Pipe smokers say they get a lot of satisfaction—a world of peaceful relaxation and pleasure, out of a quiet smoke. To real pipe fans a pipe is, in fact, a mighty important part of their everyday living.

To people living in any one of the seven cities listed below, a local Fort Industry Station, too, is a part of everyday life. As a local institution, each Fort Industry Station seizes every opportunity to join in the furtherance of community enterprises—to render public service. For advertisers this means that the seven stations listed below speak with a voice that's listened to, believed in, acted upon.

**THE FORT INDUSTRY COMPANY**

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.

WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich.

National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455
The KMBC-KFRM Team is Custom-Built to provide complete, economical, simultaneous coverage of the Kansas City trade territory. When you add KMBC's audiences in metropolitan Kansas City to KFRM's—it had listeners in at least 9 states and 231 counties the first two weeks it was on the air—you have the only real combination for covering the Kansas City market. A study of the map above will show we're really talking turkey when we talk of Custom-Built Coverage to fit the market.
Hard-shelled New Englanders are really softies!

It's just that you must learn to get under their shells. New Englanders like to trade in their local communities with local merchants they know.

To really sell New Englanders you must cultivate their patronage by means of a friendly approach. You can do this best by using the Yankee Network with its 23 hometown stations. Each Yankee station, over a period of years, has become an integral part of local community life — a locally accepted source of the finest in entertainment — a locally accepted medium for sales promotion.

The Yankee Network takes you into New England's most important markets, penetrates city and suburban trading zones completely. It's your best means to get the effective local impact you need throughout New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

SEVERAL top executives have been interviewed personally during past week by Vincent Riggio, American Tobacco Co. president, for the position of advertising manager, recently resigned by George Washington Hill Jr. Definite announcement expected within ten days.

STANLEY HUBBARD, president and general manager of KSTP St. Paul, now is sole owner. He has paid off obligation to Aveco Mfg. Co., amounting to $860,500, having negotiated straight loan from Mellon National Bank & Trust Co., Pittsburgh. Understood loan entailed no strings on control of corporation. FCC will get full accounting in usual course. Mr. Hubbard originally held 25%.

It's not so much upstairs vs. downstairs in TV that's bothering telecasters but what to do about low band versus high band stairs. Despite FCC's proposed TV reallocations, ultimately looking toward opening of 500 mc range, telecasters are wondering how long it will be before fast-moving mobile services will force preemption of lower end of low band for their use. Curbstone opinion is that "upper seven" (channels 7 through 13) should be good for maybe ten years but that "lower five" (2 through 6) may not be able to withstand pressures longer than two or three years.

SENATE radio inner council now seriously considering fusion of White Bill (S-1338) and revision of Communications Act with John bill (S-2234) on clear channels in hope of action this session. Talk is White may give in objectionable Section 320 giving FCC right to review program, control of stations while Johnson might settle on partial breakdown and with no arbitrary power limit.

PROSPECTS of lush advertising market in runstud vehicles for FM broadcasters looms right. Transit Radio Inc., Cincinnati, now selling 41,200 time weekly on WCTS-FM for programs to Cincinnati area bus and trolley riders [BROADCASTING, April 5].

UT in AT&T charges by Illinois Bell effective June 1 when rate for relay from Chicago White Sox park for WGN-TV will be $455 compared with no installation charge. Games from Wrigley Field cut to $545. Previously installation charge alone was $550, with regular tariffs on airline miles.

ESTUINGHOUSE officials are mum but it's understood they're getting good results in traktivation tests from B-29 based at Martinsville in Baltimore. Signals said to have been picked up on TV band No. 6 (38-58 mc) in Pittsburgh. Tests, delayed by rudder trouble on Army-owned plane, FCC to be notified soon so staff can monitor tests.

Upcoming

May 17-21: 63rd Convention of Society of Motion Picture Engineers, Santa Monica, Calif.
May 18-19: CBC Board of Governors, Windsor Hotel, Montreal.
May 19: New NAB Board of Directors meeting, Biltmore Hotel, Los Angeles.
May 20-21: NAB Engineers Conference, Biltmore Hotel, Los Angeles.

(Bulletins)

Patrick Joseph Stanton, whose FCC grant for new Philadelphia 10-kw daytime station on WCKY's 1530 kc was set aside by court [BROADCASTING, April 19], was given 6-month special authorization for 1540 kc, 1 kw, day only. FCC also granted application of O. E. and L. O. Bohlen, trading as Francisco Rental Co., for new 5-kw daytime on 960 kc at Victorville, Calif.

SIMMS JOINS WASEY AGENCY

Ray Simms, assistant manager, Kenyon & Eckhardt timebuying department, New York, has resigned to join Erwin, Wasey & Co., New York, as manager of radio and television timebuying department. He succeeds Keith Shaffer, who has joined KMB-C-KFRR Kansas City in charge of sales for KFRR [BROADCASTING, May 10].

KTBs Shreveport, La., applied for TV station, Channel 4 (66-72 mc), 14.25 kw visual and audio powers. It's second Shreveport bid; four channels available, one may be added. Estimates: $228,652 construction; $8,000 monthly operating costs first year; $3,000 monthly revenues.

NLRB Probing AFM Ban on Transcriptions

NATIONAL LABOR Relations Board began probe Friday of charges by Associated Program Service, Lang-Worth Feature Programs and Standard Radio Transcription Services that AFM transcription ban constitutes secondary boycott, illegal under Taft-Hartley Law. Complaint, detailed in joint statement by Richard Tenen of APS, Gerald King of Standard, C. O. Langlois of Lang-Worth, said in part:

"We are ... seeking relief under the provision of the National Labor Relations Act, which makes it illegal for a union to compel its members to refuse to work for a business man against whom the union has no claims, in an indirect effort to get at his customers . . . ."

Statement said transcriptions "afford the only means of supplying music to local broadcasters, referred to remarks by James C. Petrillo, AFM president, before House committee that he stopped work for transcriptions to deprive broadcasters of transcriptions use. APS and Lang-Worth complaints filed with NLRB in New York Thursday. Standard filed same day in Los Angeles. Secondary boycott investigation by NLRB gets top priority under Taft-Hartley Act. Complainants repeated charge that Mr. Petrillo has refused to discuss matter, or answer letters asking for conference.

Business Briefly

GOODRICH CO-OP • Monogram Radio Programs Inc., Chicago, announces sale of new transferred show, Breakfast in the Blue Ridge, to B. F. Goodrich Co., Akron, Ohio. Series is being made available on cooperative basis to more than 5,000 Goodrich outlets. Intensive retail merchandising campaign planned. Program features Lulu Belle and Scotty.

SPIC AND SPAN TO BLOW • Biow Co., New York, to take over Procter & Gamble's Spic and Span (soap) account July 1, busy mapping out campaign plans. Dancer-Fitzgerald-Sample, Chicago, former agency. No budget figure revealed.

FORM PLAN ELIMINATES MUCH PROGRAM DATA

DEMAND for commercial-sustaining percentage breakdowns on program types—entertainment, religious, etc.—would be eliminated from FCC application forms, under extensive format reorganization plan proposed by FCC Friday. Also proposed for elimination: requirement that network affiliates list network sponsors they rejected during "composite week."

Annual measurements of equipment performance by AM and FM stations would be required under proposed rules change, which would set out exact information needed. So-called "Blue Book" program log analysis (commercial and sustaining) would be retained in forms, but definition of "non-commercial spot announcement" would be amended to keep promotional announcements for sustaining programs out of straight spot announcement category.

Proposed changes, described as largely editorial, affect applications for new or changed facilities; for licenses, renewal, assignment and transfer, extension of completion date. Comments will be accepted by FCC to May 31. The FCC said it would then call for oral arguments if comments justified.
WSIX sells electrical appliances, too. At least some of the nation's most successful producers must be convinced by sales results. Electrical appliance companies use time ranging from daily quarter hours and spots to weekly half hours; and they've stuck to this schedule for two, three and more years without a break. See what WSIX can sell for you in Nashville's 51-county retail trade area. Your Katz representative has additional information to help you judge for yourself.

ABC AFFILIATE
5000 W • 980 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
BOOK OF THE MONTH

IN - Indianapolis

"Broadcast Measurement Bureau"

- It is comforting (at the comparatively old age of twenty-four) to receive documentary proof of honesty! For years WFBM has claimed listeners within a 50-mile radius of Indianapolis... verifying our 400,000 radio-home potential with good old half-millivolt maps, heavy mail response areas, and personal contacts.

Now—in effect—BMB has put a notary seal on our published figures... for, the 10%-or-more counties in Indiana credited to WFBM fit our claims "hand in glove."

Skip the bonuses if you like... five-state mail on almost every contest offer; registered daily listeners in 82 of 92 Indiana counties (WFBM's membership "Quiz Club"); and actual, measured sales results outside our claimed listening area...

But credit WFBM with exclusive, basic CBS coverage in Indiana; top over-all Hoopers in Indianapolis 16 months in a row; and almost two million people in BMB counties. Let us show you that we sell by radio any product that can be sold!

WFBM is "First in Indiana" any way you look at it!

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency
serving the Pacific Northwest with 50,000 watts

BMB coverage maps of KEX now are as out-of-date as a tight skirt. Watch for new "interim reports"—coverage maps based on mail response to KEX's new 50,000-watt voice. The only 50,000-watt station in Oregon, KEX now gives advertisers one-station coverage of the tremendous Portland market-area, which means most of Oregon and much of Washington.

KEX THE 50,000-WATT ABC AFFILIATE IN PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc

KYW - KDKA - WBZ - WBZA - WOWO - KEX

National Representatives, NBC Spot Sales—Except for KEX

For KEX, Free & Peters
To BLANKET A STATE
or "Wrap Up" a Community...

BE IT AM, FM or T/V, it isn't the size but the satisfaction that counts. With a service covering everything from initial surveys to final operation, Godley jobs have a reputation for being properly completed and delivering a margin above expected performance—with emphasis on the common sense approach and economy.

KXEL
LAST PRE-WAR
50,000 Watt Station

Waterloo, Iowa—a Josh Higgins station, ABC affiliate, started operation July, 1942. (Westinghouse transmitter)

KOMA
FIRST POST-WAR
50,000 Watt Station

Oklahoma City, Okla.—Oklahoma's only 50,000 watt station, commenced operation February, 1947. (Western Electric transmitter).
Dear Mr. Godley:

We are putting out a darned good signal, and confounding station engineers in surrounding areas. Our organization is running smoothly and we are getting a highly favorable listener reaction.

Both Bob and I appreciate the effort, the services and the cooperation we have had from you and your organization on WHUC, and I do hope that you will stop in any time you are up this way.

Cordially,

John F. Kearney
General Manager

An unsolicited letter from a recent "local" WHUC

Paul Godley Co.
Consulting Radio Engineers
Upper Montclair, New Jersey

At: Mr. Paul F. Godley

WIBC
NOW in Construction
50,000 Watts

Indianapolis, Ind.—owned by Indianapolis News—the only 50,000 watt station in the State. To start operation Fall, 1948. (RCA transmitter).

WGBS
Nearing Completion
50,000 Watts

Miami, Florida—a Fort Industries station and the only 50,000 watt plant in Florida. To start operation Fall, 1948. (RCA transmitter).

Paul Godley Company
Consulting Radio Engineers
Established 1926
Laboratories: Great Notch, N. J.
At the Notch in the Watchung Mountains

Phone: Little Falls 4-1000
NAB CONVENTION FACTS

MAIN activities center at the Biltmore Hotel, Los Angeles, including the Management Conference Monday-Tuesday and the Engineering Conference Thursday-Friday. Management meetings are in the Biltmore theatre.

Heavy equipment exhibition is in the Biltmore foyer-ballroom. Registration and program services, and similar light displays, are on the second floor.

The Tuesday banquet and the luncheon sessions will be held in the Biltmore Bowl. The Monday fashion luncheon for ladies will be held in the Crystal Room of the Beverly Hills Hotel.

Delegates register on the Biltmore Galleria floor for both Management and Engineering Conferences. Engineering registration opens Wednesday.

BROADCASTING Magazine's headquarters are in rooms 2323-5 in the light exhibit floor.

List of conference hotels:

- **Beverly Hills**—661 Sunset Blvd., Beverly Hills 44311.
- **Biltmore**—515 S. Olive, Michigan 1011.
- **Beverly Hills Plaza**—1497 N. Vine St., California 15.
- **Beverly Hills 8**—608 Ninth St. West, St. Louis 1.
- **Biltmore 3**—2535 Wilshire Blvd. Exposition 1251.

- **Chapelle, Edward A.**—WKIP Pough-keepsie, New York 16.
- **Chasen, C. O.**—KLK Longview, Wash., Biltmore.
- **Chernoff, Howard L.**—WCHS Charleston, W. Va., Biltmore.
- **Chrysler, Robert**—740 Jackson Ave., N.Y. 3.
- **Clay, S. A.**—WWSO Springfield, O., Biltmore.
- **Clark, Ples S.**—KFPX Wichita, Biltmore.
- **Clarkson, Robert J.**—Columbia Broadcasting Syst., N. Y.
- **Baker, Edward E.**—KDFX Wichita Falls, Tex., Clark.
- **Cobb, Marcus Cohn and Marks, Washing-ton.
- **Collins, Keith**—KFXK Sacramento, Biltmore.
- **Combs, Frank**—KICL Houston, Tex.
- **Cox, Q. Q.**—KQGW Portland, Ore., Biltmore Crutchfield, Edward—KFWB Los Angeles.
- **Crutcher, Charles H.**—KWHO Canyon, Tex.
- **Curtis, John R.,**—KFBK Longview, Wash.
- **Cushing, Hary**—Automobile Mfg. Assn., Detroit, Biltmore.
- **Danbom, M. E.**—KTBB Tyler, Tex., Biltmore.
- **Dover, Harold L.**—WCVS Springfield, Ill., Biltmore.
- **Driehaus, John**—WSM Nashville, Biltmore, DeYoung, Gene**—KERO Bakersfield, Biltmore.
- **Dirks, Dietrich**—KTIK Sioux City, Iowa, Biltmore.
- **Dobler, Glenn, BNI, New York, D'Urville, Franklin M.**—WDRB Hartford, Biltmore.
- **Donohoe, Tom**—KOMA Seattle, Biltmore.
- **Douglas, John B.**—KTBK Anchorage, Biltmore.
- **Dunlop, W. T.**—KXBS Springfield, Mo., Biltmore.
- **Fellman, B. R.**—WIBD Cleveland, Biltmore.
- **Fellows, Hal**—WEEI Boston, Massachusetts, Biltmore.
- **Feltis, Hugh E.**—KRTN Kansas City, Biltmore.
- **Ferrero, Erwin**—WENK Cincinnati, Biltmore.
- **Ferrison, Don**—KVAQ Philadelphia, Biltmore.
- **Fisher, John W.**—WCBS New York, Biltmore.
- **Fitzgerald, Herb**—KXAS Dallas, Tex., Biltmore.
- **Fitzhugh, J. L.**—KCMO Kansas City, Biltmore.
- **Fleischer, Earle**—KQV Greenville, Tex., Biltmore.
- **Flodin, Bill**—KSTP Minneapolis, Biltmore.
- **Foley, Paul**—KOMO Seattle, Biltmore.
- **Gaines, James M., N. B., HASBROCK Heights, N. Y. Dietz, Robert**—WATW Newark, N. J., Biltmore.
- **Dover, Harold L.**—WCVS Springfield, Ill., Biltmore.
- **Driehaus, John**—WSM Nashville, Biltmore, DeYoung, Gene**—KERO Bakersfield, Biltmore.
- **Dirks, Dietrich**—KTIK Sioux City, Iowa, Biltmore.
- **Dobler, Glenn, BNI, New York, D'Urville, Franklin M.**—WDRB Hartford, Biltmore.

(Continued on page 12)
BROADCASTING  

KNX HOPE'S YOU'LL—

have fun
while you're in

SOUTHERN CALIFORNIA

Before or after the NAB convention, you'll enjoy seeing all of this spectacular Southern California country that makes us almost as boastful as Texans.

KNX wants you to see it for a very selfish reason—so you can believe all the supersize facts about the market.

This is a capsule guidebook to places and things that might interest you. For complete information, we suggest the All-Year Club Free Visitors Bureau, 517 W. Sixth Street—just around the corner from Convention headquarters at the Biltmore.

NORTH OF LOS ANGELES: Take Highway 101 at the foot of Wilshire Blvd. for a leisurely, two-hour ride along the ocean to Santa Barbara.

Santa Barbara is the city Chicagoans dream about on January evenings—a clean, urbane community of white stucco walls and red tile roofs, full of flowers, picturesque Spanish California architecture, and high retail sales.

You'll find three or four of the best hotels in America here. See the El Paseo's unusual shops. Drive along the ocean to the yacht harbor. Don't miss the Mission with its century-old gardens.

Buellton, an hour north of Santa Barbara, has the world's best split pea soup—if you're that hungry for split pea soup.

That's Ventura county you pass through on the way north—cattle ranches, oil wells in the ocean, and vast citrus groves.

Take the inland route back through the San Fernando Valley. Ten years ago the Valley was mostly bean fields. Now, 350,000 people live here.

Footnote for those who can't forget the radio business: BMB says that KNX is the dominant Los Angeles station with Santa Barbara and Ventura counties' 46,000 radio families.

SOUTH OF LOS ANGELES: It's three hours by car to San Diego. Take longer—there's so much to see. (Santa Fe runs a comfortable streamliner if you're tired of driving.)

Along the ocean, you'll find:

Signal Hill bristling with oil derricks; Long Beach—where 200,000 refugees from the Midwest now live; the Pacific Coast's largest harbor—Los Angeles Long Beach; Laguna's art colony; Newport's land-locked harbor with 4000 pleasure craft afloat; the racetrack a Mr. B. Crosby built at Del Mar.

Like zoom? San Diego has one of the best. It has huge parks, a harbor full of battle wagons, and an adobe Old Town not more than a few minutes from one of the world's great aircraft manufacturing centers.

Old Mexico is simple to get in and out of. You might enjoy watching jai alai—if you're of a blood-thirsty turn of mind.

Return through Santa Ana and the heart of Orange county—some of the richest farm land in America.

The KNX commercial: San Diego is a market of a half-million people. Its metropolitan area is comfortably ahead of Houston or Indianapolis in retail sales. But for KNX advertisers—it's simply a bonus.

EAST OF LOS ANGELES: This is the Palm Springs-Lake Arrowhead tour.

You can't do it in less than several days—San Bernardino county alone is larger than Massachusetts. Rhode Island, Delaware, and New Jersey combined.

Go out through Pasadena and Cucamonga (that's only the world's largest vineyard you're passing) to San Bernardino, up to the Rim of the World (but easy driving) highway to Lake Arrowhead or one of the other mile-high resorts.

Down the mountain, through San Bernardino and Riverside, sniff that orange-scented air. There's a cherry festival this month at Beaumont, on the road to Palm Springs. The Palm Springs season ends this month but it should still be cool enough to enjoy this famous playground. Coachella Valley's picturesque and profitable date farms are not far away.

Some trip, huh? Well—that's the reason we have 5,000,000 people out here and more coming every year.

A double-edged KNX sales talk: Listen to the reception from Los Angeles stations in this area. Note how much clearer—by far—KNX is.

Second sales talk: This is agricultural country, some of the richest in the world. KNX is the West's foremost station in agricultural service—front ward today—without report that is 7-1 the choice of Western farmers.

LOS ANGELES ITSELF: Of course, see Catalina, Griffith Park Planetarium, the inside of the Strip night spots, and Hollywood Park where the bangtails start running soon.

But don't miss Mount Wilson—if you're in radio or advertising.

From Mount Wilson you can look down on thousands of square miles of lights (on homes where KNX has a large and growing lead on other Los Angeles stations).

And you can look up at the darndest collection of FM and television transmitters you have ever seen. (One is KNX-TV's, soon to be in operation.)

Have fun.
The best way to reach teen-agers is Radio!

- Teen-agers... whether you'll admit it or not... are an undeniable buying influence. They criticize your clothes, choose your cars, plan your trips and give you tips on almost everything!
  Everyone who knows (well—just about everyone) says “the best way to reach kids is radio!” And... in the great Cleveland market... the best way to reach teen-agers is with WJW’s Teen-Timer Revue.

  Teen-Timer Revue, in its Sunday slot, is a hot spot for any all-family product that needs added promotion in the great Cleveland market.

- Chuck Plotz... whose WJW show by teen-agers for teen-agers is a skillful blend of styles, sports, safety hints and hot music... is a junior sensation in teenage circles.

- Alert, aggressive, articulate, this group... the cast of WJW's Teen-Timer Revue... packs a powerful wallop with the younger set. And what they do to parents couldn’t happen to nicer people!

Bill O'Neil, President

WJW

BASIC

ABC Network

CLEVELAND 850 KC

5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
IT PAYS TO PROGRAM WITH ZIV SHOWS!

Favorite Story
Radio's most brilliant dramatic half hour, with Mr. Ronald Coleman as host and narrator. Outstanding cast includes Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director

Wayne King Show
A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn MacCormack, narrator.

Songs of Good Cheer
A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott.

Sincerely, Kenny Baker
A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

Old Corral
Starring Pappy Cheshire, famous western storyteller, and a big cast of vocalists and instrumentalists in songs of the open range.

Pleasure Parade
Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour musical.
BOSTON BLACKIE
One of radio's top mystery shows. Top ratings everywhere... Louisville, 21.7... Youngstown, 21.3... Cincinnati, 16.9... Minneapolis, 16.5. Radio's best point-per-dollar buy.

EASY ACES
America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

BARRY WOOD SHOW
A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.

PHILO VANCE
S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.

KORN KOBBLERS
The band of a thousand gadgets and a million laughs... presenting a wide variety of music ranging from the classics to comedy and novelty tunes.

MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

VISIT OUR EXHIBIT AT THE NAB CONVENTION:
ROOMS No. 2200-2201, EXHIBIT FLOOR.
Advance Registration
MANAGEMENT CONFERENCE (Continued from page 12)

Russell, Frank M., NBC Washington, Ambassador
Russell, Percy H., Jr., Kirkland, Fleming, Green, Martin & Ellis, Washington, Biltmore
Ryan, J. Harold, Fort Industry Co., Topeka, Biltmore
Ryan, William B., KFI Los Angeles, Biltmore
S
Sadler, Owen, KMA Shenandoah, Iowa, Biltmore
Sambrook, A. B., World Broadcasting System, New York, Biltmore
Sanders, Theo, KFWB Los Angeles
Sanders, Wayne, KCNA Tucson, Biltmore
Schraf, F. Eugene, KWTY Louisville, Biltmore
Scanlan, Gertrude, BBDO, New York
Schacht, John H., KSMO San Mateo, Calif
Schrade, Andrew J., Columbia Transcriptions, Hollywood
Schultz, Paul, KXY San Francisco
Scoggin, J. Fred, KFVH Whittier, Kan.
Biltmore
Scripps, W. J., WWJ Detroit, Ambassador
Seebeck, Charles E., WTON Staunton, Va.
Biltmore
Service, C. W., Collins Radio Co., Los Angeles
Shadle, Hal, KOOO, Coo Bay, Ore.
Shaff, O. Richard, WS Columbus, S. C.
Sharp, M. H., BM New York
Sharp, A., KSL Salt Lake City, Biltmore
Shapiro, Thomas E., KFSD San Diego, Calif.
Sharp, R., KLX Oakland, Calif
Shaw, T. Rodney, A. C. Nielsen Co., Chicago, Gaylord
Shaw, John, Yankee Net, Boston
Sherwood, Alex, Stund. Radio Trans., New York, Biltmore
Shields, Arthur T., KRUL Corvallis, Ore.
Sholes, Victor A., WHAS Louisville, Ambassador
Shomo, E. H., WBBM Chicago, Biltmore
Shouse, James D., WLS Cincinnati, Ambassador
Shultz, John W., WMVA Martinsville, Va.
Biltmore
Sillerman, Michael M., KBS New York, Biltmore
Silverman, Frank G., BBDO, New York
Simons, Arthur, WKWB Buffalo
Simmonds, L. E., Weed & Company, New York, Biltmore

Stavick, Henry W., WMG Memphis, Alexander
Sunday, Joseph E., WDAE Tampa, Fla., Biltmore
Smith, Calvin J., KFAC Los Angeles, Ambassador
Smith, C. E., UBC Cleveland, Biltmore
Smith, J. R., CBS New York
Smith, Pat, WLS Los Angeles
Smucker, Ray C., KYM Yuma, Ariz.
Smullin, W. B., KIEM Eureka, Calif., Biltmore
Smith, O., KTVI Twin Falls, Idaho, Biltmore
Southwick, Royi, KID Idaho Falls, Biltmore
Sprague, F. C., WJTL Nashville, Tenn.
Biltmore
Sprague, Ken, BM New York
Speck, Jim H., KCOR Ft. Worth, Biltmore
Springsteen, Harry E., KXRC Aberdeen
Sproul, William, Biltmore
Springfield, Fred, WWAY Fort Smith, Ark.
Biltmore
Springfield, John L. New York
Steele, Don, Kaze Agency, San Francisco
Stanton, Frank, CBS New York, Town
Staple, Jack, WMV Nashville, Biltmore
Starr, E. J., BMI New York
Starr, W., KDKB Kansas City, Biltmore
Streibert, Theodore J., WKBK Washington, Biltmore
Stregler, George P., West Industry Co., Detroit, Biltmore
Stout, Clair L., WOR New York, Biltmore
Streb, Theodore C., WOR New York
Streb, Ernest F., KLB Denver, Ambassador
Stutzen, Robert S., Associated Press Service, New York, Biltmore
Swayer, Edwin E., Tide Magazine, New York, Biltmore
Thielari, Charles, KJON San Francisco
Thomas, C. L., KXKO St. Louis, Missouri
Thomas, Eugene S., WOR New York, Biltmore
Thomas, George H., KVOL Lafayette, La.
Thomas, Rooske L., WKRO Cairo, Ill., Biltmore
Thornborough, Don, KNY Los Angeles
Thomason, Ernest, KFV Las Vegas, N. Mex, Biltmore
Timlin, Joseph F., Blasina Co., New York, Biltmore
Titchener, Robert W., WNAX Yankton, S. D., Ambassador
Toole, Clifton A., KVOO Provo, Utah, Ambassador
Tobin, John A., Burr-Smith Chicago
Trammell, Niles, NBC New York, Biltmore
Travers, Linus, Yankee Net, Boston
Tronz, L. W., KORE Eugene, Ore., Biltmore
Trehar, Stephen, J., Washington, Clark
Tyler, H. J., KFI Los Angeles, Biltmore

U
Ulmer, J. C., KGO Eaton, Tex.
Ulmer, J. C., KGO Eaton, Tex.
Unger, Alvin, Frederic W. Ziv Co., Cincinnati, Ambassador
Upton, Dean R., KWWK Shreveport, La., Alexandria
Van Konvenburg, F., WTCN Minneapolis, Biltmore
Van Volkenburg, J. L., CBS New York
Vickers, Marion B., KFAC Fort Arthu, Tex.
Vocals, James Charles, WLBW Carrollton, Ga., Biltmore
Vogel, George J., KWPC Muscatine, Iowa, Alexandria
Walker, Jack R., KYSG Yreka, Calif.
Walker, Wm. D., WDB Davenport, Iowa, Biltmore

W
*That's what Hooper says*

BROADCASTING CORPORATION
RAND BUILDING • BUFFALO, N. Y.
National Representatives: Free & Peters, Inc.
WO out of three television receivers bought by the American public are table models, indicating that a majority of video viewers want the greatest picture they can get for the money, according to production figures of the Radio Manufacturers Assn.

This follows a pattern somewhat similar to that of broadcast receivers, where table sets or exceed console units in popularity, according to RMA's records. MAF figures represent about 90% of the total production of receivers.

As in the case of broadcast sets, owners of video consoles want the "works" when they invest the larger sums represented in the arket price of these models. RCA and that late in 1947 one out of 6 TV buyers wanted a console with a record player. About the same number purchased lowered consoles without a record player.

One out of 15 TV sets made last year was a console with a projected picture, several times the size of the images in the direct-view models. No table models were manufactured with projection screens because the cabinets are not large enough. However, it is possible to buy magnifying lenses to increase the size of the picture seen in direct-view models. No figures are available on the number of lenses sold.

Only a small percentage of projection TV console contains record-playing equipment, according to the RCA production data.

Rate of production in 1947 skyrocketed between January and December as manufacturers got their production lines in operation. Total TV output was 5,407 in January, not far from the 6,476 total in the entire year 1946. By June the TV output had risen to 11,484 units. The summer pace was about the same level, annual factory vacations cutting down the total. Then in September the rate shot up to 32,719, record month for the year.

In January of this year the production rate again increased, though the 30,001 total represented only four weeks of production as against five weeks in December. A proportional increase in console models was noted in January, the figure being 13,261 consoles compared to 10,742 table models.

The total January TV output actually represented a rise of 101.6% over the monthly average in 1947. Again in February production soared sharply, RCA members reporting the manufacture of 35,889 television receivers. At this point 250,897 TV receiving sets had been manufactured since the end of the war.

Febuary's TV output was 5,886 greater than that in January, representing an annual production rate of over 430,000 and up 141% over the average 1947 monthly output.

Of the February production, two-thirds again were table models, with most of the remainder consoles and radio-phonograph combinations.

March's production of 52,137 TV sets set an alltime record.

(Continued on page 34)

### TELEVISION SET MODELS BY PRICE CATEGORY

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Type of Service</th>
<th>Picture</th>
<th>Number of Tube Comb.</th>
<th>Channels</th>
<th>Price</th>
<th>Installation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sightmaster Corp.</td>
<td>Table TV-FM</td>
<td>TV</td>
<td>10 in.</td>
<td>Tube</td>
<td>24</td>
<td>$375.00</td>
<td>$50.00</td>
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<tr>
<td>Sonora Radio and TV Corp.</td>
<td>10-1-S</td>
<td>TV</td>
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<td>$45.00</td>
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<td>U.S. TV Mfg. Corp.</td>
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<td>$55.00</td>
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<td>RECEIVERS FROM $400 TO $600</td>
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<tr>
<td>Clevure TV Corp.</td>
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<td>TV-FM</td>
<td>Tube</td>
<td>12 in.</td>
<td>Tube</td>
<td>$455.00</td>
<td>$55.00</td>
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<td>Allen B. DuMont Labs. Inc.</td>
<td>10-12 in.</td>
<td>TV-FM</td>
<td>Tube</td>
<td>12 in.</td>
<td>Tube</td>
<td>$455.00</td>
<td>$55.00</td>
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<tr>
<td>General Electric Co.</td>
<td>10-12 in.</td>
<td>TV-AM-FM</td>
<td>Tube</td>
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### TELEVISION SET PRODUCTION, 1946

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<td>3,171</td>
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<td>Radio consoles:</td>
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<tr>
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<td>2</td>
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<td>22</td>
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<tr>
<td>TV sets (All classes)</td>
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<td>29</td>
<td>24</td>
<td>41</td>
<td>3</td>
<td>187</td>
<td>1,551</td>
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<td>13,503</td>
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<tr>
<td>(a) Direct viewing</td>
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<tr>
<td>TV Sets (All classes)</td>
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<td>7,866</td>
<td>8,690</td>
<td>11,484</td>
<td>10,007</td>
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<td>24,135</td>
<td>29,234</td>
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### TELEVISION SET PRODUCTION, 1948

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<tr>
<th>January</th>
<th>February</th>
<th>March</th>
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<tbody>
<tr>
<td>16,742</td>
<td>25,594</td>
<td>37,653</td>
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</tbody>
</table>

(Continued on page 34)
WMAR
TV & FM
The Best Buy in Television!

FULL LENGTH FEATURES
- TOPS IN UNIVERSAL
  FAMILY APPEAL.

WMAR-TV has obtained the exclusive television rights in this area for 24 star-studded major films produced by Sir Alexander Korda.

Never before have feature films of this quality been available to television audiences. The release of these pictures is regarded as one of the biggest developments in television programming.


And these pictures include such stars as Lawrence Olivier, Merle Oberon, James Mason, Gertude Lawrence, Raymond Massey, Valeria Hobson, Leslie Howard, Elizabeth Bergner, Rex Harrison, Miriam Hopkins, Jean Parker, Robert Donat, Vivien Leigh, Roland Young, Sabu.

Represented by
THE KATZ AGENCY, Inc.
500 FIFTH AVE. • NEW YORK 18
The RCA 10-KW AM transmitter, Type BTA-10F, is identical in size and appearance to the BTA-5F you see here. Over 125 transmitters of this series now in operation.

(* Photo courtesy of Radio Station KOOL, Phoenix, Arizona)

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

In Canada: RCA VICTOR Company Limited, Montreal
with 10-kilowatt insurance

BTA-5F. The one 5-KW AM Transmitter that insures easy increase to 10 KW at any time! Power changeover is simple . . . inexpensive . . . quick. Because it was planned that way.

When you install the BTA-5F Transmitter for 5-KW operation there is just one tube in the power amplifier stage (left-hand cubicle in view below). But note the additional tube socket already mounted in place. To increase power to 10 KW, you need only buy the simple modification kit (described in box at right). With the parts contained in this kit . . . and the few simple circuit changes required, changeover can be made "overnight." It's easy . . . it's inexpensive. You need lose no air time.

Naturally, you can also buy this transmitter originally for 10-KW operation (specified as Type BTA-10F). Both models—the BTA-5F for 5-KW operation, and the BTA-10F for 10-KW operation—have the same sleek, well-finished, business-like appearance shown by KOOL's installation on the opposite page. Both models have the true unified front . . . an exclusive feature of RCA high-power AM transmitters. This front is an integral piece separate from the transmitter enclosures. It greatly facilitates flush-mounting . . . and improves appearance of the installation by several times.

And careful planning like this goes right on through. For instance, this transmitter is equipped with one of the most complete centralized control systems ever designed for any transmitter . . . with all the necessary controls, circuit breakers and relays needed for fully automatic operation or step-by-step manual operation. It has push-button motor-tuning for its high-power stages . . . and instantaneous power control reduction. It can be furnished with matching cabinet end-extensions for housing antenna phasing, monitoring, test and audio equipment. These extensions have front sections that become an integral part of the overall unified front—another exclusive RCA feature of great importance in station appearance. And note this too: the 5-KW BTA-5F uses only 24 tubes (6 different tube types); the 10-KW BTA-10F uses only 27 tubes (6 different types).

Here, we believe, is the finest streamlined station installation ever engineered for standard-band broadcasting . . . with all basic circuits proved in more than 125 transmitters of this series now operating throughout the world. Get the details from your RCA Broadcast Sales Engineer, or write Department 19-E.

The simple kit (MI-7267-A) takes the BTA-5F to 10 KW . . . inexpensively and without one change in station layout.

- One blower
- Two filament transformers
- One 10-KW modulation transformer
- One reactor
- All necessary hardware

The Transmitter Control Console—standard equipment with every BTA-5F and BTA-10F.

THE 5-KW BTA-5F (open view). Sweet and simple . . . with everything up front where you can reach it.
WHIZ
ZANESVILLE, OHIO

A NEW MAJOR MARKET WITH 112,000 URBAN POPULATION

FOUR CITIES in the WHIZ primary area (all within 25 air miles of Zanesville) have more than 112,000 Total Urban Population.

City    Population
Zanesville  42,000
Newark     38,000
Cambridge  19,100
Coshocton  13,500

Total Urban Population 112,600

ZANESVILLE is the Ninth Largest Trading Area in the State of Ohio with a total population of 260,000 and retail sales in excess of $150,000,000.

AND WHIZ dominates in this rich industrial-agricultural trading area with a 60-percent share of audience. (Conlan—November, 1947)

NBC AFFILIATE

John E. Pearson Co.

Feature of the Week

WHEN SOMETHING new and novel was needed to liven up the activities on Studio Party, broadcast Saturday afternoons on WSAM Saginaw, Mich., "Sam" was invited to the party. "Sam" is a baby pig and right now he is the center of a "fattening-up" contest.

Each week one of the studio contestants is chosen to take the pig home and give him loving care. Ample feed has been supplied by a local livestock concern and that goes along with "Sam." Object of the contest is to add as much weight as possible to the pig during the week.

Each Saturday Rob Downey, m.c. of Studio Party, and Jack Parker, program director of WSAM, have a weighing-in ceremony. An official weight record is kept, and at the end of the contest the participant who has added the most "ham" to the porker will receive a grand prize. Contest is to run ten weeks.

On All Accounts

EIGHTEEN YEARS ago an advertising agency executive said to Mary Cardon: "If you want to go places and do things, try to join J. Waite Thompson Co." Mary followed that advice at once, tried to get on as copywriter, was hired as research assistant, soon became head of the research department. For the past six years she has been head of the research and media departments of JWT's Montreal office.

Mary knows radio, as Canadian Broadcasters who have never met her found out at recent convention of Canadian Assn. of Broadcasters, when she asked pertinent questions and sat on a rate structure panel. Broadcasters from all parts of Canada drop in to see her about local and regional programs which she places. French language stations, programs and announcement campaigns are something she is especially familiar with and can discuss authoritatively.

Mary is a native Montrealer, and in her brief business career before joining JWT was a school teacher, book-seller and librarian. She holds a master's degree in psychology from McGill U. She joined the agency shortly after it opened a Montreal office, spent several years ringing doorbells and getting to know eastern Canada in a search for answers to clients' questions.

Mary married a Montreal physician shortly after joining JWT, but her career was never interrupted by domestic duties. In 1942 she took on the job of media director, and came directly into contact with station people, though she knew radio from her research work.

In the six years she has held the media directorship, she has placed network accounts originating in the United States on Canadian networks, including Standard Brands' Charlie McCarthy Show and Kraft's Music Hall. She also has placed French network programs originating in Canada, such as Kraft's Le Cafe Concert, Standard Brands' Juliette Beliveau and J. B. Williams' Les Chansons de Roland Bedard.

Mary has done considerable traveling throughout Canada in her research work. She has talked on such varied topics as mental hygiene, vocational guidance and advertising to clubs and school groups. When she has time she finds relaxation in reading at least one "who-dunit" a week, getting acquainted with a growing record library and romping with her black spaniel.
One thing makes one station STAND OUT!

Your sales story in Indianapolis soon mushrooms out into many other media... all part of the "regular follow-through" that goes with every WISH program. For example—see the flood of extra publicity given to Sterling Brewers, Evansville, Indiana, in sponsoring the Indianapolis Baseball broadcasts. It shows the WISH idea of...

Follow-through!

WISH Indianapolis
CAPITOL BROADCASTING COMPANY

GEO. HIGGINS, GENERAL MANAGER
FREE & PETERS, Inc.
600 Radio Stations say, "Soup's on!" 600 Lang-Worth affiliates make available a NEW and specialized commercial program service for advertisers and agencies — Come and get it!

The following Radio Stations are Lang-Worth affiliates.
The story behind Lang-Worth's Specialized Program Service for Advertisers is well worth the telling. Suffice it to say, however, that 3 years of planning and several hundred thousand dollars have gone into its fulfillment.

Its greatest endorsement is its success — first offering, THE CAVALCADE OF MUSIC, announced March 1, 1948, is now 50% sold out!

As of this date, you can still sponsor “CAVALCADE” (via transcriptions) in a few open territories . . . but hurry! Each “CAVALCADE” show is $5,000 worth of big-time production . . . a half-hour musical featuring D'Artega's Pop-Concert Orchestra and 16-voice chorus and starring headline guests . . . Tommy Dorsey, The Modernaires, Anita Ellis, Vaughn Monroe, The Riders of the Purple Sage, Tito Guizar, Frankie Carle, Tony Russo, Rose Murphy, The 4 Knights and others — scheduled for 52 weeks.

Available June 1: THROUGH THE LISTENING GLASS . . . a half-hour production revealing a "Wonderland of Music." Romantic songs by Johnny Thompson, Joan Brooks and Dick Brown. Memory melodies with The Lang-Worth Choristers and starring the radiant voices of The Silver Strings — scheduled for 52 weeks.

Additional Feature Programs, conceived, designed and produced especially for commercial sponsorship, will be made available by all Lang-Worth affiliates at intervals of 30 days, beginning July 1, 1948. Coming up:

THE COTE GLEE CLUB — 15 minutes, 5 times per week. Stars the most popular male singing aggregation in radio. Spotlights a “memory corner” in each show (52 weeks).

GIT ALONG COWBOY — Songs of the Golden West, starring Roy Willing and The Riders of the Purple Sage, Elton Britt, Slim Rhodes, Rosalie Allen and Jack Pennington. Special interest spot is a 2-minute romantic yarn of the pioneer west designed as a feature for the station announcer. 15 minutes, 3 per week, 52 weeks.

For costs and time availability covering these or any other Lang-Worth Transcribed Features, from 5 minutes to 60, contact any Lang-Worth Affiliate or its station representative. For complete information on talent, program format, promotional material and future releases, contact Lang-Worth directly.

SOUP'S ON — COME AND GET IT!

LANG-WORTH FEATURE PROGRAMS, INC.
113 West 57 Street — New York 19, N. Y.

NAB CONVENTION HEADQUARTERS — SUITE 2100 BILTMORE
**Advance Registration**

**MANAGEMENT CONFERENCE (Continued from page 16)**

**Engineering**


**Conference**


**National Awards**

**1-CITY COLLEGE OF NEW YORK OVER-ALL PROMOTION**

**2-BILLBOARD MAGAZINE OVER-ALL PROMOTION**

**3-H. P. DAVIS MEMORIAL ANNOUNCER AWARD**

**4-PABST SALES AWARD EDDIE CANTOR CAMPAIGN**
WOW-LAND'S banks are bulging with money—its farmers are the richest in the world. What a market for whatever you have to sell!

And in this market—WOW can do your advertising job ALONE!

Call your nearest John Blair office or Webster 3400 in Omaha.

*96% (77 out of 80) NBC shows have better Hooperatings on WOW than they do nationally!
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<th>City</th>
<th>Station</th>
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<td>KRIS</td>
<td>NBC</td>
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<td>Seattle</td>
<td>KIRO</td>
<td>CBS</td>
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<tr>
<td>Syracuse</td>
<td>WFBL</td>
<td>CBS</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>WTHI</td>
<td>ABC</td>
</tr>
</tbody>
</table>

**Television**

- Fort Worth-Dallas: WBAP-TV
- New York: WPIX
- St. Louis: KSD-TV
If you believe that "a big nighttime show" is the answer to every radio advertiser's prayer, take a look at the Hooperatings for your favorite programs in a dozen different cities. They'll vary all over, because of wide differences in sectional tastes, in the power and acceptance of each individual station, etc., etc.

The only way you can use the best station in each market (and the kind of programs that each audience likes best) is with spot broadcasting—Bull's-Eye Radio. You can buy more audience-per-dollar with spot broadcasting than with any other medium. And that's what WE call "more effective radio".

Free & Peters are pioneer station representatives. We know spot radio as you know the intricacies of your own industry—the opportunities as well as the places "fools rush in where angels fear to tread". We like nothing better than to share our experience with agencies and advertisers who want more effective radio. May we—with you?

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

NEW YORK CHICAGO
ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO
Advance Registration

ENGINEERING CONFERENCE (Continued from page 26)

Hoffman, Edward, Fed. Tel. & Radio, Clifton, N. J.
Hoskins, WWCN Asheville, N. C.
Howard, Rex, KFXJ Grand Junction, Colo., Clark
Kurt, Freeman, IBBW Washington
Hurt, Edward P., KFXD Nampa, Idaho
Ing, George W., KONO San Antonio, Alexandria
Isenberg, R. A., KRON San Francisco, Alexandria
Jackson, A. H., Blaw-Knox Div., Pittsburgh, Baltimore
Jeffers, Charles L., WOAI San Antonio
Johnson, Albert D., KOY Phoenix, Baltimore
Johnson, Leslie C., WHBF Rock Island, Ill., Clark
Johnson, Seymour, KFI Los Angeles
Johnson, Col. Geo. C., WDBO Orlando, Fla., Baltimore
Jones, Donald L., KCIL Houma, La.
Karpiel, Wm. J., KCNA Tucson, Ariz., Hayward
Konynenburg, F. Van, WTCN Minneapolis
Kreibich, Harold R., WMPR Memphis
La Marque, J. W., Graybar, New York City, Baltimore
Lammons, Robert, Fed. Tel. & Radio, Clifton, N. J.
Layne, C. N., KID Idaho Falls, Idaho
Levinson, Col. Nathan, KFWS Los Angeles
Livesay, R, WLSH Mattoon, III.
Livingston, Clifford, KTUC Tucson, Ariz., Baltimore
Lodge, Wm. B., CBS New York, Chapin Park
Lohnes, Horace L., Dwd. and Alberson, Washington, Baltimore
Lozoy, Paul A., WHO Des Moines, Baltimore
McClasen, Ben S., KGFJ Hollywood
McLein, Frank H., Washington, Baltimore
McLean, James D., WPTZ Philadelphia, Baltimore
Maddox, B. G., Fed. Tel. & Radio, Clayton, N. J.
Maine, E. A., KUIN Grants Pass, Ore., Alexandria
Martin, L. I., KFXD Nampa, Idaho
Mason, Curtis W., KFI Los Angeles
Merino, John, KFSD San Diego, Baltimore
Miller, Dr. Burt, KFWB Los Angeles
Miller, Clifford R., KOY Phoenix, Ariz., Baltimore
Mills, Gordon H., Kudner Agency, New York, Baltimore
Mitton, Vern, KUSN San Diego, California, Alexandria
Morgan, Glen, KVOB Great Bend, Kan., Baltimore
Montgomery, T. G., KFEL Denver, Col., Baltimore
Myers, J. S., KFWB Los Angeles
Nickell, G. E., KUIN Grants Pass, Ore., Alexandria
Oakley, Bow, KFAC Los Angeles, Ambassador
O'Neal, J. E., Allied Record Co., Hollywood
Olsen, Aivo, KIEM Eureka, Calif., Baltimore
Pangborn, H. W., KNX Los Angeles
Pepper, John B., WDBA Memphis, Baltimore
Pyle, K. W., KFBI Wichita, Baltimore
Ranger, R. H., Rangertone Inc., Newark, Baltimore
Brown, David H., KWSB Mt. Shasta, Calif., Baltimore
Breske, Earl, WDAY Fargo, N. D., Biltmore
Reinholdt, Robert B., KWIN Ashland, Ore., Baltimore
Reinsch, J. Leonard, WSB Atlanta, Ga., Biltmore
Schroeder, R. J., KMA Shenandoah, Iowa, Baltimore
Scott, George, Fed. Tel. & Radio, Clifton, N. J.
Shipley, Larry, WJMO Cleveland, Baltimore
Slavick, H. W., WMX Memphis, Alexandria
Smith, Carl E., WHK Cleveland, Baltimore
Snyder, Robert E., KTUL Tulsa, Baltimore
Snyder, Glenn, WLS Chicago
Stauble, R. E., Blaw-Knox Co., Pittsburgh, Baltimore
Stone, Earle J., WEIZ Battle Creek, Mich., Baltimore
Strampfer, John, Presto Recording, New York, Baltimore
Studer, Gordon, KSON San Diego, Baltimore
Talbott, Edward F., KROD El Paso, Alexandria
Taishoff, Sol, BROADCASTING Magazine, Baltimore
Tapp, Ray E., KNOB Long Beach, Calif.
Taylor, Gerald L., KMBC Kansas City, Baltimore
Taylor, Ted O. L., KCON Amarillo, Tex., ambassador
Torian, Raymond B., KNOB Long Beach, Calif.
Torrey, W. N., KONC Amarillo, Tex., Alexandria
Towne, Alfred E., KSFJ San Francisco, Baltimore
Townen, Orrin W., WLSA Louisville, Baltimore
Wallace, James W., KQK Wenatchee, Wash.
Wallack, Chester, KGVO Great Bend, Kan., Baltimore
Webster, Norman B., McClatchy Stations, Sacramento, Baltimore
Wehrmann, Henry F., WTPS New Orleans, Alexandria
Weldon, James O., Washington, Baltimore
Wheeler, Chet, KWIL Albany, Ore., Baltimore
Wheeler, Lenawesh, KYUM Yuma, Ariz.
Wilson, Nathaniel, KFXM Tulsa
Williams, Nathan, Consultant, Eng., Oklahoma City, Clark
Wilson, George A., WRCB Cincinnati, Baltimore
Wodruff, Jim W. Jr., WURL Columbus, Ga., Hollywood Plaza
Wooten, S. D., Jr., WRCB Memphis, Hollywood Plaza
Wright, Omer W., KDON Monterey, Calif.
Wyckoff, Marion A., Airline Epstein Agency, Washington
Yarbrough, James E., WDBO Orlando, Fla., Baltimore

You are cordially invited to meet

Art Baker

of

"Art Baker's Notebook"

and

Jimmy Scribner

creator of

"Sleepy Joe"

at the

CARDINAL COMPANY

6000 SUNSET BLVD.

ON RADIO ROW

HEMSTEAD 1177

Page 50 • May 17, 1948
RAYTHEON
AM • FM • TV
BROADCAST EQUIPMENT

LOOK TO RAYTHEON
FOR ALL YOUR NEEDS
RAYTHEON Presents
A complete line of

- RF-10
10,000 Watt AM Transmitter
- RTV-5
5,000 Watt TV Transmitter
- RF-3
3,000 Watt FM Transmitter

ANTENNAS FOR AM FM TV
(Raytheon RFM FM Antennas)

See the RAYTHEON EXHIBIT
N. A. B. CONVENTION
Main Lobby
Biltmore Hotel
Los Angeles

RAYTHEON MANUFACTURING COMPANY
COMMERCIAL PRODUCTS DIVISION
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment,
FM, AM and TV Broadcast Equipment, Tubes and Accessories
AM · FM · TV
BROADCAST EQUIPMENT

TV Control Units
(Left)
Portable Sync Generator
(Center)
Mixer-Amplifier and Monitor
(Right)
Distribution Amplifier and
Low Voltage Supply

Image Orthicon Camera
Available as single
or dual chain of cameras
and associated equipment

RPC-40 Portable Consolette
RM-10 Monitoring Amplifier
RC-11 Studio Console
 Added Raytheon feature, cue
attenuators for two turntables

RAYTHEON Excellence in Electronics

COMPLETE INSTALLATIONS — AM, FM or TV
Raytheon's complete symmetrical services now include TV stations as well as AM and PM station equipment. Our forward-thinking Raytheon Basic System Plan permits new television stations to begin operations without delay, with minimum investment and with provision for increasing power and facilities as developments permit. Talk to Raytheon for all your needs.

BOSTON, MASSACHUSETTS
Chris P. Brownell
1174 Boylston Street
KE 6-1344

CHATTANOOGA, TENNESSEE
W. B. Taylor
Signal Mountain
8-2497

CHICAGO 6, ILLINOIS
Warren Cozzen, Ben Farmer
COZENS & FARMER
227 West Adams Street
Ran. 7457

DALLAS 8, TEXAS
Howard D. Craven
414 East 10th Street
Yale 2-1904

LOS ANGELES 15, California
Emile J. Rome
1255 South Flower Street
Ran. 72-2358

NEW YORK 17, NEW YORK
Henry J. Geist
60 East 42nd Street
MU 2-7440

SEATTLE, WASHINGTON
Adrian VanSanten
155 Howard North
Main 3137

WASHINGTON 4, D. C.
Raytheon Manufacturing Co.
739 Munsey Building
Republic 5697

EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES — Raytheon Manufacturing Co., International Division, 50 Broadway, New York 4, N. Y., WH 3-4980
Television Set Model
(Continued from page 18)

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Model</th>
<th>Type of Service</th>
<th>Best Ant. No.</th>
<th>Number of Tubes</th>
<th>Total Tubes</th>
<th>Channels</th>
<th>Price</th>
<th>Installed Cost</th>
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<tr>
<td>Sightмарк Corp.</td>
<td>TV FM Corp.</td>
<td>15-C-11</td>
<td>15</td>
<td>50 $05.00</td>
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<td>Andrea Radio Corp.</td>
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<td>RCA Victor Corp.</td>
<td>TV FM Corp.</td>
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<td>100 $05.00</td>
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<td>Stewart-Warner Corp.</td>
<td>TV FM Corp.</td>
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<td>130 $05.00</td>
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<td>U.S. TV Mfg. Corp.</td>
<td>TV FM Corp.</td>
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<td>Andrea Radio Corp.</td>
<td>TV FM Corp.</td>
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<td>Allen B. DuMont Labs. Inc.</td>
<td>TV FM Corp.</td>
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<td>180 $05.00</td>
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<td>RCA Victor Div.</td>
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<td>TV FM Corp.</td>
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<td>210 $05.00</td>
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<td>230 $05.00</td>
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<td>TV FM Corp.</td>
<td>15</td>
<td>240 $05.00</td>
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<td>RECEIVERS FROM $1500 TO $3000</td>
<td>Race TV Corp.</td>
<td>TV FM Corp.</td>
<td>30</td>
<td>250 $05.00</td>
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<td>Colonial TV Corp.</td>
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<td>270 $05.00</td>
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* Less Than .1 % of 1 *


decorable drop in projection models occurred during the month.

March produced a noticeable rise in TV output expected every month this year, with the skyward trend scheduled to hold for several years. With the small tubes, likely to be on the air by 1956, the number of receiving sets in the hands of the public is expected to be from 2,500,000 to 3,000,000 at the very least.

Manufacturers are quite aware of these predictions, and are planning accordingly. Just a few weeks ago RCA announced that it was putting up a new cathode tube plant at Lancaster, Pa., which will double production of the big viewing tubes.

These tubes still provide a television bottleneck, since they must be carefully made and are a costly, custom-built item in an era of mass production. As in all new arts, manufacturers are learning how to turn out cathode tubes in quantity. RCA's new tube building is to be completed by midsummer, indicating that a constantly increasing public demand for TV receivers is anticipated by the company responsible for much of television's progress.

Moreover, manufacturers are starting to produce lower-priced models. Already several types are available under $200 retail, though they employ the small 7-inch tubes. RCA is understood to be getting a big 16-inch tube ready for large-scale production, which eventually is expected to bring into a lower price range the sets equipped with the popular 10-inch tubes.

**BROADCASTING • Telecasting**

Teleselcous
(Continued from page 18)

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**BROADCASTING • Telecasting**
YOU MIGHT RACE AN AUTO AT 403 M.P.H.*—

BUT . . .
YOU COULDN'T SMASH THROUGH THE RADIO WALL AROUND WESTERN MICHIGAN!

No matter how much power you use from outside Western Michigan, you won't really reach this rich area. Why? Because the district is surrounded by a wall of fading that outside stations just can't penetrate with any degree of dependability.

By using WKZO in Kalamazoo and WJEF in Grand Rapids, you'll get your message across to more people in Western Michigan than any other station or combination of stations in the area can reach. The figures from the latest Hooper Report prove it.

Mondays through Fridays, from 12:00 Noon to 6:00 p.m., for instance, WKZO shows a 55.2 Share of Audience—36.5 above its best competition. WJEF shows 26.7—4.5 above its best competition. The combination is invincible, and at bargain rates. (Hooper Report of Jan.-Feb., 1948.)

For further facts and figures, write us, or ask Avery-Knodel, Inc.

* John R. Cobb was timed at 403.135 m.p.h. in a run at Bonneville, Utah, September 16, 1947.
MOST EFFECTIVE PROGRAMS

another reason why CPN is the West's COMPLETE Regional Network
Just ask any Columbia Pacific Network advertiser

_Here's selling power..._

A Columbia Pacific audience participation show brought 111,352 product labels (and 111,352 twenty-five cent pieces) for a miniature ball point pen advertised by one of the sponsors only 18 times.

_Here's low cost..._

A Columbia Pacific Network sponsor of a news program gets listeners for 57c per thousand for time ... 53.7% less than the average cost per thousand for time on all regional network news programs.

Such success does not merely happen. It is _made_ to happen by the sixty-one people in CPN's program department... people with more creating, writing and directing skills than any other regional network on the Coast.

Our job is to create the most effective programs and the most effective advertising in the West. So when you think of the Coast...and want the Coast to think of you... think first of Columbia Pacific.

**Columbia Pacific Network**

_The West's Complete Regional Network_

**NEWS REPORTING, ENGINEERING, MUSIC AND SOUND, STUDIO FACILITIES**
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 Salesman is

50,000 WATTS 680 Kc.

WPTF NBC AFFILIATE

RALEIGH, North Carolina

National Representative FREE & PETERS INC.
CODE COMES TO L.A.

By J. FRANK BEATTY

TOP-LEVEL industry executives—nearly a thousand of them—met in Los Angeles over the weekend to face an array of top-level problems, headed by the Standards of Practice.

