible utterance on the radio on the part of some person in another country who has not considered at all the effect of what he is saying on other kinds of people.”

“In many countries it is taken for granted that all news releases, all broadcasts, are purposeful—headlines are organized for a national purpose. It is extremely difficult to help some people to understand that there are such things as utterly internationally irresponsible politicians or radio commentators, who say things for local consumption, things which may be very damaging to their own country when reaching somewhere else.”

Dr. Chisholm cited one “excessively bad illustration” of an American commentator who suggested on a widely heard program that a cholera epidemic raging in Egypt was reported to be an experiment in biological warfare by the Russians.

Jack Benny and his NBC cast will make personal appearance tour in Detroit on June 15 and in Cleveland June 18. Radio program will be heard from Detroit June 16 and New York June 27.
IT WILL SOON BE

630

ALL DAY LONG

IN SAN ANTONIO

630 with 5,000 watts, unlimited time, will deliver KMAC's balanced programming to one and a quarter million Texans.

630 with 5,000 watts, unlimited time, will give KMAC the reach to cover San Antonio, Austin, Corpus Christi, Temple, Victoria and other important South Texas trading centers.

630 will give KMAC and the Mutual Broadcasting System the preferred spot on the AM band in San Antonio—directly between CBS and ABC.

630 will be fully utilized by KMAC with San Antonio's finest plant and Texas' tallest tower (520 feet high).

Ask Pearson about KMAC's 630 Rate Protection Plan.

KMACKISS

1240 A.M. ON YOUR DIAL

995 F.M. CHANNEL 258

Represented Nationally By

JOHN E. PEARSON CO.
TV BIDS

Publisher, Film Firm Seek Channels

BOW for fast reporting can be taken by Ray Hene, editor-in-chief of the ABC Swen-o Foo Five Star Extra, last Thursday on the 6:45 p.m. program. Mr. Henle reported the eastern railroads had agreed to submit to the railroad strike went through. Five hours later, Southern Railway announced it would take that course; and at 6 a.m. and noon, Friday, Penn., Fir-TV, and B&O, respectively, confirmed that procedure.

Twentieth Century-Fox Film Corp. has applied for a 240-ft. RCA six-element superturnstile antenna at 2,378 ft. above mean sea level in downtown Laredo, Texas, for Channel 17.

Publishers, Film Firm

Mr. Field is president, requests

The parent firm would draw on its library of more than 77 hours of film to implement programming. Film also proposes to create original TV film programs.

Twentieth Century proposes to erect a 200-ft. RCA six-element superturnstile antenna at 2,378 ft. above mean sea level in downtown Laredo, Texas, for Channel 17.

Subsidiary companies of Twentieth Century-Fox Film Corp. previously applied for TV facilities in New York and Los Angeles, but subsequently withdrew those bids. The application for Boston was denied and another there, that of Twentieth Century-Fox of New England Inc., is in hearing.

The New York Times

The New York Times

Fort Worth, Tex.—Television Engineers, Channel 10 (121-138 mc), 25.16 kv; Channel 12 (134-150 mc), 504 ft., above average terrain. Initial cost $181,757, first year operating cost $120,000. Estimated revenue first year $60,000. Applicant is partnership composed of O. C. Whitaker, Robert Thomas and J. C. Rissee, all officers of O. C. Whitaker Co. (construction firm) at Fort Worth. Stock in both the construction and television companies are held 56% by Mr. Whitaker, 35%, Mr. Thomas; 8% by Mr. Rissee. Aerials available at Fort Worth are 2, 10 and 15. CP for Channel 12 has been issued to Carter Publications Inc. (WBAP). Channel 2 not applied for.

Lansing, Mich.—WJIM Inc., Channel 6 (62-88 mc), 20.6 kv visual, 10.3 kw auroral; antenna 479 ft. Initial cost $195,500, first year $132,000, revenue unknown. Harold F. Gross, president, treasurer and 85% owner of applicant is also owner of FGFC Kalamazoo, Mich. Applicant is owner of WJIM Co. for Channel 13, first year also for frequency allocated to Lansing.

Nashville, Tenn.—WSM Inc., Channel 4 (66-72 mc), 1.1 kw visual, 7.2 kw auroral, antenna 763 ft. Initial cost $100,000, Plans for programming: live studio 35%; live remote 35%; local and national 30%. First application received. Nashville allotted Channels 4, 5, 6 and 7. Applicant owns WSM there.

San Francisco—Twentieth Century-Fox of California Inc., Channel 11 (198-214 mc), 28.8 kw visual, 11.5 kw auroral, antenna 2,378 ft. Initial cost $583,914, first year $600,000, revenue $300,000. Applicant owns KJRT, Seattle.

Seattle, Wash.—Twentieth Century-Fox of California Inc., Channel 11 (198-214 mc), 28.8 kw visual, 11.5 kw auroral, antenna 2,378 ft. Initial cost $583,914, first year $600,000, revenue $300,000. Applicant owns KJRT, Seattle.

Shreveport, La.—H. Harry Johnson doing business as Mid-South Television and Broadcasting Co., Channel 6 (65-82 mc), 13.8 kw visual, antenna 522 ft. Initial cost $159,500, first year $150,000. Applicant plans to file promptly for TV stations at Memphis, Oklahoma City, Jackson, Miss., and Little Rock, Ark. Applicant is a retailer of livestock, owner of real estate companies, brick and tile plants in Vicksburg, Tex. and Jackson, Miss., and substantial owner in several bus lines and airlines in the Southern States. Studios would be in Johnson Bldg. Programming would be the cause for Mid-South Television and Broadcasting Co., Channel 4, 5, 6 and 8. Homer W. Snow of Mid-South Television and Broadcasting Co. has applied for Channel 6. Applicant not for Channel 4. Channel 2 not applied for.

St. Petersburg, Fla.—Pinellas Broadcasting Co., Channel 5 (76-82 mc), 16.8 kw visual, 8.64 kw auroral, antenna 477 ft. Initial cost $239,500, first year $209,000, revenue unknown. Applicant is partnership of companies owned by Times-Universal Publishing Co. of St. Petersburg and Tampa are 2, 4, 6 and 7. Sunshine Television Corp. has been issued CP for Channel 7. The Tribune Co. has applied for Channel 4. Channel 2 not applied for.

NAB District 2

(Continued from page 24)

members approved a resolution introduced by Ted Cott, vice president and program director of WNEW New York, to permit districts of the NAB to draw upon NAB funds for expenses incurred for district meetings.

Mr. Cott's resolution read: "Whereas, the vital activities of the NAB on the level of district meetings and district activities are essential to the successful operation of the association as a whole, we, the members of the 2d District, do hereby resolve that sufficient funds for carrying on meetings and other necessary expenses be allocated for each district of the NAB."

The meeting also approved a letter from Mr. Hanna to John W. MacDonald, executive secretary and director of the New York State Law Revision Commission, urging that radio be given equal protection with press in a bill contemplated by the New York legislature to prevent sources of news.

An explanation of the "all radio presentation," the $200,000 promotional project approved by NAB, was given to the 2d District members by Victor Ratner, CBS vice president, and Eugene Thomas, sales manager of WOR New York.

Mr. Thomas distributed lists of subscription schedules and urged the broadcasters to participate in the project.

The meeting was also addressed by Benjamin Cohen, assistant secretary general of the United Nations in charge of public information. Upon conclusion of his speech, the members adopted a resolution urging stations to give "greater coverage" to the UN, "not only by means of headline news, but also with information and discussion programs which provide a most appropriate means of bringing to the attention of the public the less spectacular, but important and constructive work, which is being done by many UN organs and agencies."
Broadcasting stations will find this magnetic recorder especially suited for use in study and training, recording, police radio dispatchers', monitoring, opera recording, and many other long period recording uses.

The "MAGNETONE" uses plated brass wire and makes permanent magnetic recordings of unsurpassed quality. Any erasures may be "erased" as a desired number of times and the wire reused as a new recording medium. The "MAGNETONE" is portable, durable in construction, and available in attractive metal or black leatherette cases.

**Outstanding Features Include:**

- Fast rewind
- Fast forward speed
- Constant recording speed, which permits any section of the tape to be reproduced into any other section of the recording
- Reels of wire in 500 yard lengths in metal or attractive plastic reel case

**Available with High and Low Impedance and 500 Ohm Balanced Line Output.**

Write today for detailed specifications of the MAGNETONE. 3103 Film Avenue, Cleveland, Ohio, U.S.A.

MAGNETIC RECORDING DIV. ACOUSTIC PRODUCTS
IN DUSTRIAL INSTRUMENTS DIV. CRYSTAL DIVISION

Meet the MAGNETONE...
the luncheon FM and AM are as far apart as heaven and hell. He lavishly praised Dr. Edwin Armstrong for his FM pioneering "which no opponents could keep down," and shouted that "today FM is triumphant." Sen. Tobey suggested to FM broadcasters, "While you make a dollar, also make souls and work on behalf of humanity."

At the opening session Wednesday morning FMA President Ev- erett L. Dillard, WASH Washing- ton, said that by the end of 1948 1,000 FM stations will be serving over 100,000,000 listeners. He said some manufacturers are not cooperate in FM production of sets and promotion of the medium, and pointed to a decline in out- put of AM-only sets.

Bill Bailey, FMA executive di- rector, described work of the head- quarters office and urged stations to promote FM actively and bring in new members.

Leonard H. Marks, FMA general counsel, reviewed the negotiations with AT&T and FCC on high-fidelity transmission lines. He said FMA will not take part in the FCC's June 15 hearing on new TV line rates.

Cleveland E. Giddings, of Cap- ital Transit Co., Washington, ad- vised FM operators that most transit companies would install FM sets in vehicles if they could get any profit out of it. He said they favored a percentage contract, with broadcasters supplying and installing equipment and providing programs.

Mr. Giddings indicated many firms would rewrite car-card con- tracts to eliminate exclusive rights to cards and permit FM advertising. He predicted many advertisers using cards would buy both cards and FM, perhaps diverting money from present broadcast budgets.

Theodore Granik, WHMB (FM) Washington, was moderator of a forum on FM programming. Participating were Harold Essex, WJSF-FM Winston-Salem, N. C.; James H. Moore, WSLs-FM Roa- noke, Va.; George Sutherland, WAMS-FM Wilmington, Del.; E. J. Hodel, WCFB, Beckley, W. Va.

The forum developed into a dis- cussion of FM duplication and commercial policies.

At the afternoon session Lee McCannon, executive vice president and general manager, Stromberg- Carlson Co., speaking for Radio Manufacturers Assn., said FM stations were not adequately promoting FM. He contended they sell sets and programs rather than the idea.

Small FM sets are slowing down at the factories, he said, with big models up 40%. He said production of cheap FM sets has pushed down the price of AM models as low as $19. FM must sell elimination of static and interference, he said.

C. M. Janksy Jr., FMA engineer- ing director, presided at a panel on set problems during the afternoon. Panel participants were Frank A. Gunther, Radio En- gineering Labs., and L. W. Hesse- ler, RCA. R. F. Meyer, assistant to the manager, Stewart-Warner Corp. Radio Division, offered to sell tableau sets in quantity direct to FM stations at a substantial dis- count, with stations using the re- ceivers for promotional and simi- lar purposes.

Mitchell Talk

At a Thursday morning con- tinuation of the program panel, Maurice Mitchell, WTOP Wash- ington, after hearing complaints that FM stations were being slighted in some of the program award projects, said he was re- minded of the oft-heard axiom, "If you ain't heard, you ain't there in a program; if you lose you're not a good advertiser." Frank Gunther, Radio Engineering Labs., presided at the panel.

Robert F. Wolfe, WFRO Fre- mont, Ohio, told how his station started from scratch and built up a substantial local following by community programming and ex- periments. "What we've got to get listeners," he said. "It doesn't matter whether you have an AM, FM or PM station."

Marion Claire, manager of WBB Chicago, was toastmistress at the Thursday luncheon at the REC meeting. The FMA Commissioner Robert F. Jones was a guest, Millard D. Faught, executive vice president of Young & Faught, New York, chided stations for program qual- ity and lack of energetic promo- tion. He told what he would do if he operated an FM station, stressing the community aspect.

An afternoon panel on selling FM time was presided over by R. C. (Jake) Embury, WITF-Baltimore; participating were Thomas P. McNulty, WMCP Baltimore; Edward A. Wheeler, WEA Evanston, Ill.; Fred Dodge, WRAL-FM Raleigh, N. C.; Hud- son Eldridge, WASH Washington.

Resolutions were adopted urging national networks to use lines with 8000 cycles minimum, and 15,000 where possible; asking the board to revise FM Assn. and set producers to make FM portables and auto sets in quantity; urging steps be taken to bring about more equitable rates for 12,500 cycle lines and encour- age manufacturers to turn out models that will sell.

The board acted favorably on resolutions adopted at the Region 4 meeting (see story, page 25).

MARTIN CLAIRE NAMED AS FMA BOARD MEMBER

MORION CLAIRE, director of WGNB (FM) Chicago, was named Thursday by the FM Assn. Board of Directors to fill the vacancy created by resignation of Leonard L. Asch, WBCA Schenectady.

Miss Claire, who was toast- mistress at the Thursday luncheon meeting of FMA Region 4 in Washing- ton, was named by the board to be chairman of the 1948 FM Assn. national convention Sept. 27-29 at the Hotel Radio Chicago.

The board acted favorably on resolutions adopted at the Region 4 meeting (see story, page 25).
SEE IT! HEAR IT!

Suite 2107, Biltmore Hotel
NAB Convention, May 17–21

THE SENSATIONAL NEW
F-M QUALITY

Magne recorder TR-6

TAPE RECORDER

"Doesn't weigh a ton or cost a fortune"

IT'S PORTABLE—
fit into light weight portable case that
one man can carry

IT'S VERSATILE—
fits into a rack panel

IT'S INEXPENSIVE—
fits budget of any broadcaster, even
the smallest

It's made by the manufacturers of the
first F-M quality wire recorder ever
built

See a demonstration at the N.A.B. 1948 Convention,
Suite 2107, Biltmore Hotel

MAGNECORD, INC.