Meeting for the first time at an NAB Management Conference, they will chart the immediate future of scheduled broadcasting. Sessions, Monday and Tuesday at the Biltmore Hotel, feature the annual NAB convention week proceedings.

An agenda loaded with dollar-mark topics includes the code, along with labor relations, critical soaring of station operating costs, and the pressure of intra-industry and inter-media competition.

These down-to-earth operating questions will vie for delegate attention with pressing legislative-regulatory problems. In the background of the agenda, but well in the foreground of delegate discussion, is the impact of the delicate international situation on broadcast management.

Technical questions will come before the Engineering Conference to be held Thursday and Friday.

Hotel facilities for the 1948 convention appeared well in hand at the weekend, contrasted to the chaos at Atlantic City last September. Main problem is the normal Los Angeles matter of getting from one place to another in the vast city area.

Reservations started picking up early Tuesday, reaching 800 by Wednesday, according to C. E. Arney Jr., NAB's convention manager. Removal of danger of a pre-convention rail strike had little effect other than juggling of space among rail and plane facilities by delegates, he said.

Mr. Arney predicted that possibly 1,200 would be registered by Monday morning when the convention gets underway. Registration at the Engineering Conference had long since passed the 200 mark.

1948 Advertisers
By Product Groups
... Page 54-G

TOPS NAB MANAGEMENT AGENDA

By JOE SITRICK & RUFUS CRATER

BITTER CLASH between Sen. Charles W. Tobey (R-N.H.), acting chairman of the Senate Interstate Commerce Committee, and Committee Member Homer E. Capehart (R-Ind.) broke into the open last Thursday in what was to have been the final session of the committee's FM and television probe.

The hearing, devoted largely to re-airing FM inventor Edwin H. Armstrong's charges that RCA and FCC impeded FM, was carried over to an as yet unannounced date in New York. Capehart precipitated an acrimonious dispute with his charge that Sen. Tobey "has already made up his mind that RCA is wrong and the other side is 100% lily-white."

The session is slated to resume "one afternoon" this week to permit Paul A. deMars, Washington consulting radio engineer, to complete the statement he was making when the Tobey-Capehart battle developed at Atlantic City. Since that convention the code has gone through four revision processes.

It comes to the Los Angeles convention in abbreviated and dehydrated form, though still a tough document calling for serious ramping of practices at many stations (text of code published in Broadcasting, May 10).

Best pre-convention guess was that the code may be submitted to the NAB membership for a mail referendum vote after the convention, though there is a chance the new Creed may receive immediate industry and board approval.

Facing the board is a petition already signed by some 300 members calling for a referendum vote on removal of the board's code-writing powers from the By-Laws. Though the board is not obligated to vote on the petition during this convention, according to an informal interpretation of the By-Laws, it is thought the expression of industry sentiment will get serious study Wednesday when the new board meets. The old board's last meeting was scheduled Saturday, with new members-elect as guests.

Actually the board can ignore the code petition, instigated by Edward Breen, KVFD-KFMY Port Dodge, La., director-elect for small stations, until its late summer meeting, it is believed.

Board action will depend to a considerable extent on debate during the Monday afternoon code discussion. Since a number of indignant and vocal members are planning to enter the code arena with heavy ammunition, repetition of the Atlantic City battle royal would not be surprising.

On the other hand, many of the
(Continued on page 41)

PROBE FIREWORKS

Tobey, Capehart Clash

Sarnoff [Brig. Gen. David Sarnoff, RCA president and board chairman], coaching witnesses, it's a cordial picture and a rotten mess."

The hearing produced an early test of strength in which Acting Chairman Tobey failed to muster a majority of his colleagues in support of his argument that the hearing...
EIGHT MONTHS ago the nation's broadcasters met in Atlantic City in annual convention. The all-consuming issue was Standards of Practice, or the code, if you use its nick-name. Today, as the NAB meets in Los Angeles, the burning topic is still the code. It shouldn't be. It shouldn't be because:

- Standards are the necessary first step toward voluntary self-regulation.
- Self-regulation is the necessary first step toward retrieving for radio its full freedom, i.e., removing the Government from the forbidden field of program control.
- To remove the Government from program control now entails remedial legislation. You can't get legislation until radio affirmatively roots out program ad commercial abuses.

We doubt whether there is a single broadcaster in the land who doesn't recognize the validity of these arguments. The proposed code has undergone four revisions. More changes will come at the convention. And there will be changes that will become manifest as the radio art progresses. That because radio cannot and does not remain static. Television alone introduces a host of problems.

So the code comes up Monday afternoon. There will be voluble discussion. There should be. There should be there showdown. This time the barn should be locked while the horse is inside.

NAB President Justin Miller will have a story to tell. Since the Atlantic City convention, there has been a stir line before Congress and the FCC, on the White Bill and the editorializing (Mayflower) proceeding. Both presentations boil down to the same issue, because there is but one issue: Radio's right to be free. At the Senate hearing, Judge Miller was subjected to a brand of inquisition that made broadcasters' blood boil. He stood his ground against legislation which he insisted would have the effect of legalizing the Blue Book, with its implications of program censorship.

Judge Miller was a warrior without a lance. His learned dissertation on the Constitution and the Bill of Rights and his inspired quest for full freedom for radio fell upon too many deaf ears. He was not armed with an affirmative showing that broadcasters were helping themselves. Senators wondered why radio had not put its own best foot forward. They knew only of the harangues against too much commercialism, higher rates for political time, whoodies and soap operas. The do-gooders had gotten their licks.

There had been criticism in certain quarters about NAB affairs. There's talk of too much paper work, too much service for the newcomers with the older established stations paying the freight, over-organization and whatnot. Some of this criticism may be justified. NAB functions for its membership and the top-level members at this first Management Conference can call the shots.

Judge Miller was given one big job. That was and is the Herculean task of preventing Government from impinging upon radio's freedom. It's up to the broadcasters to give to Judge Miller—or to whomever this assignment is delegated—the primary ingredient which can make that possible. It would be a miracle if the job could be achieved without this ingredient.

So let's have uninhibited discussion of the code. But let's get out a code.

And then let's get on with the broadcasters' business.

The world situation is frightening. A single overt act, or a wild shot, might touch off hostilities. Defense plants are working again. Soon it will be overtime. Government agencies are taking on people and more people. The Washington atmosphere is reminiscent of 1939 and 1940.

The electronics and communications arts and industries are in their greatest periods of expansion. It doesn't take a long memory to recall the solid freeze on broadcasting equipment of World War II. There are quiet assurances that nothing approaching a freeze is in sight. Whose assurances?

The truth is the whole picture can change next week or next month. The political complexion, irrespective of who wins in November, will undergo sweeping revision next January. Now isn't the time to invoke restrictions. It's a campaign year.

Before the last war there were secret plans for the military to take over all radio, on security grounds. The last war--to the present lasting credit of certain Washington-frontiers. And a plan for a high-powered Government network, which was half-sold to President Roosevelt, went by the boards too, thanks to the berserk.

These are matters to be explored at Los Angeles. Plans should be made to alert radio and to condition it for any national emergency. There's actually an emergency now, but we don't call it by that name.

These matters cannot be dealt with if the convention is to be thrown into another tailspin over a code.

Radio, as the newest (and most potent) of the mass media, looks to precedent in older media for guidance. It behooves us to reflect upon what has happened in the motion picture industry. About 30 years ago it was bedevilled with an interregnum fire over a code. It became stymied. It did nothing.

As you delegates to this NAB convention make the Hollywood rounds, observe what goes on in the front office of the film studios, where the politicians are found. We know that the greatest concern is over what we in radio would call continuity acceptance. There are state boards of review to be considered. A national board, too. There are legions of decency and other governmental agencies in the do-gooder category. And those boards have what we might call "program standards" which the movies must observe.

We call it censorship.

Eric Johnston, president of the Motion Picture Assn., will tell you, we believe, that these boards exist because the movies didn't get around to promulgation of their own standards of practice until it was too late.
... Participants in "Horizon Unlimited" Panel Tuesday

Office of the Mayor
City Hall
Los Angeles 12, California
April 16, 1946

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
890 National Press Building
Washington, D. C.

Dear Mr. Taishoff:

Los Angeles is looking forward with pleasure to
playing host to the 1946 convention of the National
Association of Broadcasters the week of May 15.

Having first-hand knowledge and appreciation of the
workings, the value and influence of radio broad-
casting, we are always glad to meet and greet those who make
the great American radio industry tick.

It is significant that the Association has
chosen Los Angeles, a key city in radio for its convention.
Our standard stations have helped to blaze the trail in
radio with pioneering efforts that has enabled the industry
to make the noteworthy strides which, in turn, have brought
about its fabulous growth. This cycle now seems to be re-
peating itself in behalf of television and frequency
mediation. Not only that, but that part of Los Angeles
known to the world as Hollywood is now the focal point of
long-range broadcasting, the center of network program
activities for the entire country and as much of the world
as will listen to free speech in the democratic tradition
and those of any nationality or race whose prejudices and
habits do not deny them the freedom of probing the dial as
they choose in response to the universal appeal of music.

I should like to take this opportunity, as chief
executive of Los Angeles, to congratulate Broadcasting on
its special edition dedicated to the twenty-sixth annual
convention of the National Association of Broadcasters.
Your magazine has kept pace with the expansion of radio,
gaining an outstanding position among radio trade journals.

Very truly yours,

Mayor Bowron

Mr. GAMBLE
Mr. CLIPP
Mr. MORTIMER
Mr. WOODS
Mr. HOFFMAN

Mr. WEISS
Mr. STANTON
Mr. KERSTON
Mr. McCOLLOUGH
Mr. DILLARD

Code to L. A.
(Continued from page 39)

code clauses that drew heaviest fire last September have been cut
out of the current version. For exam-
ple, changes in the commercial
time limits and dropping of the
ban on religious program offers are
certain to temper criticism.

Heavy opposition is expected
once more from independents des-
pite the changes since last Sep-
tember. Many of the Southern
California operators are known to
be violent opponents of some code
provisions.

The overall picture of industry
progress and problems will be of-
fered by President Justin Miller
in his Monday morning keynote
address following the call to
order by Howard Lane, WJJD
Chicago, chairman of the NAB
board's special convention planning
committee and greetings by Will-
liam J. Beaton, KWKW Pasadena,
President of Southern California
Broadcasters Assn. Presiding will
be William B. Ryan, KFI Los An-
geles, retiring director for District
16.

Speaking under the title "Radio
Broadcasting — A Profession,"
Judge Miller is expected to review
developments in radio regulation
along with legislative activities.

Progress in association efforts
to insure freedom of speech for
broadcasters, including events in
the Mayflower proceedings, are
slated for detailed discussion by
Judge Miller. The effect of inter-
national relations and possibility
of a world crisis are likely to come
in for attention.

An ardent advocate of self-reg-
ulation, the association president
is expected to analyze the whole

standards of Practice question. At
Atlantic City last fall he gave an
exhaustive account of the code
history and problems, and then

... Participants in "Horizon Unlimited" Panel Tuesday

sonally went over the proposed
standards word for word. As
chairman of a board-authorized re-
styling committee he wrote the
Foreword and Creed into a single
Creed and made a number of im-
portant changes in code provisions.

Judge Miller has insisted all
along that the industry must be
given every chance to reach a sat-
isfactory and workable solution to
the code problem. He has insisted
that all code opponents get a hear-
ing.

Should delegates get all their
code sentiments off their chests by
5 p.m. Monday when a recess is
scheduled, the decision will be up
to the board at its Wednesday
meeting. But should one after-
noon be inadequate, as was the
case at Atlantic City, the possi-
bility of a Monday evening session
arises or even an unscheduled ses-
sion Wednesday morning.

The board is scheduled to meet
Wednesday morning, but concur-
rent discussion of the code could
be handled if necessary. This pro-
cedure would be strictly of an
emergency nature, of course.

Following Judge Miller Monday
morning will be A. D. Willard Jr.,
NAB executive vice president, who
will discuss "Dollars and Sense."
Taking the practical, station man-
ger's perspective, Mr. Willard
will base his talk on two imme-
diate problems—control of station
costs and means of increasing reve-
ues.

He will review NAB's efforts
along these lines and explain ac-
tivities planned during the com-
ing months, using the premise that
if radio is to be free and useful
as an instrument of democracy

(Continued on page 59)
West Wants Jansen or Reilly

One Licensee Held Responsible For Maintaining Structure

THE WEST is pressing hard for the upcoming vacancy on the FCC to be created by the retirement of Comr. Clifford J. Durr, Alabama Democratic left winger, but the South could be in the driver's seat as far as the administration is concerned.

Two well-known western figures — both of whom qualify from the "practical broadcaster" standpoint — have been strongly endorsed at the White House. They are Edward J. Jansen, general manager and part owner of the WGST-QGW in Atlanta, owner of the Washington and WPAX Falls Church, Va., and John A. Reilly, former manager of KOY Phoenix, and ex-Army major.

No inking has come from the White House as to President Truman's predilections other than that if a qualified Southerner can be found, he might be given preference on the geographical count, if none other. It is believed the administration would not be adverse to placing the South, because of the civil rights issue and because an FCC post is regarded as a patronage position. The West, already represented by Comr. Rosel H. Hyde (R-Idaho), it is pointed out. Vice-chairman Paul A. Walker is an Oklahoma Democrat.

Mr. Jansen's candidacy first was espoused by Sen. Pat McCarran, Nevada Democrat, who wrote the President May 4 urging his appointment as "an actual broadcaster" who has been in radio since 1929. Sen. Sheridan Downey (D-Calif.) promptly seconded the endorsement, as did Sen. George W. Malone (R-Nevi.), Sen. Harry P. Cain (R-Wash.) also is understood to have urged his appointment.

Maj. Reilly, now in public relations in Phoenix, was urged for the vacancy by Sen. Ernest W. McFarland (D-Ariz.), when he called on President Truman 10 days ago. Maj. Reilly, it is understood, was asked whether he would be available for the post, if preferred, but was given to understand that the inquiry was not tantamount to an offer of nomination.

Meanwhile, FCC Chairman Wayne Coy flatly denied a published report that he had offered a high Democratic party post — inferentially that of executive director of the Democratic committee in succession to Comr. Sullivan who recently resigned when he called on the President a fortnight ago. He declined to discuss the subject of the White House conversations, but speculation centered upon the impending Duke vacancy and a Democratic appointment.

Maj. Reilly, in his fifties, is a veteran of both World Wars. He was director of special events of both the New York and Chicago Fairs before joining KOY. He has been a close friend of Senator McFarland for many years, it is understood.

The name of Brig. Gen. Telford Taylor, chief prosecutor at the Nazi war trials, now in the United States, automatically figures in

(Continued on page 138)

AD COUNCIL MESSAGE TO NAB

By CHARLES G. MORTIMER Jr.
Chairman, The Advertising Council Inc.

TODAY, and tomorrow night, tomorrow morning and the next afternoon American radio's most valuable and effective programs and time periods will contain material listing public action to help solve some critical problem.

When someone inquires what broadcasting is doing about a public service project, we at The Advertising Council can name names and give dates and programs . . . we know, because the Council arranges for these messages every day and every week and every month of the year.

That's one big reason why we are so proud of The Council, and of The Council's radio operation, which so many people in radio help to make possible.

Since its inception, The Advertising Council has been dedicated to the proposition that "What Helps the Nation, Helps Business." And we never let up in our job of trying to sharpen the understanding of The Council and telling why we believe that in the last five years American Democracy has gained a revolutionary new instrument of great power — public service advertising.

During the past five years, the broad information facilities available to The Council have been devoted to the task of helping solve some of our most serious national problems — problems which simply would not yield unless the cooperation of the American people was secured.

Now virtually every private, non-profit organization in the country, along with every department of government, has discovered that in the mechanism called advertising, as developed and used by a free American business, there exists today the greatest single force for informing and activating public opinion the world has ever seen. In consequence, the responsibility of selecting the most urgent, deserving and non-partisan projects from among the mass of appeals for help has become both difficult and demanding. It is at this point that The Advertising Council takes on a role which is not quite as well understood as some of its other performances.

For obvious reasons, radio and radio advertisers are considered fair game for doers of good whose name is legion. Hardly a day goes by that every network advertiser doesn't get from two to a dozen letters demanding free time on their programs to plug

(Continued on page 118)

Mr. Reilly

Mr. Jansen

LAMB Files $500,000 Suit Against Rival Newspaper

EDWARD LAMB, attorney and station owner whose FCC grants have been under Congressional fire [BROADCASTING, May 10], has filed a $500,000 libel suit against the Erie (Pa.) Times on grounds that the paper called him a Communist in its stories and headlines.

The suit claims that "the malicious libel uttered by the defendants was instigated for the purpose of harming Attorney Lamb in his professional, business and social activities..." and was published with the hope of harming the competitive position of the Erie Dispatch, of which Mr. Lamb is president.

Earlier, Rep. F. Edward Hebert (D-La.), a member of the House Un-American Activities Committee, promised an "expose" of FCC's action in granting five permits to Mr. Lamb.
WITH THE RESIGNATION of Frank E. Mullen as executive vice president of NBC, to assume the presidency of the G. A. (Dick) Richards stations (WJR Detroit, WGAR Cleveland and KMPC Los Angeles), announced last Thursday, NBC President Niles Trammell has effected a reorganization of the top echelon of the network. A battery of administrative vice presidents will conduct day-to-day operations (Closed Circuit, May 10). Mr. Trammell himself, in effect resumes general management.

Sidney N. Strots, West Coast vice president, effective with Mr. Mullen's departure July 1, becomes administrative vice president with primary duties in television. In that respect he will take over the major responsibilities of Mr. Mullen's office. Mr. Strots will divide his time between Hollywood and New York, according to Mr. Trammell. NBC is also developing a new studio in Hollywood as an important video center.

John H. MacDonald, one of the first three administrative vice presidents to be appointed by NBC some time ago was put in charge of operations and finance. Many of the operational responsibilities to be assumed by Mr. MacDonald were handled by Mr. Mullen.

Charles P. Hammond, vice president who has been executive assistant to Mr. Mullen, was made assistant to Mr. Trammell. NBC's advertising and promotion, research, information and guest relations departments will report to Mr. Hammond.

Norman Kersta, who has been director of the television department, was appointed executive assistant to Mr. Strots, and Carleton Smith, until now manager of the television department, will become director of television operations. Norman Blackburn, national television program manager, reports to Mr. Smith.

Mr. Mullen, second in command

STATION SALES

STATION SALES aggregating more than two and a half million dollars were approved by FCC last week.

Actions included $1,200,000 purchase of WSYR and WSYR-FM Syracuse by Publisher B. I. Newhouse from the Harry C. Wilder interests—$875,000 sale of KXYZ Houston, Tex., by M. Tiflord Jones and associates to Glenn H. McCarthy, oil financier.

Other major transfers approved were: Sale of WALT Albany, Ga., for $150,069 to James H. Gray, editor of the Albany Herald; purchase of KWHK Hutchinson, Ks., for $120,000 by Manager Vern Minor and Engineer Kenneth W. McCrum and associates; and consolidation of KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, all New Mexico, with considerations totaling $144,800.

Comm. Clifford J. Durr voted for hearing in the WSYR and KXYZ transfers.

The individual transactions receiving FCC approval were—

WSYR and WSYR-FM Syracuse, N. Y., Transfer of control over Central New York Broadcasting Corp., licensee. All 18,000 shares outstanding common and all 300 shares preferred stock are acquired for $1,200,000 by Radio Projects Inc., headed by S. I. Newton, New York, and New York publisher and chief owner of the Syracuse Herald-Journal and Post-Standard.

WSYR, selected news station since 1932; its wife, Isabelle H. Wilder, and his father, Mark S. Wilder, remaining 5,000 shares have been held by 12 WSYR staff members. WSYR is 5 kw fulltime, 510 kw, and is an NBC basic affiliate.

KWHK Hutchinson, Kan. Assignment of license from James E. Mullen to KWHK Broadcasting Co. Mr. Murray, sole owner, for 120,000 sells to new firm composed of the following: C. L. Burt, local contractor, director and 50% owner; R. L. Evans, farmer, president 25%; Vern Minor, station manager, secretary-treasurer 12.5%; Kenneth W. McCrum, station engineer, director 12.5%; Frank F., vice president 12.5%, and John K. Richard, director 12.5%. A Keystone affiliate, KWHK, is assigned 1 kw daytime on 1190 kc.

WSKS-FM (FM) Grand Rapids, Mich. Reorganization of Grand Rapids Broadcasting Corp., permittee, whereby control planes from present nine owners to new enlarged group of stockholders reported by failure to surrender certain subscriptions to take stock made available of companies held by others. Nine original owners are Gordon Thomas, president; K. H. McPeck, vice president; Morton G. Mack, secretary-treasurer; and Harry D. Doan, local; Charles H. Stone, vice president; and Golden C. Stone, secretary, treasurer.

KGAK Gallup, KTRC Santa Fe and KOAT Albuquerque, N. M., Consolidation of interests and assumption of ownership. Albert R. Buck and Mrs. E. D. Buck, two-partners in the business as Gallup Broadcasting Co., assign KGAK license for $5000 to Mrs. E. D. Buck and assume full responsibility for new holdings.

KOIT Santa Fe to Rio Grande, in which Mrs. E. D. Buck is also part owner, for $75,000, M. W. Buck, president and 96-1/2% owner (258 shares) of Rio Grande, sells 11 shares in that firm for $15,000 to M. W. Tucker, vice president, so that the two individuals will hold equal interest. Mr. Buck is secretary treasurer.

KOIT to WCOO, in the same time, sold the 11 remaining shares at the original price and transferred the license of KOAT in which they are part owner, with New Mexico Pub. Co., owned by John A. Riddlesperger, Jr., assigns license of KXYZ Santa Fe to Rio Grande, in which he also is part owner, for $75,000.

KOAT, 12-1/2% owned (258 shares) of Rio Grande, sells 11 shares in that firm for $15,000 to M. W. Tucker, vice president, so that the two individuals will hold equal interest. Mr. Buck is secretary treasurer.

WSKI Montpelier, Vt. Assignment of license from Harris to partnership to take over corporation of same name, Montpelier Broadcasting Co., comprising Bernard M. Jackobsen and Carl L. Thayer respectively and 38.8% own, each of new corporation. Keith De Caber, vice president, 25%, and partnership of 38.8%, with corporation assuming liabilities.

KOIT, 12-1/2% of Rio Grande, 1,400 kw fulltime on 1,350 kc, sells 1,310 kw fulltime on 1,450 kc. All three a part of the same chain.

WSKI has 250 w fulltime on 1450 kc.

Network Top Echelon Revamped

Mr. RICHARDS

Conversations with Mr. Mullen had been in progress in New York for a fortnight prior to the disclosure in Broadcasting that the presidency had been offered him. The actual agreement, however, had not been reached until Saturday, May 8, after the May 10 issue had gone to press. Mr. Richards has been in frail health for several years. His family and his physicians have urged him to retire from active direction of the properties.

Mr. Mullen has been one of radio's top policy figures since he became chief aide to President Trammell in 1940. He has spearheaded NBC's highly successful program of affiliate development. Under the revised alignment, becomes chairman of the board of his properties and will continue to reside in Los Angeles. The Richards group and its associates represented Mr. Richards as feeling that the rigors of expansion of operations, including television, would be too severe for him and that he was anxious of finding "the best man in radio" to head his operations.

Under the new NBC alignment, Mr. Strots will rank three administrative vice presidents who have held office since August, 1947. These are Harry C. Kopf, in charge of sales; Ken R. Dyke, in charge of engineering; and Mr. MacDonnell, vice president and general counsel, and former FCC chairman, also sits on the postwar board. Mr. Trammell announced that the executive changes in no way (Continued on page 121)

Capital News Service

Offered to CBS Stations

A SPECIAL CBS Washington news service for affiliates was announced May 13 by Herbert V. Akersberg, network vice president in charge of station relations. These service differ from other similar services in that they are offered on a regular or one-shot basis. Recorded weekly 15-minute interviews with members of Congress or government officials from area of individual station; query service on selected news events; recorded dubbing of special shows not broadcast on the network.

The new project is supervised by Theodore F. Koop, Washington director of CBS news.

BROADCASTING + Telecasting
PARAMOUNT–DuMONT

Movie Firm Denies Control of TV

By LARRY CHRISTOPHER
PARAMOUNT PICTURES Inc., neither controls nor has any part in the day-to-day operations of Allen D. Du Mont Labs., Inc., FCC was told last week at a further inquiry by the Commission into the movie firm’s multiple television interests.

In fact, Paul Raibourn, Paramount vice president in charge of television, testified his firm has been unable to dispose of its 29% holding in Du Mont, but competitive purchasers have characterized the interest as of a non-control investment nature only. He said the asking price is in the neighborhood of $10,000,000 and alks have been going on for some nine months.

Last week’s hearing heard Monday and Tuesday before FCC hearing examiner Jack P. Blume, involved a re-examination and further study of Paramount’s interest in Du Mont and whether his interest constitutes control within meaning of the Commission’s rules. FCC earlier had ruled he holding was control in its memorandum opinion and order rating a transfer of the assets of radio television Productions Inc., a Paramount subsidiary, for KTLL Los Angeles [BROADCASTING, Dec. 10, 1946].

The session is part of an over-all comparative hearing upon applications by Paramount subsidiary roads, Du Mont and a number of other interests to determine assignment of television permits in several cities across the country. Would FCC determine that Paramount does effect control over Du Mont the pending applications of these two firms would be dismissed from their respective hearings. Between them now have been 943 video authorization applications, many of which have been under Sec. 3.640 of FCC’s rules.

Both Have Applications
Du Mont is licensee of WABW New York and permittee of WTTG Washington and WDVT Pittsfield. Paramount, in addition to entrusting KTDL to, is 99% owner of WBAL Baltimore, and WBKB Chicago.

Du Mont has applications pending for Cincinnati and Cleveland while Paramount has requested indulgence, through subsidiary interests, in Boston, Detroit and San Francisco. Paramount and Du Mont’s licensees, Balaban and Katz, having their home base in New England, have their applications pending.

Busror’s estimate of Paramount’s holdings in this issue: $10,000,000, or $12-$13 per share. Question: What is the $10,000,000 value was fair, Mr. Raibourn said Du Mont “has patents and developments which have not yet resulted in earning power and which are expected to be realized at comparatively small values. This is a rapidly developing business.

In answer to a direct question Mr. Raibourn said his opinion Paramount would be willing to accept grants to its subsidiaries upon condition of disposal of the Du Monid holding. He pointed out that the Du Monid disposal matter has not been presented to the Paramount board as yet since it is still in the informal talk stage.

Mr. Raibourn said that Paramount has never applied in the same city with Du Mont, as the policy of the film company has been to seek video where it has a large personnel group already in the location. Mr. Raibourn said he didn’t think he or Paramount had ever suggested a market or influenced a selection by Du Mont.

Paramount and Du Mont have no joint training or common projects, Mr. Raibourn testified, and there is no inter-loan of personnel. The movie firm has nothing to do with Du Mont’s day-to-day operations and has never audited the Du Monid books, he emphasized.

Du Monid Testifies
On Tuesday Dr. Du Monid related the background of his firm’s stations and applications. He said the market choices represented the pattern considered basic for establishing a national network. He offered a number of exhibits to support earlier Paramount arguments on stock and ownership matters. Dr. Du Monid stated his firm gave no priority privileges to Paramount on equipment purchases.

Dr. Du Monid testified that the assets of Du Monid Labs. on March 28 totaled $9,097,777, including a surplus of $6,107,449. He said current assets on that date were $6,732,688 and current liabilities were $2,486,770. He confirmed Mr. Raibourn’s estimate that Du Monid stock now has a market value of $13.54 per share.

The Du Monid president told the Commission there had been some minor talks with Paramount to buy out its holding at something less than $6,000,000, but Paramount’s offer was not interested at that price. Asked if Paramount’s $10,000,000 for the 29% holding was a fair value, Dr. Du Monid said it was hard to say.

Asking if there had been disagreement on the Du Monid board between the A directors (Du Monid) and the B directors (Paramount), Dr. Du Monid said it was hard to show that, when agreements were reached they were unanimous.

Television stories, on other pages, in this issue:

Grant for New Omaha TV Outlet Goes to KMA Licensee...51

Des Moines Class B FM Construction Permit Set Aside...52

WREC Seeks New Video Authorization...52

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D. C. Television Set Market in Boom...112

MLTV Starts Full Operation May 22...190

For television personnel changes, program equipment to various, notes departments in this issue.

BROADCASTING • Telecasting

Page 44 • May 17, 1948
By ED KEYS

A DOCUMENT is under preparation which holds promise of remolding some long-held ideas of the radio industry through the unprecedented establishment of obstruction standards permitting automatic FCC approval of transmitter sites, it was learned last week.

The exact character of the minimum standards has not been finally decided.

One reliable government source was confident that portions of the standards advocated by the Civil Aeronautics Administration, were, at best, an empty gesture, setting up such stringent qualifications that few applications would meet them.

FCC and CAA officials have been privately laboring the past three months to develop a working document to streamline application processing procedures and curtail the heavy criticism of broadcasters stemming from regulation of tower locations, heights, and lighting. Such matters represent one of the radio industry's perennial thorns-in-the-side [BROADCASTING, April 26]. Dissatisfaction of broadcasters, stymied in their attempt to get operations, have produced a continual wall in FCC chambers, which, it is believed, has inspired an FCC challenge of the sky sovereignty allegedly usurped by the CAA.

Meeting This Week

CAAs and officials of the FCC aviation and broadcast divisions will hold their fifth meeting this week—probably Thursday—to resolve and draft the final points of the CAA-FCC Obstacle Rules and Standards document, it was authoritatively reported.

The draft will then be transmitted to the Interdepartmental Committee, for injection of views of Army and Navy officials and members of the committee who did not sit through the original meetings, it was understood. The committee of which Comr. George Sterling is chairman, will in turn establish recommended standards and transmit them to the Commission for en banc consideration.

Advices conflict on whether the Commission would, at that time, open the matter to public hearing. Contents of the document, as approved by the Commission, would be published in the Federal Register for a period of 30 days. If strenuous objections are voiced the Commission is required to submit the document to public hearing.

A CAA official intimated that broadcasters would be jubilant over new policy changes and that improving radio-relations would result.

Most promising controversy-buster, the CAA spokesman said, would be the obstruction standards, dealing in specific terms with land surfaces and tower heights, which would allow FCC to make blanket approval of transmitter sites without referring specifications to CAA for investigation. Special consideration by CAA of transmitter sites would be given only in the case of specifications not conforming with proposed requirements.

Reviewing complaints of broadcasters, with which he had been acquainted, the CAA spokesman indicated that:

- Radio towers shielded by other buildings or structures would not be required to carry any more lighting equipment than surrounding objects. He acknowledged that there was justification for charges by radio interests that, in some cases, they were required to provide superfluous and expensive lighting equipment.
- The allegedly slow CAA processing procedure would be almost eliminated by the obstacle standards, which he declared would permit the majority of broadcasters' applications to receive blanket approval.
- Alleged delays resulting from CAA surveys of transmitter sites of all competing bidders before the final FCC grant was made would be drastically cut by the approvals.
- Charges by the radio industry that CAA officials are impractical in their consideration of transmitter sites near aircraft areas would be considered by the committee.

The committee would consider factors involving potential airways as basis in some cases of CAA findings transmitted to the FCC, which caused denial of transmitter sites.
- It was other groups, not the CAA, who had protested television and FM towers off the beaten aerial path. The CAA, he explained, is concerned with only such factors as tower's location with respect to airports and airways.

It was generally felt in FCC and CAA circles that the original draft would be subjected to more restrictive amendments by Army and Navy officials, who are inclined to demand more severe rulings regarding towers near military airfields.

In the Midwest meanwhile, a controversy was boiling over a head.

While the two agencies were weighing the highly controversial tower problems, the State of Wisconsin initiated action which may establish a legal precedent on air sovereignty.

Threatening mandamus action against the FCC in the U. S. District Court of the District of Columbia, Wisconsin Attorney General John E. Martin, in a telegram to the Commissioners April 26, challenged FCC's jurisdiction in denying a construction permit on the basis of CAA findings on tower sites, it was learned last week.

Attorney General Martin, acting as attorney for the State Radio Council, U. of Wisconsin, demanded that a construction permit be issued the Council for a new non-commercial educational FM station on Rib Mountain near Wausau, Wis.

FCC, he recalled, had conditionally authorized a construction permit to the Council with the site subject to CAA approval.

"The site in question," Mr. Martin explained, "is a public park owned by the State of Wisconsin in its sovereignty capacity. The park is under administrative jurisdiction of Wisconsin Conservation Commission, which has authorized construction."

He then referred to a U. S. Supreme Court ruling which expressed the rule, which he said had no contrary, that "a landowner owns so much of the space above ground as he can make use of, in connection with the enjoyment of his land."

But what such a rule varies with his needs and is co-extensive with them."

The same case, the attorney general pointed out, further held that no one can acquire right to space above land that will limit the landowner.

Washington CAA officials told (Continued on page 50)

Mr. WEST

Mr. WEST

ANA's Message to NAB Delegates

By PAUL B. WEST

President, Assn. of National Advertisers Inc.

IN THE immediate future the radio industry—and the advertisers who sponsor the medium's programs—have an opportunity at least as great as during radio's infancy.

Technical advances in the science of radio have, in effect, created a new medium in television, opened up new vistas for sound broadcasting through FM, and are constantly improving traditional radio techniques. The future can be unlimited for the public, for the industry and for advertisers.

At the same time the needs of radio advertisers—their basic requirement that facts and figures be made available to substantiate their tremendous radio investment—are closer to being fulfilled than ever before.

First thing, the ANA Radio Council, under the presidency of Thomas H. Brown, is now in operation providing advertisers with the detailed, constant representation and service the medium called for. The Broadcast Measurement Bureau—representing the combined thinking of the industry, agencies and advertisers—has been put on a continuing basis and provides the basic measurement of radio's audience potential.

Private research organizations, too, are stepping up the volume and value of the data they provide. And last, but by no means least, the industry has had its care and thoroughness in preparing a code of operations will protect the advertiser's investment against adverse public reaction to the medium.

These are all signs of progress, indications that radio has matured as an advertising medium and as a public service. Much more can and will be done. But radio's technical advances preclude the possibility of the industry sitting back with its laurels.

What has been achieved for standard broadcasting techniques must be matched and surpassed for television and FM. The potentials are staggering, but before they become reality broadcasting's newest media must be prepared to prove themselves good places to invest advertising dollars.
Sept. 20 on the merits of opening the “upstairs band” for commercial television [BROADCASTING, May 10], he declared that video could “expand into” the higher frequencies but that “no television at all” would result if all television were moved up.

“New vacuum tubes capable of generating higher power at these frequencies must be developed and manufactured,” he declared. “Much needs to be learned about the facts regarding wave propagation at these frequencies. In short, we need to learn how to use these frequencies to render a reliable television broadcast service to the public.”

They virtually all of the Senate committee took part in the hearings. These included Sen. Tobey, Clyde M. Reed (Kan.), Owen Brewster (Me.), Hawkes, E. H. Moore (Okla.), and Capen, all Republicans, and Edwin C. Johnson (Colo.), Sen. Jolliffe (Wash.), Francis J. Myers (Pa.), and Brien McMahon (Conn.), Democrats.

Wednesday

Session-by-session account:

Over Sen. Tobey’s protest, Sen. Tobey insisted that the hearing opened Wednesday that “continuity” be preserved by giving him an opportunity at the outset to cross-examine Prof. Armstrong on his testimony at the opening of the investigation April 23 [BROADCASTING, April 26]. If the purpose of the probe is “purely to excite the people and get our names in the newspapers,” he added, then that’s an “other thing” and “I question whether hearings should be held.”

After a brief executive session Sen. Tobey announced that a “complaint” had been completed and was set for Thursday morning.

Under questioning by the Indiana Senator, Prof. Armstrong said he had a “substantial” stock interest in RCA, that he didn’t think an FM set could be built without infringing on his patents but that he would try to get the issue out in the open and had “not yet” filed patent suits. He said there were 25 or 30, “perhaps more” licensees under his patents.

He repeatedly attacked FCC’s treatment of FM but baulked former Chairman James Lawrence Armstrong’s attitude and said FM now appears to be headed for “clear sailing in the main.”

Asked why he got the report which he denied. Tobey contended would have substantiated his views on FM in 1936 but was “withheld” from FCC by RCA. He said Dr. W. G. Baker, then RCA chief engineer, now with General Electric, turned it over to him in November 1935 on instructions from RCA President David Sarnoff.

Sen. Tobey interjected that Gen. Sarnoff had full knowledge of the report when he “made a knowl- ing should open with RCA testimony.

Sen. Homer Capehart (R-Ind.), pointedly questioning the “tactics” by which the investigation was launched, insisted at the outset that Prof. Armstrong should be called back first for questioning on the charges he had made. After an informal executive session Sen. Tobey announced the issue was “uncompromised” and that Prof. Armstrong would be put on the stand at the start for 30 minutes. Under cross-examination by Sen. Capehart and other committee members, he was on the stand for more than an hour.

Charges by Prof. Armstrong and Sen. Tobey that RCA had withheld information vital to FM, he said the company’s engineers had “told” others for three to five years. To a large extent this was the substance of the arguments of Prof. Armstrong and other FM interests in testimony on the Lemke Bill, which FCC meanwhile has rejected by assigning the 44-50 mc area to fixed and mobile services [BROADCASTING, May 10]. Prof. Armstrong indicated this FCC decision may be fought out in the courts.

Dr. C. B. Jolliffe, executive vice president in charge of the RCA Labs, was the manufacturing company’s principal witness in refutation of charges by Prof. Armstrong and Sen. Tobey that RCA had “stifled” FM and influenced FCC. He contended RCA had pioneered developments which stand FM, and denied RCA had been “silent” about the merits of the new phase of the broadcasting art.

Without referring to FCC’s recent order calling hearings for

Prof. Armstrong testifies.
Comparative Field Measurements, Comparison of Propagation Characteristics between Channel 4 and Channel 7 in the Washington Metropolitan Area—E. C. Page, Consultant, Washington, D. C.

A comparative study and analysis of the coverage of two television stations, one operating on Channel 4 (65-72 mc) and the other on Channel 7 (174-180 mc) is presented.

The technique employed consists of simultaneous mobile field intensity recordings of both stations, employing the method specified in the FCC Standards for Good Engineering Practice Concerning Television Broadcast Stations. The recordings are analyzed to present the field intensities exceeded for 10, 50, and 90% of the sector distances. The measured results are compared to the calculated coverage. Associated problems arising in connection with such field intensity surveys are also treated.

Mr. Page and Mr. Seibert

TECHNICAL PAPERS

ENGINEERING and management officials alike will take part in the two-day NAB Engineering Conference Thursday and Friday at the Los Angeles Biltmore, first such conference ever held in connection with convention week proceedings.

The Management Conference Monday and Tuesday has no formal engineering items on its agenda, technical aspects of industry problems being assigned to the Thursday-Friday meetings.

The two-day technical schedule has been prepared with a practical appeal, with scientific formulas pushed aside in favor of more earthy discussions. Thus the technical programs will appeal to management as well as engineers, according to Royal V. Howard, NAB engineering director, and Neal McNaughten, assistant director.

Papers during the technical discussion will cover a wide range of operating problems from new developments and dollar-mark aspects. Television will be dealt with at length in the papers. A feature will be the final Friday afternoon event, the annual FCC-Industry roundtable. Last year the roundtable at Atlantic City went far beyond its scheduled close. With rapid developments in all facets of industry operation, the roundtable will draw even more interest this year. Effects of government defensive measures will be discussed.

The FCC participants in the roundtable will include Commissioner George E. Sterling, a pioneer radio engineer. On the Commission panel also will be John A. Willoughby, Acting Chief Engineer; Cyril M. Braun, Chief, FM Broadcast Division; James A. Barr, Chief, Standard Broadcast Division; Hans S. L. Bower, Acting Chief, TV Broadcast Division.

Representing the industry will be Mr. McNaughten; Orrin W. Towner, WHAS Louisville; Jack R. Poppele, WOR New York; Frank Marz, ABC; Paul A. deMars, Raymond M. Wilmotte Inc.

On the Thursday program are a number of television papers, with 10-FM engineers discussing problems and problems. They will start with the radio wave as it leaves the transmitter and go into propagation habits of TV frequencies, transmitter problems, studio equipment, field pickups, coaxial lines and on through servicing of receiving sets in the field.

Discussions and demonstrations of magnetic tape recording will close the Thursday program. FM will be discussed Friday morning. A highlight of this session will be paper describing a new system of measuring co-channel interference, deemed an important step forward in that it permits measurements of interference from other stations without shutting down any of the stations involved.

Stereophonic sound will be described and demonstrated Friday, along with relay broadcast equipment.

Friday evening the engineers will inspect the Mutual-Don Lee studios in Hollywood. Concluding event is a tour of Mr. Wilson to inspect station projects and the 100-inch telescope.

The NAB Engineering Executive Committee is scheduled to meet early Tuesday.

Display of heavy equipment in the Hotel Biltmore Lobby will be open for engineers' viewing from 9 a.m. to 5 p.m. Friday. Light equipment and broadcasting service exhibits are on the second floor in sample rooms.

At left are summaries of papers to be heard at the Engineering Conference. Agenda is at right.

Mr. Page

ENTERTAINMENT SLATE FOR CONVENTION WEEK (Also see What's to Do in Los Angeles, page 889)

SERIES of entertainment events and side meetings, formal and informal, will feature NAB convention week proceedings. The list was compiled at this special convention issue of Broadcasting went to press.

SUNDAY—Atwater Kent fleeta, Bel Air, 2-4 p.m.; Icecapades, evening performance, Pan Pacific Auditorium.

MONDAY—Movie studio tours.

TUESDAY—Women's convention of Women Broadcasters and Advertising Women, Century Room, Beverly Hills Hotel, 9:30 a.m.; fashion show and luncheon, 12:30 p.m.; same room; MB&Don Lee luncheon at new building, 1313 N. Vine St., for press and assembly personnel.

WEDNESDAY—NAB convention golf tournament, for Broadcasting Magazine, Los Angeles Country Club (Burke waits 5:30 p.m. for details contact Broadcasting headquarter press room, 3225-47); tour of Catalina, open to men and women; MB&Don Lee luncheon for affiliates at new building, 1313 N. Vine St., Tuesday and Thursday at MB&Don Lee building.

FRIDAY—Evening inspection tour, for Radio Now Billion Dollar Industry, Says Geddes

VOLUME of orders taken by the 1948 Radio Parts & Electronic Show in Chicago last week ranged from 10 to 20% more than last year's business, an estimated president. All previous registration figures were broken as more than 11,000 persons—about 4,000 of them students—viewed 183 displays in the Stevens Hotel's Exhibition Hall.

The show, sponsored by Radio Manufacturers' Assn., Electronic Parts & Equipment Manufacturers, Sales Managers' Association and National Electronic Distributors Assn., wound up a week's active Friday, Mr. Golenpaul announced that next year's show will be held on a Saturday. It will be followed by the annual meeting of RMA, and the component parts manufacturers at the 1948 Radio Parts & Electronic Show in Chicago last week the Radio Now Billion Dollar Industry, Says Geddes showed that the "trix" mendous impetus of FM and TV during the past year has "spurred the receiver and parts production to new high.

"Although the total product of sets is less than the 20,000,000 reported last year, dollar volume of the retail and factory business last year's, he adds, "Higher television parts cost an increased use are both contribut factors in boosting retail sale price of $175 and $200. Radio has become a billion dollar industry as a direct result of F and TV production during 1948."


### TECHNICAL EXHIBITS

EWEST developments in broadcast equipment, ranging all the way from powerful transmitters to lighter transcription and studio equipment, feature the annual NAB convention week exhibit opening Monday morning at the Biltmore Hotel, Los Angeles.

Over 10,000 feet of space is required for the heavy display on the lobby-foyer floor of the Biltmore, according to Arthur C. Trimmer, NAB department head in charge of the exhibit. In addition are 80 rooms on the second floor for wide displays of transcription, recording, and related companies.

Though the convention is being held far from the manufacturing centers in the east, the displays are up to normal standards. Missing from this exhibit, however, are the high towers set up in the Atlantic City Convention Hall last September. Manufacturers commenting in some cases that they were forced to prepare double displays because of the adjacency of last week's Radio Parts Show in Chicago.

Despite the problems involved, and the uncertainty created by railroad labor negotiations, exhibitors are presenting displays that will hold interest all through the five-day schedule. Exhibits close Friday afternoon just as the Engineering Conference concludes its sessions.

New associate members who will be represented at the Biltmore are Enesco Derrick Equipment Co., Los Angeles and Houston, and Allied Record Mfg. Corp. DuMont plans to show teletranscription recording direct from cathode tube. Raytheon has a coaxial cable from the second floor to its suite for demonstration.

Indicative of the interest shown by exhibitors is the two-carload display of RCA, with a complete studio setup for projected television. Exhibitors on the second floor will be able to give actual demonstrations of their programs as against the "silent" displays at Atlantic City last autumn. That inability to demonstrate programs and library services caused considerable grumbling at the coast.

In the displays of heavy equipment everything is being shown from television transmitters and antennas right through FM and AM equipment and on down to tubes. Company representatives will be on hand to answer questions about all the items shown.

Following are brief descriptions of most of the exhibits, as made available to Broadcasting by the exhibitors in advance of the convention:

#### Amperex Electronic Corp.

AMPEREX is exhibiting a complete line of transmitting, rectifying, and special purpose tubes for radio communications and industrial applications. Included are tubes for AM, FM and television transmitter applications.

Besides many tubes previously exhibited, Amperex is featuring a new line of recently developed forced-air radiation external anode tubes of greatly reduced dimensions which are lighter in weight than earlier designs of similar function. Savings in physical dimension have been accomplished without sacrificing electrical efficiency.

S. E. Norris, executive vice president in charge of sales, is supervising Amperex exhibits in Rooms 2212 and 2214 at the Biltmore.

#### Latest Developments

Collins Radio Co.
Federal Telephone & Radio Corp.

Gates Radio Co.

Western Electric Co. and
Graybar Electric Co.

Raytheon Manufacturing Co.

RCA

BM

Andrew Corp.

Westinghouse Electric Corp.

First Floor of Exhibits.

### Displays Described on the Following Pages:

#### Equipment

<table>
<thead>
<tr>
<th>Company</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amperex</td>
<td>224</td>
</tr>
<tr>
<td>Collins</td>
<td>224</td>
</tr>
<tr>
<td>DuMont</td>
<td>224</td>
</tr>
<tr>
<td>Federal &amp; T. &amp; R.</td>
<td>224</td>
</tr>
<tr>
<td>Gates</td>
<td>225</td>
</tr>
<tr>
<td>GE</td>
<td>226</td>
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<tr>
<td>Magnecord</td>
<td>226</td>
</tr>
<tr>
<td>Presto</td>
<td>226</td>
</tr>
<tr>
<td>Radio Eng. Lab.</td>
<td>227</td>
</tr>
<tr>
<td>Wincharger</td>
<td>228</td>
</tr>
</tbody>
</table>

#### Production, Allied Arts, Etc.

<table>
<thead>
<tr>
<th>Company</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associated</td>
<td>234</td>
</tr>
<tr>
<td>BIBRI</td>
<td>234</td>
</tr>
<tr>
<td>BMI</td>
<td>234</td>
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<td>BMI</td>
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<td>Capitol</td>
<td>234</td>
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<tr>
<td>Goodwin</td>
<td>237</td>
</tr>
<tr>
<td>Keystone</td>
<td>237</td>
</tr>
<tr>
<td>Lang-Worth</td>
<td>237</td>
</tr>
</tbody>
</table>

### Probe Fireworks (Continued from page 46)

the hiring of former FCC Chairman Charles C. Denny and wanted to know who first approached him when. Mr. Jolloff said he first approached Mr. Denny during the September 1947 Telecommunications Convention in Atlantic City.

At its Biltmore exhibit, Enesco Derrick Equipment Co., Los Angeles and Houston, is using the name "Cringer," aird for Collins-feel.

Denny had promised the previous day. He said he "objected to the procedure," and said "it is unfair, unwarranted and un-called for in the U. S. Senate."

Sen. Capehart charged further that the Chairman had allowed Prof. Armstrong to proceed as he wished, but had instructed RCA witnesses to answer yes or no.

Chairman Tobey vigorously denied the charge and turned to Dr. Jolliffe to ask whether he had been allowed to read his statement and had been given "fair treatment."

The RCA executive replied that he had.

Sen. Magnon succumbed in breaking up the battle by reminding the committee that all Senators were wanted on the floor for a vote in five minutes.

Before the session was adjourned, Mr. Cahill was called on to furnish the figures for the record which he had promised the previous day. He pointed out that RCA's profit during the war years was less than during the eight years preceding the war. He also produced figures to show that RCA's $4,000,000 contract with the government during the war saved the armed services $100,000,000 during that time.

### Capitol Cars

CAPITOL RECORDS Inc. is supplying convention limousine service from the Biltmore to Hollywood every hour on the hour and from Hollywood on the half-hour. At its Biltmore convention suite Capitol is holding a daily drawing for Califone transcription playbacks.

Dr. Jolliffe on stand.
POLITICAL BROADCASTS

The broadcasting of political broadcasts is an important facet of a Presidential election year, and, while broadcasters are almost unanimous (99%) in saying they plan to sell time for political broadcasts (Broadcasting, April 12), a majority (79%) have indicated they will refuse to alter important segments of their schedules to make way for the politics.

This latter fact is among those brought out in the second portion—presented herewith—of a study of broadcasters plans and policies for handling political broadcasts. The study, conducted exclusively for Broadcasting Magazine by Audience Surveys Inc., represents the ninth survey of station manager opinion, thirteenth in the Broadcasting Trends series.

Most television stations, like AM stations, Audience Surveys concluded, in the second portion of the study, "plan to sell time for political telecasts; to let the business come to them rather than solicit it; to charge regular card rather than special rates; and to add commission on such business; insist on scripts in advance; and collect in advance of broadcast." In making its political broadcasts survey Audience Surveys followed its usual custom of canvassing a representative cross-section* of the managers of commercial AM stations, and, because of the interest in how operators of television stations plan to handle political telecasts, submitted the same questions answered by the AM panel to video stations already.

* A sample of U.S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

### Chart I

If you plan to sell or give time to political parties, are there any programs on your schedule which you will not cancel or shift for political broadcasts?

<table>
<thead>
<tr>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES - 79 %</td>
</tr>
<tr>
<td>NO - 14 %</td>
</tr>
<tr>
<td>DON'T KNOW OR NO ANSWER - 7 %</td>
</tr>
</tbody>
</table>

### Chart II

If you have programs on your schedule which you will not cancel or shift for political broadcasts, what types of programs?

<table>
<thead>
<tr>
<th>% of those who have programs which would not be cancelled or shifted</th>
</tr>
</thead>
<tbody>
<tr>
<td>News and commentators .................................................. 69%</td>
</tr>
<tr>
<td>Religion ........................................................................... 65</td>
</tr>
<tr>
<td>Farm service ........................................................................ 54</td>
</tr>
<tr>
<td>Children's programs ............................................................. 39</td>
</tr>
<tr>
<td>Sports .................................................................................. 38</td>
</tr>
<tr>
<td>Religious and folk programs ............................................... 28</td>
</tr>
<tr>
<td>Household ............................................................................ 23</td>
</tr>
<tr>
<td>Mystery .................................................................................. 15</td>
</tr>
<tr>
<td>Drama ..................................................................................... 14</td>
</tr>
<tr>
<td>Comedy ................................................................................... 13</td>
</tr>
<tr>
<td>Quiz ....................................................................................... 12</td>
</tr>
<tr>
<td>Music ...................................................................................... 9</td>
</tr>
</tbody>
</table>

### Chart III

If your network sells time nationally for a political broadcast, will you:

<table>
<thead>
<tr>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carry the program outright .................................................. 59%</td>
</tr>
<tr>
<td>Carry the program with a preceding disclaimer ....................... 19%</td>
</tr>
<tr>
<td>Not a network affiliate ......................................................... 17%</td>
</tr>
<tr>
<td>Refuse to carry the program .................................................. 6%</td>
</tr>
</tbody>
</table>

Some percentages add to more than 100 because many respondents indicated more than one type of program on the air or expected to start before the campaign period.

Detailed results of the second portion of the political broadcasts study follow:

If you plan to sell or give time to political parties, are there any programs on your schedule which you will not cancel or shift for political broadcasts? (See Chart I).

The majority of broadcasters will refuse to upset important segments of their schedules to accommodate special political broadcasts. Approximately four out of five stations reported that they would not consider any programs on their schedule immovable or non-cancellable, and that they would accommodate political broadcasts in any program periods.

If you have programs on your schedule which you will not cancel or shift for political broadcasts, what types of programs? (See Chart II).

Among the stations which have programs which would not be cancelled or shifted to make time available for political broadcasts, a majority or better would not cancel religious programs (69%), religion (65%), and farm service programs (54%). Thirteen per cent would not let their children's programs be affected, 38% their sports programs.

About a quarter of the stations would keep their discussions and talks programs on (28%), and their household programs (23%).

Approximately one of seven stations regard their mystery, drama, comedy and quiz programs as important enough to refuse to move or cancel them in favor of political broadcasts, while 9% feel music programs should not be affected. Six per cent would not cancel any programs on the schedule for a political broadcast.

If your network sells time nationally for a political broadcast, will you carry the program straight, carry it with a preceding disclaimer, or refuse to carry it? (See Chart III).

Originally asked only of those stations which did not plan to sell time, replies to this question were received from virtually all respondents, whether or not they planned to sell time.

Fifty-nine per cent of the stations plan to carry network broadcasts straight, 19% expect to precede such programs with a disclaimer. An insignificant number, less than 1%, would refuse to carry the program—consistent, with the very few number of stations which will not sell time for political broadcasts.

Time for Opponents

If you carry the network program and are asked to provide opponents with local time to answer it, will you do so? (See Chart IV).

Sixty-three per cent of the stations which expect to carry network political broadcasts will provide opponents with local time to answer the network program. If asked to do so—almost six times as many as will not do so (11%). Many of those who will not pointed out, that in their opinions, providing equal time would be a network rather than a local problem. A significantly large group (26%) are uncertain of what policy they will adopt in such a situation.

This year for the first time in a Presidential campaign, television will be available for use by political candidates.

(Continued on page 150)

### Chart IV

If you carry the network program and are asked to provide opponents with local time to answer it, will you do so?

<table>
<thead>
<tr>
<th>% of those who would carry network political broadcasts</th>
</tr>
</thead>
<tbody>
<tr>
<td>YES - 63 %</td>
</tr>
<tr>
<td>NO - 11 %</td>
</tr>
<tr>
<td>DON'T KNOW AND NO ANSWER - 26 %</td>
</tr>
</tbody>
</table>

TBA Fund Drive

TELEVISION Broadcasters Assn. is raising from member stations a fund of about $25,000 to finance its campaign for revision of the intercity video rates filed in April by AT&T and Western Union (Broadcasting, April 6). A TBA official disclosed last Thursday, FCC hearing on the rates, which TBA claims are "unreasonably burdensome," is slated for June 15 (Broadcasting, May 3).

May 17, 1948 • Page 49
AAA's Message to NAB Delegates

By FREDERIC R. GAMBLE
President, American Assn. of Advertising Agencies

HOW DOES radio look today from the advertising agency viewpoint?

The answer is indicated, it seems to me, by a recent development in the American Assn. of Advertising Agencies. We have just overhauled and streamlined all the national standing committees that determine AAA policy; after the shuffles, two out of our eleven standing committees are concerned entirely with radio, a third deals partly with radio, and we also maintain a special committee on radio, serving television policies. Certainly this evidence that agencies are vitally concerned with radio as a medium.

It is meaningful, too, that we have now incorporated "television" into the titles of all our radio committees. It reflects a conviction among agency people that television is coming into its own at top speed. If anybody doubts this feeling, I refer him to the program of our recent AAA annual meeting—there were three separate talks on television as well as a special film presentation on television commercials and programs.

Much of this concern with radio and television is due, of course, to mutual problems. In our view, there are some that need solution:

On the business side, we again urge that networks and stations which have abandoned the customary twelve-month rate protection should restore it as soon as possible. As expressed in a resolution of our board, we believe that absence of this protection tends to discourage the planning of campaigns on an annual basis and results in losses to broadcasters.

We also believe that many more stations need to adopt the customary 2% cash discount on national advertising—and soon. Despite progress in the past year, radio still lags far behind all other media in providing for this financial safeguard.

We hope that broader industry support will be given to Broadcast Measurement Bureau. Certainly support should be greatly broadened by 1949, so that BMI study No. 2 will provide again a uniform measurement for a maximum number of stations.

We shall watch with interest developments at the NAB convention on the proposed code of Standards of Practice. We stand ready, as the advertisers have also stated they do, to lend our support—if the code adopted can be approved by us and recommended to agencies—in order to facilitate application of the code.

A major and persistent problem, still, is the lack of any recognition body in the broadcasting industry. We believe most broadcasters already recognize that the calibre and effectiveness of advertising broadcast by the station is very much the station's concern, that high-calibre advertising is the product of skilled and experienced agencies and that some recognition machinery is therefore needed to evaluate advertising achievement.

In listing some problems that continue to exist, there has been no space to summarize here the very notable advancement that has been made during the past year toward the solution of many other problems. This steady advance is due to close understanding and effective teamwork between the NAB and the AAA. It is a bright token of our good relations and of the promising future.

Mr. GAMBLE

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Mr. GAMBLE
11 FM GRANTS

SIX Texas Baptist organizations which plan to operate as an FM network were among 11 applicants given conditional FM grants by FCC last Wednesday.

The Commission also issued FM construction permits to 11 other new Class B construction permit for Channel 271 (102.1 mc) with 49 kw effective radiated power and antenna height of 500 feet.

List of Grants

Conditional grants and proposed channel assignments:

Howard Payne College, Brownwood, Tex.—Class B; Channel 290 (105.3 mc). First Baptist Church of Beaumont, Tex.—Class B; Channel 305 (107.9 mc).

Boothe Orphans Home, Dallas, Texas—Class B; Channel 309 (107.3 mc).

Wayland Baptist College, Plainview, Tex.—Class B; Channel 291 (107.3 mc).

Southwestern Baptist Theological Seminary, Fort Worth—Class B; Channel 237 (91.3 mc).

San Antonio Baptist Assn., San Anto-nio—Class B; Channel 289 (106.7 mc). Voice of the Rockies Inc., Preston, Idaho—Class B; Channel 213 (101.5 mc). Dr. Leo Hawks and Dr. R. L. Smith, Preston physicians, own 65% plus each. J. L. Peterson, in the radio service business there, is president, and A. Holger, former sales manager of KXVN Logan, Utah, is secretary.

Science Education Foundation Inc., Shaker Heights, Ohio—Class A; Channel 228 (107.3 mc). The Foundation will operate a commercial station. Its trustees are A. L. Bogeboehn, Detroit; F. H. Foley, Philadelphia; H. K. Work, Pittsburgh; W. N. Spanagel, Rochester, and W. H. Elsken, Cleveland.

L岛屿, Mississippi—Class B; Channel 270 (101.9 mc). WDFE Broadcasting Co. (WDEF), Chattanooga, Tenn.—Class B; Channel 271 (102.1 mc).

Construction permits were issued to the following (power is effective radiated power; antenna height is height above average terrain):

WLMF Lewiston, Me.—Class B; Channel 269 (105.5 mc). WRBC-FLINT, Mich.—Class B; Channel 269 (99.5 mc), 6 kw; 335 ft.

WMBQ-FLM Anburs, N. Y.—Class B; Channel 241 (106.1 mc), 18 kw; 350 ft.

WYCV (Rural Radio Network Inc.) Cherry Valley, N. Y.—Class B; Channel 229 (101.9 mc), 1.4 kw; 1,000 ft.

WYCN (Rural Radio Network) De Ruiter Village, N. Y.—Class B; Channel 286 (107.1 mc), 1 kw; 890 ft.

WYBT (Rural Radio Network) south Bristol, N. Y.—Class B; Channel 270 (101.9 mc), 1.5 kw; 890 ft.

WYFC (Rural Radio Network) Ithaca, N. Y.—Class B; Channel 299 (107.1 mc), 1.5 kw; 680 ft.

WYHN (Rural Radio Network) Turin, N. Y.—Class B; Channel 279 (107.1 mc), 1.5 kw; 580 ft.

Now Over 200

NAB membership passed the 2,000 mark just prior to the 1948 convention, an increase of over 200 over the Atlantic City convention last September. Present membership, of last week, totaled 2,035 consisting of 1,271 AM stations, 550 FM, and 3 TV associates, 3 networks, 107 others.

1948 Grants

OMAHA TV Granted To KMA Licensee

GRANT for a new television station at Omaha was issued by FCC last Thursday to May Broadcasting Co., licensee of KMA Shenandoah, Iowa.

The grant was for use of Channel 3 (60-66 mc) with 8.3 kw aura and 17.8 kw visual powers. It is the first license issued under FCC authorization for Omaha, where WOW-TV is now under construction. Installation of the new station is expected to cost $189,000, while first year’s operating and interest expenses will be at $100,000 and revenues at $40,000 [BROAD CASTING, March 1].

Meanwhile the Commission also took action granting the request of Associate Broadcasters (KFSO San Francisco) for additional time to complete its KWIS (TV). FCC extended the completion date by six months but specified that a PRC review of the proposed schedule in 90 days will be made.

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FNLAL arrangements for sites of 1949-1950-1951 NAB conventions, to be held at Stevens Hotel, Chicago, were completed recently. Going over plans are (1) to (11) C. E. Amey Jr.; NAB secretary-treasurer; Howard Lane, radio director of Field Enterprizes; and committee members; R. L. Collison, sales director, Hilton Hotels, and Robert F. Quin, manager of the Stevens. Next year’s convention will be held April 8-13.
PREPAREDNESS

AGAINST a backdrop of accelerated defense preparations, nearly 300 leaders of industry and the Armed Forces pooled experiences at the second annual convention of the Armed Forces Communications Assn., in Dayton, Ohio, May 10-11 to discuss electronics preparedness.

In keeping with the organization's aim of clearing the problems of all three branches of U.S. Armed Forces in the forefront, the convention program emphasized Air Force progress and readiness.

At a national defense symposium Tuesday morning, the AFCA members heard Maj. Gen. Harry C. Ingles, former Chief Signal Officer and now president of RCA Communications; Rear Admiral Earl E. Stone, chief of Naval Communications; Maj. Gen. Francis L. Ankenbrandt, Air Force communications director and Maj. Gen. F. O. Carroll, of the Air Material Command, outline the nature of their respective functions.

Mr. Holiner, David Sarnoff, RCA president and board chairman, who is also AFCA president, in a banquet address Monday evening saw television as "a substantial aid to our nation in any future war." General Sarnoff warned that a nation which is complacent faces possible oblivion.

The RCA official read a message from President Truman, who, in a prepared statement, said: "This association's program for maintaining close relations between the Armed Forces and the communications, electronics and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

General Sarnoff recalled that "World War II, stimulated advances in many branches of electronics and communications. They forced into discards many previous concepts of warfare. They taught us that one must be ready for the unexpected. There is a closer relationship between the communication services, the armed forces, and industrial research. Upon this world relationship, through advances to military uses before—or after—war comes."

"Television is a case in point. We all know that this new science, which combines radio, electronics and photography—field in which our country has been highly interested—has almost limitless possibilities in its application to military as well as to industrial and entertainment activities. No doubt television can be a substantial aid to victory in any future war. The development of television, through television, the Commander-in-Chief in Washington will be able to watch distant military activities and maneuvers, even overseas."

Possibilities of military television panels, brick and tile plants, and substantial owner in several bus lines and chain stores.

No successor has been named.

Des Moines Video Action Set Aside

RADIO STATION Des Moines Ibid., the FCC was notified last week by the construction permit, issued April 28, was put aside last week by FCC, which noted that apparently there have been transfers of company stock that made it no longer necessary to consider this transfer.

Also, the permit is of KUIM Des Moines, authorized to use 740 kc daytime with 250 w. When that grant was issued last fall, the firm was headed by Myron J. Dukane, and was then under the general manager of KTJW-FM Sioux Falls. He then had 18% interest. It was reported that he since has withdrawn.

12 More Applications At FCC

A DOZEN applications for new commercial television stations, including eight from current broadcast licensees and two from newspaper interests, were filed with FCC last week.

New applicants and facilities: WTVS, Columbus, Ohio, Channel 3 (174-180 mc), 20 kw visual, 15.9 kw audio, antenna 50 ft. above mean sea level atop Skagu peak, Wash., Initial cost $771,705, first year operating cost unknown. Applicant is license of WBNK-FM Seattle.

RKRO, Vancouver, Wash., Channel 41 (88-92 mc), 1.3 kw visual, 1.3 kw audio, antenna 50 ft. above mean sea level atop Squak peak, Wash., Initial cost $250,000, first year operating cost unknown. Applicant is license of WRK-FM Rockford.

KREO, Tucson, Ariz., Channel 4 (88-92 mc), 10 kw visual, 15 kw audio, antenna 300 ft. above mean sea level atop Sentinel peak, Ariz., Initial cost $175,000, first year operating cost unknown. Applicant is license of KIBO-FM Dallas.

WTVU, Bridgeport, Conn., Channel 8 (88-92 mc), 10 kw visual, 15 kw audio, antenna 300 ft. above mean sea level atop Waverton peak, Conn., Initial cost $250,000, first year operating cost unknown. Applicant is license of WTBC-FM Hartford.

KXIII, Minneapolis, Minn., Channel 11 (198-204 mc), 10 kw visual, 15 kw audio, antenna 350 ft. above sea level atopgive peak, Minn., Initial cost $500,000, first year operating cost unknown. Applicant is license of WIBL-FM Minneapolis.

KMOX, St. Louis, Mo., Channel 5 (76-80 mc), 5 kw visual, 15 kw audio, antenna 200 ft. above ground level atop Forest Hill peak, Mo., Initial cost $500,000, first year operating cost unknown. Applicant is license of WOKY-FM St. Louis.

WACB, Allentown, Pa., Channel 3 (174-180 mc), 10 kw visual, 15 kw audio, antenna 250 ft. above mean sea level atop Sch NEV peak, Pa., Initial cost $250,000, first year operating cost unknown. Applicant is license of WTBC-FM Hartford.

WRCB, Chattanooga, Tenn., Channel 9 (174-180 mc), 10 kw visual, 15 kw audio, antenna 250 ft. above mean sea level atop Rock Hi peak, Tenn., Initial cost $250,000, first year operating cost unknown. Applicant is license of WBNK-FM Seattle.

KSTV, Los Angeles, Calif., Channel 5 (76-80 mc), 10 kw visual, 15 kw audio, antenna 500 ft. above mean sea level atop Hollywood peak, Calif., Initial cost $500,000, first year operating cost unknown. Applicant is license of WBNK-FM Seattle.

KTVL, Eau Claire, Wis., Channel 2 (68-72 mc), 10 kw visual, 15 kw audio, antenna 300 ft. above ground level atop Eagle peak, Wis., Initial cost $250,000, first year operating cost unknown. Applicant is license of WBNK-FM Seattle.

KTVF, Anchorage, Alaska, Channel 2 (68-72 mc), 10 kw visual, 15 kw audio, antenna 200 ft. above ground level atop Mount peak, Alaska, Initial cost $250,000, first year operating cost unknown. Applicant is license of WBNK-FM Seattle.
Prospective Telecatters Given Economic View:

The four stages outlined below permit the logical development of television facilities on a reasonable economic basis.

**FIRST STEP—Install transmitters and minimum film equipment.**

**SECOND STEP—Purchase mobile equipment.**

**THIRD STEP—Build minimum studio facilities.**

**FOURTH STEP—Expand studio facilities to provide for complete program service for the particular community served by the station.**

The first step puts the station on the air with minimum initial expenditure and minimum operating costs. Programming will be limited to film and slides. It will probably be found that 16mm is the most satisfactory for a number of reasons. Free and commercial films are available in considerable quantities and 16mm film is printed on a safety base which, under most city building codes, requires no special fire protection for the projection room or for storage areas.

Probably the most economical operation for this first stage will be to combine the film projection and transmitter facilities in one building if that is possible. If an existing AM or FM site is suitable for television transmission and an existing tower can be used for supporting the television antenna, a considerable saving will be effected.

The building problem will be further simplified when space is available in the existing transmission building for the installation of the television transmitter and the film equipment. Additional space required for television is as follows: (1) An area of 400-600 sq. ft. for the 5 kw video and aural transmitters, including space for a control console and for tuning and servicing transmitters; (2) a minimum of approximately 120 sq. ft. for film projection equipment.

If sufficient space is not available in the transmitter building the alternative is to build an addition to the existing structure. The necessary floor area in the addition will normally result in cubic contents ranging from 7,000-10,000 cubic feet.

If a new transmission building must be built, the following elements should be considered:

(a) Control and transmitter room. This area may or may not be separated into two rooms. The combined size of a 5 kw video transmitter and 5 kw aural transmitter is approximately 12 1/2 feet long and two feet deep, and the area required for servicing, control console, etc., will again range from 400-600 sq. ft.

(b) A video receiving and equipment room may be needed eventually if not immediately. This will house racks containing receivers (if a radio link to the studios is used), audio and video amplifiers, and perhaps in the future, a film projector to be used in case of line failure. An area of 120-150 sq. ft. should be provided.

(c) Laboratory, shop, and storage space should be between 100-150 sq. ft.

(d) Living quarters for the chief engineer: 200-300 sq. ft.

(e) Combined office and lounge 150-200 sq. ft.

(f) Miscellaneous accessory areas: such as an entry, bath room, space for a heating unit, closets, etc. 160-200 sq. ft.

(g) A visitors’ lobby, if required will demand the enlargement of the entry to an area of approximately 200 sq. ft.

(h) A garage for passenger cars may be desirable, especially in severe climates or in isolated areas. It should include an area of at least 500 sq. ft. If a remote pick-up truck is to be housed, a larger garage will be needed.

(i) A motion picture projector room containing a slide projector and one or two film projectors (either 16mm or 35mm), and a work bench. If 16mm film is used, the film pick-up camera can also be installed in this room; for 35mm film the camera and projector must be separated by a masonry wall. The size of the room should be between 70-120 sq. ft., and the area where the film camera and monitoring equipment are located must be electrically shielded. At the time when the film equipment is moved to a permanent studio location the

(Continued on page 54)
TV Blueprint

(Continued from page 52)

area it occupies can be allocated to other facilities.

Some of these elements may not be needed in a particular locality and they may be related to each other in a number of different ways. The figures given represent average space requirements. Specific total requirements may vary from 1,000-2,500 sq. ft. for a simple, if not minimal operation. The cubic contents may range from 12,000-32,000. A typical transmitter building incorporating film service is shown in Fig. 1.

Step two entails the purchase of mobile equipment. This will allow programming of local sports and civic events and will make possible some studio presentation through the use of rented space in local auditoriums and theaters, utilizing the field cameras and field monitoring equipment. This step involves no additional building construction.

Step three requires the building of a single studio and control room with minimum adjunctive facilities. At the present time there are as many opinions regarding studio and control room design as there are television operators. At the risk of incurring some criticism, and with the hope of encouraging discussion, a new type of studio/ control room layout is shown in Fig. 2. This plan offers simplified camera placement in shifting scenes, provides for audience viewing, audience participation, or straight studio work. Flexible arrangements for from one to five sets of varying sizes are provided in a minimum area. The control room is placed on the second floor level with a convenient stair for access to the studio. The ceiling height is 22 ft. allowing room for sizable sets yet giving sufficient height for lighting, high angle camera placement, etc. The studio (including control room) has about 1,800 sq. ft. of floor area, and contains approximately 40,000 cubic feet.

In step four the facilities are added which are necessary to bring the station to full programming capacity for the community it serves. The operating know-how and experience gained by the broadcaster prior to this stage will enable him to determine the facilities required for a complete programming service. Limited space prevents a discussion of all the elements to be considered for complete facilities, but a brief outline check list is given below.

CHECK LIST OF ELEMENTS DESIRED

1. Step one
   (a) Approximate sizes
      
   A
   B
   C
   D
   E
   F
   G
   H
   I
   J
   K
   L
   M
   N
   O
   P
   Q
   R
   S
   T
   U
   V
   W
   X
   Y
   Z
   
   (b) Audience participation determined
      
   (1) In which studio
   (2) Size of audience
   (3) Type of audience
   (4) Location
   (5) Time
   (6) Duration
   
   2. Step two
   
   3. Step three
   
   4. Step four

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SECOND FLOOR plan showing studio and control room arranged for programs with no audience or with non-participating audience. Four sets in place.

FIRST FLOOR plan arranged for audience participation.

22. Offices
   (a) Station director
   (b) Program director
   (c) Sales manager
   (d) Sales office
   (e) Bookkeeping
   (f) Traffic
   (g) Public relations
   (h) Program producers
   (i) Script writer
   (j) Special events director
   (k) Personnel director
   (l) Library
   (m) Office
   (n) Office supply storage

Our postwar experience shows that costs today are two to three times as high as those of 1939, and in general the applies to all sections of the country. The usual rule of thumb for estimating building costs is the cubic foot basis. To obtain the cubage in your proposed structure, measure from the top of footings to the upper surface of the roof for the height, and multiply this by the area of your building in square feet. For unfinished spaces such as basements and garages the cost can be estimated as two-thirds of that of the finished portion of the building. Our experience with transmitter buildings built during the last year in all parts of the country reveal a cubic foot cost from $1.25 to $1.50 in locations easily accessible for building operations.

Inaccessible locations such as mountain tops, etc., where materials and workmen must be transported a considerable distance, will increase the cost. In general, studio construction will be more expensive than transmitter building construction due to the incorporation of air conditioning and acoustical work. Cubic foot costs will depend largely on the degree of elaboration of your studio layout and will vary from $1.50 to $2.50 a cubic foot or higher. Prices are for finished studios.

Your architect should be a communications specialist. He should have a thorough understanding of television operation and equipment, since he is the final coordinator of the requirements for your engineering, programming, air conditioning, electrical service and plumbing. The structure and workability of your plant will be largely dependent on him. Allow as much time as possible for planning your facilities, for your success will be directly related to the painstaking development and coordination of each of the elements of your station.

(The authors wish to express their appreciation of the guidance given in preparing this article by the following television experts: J. Henry Hoskinson, WMAL, TV Washington; Millard M. Garrison, Chambers & Garrison, consulting radio engineers; and Philip Merryman, Anderson & Merryman, consulting engineer. The authors take full responsibility for the ideas expressed.)

Upcoming

June 13-16: APA Annual Convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West, Los Angeles Convention, Sacramento, Calif.
June 21-22: AIEE Summer general meeting, Mexico City, Mex.

BROADCASTING • Telecasting
JAMES E. EDWARDS, for 35 years D. Butler in the management of WLS-Prairie Farmer, Chicago, was elected Tuesday to the presidency of the Agricultural Broadcasting Co., WLS licensee, and the Prairie Farmer Publishing Co.

Glenn Snyder continues as vice president and general manager of WLS, and also as a director, along with Mr. Edwards, in the management of the two companies.

Mr. Edwards, who leaves his

THE BATTLE over television profits which caused a six-week hiatus in the New York area ended last Monday when the Boxing Managers Guild agreed to accept half of the video profits collected by the Twentieth Century Sporting Club, which controls boxing in Madison Square Garden.

In actuality, the managers will collect one-quarter of Garden television profits, but, since the Garden management, which reserves a full half for itself, has steadfastly refused any further split, the Guild's share of the video take amount to about $25,000 a year, according to Sol Strauss of the Twentieth Century Sporting Club.

Mr. Strauss offered to make the same deal with the Guild several weeks ago, but later withdrew the offer at the urging of the Garden management.

CBS Adds Two Outlets; One Is in Philippines

CBS last week announced the ad-

KCBS,} Cebu, Philippine Islands, and WHOL Allentown, Pa., to the network, making a total of 178 affiliates.

Norman Paige manages KBZU, owned by the Philippine Broadcasting Corp., Manila. It operates with 1 kw fulltime on 1250 kc.

WHOL joins CBS as a basic sup-

BCS has decided to use the air-}

FM CHANNELS reserved for educators might have to be assigned to commercial broadcasters if left unused, Wayne Coy, FCC chairman declares in a bulletin, “FM for Education,” just released by the Federal Security Agency.

Warning educators they must make full use of their 20 channels (88-92 mc.), Chairman Coy pointed to progress in commercial FM broadcasting. His article is titled “FCC Views FM Educational Broadcasting.”

The chairman repeated a view expressed by former FCC Chairman Charles R. Denny, Paul A. Porter and James Lawrence Fry that the Commission expects FM to replace AM in all but remote rural areas.

“To judge the value of this sec-

FM receivers are in the hands of the public, 400 commercial FM stations are now in operation, 600 are under construction, and 120 applications are pending. This activity is building potential audiences for the educational broadcaster. The figures look for from 2,000 to 3,000 FM stations on the air within the next few years. Eventually the Commission expects FM to supplant AM in all but the sparsely settled rural areas.”

John W. Studebaker, Commissi-

ABC LEASES 3 STUDIOS: FOR VIDEO PROGRAM!

The studios, located at 107th St and Park Ave., are to be used for "live as well as film production," NBC said, and to be the "heart of NBC video studio in New York. The largest of the three new studios measures 97 by 74 feet. The others are 63 by 3 feet. The lease also covers an ex-

Decision Reversed

In 1450-kc Case

Radio Corp. of the Cedar Rapids, which was nominated for a grant in the proposed decision last October, and Moline (III.) Dispatch Publishing Co., also granted in the 1450-kc case, while Andrew College Broadcasting Co., Cuthbert, Ga., was denied in the 1240-kc proceeding.

While FCC's proposed decision on 1450 kc had preferred Radio Corp. of Cedar Rapids largely on the basis of its program plans and extent of executives' participation in station affairs (Broadcasting, Nov. 3, 1947), the final decision found "no significant difference" between the two Cedar Rapids applicants on this score. Instead, it preferred Cedar Rapids station because negative control (50%) of the other applicant is held by Interstate Finance Co. and James D. Carpenter, who together control (50%) of the Moline station.

“Greater diversification of con-

Coy and Hyde Dissent

The reversal brought a dissent from Chairman Wayne Coy and Comr. Rosel H. Hyde, who thought Radio Corp.'s application should be granted. Comr. Hyde held that and upholding another, FCC last week granted the applications of Cedar Rapids Broadcasting Corp. for a new 250-w fulltime station on 1450 kc at Cedar Rapids, Iowa, and Alabama-Georgia Broadcasting Co. for a fulltime 250-watter on 1240 kc at Eufaula, Ala.

Radio Corp.'s "service plans . . .

Principals Involved

Ownership of the new grantee companies:

Alabama-Georgia Broadcasting—M. M. Moulthrop, publisher and owner of the Union, Eufaula, is president and owns 25%, B. H. Coleman, in the mortgaged business, and E. B. Fox, of the Post Office employ and radio repair shop, in the mortgaged business.

Post Office employer and radio repair shop, in the mortgaged business.

operator of WATW-AM and WHOL Allentown, Pa., and former manager of WCTA Allentown, Pa., and former manager of WCTA Allentown, Pa., has 15%, and will part owner of the station.

Cedar Rapids Broadcasting Corp.—Mr. Coy, desiring the last interest (26.6%) to be held by W. S. Jacobson, controlling owner (89%) of WIMN, Des Moines, second largest stockholder (14%) is KROS Genera Management, Inc., a corporation of which Mr. Coy is general manager of the new station Paul Hudson, Cedar Rapids banker, is president and owner 1%. Remainer of the stock is held by Cedar Rapids and Clinton business and professionals.

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Radio Coverage Plans for Philadelphia

By HERMAN BRANDACHAIN

Philadelphia's greatest assembly of working radio and television personnel will be on hand for the coming political conventions in Philadelphia, according to Edward T. Ingle, radio and television division director of the Republican National Committee.

Mr. Ingle made that report to the Republican re-organization of publicity, public relations and promotion officials in the Philadelphia area at a May 3 luncheon session devoted to plans for coverage of the conventions.

Equal time in discussing the plans was given to John L. Redding, publicity director of the Democratic National Committee, and to Will Baltin, secretary of the Television Broadcasters Assn.

Many of the Quaker City's top radio executives were present as guests of the two parties.

"There will be the greatest assembly of radio and television personnel anyone has ever seen," said Mr. Ingle. "In fact, there will be more vice presidents and network executives than in the history of networks. Working television and radio personnel, however, will be adequately taken care of."

Mr. Ingle added that Philadelphia Mayor's Auxiliary Housing Committee has done a good job at finding such accommodations.

His organization has received requests to date from 450 inde- pendent stations which wish to do special broadcasts, he said, in addition to carrying network conven- tion programs.

"I'm frank in stating I hope they don't all come," he added.

In reporting that he considered the conventions a great opportunity to boost television, he asserted that it is certain that many of the top AM news com- missions which have been following telecasts will be televised for the first time, thus helping to give TV a boost.

Television's Role

Mr. Redding was more cautious in his estimate of television. He asserted that it was "not completely sold" on the idea that tele- vision will be the major media this campaign year. He added, however, that the Democrats' first TV remote instantaneously picked up a few weeks ago was a huge success and is predicted a growing importance or the medium.

"Television is in a position where in the next few years it may take over from radio or newspaper as the leading medium of news," he said before the latter media had even reached their peak in performance effectiveness.

For this year, however, he be- lieved that newspapers and news- eels, and especially the latter, will provide the most important impact for political campaigns.

As the campaign shapes up at present, the Democrats are not getting the great play over the radio or in the newspapers that is being given the Republicans, Mr. Redding complained. As an example he asserted that Republican Caddie Taft could make the same speech five days consecu- tively, and still a good play on the radio and in the press, whereas "a Democrat can make the same speech twice but hit publicity with it only once."

Mr. Baltin related that the television industry decided to pool its efforts because lack of space in the Convention Hall made such cooperation imperative. "This operation was not a simple matter to work out because of the highly competitive nature of the groups," he said.

He said four television cameras inside the Hall will each have four lenses so that 16 different angles can be seen, he said, and a fifth camera will be at the Hall's en- trance to interview dignitaries as they enter.

"These cameras will give the television director an array of five screens from which to choose what picture goes on the air," he said. "It will be the first time in history a television director will have had such a choice."

The TV announcer, he said, will be headquartered in a booth where he will be able to see both the TV screen and the Hall. Three or four other announcers will be able to go through the Hall and by signal get picked up to air interviews.

He reported, too, that AT&T will have two new coaxial cables in use for the conventions, with the present cable to be used during the conventions exclusively for non-convention coverage. One of the new cables will be kept open all day to carry pool feedings of the conventions, "from starting gavel to closing gavel," he said. The other new cable will be available to any television station which wishes to lease it for an individual program.

Telecast Expenses

Mr. Baltin estimated that costs of the pooled telecasts will be in excess of $75,000, while the costs of all telecasts of the conventions, including individual station expenses, "will run well into six figures."

"But this will mean to television what the 1924 convention meant to AM radio," he said.

He estimated the wire charges at $25,000 and said that the pooled television newscast coverage will cost an additional $50,000. He reported that plans on the latter coverage are to shoot a 40- minute newscast, which will be de- veloped, printed and released to each member station off the coaxial cable at the same time. It will then be the responsibility of the individual station to fly its news- reel to its area.

POLITICS

LATEST WORD on the number of television sets to be used for visi- tors to the political conventions in Philadelphia is that 150 receivers, instead of 100, will be installed in Commercial Museum adjacent to Convention Hall.

Installation of the receivers is a cooperative venture of several manufacturers, with the way still open for others to join. Those already in are: Croseley, Farnsworth, General Electric, Motorola, Philco, Pilot, RCA Victor and Westing- house.

The sets will permit visitors to see conventions' doings even though they may not be able to gain ad- mission to Convention Hall itself. Seats in the Museum's 113,000 square foot area will be ar- ranged for 6,000 viewers.

Sectional booths on offers are being allocated to the manufacturers by lot. Members of the committee making arrangements are: J. J. Shallow, Philco, chairman; G. B. Padden, RCA; Mr. H. A. Crossland, GE; Hector Costellucci, Farnsworth; H. N. Moyer, Motorola; and Harold D. Desfor, RCA Victor.

KFJ Won't Air Speeches By Political Aspirants


Broadcasts of political conven- tions with the exception of Mr. Ryan's state, but "talks or programs, fea- turing individuals ... who have not yet been nominated by their parties, will not be accepted by this station."

Mr. Ryan stated that "involvement in a program is a contribu- tion to a non-political cause in the public interest."

FMA Joins in Campaign For Set Count in 1950

FM ASSN. last week followed up action by its board and Region 4 by starting a "concerted effort" to rally broadcasting, Messrs. Bean, Foden and Coon and others behin- d its move to obtain a radio set question in the 1950 U. S. de- cennial census. Bill Bailey, FMA executive director, wrote a score of trade associations and over 1,000 FM broadcasters to join the campaign.

FMA acted following publica- tion by BROADCASTING in its May 1 issue of a Census Bureau report that the "Bureau might drop the radio set question. FMA desires the bureau to obtain figures showing the number of FM, TV, facsimile, FM-AM and AM receivers in use.

Limited License

FCC Operator Permit Plan Argued

WIDELY DIFFERING views on FCC's plan to create a "limited broadcast operator license"—lowest of three grades of operator permits which the Commission proposes to establish—were expressed by NAB executives and representatives of unions Monday.

Royal V. Howard, NAB director of engineering, said a survey of stations and engineers found the proposed changes "preeminently satisfactory."

He argued that "if the small station has as a regular full-time em- ploye, a qualified technical person in charge of the station, and upon whom responsibility can be placed, then we don't want any operation of the station not one requiring vast technical knowledge."

He contended this position "is adequately supported by the war-time giving-over of radio sta- tions under the limited permit then granted by the Commission."

Union spokesmen on the other hand opposed the creation of the lower-class license as "degrading," insisting that stations should be required to keep highly qualified op- erators on duty as a safety meas-

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U. S. HOOPERS

With an average audience of 8,449,000 radio homes and a Hooper- ing of 24.85-US, Fibber McGee & Molly, broadcast on 141 NBC stations, was the nation's most- listened to program in January and February of this year, according to preliminary returns of the first U. S. (projectable) rating survey of C. E. Hooper Inc. Unlike the other Hooper ratings, restricted to telephone homes in the 36 cities of four-network program availability, the U. S. Hoopera- tion includes a cross-section of U. S. radio homes, without phones as well as with them.

Figures for non-telephone homes are collected by the use of diaries on which set-owning families record their listening. These data are brought into line with the results of the Hooper coincidental telephone survey results so that the projectable ratings can be expressed in the same terms as the familiar network Hoopera- tions (Broadcasting, Feb. 9).

Top five January-February pro- grams, according to the projectable ratings for the entire country were, in addition to the top-ranking Wist- ful Vista family: Truth or Conse- quences, on 137 NBC stations, rating 24.26-US or 8,448,000 homes; Charlie McCarthy, on 143 NBC stations, rating 23.78-US or 8,086,000 homes; Jack Benny, on 161 NBC stations, rating 23.62-US or 8,030- 000 homes; Bob Hope, on 128 NBC stations, rating 23.40-US or 7,956-

000 homes. (See table for city, town and rural ratings.)

Comparison of the standard 36- city Program Hoopera- tions with the Urban Full-Measure Ratings covering 44 cities shows about 10% lower ratings in either the 36-city or the full-rank order, despite the shift in size of the city base and the expanding factor resulting from the inclusion of all sets in the home in the 36-city figures, compared to the 36-city ratings with the project- able U. S. Hoopera- tions, while relatively minor for the top five programs. The quantity-ship, of expected to increase substantially on lower rating programs which either have less appeal to all or some listeners can be heard less well by them, the Hooper release noted. On the first five programs, the January-February comparisons were:

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<tr>
<th>Program Hoopera- tions (36-City)</th>
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<td>I. Fibber McGee</td>
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<td>II. Radio Theatre</td>
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<td>III. Jack Benny</td>
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<td>IV. Bob Hope</td>
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<td>V. Fred Allen</td>
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<td>B. Urban Full-Measure* (84-City)</td>
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<td>I. Fibber McGee</td>
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<td>II. Jack Benny</td>
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<td>IV. Bob Hope</td>
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<td>C. U. S. Hoopera- tions* (Projectable)</td>
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<td>I. Fibber McGee</td>
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<td>Truth or Consequences</td>
<td>24.35-US</td>
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<td>III. Charlie McCarthy</td>
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<td>IV. Jack Benny</td>
<td>23.40-US</td>
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<td>V. Bob Hope</td>
<td>20.38-US</td>
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<td>Other things being equal, mea- surements expected to be uniformly higher than Program Hoopera- tions, due to inclusion of telephone sets in each home in sample.</td>
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Network radio audience measure- ment consists of two compo- nents, depth and breadth. "C. E. Hooper, president of the research firm, told the Radio Research Coun- cil, comprising top network, station and agency research executives, last Monday. "The appeal of the program, to persons who can hear it, may be said to be the program's depth. The breadth of the facilities purchased to take it from studio to listeners constitute the coverage, or program's breadth. Program appeal (depth) multiplied by program coverage (breadth) may be said, at the risk of over- simplification, to equal program audience. In the U. S. Hoopera- tions report the coincidence establishes the depth, the quantity is the neces- sary national adjustments for differences in breadth."

Each U. S. Hooper, Mr. Hooper said, "will reflect each of the 48 states' proportional contribu- tion of coverage variations wherever they are. In some states one network affiliate will be the source of practically all of that net- work's listener coverage. Such is the case of Station WAA (which he subsequently identified as WHW in Des Moines) in Iowa. In other states a comparable total of the same network's coverage will stem from many affiliates. Such is the case in Kansas, where it takes eight affiliated stations to pile up 29% for which WAA supplies with 34% of the total listener service in Iowa."

In the question period following Mr. Hooper's talk, Hans Zeisel, as- sociate director of research, Mc- Cann-Erickson Inc., asked Mr. Hooper to publish the ratios be- tween coincidental and diary rat- ings in matched telephone homes, between telephone and non-tele- phone homes in the 84 cities in which both are made, and between these cities and the rest of the country for each individual pro- gram. Mr. Hooper answered that the decision on publication of such data would be made as a part of the detailed study of the program information developed by the survey.

** LANGHOF Addresses 4A New York Agency Meet **

A REPEAT program of two talks given in Virginia Beach at the American Advertising Assn. of Advertising Agencies meeting was held in New York May 10 by the New York Council. About 480 rep- resentatives of advertising agen- cies attended.

Dr. Peter Langhoff, director of research, Young & Rubicam, New York, described "Dimensions of the Young Television Industry." An hour-film presentation was nar- rated by Walter Craig of Benton & Bowles, New York, chairman of the AAAA committee on radio and television production. George Hyde of the Federal Advertising Agency and chairman of the New York council presided.

** KFI Suit Charges California Judge **

CHARGING "conspiracy" and de- nial of "its right to freedom of the press," KFI Los Angeles filed a $150,000 civil suit in U. S. District Court May 11 against Judge Ken- neth E. Morrison and KVOE Santa Ana (Voice of the Orange Empire Inc.).

KFI claims that Judge Morrison, of Orange County, joined in a "conspiracy" with KVOE to deny them in addition to freedom of the press, "the equal protection of the law, its property without due process of law and its right to engage in interstate commerce."

Action refers to denial of ad- mission to KFI microphones during trial of Beulah Overell and George Gollum for alleged murder of the former's parents.

Judge Morrison "arbitrarily and capriciously refused to grant KFI the use of wireless broadcasting facilities purchased to take it into line with KVOE, according to the KFI brief. Further, KFI contends that a courtroom official, under Judge Morrison's orders, seized a micro- phone set up outside the courtroom and aided by two deputi sheriffs planted a station engineer "in re- straint."

In a statement coincident with the legal step taken, Eugene Over- ton, vice president and general counsel of Earle C. Anthony Inc. said "while the action of the judge resulted in serious damage to KFI, this case goes beyond that and is an effort to settle once and for all, for the benefit of all gather- ing agencies, fundamental rights guaranteed by the constitution."

On the contention that a property right is involved, Mr. Overton said that news dissemination via radio, picture, or press is a "right" and "persons engaged in such business have rights that the law will pro- tect."

He recognized that a judge of a court "does possess broad powers in the control of his court room and may refuse "any radio broad- casts to be made from his court room." But Mr. Overton pointed out that "once a judge decided that a trial may be broadcast, we believe all radio stations and the press should have the same rights."

** TV Plans Stressed In Changes by GM **

FORMAL ADOPTION of television as an advertising medium by General Motors Inc., was assured last Tuesday when the radio-minded company announced the appointment of Edward G. Smith as director of radio and televi- sion production.

Samuel C. Gale, vice president in charge of advertising and pub- lic service, said that Mr. Smith, for the past 11 years radio program manager of the GM organization will immedi- ately assume his new duties of ex- ploring video for program possibili- ties.

Mr. Gale also disclosed that the company's film department, under the direction of Thomas W. Hope, will be transferred to the supervision of Mr. Smith. Mr. Hope has headed the film de- portion since 1943 when it included the company's New York office and a half-years ago and will continue in that capacity. The new ar- rangement will facilitate utiliza- tion of the film organization in television programs under Mr. Smith's direction.

Department was formerly under the wing of Lowry Crites, admin- istrative assistant to Mr. Gale.

BROADCASTING • Telecasting
By LOUISE C. ALLEN
Instructor in Journalism
Texas Technological College

ISSUANCE OF PERMITS to approximately 700 new stations within the last two years has thrown a bombshell into the financial calm of local station operation. Recent surveys show that well over 50% of these "post V-J day" installations are operating in the red.

An outstanding exception is KCBD, 1-kw Mutual station in Lubbock, Texas. Although the third station to bid for advertising in this market, KCBD has been in the black since the first day of operation. From May 14, 1947, when the station went on the air, to Jan. 1, 1948, the station grossed well over six figures.

Lubbock is more adaptable to radio than many small cities because of its distance from other markets. The retail trade territory has a radius of 100 miles, whereas some Eastern markets are spaced about 15 miles apart.

Stockholders in the company are men who have helped build the city, in their respective fields of agriculture, medicine, merchandising, banking and civic enterprises, from a town of 5,000 in 1921 to 60,000 in 1948. From the very inception of the idea to put in another station in Lubbock, the corporation has gone all out in every department to transform the plan from the idea stage into practical application. A total of $30,000 was expended to construct one of the most modern studio facilities in the Southwest. Another $75,000 was spent in the installation of the finest technical equipment.

What are the other differentiating factors? Staff, organization, programming, and community acceptance, says Manager Joe H. Bryant, although the actual keynote to KCBD's success is the manager's interpretation of these factors.

"One thing we've got is a very definite, concrete record of where we are, which I think essential in any business," he explains. Although Mr. Bryant has had several years of radio experience, he has for the past seven years been the successful owner of a theatre. Many principles of theatre organization apply to radio.

"The same things are true of any sale, he says. "Most people in radio come from merchandising fields and do not keep an up-to-the-minute record of every procedure. As a result, there is often not much organization, little departmental structure, no definite assignment of responsibilities to a definite person. In other words, no good sound organization procedure.

Manpower No. 1 Problem

In selection of KCBD's staff, Mr. Bryant tried to avoid the journeyman tendency in radio personnel and build a permanent staff. He felt that the mushroom growth of radio, with no adequate training facilities for personnel, had made manpower the No. 1 problem of the business.

"A good salesman can sell fish or fur coats, battleships or pins—we likewise view a salesman as a good thinker wherever he serves," he explains. "Our staff was selected from competent local people who had proven themselves in related activities." For the announcers and engineers, the staff has had radio experience as such. We wanted to have a fresh local viewpoint. We tried to choose people who were tied to the community, who were stable morally and intellectually. Our chief engineer, Frank Lee, is a former electronics instructor. Our 22 employees have a total of 73 years of college training to their credit.

"We have tried to make it attractive enough that they do not want to change. Every member of the staff is covered by both health and life insurance, and 30% of the net profits go back into the hands of employees in the form of bonuses, thus making each employee feel an individual responsibility for the station's success."

Robert Snyder, assistant manager, was chosen to bring into the organization a practical, workable system of setting the business up and supervising its various functions. His experience qualified him to operate a business where records of all procedures are so important. He also brings in the listener's viewpoint regarding programming, which is the criterion for KCBD's program policy. The assistant manager functions as program director and has responsibility for internal operation of the station, including business management, accounting, billing, personnel employment, traffic, announce and continuity supervision.

Mr. Snyder concurs with the manager in the belief that high quality personnel is important: "Production is made up of personnel," he says. "We have no manufactured product, but service, for sale. And so the way our salesmen offer it, the way the copy is written, the way the announcer presents it, make up the quality of what we have to sell."

George Dale, commercial manager, who was experienced in public utility advertising before going to KCBD, has worked with all advertising media and can advise station clients effectively regarding use of these media. He is responsible for the functioning of the sales department. He and each of his salesmen maintain a close personal contact with their accounts, making one or two personal calls a week to get copy ideas, check on special features, etc.

Salesmen Fully Informed

The station maintains only one contact with each advertiser: that is the salesman assigned to service the account. Continuity works through him to the account and vice versa, so that the salesman is completely informed at all times of the status of the account. The salesmen are not messengers or copy boys, but each has a definite part in planning radio campaigns and takes responsibility for their execution. "A strong service policy is our sales policy," Mr. Dale says.

Mr. Bryant, the general manager, also does some selling, both locally and on national accounts, has overall responsibility for operation of the station, and helps with station promotion, which he thinks essential to survival.

"Through the 15 years that stations had a virtual monopoly," he says, "when business came over the transom, there was no incentive for an aggressive service or promotion policy. We believe in what we sell. We feel that a radio station's organization, its programs, its public service functions, must be sold to the community as is the passenger business of other businesses. A great deal of emphasis has been given to station promotion."

A full-time man, Leroy Land, who had ten years' experience in motion picture theatre business, has been employed to do this job for KCBD. His experience has taught him how to use every possible means of reaching the public in the sale of entertainment. Newspaper, radio, display, banner ads at the business houses of advertisers, over 100 lighted blinker displays in stores—these and other devices keep the public aware of KCBD.

The station has made a positive approach to programming:

"Since programming is the vehicle or vehicle on which all service of a radio facility is based, we felt before going on the air that a very rigid standard should be established regarding our program policy," Mr. Bryant explains. "Instead of selling what you can sell, it is our idea to produce programs and sell them, thus maintaining a strict control on what listeners are offered.

Limitation on Commercials

"For example, we have a limit of 375 words of commercial copy to each quarter hour. This automatically eliminates a great many of distasteful programs as far as listeners are concerned. In some stations the advertiser appears as a 15-minute commentator regarding the merits of trading with him or purchasing his product. We feel that programming of this kind has no listener appeal at all. Not only does it accomplish nothing for the advertiser, it destroys the effectiveness of the programs following.

"We do not believe all consideration should be given to the advertiser. We feel that in a competitive situation, if any station is to succeed, the emphasis must be given to the listener. This in turn should be the advertiser's first interest if he is to get maximum return from his investment in promotion."

When the difficult problem of a religious policy arose this well-defined

(Continued on page 114)
Radio’s War Role

STAR-SPANGLED RADIO by Edward Kirby and Jack Harris: Ziff Davis Publishers, New York, 85c.

“AS LONG as no M-Day plan for radio for the future exists, so long will the public welfare be imperilled,” co-authors of the book Star-Spangled Radio, released May 10, admonished after reviewing the “lucky” manner in which American radio ad-libbed its way through World War II without government control.

This warning was sounded by Edward M. Kirby, former NAB public relations chief and World War II radio adviser to the Secretary of War and his wartime executive officer, Jack W. Harris, in the 18th and final chapter of their stirring new book.

Before raising the storm flag the authors in preceding chapters paint a panoramic picture of radio’s activities, triumphs and troubles during the war years. Famous soul-stirring commentaries, such as the Army Hour broadcast from sharded Corregidor are blended with accounts of humor, pathos and heroism, many unpublished herebefore. BBC is taken to task for its alleged selfish interests during the war in a chapter entitled “How to Develop Anglo-American Friendship Despite the BBC.”

“There is scant comfort in the fact,” the authors point out, “that when the Japs bombed Pearl Har-
bor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter.” They charged that for this oversight both government and the radio industry might be criticized.

The authors feel that “it is not too early” to determine the role radio will play in the event an atomic, scientific war is thrust upon us. “It is not warmongering to talk about war, any more than it is inviting fire to insist on fire-escapes,” they reason.

“American radio,” the book cau-
tions, “cannot permit its future during another war crisis to be left to improvised planning after the war is upon us . . . let us not overlook radio’s responsibilities today, should men fail each other again tomorrow.”

Among the recommendations offered was regular liaison between the Armed Forces, the State De-
partment, FCC and the radio in-
dustry, and unity of control and purpose in a strong international radio plan.

Readers are reminded that “with the first radio-controlled missile, with the first germs to infest our reservoirs, with the first terrifying blast of atomic energy over some American target would come, simultaneously, the effort to seize or destroy our radio communica-
tions facilities. Destroy an army’s lines of communications and you destroy the Army.” The authors visualized every transmitter in the nation as a potential target for enemy seizure or destruction.

Brig. Gen. David Sarnoff, president and board director of RCA, in a foreword to the book, declared that “considering that there existed no precedent for the radio job that was to be done, the accomplish-
ments recorded in Star-Spangled Radio seem truly Astonishing. The authors credit success to the fact that, due to their in-
sistence, experienced radio personnel ultimately was installed in all locations.”

“They concentrated,” General Sarnoff continued, “on this need and devised programs of training and indoctrination to provide aids in helping field commanders in all parts of the world to solve the difficult problem of reporting the war to the people back home. Here is a book which proves that the American way of radio, as in democracy generally, serves better than any other system in achieving happy results for the millions of protagonists in life’s great drama.”

General Sarnoff said “it was fortuitous that the man who was selected in 1941, as adviser for radio to the Secretary of War—at one dollar a year—was Edward M. Kirby . . . . As his executive of-

ficer, Kirby chose Jack W. Harris. They helped develop procedures and policies behind radio at home and overseas which gave the nation the greatest war coverage in history.”

The final chapter, bearing the title “Beamed Toward the Future,” assumes added significance in view of increasingly delicate world af-

First text continues as follows:

Beamed Toward the Future

“There is only one conclusion to be drawn from this summing up: American radio was lucky. It ad-libbed its way through the first war—and without government control. Private management continued to operate on public franchise, and at a profit. The industry sent forth its young men and women and they made the American concept of radio under free enterprise work even during wartime.

“There is scant comfort in the fact that when the Japs bombed Pearl Harbor no plan existed for the use of radio as an instrument of either defense or offense, or for anything else, for that matter. For that oversight both government and the radio industry may be criticized. Furthermore, as long as no M-day plan for radio for the future exists, so long will the public welfare be imperilled.

“Our age has been transformed from the early electronic age to the atomic age. It is not warmong-
ering to talk about war, any more than it is inviting fire to insist on fire-escapes. No one is eager for more bloodshed, but if the nation learned anything from the recent conflict it was the need for prevention. Yesterday’s weapons are to-
day’s museum pieces. Our entire war machine has been outmoded by the development of atomic energy. Split seconds, as well as split atoms, are now in the calendar of Mars. Now, every human being on the face of the earth is exposed to the possibility of germ warfare, guided missiles and atomic bombs. Without warning ruthless machines of destruction may descend through the night, and large segments of the population may be cut off and isolated. Then will rumor spread and multiply—and rumor, too, de-
moralizing as it is, must be reck-
one with as a weapon of war.

“What can be the role of radio in such a war? It is not too early to ask the question. American ra-
dio cannot permit its future during another war crisis to be left to improvised planning after the war is upon us. Neither war nor peace can be won merely with good intentions. By all means, let us endeavor to have radio speak the language of brotherhood and un-

(Continued on page 54-F)

NEWLY-FORMED television committee of Broadcast Measure-
ment Bureau began its exploration of primary needs of tele-
vision research, including determination of video set owner-
ship, at its first meeting April 21 in New York.

Seated, l to r: Don Jones, George P. Hollingbery Co.; Edu-
ward Codel, The Katz Agency; Daniel Denenhols, The Katz
Agency; William Foy, WHAM Rochester, N. Y.; Carl Phelan-
ry Jr., Standard Brands; Hugh Felts, MBM; Edward Evans, ABC;
E. P. H. James, MBM; George Moskovics, CBS; Albert Leonard,
Gillette Safety Razor Co., and Jack Greene, NBC.

Standing, l to r: Jack Kurel, Assn. of National Advertisers;
Hugh M. Beville Jr., NBC; Lewis Avery, Avery-Knodell; John
Churchill, BMB; Peter B. James, Wood Co.; Robert Reuschle
Headley-Reed Co.; Cort Longley, BMB; Will Balbin, T&B
and Philip Frank, BMB.

Other committee members and guests not present when picture was taken include Gerald Beckjordan, AAAA; Rob
ert Coe, WPIX (TV) New York; Charles Durban, U. S. Rob-
er Co.; William Forbes, Young & Rubicam; John McNeil
WABD New York; Paul Mowrey, ABC; H. P. Peters, Free
Peters; Howard Reilly, J. Walter Thompson Co. and Crai
Smith, Gillette.

May 17, 1948 • Page 54-
FIFTH NETWORK

Paul M. Titus was still in New York last week seeking support for his proposed fifth network, Radio America Inc.

His activities in connection with and seek in the news since early in with his indictment in California for alleged illegal stock sales.

In New York, where he reportedly had been talking with WINS officials, Mr. Titus refused to divulge the state of negotiations. He also refused to comment on reports that he had solicited WLS Chicago as an affiliate and offered its manager, Glenn Snyder, an executive post.

Contacted in Chicago by Broadcasting, Mr. Snyder said he had been approached by executives of the network project on one occasion. Functioning on his customary "open door" policy, Mr. Snyder said he advised them he would be interested in hearing their story. The conversation, he said, was hardly of a nature where any decision could be reached and could be regarded as only exploratory.

From time to time other prominent Midwest broadcasters have been mentioned as identified with the network plan. In each instance, however, the situation appeared generally similar to that involving Mr. Snyder.

Announcement Soon

Mr. Titus said he would probably have an announcement to make soon. He had nothing to say on the status of a San Francisco Superior Court action charging him and two other principals in North American Broadcasting Service, the forerunner of Radio America Inc., with the illegal stock sales. His trial on that charge was postponed for the second time a fortnight ago [Broadcasting, May 3] until May 26.

Although neither Mr. Titus nor officials of WINS would comment on the proposals Mr. Titus was offering, it was understood that he had advised that his network would begin operations June 15.

Mr. Titus told WINS executives that Radio America Inc. was constructing a new building in Denver and intending to buy a large building in New York. He would not reveal the identities of financial backers yet unsettled.

In response to questions reportedly directed at him regarding arrangements with the telephone company for trans-continental lines to feed his proposed network, Mr. Titus was said to have insisted that he had been promised such service by June 15.

The AT&T long lines department, following Mr. Titus, would not comment on Mr. Titus' alleged arrangements for network lines.

The selection of his staff, he reportedly told WINS, was in progress but as yet unsettled.

Several months ago Mr. Titus told a Broadcasting representative that his organization would begin operation May 15 with between 200 and 250 affiliates [Broadcasting, Jan. 26]. At that time Howard L. Pearl, said to be a Denver mining engineer and secretary-treasurer of Radio America Inc., said that the network by May 15 would possess "a backbone of $4,300,000 plus large commercial commitments."

Mr. Titus is under indictment with Rudolph J. Fjellstrom and Charles J. Husband, all involved in North American Broadcasting Service, for violation of the California Corporate Securities Act.

The Titus firm allegedly sold stock in California without authorization from the state corporations commissioner. Mr. Titus has denied the charges.

Hallcrafter Video Unit Features Chicago Show

HALLCRAFTERS Co. scooped competing television manufacturers last week by exhibiting a new set at the annual Radio & Electronic Show in Chicago under the guise of four separate elements. No other manufacturer of a complete TV unit had space at the show.

The Hallcraffters exhibit consisted of a magnetic projection trichode (cathode ray tube); an optical unit that reflects and projects the magnified space image; a separate TV unit chassis and Hallcrafners new TV receiver. When assembled, the component parts become an unfinished set, featuring a 16 x 12-inch image area.

Entire set is to sell at below $500, William J. Halligan, president, said.
BILLINGS STILL RISE

BY BRUCE ROBERTSON

BUSINESS was good for broadcasters in the opening months of 1948. It should continue good during the remainder of this year, provided the country’s general economic atmosphere is not seriously disturbed by war, strikes, rearmament, foreign aid programs, the Presidential campaigns or other extra-business factors which may develop during the summer and fall.

Time sales of the national networks, only segment of the broadcasting business for which complete records are available, were on the upgrade in the first quarter of the year after a slight decline in 1947. Publishers’ Information Bureau, whose running record of gross network time sales showed 1947 down 1% from the 1946 total—$190,830,336 in 1947 against $193,009,599 in 1946—reported that in January-March of 1948 the gross time sales of the four national wire networks totaled $202,061,123, a gain of 7.7% over the combined gross of $48,361,127 for the corresponding part of 1947.

$200 Million Mark

If continued at this rate throughout the year, the total gross billings for time would pass the $200 million mark, topping last year’s gross by 9.1% and surpassing the all-time high of 1946 by 7.9%. Making due allowance for summer layoffs of a number of network sponsors, 1948 seems headed for a new record as far as network time sales are concerned.

Such exact sales data are not available for spot or local radio, but indications are that they, too, are operating on a high level and, unless general business conditions are radically changed, will continue to do so throughout the year.

With the immediate postwar demands for goods of all kinds satisfied to a large degree, a buyers' market is beginning to appear in the apparel, household equipment and furnishings and other fields of business activity, bringing with it increased competition and increased selling efforts by manufacturers and retailers. Advertising of these lines will also increase, with radio’s share depending on the aggressiveness of time salesmen in competitive selling against the sellers of space.

Television has entered the national advertising picture this year for the first time and while its total circulation—about 300,000 sets in use as of May 1—is not very impressive in comparison to the country’s 37,000,000 radio homes even without considering portables, auto radios and second, third and fourth home sets, it is attracting not only national advertisers but retailers of all types of merchandise to its sponsor lists. Early surveys indicate that even mediocre video fare is more attractive to most TV families than the best programming the sound broadcasters have to offer, pointing to more serious competition of TV, as its circulation and programming improve, to sound broadcasting as well as to newspapers, books and magazines, the movies and other competing bidders for the non-working hours of the American public.

But for the remaining months of 1948, sound broadcasting’s outlook is good, if the general economic picture remains favorable. The chances for that, while viewed differently by various economic prophets, remain on the whole to be favorable, although not preponderantly so. Civilian employment in April was up a million from March to a total of 58,380,000, according to the Census Bureau, and Ewan Clague, director of the Bureau of Labor Statistics, predicted that if our economy follows its normal pattern this spring, early summer will find employment at “a new peak, exceeding last year’s record of 60,000,000.” Personal income in January was running at the rate of $52,061,123, almost 1% above the December’s $52,061,123 and 11% ahead of January 1947, with the income tax reduction beginning May 1 to give an increase in take-home pay to millions of wage earners.

Some economists see the tax reductions as a definite inflationary threat, but J. B. Wallach, business news editor of the New York Sun, after pointing out that a family of four with an income of $2,500 a year will have $78 a year more to spend, with the extra money amounting to $90 if the family income is $3,000, $157 if it is $5,000, $501 if it is $10,000, $1,126 if it is $15,000 and $239,000, commented: “Everything points to the attaching of greater importance than ever before to the class market. The higher earner will become more solvent rather than more affluent . . . While luxury goods may take a new lease on business life, it is equally probable that made luxuries by heavy taxes will meet the strongest demand.”

Probably the most powerful inflationary factor in the present picture is the demand of a large segment of organized labor for another round of wage increases. As was written (May 10), the railroad unions were pondering a strike, and the larger unions like the 15% cents an hour proposed by a government fact-finding board and agreed to by the railroad companies might mean 70,000 United Automobile Workers (CIO) who have been on strike for a long time may be ready to walk out of the Chrysler plants on May 12, after bargaining had failed to win company acceptance of their demands for a 30-cent-an-hour boost in pay. The strike against the Big Four of the meat packing industry—Swift, Armour, Cudahy and Wilson—in the United Electrical, Radio & Machine Workers of America (CIO), due to walk out of the Chrylser plants in early May, had to wait until they secured a 5% increase, $15,000 to $15,500, to go.

Price Reductions

Early in the year, General Electric, Westinghouse and U. S. Steel, followed by other companies, had announced price reductions which these companies stated were designed to combat the inflationary trend and had further reduced the demands of their workers for wage increases. Steelworkers grumbled but said they would stand by their two-year no-strike contract. The United Electrical, Radio & Machine Workers of America (CIO), under no such wraps, pressed their demands unsuccessfully and, as this was written, seemed on the verge of issuing strike ultimatums against GE, Westinghouse and the electrical division of General Motors. United Rubber Workers of America (CIO) on May 10 were to start negotiations over their demands for 30 cents an hour more in wages with Good year Tire & Rubber Co., with talks with the Firestone Co. scheduled to start May 21.