304 WEST 63rd STREET

CHICAGO 21, ILLINOIS
More TV Channels
(Continued from page 21)

otherwise would be held separately.

The new table sets aside channels for 461 different areas, providing for a total of more than 900 stations as compared with the existing allocations plan covering only the 140 major markets and providing for 405.

FCC made plain that the city-by-city allocations in the proposed table represent "simply a determination by the Commission that it is engineeringly possible to have that number of television stations in such cities." It does not mean that the various cities "will, or will not, have" the number of stations indicated by the allocations. The Commission anticipated changes from time to time.

Com. Robert F. Jones, dissenting in part from the Commission's decision on frequency-sharing and the deletion of TV Channel 1, maintained that "the time has come when the Commission should provide for a temporary home for not only [safety and special services] but for the FM service and the television service and other services incidental thereto."

Allocations hearings and changes in the past, he said, have "not resulted in the stability necessary for the proper promotion of the new services"—particularly FM and television. Thus he felt it "would be unwise now to make any sub-allocation of the 44-50 mc band until a thorough and careful hearing is held and a determination reached regarding the interference problems that may be experienced on all of the frequencies below 300 mc."

In eliminating "sharing," FCC noted that hearings on the question "showed beyond any doubt that the shared use of television channel 2 was not feasible."

FCC recognized that its decision to delete TV Channel 1 instead of No. 2—which the American Radio Relay League had suggested—"would cause some misgivings to the amateurs operating in the 29.7 mc band whose harmonics may cause interference to television channel 2." But the Commission gave its assurance that it would not require an "unrealistic" or inequitable degree of suppression by the amateurs.

With respect to FM's plea for use of 44-50 mc, the report said:

The public welfare and national security necessitate immediate allocation of this previously unused band for FM service in safety and protective activities. Hence, it is essential that FM stations depend upon certain FM stations in the 44-50 mc band as a program relay facility maintain their facilities for program relaying. Therefore, the band 44-50 mc allocated to the fixed and mobile service... is so narrow that an FM stations is concerned, the Commission believes that, in assigning carrier facilities will be used for this purpose. Moreover, as the case of the Commission in 1948 when it modified the rules so as to permit intermediate station FM programs on frequencies allocated for FM purposes, 5444, it should be pointed out that nothing in the Commission's Rule 67 permits the stations in the band 44-50 mc from re-broadcast the programs of FM stations as is presently being done.

FCC said objections to the proposed revision of rules to permit relaying in the 940-952 mc band would not be accepted until June 7, and that oral argument would be held thereafter if warranted.

Changes in the allocations to non-government services in the 25-30 and 450-460 mc bands also were proposed, with June 14 set as deadline for objections in each case. The same deadline was provided in the sub-allocation proposals issued in connection with the allocation of 44-50 mc to fixed and mobile services (proposed for land mobile exclusively) 73-76 mc for fixed services (public safety, land transportation, industrial).

Issues announced for the Sept. 29 hearing on video use of the 475-500 mc, now used for television experimentation, were as follows:

1. To obtain full information concerning interference to the reception of television stations on channels 2 through 13 resulting from adjacent-channel operation of services, from harmonics, and from man-made noise.

2. To receive such additional data as may be available since the close of the hearings at Dockets 603 and 706 (allocations and color television, respectively) concerning the propagation characteristics of the band 475 to 899 mc.

3. To obtain full information concerning the state of development of transmitting and receiving equipment for either monochrome or color television broadcasting, or both, capable of operating in the band 475 to 899 mc.

4. To obtain full information concerning...
"Towering Strength" would be a true title for this picture, because Blaw-Knox vertical radiators combine calculated structural stamina with maximum radiating efficiency. (Blaw-Knox engineers have learned a lot from designing several hundred thousand radio and transmission-line towers!)

Both guyed and self-supporting towers are available through your near-by Graybar "service station."

Graybar has everything you need in broadcast equipment ... plus everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements - to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (1)
- Cabinets (5)
- Consoles (1)
- Loudspeakers and Accessories (1, 3)
- Microphones, Stands, and Accessories (1, 3, 6, 7, 8)
- Monitors (1, 4)
- Recorders and Accessories (9)
- Speech Input Equipment (1)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (11)
- Tower Lighting Equipment (12, 13)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 16, 17)

...made by (1) Western Electric; (2) General Electric; (3) Whitney B. Blake; (4) General Radio; (5) Par-Metro; (6) Hugh Lyons; (7) Meletron; (8) Hubbell; (9) Presto; (10) Weston; (11) Blaw-Knox; (12) Crouse-Hinds; (13) Communication Products; (14) General Cable; (15) National Electric Products; (16) Triangle; (17) Bryant

Distributor of Western Electric Broadcast Equipment

There are Graybar offices in over 100 principal cities. These are the Graybar Broadcast Equipment Representatives in key cities:

- NEW YORK F. C. Sweeney, Watkins 4-3000
- BOSTON J. P. Lynch, Kenmore 6-4567
- ATLANTA E. W. Stone, Cypress 1751
- CLEVELAND W. S. Rockwell, Cherry 1360
- PHILADELPHIA G. I. Jones, Walnut 2-5405
- JACKSONVILLE B. C. Winfree, Jacksonville 5-4785
- PITTSBURGH R. F. Grosselt, Court 4000
- DETROIT P. L. Gundy, Temple 1-5500
- CINCINNATI J. R. Thompson, Main 0600
- ST. LOUIS I. F. Lankard, Newstead 4700
- KANSAS CITY, MO. R. B. Uhrig, Grand 0324
- LOS ANGELES R. B. Thompson, Trinity 3321
- CHICAGO E. H. Taylor, Canal 4104
- MINNEAPOLIS W. G. Pree, Geneva 1621
- DALLAS C. C. Ross, Centrol 6454
- SEATTLE D. J. Craig, Main 4635

May 10, 1948 • Page 65
CHICAGO TV

DRASTIC CHANGES in blueprints of Chicago’s Television City, calling for abandonment of a spacious plaza and substitution of a 1,050-ft. studio frontage to accommodate the new major networks, have been approved by NBC, ABC, CBS, and WGN-Mutual officials.

FCC last week made final its proposed decision to grant Clearwater Radio Broadcasters’ application for a new 250-w fulltime station on 1340 kc at Clearwater, Fla., and to deny Ledger Publishing Co.’s bid for the same facilities at Lakeland.

As in its original proposal [Broadcasting, March 15], the Commission held in its final decision, released Wednesday that a grant at Clearwater would provide a more equitable distribution of radio transmission facilities. The Lakeland company, publisher of the daily Lakeland Ledger, had filed no exceptions to the proposed decision. Ownership of the grantee company:

Otis E. Pruitt, owner of a Clearwater auto agency, owns 1-2/3% interest and is president; Danzyl Puller, radio engineer, owns 30% and will serve as manager and chief engineer; Clifford McEwan, the advertising business in Clearwater and one-time manager and accountant for WMAZ Macon, Ga., owns 30% and will be commercial manager; Lawrence D.inder, wholesale jeweler and citrus farmer, has 15% interests; Lewis Sperry, whose business interests are in Troy, N. Y., but who has a home in Clearwater, owns 6-1/3%; and Edward B. Casler Jr., Clearwater attorney and former Mayor, has 6-2/3%. The station, second for Clearwater, will be the resort city’s fulltime outlet.

CLEARWATER GRANTED, LAKELAND IS DENIED
### Proposed Allocation

(Continued from page 64)

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Proposed Allocation
(Continued from page 67)

TENNESSEE

Bristol 10(c)
Chattanooga 6(c)
Clarksville 26, 10, 12
Dyersburg 3(c)
Jackson 11, 13
Johnson City 3(c)
Knoxville 2, 4, 13, 11
Memphis 2, 4, 5, 7, 9
Nashville 2, 4, 5, 7, 9

TEXAS

Abilene 4, 7, 9, 11, 13
Amarillo 2, 4, 3, 17
Austin 8, 11, 13
Beaumont, P. Arthur 3, 6, 10
Brownsville 2, 4, 17
Corpus Christi 3, 6, 8, 10
Corpus Christi 4,c
Dallas 4, 7, 11, 13
Denison 10(c)
El Paso 2, 4, 5, 7, 9, 11
Ft. Worth 2, 3, 9
Galveston 9, 11, 13
Harlingen 9
Houston 2, 4, 5, 7
Laredo 5, 7, 11, 13
Lubbock 3, 9, 13
Marshall 13
Midland 13
Palestine 2(c)
Paris 8(c)
Pasadena 3
Plano 3
San Angelo 2, 5, 8, 10
San Antonio 2, 4, 5, 7, 15
San Benito 6
Sherman 6
Sweetwater 17
Temple 7(c)
Texarkana (See Arkansas)
Tyler 13(c)
Victoria 13(c)
Waco 3, 6, 12
Weslaco 5
Wharton Falls 8, 10

UTAH

Cedar City 4, 6
Logan 20(c)
Price 3
Provo 3
Ogden 11, 13
Salt Lake City 2, 4, 5, 13

VERMONT

Burlington 5, 8
Montpelier 4(c)
Rutland 6(c)
St. Albans 13

VIRGINIA

Charlottesville 12(c)
Frederickburg 12(c)
Lynchburg 2(c), 19
Norfolk, Portsmouth-N. News 4, 7, 11, 13
Portsmouth 13(c)
Richmond 3, 6, 10
Roanoke 5, 13

WASHINGTON

Aberdeen 3(c), 6(c)
Bellevue 3(c), 6(c)
Bellingham 2, 5, 7, 11
Seattle 2, 5, 7, 11
Spokane 2, 4, 13
Tacoma 4, 9, 13
Vancouver (See Portland, Ore.)
Walla Walla 11, 13
Wenatchee 13(c)
Yakima 3, 6, 8

WEST VIRGINIA

Beckley-Bluefield 6
Charleston 2, 7, 11, 13
Clarksburg 4
Huntington, Ashland, Ky. 5
Parkersburg 5
Wheeling 12

WISCONSIN

Appleton 5
Ashland 3
Eau Claire 3
Fond du Lac 11(c)
Green Bay 8
La Crosse 8
Madison 10
Marinette 7
Milwaukee 3, 6, 9, 10
Oshkosh 2
Racine, Kenosha 2
Rhinelander 8
Sheboygan 9(c)
Superior-Duluth 2, 6, 8, 10
Waupaca 6

WYOMING

Cheyenne 3, 6, 8
Laramie 13
Rock Springs 3, 6, 8
Sheridan 9, 11, 13

ABC's "Ladies Be Seated" will give performances at National Food Show in Chicago, May 9-16. In both afternoon and evening hours.

TWO-YEAR CONTRACT under which WMAL-TV Washington becomes an ABC television affiliate. BROADCASTING, April 261 is completed by Mark Woods (III), president of ABC, Sam H. Koffman (President), president of WMAL and WMAL-TV, and Ernest Lee Jahncke, station relations manager of ABC Television. WMAL and WMAL-TV are owned by The Evening Star Broadcasting Co.

Code Text
(Continued from page 51)

no clauses intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy may contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of advertisements. Dis- turbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

TIME STANDARDS FOR ADVERTISING COPY

As a guide to the determination of local broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, shall be:

Between 6:00 p.m. and 11:00 p.m.

5 minute programs 1:00
10 minute programs 2:00
15 minute programs 3:00
25 minute programs 4:00
30 minute programs 6:00

All Other Hours

5 minute programs 1:15
10 minute programs 2:10
15 minute programs 3:00
25 minute programs 4:15
30 minute programs 5:45
60 minute programs 7:00

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announce programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per 15 minute segment excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its apparent sign-off should be avoided. To this end the program itself should be announced and clearly identified before the use of what have been known as "cow-catcher" announcements and the program should be signed off after the use of which have been known as "hitch-hike" announcements.

Any reference in a program to any product or service under any trade name, or language sufficiently descriptive to identify it should, except for instances of true national, be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement per half hour in the same program of one hour, such programs will not be permitted except in those instances where the commercial announcements in the program data a sponsor's time signal, weather report, station promotion, identification, or location announcement of not to exceed a total of ten seconds in length.

CONTESTS

Any broadcasting designed to "buy" the audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced and accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit box-tops, wrappers or other evidences of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

PREMIUMS AND OFFERS

Full details of proposed offers, should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

NEA TALENT MAKING TRANSCRIBED PACKAGE

NEGOTIATIONS were completed last week with Scripps-Howard's syndicate, NEA, to bring its top talent to radio in a transcribed package, titled FYI—For Your Information, being handled by Ed Hart & Associates, Washington.

The show will bring to the air NEA personalities reading their own columns. Each one will have about a minute and three-quarters and Richard Hollander, managing editor of Scripps' Washington bureau, will tie the columns together.

Peter Edson, Erskine Johnson, Harry Grayson, Alicia Hart and all other NEA feature writers will be available for appearance.

The service will be handled by the Broadcast Broadcasting System will place the show with affiliates and Ed Hart & Associates will handle sales in metropolitan areas.

WEGO Renewed

RENEWAL without hearing of the license of WEGO Concord, N. C., was granted last week by FCC to WEGO of Waynesboro, Va., but an investigation had been designated last December by the Commission regarding certain fortune telling or astrological reading programs which were alleged to have been aired. In its petition for renewal without hearing WEGO pointed out that a program series by "El Haren," an astrologer, had been dropped when it was found that the program was at one time indicated disapproval of such shows. WEGO is assigned 1 kw daytime on 1410 kc.

BROADCASTING • Telecasting

Page 68 • May 10, 1948
POLICY BREAK

BCBS New York is slated to break a 20-year-old precedent this week when nighttime spot announcements are offered for sale for the first time since the key CBS station went on

Behind this disclosure is a unique by a station, told by G. Richard Swift, assistant general manager of WCBS.

The decision to sell evening spots on WCBS was cued by the success of the station's daytime spot system, according to Mr. Swift, instituted in October 1947, before which time WCBS was altogether spot-less. The system was worked out by Mr. Swift and Don Ball, manager of the WCBS editing division. It is "as scientific as we can make it," Mr. Swift says, in keeping with the passion for precision and research which characterizes CBS from Frank Stanton downward.