If these unions should prove successful in the fight for higher wages, like increases for other workers would be inevitable, with higher prices equally certain. Lengthy strikes, cutting down production or retaining or restoring the sellers’ market for many goods, would probably have the effect of causing the demand for luxuries and higher-priced consumer goods to subside.

(Continued on page 53-H)

BROADCASTING • Telecasting

Network Gross by Product Groups

<table>
<thead>
<tr>
<th>Class</th>
<th>JANUARY-MARCH, 1947 &amp; 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1947</td>
</tr>
<tr>
<td>1. Agricultural &amp; Farming</td>
<td>$378,990</td>
</tr>
<tr>
<td>2. Automotive</td>
<td>222,654</td>
</tr>
<tr>
<td>3. Automotive, Automotive Accessories &amp; Equipment</td>
<td>1,679,989</td>
</tr>
<tr>
<td>4. Aviation, Aviation Accessories &amp; Equipment</td>
<td></td>
</tr>
<tr>
<td>5. Beer, Wine &amp; Liquor</td>
<td>646,103</td>
</tr>
<tr>
<td>6. Building Materials, Equip. &amp; Fixtures</td>
<td>401,520</td>
</tr>
<tr>
<td>7. Confectionary &amp; Soft Drinks</td>
<td>1,357,109</td>
</tr>
<tr>
<td>8. Consumer Services</td>
<td>616,799</td>
</tr>
<tr>
<td>9. Drugs &amp; Remedies</td>
<td>4,730,566</td>
</tr>
<tr>
<td>10. Entertainment &amp; Amusements</td>
<td>3,265</td>
</tr>
<tr>
<td>11. Food &amp; Food Products</td>
<td>11,240,391</td>
</tr>
<tr>
<td>12. Gasoline, Lubricants &amp; Other Fuels</td>
<td>1,592,539</td>
</tr>
<tr>
<td>13. Horticulture</td>
<td>1,292,932</td>
</tr>
<tr>
<td>14. Household Equip. &amp; Supplies</td>
<td>1,311,661</td>
</tr>
<tr>
<td>15. Household Furnishings</td>
<td>268,032</td>
</tr>
<tr>
<td>16. Industrial Materials</td>
<td>513,107</td>
</tr>
<tr>
<td>17. Insurance</td>
<td>1,351,215</td>
</tr>
<tr>
<td>18. Jewelry, Optical Goods &amp; Camera's</td>
<td>137,342</td>
</tr>
<tr>
<td>19. Office Equipment, Stationery &amp; Writing Supplies</td>
<td>1,396,772</td>
</tr>
<tr>
<td>20. Publishing &amp; Media</td>
<td>755,951</td>
</tr>
<tr>
<td>21. Radios, Phonographs, Musical Instruments &amp; Accessories</td>
<td>465,109</td>
</tr>
<tr>
<td>22. Radiocrest &amp; Miscellaneous</td>
<td>4,017,382</td>
</tr>
<tr>
<td>23. Smoking Materials</td>
<td>2,456,876</td>
</tr>
<tr>
<td>24. Soaps, Cleaners &amp; Polishers</td>
<td>2,762,261</td>
</tr>
<tr>
<td>25. Sporting Goods &amp; Toys</td>
<td>59,163</td>
</tr>
</tbody>
</table>

TOTAL | $48,361,127 | 100 | $52,061,123 | 100 |
**Spot Accounts Active During 1947**

(Accounts, by product names, with average number of stations used in each quarter of the year, based on the monthly tabulation of the tRorahigh Report on Spot Radio Advertising for 1947.)

**AVERAGE NUMBER OF STATIONS**

<table>
<thead>
<tr>
<th>Breakdown by Business Categories Starts Page 56</th>
<th>BROADCASTING • Telecasting</th>
<th>Page 54-H • May 17, 1948</th>
</tr>
</thead>
</table>
| **Billings** (Continued from page 54-G) would also boost or hold prices at a high level. In addition, the effect of a strike can not be confined to the truck industry itself. This is brutally obvious when one considers the probable effects a prolonged railroad strike could have on all American economy and on all American life as well. Iron Age estimated that the early spring coal strike cost the steel industry a loss of 1,500,000 tons of steel, enough to make 300,000 autos, 20,000 tractors, 200,000 refrigerators, 200,000 stoves and 20,000 washing machines. And John L. Lewis this month will present his new demands to the mine owners, with legal preliminaries all set for another coal strike. If June 20 should not agreement be reached by that date. Commenting on the action of GE, Westinghouse and U. S. Steel in reducing prices to a total of some $25 million and denying further wage increases, Harvey Runner, business editor of the New York Times, wrote in the New York World-Telegram on April 24: "This pattern—price reductions and a denial of wage increases—will, if followed widely, have a real effect in stemming the tide of strikes. But on their part, believe that if war scares can be avoided for another few months, prices will move downward to a point where the public will be able to buy in greater volume."

The European aid program, another possible inflationary factor, is not generally seen as increasing exports to a dangerous level, however. Pointing out that exports this spring are running behind last spring’s record high, Lewis L. Schellbach, vice-president, Standard & Poor’s, wrote in the New York World-Telegram on May 1, "As ERP gains momentum, some gain is likely, but the year’s total probably will not equal that of 1947." He predicted that the boom, "revitalized by the rearmament program, ERP and lower personal income taxes, promises to continue over the next few months," and warned that in July two factors "must be reckoned with: the possibility of another coal strike and mass vacations," either of which might curtail production.

**Room End?**

Others, however, see signs that the boom is coming to an end, that by fall or early next year business will experience a slight recession. Backed by the growing consumer resistance to high prices of apparel and household goods, with retailers’ buying noticeably slow at the furniture and shoe markets early this year, "How far Business" survey made in March among 400 credit and financial executives by the New York Credit Management Association, showed that two percent looking for a real depression but 71% anticipating a slowdown in business in the last quarter of this year or the first quarter of 1949. A similar outlook was reported by 185 leading packing and packaging companies (whose activities are said to provide an index of business) when surveyed by American Management Assm. Two thirds of this group foresaw a mild recession this fall or early next year, lasting from six months to a year.

A third survey, of business executives, made by the National Industrial Conference Board, found a general feeling that the break in commodity prices early in the year had not materially changed the business outlook, but that large scale remobilization might change it considerably. A little more than half of the respondents’ expected production levels for the first half of the year to continue through the last six months, with one in four anticipating a decrease in demand, one in five an increase. Finding the sellers’ market a thing of the past, these executives say that more aggressive selling is needed if the full output is to be sold. This supply backed up by the first quarter figures of a number of major companies, was that profits this year will represent a smaller percentage of sales than for increased production and sales will leave the net earnings about the same for 1947.

The effects of the national re-mobilization program cannot well be predicted at this time, although it is obvious that the requirements of a large peace time army would affect the supply of goods for consumer use, notably in the men’s clothing field.

The advertising outlook is good, leading agency executives told the New York Times following the April convention of the American Assn. of Advertising Agencies. They agreed that the continuing high personal income and the ease in income taxes would more than outweigh any curtailments of consumer goods, as far as advertising is concerned.

Looking back to radio, the first-quarter network times sales table shows increases for 15 of the 28 categories in comparison to the like period a year ago, with decreases in 10 categories and no expenditures for either year in three. Of the major users of radio, only drug advertisers were off this year as agile last, network advertising of foods, tobaccos, automotive products, candies and soft drinks, and toiletries all showing first-quarter increases for 1948 over 1947.

**Political Aspect**

A new element will enter the broadcasting picture early this summer, when the major political candidates for the 1948 election run their first campaign programs. Therefore, in making a place for these political programs, the broadcaster is frequently obliged to ask a sponsor to release his time to the political party with no increase in revenue except the difference between the long-term rate the regular sponsor would have paid and the one-time rate charged the political party. For many broadcasters the entire extra revenue of the campaign months is more than matched by the cancellation of commercial programs.

Break Down by Business Categories Starts Page 56
THE best “step” a radio station can take is to put more, more and still more emphasis on skillful programming in the public interest.

WHO was founded with that concept, and has stuck to it. The result shows up again in the ring of 31 counties at the right—which average approximately 100 miles from our transmitter, and which are closer to many stations than to WHO. In those 31 counties, according to the 1947 Iowa Radio Audience Survey, WHO’s percentage of total listening, from 5:00 a.m. through 6:00 p.m., is actually 47.1%!

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.

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loret, Resident Manager
FREE & PETERS, INC., National Representatives
The extensive and energetic employment of radio by American business to sell its wares to the rich farm market is poorly depicted in the table of network agricultural advertising, which lists only three advertisers whose combined expenses for the period during the first quarter of 1948 accounted for less than one per cent of the total network time sales of that period.

Most network advertisers are interested in the farm market as a prosperous segment of the general population, a group whose income has more than doubled since 1940 with an anticipated family income of $6,000 for 1948, making its members good prospects for clothes, cars, candy bars and all the other goods designed for general consumption. But the statistics of that advertising appear in the apparel, automotive, confectionery and other classified tables and are not segregated under the agricultural heading.

The farmer's professional needs generally vary in accordance with the location of his land, so naturally most advertising of seeds, stock and poultry feeds and the like is placed on a regional or sectional basis. Fine feed accounts are currently active in spot radio, according to the Rorbaugh Report and our own files: Allied Mills for the sixth consecutive year is using an early morning transcribed program, Let's Go Visiting, on 26 stations in the east and central states for Wayne Feeds. Dunlop Milling Co. promotes its Challenger feeds with a weekly quarter-hour on WSM Nashville. El Dorado Oil Works uses announcements on three California stations for Coconut Meal. Moorman Mfg. Co. also uses announcements, on four midwestern stations, for its feeds.

Murphy Products Co. advertises feeds with programs ranging from five to 30 minutes, broadcast once to six times a week on 10 midwestern stations. Also in the Midwest, Northrup, King & Co. sponsors three-weekly announcements on 17 stations, programs on three, for Sterling Feeds and the company's seeds and seed corn. Oyster Shell Products has weekly announcements on 38 stations, from Boston to Denver, for Pilot Brand shells. Pillsbury Mills advertises its feeds with daily spots on four midwestern stations. Qualker Oats Co. is also using midwestern stations for its feeds advertising, a program called Man on the Farm.

DeKalb Agricultural Assn. is advertising its hybrid seed corn with five-minute programs in 32 markets. Garst & Thomas Hybred Corn Co. has 10-minute and quarter-hour programs on four midwestern stations for Lick-a-Brick; Kerr Chickeries, advertising its baby chicks with three announcements a week on WOR New York; Sherwin-Williams Paint Co., which was preparing a campaign for Weed-No-More spray. In March, Goethe plant food campaigns were started. Swift & Co., which has been broadcasting five quarter-hours a week on KLZ Denver in the interest of agricultural research, has begun

### Three Advertisers Carry Load

**Class 1. AGRICULTURE & FARMING**

<table>
<thead>
<tr>
<th>Program</th>
<th>Product</th>
<th>Network, No. Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERNATIONAL HARVESTER CO.</td>
<td>$155,005**</td>
<td>NBC-101</td>
<td>Sun., 11:30 a.m.-noon</td>
<td>3/5/48</td>
<td>3/9/48</td>
<td>Bert S. Gittens, Inc.</td>
</tr>
</tbody>
</table>

* First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau.

Western stations, while Pioneer Hybred Corn Co. of Illinois uses two spots a week on WLS Chicago. Funk Bros. Seed Co. also has a program on WLS and a spot campaign was being planned last month.

Other spot advertisers in this class include Blackman Stock Medicine Co., sponsoring five announcements a week on 14 southern stations.

**III—CLOTHING INCREASE**

Network advertising of clothing, shoes and accessories in the first quarter of this year consumed air time with a gross value of $372,406, roughly 15% above the total for the same period last year, putting this class into a tie with agriculture and farming advertising for 17th place in the network roster.

In the national spot field the situation is about the same as for the networks. Celanese Corp. uses announcements, five- and 15-minute programs on 22 stations for its fabrics; Rosedale Knitting Co. participates in women's program's in 18 markets in a spring campaign. Bond Stores (men's clothing chain) advertises on 42 stations in cities in which these stores are located, using mainly quarter-hours, three to 12 times a week. Hart Research Foundation sponsored a seven-week spring campaign on 83 stations in 22 major markets.

Brown Shoe Co., in addition to its network children's program, is sponsoring the transcribed Barry Wood Shoe show on 53 stations. Melville Shoe Corp. advertises Thom McAn shoes using three to six quarter-hours a week on nine stations. Goodyear rubber soles and heels are plugged with spot announcements on 85 stations.

Most apparel advertising by radio, however, is placed at the local level by the retailer dealer. Extent of this advertising is indicated, by the fact that network co-op shows have more than 175 clothing and department stores as sponsors, 14 shoe stores and three furriers. Kate Smith is the most popular program with this group of local advertisers, having 30 department and clothing stores on her sponsor list. Martin Agron sky is second with 17 such stores. Harry Wimmer third with 15 and Bauheage and Fulton Lewis Jr. are tied for fourth with 13 each.

In his "publicity predictions for 1948," Howard Abrahams, director of the sales promotion division of the National Retail Dry Goods Assn., reported that an NRDGA survey of its department and specialty store members indicated increased promotional activity by retailers during 1948. "Fashion advertising will hold its own or increase in practically all stores. Brand names advertising will come (Continued on page 62)
Advertising exclusively on WLEE for a test week, the Richmond Motor Company reports:

"Despite adverse weather conditions, activity that week was 50% greater than in any week in the past six months."

For more than 32 years, the Richmond Motor Company has served Richmond Ford owners. Today it is one of the top-ranking Ford dealers in the entire country.

It is the only Ford authorized engine and small parts rebuilders in the Norfolk branch. Its operations include one of the largest and most modern lubricators in the South, containing eight safety pits, each equipped with Auto-Rock and Alemite lubrication systems.

Its large fleet of 10-wheel Ford trucks cover a trading area of more than 300 miles through Virginia and North Carolina.

The Richmond Motor Company is a heavy user of newspaper space and radio time. Its current radio campaign on used cars and used trucks has been outstandingly successful. And the great bulk of Richmond Motor's radio appropriation is on WLEE!

Take a tip from Richmond Motor—if you want to sell something in Richmond, call in the Headley-Reed man and ask about WLEE.

W-L-E-E
Mutual ... in Richmond

TOM TINSLEY, President

IRVIN G. ABELLOFF, Gen. Mgr.

Represented by Headley-Reed

BROADCASTING • Telecasting

May 17, 1948 • Page 57
Friends and neighbors love to visit the McCanns. It's such a friendly house, they say.

In one career (and not out the other)! Dora McCann joins her husband's famous program but continues her role of housewife and mother.

The McCann house in Yonkers, N.Y. "Alfred can fix anything outside the house", says Dora, "but inside! He's all thumbs!"
Love me, love my diet

How Dora married WOR's Alfred McCann, and a radio career, as well

When Dora married into the right-eating McCann family, a friend joshed: "Poor you, marrying a man who knows all about food! You'll be up to your pretty ears in cereals." But Dora was not perturbed; if Alfred said that whole wheat grain and raw carrots were good for you, she'd jolly well serve them. She jolly well does. Today, Dora McCann is as much a crusader for correct eating as any McCann before her!

In one career (and not out the other)

Late in July, 1947, a pretty, sweatered girl sat with her husband at a table in the children's playroom. Her heart banged. The WOR engineer (set up next to a little boy's tricycle) raised a hand—and one of radio's oldest and most honored radio programs, WOR's "The McCann Pure Food Hour", became a husband and wife program. Title: "The McCanns at Home." Said Dora McCann, embarking on a 5-day-a-week radio career: "But I have nothing to offer." What she had to offer was immense. A simple, disarming, ungarnished charm that falls like manna on the ears of thousands of housewives.

Dora McCann doesn't pretend to be a homemaker who rolls a food cart up Main Street on marketing day; she IS one. Like her listeners, Dora has a house to manage (in Yonkers, N.Y.), a cleaning woman just twice a week, and children to care for (Patsy, aged 9½, Kevin, aged 4½). Housewives say she's their spokesman; that she is one of the few women in radio whose problems are identical to theirs.

"It's Alfred's program"

Dora's ego is as microscopic as a pinch of salt. "I don't count", she says, "it's Alfred's program." She knows that one reason why many a family on the Eastern Seaboard is well-fed, is because a McCann has been on WOR for 21 years, teaching people how to eat properly.

In 1931, when young Al was a junior in college, his famous father died. Along with a handsome profile, a vigorous voice and a passion for truth, Alfred inherited a radio

continued
program from his father: WOR's "The McCann Pure Food Hour." It was the first food program on the air. McCann, senior, had fought food frauds, had started a revolution in eating. Young Alfred carried on. He has seen everything that grows in America, grow. He has inspected over 1,000 food plants in the U.S. and Europe.

Today, Alfred McCann knows as much about nutrition as almost anyone in the country. His word is gospel to women in the 18 states where WOR can be heard; a fact that gives WOR a glow of pride. For Alfred McCann, like so many WOR personalities, is part of the very foundation of this great and friendly station.

these happy two

Today, WOR's "The McCanns at Home", heard weekday mornings at 9:30, is still the housewife's bible. Newcomer Dora gives it the feminine touch; a golden touch that has already added considerably to its listening audience. If Dora chances to mention that she uses, never wastes, beet greens—grocers for miles around are plagued by customers asking for beets with nice, leafy greens. Such is her influence! And when the McCanns recommend a product, housewives act on that recommendation—and buy!

Alfred handles most of the food facts on the show; Dora chats about cooking, keeping house and children...subjects she knows from the ground up. Together, this admirable husband and wife discuss the problems of day-to-day living. Son Kevin, aged 4½ is adopted and knows it. "We told him while he was young so he wouldn't be bothered by the knowledge later", says Alfred. And Dora beams: "Kevin knows he's special. He knows we chose him out of dozens of babies for our own." Such is their warm and common-sense approach to all problems, and WOR listeners love it!

"Al likes to play tennis. I prefer having him out on the courts rather than in the kitchen," Dora laughs. "But I'll have to admit it; he makes wonderful coffee."

Christmas at the McCanns, as in any American home, is a family day complete with toys underfoot. "Don't want my pitcher taken," Kevin frets.

the shades are up

To many of the 34,057,161 people who can hear WOR, "The McCanns at Home" is a slice of American life; a daily peek in the playroom window when the shades are up. Since the program comes straight from the McCann's Yonkers house, it has a rare and real-life intimacy, one that is worth considerable cash to a sponsor.

Yes, a sponsor buys a priceless ingredient in the McCanns. Women trust them; trust the products they recommend. Little wonder that sponsors stay so long with WOR and the McCanns. Dugan Brothers has been on the WOR McCann show for 21 years, the Hawaiian Pineapple Company for 19 years, The Richmond-Chase Company for 19 years. The list is long and ever-growing. Why do sponsors stay so long? Because WOR and Alfred McCann sell their products!

---

**WOR**

*mutual*

*heard by the most people*

*where the most people are*
Clothing Increase

(Continued from page 58)

in for greater publicity than even last year. There will be a striking increase in general merchandise advertising with various institutional themes, possibly reflecting the retailers need for stronger promotions to achieve sales volume."

Reporting that "an overwhelming percentage of the stores surveyed plan to increase their expenditures over last year," with 10% the amount generally indicated and many stores planning on 15% and 20% advertising increases, Mr. Abrahams said that "radio presents a varied picture. General increases are shown by stores which have been strong users of this medium while many of the recent users of radio are decreasing this activity. Perhaps this is because many stores which recently turned to radio used it as a temporary fill-in for other unavailable promotion tools. Increases in radio range to as much as 50%, although the greatest emphasis is in 5%.

Apparel advertisers, always inclined to use pictures as well as words in their printed advertising, are taken avidly to television which permits them to show as well as talk about their products on the air. Video advertisers of this class in recent months include Simon Ackerman Clothes sponsoring a weekly newsmag on WMBT New York; Barney's Clothes using spots on WABD, WCBS-TV New York; Botany 5150 advertising its neckwear with weather forecasts on seven TV stations; Brownstein Louis participating in Shopping at Home on KTLA Los Angeles for Hendan Shirts; B.V.D. Corp. using weather spots on six stations; Brentwood Sportswear with weather spots on three stations; Jay Bucknell participating in WABD's Doorway to Fame for its shirts; Calvert Hats using video spots on WMAR TV Baltimore; Jay Day participating in WABD's Birthday Party for its dresses; Caspar Davis using spots on KTLA for millinery; Fashion Shop using spots on WMAR-TV; Fair Store sponsoring a weekly show on WBKB Chicago; Howard Clothes sponsoring boxing on WABD; Hecht Department Store sponsoring Fashion Story on WNBV Washington; J. L. Hudson Store sponsoring Sketchbook on WWJ-TV Detroit; Jay Jay Junior advertising dresses via Mary Kay and Johnny on WABD; Hat Corp. of America sponsoring sports events for Knox Hats on WCBS-TV; Lucele Ltd. (furrier) using Doorway to Fame on WABD; Felta Furs using announcements on KTLA; Powell & Campbell advertising shoes with A. Sagner's Son sponsoring telecasts of the Pimlico races on WMAR-TV for Northcoolk (summer suits), announcements on WABD; Stewart's (men's clothes) using spots on WBNW, WTTG Washington; Zlotnick the Furrier using announcements on WTTG.

Television Fashions on Parade, weekly series on WABD, has been presented during the auspices of various smart New York women's stores, with a number of apparel and accessory manufacturers displaying their wares on the broadcast. Frank H. Lee Co., sponsor of Drew Pearson's "Debunking," has announced that this fall it will also sponsor a video News Review of the Week in every city in the country in which TV facilities are available. Broadcasts started April first.

Government plans for mobilization are being closely watched by the men's clothing industry and, if put into effect, they would not only take a lot of potential clothing away from out of circulation but would also divert much of the production from civilian wear into uniforms. A questionnaire as to the ability of the men's clothing industry to handle Army orders was circulated in April at the request of the Quattermaster Corps.

Overall, the apparel industry's retail sales in the early months of the year were running slightly better than those of the same months of 1947, according to Dept. of Commerce estimates.

Further Advantages Are Indicated

DESPITE A BACKLOG of orders for automobiles which seems to put a buyer's market for new cars at least a year away, automotive advertising on the air boomed during the first quarter of 1948, with the outlook indicating further advances during the rest of the year. Network billings for cars and trucks, tires and accessories, toled $2,109,205, up 25.5% from the same period of 1947.

The increase in automotive advertising must be paralleled with the pastwar up by the automotive industry during WABD, Fred Cronin, managing director of the Automobile Manufacturers Assn., who told Broadcasting that "despite the fact that some materials were in short supply, output of cars, trucks and buses jumped 11% in the first three months of 1948 as compared with the same period last year."

Citing an AMA estimate that 1,275,000 units were produced between Jan. 1 and March 31, "equivalent to an annual rate of slightly over 5,000,000 units," Mr. Cronin declared that "the April coal strike is expected to upset forward operating schedules for all concerns. ... The delayed action effect of crippled transportation and slashed steel production undoubtedly will be felt in the weeks and months ahead."

"Though nearly 6,500,000 passenger cars have been produced since the war's end," Mr. Cronin stated, "the buyer's market for motor cars still appears at least a year or more away. Huge backlogs of orders still remain on most dealers' books."

First of the automotive advertisers, at least from the network billings viewpoint, was Ford Motor Co., whose gross network time purchases for the first quarter of 1948 exceeded half a million dollars, up 14% from the like period of 1947. Then Ford's network activities were the Dinah Shore Show, a half-hour on CBS. Today the company sponsors the Ford Theatre for a full hour on NBC late Sunday afternoon and, in the name of its dealers who pay a share of the cost, the half-hour Fred Allen program on NBC Sunday evening. Spotwise, the Ford dealer announcement campaign has declined from 252 stations in late March 1947 to 92 stations in the same month of this year, possibly due to the acquisition of the Allen program from Standard Brands the first of the year.

Ford's out in front also in television. Its winter schedule of sports telecasts—boxing on KTLA Los Angeles, wrestling on WMAR TV, Detroit, varied in the week by WABD, and February, sponsored by Madison Square Garden on WCBS TV New York—has been expanded by a video baseball schedule that includes coverage of the Brooklyn Dodgers (with Old Golds) on WCBS-TV, the Chicago Cubs and the Washington Senators (both shared with Chesterfields) on WBBR and WTTG, respectively, the St. Louis Cardinals (unshared) on KSD-TV and the Milwaukee Brewers (shared with Ford dealers of that area) on WMJTV.

Kaiser-Frazer Corp., which last summer entered radio with a spot schedule that, currently covering some 300 stations in 125 markets, probably makes K-F the number one spot automotive advertiser, ranks second in the network list. Its quarter-hour Newscope on Mutual, using 428 stations on Tuesday and Thursday, 75 on Saturday and Sunday, accumulated a gross time bill of nearly $400,000 for the first three months of 1948. K-F also made its video debut during the quarter, sponsoring the Original "Mister Hooray" and its video version of the erstwhile Major.
WMPS
With
10,000 WATTS*
On
680 K.C.
Has Produced
101,309 REPLIES
from 453 counties in 30 States for our advertisers during the period beginning September 21, 1947** and ending April 24, 1948.

*5000 WATTS AT NIGHT
** DATE OF OUR CHANGEOVER

WMPS-Memphis
Affiliated with American Broadcasting Company
Represented by Taylor-Howe-Snowden
Auto Booms  
(Continued from page 68)

lowes show, on the DuMont network. Although the program achieved the DuMont history of February 12, 1948, with 46.8% of the video sets tuned in, the company dropped its sponsorship at the end of the month.

General Motors Corp. during the first three months of the year continued its institutional campaign with Henry J. Taylor on MBS, with program time charges of more than a quarter of a million dollars for the twice-weekly broadcasts for the quarter. A spot campaign for Oldsmobile in March comprised one to six announcements a week on 164 stations, according to the Horabag Reprint. In television, GM sponsored a 10-minute Sunday evening news review on WBNB New York for Oldsmobile and a 20-minute news show Tuesday evenings on WABD New York and WITG Washington for Chevrolet. This GM car was also advertised with a special video series of films of the Winter Olympics on eight stations and plans for a more extensive national video campaign for Chevrolet are reportedly now in the works.

Chrysler Corp., not on the network air a year ago, returned to CBS last fall with a Sunday evening dramatic series, Christopher Wills, advertising Plymouth and DeSoto cars, for which it bought more than $200,000 worth of network time in the first three months of 1948. In mid-February Chrysler-Plaza spot defenders in 10 cities began broadcasting Animal World Court, a five-minute series of stories of animal heroism. Studebaker Corp., during the quarter, continued its newscasts by Bob Garred three mornings a week on a West Coast CBS hook-up.

Newest automotive network advertiser is Tucker Corp., which last month started Speak up America, quarter-hour Sunday afternoon discussion series, on ABC. Novel touch is having the commercials delivered by Preston Tucker, president of the company and now a paid up member of AFRA.

Tire advertisers on the network during the January-March period were Firestone Tire & Rubber Co., whose Voice of Firestone is now in its 20th year as a Monday evening NBC program, and Goodyear Tire & Rubber Co., whose Sunday evening Greatest Story Ever Told series on ABC has won for its sponsor a galaxy of honors as 1947's outstanding commercial radio innovation. U. S. Rubber Co. sponsored a one-time broadcast of the Winter Olympics on Mutual in February and a film series on the Olympics telecast on WCBS-TV, also sponsoring two pickups from the New York Sportsman's Show on the station in addition to its regular Friday night Sports Time series on NBC's television network. Firestone, which sponsored a film series on WBNB New York in February, returned to television last month and is currently sponsoring Americana Quiz on the NBC video network in the same time period that the Voice of Firestone is broadcast on NBC's AM network.

Production of automotive tires hit an all-time high in 1947, with 95,548,981 casings produced during the year, according to the Rubber Manufacturers Assn. The pace slackened in the opening months of this year, RMA reported, with automobile tire production for the first two months of 1948 down 13.3% from the like period of 1947 and with February production of automotive casing 18.7% below the January figure.

In the automotive accessories field, Electric Auto-Lite Co. continued its Dick Haymes Show on CBS, the Champion Spark Plug Co.'s Champion Roll Call series on Mutual. In July, Haymes will be replaced by a dramatic series, Suspenze. Spotwise, the Horabag Reprint shows Keystone Auto Club using seven stations and Johnson's Carnu advertised on 14 Latin American stations.

Local dealers for automobiles and automotive products are active radio advertisers, with more than 300 currently listed as sponsors of this program. Johnson's Carnu shows alone. Fulton Lewis jr. is the most popular co-op with the automotive dealers, with 74 sponsors from this class, Martin Agro-
sky placing second with 26 and Harry Wissmer third with 22. This group is also becoming active in television, BROADCASTING'S Tele-
status report for February showing 22 automotive sponsors of video broadcasts, mostly at the local level.

IV—AVIATION

No Network Time

THE manufacturers of airplanes and their accessories and equipment made no expenditures for network radio time during the first quarter of 1948 or the full year of 1947, according to the records of Publishers Information Bureau. Nor were there in-flight or spot advertising campaigns reported for this class. Airline advertising is included in Class 27, covering transportation, travel and resorts.

V-FETTERS ON ALCOHOL

But Increase in Advertising Expected

<table>
<thead>
<tr>
<th>Network Time Costs</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>$646,101</td>
<td>$315,610</td>
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<th>Leading Network Advertisers</th>
<th>Program</th>
<th>Product</th>
<th>Network, No. Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>FALSTAFF BREWING CO.</td>
<td>Music from 1947</td>
<td>Beer</td>
<td>WBNB, 21</td>
<td>Thurs., 9:30-10 p.m.</td>
<td>9/25/48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PABST SALES CO.</td>
<td>$187,981</td>
<td>Beer</td>
<td>WBNB, 21</td>
<td>Thurs., 9:30-10 p.m.</td>
<td>9/25/46</td>
<td></td>
<td></td>
</tr>
<tr>
<td>EDDIE CANTOR SHOW</td>
<td>MUSIC 120</td>
<td>Wines</td>
<td>WINE GROWERS GUILD, 596,000</td>
<td>Thurs., 9:30-10 p.m.</td>
<td>1/11/47</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Murder &amp; Mr. Malone</td>
<td>Wines</td>
<td>ABC-65</td>
<td>Sat., 9:30-10 p.m.</td>
<td>1/11/47</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

First quarter 1947. ** First quarter 1948.

Source: Publishers' Information Bureau.

DESpite an anticipated decline in sales resulting from voluntary reduction in the use of grain, which is making itself felt in the lower production of beer and ale, the brewing industry is pleased this year to match its 1947 expenditures of about $5,000,000 for radio advertising, according to the United States Brewers Foundation.

This estimate, the Foundation said, is predicated on the maintenance of current economic conditions, continuation of grain supplies at the present levels and absence of any new laws that would tend to wreck the advertising program of the entire alcohol beverage industry.

The "new laws" reference is to the perennial Capper Bill which would prohibit any alcoholic beverage advertising in interstate commerce, tantamount to banning it from the air entirely, and to two substitute measures more recently introduced by Senators Reed of Kansas and Johnson of Colorado. The Reed Bill would forbid advertising beverages as beneficial to health or to social or business endeavors or tras-
ditional in American family life. This is aimed specifically at the USBR "Home Life in America" series of magazine advertisements. The Johnson Bill would limit ad-
vertising of alcoholic beverages to a "facsimile of the bottle, container and label of such beverage."

Passage of any of the three bills would radically reduce, if not eliminate completely, radio's revenue from brewers and vintners, the latter group currently spending perhaps a million a year for radio time. Advertising of hard liquor has been kept off the air as a matter of policy concurred in by both broadcasters and distillers.

Brewers and vintners, never sizeable network users as a class, in the first quarter of this year spent only $315,610 for network time, less than one-tenth the billings for the same part of 1947. Wine Growers Guild's Murder and Mr. Malone, Saturday night mystery on ABC, is the sole wine program on any network, compared to four last year when Petri, Roma and Company and Cresta Blanca wines were all scheduled for advertised network shows. The beer column shows an increase, however. Falstaff Brewing Co., late in February started Music from the Heart of America on NBC which, added to Pabst's Eddie Cantor Show, gives that network, and network radio, two beer programs.

But most breweries have only local or regional distribution and their advertising follows the same pattern. During the early months of 1948 some 80 beer companies produced new programs or announcements on one or more stations, with expectations of appreciable increase both in the number of beer advertisers and stations used as warm weather brings on the traditional beer drinking season. Larger users of spot radio in the first quarter included: G. Kreuger Brewing Co., using three newscasts a week on the full Yankee Network and WOR New York, plus announcements on 14 South Atlantic stations; Iroquois Brewing Co., sponsoring the transcribed Guy Lombardo program on 14 stations in New York and Pennsylvania; John F. Trommer Inc., with announcements on 10 East Coast stations; Terre Haute Brewing Co., using programs from 15 minutes to two hours long on some 40 stations in the East and Central states and announcements on a dozen more stations (Continued on page 66)
WHEC not only "airs" your program, but promotes it with the combined force of spot announcements, newspaper advertisements, "Jumbo-size" buscards, outdoor posters, lobby displays and mail.

WHEC uses daily advertisements in both the Rochester Democrat & Chronicle and the Rochester Times-Union,—often buys extra space for special merchandising promotion.

WHEC's consistent and continuous direct mail campaign is directed not only toward key radio audiences but also toward special lists of the trade—dealers, distributors, trade association members, etc.

Write, phone or wire for availabilities
VI—BUILDING FORECAST

Largely on Local Level

RADIO advertising of the building and building equipment industries is chiefly placed at a local level. West of 100 builders, lumberyards, heating equipment firms, paint dealers and the like sponsored network co-op shows along the lines of the local stations of 1948, compared with only four network accounts—of which one is seasonal and two are more confined to the Pacific Coast—and four spot campaigns on 10 or more stations. Networkwise, this group ranks 21st among the 28 categories, accounting for one-half of one per cent of the total network time spent in the quarter, about a third less than in the same period of 1947.

This field would seem to be one worthy of more intensive cultivation by the sellers of time on the air. Dean & Bradstreet last month reported that “the cumulative total of building permit values in 215 cities in the first three months of 1948 was $865,980,000, or 8.8 per cent above that of the corresponding 1947 period. This was the highest first quarter total on record; it was slightly above the previous peak touched in 1928.”

The Federal Works Agency Office of Economic Research reported a total construction activity of $1,088,540,000 in March, 31.7 per cent above the March 1947 total. Of this sum, $852,000,000 was spent for private construction, which was 5.5 per cent above that for March of last year. The National Paint, Varnish & Lacquer Assn. reported January sales by 600 companies, comprising about 90 per cent of the industry total, as $88,475,000, 6.5 per cent ahead of January 1947 and 56.1 per cent better than January 1946. This group last year passed the billion-dollar sales point and NPVLA President Joseph F. Battley in his March bulletin to members cited government estimates to show that “the annual physical volume of our finished products could be doubled or more than doubled by 1955.”

A possible increase in competition between brick companies which might stimulate advertising of this industry may result from a cease-and-desist order issued April 28 by the Federal Trade Commission against 37 companies, producing more than three-fourths of the country’s bricks and other refractory products, designed to end an alleged price-fixing conspiracy.

Johns-Manville

The current network advertisers in the building material class include Johns-Manville Corp., with its five-minute mid-evening news period on CBS; Benjamin Moore & Co., sponsoring its annual spring campaign of Saturday morning home-brightening talks on ABC; and two West Coast firms, the Fuller paint company which started a news show on CBS Pacific last summer, and Day & Night Mfg. Co., which in January of this year began a Saturday newscast on the same network.

Marshall-Wells Co. in March expanded the list of stations used to advertise its paints and appliances from 2 to 46, using three spot announcements a week on WCCO Minneapolis and KBMY Billings and from three to ten announcements a week on the others, to become the largest advertiser in this class, according to the Rorabough Report for March. Other leading spot users in the class include Martin Rosenberger with its all-city sublist of nine spots a week on 25 stations; Southern States Iron Roofing Co., with six to 16 spots a week on 12 stations, and S. C. Johnson & Son, using five announcements a week on 10 West Coast stations for its water-repellent Drax.

This class is best represented in television by American Blower Corp., using video spots on WWJ-TV Detroit; Dushoff Distributing Co. (tile products), with announcements on WIPFL-TV Philadelphia; National Western Window Co., also with announcements on WIPFL-TV; All-Weather Products, building materials distributor, with a five-minute weather report five nights a week on WPTZ Philadelphia. Not yet a video advertiser but wanting to be one, M. A. Baskind, head of a wallpaper firm, has written KGV Minneapolis, in behalf of a TV station, the time is right to start whenever KQV-TV is ready for business.
DOUBLE-COVERAGE is the Answer
in the Dallas-Ft. Worth Area

DOUBLE your sales-power in a region where folks have over $2,000,000,000.00 annually to spend! Only 35 miles apart, WRR-Dallas and KFJZ-Fort Worth give you a double-shot at a powerful audience as Texas radio's top COMBINATION. Either simultaneous or separate schedules on a single, economical, billing. In Dallas-Ft. Worth, it's WRR-KFJZ!
BUYING resistance to higher candy prices, greatly increased competition in the soft drink field—and both conditions calling for energetic advertising—are reflected in the network plans of confectioners and bottlers in the first three months of this year. The gross for the class was $1,995,582, nearly 60% ahead of the gross of $1,237,190 in the corresponding period a year ago. Even if there is no further acceleration during the rest of 1948, which seems unlikely, the year's total upward trend might bring the network figure to $8 million as compared to the $5,229,166 spent for network time in 1947.

Foremost problem of the candy makers is the inflated cost of ingredients, one of the National Confectioners' Assn. told BROADCASTING. "Cocoa beans, peanuts, eggs, sugar, glucose (corn syrup) and milk are higher in price than any of the candy ingredients," NCA explained, reporting that prices for April 1, 1948, as compared to 1941 prices, show the cost of cocoa beans up 60%; peanuts, up 249%; eggs up 160%; sugar up 68%; glucose up 68% and milk up 47%. (Rat sugar prices declined the end of April to 5.2 cents a pound delivered in New York, lowest since sugar was decontrolled last fall and more than a cent a pound under the government ceiling of 6.32 cents.)

"Inflated ingredient costs," NCA stated, "are of course reflected in the higher costs of the finished confectionery products. In some cases the consuming public has evidenced buying resistance, but on the whole sales are holding firm. The increased demands for confectionery products that occurred following the wartime shortage have been met by greatly increased candy production and the 1948 manufacture in 1947, and the forecast for early 1948 period is at hand for the industry, rather than a recession as forecast in other leading industries."

Production of candy bars—major radio-advertised commodities for January and February—was up 9% in tonnage, 32% in manufacturers' values over the first two months of 1947, compared to a 3% poundage increase and a 17% dollar value rise for the whole candy industry, with bulk goods off 22% in weight, up 2% in dollar value.

Network candy advertisers, in addition to the leaders shown in the table, include Bunte Brothers, sponsoring World Front, half-hour Sunday and Saturday on NBC; Curtis Candy Co., with Warren Sweeney's five-minute 11:30 a.m. newscasts on CBS Saturday and Sunday; Peter Paul Inc., with a three-times-a-week 15-minute early morning spot program on MBS plus Bob Garred's newscasts on CBS Pacific three mornings and three evenings weekly; Shotwell Mfg. Co., which in February started True or False as a late Saturday afternoon series on Mutual.

Widest spread spot campaign for candy is that of Brock Candy Co., using one to seven announcements a week on 96 stations. Rockwood & Co. advertises Chocolate Bits with announcements in participation shows on 41 stations, including the Yankee Network; New England Confectionery Co. in February launched an announce- ment campaign on 37 stations. Wilbur-Suchard Chocolate Co. uses half-hour weekly programs on four stations, announcements on 14.

Paul F. Beich Co., using well over 100 stations for its candy bars, and Brock Candy Co., with 96 stations, lead off the spot advertisers of candies, followed by Rockwood & Co., using 41 stations; New England Confectionery Co. on 37; Rockwood-Suchard Chocolate Co. on 18; with Life Saver Corp., Chocolates, Rockwood Candy Shops, M & M Ltd., Peter Paul Inc., Mason Au Magenhein Confectionery Mfg. Co. also on the spot radio list.

American Chicle Co. and Leaf Gum Co. are the major users of spot radio for chewing gum, American Circle reportedly spending more than $1,000,000 and Leaf about $750,000 for this medium. M. & M. Mars Co., Inc., sponsors Superman, MBS co-op, on eight Texas stations.

Reporting that 1947 production of soft drinks very nearly reached the industry's all-time high of 623.5 million cases produced in 1944-1945 bottles per capita for the country—but that as on Jan. 1, 1948, there were 1,009 bottling plants in operation, more than 12% over the 1940-1946 average, John J. Riley, secretary, American Bottlers of Carbonated Beverages, told the annual meeting of Arkansas bottlers the end of March that: "If the industry is to maintain its position and if that sales curve is to go on up . . . it will be because bottlers whose trucks are on the street have succeeded in getting soft drinks into every retail outlet through intelligent and aggressive use of their advertising, their merchandising, their public relations and their sales training programs."

Coca-Cola Co. is the dominant radio advertiser of the soft-drink group, with a five-a-week daytime quarter-hour spotlighted on 290 stations in addition to its three network work shows. Chas. E. Hires Co., sponsoring Here's To You, Sunday afternoon quarter-hour on CBS for its root beer, is the only other networker in this class, with well over 100 stations running it.

Spot advertisers among bottlers include White Rock Corp., which in February started using announcements on 8 Florida stations; and in March extended the list to 58 stations across the country; Pepsi-Cola Co., which is now using video spots for Everex on WGBS-TV New York; in addition to its sound broadcasting spots; NutriCola International Corp., expanding on a market-by-market basis; Cliquot Club Co., which plans to add 7 Los Angeles stations in May and June to the 10 used elsewhere for its ginger ale; Canada Dry Ginger Ale, which is using spots on 10 TV stations to run through the baseball season, in addition to its announcements on 7 AM stations; Orange Crush Co., which is planning to extend to 5 stations the Canadian announcement campaigns begun in March for Orange Crush and Kik Cola; Vess Beverage Co., using announcements on 42 stations in 34 cities in 10 states. Other bottling companies are active in local radio, with about 25 sponsoring network co-op shows in their localities.

Using Some Time

Outside the network field, banks comprise the largest number of advertisers in this field with well over 100 banking and building and loan companies sponsoring network co-op programs in their home communities. Fulton Lewis Jr., who is first to say that the present boom was the American National Bank of Denver, on KFEL, leads in this field with 26 sponsors. Cedric Foster, with 17 is second, followed by

<table>
<thead>
<tr>
<th>Leading Network Advertisers</th>
<th>Product</th>
<th>Network, No. Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mars, Inc., 21, 31, 37</td>
<td>Candy Bar</td>
<td>CBS-159</td>
<td>Mon., 9:30-10 a.m.</td>
<td>10/7/47</td>
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<td>NBC Adv. Inc.</td>
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<tr>
<td>Dr. O. Jr.</td>
<td>Candy Bar</td>
<td>CBS-159</td>
<td>Sat., 5-30 p.m.</td>
<td>10/8/47</td>
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<td>NBC Adv. Inc.</td>
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<tr>
<td>UNIVERSAL MATCH CO., 313, 131</td>
<td>Schubar Candy</td>
<td>ARS-127</td>
<td>Sun., 5-30 a.m.</td>
<td>10/10/47</td>
<td></td>
<td>Russell M. Seids Co.</td>
</tr>
<tr>
<td>Palz</td>
<td>Schubar Candy</td>
<td>CBS-13</td>
<td>Sat., 6-30-7 p.m., PST</td>
<td>10/11/47</td>
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<td>Schwinman &amp; Scott Adv.</td>
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<td>WILLIAMSON CANDY, 115, 496</td>
<td>Schubar Candy</td>
<td>CBS-13</td>
<td>Sat., 6-30-7 p.m., PST</td>
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<td>Schwinman &amp; Scott Adv.</td>
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<td>True Detective Mysteries</td>
<td>Unidentified</td>
<td>MBS-457</td>
<td>Fri., 3-30 p.m.</td>
<td>10/12/47</td>
<td></td>
<td>Reubine &amp; Ryan</td>
</tr>
</tbody>
</table>

Sources: Publishers' Information Bureau
YESSUH, us hicks, hayseeds and plow jockies in the Red River Valley have more dough to spend on necessities and luxuries than similar apple-knockers in almost any other section you can think of!

The average family in WDAY's area, for instance, has an Effective Buying Income of $4493 as against an average of $3466 for Iowa, Kansas, Minnesota, Missouri, Nebraska and the Dakotas, combined! (Sales Management, 1947.)

For 26 years, WDAY has been the big radio habit in the Red River Valley. Most people hardly ever even think of any other station. May we prove it to you?
to the transition
of the broadcast wave as a vehicle
for the visual as well as vocal...
WPIX brings three decades' experience
in the development of the visual as a vehicle
of information, significance, entertainment...
by The News, New York’s Picture Newspaper,
entrepreneur in the transition of print
from the wholly verbal to partly visual.

three decades
of learning how to make pictures interesting
and keep people interested...
of acquiring the techniques of visual approach,
expression and transmission...
of men and methods matured by experience...
of rich records of pictures and sources...
of camera contacts and craftsmanship...
of securing facilities for fine, fast production...
will constitute some of WPIX’s working capital.
The TV equipment and operating personnel
are the known best available...
And always in support is the newspaper
with the largest circulation in this country.

to anticipate
that WPIX will approach perfection
in production at the outset...
or escape the inevitable average of error...
is neither warranted, nor claimed.
After all, Television must be its best teacher!...
But WPIX will try to par its field...
become worthy of its mission and market.

WPIX • Channel 11 • New York City
is owned and operated by News Syndicate Co., Inc.
Station Manager Robert L. Coe, Commercial Manager B. O. Sullivan
and is represented outside New York City by
FREE & PETERS, 444 Madison Ave., New York 22, N.Y.
**Class 8. CONSUMER SERVICES**

<table>
<thead>
<tr>
<th>Network Time Costs</th>
<th>1947</th>
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<td><strong>$718,331</strong></td>
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<td><strong>Program</strong></td>
<td><strong>Network, No. Stations</strong></td>
<td><strong>Starting Date</strong></td>
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<td>AMERICAN EXPRESS CO.</td>
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<tr>
<td>BEKINS VAN &amp; STORAGE CO.</td>
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<td>Charles Collinsing</td>
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</tr>
<tr>
<td>Music How from Hollywood, Moving &amp; Storage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Electric Hour</td>
<td></td>
<td></td>
</tr>
<tr>
<td>HOUSEHOLD FINANCE CORP.,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7177 S. Myrtle Blvd</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Whistler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Loans</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*First quarter 1947, **First quarter 1948.*

Source: Publishers' Information Bureau

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**Class 9. DRUGS & REMEDIES**

<table>
<thead>
<tr>
<th>Network Time Costs</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leading Network Advertisers</strong></td>
<td><strong>$7,430,566</strong></td>
<td><strong>$6,009,553</strong></td>
</tr>
<tr>
<td><strong>Program</strong></td>
<td><strong>Network, No. Stations</strong></td>
<td><strong>Starting Date</strong></td>
</tr>
<tr>
<td>AMERICAN HOME PRODUCTS CORP.,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,074,065**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hollywood Star Preview</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just Plain Bill</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zeb Co.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Front Page Farewell</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our Gal Sunday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jasco CASTER PRODUCTS, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$966,045**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jasco Filer Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jasco Filer Show</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gabriel Heatter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MILES LABS, INC.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$1,419,914**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Queen for a Day</td>
<td></td>
<td></td>
</tr>
<tr>
<td>News of the World</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quix Kids</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fred Pack News</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Linn 'n Alber</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PHARMACO, INC., $1,174,656</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charlie Chan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Official Detective</td>
<td></td>
<td></td>
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<tr>
<td>Son of the Stanner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SERTAN CO.,</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$90,999**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lupe Alfaro</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| *First quarter 1947, **First quarter 1948.*

Source: Publishers' Information Bureau

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**BROADCASTING • Telecasting**

**DRUG PRODUCTS THIRD**

**3-Month Billings Top $6 Million**

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**Service Groups**

(Continued from page 68)

America's Town Meeting of the Air, with 14, and Information Please with 13, although news or news commentary programs are generally preferred by these advertisers.

Describing the use of co-ops by banks in an article in the December 1947 issue of Banking, John B. Mack Jr., manager of the advertising department of American Bankers Assn., writes: "It may well be that cooperative broadcasting offers to banks one solution to that knotty, often-asked question: 'How can a bank make effective use of radio at a reasonable cost?'"

One banker's answer is quoted in the article, a letter written by O. M. Jorgenson, president of the Security Trust & Savings Bank, Billings, Mont, which reads: "I like to think of radio advertising as not only the possibility of reaching in new customers but conserving the business we already have. When we buy a new automobile, new stove or refrigerator, when that particular article is advertised in a national magazine, for instance, we, as an owner, have a certain sense of pride and we are glad to see these ads; in fact, we look for them in subsequent issues of the magazine. I think that is quite true of bank advertising—our customers like to see our ads and certainly many of our customers who listen to the news each day like to think that it is their bank that is responsible for the news broadcasts."

The U.S. Government is not shown in the network table despite a number of network recruiting campaigns for the Army, Air Force, Coast Guard and National Guard, as the time was donated by the networks for these campaigns. Similarly, some 500 individuals stations donated time for a series of four-quarter-hour transmitted programs urging Marine Corps enlistments, and stations and networks alike have given full cooperation to the Treasury Dept. for all of its savings bonds drives.

**Bell Telephone Co. of Pennsylvania** used two to six announcements a week on 60 stations in that state and Michigan Bell Telephone Co. sponsored three quarters-hours a week on 16 Michigan stations during the first quarter of the year, only spot users in this class, according to Borbaugh Reports.

In Philadelphia, Western Savings Fund Society is using radio announcements preceding the Tuesday night wrestling matches on WPTZ, while Reynolds & Co., investment house in that city, sponsors Leaders of Industry, weekly interviews with business big-wigs, on the same station.
GEORGE WEBER
Mac Wilkins, Cole & Weber
Seattle, Washington

Although Seattle is now, and has been since 1937, your stamping-ground, Portland always will consider you a native son, George Weber. That's where you were born, went through high school, and on to the University of Oregon. It's a good thing for your advertising agency that your early leanings toward a musical career were sidetracked back in 1929 when you deserted your piano for a typewriter. Your rise in the agency which now bears your name has been meteoric, and the long list of civic and service organizations which claim your time and talents bespeak your interest in current affairs. We know you know full well the great future that faces the Pacific Northwest, And we can assure you that Station KGW will in the future as it has in the past, continue to serve this great and growing area.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
IN CLAY COUNTY!

Clay County, Tennessee lay in the path of devastating flood waters. There was no newspaper link with the outside world to warn the people. Telephone lines were down.

No means of communication—save one. WSM.

Yes, WSM was there. Keeping Clay County listeners abreast of the flood news. Warning them in time to save lives and reduce destruction. Directing sufferers to relief stations and safety.

This flood was not an everyday occurrence. But it was typical of WSM's constant service to our listeners. Service that has earned the confidence of folks who look upon WSM, not as just another radio station, but as a trusted friend.
The American National Red Cross
STATE RELATIONS OFFICE
333 THIRD NATIONAL BANK BUILDING
NASHVILLE 3, TENNESSEE

February 24, 1948

...WSM was the only means of contacting the rural population of Clay County... Thanks to your splendid cooperation in time of emergency approximately 30 families reached chapter headquarters for assistance...

JOHN J. BECK
State Relations Officer
Drug Products

(Continued from page 72)

Lewis-Howe Co. Tuesdays on NBC for Tums; Ned Calder's Sunday newsmarket for Dr. Lemon Drops on CBS; The Fat Man, detective story series on ABC Fridays for Norwich Pharmacal Co. (Unguentine, Pepto-Bismol), whose annual report credits this program with a major part in making last fall's sales the best for that period in the company's history; Jimmy Durante's Wednesday night NBC re- 
asall Co. broadcasts, to be replaced for the summer on June 30 by Rezzal Theatre.

Leading spot advertisers in the comic book include Chattanooga Medicinal Co. using three quarter-hours a week on some 60 stations, announcements on about 35 more, mostly in the South for Black-

ine, Pepto-Bismol), advertising Pertussin with spots and quarter-hours on 51 stations; Stan- 

back Co. with 90 stations carrying 15-minute programs and spots for the company's headache powders; Emerson Drug Co., which late in April was seeking evening chain-

breaks in major markets to expand its spot campaign.

First drug advertisers reported in television are Vick Chemical Co., sponsoring weekly weather reports on WNBT New York, Rezall Drug Co., program on KTLA Los An-

gles; Cunningham Drug Stores, broadcasting ten-minute sports news telecasts on WWJ-TV Detroit preceding station's broadcast of the Tigers games.

In the medical appliance field, allied to drugs and remedies, the outstanding radio advertiser is Bel- 
tone Hearing Aid Co., using 2,500 spots a week on major markets.

AMUSEMENTS

AMUSEMENT industry, never a large buyer of radio time, ran true to form in the first months of 1948. Network expenditures of this group were zero, $3,955 below the gross for the first quarter of 1947, when Ice Capades bought a New Year's Day quarter-hour on ABC and RKO Radio Pictures sponsored six 15-minute programs on the same network to promote a picture called "San Quentin."

More or less extensive spot cam-
paigns (mostly less) for various pictures were sponsored by Sam Bischoff, Allied Artists, RKO Ra-
io Pictures, Screen Plays, Film Classics and Golden Pictures, Enterprise Productions and Selznick Releasing Organization. Outlook for more movie business is brighter for the rest of the year, since movie ad-

Budgets, pared along with other Hollywood budget items when the English banned American films last year, may be expected following concessions won for U.S. pictures by British Government through Eric Johnston this spring.

Test video campaigns for new pictures were conducted by Argosy Pictures, who used two-minute vi-

de spots on WBKB Chicago for three consecutive days in the interest of "The Fugitive," and RKO Theatres in New York which used a video trailer for "Tycoon," aired on WNBT New York daily for a week preceding the picture's debut. Academy Theaters, with its No. 70 picture chain, in February started a Tues-

day quarter-hour video series, Inside Hollywood, on WWJ-

TV Detroit.

The Long Theatres sponsor three

MBS co-op shows on KIOX Bay City, Tex., Tell Your Neighbor, Cedric Foster and Fulton Lewis Jr., all Monday-through-Friday quarter-hours. Fourth and final co-op sponsor in the entertainment category is Top Hat Billiards, sponsor-


Ringling Bros. and Barnum & Bailey Circus used daily one-minute spots on all New York stations during its stay in that city, planned to use radio announcemen-

tments in other cities along the show's route, as well. Clyde Beatty Circus bought $5,000 worth of radio time in Los Angeles during its two-week stand.

Trotting race operators in New York, Chicago and Los Angeles planned radio advertising for their racing meets.

XI—GROCERIES BIGGEST BUYER

In Network Time Field

"The first quarter of 1948 brought to the grocery industry convincing proof that spirited competition for the consumer's dollar is creating, in full force and that the need for top-flight salesmanship and full-

scale advertising is vital to the maintenance of sales volume," Paul S. Willius, president, Good Manufac-

urers of America, declared in a special statement to CROWCASTING.

The first quarter of 1948 also provided comparative evidence that the radio ranks high with food adver-

tisers in their full-scale advertising efforts. Gross network billings of this class, which is the largest 
buyer of network time, totaled $12,892,044 for the first three months of the year, 14.7% ahead of the same period of 1947. If food advertising continues at its pres-

ent pace for the year, the group's 1948 volume will exceed $50,000,000.

"Unless war, threats of war, or 

preparation for war, act to counter 

the evident movement back to 

adequate supply of food and a 

buyer's market, 1948 should 

find all of the techniques of 

successful merchandising in full 

use—and that includes radio adver-

tising," Mr. Willius continued.

"Food store sales in the United States climbed from $10 billion in

(Continued on page 78)
The RIGHT KEY
DOUBLE ENTRY TO OKLAHOMA'S RICH MARKET
KTUL
5000 WATTS . . . DAY AND NIGHT
John Esau — Vice Pres. & Gen. Mgr.
KOMA
OKLAHOMA CITY'S ONLY 50,000 WATT STATION
Joe Bernard — General Manager
OKLAHOMA'S ONLY CBS OUTLETS
avery-knodeL INC.
Natl' Representative
Groceries

(Continued from page 76)

1939 to $31 billion in 1947, largely because of a high national level of income and the scarcity of consumer goods for which that income could be spent. The people had more money to spend for food and thus learned to eat more food and better quality food.

"Our job in the grocery industry today—and tomorrow—is to insure that our people continue to spend for food two-thirds of their disposable income which will result, first, in a well-fed and healthy America, and, second, in the maintenance of the dollar volume sales at the grocery store.

"I do not see how we can attain these objectives without taking full advantage of every effective advertising medium at our disposal."

General Mills, with 12 network programs during the first quarter of this year, was top network spender in the food category, buying more than $2 million worth of time (at gross rates), 50% above its expenditures of network time in the first quarter of 1947. Pace will not be maintained throughout the year, however, with Tom & Jerry (Children and Women in White [first half of the GM 2-3 p.m. period on NBC five days a week] cancelled as of May 28.

Move follows a severe slump in the demand for flour, company's major product, and the decision of the company to shut down its Buffalo flour milling plant, largest in the world, early in April. Company planned to reopen later that month on a basis of reduced capacity; 100% of the company's flour production has been cut. Contributing factor has been cut-down in flour exports, which even when European aid program gets under way are expected to run only half of what was produced in 1947. This condition may well cause further advertising cutbacks by other millers.

Second ranking network food advertiser, Campbell Soup, in the first quarter of this year spent nearly as much for network time as in the like period of 1947. Like General Mills, Campbell will spend at a slower rate for the rest of 1948, having dropped Corinna Archer the end of March.

Company is also splitting its network business, which has been concentrated on CBS, on May 31 moving Double or Nothing into the 2-2:30 p.m. Monday-Friday period vacated by General Mills.

General Foods, ranking third in this group, spent just under $1.5 million for network time during the quarter, 27.4% below its network time purchases in the same period of 1946; the drop in this major field drop in GF net for 1947 of $5 million from 1946, despite all-time high sales in 1947. If so, GF may buy more network time later this year, as first-quarter 1948 net earnings were 26.5% above those for that quarter of 1947. Only change announced by May 1, however, is replacement of Fanny Brice by Mr. Ace & Jane on CBS Fridays. Miss Brice ends two-year run in that spot May 28.

Swift & Co.'s network time purchases for the first three months of 1948 were up 29.7% above the same period of 1947 and, despite the packing house strike which reached its 47th day May 1 with no end in sight, net for the company nor any of the biggest advertisers showed any signs of slackening their network purchases.

Not in Table

Network advertisers in the food class not shown in the table include American Meat Institute (Fred Waring, morning hours a week on NBC); Armour & Co. Queen for a Day, two 15-minute periods a week on MBS; H. J. Heinz Co. quarter-hour on CBS; Ballard & Ballard Co.. Ren-""
There's a lot more to it than this...

The real question is — where and to whom is that commercial message going? ... and what is it going to do when it gets there?

Radio waves travel indiscriminately in all directions. So do a lot of sponsors' sales stories. In advertising this means waste circulation, a very expensive luxury.

If your aim is to reach exactly the people you want in exactly the markets you want ... if you appreciate being able to concentrate your sales effort in one area and go easy in another ... if the flexibility of short-term contracts appeals to you ... if you like to select your own program times regardless of zone differentials ... if you want to make every advertising penny count (and who doesn't!) ... then — the place for a large share of your advertising budget is National Spot Radio ... and the place to get all the information, guidance, facts and figures about Spot Radio is...

Weed radio station representatives

new york • boston • chicago • detroit
san francisco • atlanta • hollywood
**Class 12. GASOLINE, LUBRICANTS & OTHER FUELS**

<table>
<thead>
<tr>
<th>Leading Network Advertiser</th>
<th>Program</th>
<th>Product</th>
<th>Network, No. of Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMERICAN OIL CO., $64,455**</td>
<td>Gas &amp; Oil</td>
<td><strong>$89,994</strong></td>
<td>ABC-110</td>
<td>Sat., 10:10-10:30 p.m.</td>
<td>1/24/46</td>
<td><strong>Joseph Katz &amp; Co.</strong></td>
<td></td>
</tr>
<tr>
<td>Cities Service Co., $155,380*</td>
<td>Gas &amp; Oil</td>
<td><strong>$154,680</strong></td>
<td>NBC-29</td>
<td>Fri., 8-8:30 p.m.</td>
<td>2/18/47</td>
<td><strong>Ellington &amp; Co.</strong></td>
<td></td>
</tr>
<tr>
<td>Gulf Oil Corp., $149,440**</td>
<td>Gas &amp; Oil</td>
<td><strong>$155,672</strong></td>
<td>CBS-118</td>
<td>Tues., 9-9:30 a.m.</td>
<td>2/15/46</td>
<td><strong>Young &amp; Rubicam</strong></td>
<td></td>
</tr>
<tr>
<td>We The People</td>
<td>Gas Products</td>
<td><strong>$120,880</strong></td>
<td>Petroleum Products</td>
<td>NBC-35</td>
<td>M.F., 7:45-8 a.m.</td>
<td>5/14/40</td>
<td><strong>Leo Burnett Co.</strong></td>
</tr>
<tr>
<td>News Co., $117,225**</td>
<td>Gas, Oil, Fuel</td>
<td><strong>$155,935</strong></td>
<td>NBC-33</td>
<td>M.F., 6:45-7 a.m.</td>
<td>5/9/47</td>
<td><strong>Rocke, Williams &amp; Cleary</strong></td>
<td></td>
</tr>
<tr>
<td>Texaco Star Theatre</td>
<td>Gas &amp; Oil</td>
<td><strong>$173,309</strong></td>
<td>CBS-166</td>
<td>Sun., 9:30-10 a.m.</td>
<td>9/9-10/6</td>
<td><strong>Kudner Agency</strong></td>
<td></td>
</tr>
<tr>
<td>Kaiser Star Theatre</td>
<td>Gas &amp; Oil</td>
<td><strong>$97,987</strong></td>
<td>ABC-64</td>
<td>Wed., 10:00-11 p.m.</td>
<td>11/15</td>
<td><strong>Kudner Agency</strong></td>
<td></td>
</tr>
<tr>
<td>Metropolitan Opera dj</td>
<td>Gas &amp; Oil</td>
<td><strong>$27,535</strong></td>
<td>CBS-89</td>
<td>Sat., 8:00 to 10:05</td>
<td>11/15</td>
<td><strong>Kudner &amp; Co.</strong></td>
<td></td>
</tr>
</tbody>
</table>

*First Quarter 1947. **First Quarter 1948.

Source: Publishers' Information Bureau

**Network Time Costs**

<table>
<thead>
<tr>
<th>First Quarter</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>$129,923</td>
<td>$71,331</td>
</tr>
</tbody>
</table>

**Burden Rests With Ferry-Morse**

In the spot field, two advertisers were active in April. Doughton Seed Co. was sponsoring Gardening with Gambling, a half-hour show Saturday mornings on WOR New York, participating in Kienman's Corner on W2Z New York and using the same sound news on WHDH Boston. Stump & Walter Co. was advertising its seeds with announcements on the early morning Clyde Kittel program on WNBC New York. A third sponsor was a possibility, Central Floral Mills, which in April was planning the use of radio in Spokane and Yakima, Wash., and Moscow, Idaho, for a new product, called "Stopweed." But the firm was not sure the concept might be worth cultivating, or may be people with gardens and lawns to worry about have no time to listen to the radio.

**Network Time Costs**

<table>
<thead>
<tr>
<th>First Quarter</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network</td>
<td>$159,339</td>
<td>$1,684,790</td>
</tr>
</tbody>
</table>
You are cordially invited to listen to a dramatic demonstration of

the FIRST

Tape Transcription Library

AT THE N.A.B CONVENTION
May 17th-21st
in Room 2215 of the
Hotel BILTMORE

The most revolutionary forward step which the recording art has experienced in the last quarter century.

*As a corollary to our STANDARD PROGRAM LIBRARY (now serving over 700 stations) MOOD MUSIC SUPER SOUND EFFECTS

Standard Radio TRANSCRIPTION SERVICES, INC.
HOLLYWOOD • CHICAGO • NEW YORK
INDICATIONS that the household equipment field is becoming a buyer's market were evident in the opening months of the year, as a number of leading manufacturers of electric refrigerators, stoves and appliances cut prices from 2 to 20%. General Electric Co. started with a Jan. 1 cut of 3-10% in the prices of refrigerators, stoves and radio and video sets, which the company's president, Charles E. Wilson, said would save the buying public some $50 million a year.

This anti-inflationary move subsequently was followed by Westinghouse Electric Corp., which cut stove prices 24-5% and refrigerator prices 4-7%; Crosley Division of Avco Corp., which reduced prices of refrigerators 7-16%, and Bendix Home Appliances Inc., which decreased automatic washer prices 20%.

The increased competition among members of this class is reflected in their network time purchases, which rose 60.3% for the first quarter of this year over the same period of '47, with indications of further increases to come. Only first quarter network user not shown in the table is Club Aluminum Products Co., which sponsors Club Time on ABC, a weekly morning quarter-hour, for its utensils.

Two advertisers have joined the network class since the first of April. Nash-Kelvinator Corp. is now sponsoring Edwin C. Hill's five-minute commentaries five evenings a week on ABC for Kelvinator refrigerators, ranges, etc. Regionally, Leo J. Meyberg Co., San Francisco distributor of Bendix washers, is sponsoring George Fisher's commentaries, also five-minute periods a week, on 13 western CBS stations.

Luthe Hardware Co. is sponsoring Speak Up or Pay Up on nine Iowa stations, program originating each week in a different city. General Electric Appliance Division in March began testing weather reports in New York and Philadelphia. But most of this class of advertising is placed locally by local dealer or distributor, ranging from one announcement a week to such schedules as that of the Norge Appliance Dealers of Charleston, W. Va., using 780 newscasts a year, on WKNA Charleston, and Westinghouse Supply Co. in Chicago, sponsoring Symphonic Hour for a full hour nightly on WGNB (FM) Chicago. Sponsors of network co-op shows in this class total about 90, chiefly hardware stores and appliance dealers.

Nash-Kelvinator, sponsoring Alma Kitchell's Kelvinator Kitchen on NBC video network as a weekly demonstration of the simplicity of storing and preparing foods with Kelvinator equipment, is the only network television advertiser in this group, but Gimbel Bros. department store in Philadelphia has been enthusiastic about television as a means for demonstrating—and selling—appliances in that city via its programs on WPTZ, where it currently sponsors The Handy Man. Will Bros. Appliances Inc. also uses programs on WPTZ. Havens Electric Co., Albany, sponsors news on WRGB Schenectady, and Apex Electrical Mfg. Co. is using spots on WABD New York for Fold-a-matic ironers.

NETWORK advertising of household furnishings was up 21.3% in January-March 1948 compared with the same period a year ago, largely because of a 50% increase in network time purchases for the quarter on the part of International Silver Co., one of the group's two network advertisers. Sealy Mattress Co., which in the first quarter of 1947 bought $9,860 worth of time on an ABC western hookup to broadcast Alvin Wilder, this year has turned to co-op shows, sponsoring Bakhague on one station, America's Town Meeting of the Air on one, and Cecil Brown on 11 in California. Furniture and furnishings radio advertising seems to be placed largely at the local level, with the network co-op sponsor lists including more than 125 furniture stores.

Currently active in spot radio are Alexander Smith & Sons Carpet Co., using announcements five times a week on 50 stations in major markets, and William Brenner Furniture Mfg. Co., which is itself sponsoring the transcribed Box 13 dramatic series on WKRC in the company's home town, Cincinnati, and is offering to share the cost of similar advertising by its dealers on a 80/20 basis.

The Smith firm is also a video pioneer with its Magic Carpet travel programs, now several years old, on WABD New York. Purified Down Products Corp. uses spots on the same station for its pillows. The P. J. Nee Furniture Co. (sports on WNBW Washington, Pennsylvania Linoleum Co. (announcements on WTTG Washington), Stoumen Rug Co. (announcements on WFIL-TV Philadelphia); I. B. Van Belle (carpets) (announcements on WFIL-TV) and Will Bros. (rugs) (boxing on WFIL-TV), were among the video advertisers reported in Broadcasting's Telestatus survey for February.

Outlook for the furnishing industry seems to be one of increased consumer resistance, particularly on higher-priced items, with buyers becoming choosy for the first time since the war. A full in furniture orders at factories was found in a March survey made by the National Assn. of Furniture Manufacturers, with 10% reporting a sharp decline in orders, another 30% reporting more than seasonal let-downs and only 5% reporting increased business. April, however, showed considerable improvement, the NAFFM reported.
These six progressive stations are effectively creating sales for many national advertisers. Their unusual sales-producing ability is based on outstanding listener loyalty—developed and held through skillful local programming and NBC Network Programs—the best shows in radio. Write for full information and rates.

STEINMAN STATIONS
Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles
XVI—STEELS, duPONT OFF

Despite lower net profits for the first quarter of 1948, there seemed no question about U. S. Steel and duPont continuing their institutional network radio campaigns. duPont's net was down to $2.46 a share for January-March operations this year against $2.60 a share for the same period of last year in spite of a sales increase of nearly 20% for the quarter. Reason for the decreased net was higher costs of labor, materials and transportation, according to duPont officials. Curtailment production resulting from the March coal strike brought U. S. Steel's net to $3.18 a share, compared with $3.78 for the opening quarter of 1947.

Portsmouth Steel Corp. broadcasts a nightly community public service and good program on WPAY Portsmouth, Ohio. A few other companies in this class sponsor network co-op shows, but the large this category cannot be counted as one of radio's major sources of income.

XVII—INSURANCE DECLINES

Network time purchases by insurance companies in the first three months of this year were down 8.4% from the corresponding period of 1947. All network advertisers in this category are listed in the accompanying table. Only one insurance organization, Metropolitan, was active in the national spot field. Metropolitan used spots, five, ten and 15-minute programs from three to 12 times a week on 27 stations.

This is in line with the general state of the insurance business, according to a statement made to Broadcasting by Holger J. Johnson, president of the Institute of Life Insurance, who said in part:

"New life insurance written during the first quarter of 1948 continued in satisfactory volume, sales being within 2% of the record volume written in corresponding months of 1947. Actually, the rate of growth of the business is not quite as strong as these figures would indicate, since they reflect some carry-over of insurance bought in anticipation of the revision of premium rates on Jan. 1. Beyond this, the overall showing has relied heavily on the continued expansion in group insurance sales.

"All signs indicate that people are beginning to feel the squeeze of rising living costs. . . . The outlook for the balance of the year, as I see it, is reasonably good. But, barring reductions in living costs, I would be very much surprised if the life insurance business should prove able to equal the record sales performance of 1947." 

Extent of local radio advertising from the insurance business is indicated by the network co-op program sponsorship breakdown, which shows 25 insurance firms in all, or slightly more than 1% of all co-op sponsors. Most unusual local insurance radio campaign reported so far is that involving the sign-offs of WBCC Bethesda, Md., which states: "This station's return to the air tomorrow is insured by the Howland A. Sarra Co. insurance affiliate of the Marvin Simmons Co., realtors and developers of Glen Hills."

Only video use by insurance turned up by Broadcasting's Telestatus survey was that of American Automobile Assn., Detroit, using announcements on WWJ-TV in that city.

XVIII—JEWELERS LIMIT

With only two network advertisers in this class, the jewelry business would seem to be boycotting radio, until one remembers that time signals are radio's punctuation marks and that most of them are sponsored by watch companies. Companies like Bulova and Benrus have radio appropriations well over a million dollars a year, while some of the smaller companies' use of radio is limited to a few stations. Notable also among watch company radio advertisers is Longines-Wittnauer Watch Co., whose 30-minute transcribed Symphonyette is broadcast by more than 100 stations, accounting for some 60% of the company's million-dollar-a-year advertising budget. Tie-up with sports, Longines also has started a series of spots preceding the New York Yankee baseball broadcasts on WMCA New York and station breaks on WATT Newark, to run through the baseball season.

To augment its extensive time (Continued on page 88)
MAY 14 was T-Day in Buffalo. •

After three years of planning and three months of experimental telecasting, WBEN-TV is on the air with a commercial program schedule. It’s Buffalo’s first television station. • WBEN-TV, like WBBN-FM, operates as a department of Station WBEN. Over-all executive and engineering supervision has been broadened to include the video station. Thus, Buffalo television benefits by the experience of the executive and planning personnel that has kept WBBN “the station most Buffalo people listen to most of the time.” • WBEN, The Buffalo Evening News station, has been first choice of advertisers for years past. Now WBEN-TV offers advertisers the eyes, as well as the ears, of Western New York. Time is available; programs are in production. For details write or call your nearest Petry office. 

BUFFALO has TELEVISION

WBEN-TV

CHANNEL 4

66-72 M.C.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Jewelers
(Continued from page 84)
signal schedule, Bulova Watch Co.
this year has released four open-
end recordings for use by its deal-
ers. Folk Dances and Sweetheart
Songs have one-minute spots on
one side, station breaks on the
other; In Any Language is for one-
minute spots; In Just One Minute
is for station breaks. Pioneer with
video time signals, which have
been aired since WNET New
York's inaugural broadcast as the
nation's first commercial video sta-
tion, Bulova now is using video
spots across the country.
Elgin National Watch Co. also
is using video spots on a number
of TV stations, and Breitling
Watch Co. last month began a 52-
week series of three pre-signoff
announcements a week on WABD
New York. In Philadelphia, Barr's
sponsors a video series on the his-
tory of the diamond, The Eternal
Gem, on WPZT.
Spot radio jewelry advertisers
outside the watch field include Abelson's Inc., New York and New
Jersey jewelry and optical chain,
using spots on stations in both
states; Schubach Jewelry Co., op-
erating in Salt Lake, Ogden and
Boise and sponsoring shows on four
stations in that area; Service Opti-
cal Co., Des Moines, planning ex-
pansion of its extensive use of ra-
nio in that city to stations in other
Iowa cities. Stern & Stern Inc.,
New York manufacturing jeweler,
is planning a country-wide spot
campaign through local dealers.
Locally, radio is used by many
jewelers. The extent of program
sponsorship outside of announce-
ments is indicated by the inclusion
of 41 jewelry stores, four optical
companies and two camera shops
on the lists of sponsors of network
co-op shows.
Of the two network advertisers,
Revere Camera Co. has replaced its
Jan-August series on Mutual with
a variety program, All-Star
Review, same day, time and net-
work. Hebrus Watch Co., on June
6 will replace its current MBS pro-
gram for the summer with a psych-
ological quiz show, What Makes
You Tick?
Together, these two sponsors
spent 17.2% more for network time
in the first three months of 1948
than in the like period a year ago,
when the Revere program did not
start until mid-February. Outlook
for this type of advertising may be
gauged from the Dept of Com-
merce report that retail jewelry
store sales in February totaled $1.71
million, off 7% from February 1947
and off 9% from January 1948.

XIX—STATIONERY DROPS

STATIONERY advertising on the
networks took a decided dip in the
first quarter of this year. It was
down 47.7% from the like period
of 1947, when Eversharp sponsored
Motive for a weekly half-hour on
CBS as well as Take It or Leave It,
which was then also on CBS, and
Parker Pen Co. sponsored Informa-
tion Please and a pair of five-
minute newscasts, also a week, on
CBS. A slight upturn for the rest
of the year occurred May 7, when
Evans Pen Corp. began participat-
ing in Meet the Missuse on a west-
ern CBS hookup of 28 stations,
Fri., 6:15-3:30 p.m. (PST).
Two spot advertisers in this
group are Joseph Dixon Crucible
Co., using announcements on seven
stations, five for new specifications
a week, and WGN Chicago, for Ti-
conderoga pencils, and Mittag &
Volger Inc., which in March be-
gan an announcement campaign
on four stations in Oregon and
Washington for M & V carbon
papers. Local stationers accounted
for 13 of the more than 2,000
sponsors of network co-op pro-
grams.

XX—PUBLISHING PICTURE

NETWORK advertising of pub-
lishing companies declined 40% in
the first quarter of 1948 as com-
pared with the like period of last
year. In the 1947 first quarter Wil-
liam Wise & Co. maintained a reg-
ular schedule on ABC, Triangle
Publishing Co. spent more than
$100,000 to advertise Seventeen
Magazine on Mutual and Reich-
hold Chemicals' sponsorship of the
Sunday Evening Hour on ABC ran
for more weeks (over 100,000
more) than this year.
In the spot field, William H.
Wise & Co. is the leading adver-
siser of this class, according to
the Borabough Report, which shows
Wise using from two to 27 day-
quarter-hour programs on 26
stations during March and 27 day-
time half-hour shows on WHDH
Boston in that month for the Hon-
day-Man's Guide, which was also ad-
vertised on the company's special
Washington Birthday broadcast on
Mutual. Wise also advertised a
knitting book with quarter-hours
and spots on a few stations (six in
February, three in March, the
Modern Encyclopedia with quarter-
hours on seven stations, announce-
ments on one; Modern Home Phy-
ician with daytime quarter-hours
on 20 stations, announcements on
one; a sewing book with daytime
quarter-hours on 14 stations, and
for Popular Decorator in March
began a weekly quarter-hour on
KDKA Pittsburgh.
Doubeday & Co., whose agency
is Huber Hoge & Sons, which also
handles the Wise advertising, in
March used 15-minute daytime
shows on 20 stations (down from
27 in February) for the Dollar
Book Club, and announcements on
WNEW New York for High School
Self-Taught.
Time Magazine in February be-
gan a test campaign to promote its
sales in small markets, using four
spots on Thursdays and Fridays on
six small-city stations. The New
York Times used announcements on
five stations in that city for two
weeks in April to announce that
Churchill's war memoirs were run-
ing serially in the Times. The
Chicago Tribune ran a heavy an-
nouncement schedule on nine Chi-
icago stations to advertise the pa-
(Continued on page 185)
NBC
Television Network

A WORKING REALITY
NBC Network Television is a working reality in 1948—rather than a vague potential.

Today there are fourteen NBC stations on the air. By year’s end, there will be thirty-three.

In the east, the NBC Television Network consists of seven stations—two of which are owned and operated by NBC: WNBT, New York and WNBW, Washington.

In the midwest, there are now five NBC affiliates independently operating television stations. These, together with NBC’s own stations in Chicago and Cleveland (now under construction), will be joined with two other affiliates in Buffalo and Toledo into a regional network this fall.

The midwestern and eastern networks will be joined before the end of 1948. And NBC’s Los Angeles station will be linked with San Francisco by the end of the year to serve as a focal point for an expanding western network.

Here in these pages are profiles of the 33 stations.

In television’s experimental stage—when RCA initiated, championed and perfected today’s black-and-white system—NBC’s contributions were first in the field... a field of great promise.

Through all of television’s development, NBC’s recognized leadership, and its heavy investment, helped to keep that promise alive.

But a network can’t operate on promise alone.

Today—delivering performance rather than press releases—this is the NBC Television Network.

...Profile of the Network
White towers are operating stations.
Black towers have construction permits.
Thick red line refers to existing coaxial cable (eastern seaboard).
Thin red lines indicate projected cable.
Broken red lines represent relay links.
Facilities

Much is promised about television facilities. But again, as in radio, NBC has the most and the best—now. Studios for every production...mobile units for all outside pick-ups...these, plus trained crews, advanced technical equipment and experienced direction, handle anything in television. Joined by coaxial cable and micro-wave relay (New York and Washington operate on both) are the seven stations of the NBC Eastern Television Network.

Other affiliates receive programs on film until they are linked directly. NBC has always had the top facilities in broadcasting. It has them now in television and it will have them from now on.

NBC...AMERICA'S No. 1 TELEVISION NETWORK

NBC Television Stations

For 1948, thirty-three stations operated by NBC radio affiliates—plus new television affiliates—will beam America's No.1 Television programs to their audiences.

Those audiences, of course, are television's largest. And more television advertisers, network and local, are already identified with NBC than with all other broadcasters.

Here are highlight outlines of these stations...leaders in sight, as they are in sound.

WNBT—New York

Focal point of America's first television network, WNBT's history is practically the history of American television since its inception. Starting in 1928 under the experimental call letters W2XBS, this pioneer New York station was the first practical outgrowth of RCA's famous laboratory discoveries in the field of video. By 1933 the kinescope and iconoscope had both been introduced by RCA, and with them came the first all-electronic system of television—the system now in use in all practical television broadcasting. By January, 1937, W2XBS was telecasting programs with a scanning lineage of 411 per frame, and that same month saw the station's first mobile unit on the streets of New York. By 1941 commercial telecasting had begun under the new call letters, WNBT—with four advertisers standing the cost of programs with 525-line pictures. It was the first commercial television license granted by the FCC—and the first time a television rate card had ever been published. Today, WNBT broadcasts television's finest programming to NBC's seven-station East Coast Network, sports 25 national and local advertisers, puts 28 telecast hours per week on the air, and has recently opened for regular operation the largest and most modern television studio in the world.

WPTZ—Philadelphia

Back in 1932, WPTZ began television broadcasting in Philadelphia as an experimental station—W3XE. Nine years later, under the call letters, WPTZ, it received its license for commercial television, built a radio relay system to New York, and started chain television broadcasting of programs received from that origination point. Last year a reverse relay system was installed, permitting Philadelphia-originated shows to be relayed to New York and farther north. With six-
teen years of television experience, and the first television station in Philadelphia. WPTZ covers an area with a potential audience of 3,306,000 viewers. Over thirty-five thousand sets are already installed in greater Philadelphia—an audience of more than 179,000. Typical commercial “success story”: $24,505 worth of sales for one retailer as the direct result of six quarter-hour “budget” television programs.

WWJ-TV—Detroit

WWJ, one of America’s pioneer AM stations, and a member of the original NBC Network, has again blazed trails in the Motor City with its television affiliate, WWJ-TV. On the air experimentally in March of 1947, commercial operation began as long ago as June, 1947. WWJ-TV now averages more than thirty-two program hours per week with additional twenty hours of test patterns. The number of sponsors has climbed to twenty-one and the population served by the fifty mile picture radius is approximately 4,200,000. In programming, too, WWJ-TV has pioneered with its organization of local amateur groups into the Television Amateur Boxing Association. These groups present weekly ring programs with WWJ-TV underwriting all costs. Currently the station is televising two Tiger baseball games a week and plans to carry two football games per week as it did last fall. Total set population estimated for the end of this year in the Detroit region—50,000.

KSD-TV—St. Louis

The first completely post-war-equipped television station in America, KSD-TV began experimental broadcasting February 3, 1947. Now it averages 66 programs in its 20-hour week and sports 22 current sponsors. Of St. Louis’s 1,500,000 potential viewers, over 50,000 are now enjoying television; KSD-TV, itself, contributed $30,000 in its first year to promote sales of television receivers in its coverage area. KSD-TV is firmly entrenched in the St. Louis picture; several programs each week are devoted to discovering and developing local talent; arrangements have been made with the local school board and colleges for educational features and permission has been obtained to telecast all sports, including major league baseball, with the single exception of professional boxing.

WNBW—Washington

The Capital District’s first television sta-
This month, Gertrude Lawrence delighted critics and audiences with her brilliant starring role in George Bernard Shaw's "Great Catherine," another Theatre Guild presentation in NBC's season of dramatic arts.

Miss Lawrence first played before NBC's cameras ten years ago in June, 1938, with scenes from "Susan and God."

- WNBW—began experimental telecasting in June, 1947, and was licensed for commercial operations the following December—the first post-war commercial television license granted by the FCC. Network video origination point for all important political events, WNBW has fed ten such to NBC's television network since the first of the year and broadcast many more in the Capitol area. With an average viewing radius of 35 miles in all directions from Washington, this NBC-owned station has a staff of 40 people, 5 image orthicon cameras, a fully equipped mobile unit, and facilities for both 16 mm. and 35 mm. film service (the only video station in Washington with both). Twenty-nine national and local advertisers already sponsor a substantial portion of WNBW's 54 time segments and 47 regular programs per week.

**WMTJ-TV—Milwaukee**

Eighteen years ago—in 1930—WMTJ-TV, Milwaukee, began broadcasting experimentally. In December, 1947, commercial telecasting began. And now WMTJ-TV is transmitting an average of 50 programs a week to Milwaukee's 42,300 viewers. The television fare offered has amazing variety—from yacht regattas to spelling bees, from teen-age programs to lobby interviews, all with an eye to luring Milwaukee's 940,728 potential viewers. From WMTJ-TV's 23 current sponsors come many success stories. A local department store dragged 300 viewers to its cosmetic counter after only one announcement offering a sample lipstick.

**WLWT—Cincinnati, WLWD—Dayton, WLWC—Columbus**

When WLWT recently held open house at its "Mount Olympus" studios, more than 32,000 visitors swarmed up the hill to see what was going on. What they saw was one of the country's most advanced television stations. Located in Cincinnati's rich (over $971,000,000) market with 1,330,400 potential viewers, WLWT is now delivering between 25 and 30 hours of programs; and that after only three months of operation. In addition to programs of national significance, through NBC films, WLWT plans strong emphasis on local programs. To this end, they have facilities for taking and speed-developing film, a microwave transmitter for on-the-spot coverage, and a 300,000

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Programs

Top facilities would mean nothing without programs—and in television, too. NBC means America's No. 1 shows...whatever most people watch and listen to most. Regularly scheduled dramatic programs range from musical comedy to melodrama, from classic tragedy to mystery...featured news programs are supplemented by spot news and special events pickups...variety shows are building new names and new acts—and are furnishing today's top showcase for vaudeville's great...sports are beamed to NBC viewers by television's most experienced teams of able sportscasters, engineers and technicians...music turns from the full magnificence of the NBC Symphony to the bright rhythms of swing trios...children are endlessly delighted by programs featured regularly for them alone. These, and the whole expanding scope of television entertainment, are on NBC, now, in 1948.

NBC...AMERICA'S No. 1 TELEVISION NETWORK

cu. ft. studio sound stage, which Variety has compared to a Hollywood studio lot. WLWD in Dayton, with a potential viewing audience of 539,000 and WLWC, Columbus, with a potential of 603,000, are projected for commercial operation October 1. These two new stations, tied in with WLWT, will form a strong local network with close to 3,000,000 potential viewers in a combined two billion dollar market.

WRGB—Schenectady
One of the nation's pioneer stations in television, WRGB continuously developed new techniques of production and staging in video even during the war years. And ample time was given for these many sided developments—for though WRGB began experimental telecasting in November, 1939, that station started commercial operations only in December, 1947. Present viewing audience: 23,000; potential viewing audience: a half million. Averaging 68 programs and 39 hours of telecasting a week (plus test pattern time) this deservedly famed station of the tri-city area operated the first television relay in the United States, originated outstanding new techniques in video, conducts ambitious auditions for new talent, and tops off its commercial endeavors by pulling customers from a 50-mile radius.

KDYL-TV—Salt Lake City
By April's end. NBC-affiliated television reached its westernmost operating point when KDYL-Salt Lake City started experimental telecasting (April 19) under the call letters. W6XIS. With mid-May set for the beginning of commercial operations under the call letters, KDYL-TV, the Utah station currently telecasts nine hours per week and will soon increase its weekly schedule to fourteen or more hours. Located in a valley, surrounded by the Wasatch Mountains, this station's television coverage includes a twenty mile radius of rich territory with a concentrated and prosperous population.

WBAL-TV—Baltimore
WBAL-TV broadcast its first experimental signal in Baltimore, February 20. In March it went on the air commercially. With less than two months of operation under its belt, but with 37 sponsors already, WBAL-TV is luring Baltimore's 32,200 viewers with an average of 77 television programs during a week's 66 hours on the air. The nation's sixth largest market. Baltimore itself has a potential
Originations

Network broadcasting not only offers viewers a full variety of program types, but adds a wide choice of program sources. Just as NBC broadcasters have for twenty-two years proven to be first in radio, so NBC stations are America’s first in television operating experience and programming showmanship. Whether from today’s great talent centers of New York, Hollywood and Chicago, from the news center of Washington or from any point on the network, top programs and important events wherever they occur in network cities are available to audiences of NBC Television—now, in 1948.

NBC...AMERICA’S No. 1 TELEVISION NETWORK

viewing audience of 1,200,000. WBAL-TV regularly programs NBC network shows; it is now carrying on a mass talent search for local programs, having auditioned 730 Baltimorians so far.

KSTP-TV—St. Paul
KSTP-TV began experimental broadcasts in June of 1939 and commercial telecasting a month ago. Now broadcasting an average of 56 programs per week on a 23-hour schedule to Minneapolis and St. Paul’s 30,000 viewers, KSTP-TV estimates the television audience will grow to 135,000 by the end of 1948, a large slice of the 2,000,000 potential. Currently, there are 14 sponsors picking up the chit on KSTP-TV. Regularly scheduled telecasts of Minneapolis baseball games are now being enjoyed by KSTP-TV viewers.

WTVR—Richmond
WTVR recently—April 22 of this year—began commercial operation with five hours of continuous broadcasts. Opening night parties were arranged in dealers’ establishments, department stores and private homes throughout Richmond and, as a result, an estimated 30,000 viewers watched the first programs. Over 1,000 sets have already been sold in the area and orders are pouring in. Now WTVR is servicing Richmond set owners with 12-13 hours of programming each week, with additional programs planned for the near future.

WBZ-TV—Boston
The Hub will have its first television station this month, when WBZ-TV goes on the air with a regular series of programs. It will beam its sight-and-sound entertainment in the field of drama, news, sports and special events to a potential audience of three million viewers in its ½ millivolt contour area. WBZ-TV boasts a 656 foot tower; a seven-relay AT&T microwave system for network programming to and from other stations of NBC’s East Coast Television Network; a well trained staff of technicians and producers, and actual experience in experimental telecasting to the network. Greater Boston reverberated this month with the station’s ambitious talent hunt, and video set dealers are primed for action. Rate cards were released two weeks ago.

KOB-TV—Albuquerque
Deep in the great Southwest, KOB-TV is already buzzing with television prepara-
WASHINGTON—January 1947, President Truman delivers his "State of the Union" message to Congress.

BALTIMORE—An original ballet number for WBAL-TV viewers. Performers are members of Anna Pavlova Company.

PHILADELPHIA—The Army-Navy game of 1947 is televised from Philadelphia’s municipal stadium.

BOSTON—First regularly scheduled program to Boston beamed to NBC. Origination is Boston Fish Pier.

Washington, D.C. All equipment is now on hand for studio and remote programming, and experimental studio production starts this month. Actual transmitting operations will be a fact by the end of the summer. Already in possession of a commercial license, this New Mexico NBC affiliate will televise to potential viewing audience of more than 150,000 even in that area of comparatively sparse population. Explanation: transmitting station will be moved before long to an 11,000 ft. Sandia Mountain peak, affording a 100-mile line of sight in all directions.

WRTV—New Orleans

What promises to be one of the most colorfully-programmed television stations in the country, WRTV, New Orleans, plans to go on the air experimentally in the fall of 1948. Commercial operation will begin in January, 1949—in time for the Mardi Gras. New Orleans offers a wealth of talent which will be thoroughly pictured by WRTV.

WBEN-TV—Buffalo

From the highest point in Buffalo, WBEN-TV has been transmitting experimentally since February 2, commercially since May 14. Already it is broadcasting 14 to 16 hours of television programs every week to Buffalo viewers. Two thirds of the programs are studio or film-originated with the accent on drama. Using local talent. The rest is on-the-spot television relayed with the use of completely equipped RCA field trucks. Soon, WBEN-TV plans added hours of telecasting as the number of viewers in Buffalo’s 1,000,000+ potential grows.

WSPD-TV—Toledo

In June WSPD-TV begins commercial telecasting to the Toledo region’s 400,000 potential viewers. The signal delivered from its 550 foot tower will service northwestern Ohio and southern Michigan’s rich industrial and rural area. Intensive local sports coverage is planned; the American Association home games have already been sold commercially. For its local programs WSPD-TV has gathered together a complete staff of trained, experienced personnel and the latest in video equipment.

WBAP-TV—Fort Worth

Deep in the Heart of Texas, WBAP-TV expects to bring television to the Fort Worth and Dallas areas by August 15th—first experimentally and one month later
As Maestro Toscanini, in his second memorable concert over NBC Television, appeared to some 370,000 viewers in the New York, Washington, Philadelphia, Baltimore and Schenectady areas. (The program: Beethoven's Ninth Symphony.)

on a commercial basis. The potential population to be served is 860,000. A special ground floor television building is now under construction. The main ground floor studio, measuring 45 by 85 feet, will be of a unique drive-through design so that it will be possible to televise under lights the passing of a parade right through the studio. Horses, cattle and automobiles will be driven through WBAP-TV's specially designed western style studio. Two additional studios are planned for more formal programs. The accent in the WBAP-TV picture will be on the Texas way and plans for local talent are well matured. Rising 502 feet in the air, the antenna will be midway between Dallas and Fort Worth and will also be the tallest point between the two cities. Since it is of the sectionized type, should the antenna not be tall enough, it will be hoisted to 800 feet.

**WNBQ—Chicago**

Key station of NBC's mid-western television network, WNBQ will be one of the most important video outlets in the nation when it comes on the air early in September. Shortly after its debut the Chicago station will be linked with WTMJ-TV, Milwaukee; KSD-TV, St. Louis and WWJ-TV, Detroit. These stations will form the nucleus of the network serving the vast middle western region. Eventually they will be linked with NBC's East Coast network in another step toward transcontinental television service. WNBQ's transmitter and antenna will be located on the Civic Opera Building, a Chicago skyline landmark. The entire Chicago engineering personnel has been through a basic television course and a plan is under way whereby WNBQ will exchange production and engineering members with WNBQ, New York, to gain still more experience. Commercial operation of WNBQ is set for October, 1948.

**WDEL-TV—Wilmington**

Experimental operation by November 15 and commercial broadcasting by Christmas are in store for WDEL-TV in Wilmington. A heavy promotion campaign, using newspapers, billboards and dealer cooperation, is projected for early Fall. That television interest is already high is indicated by rapidly increasing receiver sales among the area's 1,730,000 potential viewers.
WJAR-TV—Providence
With its transmitter located at Rehoboth, Massachusetts, WJAR-TV, Providence, will be on the air by the Fall of this year, covering a highly industrialized area with a busy potential viewing population of 1,700,000 ranging through Rhode Island and Massachusetts. This station will make communications history in Rhode Island for the second time when it starts television broadcasting—in 1924 its parent station, WJAR, together with two other out-of-state stations, took the first commercially sponsored program to be broadcast on a network basis.

WMCT—Memphis
With the prospect of experimental broadcasting in August and commercial operation in November, WMCT has already begun an intensive campaign to promote television in Memphis. For the Cotton Carnival, the week of May 10, a large scale demonstration of direct wire television was staged in Memphis' historic Court Square. An estimated 750,000 watched this preview of television. By January, 1949, it is expected that three to four thousand video sets will be in use in WMCT's coverage area.

KNBH—Los Angeles
KNBH, NBC's Owned and Operated station in Los Angeles and Hollywood, glamour center of the nation, is speeding toward operation. Experimental telecasting will begin this summer, with an outstanding schedule of commercial and feature programs planned to start in the fall. Located 5,600 feet above the Pacific on famed Mt. Wilson, the KNBH transmitter will flash images to one of America's greatest population centers—some 3,900,000 in the Los Angeles area with another 1,000,000 potential viewers between San Diego to the south and Santa Barbara to the north. By its very location KNBH will be one of the leading television stations of the nation. In the heart of a great industrial center leading in agriculture, petroleum, aircraft production, motion pictures, fashions, fishing and tourist traffic, KNBH will not lack for local and national sponsors. At the same time KNBH will be able to draw from the greatest talent reservoir in the world—the thousands of Hollywood stars of today and tomorrow and all the experts in writing, production, lighting and photography. From all these sources NBC will originate programs for, in the beginning, a Southern California audience; shortly after that, a Pacific Coast audience; and eventually a coast-to-coast audience.

WNBK—Cleveland
WNBK, NBC's Owned and Operated television station in Cleveland, Ohio, will serve as the network's video anchor between the East Coast and the Middle West. One of the most important Great Lake Metropolitan regions, Cleveland will have much to offer the eventual Eastern-Middle Western network and WNBK will prove an important origin point for many programs of national interest. Plans call for WNBK to be on the air during December, 1948, serving the largest urban population in the state of Ohio. To greet WNBK, it is expected there will be 25,000 television receivers in operation in the Cleveland area by the end of 1948.

WJAC-TV—Johnstown
WJAC-TV promises to flood Johnstown once again—this time with great entertainment. A 165 ft. antenna will be erected at a 2,700 ft. site on Laurel Ridge near Johnstown, and broadcasts will be made on channel 13, with a radiated power of 29,400 watts on pictures, 2,800 on sound. The transmitter and other necessary equipment have been purchased from RCA, and the station is now in the stage of technical planning. Potential viewing audience: 190,000.

WOW-TV—Omaha
Plans have been drawn for the most modern video studios in a new building and WOW engineers have been training for television for months with the finest of technical equipment. The production staff of the new station has also been undergoing extensive training. Experimental telecasts from cameras to receivers via cable have included all types of sports, variety, comedy, news and the gamut of programming. WOW-TV expects to serve a sixty-five mile radius about Omaha in which there are 200,000 city and farm families.

WBRC-TV—Birmingham
WBRC-TV expects to begin experimental operation in October, with commercial telecasting slated for the end of the year. The studio- transmitter location is considered to be one of the best in the country— atop Red Mountain. For its coverage potential of close to a million persons. WBRC-TV plans a heavy schedule of remote telecasts and sports. In anticipation of its debut, distributors in the area are already collecting large stocks of video receivers.

WGAL-TV—Lancaster
November 15, 1948, is the date set for the first test operations of WGAL-TV, Lancaster, Pennsylvania. In time to make pictorial Christmas presents to viewers of the Lancaster region, this station will be operating on a commercial basis as an NBC affiliate. The estimated viewing audience will be nearly 600,000. During the summer general talent auditions will be held and plans will go speedily forward for a variety of broadcasts, including tele-pick-ups of collegiate, cultural and sporting events, city symphony orchestra, baseball and nationally famed cattle auctions.

WAVE-TV—Louisville
WAVE-TV will be on the air commercially within one month after it starts experimentally September 1, with full response from all quarters in the Louisville area—whose potential television audience nudges 600,000. By the end of April all necessary equipment was on hand with the exception of the tower, antenna and micro-wave relay facilities.

KRON-TV—San Francisco
Before the end of 1948, NBC's San Francisco television affiliate, KRON-TV, will be completed and on the air. Assigned to channel 4, its programs will be available to a potential viewing audience of two and a half million people in the San Francisco metropolitan area. Coaxial cable facilities are already under construction along the West Coast to link up this San Francisco station with NBC-owned KNBH in Los Angeles and with other television station points along the coast. And by 1950 KRON-TV will see coast-to-coast television over NBC's national video network. Transmitter location: San Bruno Mountain. Owner of station: San Francisco Chronicle.

WSB-TV—Atlanta
Plans of the Atlanta Journal, owners of WSB, include a new transmitter building for WSB-TV now being erected at the studio site. An especially designed thirty-five foot studio is also under construction. RCA equipment is being used throughout the transmitter building and studio. Both the engineering and production personnel of WSB-TV have been training in television for the past two years. When WSB-TV goes on the air in the fall of 1948 they will be ready to bring to the viewers of the great Atlanta area a complete television schedule of drama, sports, special events and remote pickups.
To viewers, the excitement of great programs . . .
To advertisers, television’s greatest audiences . . .
To affiliates, America’s No. 1 Television Network . . .
To the industry, the standard of sight-and-sound
broadcasting today . . .

A WORKING REALITY IN 1948

THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America
Omaha, crossroads of the nation, claims the headquarters of the UNION PACIFIC, the BIG railroad in the West. And serving the Middle West with the Union Pacific is the BIG radio station, KFAB. To cover a BIG market, in a BIG area, in a BIG way, use the BIG Mid-west radio station, KFAB.

50,000 WATTS
KFAB
Your Columbia Station
OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.
General Manager, HARRY BURKE
STUDENTS LEARN BY RADIO

Formation and Operation of FM School of the Air

In Upper New York Described

By LANSING B. LINDQUIST
Coordinator of Television and FM, WSYR Syracuse, New York, Empire State FM School of the Air

EMPIRE State FM School of the Air, the first FM network set up to serve public and parochial schools, is operating successfully in five Upstate New York cities, with at least two more to be added shortly.

The network operates entirely with WWAG Hornell; WKNP Corning; WHFM Rochester; WSYR-FM Syracuse and WIBX-FM Utica now participating. Soon to join are WKRT-FM Cortland and WHLD-FM Niagara Falls.

The Empire State Group first became interested in school programming when the Rochester School of the Air moved from WHAM to WHFM in September 1947. Paul C. Reed, head of Radio-Visual Education, the Rochester Public Schools, has seen the program through a long and distinguished record of service.

WSYR-FM had already made plans to supply schools with FM-AM radios, and when the Empire State Group heard of the Rochester School, we began to see possibilities in a network service program. In Rochester, the Kiwanis Club gave about 135 radios to schools. In Syracuse, Harry C. Wilder, president of WSYR, gave about 70 sets, and this, added to gifts by the Junior League and others, brought the total of FM-AM receivers in the schools to about 120. Similar plans went forward in Utica and Hornell, and are moving forward in other cities within reach of the network of programs. According to Fred C. Jibson, head of the public relations department of the Syracuse Public School, approximately 7,000 children listen to broadcast in Syracuse.

First Meeting

We called a meeting early in December, after the first Empire School FM Program, last week, to plan the course work. It was actually made Dec. 1 to outline possibilities and discuss problems. Educators and broadcasters from the entire Upstate area were in attendance. We urged broadcasters to hold the school time of 1:30-2:00 p.m. safe from sale indefinitely, so that long-range plans could be followed. Mr. Reed and Max U. Bledsoe of the New York State Education Department urged educators to accept their responsibilities for programming, and Kenneth Bartlett, director of Syracuse University Radio Workshop, outlined tentative plans for a summer school for teachers at the university. This course, when organized, will instruct teachers in the use of educational radio programs for their classrooms.

A Steering Committee was formed to be responsible for scheduling, liaison between stations and school systems, and conformance with curriculum.

The committee quickly saw that educational radio programs for classroom use imposed a double burden on broadcasters. Programs are now planned by educators in the public school systems. As far as possible, they are broadcast by teachers. As broadcasters, we have the responsibility for facilities, and to see that air shows meet broadcast standards of quality.

We are now working out a system whereby to determine the number of students are listening to each broadcast. Of the nine shows now on the schedule, four come from Rochester, three from Syracuse, and one from Utica. The ninth show is produced locally except when the Rochester Civic Orchestra presents a special children's concert, which is on the network. The service runs five days a week for a half-hour a day. As our chain expands each new area will contribute its share, lessening the producing activity in any one community.

Claiming a "first" in these fast-moving radio days is risky business. But we feel that here in Upstate New York we have the first large-scale development of in-classroom radio on a network basis. It is successful, and will continue to be so, as long as it continues on the firm base of cooperation between broadcasters and school authorities. No one is willing to take credit for creating the idea. It seemed to occur to at least four people simultaneously. No member of the cooperative effort has time to worry about the identity of the originator.

We are all too busy keeping ahead of the time demands!

BETWEEN two lovelies is Bob Mason, general manager of WMEN Marion, Ohio, smiling happily over the station's "Weekend at the Waldorf" contest. Among the 30 Founders Day contest winners, was chosen the area's most outstanding senior girl. She and her mother received an all-expense trip to New York, a suite at the Waldorf-Astoria, and Easter outfits. On the left is Carol Reed, one of Madameille Magazine's fashion editors who was chairman of judges for the WMEN contest.
KAGH & KAGH-FM
IN COMBINATION DELIVER
1,156,920 RADIO HOMES
... AT ONE PRICE

The largest billboard campaign in the Pasadena area will promote one of the best buys in the quality Los Angeles market... the combination buy of KAGH and KAGH-FM. Both stations promote FM. The one objective in FM programming is to produce programs so fine that the listener will feel he's missing something unless he's listening on FM. Here's how this combination works...

MARKET
KAGH and KAGH-FM cover the quality Los Angeles market. L.A. is the nation's third largest market for retail sales totalling $2,660,866,000 (Sales Management, 1947). Effective buying income per family is $4,131... well over the national average.

PROGRAMMING
In the great migration West much of today's population in the Los Angeles area retain loyalties to home towns and home countries. KAGH-FM regularly salutes other U.S. cities and foreign countries in hour-long shows. Transcribed salutes are received in return. So fine are these programs that even Prime Minister de Valera spoke during the Irish salute, followed by songs by John McCormack and music by the Irish Symphony.

INTEGRATED PROMOTION
Integrated promotion of KAGH and KAGH-FM will include the most forceful billboard and newspaper campaign in the area. Arrangements are under way with outstanding stars of West Coast radio and movies to appear before the KAGH and KAGH-FM microphones.

RESULTS
KAGH and KAGH-FM in combination today have surprisingly low rates. Together, they offer a valuable sales opportunity in the nation's third market. Ask about our national spot and local successes. Write, wire or call.

RADIO CITY ON A RANCH — Even station facilities are part of our FM promotion. Studios are on a western show place—the sweepingly beautiful Hastings Ranch.

KAGH • KAGH-FM
LUCKY 1300 KC 1000 WATTS — 98.3 MC CENTER OF THE DIAL CHANNEL 252
Pasadena 1, California
JOHN R. RIDER, Mgr.
Parliament Broadcasts a Success

By W. P. GOODWIN

BROADCASTING of debates of the Parliament of Australia have been of far-reaching importance. Previous to inauguration of the broadcasts July 10, 1946, the Parliament transacted its business in seclusion at Canberra, the national capital. Canberra is far removed from the state capital cities, and only a small proportion of Australians have opportunities to visit it, and then usually when Parliament is in recess. Public knowledge of its doings, therefore, was for the average citizen of necessity largely confined to newspaper reports, condensed by space considerations and selected according to news values and newspaper policy.

Now, the sittings of Australia's legislators are projected right into the homes of the great majority of Australians, for there is one radio listening set for about every four persons.

Of the success of the venture there can be little doubt. The people's appreciation both of the entertainment value of the broadcasts and of the opportunity they afford for wider knowledge of what so closely concerns them was shown by a Gallup poll taken last October. This disclosed that six out of every ten persons had listened in at least once to the current parliamentary session. Answers to the question, "Do you think broadcasting from Parliament should be continued, reduced or stopped?" revealed that 64% favored continuance, 5% reduction, 15% cessation, and 16% had no opinion. What amounts to a practically unlimited enlargement of the public gallery of the Australian Parliament followed careful inquiry by a special Parliamentary broadcasting committee, which was able to avail itself of the experience of Australia's sister dominion, New Zealand, where the national Parliament has been on the air with public approval since 1936. The New Zealand debates quickly became popular.

Channels Limited

In presenting the Parliament broadcasts the Australian Broadcasting Commission experienced difficulties, not the least of which was the limitation of available broadcasting channels. This left no alternative to some curtailment of existing programs.

The Australian broadcasting system comprises two networks of the Australian Broadcasting Commission—and 100 other stations belonging to commercial interests. A.B.C., or national, programs contain no advertising and provide alternative programs for different groups of listeners. They are financed from the proceeds of license fees. A pound ($3.20) a year is charged for a single set, ten shillings ($1.60) a year for each additional set.

Commercial stations, on the other hand, derive their revenue from advertisements broadcast during programs. One of Australia's national networks was complete before the war intervened. The other reaches only the capital cities and Newcastle, the iron and coal center in New South Wales. It was decided to limit Parliamentary broadcasts to the uncompleted network in order to avoid interrupting, when Parliament is sitting, the broadcasting of many services to people in country districts. Nevertheless, this network reaches fully two-thirds of electors.

Control of the broadcasting of Parliament is vested in a committee of six members, including the president of the Senate and the speaker of the House of Representatives. The Senate having only 36 members, compared with 75 in the House, its sittings occupy considerably less time. When only the House or the Senate is sitting, the whole of its debates goes over the air. When both Houses are sitting simultaneously, the committee allocates broadcasting time between them.

Technical Setup

Special equipment had to be installed before the Parliament broadcasts could be launched. Tiers of microphones were set up, looking not unlike miniature captive balloon barrage. From a sound-proof control room built in a corner, the whole of the Chamber is visible and here the amplifying equipment is accommodated. A total of 26 microphones—11 in the Senate, 13 in the House of Representatives and one in each of the two control rooms for the announcers—completed the job.

The microphone switching keys and faders are mounted on control panels, inscribed with dia-

(Continued on page 92)
We’ve got more peaches than the whole state of Georgia!

We don’t want to talk anybody down. But there’s a legend about peaches that needs righting.

Spartanburg County shipped 6,342 carloads of peaches last year—a $5,000,000 crop. More than were shipped by the whole state of Georgia!

But the wealth of the Piedmont isn’t in the land alone. Textiles, farm machinery, wood processing and other industries balance the WSPA-Piedmont’s billion-dollar economy.

It’s not surprising, then, that when the Piedmont people go to market they’ve got $1,054,811,000 to spend.

And for the last 19 years they’ve gone to market over WSPA, South Carolina’s oldest station, dominant in 17 counties of the Carolina Piedmont.

Australia Radio

(Continued from page 90)

grammatic plan of the members' seating accommodations in each chamber. The operator switches on the appropriate microphone when a member rises to speak.

The distance of any member from the nearest microphone varies from about three to twelve feet, and the system must be capable of operating satisfactorily from widely varying microphone levels. Disc-recording equipment is provided, and "Question Time" session, with which both Houses usually begin their day’s sittings, are recorded and rebroadcast at 9:30 that evening, when audiences are normally greater.

"Question Time" consists of a maximum of one hour daily, during which members may address questions without notice to any member of the Government.

Each broadcast is prefaced and concluded by a short summary of proceedings by an announcer of wide Parliamentary experience, and the names of speakers are interposed at appropriate moments, as well as occasional short explanations of procedure.

Because of the fuller and more balanced information received through the Parliament broadcasts many more people are now gaining a far wider knowledge of affairs of public importance. This must gradually reflect itself in sounder judgment, since there is clear evidence of awakening public interest in Australia in much that was formerly remote or taken for granted.

Speeches Better Now

On the side of Parliament, too, the broadcasting of debates has had an appreciable effect. Not only has it meant greater care in the preparation of speeches, but it has tended to stimulate particular keenness on the part of members, when the red lights show that the House is on the air. Members are undoubtedly conscious that they now address an infinitely greater audience.

Tangible proof that the broadcasts are effective is afforded by streams of telegrams to members while debates are in progress.

The tendency has been for members to shorten their speeches, to make them clearer and more to the point, and generally to improve their content.

For the first time in Australian history, broadcasting has made the personality, voice and manner of speech of each representative familiar to all who desire to listen. It is certain that whatever its ultimate outcome, the broadcasting of Parliamentary debates in Australia has come to stay.

CALL CUES

IN BROOKLYN it’s "botl"; in Houston it’s KATL. Call letters phonetically pronouncing “cattle” were considered appropriate for the station because of its location—Houston County, "the largest cattle-shipping county in the U.S." The letters are those of Fred Weber, who—

"The Clicks Club, Music That Clicks, Clicks Clock"

Boise has capitalized on the "Gem State" designation with KGE, a fact also gleaned from Mr. McIntyre. From the same source, BROADCASTING is reminded that B. J. Parrish in Pine Bluff, Ark., in the cotton area, has the call KOAL.

"Jack Richards, down at Price, Utah," writes Mr. McIntyre, "is in the heart of a coal producing area. Some years ago I suggested he change his call from KEUB to KOAL." FCC granted the request.

The call, KOPF, at Ogden, Utah, is building "into a real factor," Mr. McIntyre continues. There are large traffic cop signs on the highways promoting the letters.

There must be more stories behind the calls. BROADCASTING is interested, so send them along.
FROM THIS DESK...

THE RESULTS OF SOUND CONSULTING ENGINEERING

A COMPLETE engineering service from site selection to signal. Our organization, founded in 1941 as Ring & Clark, has made reliability the watch word. Experience in planning, allocation, construction and design assures minimum outlay for maximum performance. We invite your inquiry.
and now the new Westinghouse FM 10

1 DRIVER

standard Westinghouse FM 3 Transmitter with all features including "draw-out" MO and MP units.

2 RECTIFIER

six 872A tubes, capable of supplying 5,000 volts to the plates, are normally operated below 4,000 volts for 10-kw output.
Safeguards your investment 4 ways . . .