The WCBS spot control plan is a reflection of the station's policy of fully controlling all of its shows, and airing no agency packages. Thus, Mr. Swift says, program control is extended down through the level of 20-second spots. Even these, he maintains, are scheduled and programmed as carefully as the programs themselves.

Spots are never sold by the station by position, he said, but instead they are placed according to a vastly complicated rotating schedule, which is said to guarantee equal treatment for all spot buyers. Close attention is given to juxtaposition, so there is small story of painstaking self-regulation.

WCBS Intends to Sell Nighttime Spots

GLEN W. TRAVIS, member of sales staff of KREL Goose Creek, Tex., has been appointed commercial manager for new station FM Ocala, Fla., as commercial manager.

JESS IKARD has joined KREL sales staff, replacing ISABEL GONZALEZ, resigned.

TO SUE M. HETHERINGTON, formerly with sales staff of WIL, St. Louis, has joined sales department of WTVL, new station under construction in St. Louis. Mr. Hetherington previously was Chicago newspaper advertising representative to begin operations June 1.

L. D. LARKER, member of CBS Radio Sales in Chicago, will join the network's Hollywood station, KNX, this week.

NATIONAL BROADCAST SALES, Toronto and Montreal, has been appoint as exclusive representative for CJCH Halifax.

BERNARD W. JASPER, new to radio, has joined WCSH(FM) Columbus, Ind., as commercial representative.

ROBERT MEKKER ASSOC., New York, has been appointed national sales representative of WFTO Reading, Pa., and WJMJ Lansing, Mich., both of which are affiliates of ABC and under general management of HAROLD G. GROSS.

KMIN St. Louis has issued Rate Card No. 21, effective May 15. Base rates are unchanged, but Class C rate has been revised, and Dollar Volume Discount has been eliminated.

ELLIS P. MILLER, program director of WTHT Hartford, Conn., has transferred to station's sales department.

MCGEEHAN & O'MARA Inc. has been appointed station representative for WOGL. Chicago, Ill.

BETTY SVE, formerly with JOHN BLAIR & CO., New York, has joined New York branch office of TONY CINCHI.

BOLLING Co., Chicago, has been appointed national representative for WCFL Chicago.

RICHARD PERCIVAL, chief of auditing department, KRTN Des Moines, is the father of a boy, William Carl.

GEO GRANT & CO. has been appointed as representative for KASH Eugene, Ore.

CLARK-WANDLESS Co., New York, has been appointed U.S. representative for TVL both Guatemala City, Guatemala.

MEL HALE, sales representative for WBBQ Canton, Ohio, is the father of a boy, Loy Devlyn.

10,800 Television Sets Installed in Washington

AN ESTIMATED 10,800 television sets are installed and operating in the Washington, D. C. area as of May 1, according to the Washington Television Circulation Committee representing the three operating TV stations there.

Data, reflecting the largest increase in sets installed in any one month, was compiled by the Electric Institute of Washington and WMAL-TV, WNBW and WTTG. This represents an increase of 2,200 over the April 1 total of 8,600 sets. Home-made television sets are included in the estimate.

Committee members are James Sellier, WNBW; Gordon Williamson, WTTG, and Sam Cooke Digges, WMAL-TV.

FM Sells for Budget Minded Advertisers in Kansas City

A Kansas City Music Dealer* used three spots one day on KOZY to move some surplus merchandise quickly.

By Noon the next day this dealer had

- Completely sold out his surplus stock of record album containers
- Sold more than 70 phonograph records

No other medium was used to advertise this merchandise, but KOZY.

* Name on Request

KOZY is represented by FM Reps, Inc.

"A Dillard Station"

Robert F. Wolfskill
Gen. Mgr.

May 10, 1948 • Page 69

BROADCASTING • Telecasting
Exclusive Notional Broadcasting

JOHN GEORGE

York, New York. Former script editor and publicity director of WABC Canal, Mr. Kechanski will direct the production of both live and recorded programs for broadcast.

HERB FREEDMAN, formerly with UP Philadelphia Bureau, has joined Milt Shapiro Assoc., Philadelphia program package.

INDUSTRIAL ADVERTISERS Assn. has formed Dallas branch with the name of Dallas-Southwest Industrial Marketing Council. NATHIE P. BAGBY of Loche & Flee chairman and PETRASEK as mains of McMama Adv., secretary-treasurer.

JERRY FAIRBANKS PRODUCTIONS Hollywood, has opened service offices in Tulsa, Okla., with A. G. PETRASEB as manager.

BOB SUMMERS, research director for WPAA Dallas since 1946, has been appointed to technical committee of Broadcast Measurement Bureau. He replaces CORT LANGLEY of WOR New York and his associates.

Jack STEWART, former program director of WFAA Dallas, has joined Nassor Studios, that city, as director of television and commercial films.

MENDEL KOCHANSKI, Chicago freelance writer, has been named director of newly organized radio department of National Committee for Labor Pales-

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TV Package Show Firm

SET UP in New York City

FORMATION of the Television Artists Corp. to create, film and distribute video package shows was announced last week by Jack Bertell, former manager of Music Corp. of America and of Columbia Artists Bureau.

Production plans call for filming three six to seven-minute shorts a day, Mr. Bertell told. Office headquarters are at 38 E. 57th St., New York, with studios in the Bronx.

WPX Plans Syndication

Of Daily Video Newsreel

THE DAILY television newsreel slated to appear on WPX (TV) in New York when the WPX News station begins operations in June, will be syndicated nationally, station said last week.

Exclusive rights in their area will be granted stations signing for the 16 mm film. Domestic and foreign coverage, an addition to that by WPX cameramen, is being planned, officials added.

ATS Forum

A FORUM on “The Independent Director and Producer in Television” will be held by the American Television Society at 8 p.m. May 12 at the Wendell Willkie Memorial, 20 W. 40th St., New York. Speakers will be Thomas Hunter, director of the Swift Show, Martin A. Gosch, producer of Tonight on Broadway, and Irving Paul Sils, producer of Court of Public Opinion. This will be the last forum in the ATS series of 1947-1948.

Group to Study Programs

Formed in San Francisco

A GROUP of San Francisco civic leaders, educators, welfare workers, and churches have formed an organization devoted to study of radio programming. Group plans to offer constructive criticism to broadcasters.

Acting chairman is Edwin Rich, headmaster of the Town Screw for Boys. He said the group’s objectives are: To obtain better programs, to obtain a balanced distribution of programs throughout the day, to urge responsible use of radio as a social force, and to stimulate the listening public “to exercise its rights, privileges and duties.”


Heads RDG N.Y. Local

ROBERT LEWIS SHAYON, producer-director for CBS, has been elected president of Radio Directors Guild’s New York local, succeeding William Sweets. Other new RDG local officers are: Tom Bennett, vice president; Charles Powers, secretary, and Ernest Rice, treasurer. Mr. Sweets and Don Gillis were elected council members and Charles Polacheck was named council representative for television.

BBC Yearbook Out

TIE 1948 edition of the British Broadcasting Corp. Yearbook has been published, and is replete with illustrations of broadcasts and telecasts made during 1947. Half the book is devoted to special articles on various aspects of British broadcasting by well-known British writers and broadcasters, and half reviews activities in 1947.
CONTROL TREND

Increased Regulation
Seen by Lawyer

A CONSISTENT trend toward economic regulation by FCC in recent years is seen and reviewed by Edwin C. Conrad, Madison, Wis., attorney, in a study of “Economic Aspects of the Telecasting Issue” in the Virginia Law Review.

Characterizing FCC’s Blue Book as “the most advanced form of economic regulation,” Mr. Conrad writes that if “it is validated in the halls of justice, we will see a transformation of radio from a free system to one of Government control.”

But, he says, “if the right of radio to remain free of government program control is ultimately sustained by the courts, a communications system as free as the ether it utilizes will come forth.”

Mr. Conrad contends FCC’s Blue Book program policy “is founded upon the fallacious premise that too many commercial programs are detrimental to the public, regardless of the content, simply because the program is sponsored.” He writes:

Excessive commercialism is a moral problem which the broadcasting industry must itself resolve. If it does not, Congress will be forced to enact appropriate legislation. But it is evident that the American broadcasting system cannot long remain free if shackled by the tentacles of governmental program control. The Blue Book is just a beginning.

Of FCC’s Avo Rule requiring the advertising of stations up for sale, Mr. Conrad finds it “impossible to reconcile this procedure with the [Communications] Act” and feels that it should not be subjected to judicial scrutiny. Referring to the economic effects of multiple-granting in relatively small communities, he said “experience has shown that the ‘survival of the fittest’ philosophy is not the solution,” and that “Congress can provide the Commission a formula calling for an optimum number of radio stations giving good service rather than a large number giving inferior service.”

Mr. Conrad is a member of the Madison law firm of Aberg, Bell, Blake & Conrad.

Add Radio Names To Lobby Register

SEVERAL radio and advertising names have been added to the Congressional lobby registration list in the past few weeks.


Two advertising agencies are also included on the list—Leo Burnett Co., Chicago, for margarine manufacturers and N. W. Ayer & Son for the National Assn. of Electric Companies.

The list has been growing since the first of the year when Attorney General Tom Clark authorized an overall investigation of lobbying practices [Broadcasting, Jan. 19 and 26].

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HARRISON COHON, former news editor and overseas correspondent for NRC’s Washington Bureau, has joined the news staff of WPAA Dallas.

GUS POLLES, former night manager of KPBB Bend, Dayton, O., has joined news department of KRNK Des Moines. He replaces JIM COONEY, resigned. Mr. Polles previously worked with Chicago Daily News, Waukegan (Ill.) Sun, Akron Beacon Journal and UPI Chicago bureau.

JIM COX, sportscaster on KSW, WNB, B. C., has been appointed to handle broadcasts of Inter-City Box Lacrosse games over KCRN.

THURSTON MACAULEY, news chief of Army’s Blue Danube Network in Austria, has been appointed Vienna correspondent of Associated Press.

RAYMOND C. McCAY, radio commentator and public relations man in Atlanta, Ga., is the father of a girl, Sherry Marie.

JACK SHELLEY, news manager of WJIO Des Moines, was one of the recipients of Missouri Honor Award for Distinguished Service in Journalism, named by U. of Missouri School of Journalism, May 7.

ELINOR CANEOY, commentator on KGUS San Diego, has resigned to freelance in New York.

ROBERT BENNET, special events director for CBS television, is the father of a girl, Karen Ann.

MIKE ERRICO has joined WNLR, N. Y., as sportscaster.

DAVE ATCHISON, farm news editor of NBC Central Division press department, is the father of a girl, Kathleen Anne.

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Plan New Relay Stations
For ‘Voice of America’

STEPS are underway by the State Dept. for building new, powerful relay stations in Europe to increase the effectiveness of “Voice of America” broadcasts, particularly in the Soviet sphere of influence.

It was felt that the stations may help to overcome the “jamming” of U. S. broadcasts to Siberia. The “jamming” is reportedly continuing despite an official protest to Moscow last month.

The building program is made possible by a $3,000,000 supplemental fund the State Dept. expects to receive soon. The fund is contained in an appropriation bill containing money for other agencies and is now in conference committee, but both House and Senate have agreed to the State Dept. fund.

---

Rope ‘Em In!

Americal’s foremost singers of Western tunes, The Texas Rangers, are ready to spread their large audience into your sales room. They rope ‘em in with their wide selection of favorite tunes, beautifully transcribed. These transcriptions, numbering in the hundreds, are virtually as flexible as live talent. They allow you to spot your messages whenever you want them. In other words, you add that Western flavor to your prices at a price scaled to fit your market and station. You’ll find perfect harmony in songs and sales.

Wire, Write or Phone for Complete Details.

---

K F M B
Sells
SAN DIEGO
...better than ever!

Now 1000 watts on 550 kc

Remember! More power means more sales to more people...

---

5000 WATTS
SOON!

CBS
EL PASO
KRBD
KEY STATION-
SOUTHWEST NETWORK

---

THE TEXAS RANGERS

AN ARTHUR B. CHURCH PRODUCTION

RADIO CITY & MGM

Geo. B. Holley, Mgr. Syndicated Features

May 10, 1948 • Page 71
ONE YEAR ago KGO San Francisco began paid-space radio news column in the Bay Area. Station reports last month the column, called "Rob Frank's Radio News," received the highest in- dex rating for per cent of readers and fourth highest, for per cent of men readers in Adv. Research Founda- tion's Continu- ing Study of Newspaper Reading, made for San Francisco News. "Informal and offers received by the radio column convinced us long ago that the time has come for the most effective piece of audience promotion advertising KGO over undertaken," says Rob Laws, KGO advertising, promotion and publicity manager.

WGC Reach

"THE OLD Boarding House Reach Was Never Like Ours," says WGC Augusta. "The way only to the West Coast is by the WGC project listening close to stories and colleges. for readers in and bade - space radio news column entered in this cent issue special television program, sponsored by "Breakfast Club" during weekdays. They are done in research, and accredited relief agencies. Pacific National Ad, Seattle, is agency for Fisher.

Guest Popularity

MOST POPULAR guest to appear on ABC's "Breakfast Club" during 12 months preceding June 23, 1948, will be selected from pool which currently is being conducted among cast members and all departments of ABC and Don McNeill Enterprises Inc. Personality who is chosen "best-around guest" will be invited to appear on June 23 broad- cast of Club's 15th anniversary pro- gram.

KFI Harmonica

LATEST AID for "Calling secretaries, hailing taxicabs, making noise at parties" comes in form of a small har- monica on KFI Los Angeles most recent promotion letter plugging its new station. "This fine musical instru- ment," says the letter, "can be used for everything but making music. Leave that—and everything else that provides a background for a sitting music on the air—to us!"

SWIFT Contest

FOUR GALLONS, $100,000 each, plus 400 toasters, are being offered as the prize in a current promotion by SWIFT & Co. on its portion of ABC's "Breakfast Club." Listeners must answer "What's Wrong?" with Swift's home service department. Recipes, which are to be made as ordered (Prem), will be judged in five categories: (1) main course, (2) casserole dishes, (3) sandwiches and (4) salads and appetizers.