- For future expansion . . . driving unit for the new Westinghouse 50-kw FM.
- Insures basic investment . . . incorporates the Westinghouse 3-kw FM as its driver cubicle.
- Forestalls obsolescence . . . all key circuits are in two drawers for immediate replacement to allow for new FM developments.
- Keeps you on the air . . . "On call" Westinghouse service, nation-wide.

Here are more Westinghouse FM features!

- replace tubes in a matter of seconds
- "finger-tip reach" for all tubes from FRONT of transmitter
- only one control to adjust output power
- unit cubicle construction
- S. W. R. indicator monitors operating conditions of transmitter line and antenna.

Your Westinghouse Salesman is anxious to give you the full details on the new Westinghouse FM 10. Or, write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.
MAKING DEMOCRACY WORK

By STUART NOVINS
Director of Special Events
CBS Pacific Network

FOR MOST stations, independent or network, the day has departed when the special-events man is concerned only with fires, floods or disasters. True, the special events reporter must be prepared to cover this type of news story but the last few years have indicated that he must put most of his effort into a new kind of radio journalism. And this new type of news coverage is something that can be handled not only by networks with the necessary budgets, but also by the small independent station working on a narrow expense account.

What is this new kind of reporting that has brought special events reporting into its own?

In our CBS Pacific Network operation, we have experimented with several different types of spot news shows and we find the same underlying premise applicable to all. You can't wait for spot news to break; you've got to get out and create your story.

The station can identify itself with its own community by putting its special-events man to work during those long intervals between fires and floods. Here's how it has worked out for us.

Although Columbia has its national documentary unit, we found on the West Coast that we had community problems important to us but not "national" enough in scope to warrant a report by the documentary unit. Consequently, we set out to supplement the work done by the New York documentary unit. We were faced with the problem of doing a show of equal calibre with the network originations, but on a much smaller budget.

Instead of waiting for some big story to come to us, we went to the story. We selected issues that were important to the people of our community. We chose from a long list, those things which we felt should be clarified in order that the people of our community might become aware of them.

We consider the work of preparing documentaries for a new kind of radio news coverage. It is done without editorializing and without hysteria. We do the research, sift the facts, and put those facts before the people.

Perhaps some good examples are documentaries produced by our special events department within the past year. The first was called, "Menace in White," an expose of illegal practice of medicine. It was a one-man assignment. Our reporter decided that the best way to get information was to masquerade as a patient. For weeks, he went to different quack doctors as a patient. Under an assumed name, he gathered the data that was the basis for an hour-long dramatic program.

In this show, because it was broadcast to the entire western region of the CBS net, we went all out with a studio orchestra, a dramatic cast and all the fixes in.

Obviously, it would be unusual for an independent station, serving a smaller area, to equal the budget for that show. But the same show could have been done on a smaller scale in your own community, by the use of spoken report, tape recording, or by using an organ instead of the full orchestra.

Another example was our 30-minute report on the movement of the 200-inch mirror from Cal Tech to Mt. Palomar. This particular show was broadcast over the entire CBS network, but at no greater expense or effort than we would have used if we were a local KNX broadcast because it too, was handled by a single reporter.

Actually, there was very little of spot news importance in the movement of the mirror. It was no more than a truck carrying a load of hardware up the side of a mountain.

But our special events reporter,

(Continued on page 98)
Yes, WHBF delivers the daytime audience in the Quad-Cities—the largest market in Illinois and Iowa outside of Chicago—over 200,000 urban population—four cities nestled together forming one market.

Located 180 miles from Chicago—250 miles from St. Louis—325 miles from Omaha—345 miles from Minneapolis. No outside station adequately covers the Quad-Cities.

Les Johnson, V. P. and Gen. Mgr.
Affiliate of Rock Island Argus
Making Democracy
(Continued from page 96)

LARRY IS THE NAME
Sportscaster in Kansas City
—Finds Parents Like It—

KCKN Kansas City's director of sports, Larry Ray, is proud that two babies have been named after him, but has confessed that he hopes the idea doesn't spread.

First to take on the name was the infant son of Mr. and Mrs. James Naus, Kansas City, Kan., who are baseball enthusiasts. The child was born last August and his crib was promptly placed close to the radio so he could hear his godfather broadcast the Kansas City Blues games.

Mr. and Mrs. Hershel Dillon, Kansas City, Mo., also liked baseball and listened to Larry Ray's play-by-play descriptions all summer. But it was a football broadcast last November, when their first child was born, that led them to select the first name, Larry, to go with Ray, a family name of Mrs. Dillon's.

To each child named after him big Larry Ray has presented an autographed baseball.

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Formerly Colton & Foss, Inc.

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THEN THE SAME QUALITY IS HERE, TOO!

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ALLIED RECORD MANUFACTURING CO., INC.

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NON-FLEXIBLE PHONOGRAPH RECORDS HANDLED SPECIALLY FOR SPEEDY DELIVERY
AUDITING PROBLEMS Handling Radio Station Accounts

By F. C. SOULE, C.P.A., and HOWARD V. SWARTZ, C.P.A.

The principal form of income of a broadcasting station is from the advertisers who sponsor the programs. Since this business is very largely one of selling the advertising, it may be observed that there are a good many plans in most stations under which contracts for time are sold. In fact, it is in this section of the accounts and due to the general intangible character of the service rendered, that we believe most of the problems of auditing peculiar to the regular broadcasting business, will be found.

We have not been able to observe in any instances coming before us procedures in which the total amount of income resulting from any one day’s broadcast. The method used in accounting for revenue by a broadcasting company is described below.

Revenue is created by selling broadcast services to a sponsor. These services include time on the air and the services of an announcer and may include talent, the use of special telephone lines for remote program origination, or the use of news services or reporters. The basic record used in accounting for revenue is the contract with the sponsor.

The contract covers among other things the following items, all of which are essential in determining the amount to be billed to the sponsor:

- Length of broadcast in minutes; the hour of the day when the broadcast is to be performed; the day or days of the week in which the service is to be rendered and the total number of times per week; the total number of broadcasts to be made during the life of the contract is given as a guide to when the time will again be available for sale. The starting date is given and the expiration date.

Special accounting and auditing problems face broadcasting companies. These problems are reviewed by Messrs. Soule and Swartz, based on their joint experience.

Mr. Soule is treasurer of WFLC, Syracuse, and formerly was with Price, Waterhouse & Co. Mr. Swartz is a partner in the firm of Hurdman & Cranston and has been a director of the New York State Society of Certified Public Accountants, of which Mr. Soule is a member. The adjoining comments are excerpts from an article appearing in the March issue of 'The New York Certified Public Accountant.'
Auditing Problems  
(Continued from page 100)

occurring at the transmitter are noted in the transmitter log and are checked back to the control room log and billing records as a separate operation.

The station (control room) logs are checked each day and all sponsored broadcasts are entered in the work book mentioned above. The work book is checked back to the contract card record to determine that broadcast service was rendered as required and that every sponsored broadcast was covered by a contract.

At the end of each month, in the case of ordinary continuing contracts, or oftener as may be required in special cases, or by termination of contract, billings are prepared from the contract card record information. The amount of each billing is entered in the contract companion card and with its analysis in the sales journal.

Billings are posted to individual accounts receivable from the sales journal and the total is posted to the general ledger control account.

The degree of internal control of the broadcast income will be more effective in some stations than in others. The auditor should examine into this feature in each particular case and extend his detailed examination of each step in the preparation of the entry of the income where internal control seems less adequate.

A measure of control of income which does exist and should not be overlooked by the auditor lies in the following conditions:

1. Charges and credits made to the chain broadcasting affiliation may be checked against statements prepared by the office of the chain broadcasting system. These furnish a basis of establishing income from national advertisers through the network.

2. Salesmen for the station entering into contracts with local advertisers, may be compensated by commissions on their customers' contracts. If the commission is paid to the salesman by the station only after the collection of the account from the sponsor, the salesman's commission statement would probably show the broadcast revenue of the month by sponsors whose accounts he services and it would also show payments collected from these sponsors. The commission expense of the station is calculated from the first list and the commissions now payable to the salesman are calculated from the second list. Comparison and reconciliation of these statements will give a measure of confirmation of the local broadcast revenue.

3. Similar conditions prevail with respect to nationally advertised products; the salesman in this case is the station's national representative.

Nothing of unusual nature seems to us to occur in the accounting procedures for expenses of the broadcasting companies. They generally do not incorporate into their accounting records a formal procedure for determining departmental costs or costs by programs, since there are no product inventories during or at the end of an accounting period. Expenses are recorded in a manner calculated to produce understandable analyses for management and for the annual report to the FCC. Informal costs can be prepared from these classifications from time to time as needed.

Replacement policy for tubes and certain other supplies or equipment may be such that inventory records on the reserve supplies may be kept. Often this seems to be unnecessary since quantities held in reserve are relatively small and would not fluctuate extensively from time to time. Therefore, we see no problem, other than the one outlined on accounting for the income, in auditing a radio broadcasting company which might not be found in a great many companies or in any number of diverse industries.

In the classification of general ledger accounts the fixed asset accounts and the reserves for depreciation accounts should permit the information required on the FCC report be drawn off direct. This requires the following breakdown:

TRANSMITTER PROPERTY
Technical Equipment
Transmitter Equipment (Main and Auxiliary)
Radiating Systems
Other Technical Transmitter Property (including Mobile Units and Their Vehicles)
Total Technical Transmitter Property
Non-technical Property
Land and Land Improvements
Buildings
Vehicles, Exclusive of Mobile Technical Units
Furniture and Fixtures

Pure, Cool Water

Drought-Stricken California has at last gotten help—from "dust bowl" Oklahoma, of all places. P. A. Burg, manager of WKY (NBC) Oklahoma City, sent 50 bottles of pure Oklahoma water to several NBC executives and radio stars. The label showed an Indian blowing a rain cloud toward torrid California "... to helpm Gobi Desert No. 2, also known as Sunny California, C. W. R. P. (California Water Relief Project No. 3441)."

FOR A NEW HIGH IN RESULTS
A NEW LOW IN COST-PER-SALE

It's Katherine Kerry on KQW

Have you something to sell to women in the San Francisco Bay Area? Try Katherine Kerry's potent participating program.

Journalist, commentator, fashion expert Kerry's unique, columnist-like coverage of the woman's world provides a perfect setting for your sales message. Guest-speaking at fashion-shows, women's clubs and other gatherings keeps her in the public eye—adds authority to what she says about your product.

Yes, in this multi-billion dollar market it's Katherine Kerry on KQW for sales in maximum quantity at minimum unit cost.

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(BROADCASTING • Telecasting)
YOU CAN FIND NO BETTER EQUIPMENT OR
MORE COMPLETE RECORDING LABORATORY
AND STUDIOS ANYWHERE BETWEEN
New York and Hollywood
than at WFAA

Quality recording has long been standard practice at WFAA, and now WFAA offers to agencies, advertisers and other radio stations the very best in equipment, technical know-how, studios, talent and production for recording.

New Scully recorders plus WFAA's adherence to NAB's recording standards, enables WFAA to offer the finest and most complete high fidelity transcription service.

Agencies and their clients, sales organizations, industrial and business concerns of all types, and other radio stations are finding it both efficient and profitable to let WFAA take care of their recording needs. Suggestions and advice in planning, as well as our complete facilities, studios, and the service of outstanding recording engineers are available. Published Rate Card and full details will be supplied upon request.
The Nation's Greatest Regional Network

Dedicates

The World's Largest Radio-Television Center

ADDRESS: 1313 NORTH VINE STREET, HOLLYWOOD 28, CALIF.
AN EVENT OF HISTORIC IMPORTANCE to the entire radio industry is the dedication of the new Mutual-Don Lee Radio-Video Building, the largest and most modern studios in the world ever built for simultaneous radio (AM and FM) and television transmission.

Engineers estimate the new Mutual-Don Lee Headquarters to be at least 5 years ahead of any network operation in existence. Eighteen radio channels, 8 FM channels and 8 television channels feed out of a 10-ton master control panel, largest such electronic brain in the world.

The 4 vast audience studios, each seating 350 people, contain the world's largest radio stages. In addition, there are 12 smaller studios and over 70 offices and recreation rooms.

Credit for the vision, planning and completion of this functionally beautiful radio center belongs to Thomas S. Lee, President; Lewis Allen Weiss, Vice-President & General Manager; and Willet H. Brown, Vice-President, who cordially invite the radio and advertising professions to preview the new Mutual-Don Lee Headquarters.
CITY'S SUCCESS

By SIMON GOLDMAN

Radio is the ideal medium by which progressive firms and organizations can do an effective public relations job at the local level. Every manufacturer and association needs a good public relations program. But, as in so many other instances, they usually don't realize the extent of this need until someone shows them the light.

WJTN and WJTN-FM have made a concerted effort to educate manufacturers and associations on the need, and secondly, to provide the right radio vehicle to supply that need. The Manufacturers' Assn. of Jamestown had started a complete campaign in 1944. It is still in operation.

The manufacturers decided to 'toss' a "do nothing" attitude in favor of one that would present a real candid picture of industry's role in the community—the stake everyone has in its success.

The original radio campaign, backed up by a newspaper cartoon series, consisted of a 15-minute commentary on Tuesday from 1:45-8 p.m., by Julius King, public relations counsel, author, and lecturer. This series was so successful that another quarter-hour, 1:45-8 p.m. on Thursday, was added, featuring William Joyce, secretary of the association. This program is designed to have more direct approach in the discussion of labor and management problems.

RECENTLY the ABC co-op program, America's Town Meeting, which for a year was sponsored by the local newspaper, was made available and the Manufacturers' Assn. decided it offered an ideal vehicle within which its story could be told on a positive basis during a program which has a reputation for giving both sides of the question complete airing.

To swing it budget-wise, it dropped the Julius King commentary and newspaper space.

The manufacturer or association using public relations programs has three objectives:

1. Selling their organization to the community (public relations).
2. Selling their organization to its employees (employe relations).
3. Recruiting labor for their plant.

The job of showing manufacturers and associations the necessity of public relations on the local level is a difficult one. The public relations idea and its benefits must first be sold and then a radio series built to deliver these benefits. The approach must be carefully worked out. Our plan with firms interested primarily in "pure public relations"—selling their organization to the community and to their own employees—is based along the following lines:

1. Business, particularly industry, is in the position of a man fighting bees. No sting is conclusive in itself, but the effect is cumulative and becomes harder and harder to defend.
2. Business has plenty of sympathetic friends but they appear to be unorganized, inarticulate and inept. Each unit in business must do what it can to save its own position, and if enough units are successful, the tide of attack can be arrested, if not reversed.
3. You are located here, wedded to this community for better or for worse.
4. The stake of this community in your business is just as great, perhaps greater, than your stake in the community. Each member of the community should be aggressive, articulate, militant partisans of your company. They can be made continually aware of their stake in your well-being.

5. Their attitudes can be converted from negative or passive to positive or active.
6. You'll have to do it. If you have the goodwill and championship of your community—will your company by getting the community to really know you, what you stand for, and your importance to them.
7. Your interest in the goodwill toward the community can be established by example and suggestion; it cannot be established by assertion. Once established it must be maintained.

In other words, we give the reasons why a positive program of hometown cultivation should be a continuing policy of every important producing unit in the area.

Business Groups Buy Time

WASHINGTON 6, D.C.

NATIONWIDE drive to convince business and industry of radio's value in promotion of public, customer and employee relations has been started by NAB [BROADCASTING, March 29]. An example of what can be done in a small city by an aggressive station is that provided by WJTN and WJTN-FM in Jamestown, N.Y., live manufacturing community. Manager of the stations is Simón Goldman, who attained chairmanship of NAB's Small Market Stations Executive Committee after conducting a series of regional research projects for the committee.

Then we show how this can be done by the use of radio. The program series must demonstrate the company's interest in and goodwill toward the community and also must educate the community on the importance of the company to local business, city and county and individuals.

Here's where the station must be resourceful. Not every program will accomplish these objectives. The education of its youth is of

George P. Adair
Radio Engineering Consultants

Executive 1230
Executive 5851

1833 M Street, N.W.
Second Floor

Broadcasting • Telecasting

Page 104 • May 17, 1948
For Certified Performance...

**SEAL-O-FLANGE**

**TRANSMISSION LINES**

Performance certified by more than 400 major installations.

Seal-O-Flange Transmission Lines incorporate exclusive features that have practically revolutionized previous concepts of coaxial line installation and operating efficiency. They eliminate special sections—anti-creep devices, anchor sections, differential expansion fittings—completely. Gas-tight seals are attained without the use of torches or painstaking cleaning operations. The only tool required to assemble these lines is a pair of small hand wrenches—an important factor when working on a tower. Seal-O-Flange performance is time-proven in over 400 major installations all over the world.

Seal-O-Flange Transmission Lines are sold by RADIO CORPORATION OF AMERICA and GENERAL ELECTRIC COMPANY. They are distributed nationally by GRAYBAR ELECTRIC CO., and internationally by WESTREX CORPORATION.

**Communication Products Co., Inc.**

Keyport, New Jersey

C-P PRODUCTS ON DISPLAY—
See them at Room 2217, Biltmore Hotel in Los Angeles. NAB Convention May 17 to 21st
City's Success
(Continued from page 106)

primary importance and a radio series which contributes something to the community’s well-being that every man, woman and child will applaud is one answer. Therefore, in two instances “designed shows which were built around youth and in each case they are accomplishing the objective desired.

We have, in addition to the manufacturers’ program, the Art Metal Scholarship Award program Thursday, 8:30-9 p.m., under sponsorship of Art Metal Construction Co.; the High School Radio Workshop from each Sunday, 6:20-7:30 p.m. Tuesday under the sponsorship of the Automatic Voting Machine Co.; and the Julius King commentary, 7:45-8 p.m. Tuesday for the Empire State Mutual Insurance Co. whose home offices are in Jamestown.

Art Metal Show
The Art Metal program, which was the first large scale public relations plan of the company locally, has been most successful. All the objectives have been met and the scholarship award program is a permanent part of the company’s planning.

The Julius King program does for Empire Mutual what it did previously for the manufacturers’ group, except that in this case it’s the Empire Mutual that’s generating the goodwill and getting its story across in a positive manner.

The High School Radio Workshop was worked out in the same manner as the Art Metal program. If equally successful it will also become permanent in the company’s planning.

The group desiring not only to accomplish the pure public relations objectives, but also to bring prospective employees into the plant, is easier to sell because the types of programs offered will draw maximum audiences and at the same time have enough prestige to create the proper attitude for the commercials which are delivered within the program structure. The recruiting of workers requires the same type of selling as a retailer or any other firm who wants “to sell.”

National Worsted
National Worsted Mills of Falconer (suburb of Jamestown) has done one of the finest jobs of using radio to make the community aware of its stake in National Worsted as well as actually recruiting workers. The program started in 1942 when Martin Agronsky was sponsored Monday through Saturday. The program is still on and has been so successful that the Mills added the Barry Wood Show, Monday, Wednesday and Friday, 6:15-6:30 p.m. The primary objective of the evening show is to recruit workers, whereas the Agronsky show is a combination of both public relations and recruiting.

The National Worsted Mills also used heavy space in the newspaper to recruit workers, but the radio campaigns have been so effective that the entire budget has been concentrated in radio with only classified ads used in the newspaper. The mill is at its highest peak of employment since it began operations. And because of its consistent public relations campaign, today the best-known manufacturer in this area.

Labor Series
Another series is sponsored by the Central Labor Council, which presents ten minutes of local labor point of view every Tuesday, 6:20-6:30 p.m. Content and objectives are entirely pure public relations.

The Radio Scrapbook at 7:45-8 a.m., Monday through Friday, is sponsored by Jamestown Retail Merchants Assn. Its objective is to sell outlying communities on Jamestown as headquarters for shopping, working and playing, as well as to create greater appreciation by Jamestowners. The program has been on since 1942.

With industrial firms giving increasing attention to public and employee relations, radio stations owe it to these firms and associations in their area to give professional guidance and show them the way to conduct an effective public and employee relations campaign.

CLOUD MILKING

Rain-Making Experiment
Undertaken by KOCS

NOT CONTENT with sending entertainment through the ether, KOCS Ontario, Calif., recently tried to milk the atmosphere of rain, through dry ice experiments, in response to pleas of drought-plagued ranchers and growers in the Pomona valley area.

The switchboard of KOCS KOCS-FM was swamped with calls of relief-seeking listeners after the stations broadcast a description of a rain-making experiment near Salinas, Calif.

Securing 200 pounds of dry ice from a local creamery and the use of a plane from an airline, Bob Hergonson, KOCS program director, a newspaperman and airline officials flew to 10,500 feet over the parched valley and dropped the dry ice in what appeared to be rain-laden clouds. Cloud domes mushroomed to a height of 1,000 feet above the plane, KOCS reported. Dropping under an ice-laden cloud, the experimenters found no sign of rain immediately, but after circling and passing beneath the cloud again, they encountered a few drops of rain on the plane’s windshield. Returning a few minutes later, the plane was pelted hard by rain, the station said.

All operations during the flight were recorded on a tape recorder and rebroadcast over KOCS and KOCS-FM at conclusion of the experiment.
Represented by THE KATZ AGENCY, INC.

May 17, 1948 • Page II

1. Concentrated coverage in Georgia's 3 major markets
2. Listen to the local programming in Georgia's 3 major markets
3. Dealer loyalties built by local programming in Georgia's 3 major markets
4. Merchandising assistance in Georgia's 3 major markets
5. Available at combination rates

ALL CBS

BROADCASTING • Telecasting

THE GEORGIA TRIO

MAJOR MARKET

5000W 920Kc

ATLANTA

WNIAZ

GM

OFSAT.

MACON

10000W 940Kc

WTOC

SAVANNAH

5000W 290Kc

GEORGIA

NATIONAL

1000W

Night

CONCENTRATED

COVERAGE

IN

GEORGIA'S

3

MAJOR

MARKETS

WGST-ATLANTA

WMAZ-MACON

WTOC-SAVANNAH

ONLY A COMBINATION

OF STATIONS CAN COVER

GEORGIA'S 3 MAJOR MARKETS

OF STATIONS CAN COVER

GEORGIA'S 3 MAJOR MARKETS

OF STATIONS CAN COVER

GEORGIA'S 3 MAJOR MARKETS
LOW-PRICE PROMOTION

BY JACK O'MARA
ABC WESTERN DIVISION

THOSE MUCH-HERALDED citadels of exploitation, New York and Los Angeles, may harbor some great minds and ideas, but today as never before the real heroes in promotion's battle to add listeners and make sales are the men and women in the field who execute promotion in the way that Channel 114 manager Austin Chaney (who since moved to KFBK Sacramento and was replaced by Jim Prior) introduced a couple of simple gimmicks that earned great recognition for the station.

One is a "SOLD" tag, of the type often seen on furniture and appliances on showroom floors. McCready and Chaney simply added three magic words to make the tag read "SOLD—via KUGN Advertising" and distributed these inexpensive tags to local advertisers.

Another is the parking-meter courtesy card, a device probably used before and certainly used elsewhere since KUGN tried it in Eugene. When the city installed parking meters, station salesmen were equipped with coins and instructed to watch for expired meters as they made their calls. In each case they insert a coin in the meter and a card in the automobile, letting the errant driver know that the station saved him a fine.

KUGN doesn't really lose many pennies that way, and the cards cost very little to print.

KUTA in Salt Lake City is a storehouse of effective promotion ideas, not the least of which is the KUTA 570 Klub, product of the fertile brain of Promotion Director Al Thomas. An easily-produced and economical mimeo bulletin goes to 4578 youngsters every six weeks, plugging KUTA kid shows. And every summer Mr. Thomas stages a series of Saturday morning theatre parties for Klub members who can show their badge and membership card, with the theatre providing entertainment and with

(Continued on page 114)

We believe in Music...

Fine music is not a visual experience; that's why we believe that we'll still have our large and discriminating audience when the market is saturated with television sets.

KFAC, Southern California's Music Station, invites you to listen to some of our great musical programs while you're in Los Angeles.

Good Music...

Broadcast to a population of four million, with 5000 watt coverage, is selling the Southern California market. That's proven conclusively by long-term contracts for quality advertisers.

Bullocks, retail
(16 years)

So. California and So. Counties Gas Co.
(7 years)

W. & J. Sloane
(3 years)

Slavick Jewelry Co.
(3 years)

General Brewing Co.
(6 years)

Gateway to Music
(2 years)

And many others.

KUTA
"The Music Station"
FOR SOUTHERN CALIFORNIA

645 SOUTH MARIPOSA STREET, LOS ANGELES 5, CALIFORNIA
HOLLYWOOD WELCOMES YOU

WE'LL WELCOME YOU IN SUITE 2128-2129...

OR AT OUR OFFICES → HOLLYWOOD

NATIONAL ASSOCIATION OF BROADCASTERS
26th ANNUAL CONVENTION
BILTMORE HOTEL, LOS ANGELES
MAY 17-21
WASHINGTON TV
D. C. Set Market
in Boom
WASHINGTON, D. C. today is one of the nation's best video markets from the standpoint of television circulation, according to Irving V. Dalo, sales manager of Southern Wholesalers Inc., regional RCA dealer.

The number of TV sets in operation in the nation's capital is eight times greater than it was a year ago. More than 8,000 receivers are now in private homes.

Close cooperation between the video stations, wholesalers and distributors is considered by Mr. Dalo to be the paramount reason for this rapid and steady growth in Washington. Each is cognizant that circulation gains represent mutual benefits and consequently they have joined hands in promotions efforts, Mr. Dalo says. Unlike the early days of AM, the many television companies and their dealers are actively supporting their new medium by paid time, which is producing excellent cash register results.

When Mr. Dalo joined the electrical appliance wholesale firm in April of 1947, only 645 video sets were in operation.

T-Day was just a short time away when Mr. Dalo came to Washington to gain recognition and acclaim in industry circles for his outstanding work as liaison representative between stations and dealers.

He immediately devised a sales formula to tie in with the opening of WNBW in June 1947.

How He Promotes
Devoting almost as much time to promotion of WNBW and other TV stations as to his own business, he:

1. Organized sales meetings with dealers to discuss the fundamental points of television. Practical demonstrations were given and salesmen were warned to avoid technical aspects of television in their discussions with customers. He suggested that customers be encouraged to tune the sets being demonstrated, in order to simplify video in the public mind.

2. Arranged proper displays in store windows, shops, hotels and other congregating spots. The imprudence of displaying sets in cramped quarters or in disorderly, haphazard fashion was stressed.

3. Started and sponsored full-page newspaper advertisements, with his firm paying one half the cost and the remainder prorated, at about $12 a week, between the 50 dealers in the Washington area. Spot announcements, alternating names and addresses of dealers, were carried on local stations.

4. Encouraged local TV stations to present afternoon programs so that actual demonstrations might be given by salesmen during business hours.

5. Sponsored a video show Local Crowd over WNBW to stimulate parental interest in television. The show features high school students displaying singing, dancing, announcing and other talents.

6. Supported the establishment of a clearing house where would be furnished set sales figures by all dealers, so that advertisers might have a reference on the number of sets in operation and the estimates of the viewing audience.

7. Sponsored two-hour evening sports telecasts, Tuesday through Friday, to reach the public during its leisure hours.

8. Contracted for services of advertising agency to insure volume and quality in promotional efforts.

A heavy backlog now on most models has only inspired Mr. Dalo to intensify his efforts.

He is presently contemplating an elaborate billboard campaign in behalf of his dealers and additional video shows.

Mr. Dalo believes the key to television sales is the simplifying of television in the minds of laymen and elimination of anything which serves to confound the public on matters concerning video.

The owners' policy, which guarantees one year's maintenance of sets and the reorienting of aerials to catch new signals, is considered by Mr. Dalo as "one of our most potent sales weapons." Home demonstrations, which are becoming more popular, are considered essential by Mr. Dalo. "We went through the same thing with radio," Mr. Dalo said, "they want to see how it works in their home—not on the floor." The distributor also believes that more video shows should be designed for afternoon viewing by the housewife.

A Record for KTBS
When it comes to a high Hooper at low cost KTBS Shreveport, La., has found the formula. Its Cowboy Jamboree aired Monday through Friday for an hour and three-quarters starting at 11 p.m. With hillbilly and cowboy music featured the show beat all competitors in the Fall-Winter Hooper according to KTBS. Best part of the whole thing is that since the show started last July only one record has been purchased as far as anyone can remember. All the rest have been donated by listeners or recording firms or have been in the KTBS files so long that no one can trace their origin.
LOWE C. SMEBY
CONSULTING RADIO ENGINEERS


Lynne C. Smeby Consulting Radio Engineers


Low Price

The various kid show sponsors providing merchandise and prizes for the parties. KUTA spends a minimum on this promotion, yet realizes great impact from it. KKEA Los Angeles makes an inexpensive traveling billboard out of a jeep which delivers inter-office ABC mail in Hollywood; in San Francisco Promotion Manager Bob Laws has frequently been able to get station call letters on theatre marquees—a spot no amount of money could buy—when ABC personalities are starred in movies playing the theater.

Station Manager Ralph Miller of KVOS in Bellingham spends very little money but gains much from a mimeo news bulletin prepared in late-morning, distributed at lunch-on clubs and containing, besides news, a plug or two for KVOS shows of that night.

Promotion Manager Chuck Burrow of KEX Portland gets beautiful displays in a jewel-box showcase in station's lobby—but most of the money and time consumed in building the display are spent by advertiser representatives.

But among the most economical and yet most effective of all promotions is that used by General Manager Jim Wallace at KPQ in Wenatchee, Wash. His station has so integrated itself into its community that Mr. Wallace sensibly concludes his program log is news to the community just like an election or sports event. So KPQ news-casts carry the KPQ program log or highlights daily.

Certainly it is in the local stations, always long on ideas but sometimes short on funds, that one finds the greatest promotional ingenuity today. There ought to be more decorations for these unsung heroes, but perhaps the fact that they are winning their promotion battles by adroit and efficient action is enough satisfaction in itself.

Recording Cue

THREE BEEP NOTES give the cue to announcers and control room operators on the new Audiocue Introduction, developed by Dominion Broadcasting Co., Toronto, for use on all types of recorders, including discs, paper, tape and wire. Dominion Broadcasting has taken out Canadian patents for the audiocue and has applied for patents in the United States. Harry S. Goodman Radio Productions, New York, has been appointed United States licensee for the development. Three high notes produced by a timed oscillator are produced on the recording just prior to the announcement, eliminating counting grooves in discs or holding back discs for proper timing. After the third beep the announcer knows he is to go on the air. Recordings produced in Canada for various campaigns in recent months with the new development have met with approval of station men.

WQAM Aids

USING spot announcements and five-minute programs prepared by members of its staff over a 30-day period, WQAM Miami, Fla., received contributions of more than $1,300 from its listeners in a "Care for European Babies" campaign. Supplementing the national CARE drive, which is concerned with obtaining necessities of life for all needy Europeans, WQAM pitched its campaign toward raising funds to buy food and clothing for babies.

CBL-FM Toronto has new RCA self-supporting 4 bay turnstile FM antenna on roof of Canadian Bank of Commerce Bldg. Station now operates with 3-kw RCA transmitter on 99.1 mc.

LOWE C. SMEBY
CONSULTING RADIO ENGINEERS


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CBL-FM Toronto has new RCA self-supporting 4 bay turnstile FM antenna on roof of Canadian Bank of Commerce Bldg. Station now operates with 3-kw RCA transmitter on 99.1 mc.
**AVAILABLE NOW**

**CHALLENGE OF THE YUKON**

Re-creates the stirring era of ambition, adventure and excitement of the Klondike Gold Rush days. Sgt. Preston of the Northwest Mounted Police and his dog, King, fight for law and order in the gold-mad Klondike.

Each half-hour program combines the excitement and drama of "The Lone Ranger" with the suspense, mystery and intrigue of the Frozen North. "Challenge of the Yukon" appeals to every age group. It's a "natural" for alert advertisers. Hear it now on ABC (sustaining) each Saturday, 7:30-8:00 P.M.

**THE CHALLENGE OF THE YUKON**

*Written and Produced by the Creators of...*

**THE GREEN HORNET**

... a favorite for nearly 8 years. As a movie thriller “The Green Hornet” has been second in popularity only to “The Lone Ranger.” While broadcast locally, “The Green Hornet” successfully sold all types of merchandise, from dairy products to men’s shirts. Now it’s sponsored coast-to-coast ABC by General Mills.

**THE LONE RANGER**

... the half-hour program that has built a Hooper ranging from 9 to 12 for over fifteen years. More than ten million people eagerly await the cry of “Hi Yo Silver” three times each week. No half-hour dramatic program has ever topped this record! That’s why General Mills has it coast-to-coast on ABC.

**TREDLE-CAMPBELL BROADCASTING CORP.**

1700 Stroh Building

Detroit 26, Michigan
By LEON FERGUSON
FERGUSON'S RECORD SHOP
MEMPHIS, TENN.

STARTING OFF unknown in a suburban location in June 1946, my record shop developed into one of Memphis' largest within less than a year's time due to the right advertising, mostly on WHHM Memphis, Tenn., 24-hour broadcasting station, and to new merchandising ideas that backed up this advertising.

I had little choice of location but did get on a good suburban street, even though there was little foot traffic in my block, so had to depend heavily on advertising to bring in customers. I started out using a small newspaper ad each week listing the top tunes. Then I heard that another record shop had used a quarter hour weekly on another Memphis station and had built its sales up to around $200 or $250 a week, so I tried a 15-minute weekly program on the same station.

Soon after this program started, Don Lynch of WHHM (which station had only been in operation a short time then) talked with me about using WHHM. WHHM was featuring music practically all day and I thought this might attract more actual record buyers than stations did with their mixed schedules. I started out with two 15-minute programs a week; one featuring Hit Parade records at 5:30 p.m. each Thursday, the other featuring hillbilly and western records at 5:15 p.m. each Friday.

Actually I was spending about 25% of my gross sales for advertising, but I hoped to make this up as my volume developed.

Self-Service

To digress for a moment and explain how I could put so much into advertising: My record shop was designed mostly for self-service, a new idea for this part of the country. Many stores had albums on display but few or no single records. I designed self-service racks for single records and had them built especially.

At the time I started my two WHHM programs, October 1946, four months after opening up, sales were running about $700 or $800 a month. This was all on novular and hillbilly records, as I had no classical stock then. It wasn't until the middle of December that I began putting in classical records and they weren't too plentiful then. However, due to the heavy, convincing pull of my WHHM advertising, I was able to do a $3,100 record business in December 1946.

After Christmas, there was little letdown in sales; they continued running well over $2,500 a month and the WHHM programs continued to draw.

As I was then beginning to develop classical record business also, I decided to try a third radio program. Unfortunately, the only time open on Sunday was 6 p.m. (opposite two strong network shows) and a few weeks' trial indicated results didn't justify this program, so I dropped it. Then in July 1946, when the 11:30 a.m. to noon spot on Sunday was available, I started back with a light classical program on WHHM. My other two programs were:

PUTTING his advertising chips on radio, Leon Ferguson, owner of Ferguson's Record Shop, Memphis, proved that a retailer doesn't have to be a large concern to effectively utilize the radio medium. Deft use of programs on the local WHHM paid real dividends, and here he tells how.

on that station had paid off so well that I thought it best to continue all my radio advertising with the one station. We started off this Sunday program featuring a different operetta each Sunday (some of the operettas then being given at the Memphis Open Air Theatre), then in the fall gradually changed to a little heavier music of the light classical and concert type; what Sigmund Romberg calls 'middlebrow' music. This program has helped me to build up a considerable classical record clientele during the past year, and while it doesn't bring in as many customers as the popular programs, they are usually heavier buyers and more apt to stick. At this time I was spending about $250 a month on radio advertising, plus another $150 or so on newspaper, theatre, telephone and miscellaneous advertising or promotion aids.

In late 1947, the hillbilly program was changed from an afternoon to an evening spot, which drew better, but at the end of the year hillbilly record sales didn't justify this advertising. Whether the cost of living had hit this type record buyer harder than others, I don't know, but hillbilly records weren't doing nearly so well in comparison with popular and classical record sales.

Record sales for 1947 were a little over $35,000, a surprising volume for a suburban record shop that had only opened up in June 1946, and I believe only a few of Memphis' 17 or so record departments and shops did a greater volume. Of the $4,636.47 I spent for advertising in 1947, around $3,000 went for WHHM programs. The balance went into newspaper advertising, a trailer in a nearby (Continued on page 118)
Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. Superior radio engineering demands this same exactness and art.

McNary & Wrathall

CONSULTING ENGINEERS

NATIONAL PRESS BUILDING, WASHINGTON 4, D.C.

Grant R. Wrathall

Resetar Hotel

Watsonville, Calif.

James C. McNary

National Press Bldg.

Washington, D.C.
SITTER PROBLEM SOLVED

By IRVING MARDER

IF THE INFANTS of tomorrow say "Roger and over" before they've learned to say "mama" and "dada," credit Maj. J. L. Wood, formerly of KVI Tacoma and future commanding officer of the Armed Forces Radio Service in Japan. Maj. Wood is the man who crossed radio with baby-sitting.

The major is a resident of Shanks Village, New York (formerly Camp Shanks). Like many other couples in this community of student veterans, the major and his wife were occasionally confronted with the problem of finding a sitter for their two small children when there were not enough sitters to go around.

Maj. Wood fixed things with typical army resourcefulness. He invented the Wood Master Control Baby-Sitting System. Overnight he electrified the baby-sitting industry, with the aid of a few surplus microphones and amplifiers, and the radio experience acquired at KVI in the Army.

Each subscriber to the service is supplied with a microphone placed near his child's crib, and linked with an amplifier in Maj. Wood's home. Each amplifier is labeled with the name of the child under surveillance. If the infant cries excessively or otherwise registers a need for personal attention over the amplifier, an operative is dispatched to the scene from Master Baby Control. As a double-check, a sitter makes the rounds each 20 minutes, always leaving a stand-by at headquarters.

Thus assured of constant attention for their infants, Shanks Villagers mothers and fathers are free to take an occasional evening off, with the knowledge that Maj. Wood's radio trouble-shooters can meet any emergency.

The major, who headed AFRS in Panama in 1948 after serving with a tank-destroyer outfit, is studying at Columbia U. Teachers College before leaving in August for the AFRS post in Tokyo. A regular Army man, Maj. Wood views his contribution to sociology without dramatistics. "It's just a matter of logistics and tactical control," he says.

Auditing Problems
(Continued from page 112)

Other Nontech Property Total Nontech Transmitter Property Total Transmitter Property
STUDIO AND OFFICE PROPERTY
Main and Other Studios Technical Equipment Speech Input Equipment Control Desks, Consoles and Panels Other Technical Studio Equipment Total Technical Studio Equipment Nontech Property Land and Land Improvements Buildings Vehicles, Exclusive of Mobile Technical Units Musical Instruments, Including Piano, Organs and Accessories Furniture and Fixtures Total Nontech and Studio and Office Property Total Studio and Office Property OTHER PROPERTY
Construction Work in Progress Improvement and Replacements to Property Leased from Others and Not Included Above All Other Property Not Classified Above Total Property Other than Transmitter, Studio and Office Property Total All Property

Recently, many stations have been licensed to broadcast on FM, as well as on the regular AM system. Since FM requires special equipment for both broadcast and receiving, the general ledger classification would provide for separate FM fixed property and depreciation reserve accounts, and for separation of certain income and expense accounts between the AM and FM systems of transmission.

Oldsters' Day

DAILY morning audience participation show on WCMB Lemoyne (Harrisburg), Pa., features prizes for youngest and oldest members of the studio audience, but the oldsters got most of the attention one day recently when six members of the Dauphin (Pa.) Cane Club—they all carry canes—attended the program. The six oldsters, all women and ranging in age from 81 to 90, were duly honored by WCMB.
...more than meets the eye

A REPORT ON THE

CBS-TV NETWORK
CBS AND ITS AFFILIATES
IN CREATING A REAL

To those who are deepest in Television, the crucial role of NETWORK Television in the pattern of the future is becoming clear.

NETWORK coverage and NETWORK service are essential in Television—far more even than in Radio—to amortize program costs to the point of making them most quickly profitable to advertisers and stations alike.

AS OF APRIL 15TH (when we went to press with the “score” far from complete)

—THE CBS-TV NETWORK IS NOW SERVING, WITH 3 OPERATING AFFILIATES, 11 CITIES OVER 100,000 POPULATION*

—(and 7 more cities over 60,000 population)*

—THE CBS-TV NETWORK NOW HAS 9 ADDITIONAL AFFILIATES WHOSE TV FACILITIES (ALREADY APPROVED BY THE FCC) WILL SERVE 7 MORE CITIES OVER 100,000

—(and 4 more cities over 60,000)

—CBS AFFILIATES NOW HAVE 30 ADDITIONAL TV APPLICATIONS BEFORE THE FCC, TO SERVE 37 MORE CITIES OVER 100,000

—(and 26 more cities over 60,000)
TAKE THE LEADERSHIP
NETWORK IN TELEVISION

Station operators already know this. That is why the CBS-TV record below—and on the next page—has more meaning than may meet the casual eye.

It not only reports that CBS and its affiliates have taken current NETWORK leadership in Television. It is both a record and a promise that CBS and its affiliates will stay at the top... in Television too.

—29 OTHER CBS AFFILIATES ARE READY TO APPLY FOR TV FACILITIES, TO SERVE 19 MORE CITIES OVER 100,000

—(and 9 more cities over 60,000)

THE TOTAL SCORE of U.S. cities (over 60,000 population) to be served by CBS affiliates who already have or are building TV facilities, and who have applied or will soon apply for them:

74 CITIES OVER 100,000 POPULATION
—67% of all U.S. cities over 100,000

120 CITIES OVER 60,000 POPULATION
—60% of all U.S. cities over 60,000

*The cities indicated throughout this report include only those for which SALES MANAGEMENT estimated 1947 populations: U.S. cities of 60,000 population and over—with the single exception of Stockton, Calif. (58,900 pop.). See back cover for names of cities. All allocations of individual cities into TV service areas are based on FCC standards, as applied by the CBS Engineering Dept.
THE CITIES—NOW SERVED BY THE CBS-TV NETWORK

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>7,454,600</td>
</tr>
<tr>
<td>Newark</td>
<td>443,000</td>
</tr>
<tr>
<td>Jersey City</td>
<td>315,000</td>
</tr>
<tr>
<td>Hempstead Township</td>
<td>285,000</td>
</tr>
<tr>
<td>Yonkers</td>
<td>147,500</td>
</tr>
<tr>
<td>Elizabeth</td>
<td>116,000</td>
</tr>
<tr>
<td>Bayonne</td>
<td>90,000</td>
</tr>
<tr>
<td>No. Hempstead Township</td>
<td>83,400</td>
</tr>
<tr>
<td>Mt. Vernon</td>
<td>75,000</td>
</tr>
<tr>
<td>East Orange</td>
<td>72,500</td>
</tr>
<tr>
<td>Passaic</td>
<td>62,000</td>
</tr>
<tr>
<td>PHILADELPHIA</td>
<td>2,051,500</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>932,900</td>
</tr>
</tbody>
</table>

—IN SERVICE AREA OF NINE ADDITIONAL CBS-TV AFFILIATES

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>CINCINNATI</td>
<td>488,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>466,300</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>420,000</td>
</tr>
<tr>
<td>Louisville</td>
<td>375,000</td>
</tr>
<tr>
<td>Covington</td>
<td>68,000</td>
</tr>
<tr>
<td>COLUMBUS</td>
<td>334,800</td>
</tr>
<tr>
<td>DAYTON</td>
<td>252,500</td>
</tr>
<tr>
<td>Springfield, O.</td>
<td>91,000</td>
</tr>
<tr>
<td>CHARLOTTE</td>
<td>115,000</td>
</tr>
<tr>
<td>BINGHAMTON</td>
<td>97,500</td>
</tr>
<tr>
<td>STOCKTON, CALIF.</td>
<td>58,900</td>
</tr>
</tbody>
</table>

—IN TV SERVICE AREA OF 30 CBS AFFILIATES WITH TV APPLICATIONS PENDING

<table>
<thead>
<tr>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>3,600,000</td>
</tr>
<tr>
<td>Gary</td>
<td>127,500</td>
</tr>
<tr>
<td>Hammond</td>
<td>77,800</td>
</tr>
<tr>
<td>Evanston</td>
<td>70,000</td>
</tr>
<tr>
<td>Oak Park</td>
<td>69,000</td>
</tr>
<tr>
<td>Cicero</td>
<td>68,000</td>
</tr>
<tr>
<td>East Chicago</td>
<td>66,000</td>
</tr>
<tr>
<td>DETROIT</td>
<td>1,185,000</td>
</tr>
<tr>
<td>Dearborn</td>
<td>89,100</td>
</tr>
<tr>
<td>Pontiac</td>
<td>75,000</td>
</tr>
<tr>
<td>CLEVELAND</td>
<td>900,000</td>
</tr>
<tr>
<td>Lakewood</td>
<td>70,000</td>
</tr>
<tr>
<td>Cleveland Heights</td>
<td>64,000</td>
</tr>
<tr>
<td>SAN FRANCISCO</td>
<td>827,400</td>
</tr>
<tr>
<td>Oakland</td>
<td>400,900</td>
</tr>
<tr>
<td>Berkeley</td>
<td>100,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>93,700</td>
</tr>
<tr>
<td>Alameda</td>
<td>89,900</td>
</tr>
<tr>
<td>San Jose</td>
<td>84,000</td>
</tr>
<tr>
<td>BOSTON</td>
<td>766,400</td>
</tr>
<tr>
<td>Cambridge</td>
<td>113,200</td>
</tr>
<tr>
<td>Lynn</td>
<td>105,100</td>
</tr>
<tr>
<td>Somerville</td>
<td>104,500</td>
</tr>
<tr>
<td>Lowell</td>
<td>102,000</td>
</tr>
<tr>
<td>Lawrence</td>
<td>86,000</td>
</tr>
<tr>
<td>Quincy</td>
<td>81,600</td>
</tr>
<tr>
<td>Newton</td>
<td>77,300</td>
</tr>
<tr>
<td>Medford</td>
<td>68,600</td>
</tr>
<tr>
<td>Brockton</td>
<td>65,300</td>
</tr>
<tr>
<td>Malders</td>
<td>60,100</td>
</tr>
<tr>
<td>PITTSBURGH</td>
<td>730,000</td>
</tr>
<tr>
<td>MILWAUKEE</td>
<td>629,600</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>605,000</td>
</tr>
<tr>
<td>Niagara Falls</td>
<td>85,500</td>
</tr>
<tr>
<td>NEW ORLEANS</td>
<td>562,200</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>478,500</td>
</tr>
<tr>
<td>DENVER</td>
<td>375,000</td>
</tr>
<tr>
<td>ATLANTA</td>
<td>365,700</td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>362,700</td>
</tr>
<tr>
<td>ROCHESTER</td>
<td>331,500</td>
</tr>
<tr>
<td>AKRON</td>
<td>284,000</td>
</tr>
<tr>
<td>PROVIDENCE</td>
<td>260,500</td>
</tr>
<tr>
<td>Fall River</td>
<td>115,100</td>
</tr>
<tr>
<td>Pawtucket</td>
<td>77,500</td>
</tr>
<tr>
<td>OMAHA</td>
<td>252,000</td>
</tr>
<tr>
<td>JACKSONVILLE</td>
<td>230,300</td>
</tr>
<tr>
<td>RICHMOND</td>
<td>228,600</td>
</tr>
<tr>
<td>MIAMI</td>
<td>214,300</td>
</tr>
<tr>
<td>WORCESTER</td>
<td>201,500</td>
</tr>
<tr>
<td>HARTFORD</td>
<td>183,500</td>
</tr>
<tr>
<td>New Haven</td>
<td>175,000</td>
</tr>
<tr>
<td>New Britain</td>
<td>75,000</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>178,000</td>
</tr>
<tr>
<td>YOUNGSTOWN</td>
<td>175,000</td>
</tr>
<tr>
<td>Warren</td>
<td>60,000</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td>419,200</td>
</tr>
<tr>
<td>Kansas City, Kansas</td>
<td>140,000</td>
</tr>
<tr>
<td>St. Joseph</td>
<td>87,000</td>
</tr>
<tr>
<td>SOUTH BEND</td>
<td>119,600</td>
</tr>
<tr>
<td>HARRISBURG</td>
<td>86,000</td>
</tr>
<tr>
<td>TOPEKA</td>
<td>81,000</td>
</tr>
<tr>
<td>WHEELING</td>
<td>65,500</td>
</tr>
</tbody>
</table>

*CBS Station Cities in capital letters. Other major cities within TV Service Area in light face immediately following. See footnote on previous page.

pace-setter in NETWORK Television
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**

**NEW ORLEANS**

**A DEPARTMENT OF LOYOLA UNIVERSITY**

**WWL PRIMARY NIGHT-TIME COVERAGE**

**2,000,000 RADIO HOMES**

**50,000 WATTS - CLEAR CHANNEL**

**CBS AFFILIATE**

Represented Nationally by The Katz Agency, Inc.
Limited License
(Continued from page 54-B)

broadcast operators under the proposal, and that these stations now employ 37.7% of the 13,000 first-class operators employed by all stations.

A lively controversy was touched off by FCC's introduction, late in the hearing, of an exhibit showing the number of waivers granted to licensees to permit temporary use of non-first class operators—110 from July 31, 1946, through the end of that year; 19 in 1947, and none this year. So far as Washington FCC officials know, the witnesses testified, there have been no requests for waivers this year.

Coy's Observation
The exhibit prompted FCC Chairman Wayne Coy to observe that it "means one of two things: either that they have plenty of operators out there, or that they have decided not to ask the Commission for a waiver because the chances they wouldn't get it."

Bryce Rea Jr., NAB attorney, insisted that the exhibit did not show how great the demand for waivers might have been except in 1948.

Ray A. Wood, representing New York Local 1212, Radio and Television Broadcast Engineers Union, insisted that the rules should require two men on a watch at a transmitter, that the requirements should include a knowledge of first aid, and that there should be no differentiation between stations on the basis of power "for anything other than market reasons."

Lawson Wimberly, assistant to the international president, International Brotherhood of Electrical Workers, told the Commission that "I don't believe the licensees . . . will avoid putting responsibilities upon [the] lower-class license holder that he should not assume."

In addition to the "limited broadcast-operator license," FCC's proposal would create a "broadcast engineer-operator license," which would be top-ranking, and "broadcast technician-operator license," second ranking.

Chairman Coy gave all the parties until May 24 to submit additional comments on the proposals, and extended the same privilege to the American Communications Assn., which was unable to be represented at the oral argument.

Coloring of U. S. Foreign News Charged by Taylor

FOREIGN NEWS coverage by U. S. correspondents for radio networks as well as newspapers and wire service is colored to a disturbing degree by sensationalism not supported by facts, Davidson Taylor, CBS vice president and director of public affairs, said last week. Mr. Taylor returned to New York early this month from a five-week tour of inspection of CBS outposts in Britain, continental Europe, and the Middle East.

Mr. Taylor indicated he was not referring to one or two isolated cases of irresponsible reporting. He was amazed, he said, at the extent of distortion in the news from abroad.

CBS is sending Red Barber, Bill Henry, and John Derr to London this summer to cover the Olympics. Mr. Taylor disclosed. They will be assisted by the CBS news staff in London, headed by Stephen Laird, who takes over in June as a temporary replacement for Howard K. Smith when the latter vacations.

DON'T FAIL...
TO GET AN AUDITION PLATTER OF
ADMIRAL ZACHARIAS
TOP SHOW
"WORLD INTELLIGENCE REPORT"

WORLD INTELLIGENCE REPORT is a specialized evaluation of facts of vital importance to our people and our future national security.

ORDER YOUR PLATTER TODAY
Write, Wire or Phone
ED HART & ASSOCIATES
1737 H Street, N. W., WASH., D. C.

Page 120 • May 17, 1948
Look Who's Now Available for Sponsorship!

KENNY SARGENT

For twelve years featured vocalist and saxophonist with
GLEN GRAY'S CASA LOMA ORCHESTRA

Running His Own Disc Jockey Show on WHHM

RECORDINGS
Decca
Brunswick
Victor
World Transcriptions

RADIO APPEARANCES
Camel Cigarettes—3 years
Burns & Allen—13 weeks
Fitch Bandwagon
Coca-Cola Spotlite Bands

Check with Forjoe & Co. representatives for spot participations and program availabilities

WHHM --

The Mid-South's only 24 hour Station
Memphis, Tennessee
Like many other major advances in electronics, the development of stabilized (negative) feedback was a direct outgrowth of telephone progress. To produce telephonerepeaters with the necessary gain stability and low distortion, H. S. Black, of Bell Telephone Laboratories, took a sample voltage of the amplifier output and fed it back into the amplifier in opposing phase. Before-and-after effects are shown in simplified form in the accompanying figures.

How Feedback Reduces Distortion
Signal portion of feedback subtracts from input signal. (In practice, input receives additional amplification to maintain original output voltage.) Distortion portion, encountering no opposing voltage in input, is amplified in opposition to distortion voltage arising in amplifier. Hence distortion voltage largely cancels itself out—output corresponds closely to input. Noise originating in the amplifier is reduced in a similar way.

How Feedback Stabilizes Gain
The relations of input, output and gain can be shown as follows:

<table>
<thead>
<tr>
<th>Voltage Gain without Feedback</th>
<th>Total Input</th>
<th>Feedback Voltage (negative)</th>
<th>Net Input (less feedback)</th>
<th>Output</th>
<th>Overall Gain</th>
</tr>
</thead>
<tbody>
<tr>
<td>1000</td>
<td>10.1</td>
<td>10</td>
<td>.1</td>
<td>100</td>
<td>9.9</td>
</tr>
<tr>
<td>500</td>
<td>10.2</td>
<td>10</td>
<td>.2</td>
<td>100</td>
<td>9.8</td>
</tr>
</tbody>
</table>

As shown, the gain of the amplifier stages incorporating feedback can drop 50 percent, with a drop in overall gain of only 1 percent. Hence gain remains virtually constant, regardless of changes in power supply or performance of components.

Users of all line and power amplifiers and all AM transmitters designed by Bell Laboratories and made by Western Electric benefit by these outstanding advantages of stabilized feedback: greatly reduced distortion and noise, virtually constant gain.

Bell Telephone Laboratories
World's largest organization devoted exclusively to research and development in all phases of electrical communications.
While stabilized feedback is now accepted as an indispensable technique in the communications art, actual design of a stabilized-feedback amplifier calls for painstaking mathematical analysis and control of phase and gain characteristics over a wide frequency spectrum. Without such control, feedback may introduce new faults more objectionable than those eliminated. The extensive experience of Bell Laboratories engineers gives to the users of Western Electric equipment assurance that the outstanding advantages of feedback will actually be realized.

Assurance of Quality Performance
As used in all Western Electric Audio Amplifiers (except one-tube pre-amplifiers) properly applied stabilized feedback insures flatter gain-frequency characteristic and automatic suppression of noise and distortion arising from sources within the amplifier. In new loudspeaker amplifiers (which include the output coil within the feedback loop), output impedance is so low that matching to multiple loudspeakers is as simple as adding lamps to a lighting circuit.

Flat Frequency Response
Flat frequency response is maintained in Western Electric AM Transmitters by stabilized feedback actuated by the final radio frequency output. Hence attenuation of high modulating frequencies is virtually eliminated. No hum suppression circuits are needed, because of reduction of noise and distortion from all sources, including final amplifiers.

Stabilized feedback, correctly applied, is just one of the factors in the outstanding performance of Western Electric Amplifiers and AM Transmitters. For full information on all operating features, call your local Graybar Broadcast Representative, or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.
Mullen Leaves NBC
(Continued from page 12)
affected Messrs. Dyke and Kopf, whose jobs remain the same.

That Mr. Trammell was resuming executive responsibilities here-tofore carried out by Mr. Mullen was evident in the president's announcement that all officers and department heads who were not otherwise directed in the new order and who formerly reported to Mr. Mullen would now report to him.

One of Mr. Mullen's first actions, it is expected, will be selection of a general manager for WJR Detroit. The station has functioned under Harry Wijmer, nationally known sportscaster, who has doubled in brass as assistant to Mr. Richards since January, 1947. Whether Mr. Wijmer would continue an assistant to the president when Mr. Mullen assumes his new duties six weeks hence or as assistant to Mr. Richards as the new chairman, remains to be determined.

Changes in the operating alignment of the other Richards stations are not foreseen. John F. Trammell & Mullen

Statements by Messrs. Trammell & Mullen

TEXT of a statement issued by Niles Trammell, NBC president, announcing the resignation of Frank E. Mullen, NBC executive vice president:

"It is with genuine regret that I announce the resignation of Frank E. Mullen, executive vice-president, effective July 1, 1948. Mr. Mullen became associated with NBC at the time of its organization in 1926. He joined the Radio Corporation in 1934, where he was elected vice-president in 1939. In 1946 Mr. Mullen re-joined the National Broadcasting Co. as vice-president and general manager and in 1946 was named executive vice-president. Mr. Mullen has contributed materially to the success of the company during his association with NBC and his resignation will be received with the feeling of definite loss to his many associates and friends within and outside the company."