WMCN Salute

SALUTES to J. J. Brown of New York, New Jersey and Connecticut are being promoted in a current program, and promotion campaign, calling for WMCN, Wheeling, W. Va., an "Adoption" of civic cooperation, station reported. Billboards and cards, signs and emblems, and even a parade the celebrated.

Good Luck Peat

CHUNK KNOCK from Ireland is being sent by John Feeney, m. o. of "The Time of Our Lives" in New York, to listeners who contribute to New York Heart Fund campaign. The peat is said to be a good luck talisman.

WMIN Rally

WHEN WMN Minneapolis-St. Paul starts "Puzzle Palace Home, Salute for St. Paul baseball team whose games is broadcast, exceeded all expecta- tions. More than 3,000 persons jammed into the first rally, filled in all, many more than the station's total. In addition to introducing baseball play- off winners, the King anterior of the WMN Fanz contests, WMN presented an Ill- ustration booklet and gave away $100 in prizes.

CAR 'Magic'

"THE MAGIC of Making Television Pictures," in a booklet under that title released by RCA Dept. of Educational Services, colored, seven- page booklet, illustrated with many step-by-step process of manufacturing, tubes in the present, Pa. Cover of the booklet shows giant hand holding large crescent tube above the earth. MONTHLY program schedule has been drawn up by WPEF Philadelphia and Edu- cation Service for advertising agencies, announcing "The Magic of Television," in booklets under that title released by RCA Dept. of Educational Services, colored, seven-page booklet. "Fido Buy," Piece asserts that WPEF de- mands listening to other networks. RCA, the other independent companies, promote two of the Quaker City's network stations.

Promotion Personnel

WILLIAM WYLIE, manager of ABC pro- gram Service, has transferred to network's stations relations division. HERBERT JENKINS, head of guest relations depart- ment at ABC Central Division, has re- ported to the ABC Commercial Sales School at Fort Riley, Kansas. JIM BURTON, member of the ABC Central Division staff, has been transferred to network's stations relations division.

KVOO Give-Away

IN LIGHT of interest in Presidential election year, KVOO Tulsa is offering a $500 prize pack for correct answers of all KVCO newscasts.

WNBC Puzzle

CROSS-WORD puzzle ad promoting station's program was inserted in full page of the New York Journal-American, New York. WNBC produced a solution to puzzle, readers must con- tact WNBC.

Special Section

PUBLICATION on June 13 of a supple- ment in a daily newspaper, the Times Section, is to include both present and prospective developments of the television field was announced. Section will cover major phases of FM and AM.

Sports Brochure

BROCHURE of "Sports Clinic" of WFIX Philadelphia has been published by station in two colors under title "Look at the "Sports Clinic" this Day!" Piece tells in words and pictures what the club program is about, with Tom Moorehead and Don Kellett, WFOX sports authorities, on front of a series of road shows to give chil- dren in outlying communities a chance to see the program live.

Food Fair Celebration

WEEK-LONG series of breakfast parties were held at WCBS Baltimore in com- munion with 27th anniversary celebra- tion of Food Fair, which organizers "Die- ners for Dollars" on WCBM. Breakfast parties were presented with special after- noon program at station, attended by some 2,000 women, according to Theodore A. Newhoff Adv., Baltimore, planned and supervised parties.

Accurate STOP WATCHES

by CLEBAR

for unfor- tunately ACCURACY in timing you can rely on Clebar precision timers. They have proved their dependability in leading studios, labora- tories and colleges.

CLEBAR TIMERS MEET THE REQUIREMENTS OF THE NATIONAL BUREAU OF STANDARDS STOP WATCH PRECISION TEST.

CLEBAR WATCH CO., INC.

551 FIFTH AVE., NEW YORK 17, N. Y.

BROADCASTING • Telecasting
April 30 Decisions . . .  
BY COMMISSION EN BANC  
AM—1290 kc  
Hub City Best., Co., Hattiesburg, Miss.—Granted CP station 1290 kc 250 w D; engineering condition.
  
AM—1298 kc  
  
AM—1308 kc  
J. James Glancy, Kingman, Ariz.—Granted new CP station 1290 kc 250 w; engineering condition.
  
AM—1310 kc  
Hocking Valley Best., Corp., Lancaster, Ohio.— Granted CP new station 1290 kc W D.
  
AM—1320 kc  
A. M. Responsive Best., Inc., Tex.—Granted CP new station 1600 kc 500 w D.
  
AM—1398 kc  
Haygood S. Best., Inc., Camden, S. C.—Granted CP new station 1600 kc 1 k w D; engineering condition.
  
Reinstatement of CP  
WEKI—Tallahassee, Fla.— Granted reinstatement of CP authorized Aug. 28, 1947, for new station 1260 kc 250 w; condition of record to be that of Jan. 12, 1948, because per- former had failed to comply conditioned.
  
AM—1394 kc  
KVLF Alpine, Tex.—Granted CP change frequency from 1260 to 1240 kc and make changes in trans.
  
AM—1398 kc  
KIMA Yakima, Wash.—Granted CP change power 500 w to 1 k w for new radio station.
  
Hearing Designated  
Guilford Best., Co., Greensboro, N. C.—Designated for new station 1600 kc 250 w and engineer- ing condition.
  
AM—1310 kc  
Petition Denied  
Charles E. Dikelb, Lamar Jr., Morgan City, La.—Adopted petition requesting Commission to re- reinstatement of CP authorized March 1 seeking reconsideration and grant of applications for new station 1450 kc 250 w and grant same as granted to station WPJL, New Orleans, La., to make changes in transf.
  
AM—1308 kc  
N-K Best., Co., Muskegon, Mich.—Granted new CP station 1600 kc 500 w D; engineering condition.
  
AM—1390 kc  
KFLK Lakeland, Fla.—Granted new CP station 900 kc 1 k w D; engineering condition.
  
AM—1390 kc  
KXLX Jackson, Tenn.— Granted CP new station 1310 kc 1 k w D; engineering condition.
  
AM—1500 kc  
N-K Best., Co., Muskegon, Mich.—Granted new CP station 1600 kc 1000 w D; engineering condition.
  
AM—1508 kc  
KFLY Fulton, Mo.—Granted new CP station 900 kc 1 k w D; engineering condition.
  
AM—1508 kc  
J. W. Best., Co., Inc., London, Ohio.—Granted new CP station 1600 kc 500 w D; engineering condition.
  
AM—1320 kc  
Grayson Best., Co., Denison, Tex.—Granted new CP station 1220 kc 1250 w D; engineering condition.
  
AM—1390 kc  
Brent Best., Co., Zanesville, Ohio.—Granted new CP station 900 kc 1 k w D; engineering condition.
  
Modification of CP  
WTRY Troy, N. Y.—Granted application to mod. CP to incorporate changes in new station 1500 kc 5 kW; D; engineering condition.
  
AM—1400 kc  
Hearing Designated  
Ellis County Best., Co., Waco, Texas.—Designated for hearing application for new station 1390 kc 1 k w D-DA to change frequency to 1390 kc 5 kW.
  
AM—1408 kc  
Good Neighbor Best., Co., San An- tonio, Texas.—Granted new CP station 1250 kc 250 w D; condition same as granted to station KRLB, Greenville and KWEB, Jacksonville, Tex., parties to proceeding.
  
AM—1408 kc  
KLIN San Diego, Calif.— Designated for hearing application for new station 1390 kc 1 k w d-DA to change frequency to 1390 kc 1 k w.
  
AM—1408 kc  
KWHB-AM Wichita, Kan.—Same.  
KWOA-AM, Aitkin, Minn.—Same.  
CP new station to decrease ERP from 55 kc to 48 kc, decrease unlimits.
  
AM—1408 kc  
WOI-AM Buffalo, N. Y.—CP new station to change ERP to 13 kc.
  
AM—1408 kc  
WBOO—Staten Island, N. Y.—CP new station to increase overall ERP to 3 kW.
  
AM—1408 kc  
WJLB—Huntsville, Ala.—Modified new CP station and make changes in time.
  
AM—1408 kc  
WJLD—Troy, N. Y.—Granted CP new station 1220 kc 1250 w D; engineering condition.
  
AM—1408 kc  
WJLL—Troy, N. Y.—Granted CP new station 1220 kc 1250 w D.; engineering condition.

See page 78 for more information on....
Loudspeaker Line

From the dual-unit, 30-watt 755A illuminator, to the 8-watt 755A, every speaker in the Western Electric line provides unmatched tonal brilliance — combined with small space requirements. See the line at the Western Electric-Graybar-Bell Laboratories exhibit.

Western Electric — QUALITY COUNTS —

You Can't Complete This Picture Without

LUBBOCK LEADS

THE STATE IN

COTTON GINNINGS

Lubbock County topped all the Counties in the State of Texas in cotton ginning this year. In terms of money this has brought to Lubbock County farmers an estimated $31,000,000.00 and to the 15 counties on the South Plains of Texas $165,000.00. This is the market dominated by KFYO—the station with a consistent clear signal!

Affiliated with AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

REPRESENTED BY TAYLOR-HOWE-SNOWDEN Radio Sales Div. Inc.

Production

DAN RUSSELL, formerly with NBC, CBS and ABC, has been appointed assistant director of military training service at WGAR, Columbus, Ohio. He was with WGAR from 1935 to 1941, and for a time was head of network’s announcements training school in charge of international division. At that time he also served in advertising, promotional and special programming sections.

EVERETT (Hal) HOUCH, former program director and assistant manager of WMRK, Okla., has been appointed program director of WJJB and WJJB-FM, Detroit. Mr. Hough, who has been in radio 10 years, previously was with WRFD, Des Moines, KOGF, Coffeyville, KAN., and WSB, Atlanta, Ga. He has been with WMRK since 1941.

BRENNER MEMORIAL ESTABLISHMENT of a Tom Brenner Memorial Fund to contribute to the late radio star was announced last week by Don McNell, toastmaster of ABC’s “Breakfast Club.” Contributions will be accepted through the Armed Forces Radio and Television Service.

In 1931, Brenner’s daughter, Frances, married Paul Kampil, Jr., writer and radio producer, of KGBS Seattle, who is the father of a radio and television producer.

BRENNER MEMORIAL

WML AM, FM and TV STAFF IS REORGANIZED

Reorganization of the AM, FM and TV operations of the Evening Star Broadcasting Co., Washington, was announced last week by Kenneth H. Berkley, vice president and general manager of the ABC affiliate. Harry Hoskinson, WMAL producer, will be Mr. Shaw’s TV assistant.

WALAM, FM and TV STAFF IS REORGANIZED

Reorganization of the AM, FM and TV operations of the Evening Star Broadcasting Co., Washington, was announced last week by Kenneth H. Berkley, vice president and general manager of the ABC affiliate. Harry Hoskinson, WMAL producer, will be Mr. Shaw’s TV assistant.

Mr. Shaw first joined NBC in Washington in 1953, as announcer, later becoming assistant station manager and TV program manager. He went to NBC New York in 1945 as administrative assistant to the vice president in charge of programs, Clarence Menser, who was replaced by Ken Dyke. Mr. Shaw succeeds Burke Crotty, now with ABC television in New York.

Frank Harvey, with WMAL for a year, is now chief engineer in charge of AM, FM and TV technical operations. He has been appointed engineering supervisor of the station in Omaha, Neb. He was previously affiliated with WRLB, Des Moines, and WLOL, Minneapolis.

WMAL AM, FM and TV STAFF IS REORGANIZED

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Comedians and Lux Lead Pulse Rating

JACK BENNY, Lux Radio Theatre, and Fred Allen continued as the three top shows in The Pulse ratings for April, released last week, while sets-in-use showed a slight decrease.

Arthur Godfrey, Helen Trent, and Breakfast Club led the daytimers.

The average sets-in-use figure for April was 25.6, compared to 25.5 for the preceding period. Detailed Pulse quarter-hour ratings follow:

**EVENING**
- Jack Benny
- Lux Radio Theatre
- Fred Allen
- Charlie McCarthy
- Fibber McGee & Molly
- W. Newell Branson
- Bob Hope
- Abe Arons
- Andy Winchell

**DAYTIME**
- Arthur Godfrey
- Helen Trent
- Breakfast Club
- Big Sister
- Our Gang Sunday
- Rosemary
- Na Perkins
- Wendy Warren
- Aunt Jenny
- Guiding Light

**SATURDAY & SUNDAY DAYTIME**
- The Shadow
- Quirk as a Flash
- True Detective
- The Great Gildor
- One Man's Family
- House of Mystery
- Theatre of Today
- Grand Central Station
- Quiz Kids
- Stars Over Hollywood

Pulse Shows Increased FM Set Owners in N. Y. Area

LATEST PULSE Inc. report indicates increased FM set ownership since January in New York's metropolitan area, showing that 5.6%, or 168 of the 3000 homes surveyed, contain sets. The January survey indicated that 2.1% of the homes had sets.

FM ownership is not restricted to upper income homes, the report revealed, since about 37% of sets are owned by families in the lower bracket.

Video Set Merchandising Is Discussed by NRDGA

DISCUSSION of problems in merchandising television sets resulted in the establishment of a new sub-committee on television of the vendor relations committee, National Retail Dry Goods Association, at an association meeting in New York May 3.

Major difficulty concerned the "inadequate" initial markup allowed retailers by manufacturers of video sets. Assumption by retailers of installation charges on a set before the set is sold to the ultimate consumer and servicing after home installation were cited as other problems.

Alexander G. Lewi of Banberger & Co., Newark, N. J., was appointed committee chairman.

**New Business**

(Continued from page 10)


**Network Accounts**

JOHN MORRELL & Co., Ottumwa, Iowa (dog food), June 5 switches The Luxie Show from ABC (157 stations), Sun. 2:215 p.m. (CDST) to full NBC network (167 stations), Sat., 4:15-4:30 p.m. (CDST). Agency: Henri, Hurst & McDonald, Chicago.

HELBRO'S WATCH Co., New York, expanded Quick as a Flash on MBS Sun., to 401 stations.

U. S. STEEL Corp., Pittsburgh, Sept. 5 renews for 52 weeks Theatre Guild on the Air on ABC, Sun. 9:30-10:30 p.m. Agency: BBDO, New York.