TEXT of a statement issued by Frank E. Mullen, executive vice president of NBC, upon his resignation from the company:

"My decision to leave the National Broadcasting Co., to which I have devoted almost 25 years of my life, was, of course, a difficult one to make. These years have been fruitful and rewarding to me and I take great pride in the National Broadcasting Co.'s success as the nation's outstanding medium of service to the public."

"I have enjoyed particularly my close association with General David Sarnoff and Niles Trammell and wish to express my appreciation of their constant cooperation and assistance in making my work effective."

"Since I am continuing in the field of broadcasting I am confident that our common aim to be of still greater service to the American public will bring us together on many future occasions. I am deeply conscious of the constant cooperation and loyalty of all my associates and fellow workers in the company and to them I say a special word of thanks and appreciation."

LULU BELLE AND SCOTTY
in a Brand New Sensation

B.I.S.P.
(Built-In-Selling-Power)

ANOTHER MONOGRAM
RELEASE—Write, Wire, Wire, Now for Audition Record

monogram
radio programs inc.
LOWELL E. JACKSON, President
75 EAST WACKER DRIVE, CHICAGO, ILLINOIS
Southern Sales
MONOGRAM BUILDING, NASHVILLE 3, TENN.

BROADCASTING • Telecasting
A BIG SLICE
and it's spread thick!

M A R K E T  D A T A - T O T A L  A R E A

<table>
<thead>
<tr>
<th></th>
<th>Daytime</th>
<th>Nighttime</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$1,571,310,000</td>
<td>$1,199,756,000</td>
</tr>
<tr>
<td>Food Sales</td>
<td>381,428,000</td>
<td>294,214,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>74,505,000</td>
<td>57,054,000</td>
</tr>
<tr>
<td>Net Efficiency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buying Income</td>
<td>1,928,073,000</td>
<td>1,498,039,000</td>
</tr>
<tr>
<td>Gross Farm Dollars</td>
<td>734,422,000</td>
<td>510,694,000</td>
</tr>
</tbody>
</table>

Source: Soles Mgt. Survey of Buying Power, 1947

1½ BILLION DOLLAR MARKET SPREAD OVER TWO STATES

You've got to think in big terms when you think about KWFT! Here's what we mean. If you take our BMB Audience Coverage Map and match it with the latest Sales Management "buying power" figures, you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

THE TEXAS-OKLAHOMA STATION
WICHITA FALLS-5,000 WATTS-620 KC-CBS
NEW PI DEALS

PER INQUIRY offer has been submitted by executives of an NAB member station to "only one station in a town" on behalf of Calsdol Tablets. It is one of a series of PI deals submitted recently to stations.

Making the offer is the firm of Connor & Campbell, radio advertising agency with offices in the WBRC Bldg., Birmingham. Officers of the agency are Leslie W. Connor and Don D. Campbell, co-commercial managers of WBRC.

NAB told BROADCASTING, in response to an inquiry, that the association is historically opposed to PI and free time deals. Resolutions to this effect have been adopted by NAB conventions, the board and Sales Managers Executive Committee.

The Connor & Campbell letter, signed by Mr. Campbell, says:

"When I tell you we have the hottest PI that ever hit the air, don't take my word for it ... Calsdol tablets will be ready to start rolling good hard cash into your bank account in about 30 days. A tried and tested campaign is now ready to turn your open time into a proposition that will net you 'better than your general rate'.

"The deal is clean-cut. Calsdol tablets come in two sizes—100 tablets for $2. Economy size bottle of 200 tablets for $9. You make 50c on the $2 size and $2.25 on the $9 size. The Calsdol Co. is a trade name of the Veltex Co. of Birmingham."

Another proposal from a broadcasting executive, Edwin A. Kraft, has been submitted by Northwest Radio Adv. Co., Seattle, of which Mr. Kraft is president. He has been interested in station ownerships in Alaska, according to FCC records.

The Northwest proposal says, "We are looking for hot mail producing spots and will appreciate any suggestions you have to offer. At present we are using around 250 stations for several accounts calling for direct mail orders. This is very lucrative business, and on many stations of the country provides the backbone of monthly revenue. Whether or not you can and do produce large mail response, is in a large measure determined by your own station policies, and we have no desire to persuade you to change those policies. We handle no other type of business. We believe we know something about this particular type of broadcasting, and we would thoroughly enjoy working with you to add substantial billing during the spring and summer months."

"Summer hiatus" opportunity submitted to stations by R. J. Potts-Calkins & Holden Adv., Kansas City, covers an offer for a book of floor plans of ranch-house style homes. According to Gene W. Dennis, radio director:

"This is a high-type offer that will in no way impair the prestige of your station. We will pay 25c on each $1 order. ... This PI opportunity is offered on an exclusive basis in each market. Stations that prove themselves with sufficient mail returns will be given the opportunity to take the orders on straight-time contracts."

Timely News Photos Inc., 165 Broadway, New York 6, N. Y., announces it is "engaged in the business of publishing radio stations without charge to the former for reciprocal advertising of a limited nature by the radio station for local merchants in your broadcast area."

According to A. H. Tate, of the company, the plan includes a news picture display service which is sold to merchants. These displays usually carry the call letters of the radio station, including radio station copy, according to the letter.

Agency Claims

Shaffer Brennan Margulis Adv. Co., St. Louis, claims to handle "what we believe may be the largest volume of mail order radio advertising in that country," listing seven major stations. The agency says, "If you are interested in mail order advertising, and can produce a satisfactory volume of returns, we can give you a nice volume of business."

The Ball Clinic, operated in Excelsior Springs, Mo., by Dr. Ball's Health School Inc., wants "to give away our free book on rheumatism to listeners of your station, and will pay you 50c net per inquiry."

Mr. Hodgins, advertising manager, adds, "We have nothing to sell as we do not prescribe or treat by mail—we do want all sufferers from rheumatic conditions to read our books."

SINN HEADS ZIV'S TV FIRM: TWO JOIN STAFF

APPOINTMENT of John Sinn as president and the addition of two staff members were announced last week by Ziv Television Programs Inc., wholly-owned television subsidiary of the Frederic W. Ziv Co. (Cincinnati, New York, Chicago, Hollywood).

Mr. Sinn has been associated with the Ziv company for ten years. He has been executive vice president in charge of radio production, sales and merchandising for the firm for the last six years.

The two additions to Ziv Television Programs, which produces films for use on television exclusively, are Donald Jacques as operations manager, and Saul Shames as librarian. Mr. Jacques will work under his twin brother, Robert, head of Ziv's television film department.

Mr. Sinn commented that the rush of new television business had necessitated the personnel additions.

NAB Member Makes Offer

The Connor & Campbell proposal states:

"The offer is for the month of June. We have not solicited business from your station. The offer is to make the station aware of the possibilities. We are making our offer to our entire list of stations.

"Another important feature of the offer is that the agency agrees to handle the business. We will see that your accounts are taken care of. We will have a proposition ready to start rolling in about 30 days.

"The deal is clean-cut. Calsdol tablets come in two sizes—one 100 tablets for $2. Economy size bottle of 200 tablets for $9. You make 50c on the $2 size and $2.25 on the $9 size. The Calsdol Co. is a trade name of the Veltex Co. of Birmingham."

Another proposal from a broadcasting executive, Edwin A. Kraft, has been submitted by Northwest Radio Adv. Co., Seattle, of which Mr. Kraft is president. He has been interested in station ownerships in Alaska, according to FCC records.

The Northwest proposal says, "We are looking for hot mail producing spots and will appreciate any suggestions you have to offer. At present we are using around 250 stations for several accounts calling for direct mail orders. This is very lucrative business, and on many stations of the country provides the backbone of monthly revenue. Whether or not you can and do produce large mail response, is in a large measure determined by your own station policies, and we have no desire to persuade you to change those policies. We handle no other type of business. We believe we know something about this particular type of broadcasting, and we would thoroughly enjoy working with you to add substantial billing during the spring and summer months."

"Summer hiatus" opportunity submitted to stations by R. J. Potts-Calkins & Holden Adv., Kansas City, covers an offer for a book of floor plans of ranch-house style homes. According to Gene W. Dennis, radio director:

"This is a high-type offer that will in no way impair the prestige of your station. We will pay 25c on each $1 order. ... This PI opportunity is offered on an exclusive basis in each market. Stations that prove themselves with sufficient mail returns will be given the opportunity to take the orders on straight-time contracts."

Timely News Photos Inc., 165 Broadway, New York 6, N. Y., announces it is "engaged in the business of publishing radio stations without charge to the former for reciprocal advertising of a limited nature by the radio station for local merchants in your broadcast area."

According to A. H. Tate, of the company, the plan includes a news picture display service which is sold to merchants. These displays usually carry the call letters of the radio station, including radio station copy, according to the letter.

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KSEL'S CASH-REGISTER-ABILITY

One Account states . . .

"... . . . concerning results we have obtained thru advertising over KSEL. Perhaps the answer is best evidenced by the fact that we continue to use your station, just as we have for the past several months."

The aggressive merchants of the South Plains, who are very sharp business men, buy the medium which produces buy-
er. You're invited to survey our accounts concerning KSEL's cash register ability.

Test campaigns invited—prefer difficult type

KSEL 950 KC

LUBBOCK, Texas

HAL HOLMAN, National Representative

BROADCASTING • Telecasting
CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA VIA WMT

Listerine . . . to make 'em mouth happy
Abe Burrows . . . to make 'em laugh happy

WMT To Make 'em RESULT Happy

Abe Burrows regales the Saturday evening audience with his special brand of laugh-type music and satire. WMT provides the exclusive Eastern Iowa outlet for this fine CBS show.

It's another on the long list of programs that command loyal listeners in the double-barreled market that is WMTland. Advertisers get results on WMT because their programs get heard by prosperous farmers and workers in Iowa's booming industries . . . a potential audience of 1,131,782 (within the 2.5 MV line) raring to become product-purchasers. Get the complete data from the Katz Agency man . . . and get results on WMT.
What the American Broadcasting Company did in experimental television work ... When ABC will have a coast-to-coast television network ... Who is in charge of television operations at ABC.

A timely progress report on TELEVISION from the American Broadcasting Company

According to the Radio Manufacturers Association, the production of television sets is now approximately 35,000 sets a month. And the rate of production is increasing. This means that television is already well out of the baby stage. By the end of 1948, the number of homes in several American cities that are reached by television will be as numerous as those reached by important metropolitan newspapers.

In New York City, for example, it is estimated that there will be 400,000 sets in use this year. With a conservative estimate of 5 viewers per set, this means a total New York audience of 2,000,000. And in other cities, it is an audience of proportionate size. Television, then, has arrived.

Where does ABC stand?

ABC's television operations began in 1945. During its experimental stages, ABC was producing more commercial programs—in more cities—for more sponsors—than any other network. These operations have now expanded into the firm nucleus of a coast-to-coast television network. ABC has at the present time, either owned or affiliated, TEN television stations: owned and operated stations in NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES and affiliated stations in PHILADELPHIA • WASHINGTON, D. C. • MINNEAPOLIS • SAN DIEGO • NEW ORLEANS.

ABC is currently negotiating with ten other licensees who have stations that are already on the air or are under construction. ABC expects to have a total of at least 30 television affiliates by the end of 1948.

Already a network

On Sunday, the 18th of April, ABC inaugurated its regularly scheduled television programming on an Eastern regional network. The cities: New York, Philadelphia, Baltimore and Washington. The program: "On the Corner" with Henry Morgan. The sponsor: Admiral Radio Corporation. This was the first in a series of many features programmed by Charles Barry, v.p. in charge of radio and television programming. As many as 15 hours a week of regularly televised programs will be broadcast each week during the summer ... in addition to the special programs from Philadelphia during the Republican and Democratic conventions. "Our intention," says Robert Kintner (exec. v.p.), "is to increase programming steadily, first on an Eastern regional network, then on Midwestern and Pacific Coast networks, and, finally, to connect these networks into one national network with origination points in the key cities."
New York. At present ABC has a working agreement with television station WATV in Newark to use that station for telecasting ABC programs in the New York area . . . and WABD is also available at certain times for ABC programs. Construction of ABC's own station, WJZ-TV, is underway. The station will be on the air in August . . . originating from the most unique new television studios in the nation! Until August most ABC television programs will originate from WFIL-TV, Philadelphia.

Chicago. On the air, September, 1948. The transmitter site is atop the Civic Opera Building.

Detroit. On the air, October, 1948. From the Maccabees Building.


Los Angeles. December, 1948. From atop Mount Wilson. All of these key ABC stations will occupy Channel 7, which is in the middle of the television dial and is the first channel in the higher frequencies.

All-important cities

ABC's grants in these five key cities are of tremendous importance. Here are the major markets in the land. And here, too, (in New York, Hollywood and Chicago) are the great origination points for talent. ABC's firm foothold in these all-important centers is the foundation on which the network is expanding.

Top television men

ABC's fast-growing television department is one of the best-trained groups of video experts in the country. They are men and women who have had long years of practical experience in television (and radio). They are geared for full-schedule, nationwide television. To mention a few:

Paul Mowrey, National Director of Television. His position as perhaps the best-known figure in television has enabled him to assemble an outstanding staff.

Richard Rawls, Manager of Television Operations. Formerly manager of television studio operations with CBS. Following a management career in the theatrical and motion picture fields Rawls has had 9 years in television.

Lawrence R. Algeo, Jr., Eastern Television Program Manager. Five years in writing, directorial, acting, production capacities at General Electric's WRGB. Working with him are such veterans as Richard Goggin, recently television program director with WFIL-TV, Ralph Warren, formerly television director with CBS, Bobbie Henry with 9 years in television.

Burke Crotty, Director of Television News and Special Events. Eleven years with NBC television. Later television director of WMAL-TV, Washington, D.C. Generally regarded as one of the most experienced men in television today . . . an acknowledged expert on remote pickups.

Charles Holden, Television Production Manager. Formerly production manager for CBS television, supervising scenery, lighting, props, costumes, make-up for nearly 3000 shows.

James McNaughton, Television Art Director. Four years NBC television, 2 years CBS television, 2 years head of production for WATV.

Marshal Diskin, Director. Six years with CBS television, during which he handled camera work on 2800 shows.

Tops in Programming

And, almost as important, we also have long years of radio experience behind us, too. Television will differ from radio in that power will not be a competitive factor: all stations will have more-or-less equal strength and will compete almost entirely on the basis of programs.

In radio, ABC has been outstandingly successful in programming. For example, the network's new type of daytime programming has won millions of listeners for the network, has revolutionized daytime radio fare. The same programming skills that helped make ABC the ONLY network last year whose ratings substantially increased will play a vital part in developing top-notch entertainment on ABC-TV.

It adds up to this

There have been three stages in the growth of television: 1) experimental, 2) engineering, 3) operating. We are now entering (at full speed) the third stage. If it is true that facilities, experience and programming are the factors that will spell success in television, then it is obvious that ABC will play a dominant role in the development of this great new medium.
Mullen Leaves NBC
(Continued from page 132)

-cultural director, to second in command of the nation's first network, eminently qualify him for the presidency of the three major market stations controlled by the Richards family.

Frank Ernest Mullen was born on a farm near Clifton, Kan., on Aug. 10, 1896, the son of a county judge. He went to school in South Dakota, and selected a career in "agricultural journalism" by enrolling at Iowa State College at Ames. He graduated in 1922. Two other figures prominent in radio matriculated at the same school—Frank M. Russell, NBC vice president, and Harry C. Butcher, owner of KIST Santa Barbara, Calif., former CBS Washington vice president, and Gen. Eisenhower's naval aide (as a Captain in USNR) during the war.

Mr. STROTZ

In 1923—one year out of college—Frank Mullen joined the Stockman and Farmer, an agricultural weekly in Pittsburgh, and promptly was assigned to producing a radio program for KDKA, which three years earlier had gone on the air as the first regularly licensed station. He was identified with the handling of the first "network" programs carried over KDKA, WEAF and WJZ, and in 1925, when NBC was formed, he arranged for its first agricultural broadcasts. The following year he was with NBC as Chicago manager, and in the same year he originated and produced the National Farm and Home Hour for the network.

In 1934, Mr. Mullen was appointed director of information of RCA by David Sarnoff, and in 1939 he was elected a vice president of RCA in charge of public relations, publicity and advertising. The following year he was elected vice president and general manager of NBC, serving under Niles Trammell, who had been his chief and co-worker as vice president in charge of NBC's Central Division, headquartered in Chicago.

Mr. Mullen relinquishes, in addition to his executive vice presidency at NBC, a directorship in the company, and in Radiomarine Corporation of America and RCA Institutes Inc. He is married, and has three sons, Russell, of college age, and Frank Jr., and Peter.

Illness Causes Move

Mr. Richards, a self-made man, and a strongly opinionated one, became ill a decade ago, and his doctors recommended the mild California climate. He has made periodic trips to the Middlewest, but generally has left operations of the stations, other than KMPC, to the managing heads.

George Arthur (Dick) Richards was born in Crete, Ill., in 1889, and began supporting himself as a youth. In 1911, he became a salesman for Firestone, and a year later was branch manager in Columbus. In Detroit, from 1917 to 1921, he was top tire salesman in the nation for Firestone.

From tires he went to automo-

(Continued on page 133)

CKLW makes 'em REACH* for your product in the Detroit Area

*You'll reach more buyers for less because CKLW has the lowest rate of any major station in this market!

J. E. Campeau, President

5,000 Watts Day and Night • 800 kc. • Mutual Broadcasting System

Mr. MacDONALD

Page 130 • May 17, 1948

BROADCASTING • TELECASTING
YOU CAN REACH CONSUMERS, DISTRIBUTORS, AND RETAILERS ALIKE WITH ONE MEDIUM - KSL - IN AN AREA OF 1,049,800 PEOPLE, THE HEART OF THE GREAT KSL MARKET. THIS AREA, WITH RETAIL SALES OF 695 MILLIONS; IN WHICH 50 TO 100% OF THE PEOPLE* LISTEN TO KSL REGULARLY IN THE DAYTIME, COINCIDES ALMOST COUNTY FOR COUNTY WITH THE SALT LAKE WHOLESALE DISTRIBUTION AREA.

KAY S. SELL

*Kay S. Sell

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
Mullen Leaves NBC
(Continued from page 130)
biles and in 1925 his Richards-Oakland Co. became a radio adver-
tiser with two weekly 15-minute programs over WJR Detroit, then a
5,000 w part-time station owned by Jewett Radio and Phonograph
Co. The Jewett company went broke and Mr. Richards bought
WJR in bankruptcy for "under $100,000." The station soon became
one of the most successful independently-owned operations in the
country, and has been a fulltime clear channel 50,000 w outlet since
1938.

Afterward, he purchased two part-time Ohio stations and merged
them into WGAR Cleveland. The station, managed by John F. Patt
from the start, began operating
with 50,000 w in July 1947. He
originally purchased KMPC in 1937
then a 500 w daytimer. Now the
station operates 50,000 w day and
10,000 w night, and holds a con-
struction permit for 50,000 w full-
time.

Mr. Richards feels so strongly
about freedom of speech as vital to
America that he designed a figure
he calls "Free Speech Mike," which
he uses as the trade mark of his
stations.

The Richards maintain their
home in Beverly Hills. Their
daughter, Rozene, a graduate of
Stanford, is now on the staff of
KMPC.

Mr. Strotz joined NBC in 1933
as manager of the program and
artist service of the central di-
vision. In January 1939 he became
manager of the division succeed-
ing Niles Trammell and in De-
ember of the same year was ap-
pointed a vice president. In Oc-
tober 1940 he went to New York
in charge of the program depart-
ment and in less than two years
was put in charge of the Western
Division.

Mr. MacDonald joined NBC in
1935 to install a cost accounting
system and became budget officer.
Three years later he was assigned
to the radio recording division as
business manager. When the Red
and Blue networks were separated
Mr. MacDonald moved up to the
executive floor of NBC and became
a right hand man to Mr. Mullen.
He was made a vice president in
December 1942. He was later ap-
pointed an administrative vice
president in charge of the control-
ler's, treasurer's, budget, general

Mr. Kersta was employed by
NBC in 1932 as a clerk in the au-
dience mail division. Concentrat-
going on television he continued even-
ning classes in engineering at New
York U. and later left the network to
study at the Massachusetts In-
hstitute of Technology. In 1935 he
came back to NBC to develop tel-
evion, FM and facsimile plans.
Through gradual promotions he
became a member of the president's
executive staff and in 1939 when the
network set up a television depart-
ment he became assistant to the
vice president in charge, Alfred
H. Morton. After serving in the
Marines during the war he re-
turned to NBC in 1945 as man-
ger of the television department and
when top level duties were re-
aligned in September 1947 was
placed in charge of the network's
broadcast operations of the ex-
anding television division.

Smith's Back ground

Mr. Smith started with NBC
Washington as an announcer in
1931. During Roosevelt's adminis-
tration he was NBC's Presidential
announcer. He became assistant
manager of WRC and WMAL
Washington when WMAL was a
member of the Blue network. In
1942 he was made manager of
WRC and in February of this year
was made manager of the
NBC television department with
headquarters in New York.

Jones Quits Buchanan

MARTIN JONES has announced
his resignation as radio director
and vice president of Buchanan
Agency, New York, a $50,000-a-
year position, to form his own tel-
evion packaging firm. His first
production will be False Witness,
a half-hour show valued at $5,500
weekly on a 13-week contract. Mr.
Jones first produced and directed
the program in 1945. No replace-
ment has been named at the agency
as yet.

The Local Touch

gets results!

Attention to local news and events,
programming that serves the com-
munity, knowledge of what the
home folks like...that's all part of
the local touch. WGST has it.

WGST
ATLANTA
5000 Watts Day
1000 Watts Night

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

BROADCASTING • Telecasting
HAVE YOU A CONSTRUCTION PERMIT FOR TELEVISION?

To Furnish a More Complete Television Service

We are pleased to announce

Daniel O. Hunter

... that Mr. Daniel O. Hunter has joined our staff. Dan Hunter, formerly Chief Engineer of WMAL, WMAL-TV and WMAL-FM, key stations in the Nation's Capitol, is a graduate radio engineer with extensive television broadcast engineering experience having had direct charge of the installation and operation of WMAL-TV. This television station on Channel No. 7 is the first one to begin regular operation in the upper part of the television band.

Mr. Hunter's unique experience in the television field particularly qualifies him to assist Jansky & Bailey clients with the many technical and operational problems with which they will be confronted in activating their television construction permits. The addition of Mr. Hunter to our staff augments the service we have already been rendering our clients in connection with the preparation and filing of television applications.

We can prove to you that proper engineering guidance in the selection of equipment, studio and station installation planning, and training of technical personnel, will result in greater efficiency and substantial savings.

JANSKY & BAILEY

Consulting Radio Engineers

National Press Building, 1339 Wisconsin Avenue, N. W.
Washington 4, D. C.

May 17, 1948  Page 13
To commemorate the Louisiana Purchase the Jefferson National Expansion Memorial proposes this development of the St. Louis river front. Central feature of the plan as conceived by Eero Saarinen and Associates is the illustrated stainless steel arch rising majestically to a height of 590 feet — symbolic of St. Louis “gateway to the west.”

The arch is to be equipped with an elevator to take visitors to an observation corridor at the top. The plan also includes the preservation of old landmarks, landscaping and construction of memorial buildings.
Serving the Gateway to the West

630 K.C. - 5000 WATTS - FULLTIME - ST. LOUIS 1, MO. - WESTNUT 3700

Owned and operated by the St. Louis Star-Times - Affiliated with the American Broadcasting Co.
Represented by John Blair & Co., New York, Chicago, St. Louis, Detroit, Los Angeles and San Francisco.
**Editorial**

**Democracy at Work**

THE NAB is a democratic organization. It exists, the lads at headquarters in Washington will tell you, and carry out the wishes of its members. Yes sir, it's a service organization.

We think that's swell. But there's one thing that strikes us as just a mite odd. Why is it that a democratic organization like the NAB, which stands firmly for free radio, free speech and the right of every man to have his own opinion, has arbitrarily decided through its board to hold all future conventions in the spring in one city, Chicago?

Chicago's a fine place. It's in the middle of the country, with important radio contacts, adequate hotel and entertainment facilities. Personally, we're for it, but we believe in majority rule.

It's just that less than a year ago a BROADCASTING TRENDS poll of station managers showed 76% wanted the annual meeting in a different place every year. Only 14% voted for the same place each year, and 37% favored with, only 28% espousing a spring meeting. Of course, the Atlantic City fiasco may have had a depressing effect upon resort sites.

What did the management of this little cog? Did they remember the station managers' mandate when it voted for the Chicago meeting? Did high echelon executives on the NAB staff influence the decision? Or is it another complex of a few deciding what they think is "best" for the majority?

We're just curious.

**FCC's Little Lamb**

IT WAS inevitable that Congress some day would catch up with the rather bizarre dealings at the FCC in favor of left-wingers. This is manifest in the blast by Representative Hébert (D-La.) against grants to Edward Lamb, Toledo attorney and owner of WTOD, as well as holder of six authorizations for TV and FM.

For months we have called attention in these columns to these untoward and oftentimes unexplained actions. The FCC legal staff has been uncommonly pernicious in getting the Commission to smile benignly on the radical elements, while raising unholy Ned with corporate applicants or licensees, notably those identified with newspapers.

This is not to condemn all seven members of the present FCC—five of whom have served two years or less. Nor is it an indictment of all of the Commission's lawyers. It is a reflection upon—or a compliment to—that small clique of lawyers and so-called experts and economists who have trumped up these situations and sold them to the Commission, largely through the offices of Comr. Clifford J. Durr, the Alabama Democrat whose term ends June 30.

The FCC complains it is overburdened with work and is understaffed. Most of that burden has developed in the artificial stimulation of crusades in the broadcast field.

Many of the FCC troubles, we venture, will evaporate with the departure of Stormy-Petrel Durr. For then the long-haired boys in the back room won't have their Charlie McCarthy on the Commission talking out of the left side of his mouth.

**Hearts & Flowers**

JIMMY PETRILLO's public relations—nil a few months ago—now are the best.

He called on President Truman 10 days ago. He talked music and his "free concerts" paid more than the Taft-Hartley outlawed royalties derived from recordings and transcriptions. He had a hand-out all prepared, which made it easy for the newsmen covering the White House to write their sprightly little pieces with nary a mention of "Caesar" or labor bossism.

The transformation is lovely. It is wonderful tribute to Hal Leysiaz, a publicist who used to run WTOD in Miami, while editing the Miami Daily News, and who provided him with his station's overhead.

Maybe the change is permanent. Jimmy says he had $5,000,000 in that royalty fund which permits him to provide those "free" concerts. We imagine he can call them "free" even though the money came from the recorders, who in turn must have added the cost on the selling price.

Jimmy, of course, wants the copyright laws amended so he can get his royalties without defying the Taft-Hartley or the Lea (anti-Petrillo) laws. He wants to use his flowers and free concerts to defuse the thund. and brimstone business.

It's all very nice. The Leysiaz system is working wonders. But let's play elephant, and not forget. Let's make sure there isn't an amendment to the Copyright Act of 1909 that will saddle every broadcaster with a performing rights fee on every record. Because if there is, many stations won't be able to afford Mr. Petrillo, and Mr. Petrillo will have more power over radio than the FCC.

**Ungolden Silence**

WITH media costs rising, advertisers are taking time to analyze their budgets. Alert to this development, competing media are restating their cases and doing it well. The "war-fund" of newspapers alone is over $1,000,000 for competitive research, not including promotion and other phases of the campaign.

The answer to the lavish and vigorous anti-radio campaign of newspapers and magazine applied by the All-Industry Presentation Plan. With a modest $200,000 or so, the committee in charge has developed an idea that will promote radio among advertisers everywhere. This plan comes before this NAB convention. Assessments are relatively small, as a study of the committee's booklet, Radio Has Been Strangely Silent, will quickly show.

Much thought has gone into the idea. The resulting presentation should be one every broadcaster will be proud and eager to show. More important, it will supply answers to competing media claims while affirmatively reciting the radio case a time such a recitation is badly needed.

**Shop Now for '49 DST**

AFTER a late and all-too-lethargic start, the proponents of uniform time got in their licks before appropriate committees of Congress at this session.

It all came after the clocks had shifted late in May and now are fixed. As summer now in vogue, as far as radio is concerned, in those states which do not have DST.

But a start has been made. Congress quits in June. The new one convenes in January. If all interested elements get to work early, there can be uniform DST in 1949. If they do not, the time folly will continue.

---

**Our Respects To—**

CALVIN JAMES SMITH

WHEN CALVIN J. SMITH confronts NAB Treasurer "Bee" Arney in Los Angeles this week with his travel voucher for his first NAB Board meeting, his chit will be for bus fare.

That's because the new director can claim conveyance only from KFAC, on Mariposa Avenue, to NAB Headquarters at the Biltmore at Fifth & Olive Sts.

Cal Smith was the last director to be elected. His was an old-fashioned run off campaign against Harry Witt, CBS assistant general manager, also of Los Angeles. It was a battle of network against independent and in southern California, they take their independence seriously.

Cal Smith has epitomized rugged individualism in radio. He has been in the forefront of just about every fight involving basic radio issues that has developed in California or, for that matter, in the nation, during the past decade. But labor relations and negotiations have been his forte. With an engineering background that started in the "brass-pounding" days, he has the tenacity of a toy bulldog when he gets into an affray. Because he has been a disciple of "fine music" school in radio, he has zealously guarded broadcasters' rights in the music copyright and performance field.

Cal Smith was wearing his Buster Browns when he first collided with radio. That was in 1914 in Cincinnati, when several youngsters in his neighborhood demonstrated the wonders of a crystal receiver. It wasn't long before Cal would some wire around a Quaker Oats box and became the proud owner of a crystal set.

And from the starting curiosity arising from the making of a crystal set grew the stimulus for further technical knowledge. But as Cal Smith had never been formally advised that licensed recognition was even necessary, it was 1922 before he took the steps necessary in the procurement of an official license.

Although he has lived in California for 33 years, he started life in Cincinnati, Dec. 17, 1904. Eleven years later the family moved West, settling first in Los Angeles for a year before moving to the Imperial Valley.

Since his dad was trying to run a small ranch, with no hired help, Cal Smith soon became an active hand "milking cows for three years" until they moved again to San Diego. After a year in the latter city, the Smiths (Continued on page 138)

**BROADCASTING • Telecasting**
Meet "Sells-man"

BURT FARBER

For 14 years, a leading musical personality of the Queen City, Burt has been WSA1-promoted until his name is a household word, his ability to sell for a sponsor proved in every field.

On Burt's distinctive afternoon show, brilliantly highlighted by the Farber piano and his pleasing and informed commentary on contemporary recorded music, sponsors have found a medium of marked sales receptivity in the Cincinnati metropolitan market.

A far cry from the ordinary platter spinner, Burt's "audience wise" stage manner makes his show one of Cincinnati's most popular studio audience programs...

PROMOTED PERSONALITIES!

Colorful billboards on Cincinnati's main thoroughfares help build the "Farber legend"...

Cincinnati's street cars and buses do their part with dash cards from city limit to city limit.

Taxicabs add their note to the town's promotional Farber chant...

CINCINNATI

WSAI

A MARSHALL FIELD STATION REPRESENTED BY AVERY-KNODEL

BROADCASTING • Telecasting

May 17, 1948 • Page 137
Decided that Los Angeles was to be home. Following graduation from Los Angeles High School in January 1924, he turned to sea as ship radio operator aboard a lumber schooner plying between Los Angeles and Portland. And in the fall of '24 he enrolled at Whittier College, outside Los Angeles.

With summer vacation he took his radio to sea again, this time as operator on a Standard Oil tanker bound for London from Los Angeles. After one round-trip he was back at college in '25. Early in '26, he was offered a spot as engineer at KFPS Los Angeles and took it.

When the job conflicted sharply with attendance at Whittier, he split his scholastic schedule, taking half his studies at U. S. C. and the rest at Whittier, in addition to his knob duties at KFPS. When school ended he took off with a mobile station operated by Warner Bros. and known as 6XBR which toured the country in the interest of Vita-Phone.

After several months of touring he returned to Los Angeles, and with his friend, Ben McGlashan, set out to get a radio station. KGJF was licensed to Mr. McGlashan late in 1926, although the two were operating as partners.

Since no partnership can long survive without operating capital, Mr. Smith put to sea intermittently in an effort to transfuse the station exchanger.

By the fall of '27, young Mr. Smith decided it was about time he completed his college studies; after some time divided between Whittier and Stanford, he was graduated from the latter with his B.A. in 1930.

While at college, he had aimed for a banking career; the depression cut such plans short. Instead he turned back to radio and went to the Orient with the President Puft, which was the first short-wave-equipped ship. Thus he participated in a bit of radio history by handling communications for the first ship which was in touch with San Francisco, Honolulu, and Manila 24 hours of each day at sea.

Joins KFI

Contracting typhood, in the process of three round trips, Seaman Smith came back to land again for a station. For a fee of $200, he joined KFVD Los Angeles as an engineer. A couple of months later when E. L. Cord, station owner, acquired Century Pacific Airlines, Cal Smith shifted over to that operation as chief of radio. The pioneer automotive manufacturer married Mr. Smith's sister-in-law.

Then in 1930, Mr. Smith was home engineer of both KFVD and KFAC. Early in 1934 he took over as general manager of KFAC, a post he has held ever since.

Industriously, Calvin Smith has been a member of the original code committee, the labor relations committee and the music group. He also served an earlier term as NAB 18th District Director. He has also been active as a member of the Southern California Broadcasters Assn. as well as being a vice president of newly organized state-wide California Broadcasters Assn. Donna Jean Madsen became Mrs. C. J. Smith on May 5, 1945. Since that time she has learned to fly in order to keep up with her husband who has logged more than 600 hours in the air. Long-range they aim to own a plane which would provide a vehicle for a trip of Central and South America.

They do own a boat which sails as La Jota. Asked what it means, Mr. Smith advises that it's the name of a Spanish dance, which he's seen performed but can't do himself. Weekends the Smiths are usually at home at sea, cruising the channel islands between Ensenada and Santa Barbara. Still a "ham" operator, Mr. Smith operates the 800-w W6BRD.

FCC Vacancy

(Continued from page 48)

this speculation. He was considered for the Deputy successorship when Mr. Coy was appointed last November, but he was in the throes of the Nuremberg trials at the time.

Among others mentioned for the Durga vacancy are:

Edward Cooper, of Montana, for ten years communications expert of the Senate Committee on Interstate and Foreign Commerce and a former newspaperman.

Benedict P. Cottle, FCC general counsel.

John W. Willoughby, FCC acting chief engineer.

William J. Norfleet, FCC chief accountant, who expects to retire within the next few months.

Mr. Jansen has made known he would dispose of his 20% interest in KRAM if he should win appointment. Politically he regards himself as an independent, explaining that he is a Texan, he has never indulged in partisan politics.

Sen. McCarran pointed out that Mr. Jansen has had wide experience in management of every type of station, from local to clear channel. In addition, as manager of Associated Broadcasters in San Francisco, owner of KSFO, a standard station; of KFIV and KWIX international shortwave stations, he said Mr. Jansen would be familiar with the problems of propaganda as it pertains to shortwave and the dislocation of technicians to the Armed Services outside the continental United States. "This would enable him to understand any of the problems confronting the Armed Services broadcast as well as those of the State Dept.," Sen. McCarran said.

'Few as Well Fitted'

Sen. Malone, in writing President Truman May 10, said he felt there were only a few men in public position today as well fitted for their job as Mr. Jansen is for the position to which he aspires." He pointed out that broadcasting generally is a "little understood field, highly technical and, of course, affected by every aspect of population and matter of information and entertainment."

Gen. Taylor told BROADCASTING upon his arrival in Washington over the Air Force Press Association wire, that he would return to Nur-emberg in mid-May to complete his prosecutions. He is leaving his wife and children in the States and desires to complete his Army tour of more than five years by mid-August, at which time it is assumed he plans to return to civilian life. He has had a government service of 16 years, but as far as is known, he has not been a caller at the White House since his return to Washington a week ago.

Gen. Taylor, 40, technically is on leave as general counsel of the FCC, having served in that capacity from 1940 to 1942. Regarded as a liberal, he was a chief lieutenant of FCC Chairman James Law-rence McCaffrey. He took leave of the Commission in 1942 to enter the Army as a major and won rapid promotion. Mrs. Taylor was painfully injured in an Army plane crash in Germany several months ago. Gen. Taylor also was in the accident but was less severely injured.

Gen. Taylor and Mr. Cooper are well acquainted, having worked together on the Senate Interstate and Foreign Commerce Committee under former Chairman Burton K. Wheeler, of Montana, during the railroad investigations of a decade ago. Mr. Cooper, 44, is not an avowed candidate for the Commission but is being supported by a number of Senators. It is understood. His appointment, however, would entail amendment of the Congressional Reorganization Act which provides that professional staff members of Congress may not be employed by governmental agencies until a year following separation from Congressional service. This is not regarded as an insurmountable obstacle, however.

Messes. Cottle, Willoughby and Norfleet are all FCC "career men," the latter having been the only occupant of the chief accountant's post since creation of the Commission in 1934. Both Messrs. Cottle and Willoughby have risen through the ranks, having served initially as staff attorney and engineer respectively.

Political Implications

The Durr term is for a period of seven years from next June 30. In some quarters it is thought that nomination of any Democrat might become enmeshed in the announced Republican policy of withholding confirmation where party balance might be affected. With Congress in mid-June, however, it is entirely conceivable that the President would seek to fill the vacancy on an interim basis, subject to restate-ment when the new Congress convenes next January.

Whether appointments of such figures as Gen. Taylor or Mr. Cooper would win confirmation likewise was the subject of speculation. Gen. Taylor's distinguished war service would augur in his favor, it was pointed out. The fact that Mr. Cooper is well known to members of the Senate, by dint of ten years of service, might readily win for him a waiver of the expected partisan political procedures.

OOPS, SORRY!

Now KELO, Sioux Falls, has won 5 awards.

- Please add "Honorable Mention Citation" for outstanding public service 1947 Fire Prevention from the National Board of Fire Underwriters.

Page 26 (for other awards)
Think first of

WHAS
INCORPORATED • ESTABLISHED 1922
Louisville 2, Kentucky

1ST
in SERVICE

..... in LISTENERSHIP

........ in COVERAGE

THE ONLY RADIO STATION
REACHING AND SELLING ALL
OF THE RICH KENTUCKIANA MARKET

WHAS 50,000 WATTS • IA CLEAR CHANNEL • 840 KILOCYCLES
Represented Nationally by Edward Petry and Company
**ALL-STAR WESTERN THEATRE**

TOP WESTERN DRAMA = TOP WESTERN MUSIC

STORIES OF THE MODERN WEST, AUTHENTIC COWBOY BALLADS
FEATURING THE REPUBLIC PICTURE STARS

FOY WILLING
and his
RIDERS OF THE PURPLE SAGE

Ten-Piece All Star Western Orchestra

52 — 30 MINUTE TRANSCRIPTED PROGRAMS

SPECIAL GUEST STARS

JERRY COLONNA
MONTIE MONTANA
JACK HOLT
NICK LUCAS
MONTE HALE
and many, many others

AND LOOK AT THESE HOOPERS!

Kansas City, Mo. 13.5
Omaha, Nebr. 13.2
South Bend, Ind. 13.4
Muskegon, Mich. 14.5

Broadcast live over KNX in Hollywood, Calif.
Now available for syndication.

Write, wire or phone
HARRY S. GOODMAN RADIO PRODUCTIONS
19 E. 53rd Street, New York 22, N. Y.

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**Spot Accounts**
(Continued from page 54-H)

<table>
<thead>
<tr>
<th>保护类型</th>
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<th>第三季度(千)</th>
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<td>Fox</td>
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<td>M &amp; M</td>
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<td>Gold cigarettes</td>
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<tr>
<td>Par cigarette</td>
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<td>1</td>
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<td>1</td>
</tr>
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</table>

**Cigarettes & Tobacco**

- Minor Cigarettes
- Dill's Best Tobacco
- Dutch Masters Cigarettes
- Harvester Cigarettes
- Havana Cigarettes
- Lucky Strike Cigarettes
- Gold Sovereigns
- Par Tobacco Cigarettes

**Confections**

- Raisin Bar
- Ralston's Candy Bar
- Honey Smoker Candy
- Dr. Pepper's Malted Milk Nut
- M & M Candy
- National Brittle Candies
- Pecan Pete Candy Bar
- Brand's Cocktail Peanuts
- Rockwood Chocolate Bars
- Suchard Chocolate Bars
- Suchard Chocolate Squares
- White Chocolate Bar

**Drugs**

- Algaiderm
- Alka-Secht
- Allene
- Alberus
- Carote
- Dr. Pierce's Favorite Prescription
- Dr. Pierce's Golden Medical
- Father John's Medicine
- Harriet's Malt Tablets
- Johnson's Back Plasters
- Lauder's Cough Drops
- Medex
- Medacide
- Mentholatum
- Nut Medicated Powder
- Musterol
- Musterole Brand Liniment
- Nervine
- No-Dox Awakeners
- Omega Oil
- Omega Balsam
- Percussion
- Pina's For Coughs
- Poitam
- Pofoz
- Remedy's
- Sen-Cure (Ointment & Soap)
- Serutan-Nature-R.D.E.
- South Brothers Cough Drops
- Trojes

**Foods**

- Abbott's Deluxe "A" Milk
- Abbott's Ice Cream
- Aired Fairy Coffee-Cake Mix
- American Beauty Macaroni
- Armour Meat Products
- Arnold Bread
- Aunt Hannah's Bread
- Aunt Jennie Flour
- Beatrice Foods
- Betty Crocker Soup
- Betty Lou Potato Chips
- Bird's Eye Frozen Foods
- Biscuits
- Black Hawk Meat
- Blue Label Ketchup & Chili
- Booth Frozen Foods
- Bond's Dairy Products
- Bond's Dairy Delight
- Borden's Starch
- Beverly
- Breakstone Products
- Brer Rabbit Molasses
- Brer Rabbit Ice Cream
- Broadmoor Canned Beef Hash
- Brer Rabbit Syrup
- Calouett Baking Powder
- Campbell Soup
- Capital Bread & Cake
- Canada Evaporated Milk
- Castleberry's Foods & Sauces
- Ceol-Ed Bread
- Chestnut Farm Milk
- City-Usa Macaroni
- Corkhill Meat Products
- Cream Bibles
- Crackers
- Curdies Chicken Veg. Dinner

(Continued on page 145)

**BROADCASTING**
**Telecating**
There's More Than One Way To Whip A Mule

Program and audience rating of Knoxville, Tennessee Radio Stations from 7 A. M. to 7 P. M., Monday through Friday, April 1948.*

| PERIOD      | SETS IN USE | WROL | STATION "A" | STATION "B" | STATION "C" | STATION "D"
<table>
<thead>
<tr>
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<td>7:00-8:00 AM</td>
<td>26.3</td>
<td>46.5</td>
<td>33.6</td>
<td>12.0</td>
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<tr>
<td>8:00-12:00 AM</td>
<td>23.2</td>
<td>43.4</td>
<td>27.5</td>
<td>17.9</td>
<td>5.5</td>
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<td>12:00-6:00 PM</td>
<td>24.7</td>
<td>40.6</td>
<td>29.6</td>
<td>18.0</td>
<td>7.4</td>
<td>4.3</td>
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<td>6:00-7:00 PM</td>
<td>28.1</td>
<td>41.8</td>
<td>39.8</td>
<td>8.9</td>
<td>5.6</td>
<td>3.3</td>
</tr>
</tbody>
</table>

*From a monthly analysis of listening habits sponsored by the Radio Stations of Knoxville, Tennessee.

**Coincidental telephone survey method used; 14,400 calls were made.

- Greatest Coverage
- Greatest Audiences
- Lower Cost

WROL
KNOXVILLE
5000 WATTS
620 KC.
WROL FM NOW 76,000 WATTS

JOHN BLAIR AND CO, NATIONAL REPRESENTATIVES
This is Free Speech Mike — symbol of America's most vital freedom. He was conceived with the Declaration of Independence and is a unique figure in a world in which dictatorships have thrived only through the absence of free speech. Even in America, Free Speech Mike is unpopular with certain groups—folks who have a distorted idea of their own greatness or who have been swayed by strange philosophies born overseas — men and women who would destroy American liberty to further their own selfish ends. True Americans see in the freedom of radio and the press an assurance of the privileges and opportunities found only in the American Way of Life. WJR and its affiliated stations, WGAR, Cleveland, and KMPC, Los Angeles, hope, through Free Speech Mike, to keep Americans ever conscious of the true principles of Americanism.

50,000 WATTS
Represented by Petry

WJR
THE GOODWILL STATION Detroit

MICHIGAN'S GREATEST ADVERTISING MEDIUM

C. A. RICHARDS
Pres.

HARRY WISMER
Asst. to the Pres.
<table>
<thead>
<tr>
<th>Spot Accounts (Continued from page 140)</th>
</tr>
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<tbody>
<tr>
<td>AVERAGE NUMBER OF STATIONS</td>
</tr>
<tr>
<td>1st QUARTER</td>
</tr>
<tr>
<td>Darigold Cheese</td>
</tr>
<tr>
<td>Darby Table Ready Meals</td>
</tr>
<tr>
<td>Darby Tamale</td>
</tr>
<tr>
<td>Diamond Crystal Shaker Salt</td>
</tr>
<tr>
<td>Delta Pineapple Products</td>
</tr>
<tr>
<td>Desert Party Foods</td>
</tr>
<tr>
<td>Desert Ranch Preserve &amp; Syrup</td>
</tr>
<tr>
<td>Desert Kiss Cider Vinegar</td>
</tr>
<tr>
<td>Dugan Bros. Baking Products</td>
</tr>
<tr>
<td>Dury's Pork Products</td>
</tr>
<tr>
<td>Feilemann's Bread &amp; Rolls</td>
</tr>
<tr>
<td>Florida Cream Commission</td>
</tr>
<tr>
<td>Frohlicher's Perfect Bread</td>
</tr>
<tr>
<td>French Ritzle Onion Soup</td>
</tr>
<tr>
<td>Fritos</td>
</tr>
<tr>
<td>Gemma Cooking Oil</td>
</tr>
<tr>
<td>Good Luck Margarine</td>
</tr>
<tr>
<td>Corn Products &amp; Flakes</td>
</tr>
<tr>
<td>Graven Inglis Baking Products</td>
</tr>
<tr>
<td>Greenan Cakes</td>
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<tr>
<td>H-O Cream Farina</td>
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<tr>
<td>H-O Oats</td>
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<tr>
<td>Happy Family Baking Powder</td>
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<tr>
<td>Halligan's Mayonnaise</td>
</tr>
<tr>
<td>Herb-O Bulleen Cubes</td>
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<td>Homestead Biscuit</td>
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<td>House of Herbs</td>
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<td>Hunt Beans</td>
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<tr>
<td>J. J. Pepperidge Farm</td>
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<tr>
<td>Jane Logan Deluxe Ice Cream</td>
</tr>
<tr>
<td>Joy Cake Mix</td>
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<tr>
<td>Jumbo Peanut Butter</td>
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<tr>
<td>Jumbo Brand Beet Powder</td>
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<tr>
<td>Jankett Danish Delight</td>
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<td>Jannet Quick Bread Mix</td>
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<td>K C Baking Powder</td>
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<tr>
<td>Kellogg's Corn Flakes</td>
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<td>Kellogg's Corn Star</td>
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<td>Kellogg's Corn Star</td>
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<tr>
<td>Kellogg's Raisin Bran Flakes</td>
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<td>Kellogg's Ring Rice Kripes</td>
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<td>Keefer's Dutch</td>
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<td>King Tutan Flour</td>
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<tr>
<td>Kroger Bread</td>
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<tr>
<td>Lay Potato Chips</td>
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<td>Leister Leaf Salad Oil</td>
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<td>Light Creamed Gravy</td>
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<td>Lipton's Spaghetti Sauce</td>
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<td>Louis Maria Foods</td>
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<tr>
<td>No-Name Margarine</td>
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<tr>
<td>O &amp; C Potato Sticks</td>
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<td>Omega Flour</td>
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<tr>
<td>Oscar Mayer Meat Products</td>
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<tr>
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<td>Far Eraporated Milk</td>
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<tr>
<td>Peter Pan Peanut Butter</td>
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<tr>
<td>Phillips Snips &amp; Vegetables</td>
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<td>Pillsbury Farina</td>
</tr>
<tr>
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<td>Smith Split Pea</td>
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<td>Soldier Crackers</td>
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<td>Snow Cap Frozen Foods</td>
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<td>Southern Bakers Ice Cream</td>
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<td>Sperry Drifted Flour</td>
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<td>Sperry Drifted Home Perfected Flour</td>
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<td>Sperry Pancake &amp; Waffle Mix</td>
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<td>Sterling Salt</td>
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<td>Sunrise Manna</td>
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<td>Tootsie Fudge Mix</td>
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<td>Trupak Foods</td>
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<td>Uncle Ben's Converted Rice</td>
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<td>Water Ice Cream</td>
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<tr>
<td>Western Dairy Products</td>
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</table>

The greatest news of '48 comes from COMMODORE "HOPALONG CASSIDY" starring WILLIAM BOYD "DOWN OUR WAY" "STROLLIN' TOM" TRANSCRIBED so that advertisers everywhere may have "radio at its commercial best"

Commodore Production and Artists, Inc.
1350 N. HIGHLAND AVE., HOLLYWOOD 28, CALIF.
Hollywood 8229
Convention Headquarters Biltmore Hotel, Suite 2229

May 17, 1948 • Page 143
Black Ink

(Continued from page 51-D)

The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P. M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they’ve proven that WIP produces.

<table>
<thead>
<tr>
<th>WIP Produces</th>
<th>Philadelphia Basic Mutual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example #3</td>
<td>Represented Nationally by EDWARD PETRY &amp; CO.</td>
</tr>
</tbody>
</table>

Fifty-five per cent of the station’s time was sponsored by the beginning of 1948. The proportion of sponsored programs is high as compared with spots, which is consistent with the policy of building a long-time place for KCBD in the community.

Careful Planning

This ready foothold did not just happen, however. It is the result of careful planning and much hard work. Thanks to the confidence inspired by local stockholders and local management, KCBD was able to begin selling time five months before it went on the air. Advertising contracts amounting to $108,000 were sold before the station ever opened.

For each $100,000 volume of business done during the first seven and one-half months of operation, the following is a statement of income sources and operating expense:

<table>
<thead>
<tr>
<th>Time Sales Revenue</th>
<th>Amount</th>
<th>% of Sales</th>
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</thead>
<tbody>
<tr>
<td>Local programs</td>
<td>$48,000</td>
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<tr>
<td>Local spots</td>
<td>9,390</td>
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<td>Local station breaks</td>
<td>24,460</td>
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<td>Nat'l. &amp; regional programs</td>
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<td>Network commercials</td>
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<td>12.7</td>
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</table>

Incidental Broadcast Revenues

(Talent, news, transcriptions, etc.) 10,000

Total Revenue $100,000

Operating Expense Analysis

<table>
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<tr>
<th>% of Gross</th>
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</thead>
<tbody>
<tr>
<td>Direct expenses (talents, transcriptions, news, etc.)</td>
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<tr>
<td>Technical dept. expense</td>
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<td>Program dept.</td>
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<td>Sales dept. expense</td>
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<td>Administrative dept. expense</td>
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<tr>
<td>Net profit</td>
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</table>

Total $100,000

Broadcasting • Telecasting
"Yes, I'm truly sorry that I cannot attend the 26th Annual National Association of Broadcasters convention in Los Angeles May 16th through 21st. It so happens, however, that the 25th Anniversary International Petroleum Exposition will be in session in Tulsa during that same week, and, as it's General Manager, it is imperative that I stay in town. I want to take this means, however, to extend my best wishes to President Justin Miller, to Members of the Board and all NAB members for a most successful convention!"

William B. Way
Vice President-General Manager
Radio Station KVOO

The International Petroleum Exposition and Congress was established in Tulsa in 1923 as a non-profit corporation dedicated to the advancement of the oil industry.

Today it presents the world's largest single industry show. More than a quarter of a million visitors will see better than $50,000,000.00 worth of equipment on display and in actual operation. Thirty-three foreign governments are represented by official delegates to learn of latest methods and equipment. Two-thousand-two-hundred and six paying exhibitors will proudly show the latest and best in scientific, technical and mechanical oil producing, refining and marketing equipment.

Tulsa, the recognized Oil Capital of the World is glad to welcome this gigantic Exposition. We salute a great industry which today produces the world's most important commercial commodity — petroleum!

EDWARD PETRY & COMPANY, INC.
National Representatives
NBC AFFILIATE UNLIMITED TIME
everything from hats—to Hotten-tots to National Split Pea Week, and they must hit stations even harder than they hit sponsors.

Advertisers want to do good. But there comes a time when you just can't do everything for everybody, and still sell products—and then you have trouble. A sponsor wants his public service time to do the best possible job for really important projects—but how does he know what's important and what isn't? More and more companies have found the radio allocation plan to be the perfect answer. As national advertisers, they want to help solve national problems, and The Advertising Council tells them what they are and gives them the facts. To all others they say,

"Sorry, but since our time is limited and we wish it used to best advantage we can accept only those projects which come to us as regular allocations from The Advertising Council." It's the perfect answer. The Council is invaluable to these companies, and, in the same way, on national matters, the council can be invaluable to stations.

But this is just one of the services which The Council performs. The important result of this work is that American business and American advertising have now forged a weapon that Democracy has sorely needed. I do not believe that it is too much to say—and this, believe me, is particularly important for national advertisers. That the less you believe in government control, the more you must believe in methods to achieve voluntary public action, and the more emphasis you must put upon new methods to achieve it.

What do we want radio to do from here on? First of all, we want the support, both moral and financial, of all sectors of radio. Radio's contribution to the 1948 budget of The Advertising Council has been tentatively set at $50,000—less than 10% of our total budget and barely the amount needed to operate one radio division. This can be made up by a contribution from every station equal to its best quarter-hour rate. Within the next week or two those stations who haven't yet contributed will receive letters from the president of their network, or from the radio people on The Council board. But, more than that, we want radio to help itself by helping The Council.

Men who have been close to The Council have, more than once, expressed the opinion that radio has reaped more benefits... and realized more good—public-relations-wise—than The Council's operations, than any other phase of advertising.

The radio allocation plan, of which The Council has acted as custodian since the end of the war, is one of the most potent instruments American business ever possessed for building public prestige and good will for the broadcasting industry at a bargain basement price.

But The Advertising Council and the radio allocation plan, in order to achieve maximum results need the support of everyone in radio, in advertising and in business. By support we mean all-out participation and cooperation.

Here are some specifics. We think that the networks should accept the responsibility for getting all of their national advertisers to realize the importance of signing up in the radio allocation plan. The networks can devote their better sustaining times and programs to the same public service campaigns The Council is conducting.

Television people can take the lead in developing ideas for cooperation with Council themes. Station managers can get their local advertisers in on this, urging them to devote some time to public welfare campaigns. Finally, everyone in radio can help us in the job of identifying the source of this effort. Too many folks don't know that when a program does an effective job on a public service theme, some business man—advertiser or broadcaster—has paid the bill that makes it possible.

That's the job for radio as we see it. And if radio does its job, we, at The Council can keep on with our job—of shouting from the housetops and in the halls of government that free American radio serves the American people as no other form of radio could ever serve it.

Radio and Ad Executives Named to National Body

TWELVE representatives of radio and advertising have been selected to serve as members and alternates on The President's Committee on National Employ-the-Physically-Handicapped Week.

Members are: Edgar Kobak, president, MBS; Justin Miller, president, NAB; Frank Stanton, president, CBS; Niles Trammell, president, NBC; Robert S. Allen, president, Public Radio Corp. of Maryland; Thomas D'Arcy Brophy, Kennedy & Kirkhard; Albert M. Bux, executive vice president, Ted Bates Inc., and Eugene S. Thomas, WOR New York, president, Advertising Club of New York.

Alternates are: Earl H. Gammons, vice president, CBS; Gene Juster, NBC; Robert B. Richardson, director of public relations, NAB; and Edward E. Scovill, CBS.

A meeting will be held May 18 at the Labor Dept. in Washington.
KPRC Congratulates N.A.B.