TONI Co., Toronto (home permanent), Sept. 9 starts to June 2 Wayne & Shuster Show on 27 Trans-Canada Network stations, Thurs. 9:30-10 p.m. RCA VICTOR, Montreal, current sponsor of show, plans to bring its Sunday afternoon NBC program to Trans-Canada as replacement. Agency for both is Spitzer & Mills, Toronto.

REVERE CAMERA Co., Chicago, May 20 adds 30 MBS stations to 50 currently airing All Star Revue, Thurs. 8-8:15 p.m. and changes time to Thurs. 9:30-9:45 p.m.

PROCTOR & GAMBLE Co., Toronto (Dreft, Spic & Span), May 29 cancels Life of Riley, Sat. 8-8:30 p.m. on 24 Trans-Canada Network stations; no plans to renew in fall. Agency: Dancer-Fitzgerald-Sample, Chicago.

**ALL - SPORTS SPONSOR SIGNS KOIL CONTRACT**

WEBBER MOTORS, one of the largest automotive outlets of its kind in the Midwest, has just signed with KOIL Omaha, to sponsor all-sports programs over the station. Deal involves approximately $42,000 in time, talent and production costs.

All current station sports events will be transferred to Webber package at the culmination of present contracts. Program has been tagged as Webber Motors Sportalog and will feature Bob Steelman, KOIL sports director. Sports to be included are home baseball games of the Omaha Cardinals (Western League), home games of the Omaha Knights Hockey Team, local high school and university athletic events and other events of general sports interest.

The idea for year 'round all-sports sponsorship by one firm was conceived and developed by William J. Newens, station manager.

Forrest H. Blair, general sales manager; Virgil Sharpe, production manager; working with C. Jack Anderson, account executive for Allen & Reynolds, Omaha advertising agency, and Don Paffen- rath of KOIL sales staff.

Coca-Cola Co.'s Summer Replacements Announced

SUMMER replacements for the Coca-Cola-sponsored shows were announced last week. Starting June 6, an eighth-week replacement for Percy Faith and Jane Froman on The Pops that Refreshes, Sundays, 6:30-7 p.m. on CBS, will feature weekly copies of foreign programs presented by the sponsor in Europe and Latin American.

A special orchestral group is being formed for the summer series, and each week a top-flight star will be flown to New York from the country being saluted as "guest-star" on the show.

The advertiser's Spotlight Re- view, Fridays, 10:30-11 p.m. on CBS, will be replaced at the end of June for 13 weeks by another musical series featuring Dick Jurgens and his orchestra. D'Arcy Adv. Co., New York, is the agency.

**Stanton Credits Staff**

CBS President Frank Stanton credited "good team play" by the network's staff as the primary factor for the notable number of programming honors won recently. In a message to the CBS staff last week, Dr. Stanton referred to recent award presentations including the New York Newspaper Guild's annual Page One award for CBS Views the Press, given May 5 at the Guild's annual ball.

Bill Newens (l) hands contract to E. E. Webber in presence of Don Paffenrath (center) and Jack Anderson.
Applications

Remote Pickup
North Carolina Central Bests, Inc., area of Durham, N. C., D spots, for two new remote pickup stations 1622, 2058, 2150, 2790 ke, one 50 w and one 100 w, emission A3 and A4, and 4.403.

Assignment of License
WMGQ Douglas, Ga.—Consent to assignment of license to WQMO Inc.

Modification of CP
WAFB Baton Rouge, La.—Mod. CP change hours from D to H, power from 1 kw to 1 kw DN and install DA-N (1480 kc).

AM—1570
James Milton Hammon, Taunton, Mass.—CP new standard station 1570 kc 1 kw D.

Transfer of Control
WGBI WGBI-FM Scranton, Pa.—Consent to involuntary transfer of control of WGBI (AM) CP for WGBI-FM and relays WIKO WEEK to D. M. Megaree, executrix of estate of Frank Megaree (deceased).

AM—1420
Charles W. Sneed, Claude W. Sneed, Franklin T. Wilson, Alton W. Stewart d/b as The Coastal Bests Co., New Braunfels, Tex.—CP new standard station 1420 kc 1 kw D.

TV—82.88 mc
Hagertown Best Co., Inc., Hagers-
town, Md.—CP new commercial television station on Channel 6 (82-88 mc), ERP vis. 6.76 kw, aur. 0.34 kw.

May 3 Decisions

ACTIONS ON MOTIONS
(By Commissioner Sterline)
The Fairfield Best Co., Danbury, Conn.—Granted petition of time to file reply to petition of WLD to intervene in re FM hearing and time was extended to May 5.

William & Lee E. Olsensky, Los Angeles—Granted petition to accept late applications in consolidated proceeding on application.

Westouri Post Co., Houston, Tex.—Granted petition for leave to amend application for transfer of location of proposed studio from Lamar Hotel to 3200 Polk Ave., Wbah, Ill., as well as other changes.

Western Union Corp., Houston, Tex.—Granted leave to amend applications in reference to Wbah, Ill., as well as other changes.

 radios WIKO WEEK to M. E. Megaree, executrix of estate of Frank Megaree (deceased).

May 3 Decisions

APPLICATIONS

May 3 Applications

ACCEPTED FOR FILING
WCUW Crestview, Fla.—License to cover CP new standard station.

Modification of CP
WRMS Westport, Conn.—Modification of CP new standard station for extension of completion date.

Assignment of CP
WBFO Buffalo, N.Y.—Assignment of CP new FM station from Tompstone Radio Mfg. Corp. to WRMS Inc.

WBET-FM Brockton, Mass.—Mod. CP new FM station for extension of completion date.

WALY Newark, N.J.—Same.

WAJR-FM Morgantown, W. Va.—Same.

WWCF Greenfield, Wis.—Same.

William O. Bishop, Harrisburg, Pa.—CP new commercial television station on Channel 6 (180-186 mc), ERP vis. 1.62 kw, aur. 1.6 kw. License for CP.

AMENDED TO DELETE FREQUENCY

WBYI WBYI-FM Fishkill, N.Y.—Modification of CP new experimental television relay stations, for extension of completion date.

TENDERED FOR FILING

Transfer of Control

KJU Walla Walla, Wash.—Grant of license for new studio and change studio location, 1230 kc 250 w.

KSVF Stockton, Calif.—Grant of license for new station to change trans. as alternate main trans. for N. C. B. C.

KUJ Walla Walla, Wash.—License granted to install new trans. and DA-N and change studio loc. as above.

KXNN Long Beach, Calif.—Grant of CP to use presently licensed aux. to install new trans. and DA-N and change studio loc. as above.

Following were authorized extension of completion dates as shown:

WWB Magnetic, Wis.—To 6-14-48.

WWV Cincinnati, Ohio—Same.

WWAM Atlanta, Ga.—Grant of license to cover CP new standard station 1340 kc 250 w.

WTIO Love, Tex.—Grant of license for new station 1410 kc 250 w.

WWWF Hartford, Conn.—Grant of license for new station 1340 kc 250 w.

WNEP Scranton, Pa.—Grant of license for new station 1230 kc 250 w.

WBON Washington, D.C.—Grant of license for new station 1230 kc 250 w.

WBNO Scranton, Pa.—Grant of license for new station 1230 kc 250 w.

CBU Athens, Tex.—Grant of license for new station 1230 kc 250 w.

KCRS Sacramento, Calif.—Grant of license for new station 1230 kc 250 w.

Hollywood, San Francisco, Denver, Chicago, Los Angeles and neighboring counties.

Mod. CP new experimental television relay stations, for extension of completion date.

The Allen Prescott show, The House of the Serringer, III, really proved to be a "family situation comedy." The station received a letter from a listener saying that she had put her baby's formula on the stove and had gone on about her household tasks. The baby heard over the air, "Mrs. Housewife, is something burning?" When she rushed into the kitchen, the formula was rushed from the microwave over, extinguishing the gas, with her four children nearby. The announcement came in the nick of time, the housewife wrote WGBM.

The Cosmopolitan

Tendered for Filing

KTUC Tulsa, Okla.—Consent to transfer of license of Thomas B. Curtis to Thomas B. Curtis, Jr., same.

KBUY Phoenix, Ariz.—Consent to transfer of CP new station to and change labors of Thomas B. Curtis, Jr., same.

WLS Chicago—Consent to transfer of CP new station to and change labors of Thomas B. Curtis, Jr., same.

KQV Phoenix, Ariz.—Grant of license for new station.

WIRI Beverly Hills, Calif.—Grant of license for new station.

WZON New York, N.Y.—Grant of license for new station.

WFBK New York, N.Y.—Grant of license for new station.

WJZ Baltimore, Md.—Grant of license for new station.

WJBK Detroit, Mich.—Grant of license for new station.

Results?

WCHS Washington, D.C.—Same.

WWCO Scranton, Pa.—Same.

WWRR Scranton, Pa.—Same.

WWRE Scranton, Pa.—Same.

WWFC Scranton, Pa.—Same.

WWMT Scranton, Pa.—Same.

WWBO Scranton, Pa.—Same.

WWAS Scranton, Pa.—Same.

WWCY Scranton, Pa.—Same.

WWDL Scranton, Pa.—Same.

WWMM Scranton, Pa.—Same.

WWDC Scranton, Pa.—Same.

WWML Scranton, Pa.—Same.
Follow-thru Stroke

WAZL Hazelton, Pa., evidently adheres to a broad interpretation of the phrase "direct sales by radio." The day after the spots advertising a local merchant's lawn.mowers were broadcast, the WAZL copywriter, Dave Deox, found the ad appealing, and found a customer examining the lawn mower. The store sales manager pointed out that the customer had come to the store due to the strength of the spot announcement. He challenged Mr. Davies to close the sale. Mr. Davies did. The customer paid cash.

WCAR and UAW-CIO Bestg. Corp., Detroit, Mich.—Granted joint petition for change in frequency and increase in power, from 550 kw, ERP 4,900 mc., to 91.5 mc. AM—1450 kw.

Southern Puerto Rico Bestg. Corp., Ponce, P.R.—CP new standard station 1000 kw 1 kw w. AMENDR to change frequency from 1300 to 1470 kc.

KHT Lampassas, Tex.—License to cover CP new standard station.

KUPG Galleyham, Wash.—Same.

Modification of CP

WKTY La Crosse, Wis.—Mod. CP new standard station.

WGMD-AM Peoria, Ill.—Same.

License for CP

WKMO-FM Kokomo, Ind.—License to cover CP new FM station.

WIBC Chicago—Same.

WCAR and UAW-CIO Bestg. Corp., Detroit, Mich.—Granted joint petition for change in frequency and increase in power, from 550 kw, ERP 4,900 mc., to 91.5 mc. AM—1450 kw.

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KUPG Galleyham, Wash.—Same.

Modification of CP

WKTY La Crosse, Wis.—Mod. CP new standard station.

WGMD-AM Peoria, Ill.—Same.

License for CP

WKMO-FM Kokomo, Ind.—License to cover CP new FM station.

WIBC Chicago—Same.

WXLW—FM Royal Oak, Mich.—License to cover CP new FM station.

Red Wing Bestg. Co., Red Wing, Minn.—CP new FM station (Class A) on top of tower at 942 ft. ERP 0.6 kw and ant. height above average terrain 391 ft.

Reinstate CP

WFSF Long Island, N. Y.—CP to reinstate CP new FM station which expired 3-12-48.

Modification of CP

WNJR New Rochelle, N. Y.—Mod. CP new FM station for extension of completion date.


License for CP

WRU—FM Rome Sentinel Co., Utica, N. Y.—License to cover CP new FM station.

WHPE-AM High Point Enterprise Inc., High Point, N. C.—Same.

Modification of CP

WGMN Cattaraugus, N. Y.—CP new FM station for extension of completion date.


WCAM-AM WCAU Inc., Philadelphia, Pa.—Mod. CP changes in FM station for extension of completion date.

WVOX-AM Christiansburg, Va.—CP new FM station for extension of completion date.

License Renewal

Applications for renewal of FM broadcast license filed by: WCTH Boston; WMNE Portland, Me.; WQPT-AM Brit- ton, Tenn.

TY—186-192 mc.

Denver Television Co., Denver, Colo.—CP new commercial television station on Channel 8, 186-192 mc., ERP 25.8 kw, aur. 12.9 kw.

TY—189-186 mc.

The Metropolis Co., Jacksonville, Fla.—CP new commercial television station on Channel 9, 189-196 mc., ERP 25.1 kw, aur. 13.2 kw.

(Continued on page 78)

MILEAGE

DULUTH, MINN.—Science stands in awe this week before Otto Mattick whose magneto-reluctor broke all records per flux.

Snorts Otto, "The mileage I get with this thing is nuthin compared to the mileage an advertising dollar gets on KDAL. Check the Fall-Winter Hooper and find out how completely KDAL dominates the Duluth-Superior audience."
New Western adjustment.

Check of 2A feedback, Henry Dreyfuss
tories

$386,211,000
Raleigh News

AM
5000
See

Day
78

See

Night
10,

"SM
COUNTS

Total
7.2
commercial television
Channel
14.9

of KAGH-FM

on

Columbia,

W8XMV

CP
Channel
on

Tri-City Bestg. Co., Bellaire, Ohio—
CP new commercial television station
on Channel 7, 174-190 mc, ERP vis. 215 kw,
aur. 8.15 kw unti.

Modification of CP

WNAS-TV Boston—Same.

Leonard A. Versluis, Grand Rapids,
Michigan—New commercial television
station on Channel 7, 174-190 mc, ERP vis. 19.7 kw,
aur. 9.85 kw unti.

Sagan, J. C., Co., Seattle, Wash.—
CP new commercial television station
on Channel 11, 120-134 mc, ERP vis. 215 kw,
aur. 1,375 kw unti.

CP new commercial television station
on Channel 11, 108-204 mc, ERP vis. 316 kw,
aur. 18.5 kw unti.

Meredith Pub. Co., Syracuse, N. Y.—
CP new commercial television station
on Channel 9, 180-186 mc, ERP vis. 15 kw,
aur. 7.5 kw unti.

Tri-City Bestg. Co., Bellaire, Ohio—
CP new commercial television station
on Channel 12, 204-210 mc, ERP vis. 270 kw,
aur. 12.5 kw unti.

Modification of CP

WEWS Cleveland—Mod. CP new
commercial television station for
extension of completion date.

WSUD-TV Toledo, Ohio—Same.

Oregonian Pub. Co., Portland, Ore.—
CP new commercial television station
on Channel 6, 62-88 mc, ERP vis. 20.7 kw,
aur. 10.3 kw unti.

Modification of CP

WTAE Radio Corp., Norfolk, Va.—CP
new commercial television station
on Channel 6, 62-72 mc, ERP vis. 24.2 kw,
aur. 10 kw unti.

Modification of CP

WTMJ-TV Milwaukee—Mod. CP new
commercial television station for
extension of completion date.

APPLICATION RETURNED
License: for CP

KDDG Dumas, Tex.—License to cover
CP new standard station. RETURNED April 29.

DELETIONS
Developmental broadcast stations
deleted Jan. 1, 1958: WAXAG Georgia
School of Technology, Atlanta, Ga.;
WYAB New England Valley Bestg. Corp.,
Dayton, Ohio; WZKUB United Bestg. Co.,
Sarasota Hills Village, Ohio. Relay
broadcast stations deleted May 1, 1948:
KKEK Co., Detroit, Mich., System Inc.,
Los Angeles, KKEK KMST Inc. and Phil.
Minn.; WGBP L. B. Wilson Inc.,
Cincinnati.

TENDERED FOR FILING

TV—198-204 mc

Twentieth Century-Fox of California
Inc., San Francisco—CP new commercial
television station on Channel 11, 198-204 mc.
ERP vis. 28.2 kw, aur. 14.9 kw.

TV—66-72 mc

WSM Inc., Nashville, Tenn.—CP new
commercial television station on
Channel 4, 66-72 mc, ERP vis. 14.4 kw,
aur. 7.3 kw.

Assignment of CP

KAGH Pasadena, Calif.—Consent to
assignment of CP to Unlimited, inc.
and license of KAGH-FM to KAGH Inc.

Assignment of License

KRKN-AM, Minn.—Consent to
assignment of license to Butter Bestg.
Co., Iowa City, Iowa.

WJXN Jackson, Miss.—Consent to
assignment of license to Andalucia
Broadcasting Inc.

TV—192-198 mc

Television Entertainers partnership of
O. C. Whitaker, Robert Thomas, J. C.
Briscoe, Ft. Worth, Tex.—CP new
commercial television station on
Channel 10, 192-198 mc, ERP vis. 25.16 kw,
aur. 12 kw.

TV—174-180 mc

Totem Beasts Inc., Seattle, Wash.—
CP new commercial television station
on Channel 7, 174-180 mc, ERP vis. 26.0 kw,
aur. 13.8 kw.

AM—1350 kc

James L. Kilian, Fort Payne, Ala.—
CP new standard station 1350 kc 250 kw
D.

WITH AN ATTENDANCE of more than 400 from all parts of Canada,
but principally from Ontario and Quebec, the first Canadian Institute of
Radio Engineers convention was held at the Royal York Hotel,
Toronto, April 30 and May 1. Thirty manufacturers exhibited at the
convention and the Canadian Army Signal Corps showed its latest
high-frequency equipment in operation.

A wide variety of papers included a number of interest to
broadcasters. G. C. W. Brown, con-
troller of radio, Dept. of Trans-
port, Ottawa, spoke Saturday morning.

A panel of experts, consisting of
J. E. Hayes, engineer of Cana-
dian Broadcasting Corp., Montreal,
detail in depth with equipment de-
veloped by CBC for FM field
intensity measurement at the open-
ing morning session. He reviewed FM development in Canada to date,
theoretical development of measure-
ments, and explained how CBC had
developed its own measurement
equipment in part from war
assets surplus materials.

Orlaskin, engineer of the
Canadian General Electric Co.,
toronto, dealt with problems of converting
60-cycle television receivers for 25
cycles current used in southern
Ontario, the most populated area in
Canada. He explained that the
problem was one of filtering the
power, was definitely not difficult,
and that CGE had a number of TV
receivers converted at Toronto.
25-cycle current would not retar
TV in southern Ontario, he said.

Goldin, chief engineer of Canadian
division of Gaumont-Kaike Ltd.,
described development of TV in En-
gland for theatre use, pointing out
that tests have been successfully
made with screens 11 by 14 feet in
size.

Other papers included "Reproduction of Sound" by E. O. Swain, chief engi-
eer of CKLW Toronto; "A Direct-
reading Phase Monitor" by D. F.
Wright, Canada Station Co., Montr.
"Narrow Beam Radiation Allimeter" by J. B. McCayber, Na-
tional Research Council, Ottawa; "Industrially Electronic" by J. T.
Kuwatian, Canadian Westinghouse Co., Hamilton;
"Measurement Equipment in the Radio Industry" by Col. H. D. Rohn;
Baty Engineering Ltd., Oshawa; "Some Quality Problems in the Manufacture
of Minute Tubes" by John F. Hindle, Radio Valve Corp., Toronto; and "Di-
rectional Transmission FM Antenna" by Dr. Sinclair, University of Toronto.

Convention was under chairma-
ship of Gordon J. Irwin, Canadian
General Electric Co., Toronto, with
Harry S. Dawson, former manager
of Canadian Assn. of Broadcasters,
and now television engineer with
CGE Toronto, as vice-chairman.

KELO to 5 kw

SOUTH DAKOTA officials con-
gratulated KELO Sioux Falls in
special broadcast May 2 at 5:45
p.m. KELO's boost in power from 250 w to 5 kw fulltime
and change in frequency from 1230
kc to 1320 kc. Sen. Chan Gurney,
Karl E. Mundt transmitted congratu-
larory messages. Actual switch-
on to the higher power occurred
during talk by South Dakota's Gov.
George Michelson.
Nelson King, Popular Disc Jockey on WCKY's Jamboree has Sold Over $377,387.00 of Merchandise in the FIRST THREE MONTHS of 1948.

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

LATEST Hits

from RCA Victor
for your platter shows!

A Lovely Rainy Afternoon

and

Rambin' Around

RCA Victor 20-2827

On the Painted Desert

and

Mississippi Mud

RCA Victor 20-2852

Little Toot

and

Pecos Bill

Both from Disney's

“Melody Time”

RCA Victor 20-2786

Smooth

and

Don't Come Cryin' To Me

RCA Victor 20-2843

Tico Tico

(Tickle Kittzel)

and

Chlo-o

RCA Victor 25-5983

Mickey Katz

WCKY

CINCINNATI

RCA Victor Records

May 10, 1948 • Page 79
THE WRUL New
erly was WPG
Philadelphia.

FRANK C. CATANZARO, BENJAMIN
CHEW, and MAYER POSNER
have joined technical department of WCAU
Philadelphia. Mr. Catanzaro formerly
was with RCA Victor television en-
geineering in Camden, and was with
Pitco Corp.; he will be WCAU studio
technician in television installation de-
partment. Mr. Chew was associate
relief technician, was with WPEN
Philadelphia, Raytheon Mfg. and the old
WPX Atlantic City. Mr. Posner, also
a location technician, formerly
was with WFIL Philadelphia.

ROTHROCK & BAIERY, Washington
consulting engineers, have moved
offices to Suite 604, 1377 K St.,
N.W. Telephone: National 9196.

EDWARD L. COLLINS, formerly with
WRUL New York; ROBERT L. ROY,
formerly of WJDA Sidney, Mass., and
DONALD E. FERRELL have joined en-
geineering staff of WBDO Boston.

MYRON J. EARL, with WGN Chicago
for 20 years, has joined WGN-TV as
engineer of remote telecasts. Others
joining WGN-TV include: H. P. HOU-
STON, former tower technician; FELIX
KUBIK Jr., newscast cameraman, and
BETH KAS-
PAR SMITH, record-turner, formerly
with WGN.

SONOTONE Corp., Elmsford, N. Y.,
has announced first commercial applica-
tion of synthetic substance possessing piezo-
electrical qualities, involving use of
specially-treated ceramic material. Sub-
stance will be used in new ceramic
package for phonograph, called "Ti-
ton." It makes possible high fidelity
reproduction of sound on low-priced
record players under all weather
and humidity conditions, firm stated. En-
ternal use to other transcription and
conversion systems, including micro-
phones, is anticipated by company.

MATTHEW J. DOWD, formerly with
WLEE Richmond, Va., has joined engi-
geineering staff of WOL Washington.

RAYTHEON MFG. Co., Newton, Mass.,
has announced new Raytheon Bantai
Tubes, featuring advanced type of con-
struction and improved performance.

ROY CONNELL, formerly with WFMJ
New York City, has joined WDDX(FM)
Peterboro, N. Y. as studio engineer.

RCA ENGINEERING PRODUCTS De-
partment, Television Equipment Section, has an-
nounced new 35-mm sound motion pic-
ture projector which will enable video
broadcasters to experiment in new equipment
facilities by using standard 35-mm films.
New machine, called "Pon," projects pictures directly onto pickup tube
of TV film camera for conversion to
video signals.

BOB FONAROW, Don Lee Television
cameraman, and Evelyn Watts were
married April 24 in Hollywood.

JIM SHADICK, engineer of KIDO
Boise, Idaho, has resigned to go
into private business.

KYW Philadelphia Wins
Battle to Erect Towers

FIGHT TO erect two 465-foot
transmission towers in White-
marsh Township (Pa.) by KYW
Philadelphia was won this week
by the Westinghouse station when the
Wayne County Board of Ad-
judgment gave permission for
the construction.

The permit is conditional on the
company maintaining the grounds
in keeping with the residential
character of the neighborhood. No
structures other than the tower
may be erected. It also is stipu-
lated that Westinghouse Radio
Stations Inc. will remove the
towers in the event they are
abandoned.

New Quarters for KDB
To Be Occupied July 1

KDB Santa Barbara, affiliate of
Don Lee Broadcasting System, will
move to new quarters about July 1,
according to Ed Kemble, general
manager.

Station is to move into a Spanish
mission style building in the center
of the city. A seven ton, 250 ft.
tower is now being erected for use
in FM as well as AM. Total
construction costs are about $18,000.

Visitors will be able to view control
room, main studio and news tele-
machines through glass from
reception room.

WJZ-FM in New York
Operating on 95.5 mc

INAUGURATION of FM broad-
casts by WJZ-FM, ABC's New
York outlet, was held May 4 at
9:30 p.m. when the Boston "Pops"
concert, a network presentation,
was heard.

The station is duplicating net-
work programs, ABC announced.
ABC is now duplicating all net-
work programs on its other owned
and operated FM stations, WENV-
FM Chicago, WXYZ-FM Detroit,
KECA-FM Los Angeles and KGQ-
FM San Francisco, and 67 ABC affiliates
are also duplicating net-
work shows on their FM stations.

WJZ-FM operates on Channel
128 (95.5 mc).

KDAC, 250 w (1230 kc),
Now on Air at Ft. Bragg

KDAC has started operation at
Fort Bragg, Calif., with 250 w
fulltime on 1590 kc.

Licensee is Mendocino Coast
Broadcasting Co. Officials are T.
R. Amante, station manager; John A. Brush, commercial and
program manager, and Edward A. Mead, business manager.

Programming is regional. Among features is presentation of
three weather forecasts daily. A 400-ft half-wave tower is in use.

Engineers Shifted

FIVE NBC Hollywood engineers, led by A. H. Saxton, western net-
work chief engineer, are tempo-
arily transferred to New York
effective May 16 to join video train-
ing group. The others who will participate in the four-week training
program are: M. S. Adams, C. W. Comey's, Ross J. Miller and Oscar F. Wick. During
their absence, F. M. Figgins will replace M. S. Adams as field super-
vizer; J. C. Rieckberg is to replace Mr. Figgins as mainte-
nance supervisor. Other vacancy
placements have not been an-
nounced.

Turntable

HERBERT GORDON, formerly with
Decca Records Inc., May 1
joined New York office of Frederic W.
Ziv Co. in executive capacity. Ziv Co.
also has announced sale of three
projects to merchandiser in Wilm-
ton, Del., "Wayne King Show" to
Flower Shoe Mfg. Co., "Cheesecake to
the Moon" to Goldwyn Aus-
swerm Works, and "Guy Lombardo Show" to
Whitekirk Div. Co., also has made
public renewal of its "Calling All Girls" by
Kerrick's Inc., Phoenix, "Wild West Grand
Loope," and "The popcorn and
Markel & Geiman Department Store.

Decca Records Inc.'s consolidated
net profit for first quarter of 1948
amounted to $388,399, up after provision
of $228,593 for income taxes, fifty
percent is paid to shareholders of capital stock outstanding at
end of quarter.
<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building</td>
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<td>Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington, D.C. Adams 2414</td>
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<tr>
<td>McNARY &amp; WRATHALL</td>
<td>904 NATIONAL PRESS BLDG. DI. 1200 WASHINGTON, D.C.</td>
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<tr>
<td>PAUL GODLEY CO.</td>
<td>LABS: GREAT NOTCH, N. J LITTLE FALLS 4-1000</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg. — District 8456 Washington, D.C.</td>
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<td>INTERNATIONAL BLDG. DI. 1319 PORTER BLDG. LO.8821 KANSAS CITY, MO.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N.W. DE 1234 WASHINGTON 5, D.C.</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting  Service WARNER BLDG. WASHINGTON, D.C. 13TH &amp; E ST., N.W. NATIONAL 6813-6819</td>
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<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8218 WASHINGTON 4, D.C.</td>
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<td>JOHN P. MAY</td>
<td>1422 F ST., N.W. Kellogg Bldg.  Washington, D.C. Republic 3984</td>
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<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. ATwood 3328</td>
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<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers</td>
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<td>363 E. 7TH ST. TRIANGLE 4400 CHICAGO 18, ILLINOIS</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N. W. Washington 6, D. C. Republic 7236</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15TH ST., N.W. REPUBLIC 2803 WASHINGTON, D.C.</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>819 BOND BLDG. REPUBLIC 5181 WASHINGTON, D.C.</td>
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<tr>
<td>GILLE BROS.</td>
<td>1168 LILLIAN WAY GLENDALE 8170 HOLLYWOOD, CALIFORNIA</td>
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<tr>
<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City New Orleans 88 W. 42nd St.  American Bk. Bldg. Longacre 5-4000 Lake Charles, La. 6-1480</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<tr>
<td>NATHAN WILLIAMS</td>
<td>AM—Allocations &amp; Field Engineering—FM  Oshkosh, Wisc., Phone Blackhawk 22 AND AFFILIATES  DIXIE ENGINEERING CO. Columbus 1, S. C.; Ph. 2-2742</td>
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<tr>
<td>PREISMAN &amp; BISER</td>
<td>AM, FM, Television  Allocation, Station Design  MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N. W. Washington 10, D. C. Adams 7299</td>
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<tr>
<td>A. R. Bitter</td>
<td>Consulting Radio Engineers 4125 Monroe Street TOLEDO 6, OHIO Telephones—Kingswood 7631, 9541</td>
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<tr>
<td>Merl Saxon</td>
<td>3524 South Henderson Telephone 4-5440 Fort Worth, Texas</td>
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<tr>
<td>ROBERT M. SILLMAN</td>
<td>Consulting Radio Engineer Specialising in Antenna Problems 1011 New Hampshire Ave. RE. 6646 Washington, D.C.</td>
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<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., EX. 8073 Washington 5, D. C.</td>
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</tbody>
</table>
Help Wanted

Managerial

Commercial manager—250 watt daytime station. New England city. State experience, references, salary. Box 393, BROADCASTING.

National advertising manager by region in important southeast market. Service president develops national and regional business. Thorough knowledge merchandising, purchasing, advertising, more important that experience in radio medium. Excellent opportunity for sales executive with good business, sales and finance background, salary expected. Telegraph WEIM, Pittsfield, Massachusetts.

Help Wanted (Cont’d)

newspaper advertisement for 1948. Have opening for two good all around men, ability to ad-lib, handle tables and participate in local production schedule. Send background, disc and salary requirement to WSAM, Saginaw, Michigan.

Experienced staff announcer with sports broadcasting experience. Pays $225.00 per month. Send full details and disc to KISM, Sioux Falls, South Dakota.

Wanted: Thoroughly experienced announcer. Has 45 years state background, availability, salary expected. Telegraph WEIM, Pittsfield, Massachusetts.

Disc Jockey. If you can go anywhere, will pay up to $2,000 per month. Job is to provide disc jockey service to a progressive station in the heart of the Midwest. Excellent opportunity for a disc jockey with good experience and references. Send full details and disc to Box 421, BROADCASTING.

Wanted—good, all-round experience. Capable handling daily 1½ hour disc jockey show. High salary right man. Complete biographical background, including experience, first letter. Audition platter will be returned. Address reply WCSI-FM, Columbus, Indiana.

Help Wanted

New Metropolitan Station

WVNJ

Newark, N. J.

5000 watts Day and Night

620 kc.

(on the air early Fall, 1948)

SEEKS

1. Outstanding personality for early morning show.

2. Disc Jockey for afternoon and evening shows.

Send audition recording to:

General Manager

WVNJ

45 Central Avenue

Newark, N. J.

Wanted—Outstanding personalities. Must be able to show proof of top performance elsewhere. Opening soon on staff of leading station in midwest. Thirty hour, evening side, Group insurance, hospitalization, other conditions. If you like to write, read and read newscast apply to WHBQ, Rock Island, Ill.; Attn: New Director.

Wanted: A mature, conscientious personality. Must be available, capable of handling type writer, $200.00 per month. Send background, references, address, telephone number and full details to Box 327, BROADCASTING.

Middle Atlantic FM station needs experienced disc jockey. Must be willing to travel 4 hours per week, even after making $10,000 per year; golf course selling not included; professional disc jockey or record man. Address replies to Box 402, BROADCASTING.

Wanted: Announcer to replace man who is going into the service. Must be reliable, aggressive young man wishing to enter Washington, D. C. metropolitan station field. Address replies to Manager, WOAY, Silver Spring, Md.

SALES MANAGER

Outstanding opportunity for right man with record of success in handling men and making local and national sales. Leading station in Determinant area. Must be able to handle typewriter, send 1000 new accounts per month, with background, references and previous experience.

BOX 435, BROADCASTING.

WANTED

ANNOUNCER

One experienced and one experienced copywriter. Must be able to handle turntable, disc, jockey shows, news—good selling voice. State experience and references. Send letter, telephone number, and full details to Box 435, BROADCASTING.

Announcer—Midwest regional experience. Announcement, disc, talent and fill-in work. Complete background, references and references. Address replies to General Manager, WHBH, Bluefield, West Va.

SALES MANAGER

Outstanding opportunity for right man with record of success in handling men and making local and national sales. Leading station in Determinant area. Must be able to handle typewriter, send 1000 new accounts per month, with background, references and previous experience.

BOX 435, BROADCASTING.

WANTED

ANNOUNCER

One experienced announcer and one experienced copywriter. Must be able to handle turntable, disc, jockey shows, news—good selling voice. State experience and references. Send letter, telephone number, and full details to Box 435, BROADCASTING.

Salesman—Aggressive, experienced time salesman wanted, near N. Y. area. Reply with references. Box 326, BROADCASTING.

Salesman—300 watt, $1 million per year. Must be willing to travel 4 hours per week, even after making $10,000 per year; golf course selling not included; professional disc jockey or record man. Address replies to Box 402, BROADCASTING.

Wanted, New 250 watt fulltime station has immediate opening for commercial manager. This is a new radio network in the Northern Virginia, Station due to begin operation in July. Send details on experience, salary and background to Manager, WFTP, P. O. Drawer 182, Front Royal, Virginia.

Position open for alert commercial manager with enough know-how to operate successfully in absence of owner. Progressive local in good territory. Box 415, BROADCASTING.

Station manager for 1000 watt daytime in midwest city area at 100,000 now making money. Earnings can be increased greatly. Eight-hour residence rent free. Proper individual should be mature with thorough accounting of sales and copy. Prefer someone with knowledge of this size market but larger city or agency man acceptable. Salary and bonus on profits paid with percentage of time buying into station soon. Could eventually lead to total ownership. Announce is a rare offer for the right man which exists only because of absence ownership. Box 454, BROADCASTING.

Help Wanted

SALES MANAGER

WANTED—One who can sell. Good list of accounts and good air spots. Send Box 416, BROADCASTING.

Announcers

Announcer—Midwest regional experience. Announcement, disc, talent and fill-in work. Complete background, references and references. Address replies to General Manager, WHBH, Bluefield, West Va.

WANTED

Announcer and one experienced copywriter. Must be able to handle turntable, disc, jockey shows, news—good selling voice. State experience and references. Send letter, telephone number, and full details to Box 435, BROADCASTING.
The listening jury brings in the final verdict...

757A

All the experience of Bell Telephone Laboratories in the analysis of sound went into the testing of the 757A Loudspeaker. The most delicate instrument gave convincing evidence of its outstanding performance. All studies led to the same conclusion: that the Western Electric 757A can be matched by no other speaker in its combination of efficiency, frequency response and power capacity.

Yet one test remained to be applied: the test of the listening jury.

Human ears and muscles must render the final verdict. And at Bell Telephone Laboratories, men and women — like those who will listen to the loudspeakers in your station — formed the judgment of engineers and instruments.

When you hear the 757A yourself, you too will agree with their verdict. It’s the loudspeaker you’ll want throughout your studio and transmitter building... because it gives your programs the kind of reproduction they deserve!

For early delivery of the 757-A, you should get your order in now. Call your local Graybar Broadcast Representative, or write Graybar Electric Company, 120 Lexington Avenue, New York 17, N. Y.

Western Electric

— QUALITY COUNTS —
Situations Wanted (Cont'd)

Technical

Negro—First class license desires position in broadcasting. Will travel anywhere. 3306 Arch St., Little Rock, Ark.

Engineer—Negro, single, currently employed in station. Specialization in transmitter installation to handle construction job. Have broadcast, amateur and Navy experience. Excellent character and work experience. Experience recording, nemo, control room. Apply to WKBZ-BROADCASTING. Box 213, BROADCASTING.

Transmitter operator—Three years experience in all phases of broadcasting. Operation and maintenance. Immediately. Box 265, BROADCASTING.

Newman—Six years marine experience. Have broadcast and Amateur experience. Will stay on job as chief engineer. Have had a good engineering background. Address 426 S. 21st, Kansas City 3, Kansas.

Engineer—B.S. Civil, RCA graduate 1947, 1st phone 2-342-9569. Will go anywhere for opportunity. Have experience in the building and operation of radio stations. Have had a good engineering background. Please contact Box 422, BROADCASTING.

Newman—Local news is most saleable radio commodity. Pulls largest listener rating. I now head local news bureau which I set up for 250 watt station. Will work for good salary. Box 417, BROADCASTING.

Continuity writer—Announce 12th birthday. Two years experience, university graduate, single. Navy veteran. Will go anywhere. Box 443, BROADCASTING.

Continuity writer or director—Young woman, 23, single, college graduate. Seek place on staff of up-and-coming network affiliate in a sales, programming, versatility, experience, ideas—and that means a director job right. Box 912, BROADCASTING.

Program producer-director—Welles versed in studio and production. Excellent background. Please contact Box 422, BROADCASTING.

Wanted—Choir director, Negro. Maried. Box 354, BROADCASTING.

Engineer, first class, license Single. West coast preferred. Box 443, BROADCASTING.

Chief engineer, AM-FM-TV available. Completed college, married, $550. Box 444, BROADCASTING.

Construction and operational engineer—Seven years in all phases of broadcasting. Let me take charge of your station. Single. Station and radio station. Will stay on as chief engineer of a good engineering department. Address 426 S. 21st, Kansas City 3, Kansas.

Engineer—Chicago—RCA graduate 1947, 1st phone 2-342-9569. Will go anywhere for opportunity. Have experience in the building and operation of radio stations. Have had a good engineering background. Please contact Box 422, BROADCASTING.

Editor, writer, Radio: Have 10 years experience. Excellent knowledge television production. Three years experience in commercial radio. Most saleable radio commodity. Pulls largest listener rating. I now head local news bureau which I set up for 250 watt station. Will work for good salary. Box 417, BROADCASTING.

Program director, announcer, 2½ years practical experience, understands all phases of engineering and management. Desires permanent position in progressive organization. Box 250, BROADCASTING.

Newman—Wants job in or near large city. Experienced reporting, researching, news, studio work. B.S. Journalism, graduate veteran. Box 452, BROADCASTING.

Newspaper editor—Fully experienced, sober, mature, versatile. Solid, intelligent, enterprising. Apply immediately. Box 12, BROADCASTING.

For rent—One used continuity writer. Good condition. Write Box 398, BROADCASTING.

Attention stations in midwest. Experienced continuity writer desires radio position. Good salary. Box 404, BROADCASTING.

Situations Wanted (Cont'd)

News man, 6 years daily newsroom, 2½ years military experience, outstanding local, district, state news roundup style. Ideas, experience, excellent knowledge. Box 449, BROADCASTING.

Scriptwriter: 8A, radio; MPA, stage, radio; samples; experienced, permanent, future. Box 441, BROADCASTING.

For Sale (Cont'd)

Wanted to Sell

First come, first served. Brand new Western Electric FM one kw transmitter. Still crated. Two sets tubes. Can ship on one-day notice.

$7500.00 takes it.

BOX 450, BROADCASTING


For sale—One 350 foot heavy Winch charger or new, and others, from factory. Current market price $5,500.00. Make reasonable offer. Box 571, KUTA, Salt Lake City, Utah.

BONDING COPPER

In Stock for Immediate Shipment. Send for Our Price List Today. J. L. CLARK METALS CO.

2108 S. Ashland Ave., Chicago 8, Ill.

Huntington—Wanted to buy, sell, exchange. Have unusual wireless experience. For Sale

Radio Station Brokers

WASHINGTON, D. C.
1811 New Hampshire Avenue
NATIONAL 7465

DALLAS
Charles E. Wilkinson and Philip D. Jackson
Tower Petroleum, Central 1115

SAN FRANCISCO
253 Montgomery Street
Exbrook 2-5672

OUTSTANDING OPPORTUNITIES in California and Western Stations

Make arrangements to contact us during the NAB Convention at Los Angeles May 17-20. Blackham-Hamilton Company partners will be at the Hollywood Knickerbocker. Phone Gladstone 3717.

This is an opportunity free to negotiate for California and western properties. 1948, when the California and western market has offered a splendid return on the investment and have outstanding potential possibilities. They are priced realistically.

BLACKHAM-HAMILTON COMPANY

1811 New Hampshire Ave., Washington, D. C.
Senate Confirms Two
SENATE last week confirmed three Presidential nominations of interest to radio industry. Charles Sawyer, Cincinnati lawyer, businessman, diplomat, was confirmed May 5, took oath of office following day as Secretary of Commerce, replacing A. Waverell Harriman, appointed special U. S. E.R. Ambassador. Mr. Sawyer is president of Radio Voice of Springfield, licensee of WIZQ Springfield, and Great Trails Broadcasting Corp., licensee of WING Dayton, Ohio [BROADCASTING, April 26]. Delos Wilson Rentzel, chairman-pres- ident of Aeronautical Radio Inc., was confirmed as administrator of Civil Aeronautics Administration May 5 [BROADCASTING, April 12].

WSL AGAIN RECEIVES NATIONAL FIRE AWARD
1947 GOLD MEDAL award of the Board of Radio Fireman- ers has been awarded to WLS Chicago for the third time in four years in recognition of outstanding public service in fire prevention. Award consists of a gold-plated medal and a $500 check. It will turn over to a worthy charity.

The NBFP statement cited WLS in the past year as a "clearing house for farm fire problems, conducting extensive research into fire hazards and their correction and the organization of fire-protection districts, and acting as liaison between listeners and fire authorities."

The station distributed free construction plans to farmers, developed a method for combating spontaneous ignition of hay, advised farmers on formation of rural fire departments, and also gave support to those already established, the board stated.

Garden TV CU
NEW YORK—Boxing Commissioner Eddie Eagan announced May 6, following a conference with representatives of the Boxing Managers Guild and Mike Jacobs and Sol Strauss of Twentieth Century Sporting Club, that solution may be forthcoming in the near future of a controversy revolving about prize fighters, who may share in receipts for television rights in fights promoted by the Twentieth Century organization.

ABC Stock
ABC filed registration statement with Securities Exchange Commission May 6 for approval for public offering of $10,000,000 of 5% convertible preferred stock. Stock will be sold through an underwriting group, headed by Dillon Read & Co., New York. Network is arranging $5 million term loan with two banks to be used for repaying 4% million bank loan. Balance and other ABC funds will be used in its program for video facilities, expected to be in operation later this year.

DETAILS ARE RELEASED FOR EARLIER GRANTS
OWNERSHIP and details of new standard station grants authorized by FCC April 18, completing earlier story in BROADCASTING, May 3, includes the following:

Hattiesburg, Miss.—Hub City Broadcasting Co., 1200 kc, 250 w. daytime. License awarded to E. A. Holland, ex-program director and sales manager at WTVL Houston. Mr. Holland is also KRMD Shreveport, La., sports director. Mr. Holland makes KRMK, 250 w. daytime, Dallas; WAFB, 250 w. daytime, Manchester.

Kingsport, Ark.—J. James Glancy, 1230 kc, 250 w. unlimited, Mr. Glancy has been manager of station since 1951. Mr. Glancy is owner of Glancy's, a local tavern.

Lancaster, Pa.—Rocking Valley Broadcasting Corp., 1320 kc 500 w. daytime. License will be issued to Marvin Reuben, co-owner of Rocking Valley Broadcasting Corp., 1320 kc, 500 w. daytime. Reuben is also owner of KÒRF New York. Mr. Reuben is the owner of station.

Camden, S. C.—Haywood S. Bowden, 1350 kc, 1 kw. daytime. License awarded to Bowden Advertising Service, 1350 kc, 1 kw. daytime. Mr. Bowden is also owner of The People's Telephone Co., 1350 kc, 1 kw. daytime.

Jackson, Tenn.—Dixie Broadcasting Co., 1140 kc, 5 kw. daytime. License awarded to Dixie Broadcasting Co., 1140 kc, 5 kw. daytime. Dixie Broadcasting Co. is owned solely by Apparel, Inc., 1140 kc, 5 kw. daytime. Dixie Broadcasting Co. is owned solely by Apparel, Inc., 1140 kc, 5 kw. daytime.

Muskegon, Mich.—N-K Broadcasting Co., 1050 kc, 1 kw. daytime. License awarded to Muskegon Broadcasting Co., 1050 kc, 1 kw. daytime. Muskegon Broadcasting Co. is owned by the following individuals: Nicholas William Kurio, motion picture exhibitor, and Steven G. Kurio, motion picture exhibitor, and Mr. Kurio is also owner of KÒRMK Muskegon.

Lancaster, S. C.—Rogers City Broadcasting Co., 890 kc, 1 kw. daytime. License awarded to Rogers City Broadcasting Co., 890 kc, 1 kw. daytime. Rogers City Broadcasting Co. is owned by the following individuals: Nicholas William Kurio, motion picture exhibitor, and Steven G. Kurio, motion picture exhibitor, and Mr. Kurio is also owner of KÒRMK Muskegon.

Shawano, Wis.—Shawano County Local Government Radio-Broadcasting, 850 kc, 1 kw. daytime. License granted to Shawano County Local Government Radio-Broadcasting, 850 kc, 1 kw. daytime. License granted to Shawano County Local Government Radio-Broadcasting, 850 kc, 1 kw. daytime. License granted to Shawano County Local Government Radio-Broadcasting, 850 kc, 1 kw. daytime.

All of the grants except Cureo and Shawano involved engineering conditions.

WANTED PROMOTION—PUBLICITY MATERIAL
WCCO, 50,000 watt Columbia-owned station in Minneapolis-St. Paul, offers unlimited opportun- ities to daily or weekly radio promotions, public relations, and program information. The self-driver with radio background and effective ideas. Write in strictest confidence. Success and promotions achievements will be appreciated.

Write: Merle Jones
Radio Station WCCO
625 Second Ave. S., Minneapolis 2, Minn.
At Deadline...

NBC WILL RESHUFFLE TUESDAY NIGHT SCHEDULE

NBC will reshuffle Tuesday night schedule early in June to comply with its policy prohibiting mystery programs before 9:30 p.m. in summer months. Lever Bros. summer replacement for "Amos 'n Andy," Tues., 9-9:30 p.m., "Call the Police," crime show, will move into 9:30-10 p.m. period to be vacated by Fibber Magee & Molly (Johnson's wax). Latter program takes 17-week summer hiatus. First "Call the Police" show will be presented in original "Amos 'n Andy" time, 9-9:30 p.m., as NBC policy allows one show to be heard at that time but not series. Following week it will shift to 9:30-10 p.m. Rathrauff & Ryan is agency.

Tuesday 9-9:30 p.m. period will then be taken over by Pabst Blue Ribbon, which moves from Thursdays 10:30-11 p.m. on NBC. Eddie Canton show will complete its season in Tuesday slot now vacated, which is being written as comedy instead of mystery show, taking over for summer. Plans not set for 10:30-11 Thursday night period vacated by Pabst.

UNIFORM TIME FAVORABLE AT HOUSE HEARING


Earl H. Gammons, CBS Washington vice president, described complications of mixed time and read resolution from CBS affiliates advisory board. Gene Juster, appearing for NBC Washington Vice President Frank M. Russell, agreed mandatory uniform time is needed. NAB Executive Vice President A. D. Willard Jr. however supported HR-2740, saying it would make it extremely inconvenient not to observe standard time.

DON LEE TEMPORARY GRANT FOR COMMERCIAL TV

YEARS-LONG QUEST of Don Lee Broadcasting System for commercial operation of 16-year-old Los Angeles TV station W6XAO achieved Friday. FCC granted special temporary authority to operate commercially 90 days. It must use present experimental call, not KSML, which it sought.

Grant conditioned on ultimate FCC decision on Don Lee AM and FM renewals. Pioneer W6XAO has been on air since 1931 at cost of "millions of dollars." Don Lee received commercial grant in 1941, was unable to build because of war.

McCLATCHY TV APPLICATIONS

TELEVISION stations for KFBK Sacramento and KJMI Fresno, Calif., sought at FCC Friday by McClatchy Broadcasting Co. Sacramento application, for Channel 10 (192-198 mc), is third for one of three channels available under FCC's proposed new allocation plan. Fresno bid, for Channel 7 (174-180 mc), is third, with four channels open.

2 FULLTIME, 6 DAYTIME AM STATIONS AUTHORIZED

TWO FULLTIME, six daytime AM stations authorized by FCC Friday, including day outlet KLTW Oklahoma City Broadcasting Corp. (1 kw, 1010 kc), Marion, Va., of which Virginia Lieut, Gov. L. Preston Collins is vice president. New AM grants:


PERMITS FOR FM OUTLETS GRANTED BY COMMISSION

CONDITIONAL grants for two Class B FM stations and issuance of construction permits for three Class C FM stations were authorized by FCC Friday. A conditional grant was approved for KESQ Friday. Conditional grants went to Service Broadcasting Inc., Anderson, Ind., with Channel 254 (98.7 mc) proposed, and to Donzce Co., Ste. Genevieve, Mo., licensee KSGM there, with Channel 289 (105.7 mc) allotted. 

WSWY Sylacauga, Ala. - Class B, 101.0 mc (Channel 270), 3.6 kw, 680 ft. KLCN-FM Blytheville, Ark., conditional: Class B, 98.9 mc (254), 1 kw, 192 ft. WAFM, Washington, Ind. - Class B, 106.5 mc (201), 14 kw, 370 ft. WJSN-FM Chester, W. Va. - Class C, 96.1 mc (259), 22 kw, 610 ft. WCMA-FM Corinth, Miss. - Class B, 107.1 mc (272), 1 kw, 210 ft. WVMR-FM Indianapolis, Ind. - Class B, 99.7 mc (256), 3 kw, 675 ft. KXLY-FM Peoria, Ill. - Class B, 94.5 mc (240), 2 kw, 200 ft. WSNZ-FM, Charleston, W. Va. - Class B, 95.5 mc (259), 1 kw, 290 ft. KVFR-FM Yonkers, N. Y. - Class B, 97.1 mc (256), 1 kw, 230 ft. WCAT, New York, N. Y. - Class B, 97.5 mc (258), 1 kw, 250 ft. WDHK-FM Utica, N. Y. - Class B, 93.3 mc (229), 1 kw, 250 ft. WNFM New Rochelle, N. Y. - Class A, 94.3 mc (229), 1 kw, 250 ft. WJOT-FM Franklin Tn. - Class B, 90.3 mc (227), 1 kw, 270 ft. WJMW Waukesha, Wis. - Class B, 96.2 mc (256), 1 kw, 270 ft. WAUR-FM Canton, Ohio. - Class B, 96.7 mc (256), 1 kw, 270 ft. "CPs issued in lieu of previous conditions: WXWH Newark, Mass. - Class B, 55.8 mc (245), 28 kw, 210 ft. WENY-FM Elmira, N. Y. - Class B, 106.9 mc (290), 5.1 kw, 450 ft.

KECA DENIED STAY ORDER

IN ACTION which may throw additional light on court's philosophy on FCC hearings as enunciated in its WCKY Cincinnati decision [Broadcasting, April 19], Court of Appeals for D. C. denied KECA Los Angeles petition for stay order against FCC grant to KFTN Houston for 5 kw fulltime on 790 kc, which ABC's KECA also uses with 5 kw.

KECA claimed it would receive interference outside its normally protected contour.

KFVD SALE DISPUTE

ALTHOUGH J. Frank Burke Sr. advised Broadcasting last week that $395,000 sale of KFVD Los Angeles had fallen through, the sale dispute had not, stated hearing and "a bona fide contract and expected it to be completed." Mr. Burke contends majority of stockholders have voted against it and since sale against corporate majority will is not possible, earlier "tentative agreement" with Mr. Dunn is void.

STA HEARING ONE-SIDED;

CHAIRMAN COY 'APPELLED'

NINE ATTORNEYS representing score of daytime AM educational and commercial stations appeared Friday before FCC en banc to oppose Commission's proposed rule change to abolish special temporary authorizations for night broadcast of special events by limited-time stations. No one appeared to support FCC proposal and it was pointed out docket record bears no brief supporting STA abolishment. All appearing asked at least for chance to be heard in individual merits proceeding on STA requests.

Opposition was chiefly directed at FCC's stipulation that STA operation degrades night service through added interference and that FM service is broad enough to supplant STA need. Night service degradation point blasted by attorneys who asked why supposedly aggrieved broadcasters were not present.

On matter of one-sided representation Chairman Wayne Coy commented: "I am appalled at the lack of interest of broadcasters to protect the very standards under which they are operating their stations."

SHAFER TO KANSAS CITY

KEITH SHAFER, timebuyer with Erwin Wasey & Co., New York, resigns to join KMB-C-KFRR Kansas City, in charge of sales for KFRR.

Closed Circuit

(Continued from page 4)

this Saturday (May 15); returning Wednesday day. Other Commissioners to attend include George Sterling, Rosel Hyde and possibly Robert F. Jones.

FCC CHIEF ENGINEER sweepsstakes, to select successor to Comr. George E. Sterling, now points to status quo, with Acting Chief Engineer John A. Willoughby continuing indelitely to run department. Consideration has been given to appointment of outsider.

WASHINGTON observers are wondering whether Tober inquisition into FM-TV patent and allocation situation will prove another "one-wonder." Original prognotication of all-out full dress knockdown proceeding now are being temporized with report that proceeding may run one or two days.

IT'S generally believed now that when President Truman offered FCC left-winger Clifford J. Durr reappointment it was with absolute knowledge that Alabaman would turn down another seven-year term. Whole proceeding, according these usually informed circles, was to save face.

WITH FCC's proposed TV allocations making no provision for additional channels in D. C. area, CBS is expected to make pitch for addition of fifth channel for Washington at upcoming June hearings on proposed allocations.

DEALER SURVEY completed last week by WMAR-TV, Baltimore Sunpapers' station, reveals city proper has upwards of 10,275 sets, including home-assembled installations, as against 6,500 under previous estimates. These are aside from receivers lying in Washington area also covered by Baltimore stations.

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No guesswork here! Dr. W. D. Bryant, former Director of the Department of Research and Information for the city of Kansas City, spent many months investigating and classifying all the factors which determine the limits of primary interest. From the findings of this nationally recognized expert, Kansas City’s trading area has been clearly set down as encompassing all of the State of Kansas, the western half of Missouri, and small parts of Iowa, Nebraska, Oklahoma and Arkansas*.

*The Study is Available on request

KMBC
of KANSAS CITY
5,000 on 980

KFRM
7th Oldest CBS Affiliate
Represented Nationally by FREE & PETERS, INC.

for KANSAS FARM COVERAGE
5,000 on 550

Owned by MIDLAND BROADCASTING COMPANY
Manufacturing

For 76 years the Pueblo Steel Plant of The Colorado Fuel & Iron Corp., above, has been a mighty factor in the development of the West and an important part of the Colorado scene. Abundant resources of minerals and fuel, a healthful climate and happy living conditions have continued to attract a wide and extensive variety of industrial activities. Meat packing, sugar refining, tire and rubber manufacturing and scores of craftsman type industries make up the industrial scene in Colorado today.

KLZ Forum

The market place for ideas and discussion of Colorado’s problems is the “American Legion Sounding Board of Public Opinion” heard over KLZ every Thursday night. Topics as timely as tomorrow’s headlines make the program an integral part of the Colorado scene. Informed leaders from labor, business, religious, civic and educational groups participate in the discussion aired over KLZ in cooperation with Denver’s Leyden-Chiles-Wickersham American Legion post, second largest in the world.