Congratulations to the scores of men in the radio industry whose labor has brought forth the new N.A.B. Code. It is a credit to and should become a bulwark of the American system of Broadcasting.

KPRC has already placed into operation each tenet of the proposed code. KPRC urges all broadcasters to support the code at the forthcoming convention, pledging ourselves to “faithfully observe these standards and thus bring to our listening audience programs which will perpetuate America’s traditional leadership in the broadcasting art.”

Foreword to N.A.B. Code

“The Members of the National Association of Broadcasters, recognizing:

That the American System of Broadcasting is a significant instrument of a living democracy; symbolizing and exemplifying the fundamental belief in freedom of expression, established in the First Amendment to the Constitution:

That American radio has attained such stature that its services are available to every person in America and her possessions:

That its influence in the arts, in science, in commerce and upon the public welfare is of such magnitude that the only measure of its responsibility is the common good of the whole people:

And further recognizing, as those destined to administer its affairs, a particular obligation to serve in such manner that their endeavor may reflect credit upon their profession, and aspiration toward a better estate for mankind:

Do set forth and subscribe to the following Standards of Practice, self-imposed, self-guided, self-perpetuated, subject only to such change as may be dictated by the interest of the people.”
SOON!!

5,000 WATTS
DAY AND NIGHT

To Do
An Even Greater Job
In Foreign Language Radio

The direct line to the foreign
language millions in the New York area ...

THE FOREIGN LANGUAGE
SHOWMANSHIP
STATION

WHOM
NEW YORK

The 9l Progresso Station

Generoso Pope, President
Fortune Pope, Manager

Page 188 • May 17, 1948
WELCOME N. A. B. TO THE MOTION PICTURE, RADIO AND TELEVISION CAPITAL

TELEVISION is Hollywood's hottest interest. In Hollywood, Television means KTLA—programming more hours per week than any other tele-station anywhere. KTLA sells "Hollywood"—the motion picture makers who influence fashions and living standards the world over. Schedule your advertising messages on KTLA for the sales impulse that travels 'round the world!

Hollywood Studios - 5451 Marathon St. - Hollywood 6363
New York Office - 1501 Broadway - BRYant 9-8700

KEY STATION OF THE PARAMOUNT TELEVISION NETWORK

A Scene from "The Emperor Waltz"—a current release of Paramount Pictures Inc., starring Bing Crosby and Joan Fontaine
Spot Accounts
(Continued from page 118)

AVERAGE NUMBER OF STATIONS

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TOILET REQUIRIS

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<td>Tawn</td>
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<td>Woodbury Facial Soap</td>
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</tbody>
</table>

Political Broadcasts
(Continued from page 149)

Political campaigns. Because of the interest in how TV operators plan to handle political telecasts, Broad- casting Magazine inquired Audience Surveys to submit the same questions answered by the AM panel to those TV stations currently on the air, or expected to begin operations before the campaign period. Because there are so few such stations, and particularly since many stations have not yet formulated their policies on dealing with political broadcasts, no attempt has been made to quantify the replies.

In general, based on the handful of returns, it would seem that TV stations have the same plans for political broadcasts as AM stations. Like AM stations, most TV stations plan to sell time for political telecasts; to let the business come to them rather than solicit it; to charge regular card rather than special rates; allow agency commission on such business; insist on scripts in advance; and collect in advance of broadcast.

Like AM stations again, few TV stations will: allow discounts on political business; offer candidates help in preparing broadcasts; accept dramatized political broadcasts, or songs promoting or attacking issues or candidates.

Unlike AM stations, TV stations are reluctant to accept political spot announcements, and more willing than AM stations to cancel or shift scheduled programs in favor of political business. Neither of these differences from AM thinking is startling in view of TV's current programming circum-
stances.

BROADCASTING TRENDS
Is a copyrighted feature conducted by Audience Surveys Inc.
Or New York under Commission by BROADCASTING

GREEN ASSOCIATES
PHONE: CENTRAL 5593
360 NORTH MICHIGAN AVENUE
CHICAGO 1, ILLINOIS

Page 150 • May 17, 1948
The equipment displays provide an excellent opportunity to satisfy yourself which manufacturer offers the most in quality for the least in dollars.

With that in mind, we urge that you plan to spend enough time at the Collins exhibit to inspect our transmitters, speech equipment and accessories inside and out.

Note the thorough engineering, the high quality components, the outstanding workmanship, the unusual accessibility. Test for yourself the famous "Collins feel" of the controls. All these and other Collins superiorities contribute to the performance of a first-class broadcasting station and are missed if they are lacking.

Then, when you ask the price, we believe you will be surprised that it is so low by comparison with other offerings.

While visiting our exhibit you are likely to meet managers and engineers of stations built with Collins equipment. Ask their opinions. We believe that the more you investigate the more you will be convinced that Collins offers the most in quality for the least in dollars.

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.
Show Starts 7th Year on Regional Gulf Brewing Co. (Grand Prize Beer) renewed its Headliner Show on Texas regional for seventh straight year. Stations include KPRC WOAI WRR, KFJZ KRJV and KRIS. Company, owned by Howard Hughes, also sponsors three weekly shows on Lone Star Chain and various local programs. (Jan. 6, 1947—p. 53).

U. S. Chamber Turns to Radio U. S. Chamber of Commerce, desiring wider coverage, is expanding its use of radio with three participations in network series and plans a series of local daily transcribed programs. Those on the networks are America United (NBC), Voice of Business (ABC), and Cross Section USA (CBS). (Jan. 20, 1947—p. 48).

Radio Aids Successful Bond Drive Radio leadership has been cited as a major factor in the sale of $7,000,000,000 in savings bonds during the 1946 campaign. “Cooperation of the industry helped to achieve the record,” according to a Treasury spokesman. (Jan. 20, 1947—p. 79).

Red Cross to Make Wide Use of Radio Radio will be employed extensively in the American Red Cross 1947 campaign in view of its success in past years. Plans call for a seven program network drama series, six 4-minute spots featuring stars, live and transcribed announcements, and special events coverage. The drama series, starring Helen Hayes, will be carried on some 800 stations. (Jan. 27, 1947—p. 34).

Retailers Finding Radio Pays There is trend toward increased use of radio by retailers as a result of the Joske Radio Clinic and because of a growing understanding of the medium’s power, NAB Broadcast Advertising Dept. reports. The W. T. Grant Co. chain, with most of the stores spending 2-5% of gross on advertising, is cited as an example. (Jan. 27, 1947—p. 80).

Sponsors’ Sales Up 200% Part II of Joske Clinic now ready for release reveals that a check of tested programs showed sales increases up to 200%. It was learned that nearly every type of program can be adapted to use by the retail advertiser. (Feb. 10, 1947—p. 15).

Decade of Sponsorship Celebrated Kroger Co. (food stores) Cincinnati program Linda’s First Love completed 10 years under same sponsorship with same cast. Show is carried by 27 stations five days weekly. (Feb. 10, 1947—p. 18).

Political Parties Praise Radio’s Power Radio director of Republican National Committee revealed that committee has spent $10,000-15,000 on transcriptions alone and called radio “tremendously effective” in reaching wide audience. Democrats have spent about $45,000 on network time. (Feb. 10, 1947—p. 52).

NRDGA Winner Explains Use of Radio James Black Dry Goods Co., Waterloo, Iowa, winner of NRDGA award, tells some of the secrets behind its successful use of radio advertising, which constitutes about 24% of its total promotional budget. (March 21, 1947—p. 51).

First TV Trial Pleases Sponsor P. J. Nee, Washington, D. C. furniture dealer and extensive AM advertiser, highly pleased with results of its first commercial telecast in the capital, a basketball game. Feeling was that “experience will more than repay us for the expense.” (Feb. 17, 1947—p. 56).
Sponsor WBT's "Sports Review" with Lee Kirby from 6:30 to 6:40 p.m., five nights a week, and you'll talk to practically everyone in Charlotte.

And many, many more. For 96% of WBT's 3,500,000 listeners live outside of Charlotte...

in 94 Carolina counties where 50,000-watt WBT has virtually no Charlotte competition.

"Sports Review" is, of course, subject to prior sale. So if you want a time period with a super-Hooper-dooper, grab your phone...now!

Charlotte, N.C., 50,000 Watts

THE JEFFERSON STANDARD BROADCASTING COMPANY

Represented by Radio Sales

May 17, 1948 • Page 153
CASE of Dorothy Lamour or an Elephant

Would you say Dorothy Lamour is more exotic than an elephant? Most people would—but Noah Webster says "No". According to Haven MacQuarrie of the Noah Webster Says program, "exotic" means "foreign."

And there's nothing foreign about Dorothy—she's as American as the Road to Dubuque.
American, too, is the characteristic of being interested in words. Perhaps this is because Americans are of all extractions, all nations and languages. Look at the map of America and you will see it sprinkled with towns and cities whose names have wandered half way around the globe.

Words are the stars of Noah Webster Says, the half hour audience participation show sponsored by Wesson Oil and Snowdrift on the NBC Western Network's seven Pacific Coast stations, plus KGU in Honolulu, since October 1944. Currently it's heard on Thursdays at 9:30 p.m. PST.

Haven MacQuarrie is spokesman for Webster and it is he who puts the five words submitted by listeners to the members of the studio audience for definition. If a listener defines all five of his words according to Noah Webster he receives a substantial award.

How to define Noah Webster Says radio-wise? Don't do it with words, use figures—Hooper ratings which show that in January Noah Webster Says had a 15.2 Hooper and that month after month it outrates many top network favorites.

Just as others—Albers Milling, Planters Nut and Chocolate, Lynden Canning Kitchens, Standard Oil of California, and Sperry Flour among them—Wesson Oil and Snowdrift have proved to their year-after-year satisfaction that a popular program plus the NBC Western Network pays off in words that mean sales up and down the Pacific Coast.
Sponsor Success
(Continued from page 152)

Atlantic Begins 12th Season
Atlantic Refining Co., Philadelphia, on April 15 begins sponsorship of baseball games of Philadelphia Athletics and Pittsburgh Pirates for 12th straight season. A special network of at least 35 outlets is being arranged. Total cost for season will exceed $500,000. Company will also sponsor at least 120 games on WPTZ (TV) Philadelphia with Philco Corp.
(April 7, 1947—p. 85).

AFL to Use Radio in Legislative Fight
AFL is preparing big radio campaign against currently pending labor legislation and has allocated about $300,000 of $1,000,000 expenditure for broadcasting.
(May 5, 1947—p. 18).

Goebel Adds TV Sponsorship
Gratifying results of AM and FM sponsorship of Detroit Tigers baseball games has prompted Goebel Brewing Co. to begin exclusive sponsorship of games on WWDT (TV) Detroit. Said to be first video sponsorship in Michigan area.
(May 12, 1947—p. 16).

Network Disc Show is Sellout
ABC's one-hour daily disc show starring Paul Whitman as record m.c. sold out for $5,200,000, Wesson Oil & Snowdrift Sales, Nestles, National Biscuit Co. and Canels are sponsors. (May 19, 1947—p. 4).

Adam Hats Adds Entertainment Show
Adam Hats, heavy users of sports and spots, to sponsor Big Break on NBC. Company's first venture into entertainment shows.

Coca-Cola Buying Two Shows
Two CBS programs, Percy Faith and Morton Downey, to be bought by Coca-Cola for about $1,000,000 for 52 week sponsorship.

Rexall to Continue Campaign
Rexall Drug Co., which last year spent over $1,500,000 on radio, will continue its long range advertising campaign this year to promote Rexall products.
(May 19, 1947—p. 75).

Show Celebrates 14th Anniversary
Proof that John Taylor's Department Store in Kansas City is a satisfied sponsor is attested to by the 14th anniversary of its six-weekly program Joanne Taylor's Fashion Flashes, which has been heard over KMBC Kansas City at the same time throughout the years.
(May 26, 1947—p. 81).

Store Signs All Sports Events
Utica Clothing Store, Des Moines, sponsor of a nightly newcast on KRNT Des Moines, bought sponsorship of all sporting events during next 52 weeks over station.

KRNT salesman Paul Elliott engineered deal.
(May 26, 1947—p. 80).

Radio Boosts Rayve Sales
One of best examples of radio's selling power is its skyrocketing of Rayve Shampoo sales 98% over the last year. Feat was accomplished with five widely diversified programs on various hookups, including one NBC coast to coast, one on Don Lee regional and shows on WOR New York and WTOP Washington.
(June 2, 1947—p. 17).

Standard Oil Plans Summer Campaign
Radio promotion will play a major part in an extensive summer ad campaign by Standard Oil to point up the scenic wonders in 15 Midwest states. Campaign will include spots on 26 news and sports shows sponsored by the company on 22 stations.
(June 2, 1947—p. 18).

Vess to Use Most of Budget on Radio
Because a test campaign proved so successful, Vess Beverage Co., St. Louis, will utilize three-quarters of its entire budget for a spot campaign on 49 stations in 25 states.
(June 9, 1947—p. 4).

Chicago Store Finds Radio Valuable
Goldblatt Bros., Chicago department store, pleased with its highly successful sponsorship of a five-weekly audience participation show Let's Have Fun on WGN Chicago, bought another show Teens & Tunes. Store found former program invaluable in supporting major promotions and selling specific items.
(June 9, 1947—p. 16).

N. Y. Clothiers Expanding Coverage
Robert Hall, New York clothing chain, has achieved phenomenal results by using commercials 100 to 150 times daily on six New York area stations, varying from spots to news to record shows. Firm is so pleased it plans even wider coverage.
(June 9, 1947—p. 58).

Radio-Minded Philco Sells
Merchandising and advertising techniques which enabled Philco to sell more radios since 1930 than any company are described. Company has spent $60,000,000 since 1919 to promote Philco. About 50% of national budget now goes for
(Continued on page 160).
Look at the Notches ON OUR GUN!

- NETWORK RADIO — Half-hour programs on over 100 CBS stations for more than three years.
- MOTION PICTURES — A long string of first class westerns supporting Gene Autry, John Mack Brown, in addition to numerous musical shorts.
- PERSONALS — California’s State Fair... Members of Camel Caravan Tours of U. S. Army Camps... Stars of Pasadena’s Annual Sports Jamboree.
- HONORARY TEXAS RANGERS — Commissions from the Governor of Texas in a special coast-to-coast broadcast.
- VARIETY REVIEWS — "America’s foremost singers of western songs"... "Class ‘A’ production"... "Swell showmanship".
- STAGE APPEARANCES — Stars of the KMBC Brush Creek Follies... Headliners at Kansas City’s Tower Theatre.
- NOW IN HOLLYWOOD — Appeared in "The Last Roundup" starring Gene Autry, for Columbia. Just completed, "Texas Sandman."
- TRANSCRIPTIONS — Used by radio stations in three countries to provide enjoyment for millions and boost sales for sponsors.

The impressive success of "The Texas Rangers" can be yours by means of their electrical transcriptions. Over 500 songs are available to provide an almost endless combination of programs. The cost is based on the size of your market. Along with sponsorship of "The Texas Rangers" you have the added ammunition of a 48-page song book and picture album—an ideal give-away or self-liquidating offer. Hire "The Texas Rangers" to notch up Hooperatings and sponsors’ sales... they have a proved record of success. Write — better yet, wire — for complete details.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Pickwick Hotel, Kansas City 6, Missouri
Additions and Corrections
To 1948 Yearbook

THE FOLLOWING Yearbook changes and additions were received just after the 1948 Yearbook had gone to press. They are arranged numerically by page number for your convenience. The more up-to-the-minute changes for all Yearbook directories and services should be made from the weekly issues of BROADCASTING Magazine.

Page 60 — WTOD (FM). Station in Toledo is WTBT.


Page 61 — WILS Shamokin, Pa. Delete from newspaper list.

Page 61 — KTRF Lufkin, Tex. Licensed to Forest Capital Broadcasting Co., of which E. L. Kurth is an officer and also a 1% stockholder in the "Lufkin Daily News" KRBA (FM). Of which Mr. Yates is licensee, has no newspaper connection.

Page 66 — Correct spelling of Seymour Krieger in columns two, three and four.

Page 82 — KGN Gross Valley, Calif. General Manager is Ed Kihn.

Page 104 — Call letters for sixth Jackson- sonville station are WOBS. Ed Sharpe is manager; M. C. Bishop, commercial manager.

Page 110 — WRDW Augusta, Ga. William K. Jenkins, president; William B. Smart, commercial manager; Joseph G. Hunt, program director; Ruben F. Bobo, chief engineer. Hollingbery is the representative and Langworth and World are the transcription libraries used.

Page 120 — WMIX Mt. Vernon, Ill. William F. Miller is program manager.

Page 122 — WSUA Bloomington, Ind. Delete program director.

Page 128 — WHO Des Moines. Add D. Dalmer, vice president and treasurer; Ralph Evans, executive vice president; William D. Wagner, secretary; Woody W. Wood, assistant resident manager.

Page 130 — KGOF Coffeyville, Kan. Program director is Roger Stone.

Page 134 — WNGO Mayfield, Ky. G. C. Dyer is manager; J. B. Fowler, program director; Lynn Lemond, chief engineer.

Page 155 — WOKX Meridian, Miss. Robert F. Wright is president and general manager; William B. Crooks, commercial manager; Cecil Gerhany, program director, and Joe H. Saxon, chief engineer.

Page 160 — Insert KMON in place of KMFR Great Falls, Mont.

Page 165 — WKBW Scottsbluff, Neb. Insert Russ M. Stewart, chief owner; Byron R. Joachim, commercial manager; Robert W. Press, program director; Leslie A. Proctor, chief engineer.


Page 182 — WABZ Albemarle, N. C. Carl (Jack) Ayers, president and general manager.

Page 190 — WAIR Winston-Salem, N. C. Avery-Knodel is the representative.

Page 204 — KMED Medford, Ore. Licensed to Mrs. W. J. Virgin, who is sole owner.


Page 216 — WPRO Providence, R. I. Arnold F. Schoen Jr., general and commercial manager; John Owen, program director.

Page 216 — WBSC Bennettsville, S. C. M. L. Howley, president and general manager; Douglas LaBott, station manager and program director; John Evans, promotion manager, and J. E. Mohr, chief engineer.

Page 244 — KBUH Brigham, Utah. Ernest J. Burgi, commercial manager.

Page 252 — KIRO Seattle. Date established should read 1927.


Page 261 — KPOA Honolulu. Larry Grant is production manager.

Page 325 — WMAL-FM frequency is now 107.3.


Page 378 — Delete "Je," following J. A. W. Iglehart's name; also secretary in title of Joseph H. Ream, executive vice president. Howard S. Megh- an is vice president and general executive; L. W. Lowman is vice president in charge of television.

Page 380 — Under Network Sales Dept. Robert J. Mann is manager of program sales; delete from program department; Thomas D. Connolly, assistant manager of program sales; delete from Sales Promotion and Advertising Dept., page 380.

(Continued on page 166)

Broadcasting • Telecasting
Typical Du Mont television transmitter with power supply, visual power amplifier, visual exciter, aural exciter, and aural power amplifier sections.

Typical Du Mont Control Console—the Film Iconoscope Chain Console.

For year-after-year top performance, money-making commercial telecasting...

IT'S DU MONT FROM A to Z

From camera to high-gain antenna system—including control units and consoles, film projectors and film cameras, portable image orthicon chains and relay transmitters, studio cameras, video and audio transmitters, etc.—it's DU MONT equipment all the way for that coordinated, smooth, economical performance. Du Mont installations in daily service best illustrate that story.

A decade and a half of outstanding engineering, actual telecasting and electronic craftsmanship second to none, stands behind equipment bearing the famous DU MONT name. No other organization can match this pioneering saga.

Whatever your telecasting plans—low-power or high-power; modest or big investment; single station or network—regardless, make it DU MONT from A to Z for the "First with the Finest in Television."

Bring your telecasting plans and problems to us for Du Mont "know-how."
Visit our model station at Clifton for leisurely inspection and test—or the Du Mont Network in New York for the world's largest television studios in action.

Du Mont Network in New York for the world's largest television studios in action.

Du Mont Portable Synchronizing Generator—typical unit of the Du Mont Image Orthicon Chain for field or studio use.

Du Mont Synchroizing Signal Generator for steady pulse of dependable day-in and day-out telecasting service.

Du Mont film projector for superlative film telecasts. Available in 16 and 35 mm. sizes.

Du Mont Image Orthicon Camera with many refinements for the best in telecast camera work.

Du Mont Control Console—the Film Iconoscope Chain Console.

Below: High-gain Bat Wing Turnstile Antenna of Du Mont Station WARD.
Sponsor Success
(Continued from page 156)
radio. 1947 advertising expenditure estimated at $7,500,000.
(June 28, 1947—p. 17.)

Radio Gets One-Quarter Army Ad Budget
Radio will get over $1,000,000 or about 25% of total War Dept. advertising budget. N. W. Ayer & Son awarded contract.
(July 7, 1947—p. 14.)

Philo Tells Plans
Second and last article in Phileo series explains how company became first spectacular user of radio and what it plans in the future. Firm is optimistic about FM and television and has Bing Crosby signed to three year video contract.
(July 7, 1947—p. 18.)

Hires Co. Finds Radio Pays
Enviable record in utilizing sales appeal of radio possessed by Hires Co., which sponsors Here's to You on CBS. Importance of radio advertising led company to continue the show throughout the shortage period because of radio's ability to reach a maximum number of listeners at lower cost.
(July 7, 1947—p. 84.)

Pharmaco to Spend $1,200,000
Pharmaco Co. (Feen-a-Mint) signed its largest radio contract, buying two half hour evening programs and a three weekly day strip for about $1,200,000.
(July 14, 1947—p. 16.)

Ex-GI's Make Good Via Radio
Three ex-GI's in Seattle found fame and fortune in a few months with singing commercials. Started out selling war surplus in a tent outside the city, but didn't make out till Keene & Keene, Seattle agency, planned spot campaign around personalities of ex-GI's. Proved so successful that spots now comprise two-thirds of firm's ad budget and are heard over 100 times weekly on three Seattle stations.
(July 14, 1947—p. 86.)

Paramount Engaged in Campaign
Because recent tests showed radio to be whirlwind medium of promoting box office attendance, Paramount Pictures is sponsoring a "saturation" spot campaign. It will cost about $200,000 but is estimated to mean an extra $5,000,000 to $8,000,000 in box office at end of picture's run.
(July 21, 1947—p. 14.)

RKO Plans Ninth Campaign On Yankee
Extensive promotion campaign on Yankee Network by RKO Radio Pictures Inc. for picture "The Long Night" is ninth campaign used by the two to promote a film.
(July 21, 1947—p. 14.)

Radio Aids Johnson Rise
Radio figures largely in S. C. Johnson & Son's rise to dominance in the wax field. In 1946 the company spent $894,518 on radio as compared to $796,665 on magazines and $562,119 on newspapers. Firm spent $278,635 on radio in 1935, its first year on air.
(July 21, 1947—p. 15.)

Joske Report Shows Radio Value
Latest chapters of "Radio for Retailers" based on Joske study shows that radio contributed directly to average increase in sales of 61.66%. Findings deal particularly with effects of radio advertising on department and item sales. Cumulative effect of radio indicated by fact it contributed directly to average increase of 45.89% during first six weeks use and 70.99% during second six weeks.
(July 28, 1947—p. 17.)

Bristol-Myers' Faith Justified
Use of radio by Bristol-Myers for 22 years shows value of medium. Company has been on air continuously since 1925 and spends $3,500,000 (50% of ad total) annually on radio. Sales figures, which hit all time high of $47,828,189 in 1946, justify firm's use of radio.
(Aug. 4, 1947—p. 15.)

Bean Growers Switch to Radio
Radio will get the entire $5,000 budget for this year's three month spot campaign by the Lima Bean Growers Assn., Sacramento. The association found from experience that radio need not be more expensive than newspapers and for the same price, the additional consumer interest is better measured.
(Aug. 11, 1947—p. 23.)

Top Programs Keep Bristol-Myers Up Front
Final installment of Bristol-Myers radio success story tells how outstanding programs have kept the company's name before the public for the past 22 years. Use of television and radio in Latin America also told.
(Aug. 18, 1947—p. 15.)

Crawford Launches Campaign
Crawford Clothes, New York, has launched $500,000 campaign of spots and over 200 programs on six New York stations for 52 weeks.
(Aug. 18, 1947—p. 88.)

Radio Boosts Kaiser-Frazer Sales
Sensational sales increases of 10-20% reported by Swaney-Drake & Bement, agency for Kaiser-Frazer, since company's entry into national spot radio. Campaign, costing $100,000 monthly, uses 232 stations, including all 50-kw outlets except WTIC Hartford.
(Sept. 1, 1947—p. 38.)

(Continued on page 164)
... and in New England, too, it's CBS
The voice of Man has long struggled to defeat space. The "magic horn" of Alexander carried his voice almost three miles! Now, Radio towers like that of WCBS at the left, send Man's voyaging voice everywhere.

do we go from here...

One frontier in Radio is almost entirely gone: the frontier of space. Wherever Americans live, they now own a radio and listen to it. Today the Radio set is an intimate furnishing of the lives of 93% of all the families in America. What frontier, then, is left?

It lies in what Radio can say, rather than where it can go. It lies in the nature and quality of Radio's programs...in the limitless field of Man's imagination and responsibility.

The evidence accumulates that CBS leads all Radio in pushing back this frontier—bringing 99,000,000 listeners each week CBS-produced programs which stake new claims on the American people's desire for entertainment, knowledge and inspiration.

As the New York Times put it in its annual summary of Radio's progress—"In original programming—CBS was far and away the leader. In a year marked by vapid talk...CBS actually did something..."

This "something" includes the CBS Package Programs, the most exciting new hits in Radio. Such sponsored shows as Arthur Godfrey, "My Friend Irma," Abe Burrows, Edward R. Murrow, "Strike It Rich"; such sponsorable ones as "mr. ace and JANE," Mickey Rooney in "Shorty Bell," Hoagy Carmichael, "Studio One," and many others.

Sponsored CBS Package Programs currently average 40% less in talent costs than other network programs.

So, for large audiences at low cost...at the lowest cost in network Radio today...see CBS.

Columbia Broadcasting System

—where 99,000,000 people gather every week
Sponsors Success
(Continued from page 160)

Hunt Promotes With Radio
One of the highlights of West Coast advertising is the success achieved by Hunt Foods Inc. in promoting its products by careful use of radio. Of the annual ad budget, radio gets 50% with the largest portion for one regional show five times weekly on 26 stations. Company plans to expand nationally. (Sept. 8, 1947—p. 18).

Tide Water Enters 22nd Year
Tide Water Associated Oil Co. will use 96 stations in its 22nd year of sponsoring college football broadcasts. Schedule will be busiest yet undertaken by company. (Sept. 8, 1947—p. 28).

Store Officials Endorse Radio
Selling power of radio was attested to by representatives of four stores at Retail Advertising Clinic of NAB convention in Atlantic City. Results and techniques of their programs were described. (Sept. 28, 1947—p. 90).

Atlantic Achieves Record
Atlantic Refining Co. will sponsor the greatest number of college, high school, and pro games in its 12 year history of football broadcasting. Total of 91 stations on regional networks will be used in airing more than 250 games. (Sept. 29, 1947—p. 14).

Cleveland Program in 11th Year
Burt’s Dept. Store, Cleveland, celebrated its 11th anniversary on WHK Cleveland with the same program—Big Broadcast. Company, which has been radio sponsor for 18 years, gives bulk of its ad budget to radio. (Oct. 18, 1947—p. 66).

Bank Finds Radio Best
Effective use of radio by his bank was described by Daniel W. Hogan Jr., vice president, City National Bank & Trust Co., Oklahoma City, in a talk before the Financial Advertisers Assn. convention. Mr. Hogan said his bank had used all media but was particularly successful with radio. (Oct. 15, 1947—p. 81).

Toni Sales Leap With Radio
Radio is getting the biggest slice of the ad budget of Toni Co., which has grown by leaps and bounds from a $5,000 investment three years ago to a $16,000,000 concern. This year the firm plans to spend $2,500,000 out of $3,500,000 on radio. (Oct. 20, 1947—p. 18).

Pepcorn Gets Results With TV
Successful use of $5 television spots before sporting events for Pepcorn Chips is described by firm’s agency. (Oct. 27, 1947—p. 42).

Canadian Ace Extends Sponsorship
Canadian Ace Brewing Co. will extend sponsorship of Joan Davis Show, to as many CBS owned and operated stations as possible and other markets. Company also announced radio is being given “lion’s share” of $1,000,000 ad budget. (Oct. 27, 1947—p. 66).

Pi-Do Switches to Radio
Pi-Do (pie crust mix) has transferred its entire advertising budget to radio because of rising newspaper rates and space investments. Company now sponsors a transcribed show on 12 stations in Southwest. (Nov. 10, 1947—p. 56).

Soap Co. Credits Radio
Los Angeles Soap Co.’s use of radio has proven so outstanding that company is giving the medium an increasing share of its budget. In 1946, the company spent $137,672 of $190,302 on radio. Company uses radio to buck the ad thrusts of soap’s “Big Three.” (Nov. 17, 1947—p. 26).

Leo Burnett Billings Soar
Billings of Leo Burnett agency in Chicago have increased 12 times over in 12 years. To an original three accounts, agency has added 17 other national advertisers. Radio gets $5,500,000 of total billings. (Dec. 1, 1947—p. 19).

Radio Produces for Buffalo Store
Four-fold job radio did for Adams, Meldrum & Anderson Co., Buffalo dept. store, is described in a promotion piece distributed by NAB. (Dec. 1, 1947—p. 89).

Columbia Records to Spend $2,000,000
Columbia Records Inc. is promoting its records with a $2,000,000 campaign on 916 stations. (Dec. 16, 1947—p. 14).

TV Brings 33% Sales Increase
Big Ben Super Markets, New York, scene of Missus Goes A-Shoppin’ telecast on CBS-TV, credited the show with a 33% increase in store business. (Dec. 16, 1947—p. 14).

Retailer Lauds Radio Opportunities
Neil Petree, president, Barker Bros., Los Angeles home furnishing store, discusses his store’s successful use of radio and tells how radio offers exceptionally good opportunities. (Continued on page 172)
In helping you to reach specific markets, to delineate your audience, WGN has developed and is proud to present the Harold Teen show, "Swinging at the Sugar Bowl," aimed at youths between the ages of 10 and 25. This popular comic strip remains perennially young and adept at interpreting the lives of the teen-agers and those in surrounding years.

We recommend "Swinging at the Sugar Bowl" to you if you want to reach that vast audience of young people at home on Saturday afternoon from 12:30 to 1:00 P.M.
STORE USES RADIO EXCLUSIVELY
Reardon, Owner of KBow and Pay 'N Save,
Gets Big Results

By ELMER ROWE

WHEN A GROCER starts out from a new location and in a few years pushes his annual sales up close to the million dollar mark, one question naturally arises: Which advertising media were used to achieve such results?

In the case of Frank Reardon, owner of both the Pay 'N Save Super Market and KBow Butte, Mont., the answer to that question is not difficult. He has relied on radio advertising exclusively.

Pay 'N Save uses one spot per day, six days a week, plus one half-hour program six days a week and a 15-minute newscast seven nights weekly, all on KBow. The store also runs a 15-minute program five times weekly and six-weekly spot announcements on KKLButte.

The annual gross of the store is $936,000, with a 106% credit to radio advertising. There was a 12% sales increase in 1947 over 1946.

Mr. Reardon's radio advertising has not been hit-or-miss. Immediately after the conclusion of a CBS network program advertising Swerl, for example, Mr. Reardon comes on the air with a spot announcement in which Swerl is featured.

The tie-in between his own advertising and that of the manufacturer is further augmented by a mass display of Swerl on the floor at Pay 'N Save, a display of such size that no housewife can help seeing it. The result is that customers come to Pay 'N Save, see the display, remember the radio commercial and the spot announcement—and buy.

The tie-in between network programs and local advertising, and mass displays of the merchandise in the store is the secret of Mr. Reardon's success. But in his case it is anything but a secret.

Frank Reardon believes that a lot of otherwise good advertising is rendered ineffectual because the merchant fails to follow through with an attention compelling display of the merchandise he advertises.

**Fastens Sales**

This is especially true of new products, or products returning to the merchant's shelves after a long absence due to wartime conditions. If they are simply placed on the shelves the customers will eventually find them, but their discovery can be hastened by radio ads and salesroom displays.

This is the gospel that Mr. Reardon preaches to Butte merchants who purchase time on KBow, a CBS affiliate. Merchants should feature products, whenever possible, that are advertised on CBS network programs. The store's advertising should be tied in with that of the manufacturer.

It is true that in using such an advertising program a number of spot announcements must be used and they must be changed frequently to avoid becoming repetitious, or to make room for other announcements featuring other merchandise. But in spite of this, Frank Reardon's advertising budget is perhaps no larger than that of other merchants whose sales volume is not so large as it is at Pay 'N Save.

Mr. Reardon therefor avers radio advertising is fast, effective and economical. He believes that the use of infomercial media, so far as retail merchants are concerned, are as out-dated as the horse and buggy.
Add hot-dip galvanizing to Blaw-Knox construction, and you’ve got the utmost in tower performance with maintenance costs close to zero. Illustrated is a new Blaw-Knox Heavy Duty H 40 Tower with “lifetime” protection of a heavy zinc coating on all members as well as on inside climbing ladder and Electroforged Grating platforms. Painting to conform with CAA regulations is all that is required.

Hot-dip galvanizing is available on Blaw-Knox Antenna Towers of any height . . . We invite discussion on your plans for future station improvement.

**BLAW-KNOX DIVISION**
_of Blaw-Knox Company_

2038 Farmers Bank Building • Pittsburgh 22, Pa.
KGW-FM  THE PORTLAND OREGONIAN  GOES 54,000 WATTS  WITH  CYL-RAY

THE PIONEER FM STATION OF THE NORTHWEST COVERS OREGON’S DENSELY POPULATED WILLAMETTE VALLEY AND SOUTHWESTERN WASHINGTON WITH A FOUR BAY CYL-RAY

AN FM ANTENNA WITH—

HIGH GAIN
LOW WIND LOADING
SIMPLE CONSTRUCTION

AT THE CONVENTION ASK—

MR. THOMAS OF KMYC
MR. JERMAN OF KWJJ
MR. CRONISE OF KWIL
MR. COX OF KGW
MR. McCREADY OF KUGN
MR. CHATTERTON OF KWFK
AND OTHER CYL-RAY USERS

THE CYL-RAY ANTENNA CORPORATION

6100 NE COLUMBIA BLVD.
PORTLAND, OREGON
DO "FISHER" TOWER RATES OWNER APPROVAL?

If you asked Mr. Joe Hartenbower, General Manager of KCMO, Kansas City, here’s what he’d say......

Mr. Charles P. Scott, General Mgr.
Radio Station KFEC
Visalia, California

Dear Mr. Scott:

We are very happy to tell you that we are very well pleased with our five towers and the ground work done by C. H. Fisher & Son.

These towers have been up now for a year and a half and have withstood many strong storms. I think one of the best testimonials for his towers is that KFEC in Kansas City has been working on a five tower array and before buying the Fisher towers they inspected ours very closely and checked wind stress, galvanizing and all minor details.

I am happy to tell you that Mr. Fisher more than lived up to his contract with us. He was one of the earliest men to do business with and at the same time made his delivery and installation at the time we wanted it.

We certainly will not hold out in recommending C. H. Fisher & Son.

Sincerely yours,

Joe Hartenbower

CC - Mr. C. H. Fisher

RECEIVED

C. H. FISHER & SON
EXCLUSIVE NATIONAL AGENTS FOR
TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD., PORTLAND, ORE.
PHONE: TRINITY 7303

May 17, 1948 • Page 10
George, "Our program is made up of amateur actors and people from the shops who have something to say in either discussion form or through a light Home Life of Bill, Our UE Steward script. After us comes the American Slav Congress program, which plays a recording of a speech by Henry Wallace, or an interview of someone who has just returned from Yugoslavia..."

"So," queried Mrs. Spelvin.

"So," says George, "does that indicate that the United Electrical Radio and Machine Workers, CIO are hiring actors from the American Federation of Radio Artists (Continued on page 174)"
There's a type and capacity to meet every broadcast need...  

From miles to tower, the chain of broadcast equipment must have strong links if "off-the-air" periods are to be avoided with success. General Electric offers you a line of rectifier tubes that will shoulder a full load reliably... husky tubes built for around-the-clock performance and plenty of it. If a designer of transmitters, you may choose from more than a dozen G-E rectifier tubes that run the gamut of sizes. Five are shown here. Mercury-vapor content gives these tubes the ability to pass high peak currents—also keeps the internal voltage drop low. All the tubes are proved veterans of exacting broadcast and industrial service.

If a station operator... do you want fast service on rectifier-tube replacements, plus THE BEST in quality? See your nearby G-E tube distributor or dealer. He has the tubes—can get them to you by speedy local delivery; and should his inventory of any type happen to be low, G-E coast-to-coast branch stocks mean overnight replenishment.

There's pocketbook protection for you, too, in G.E.'s ironclad tube warranty. Specify G-E rectifier tubes in original equipment for efficiency, reliability, and value; replace with G-E tubes to gain the same advantages, plus fast delivery to your door! Electronics Department, General Electric Company, Schenectady 5, N. Y.

### RECTIFIER TUBES

#### Type and Capacity Table

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<th>Type</th>
<th>Cathode voltage</th>
<th>Cathode current</th>
<th>Anode peak voltage</th>
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(*) Quadrature operation
Sponsor Success
(Continued from page 164)


Seattle Show Pleases Sponsors
A weekly quarter hour show on KOMO Seattle, On the Avenue, sponsored jointly by 300 businesses through their club, Seattle U. Commercial Club, pulls such definite response it pleases everyone. Show consumes 40% of club’s advertising budget. (Dec. 28, 1947—p. 67).

Spots Cause Sell-Out Sale
More than $500,000 stock was disposed of in a sell-out sale by C. J. Farley Co., Grand Rapids dry goods firm, principally because it was promoted through spot radio. Campaign started on WJEF and later used WOOD WLV WFRV WGBD and WFRS (FM). (Jan. 5, 1948—p. 10).

Show Proves Boon to Hancock Agents
Favorable results of a 13 week test in Texas and California prompted John Hancock Mutual Life Insurance Co., Boston, to budget $800,000 for next year in order to increase sponsorship of Point Subtheme from 18 stations to 73 in 27 additional states on ABC. Show proved a boon to local agents in helping them sell. (Jan. 5, 1948—p. 16).

NRDGA Session Praises Radio
Radio’s selling power and retailers’ changed attitude toward the medium as a tool for direct sale of merchandise or improvement of public relations are described at NRDGA New York session. (Jan. 19, 1948—p. 16).

TV Spots Sell for Dealer
Two spots costing $80 over WBKB (TV) Chicago sold 448 video receiver magnifying lenses for Terman Television Sales, Chicago. (Jan. 26, 1948—p. 31).

New York Clothier Adds Chicago
New York radio campaign of Robert Hall Clothiers proved so successful firm will enter Chicago market in March and blanket independent stations with music programs, newscasts, and spots. (Jan. 26, 1948—p. 38).

N. Y. Central Goes For Spots
New York Central Railroad has gone “all a board” for spot radio. Company is so pleased with results of last year’s campaign on two stations in two markets (Chicago and Indianapolis) that this year it has increased to 20 stations in 7 major cities. Last year’s radio budget was $125,000 and 1948 plans call for expansion in major cities. (Feb. 2, 1948—p. 32).

Sheaffer Continues Expansion
W. A. Sheaffer Pen Co., which on Jan. 4 expanded Sheaffer Parade from 53 to full 161 NBC stations, will add Canadian stations. Expansion due to increased sales and higher ratings. (Feb. 2, 1948—p. 58).

Duane Jones Clients Use Radio
The success of radio sponsors is told in the story of the rise of Duane Jones Agency whose 31 accounts have an annual billing of $14,000,000, of which $8,000,000 goes to radio. Outstanding examples are (1) B. T. Babitt Inc., New York, which gives radio 95% of Bab-O’s ad budget or $2,000,000 a year. This, according to Mr. Jones, made it the top selling cleanser with a sales increase of 110% since 1935. (2) Mennen Co. spends 50% on radio, has risen from 7th to 3rd in shave creams and 1st in after shave field. (3) Grove Labs puts 95% in radio. (Feb. 9, 1948—p. 90).

Grocer Moves Surplus with Radio
Marshall Casdorph, radio-minded West Virginia grocery chain, has become top sponsor on WRON Ronceverte, W. Va., with five-minute newscasts daily. Firm has used news shows to move surplus items with excellent success. (Feb. 9, 1948—p. 40).

Grocer Achieves Goal Quickly
A Norfolk grocer, desiring to convert a subscription cooperative, gave WLOW Norfolk a free hand to spend $1,500 in a two week campaign. More than three-quarters of goal was reached by end of first week. (Feb. 16, 1948—p. 82).

Piedmont Concentrates on Radio
After 10 years of investigating, Piedmont Shirt Co. (Wings) has decided to drop all other media and will concentrate $300,000 a year on radio. Sponsorship of William Shirer has already had unusual success. (Feb. 23, 1948—p. 16).

Steel Company Finds People Listen
Portsmouth Steel Corp. has decided to build good will with a nightly show on WPAY Portsmouth. Company was encouraged by station’s promotion of an open house in 1946, when 8,000 people showed up to see the plant. Company estimated that 90% heard about the event on WPAY. (Feb. 23, 1948—p. 18).

Sports Radio Sells for Atlantic
In 12 years, Atlantic Refining Co. has sponsored play-by-play of 10—(Continued on page 176)

BITTER ASSOCIATES
TOLEDO

INCREASED Broadcasting Business has necessitated our expanding to larger quarters in Toledo. We cordially invite you to visit our organization at 4125 Monroe Street when you are in Toledo.

BITTER ASSOCIATES
4125 MONROE STREET, TOLEDO, OHIO
Phones: KENSWOOD 7631-9541
a NEW advertising medium
IN CINCINNATI!

RADIO IN PUBLIC TRANSIT VEHICLES
AT LESS THAN $1.00 PER THOUSAND
GUARANTEED LISTENERS.

STARTING
JUNE 15TH

WCTS (FM) will broadcast daily to 400
FM-equipped vehicles operating in Cincinnati
and northern Kentucky. 380,000 passengers ride
these 400 vehicles each day. By September 1948 the num-
ber of FM-equipped vehicles will be increased. Perfect recep-
tion and public acceptance of this idea were established during
the months of surveys which preceded the signing of the contracts
with the Cincinnati Street Railway...The Covington, Cincinnati and
Newport Railway Co. and The Dixie Traction Co.

It is a new medium in advertising that delivers an entirely new audience—and—
has been received enthusiastically by the public, the Transit Companies, and advertisers.

FOR FURTHER INFORMATION —
AND FOR CHOICE AVAILABILITIES
WRITE IMMEDIATELY, OR WIRE —

WCTS (FM)

HOTEL ALMS
CINCINNATI (6) OHIO

AFFILIATED WITH THE CINCINNATI TIMES*STAR

Delivers your aural sales message to an audience which
has never before been available...the riders of Public
Transit Vehicles.

This is a new audience—it is, an audience that is
guaranteed on the following counts. It's size is a
known fact, not an estimate. Listenership is 100%.
The type of audience is known—enabling you to
"tailor" your message. Day by day regularity
makes possible judicious use of follow-up
copy in sales messages. It is an audience in
transit which can be persuaded to act
immediately on sales suggestions. This
new medium is closer to "point of
sale" advertising than anything
heretofore possible in radio.

IT'S NEW

WCTS (FM)

May 17, 1948 • Page 1
Neville's Bevel

(Continued from page 170)

AFL, or musicians from the American Federation of Musicians, AFL, or engineers from the Brotherhood of Electrical Workers, AFL, or program directors from the Radio Directors Guild, or writers from the Radio Writers Guild? It says here, and I repeat, 'Our program is made up of Amateur actors and people from the shops.' Can we sell Gleck's neckties with non-union actors, singers, musicians, directors, writers and engineers? No! Can unions sell unionism, Wallace -ism, anti-Taft-Hartleyism, and Progressive Citizenship with non-union actors, musicians, directors, writers and engineers? Can they? You're darn right they can! They're doing it!

George tore open (whoosh) a package of cigarettes. "If I send an IBEW electrician to pick up a speech by Henry Wallace from an auditorium here in town, can he just walk in and set up his equipment? No. I have to pay an electrician from the IATSE a day's wages to sit and watch my man work."

"Well," said Mrs. Spelvin, "those amplifiers and battery boxes are pretty heavy. The stage electrician can help the engineer carry in his equipment."

"No, he can't. It's against the rules of the IBEW for a non-IBEW man to handle the equipment. And it's against the rules of the IATSE for their man to do anything except throw the light switches in the auditorium."

"Sounds complicated."

"But," went on George, "if the UE want to present Wallace, they can hire a non-union hall, have the chairs set up by non-union janitors, and the light switches cut on and off by non-union electricians."

"That must be an isolated case, George."

George Westbrook switched to the AM band and checked his watch with the time signal. "Take over in Cincinnati," he went on. "There's Oscar Hild, believed by many to be the heir apparent to the Petullo throne. Jimmy Shouse, former star of 'The Acro Rule' once called him 'Dr. Jekyll and Mr. Hild.'"

"That's cute," interjected Mrs. Spelvin. "That's what the man thought who wrote it for Shouse," returned Spelvin. "But to continue. Cincinnati for many years has had a tradition of summer opera. They put it on in the Zoo. During the depression, costs of production were so high, and guarantors were so

I-See-You

CALL LETTERS of WICU—"I See You"—have been assigned by FCC to new commercial television outlet of Dispatch Inc. at Erie, Pa. Call formerly had been assigned to WICU service. WICU is authorized video Channel 12 (204-210 me.). Dispatch Inc. is 55.5% owned by Edward Lamb and Mrs. Spelvin. The Lamb's are chief owners of WTOD and WTD-AM and Toledo have other Ohio FM and TV interests. WICU is to go on the air in early fall.

harried by losses, that the civic committee decided to discontinue it. Hild said that he would volunteer as director of the enterprise to keep the musicians at work."

"There's an enlightened union leader," said Mrs. Spelvin. "Nothing is too good for our boys."

"But wait," said George, holding up a pudgy hand on which a ring sparkled a diamond ring (8:30 a.m. hymn), 25% off. Greenberg buys for cash and sells for cash. "Oscar got the thing going again, but how! He used musicians for janitors, he used musicians for carpenters, he used musicians to paint scenery, he used musicians to sell tickets, he used musicians for ushers. He used musicians period. Did he pay IATSE members to stand by while his musicians worked on the stage? Did he pay UPOWA members to balance his books, or juggle the accounts? Did he use Equity members in the chorus? Finally, he used a few musicians for music-playing which is why he still gets along with Petullo."

To Become Leader

"Think of that," said Mrs. Spelvin, purring two. "If I wanted to become a civic leader, I'd have to hire IATSE men on the stage, UPOWA people in the offices, IBEW men on the public address system, Newspaper Guild men for publicity, AFM men in the pit, Equity people in the chorus, and a member of the American Lawyer's Guild to reorganize me in bankruptcy court." He wiped his brow. "And the Hollywood camera-men's union would put me on television during the hearing."

"But at least Mr. Hild kept his men at work," said Mrs. Spelvin. "Sure, he did," admitted George. "And he kept a great tradition alive. I only mean that because he was a union leader, he could do things, as an employer, that no non-union-union employer could do, especially if he was a member of the NAB or the NAM."

"Maybe some wages are too high, George," said his wife, "but

(Continued on page 178)
Want a radio station designed and built?

LET Andrew DO IT!

The Monona Broadcasting Company, Madison, Wisconsin, had the money but no station. Faced with "impossible" allocation difficulties, they called on Andrew engineers, who succeeded in finding a frequency and designing a directional antenna system. Thus, WKOW was born. Within ten months after the construction permit was granted, Andrew engineers completely designed, built, tuned, and proved performance of a six-tower 10 kw. station—an unusually difficult engineering feat accomplished in record-smashing time. A complete "package" of Andrew transmission line and antenna equipment was used, again emphasizing Andrew's unique qualifications: Complete engineering service with unsurpassed equipment.

Mr. Harry Packard, General Manager of WKOW, wrote:

"Speaking for the entire staff of WKOW, I would like to congratulate the Andrew Corporation on the remarkable engineering job it performed in helping us get WKOW on the air.

We feel that the technical perfection of our installation is due in great part to the efficiency of Andrew equipment and engineering service.

In particular we wish to thank Mr. Walt Kean of the Andrew Broadcast Consulting Division who was responsible for conceiving and designing the installation, supervising construction of all antenna equipment, and doing the final tuning and coverage surveys."

A total of 13,618 feet of Andrew transmission line and complete phasing, antenna tuning, phase sampling and tower lighting equipment went into this job, complementing the best in engineering with the ultimate in radio station equipment.

So, just write Andrew when you are ready to enter the broadcasting field. Andrew will get you on the air.
Sponsors Success
(Continued from page 178)

700 baseball, 2,400 football, several hundred basketball games and other events. Company found it has not only sold much oil but has built a reputation and good will.
(March 1, 1948—p. 18).

Toni Boosts Budget Higher
Toni Co. starts new half hour evening show on CBS April 1, boosting radio budget from last year's $4,000,000 to a peak of $5,000,000 this year. This represents 5/7 of total advertising expenditure for 1948.
(March 8, 1948—p. 88).

Automotive Billings Rising
A rapid increase in automotive net billings may be a sign of things to come. In 1947, only three major companies were using $1,500,000 radio time, but since the first of the year, Kaiser-Frazer, DeSoto and Plymouth have helped push billings to $4,000,000 and others are considering radio.

Bank Considers Radio Sound
U. S. National Bank of Denver has endorsed radio as a sound investment after a successful one year experience with 1/3 of its budget. Firm claims that radio is "indispensable part" of bank's ad budget.
(March 15, 1948—p. 92).

Lauderall Finds TV Best
F. L. Jacobs Co., manufacturer of Lauderall, has attained gratifying results with television sponsorship. Company official said that "next to personal demonstration, television is the best way to explain the merits of electrical appliances." 
(March 15, 1948—p. 50).

Church Uses Radio to Raise Million
National Council of Protestant Episcopal Church was able to raise over $1,000,000 for its world relief program with a 15 minute program on 600 stations.
(March 22, 1948—p. 50).

Lee to Use All TV Cities
Frank H. Lee Co. (Lee & Disney Hats) will sponsor News Review of the Week in every U. S. city with television facilities for Disney Hats. Company calls video audience "natural audience for us."
(March 22, 1948—p. 98).

NAB Campaign to Sell Radio
Value of radio advertising in developing public relations will be stressed by NAB in its nationwide campaign to sell business and industry on radio. The swiftly developing list of good will success stories will be used as the first phase of the campaign.
(March 29, 1948—p. 17).

Washington Sponsors Find Radio Profitable
Growing use of radio by firms in the nation's capital is described in the Washington Radio Market, first of a series of continuing studies by Broadcasting. Individual stories of success are related.
(March 29, 1948—p. 81).

American Praises Radio's Economy
Paul Hahn, president of American Cigar & Cigarette Co. (Pall Mall) and vice president of American Tobacco Co., expressed satisfaction with Pall Mall's program structure. He said he considers Pall Mall's The Big Story a "very satisfactory program, and very economical." It was also revealed that starting in the fall Lucky Strike will sponsor football telecasts on the East Coast, Chicago and Los Angeles.
(April 18, 1948—p. 27).

Coast Guard Show Too Successful
The Coast Guard has been forced to turn away recruits—chiefly because it sponsored a single radio program, This is Adventure on ABC. Before the show went on the air in January 1948, monthly recruiting figure for Coast Guard was 432. After the program started, the total climbed quickly to 688 per month, not counting those not up to the standards. The program was discontinued after 13 weeks for being "too successful."
(April 19, 1948—p. 56).

Pharmaco Finds Radio Does Job Best
Using radio exclusively, Pharmaco Co. (Feen-a-Mint, Chooz) has risen from a chemist-shop type of operation, employing 20 people, to a modern, internationally known enterprise with an annual advertising appropriation of $1,000,000.

Bus FM Interest Grows
Increased public interest to tests of FM radios in buses is being shown in the nation's major cities. Transit and radio circles also are reacting favorably to the project. Richard Crisler, executive vice president of Transit Radio Inc., reports that 100 vehicles in Wilkes-Barre, Pa. are now being equipped with radios. Cincinnati and Covington, Ky. have already adopted the system.
(April 26, 1948—p. 36).

Savings Bond Promotion Hits $20,000,000
The radio industry is by far the leading promotion contributor to the Treasury Dept.'s saving bond program, according to a Treasury official. Radio is credited with an annual time and talent tally of some $20,000,000.
(April 26, 1948—p. 58).
WIBX

Right in the Center
of Prosperous Upstate New York

now 5000 watts night and day
at 950 on the dial

CERTIFIED ENGINEERING MAP AVAILABLE SOON
also WIBX-FM at 96.9 Megacycles

WIBX
CBS in UTICA

FIRST NATIONAL BANK BUILDING • UTICA 2, N.Y.
Represented by:
Helen Wood & Colton, New York • Bertha Bannan, Boston • Walter Biddick Co., Los Angeles
Neville's Bevel
(Continued from page 174)

the be-all, and end-all of the union is to keep people at work, isn't it?"

"Sure. That's why unions are trying to kipe transcription rates sky-high, on the theory that recordings and transcriptions keep round actors and singers and musicians out of work. They want me to pay Joe Blow fifty dollars because he's keeping Joe Doakes out of fifteen dollars' worth of work."

"Well, maybe it's a good thing, George, not to have records and transcriptions. That gives work to more people, and gives an incentive to people to become actors, singers and musicians."

"There is much in what you say," admitted George. "But the unions are keeping union actors, musicians and singers out of work by putting out their own transcriptions, and peddling them to other unions with a book on how to buy radio time, and all the answers from the FCC rules and the NAB code about freedom of speech. Speech is free on the air to everybody except the little man who has his money invested in a broadcast station, in a cultural FM station for college professors' wives to listen to when their eyes are strained from reading Kinsey's sex book, and a rat-hole in the form of a television station down which all his profits from the broadcast station are poured. In technicolor, yet."

"Tell me about the transcriptions which keep union actors from getting a job acting," said Mrs. Spelvin, unperturbedly knitting one

"My secretary," said George, "is a civic-minded career girl, a registered voter, a member of the UOPWA, an admirer of Norman Corwin, and a Progressive Citizen of America. She also reads the Daily Worker. I keep her around so that I can keep hep to the line, and not make any bad breaks in front of FCC employees, such as admitting I believe Robert A. Taft was born in wedlock.

Learns of Unions

"One day recently," he continued, switching back to the FM band which was carrying an uplifting lecture on 'Monastic Life in The Middle Ages,' while she was immersed in '1000 Americans' by George Seldes, I picked up a Worker from the waste basket. I sometimes do this, merely to have a safe supply of small talk to exchange with the regional director of publicity for the Veterans Administration who comes in to ask for free programs in my best 'A' time to perpetuate himself in a good paying job. Much to my surprise, I see that union-minded radio people are making transcriptions!

"So, in bold face type, I see that Anthony Boucher, Morris Watson, or the WPA theatre, and other victims of the slave labor law, are putting out recorded quarter-hour transcriptions on some of the vital issues of the day, such as being against the Taft-Hartley Act, the National Association of Manufacturers, and thought control. As far as I'm concerned, my thoughts are the only thing not controlled by a union contract, and I have to call up my American Lawyers' Guild lawyer, every once in a while to check my contracts and make sure. Then I have to call the legal division of the NAB to check my retainer contract with my lawyer."

"Anyway," continued George, "this outfit calls itself PAX Productions. PAX, I guess, stands for a new form of Virus X which is prevalent in Pennsylvania, and these down-trodden workers will sell their productions, with a short course in how to buy time, for slightly less than fifty dollars a platter, to union locals, with open ends for union commercials. This, of course, is much cheaper for the union than buying a local show with AFRA actors, AFM musicians and IBEW engineers. It is a bargain for any union to buy, and I'm thinking of taking a leave of absence, and getting a job with PAX Productions as a salesman. If the salesmen's union contract calls for a fair commission on each sale, maybe soon I'll be making as much as the continuity writer, Anthony Boucher."

"Well, George, are you against unions?"

"I didn't say that. I say the unions are the only business that can engage in free enterprise and get away with it."

"Maybe a return to free enterprise in the radio business would be a good thing, maybe?" asked Mrs. Spelvin.

"Well," said George, "I keep thinking of a station manager who went down to the hills of Kentucky or Tennessee, or some place south of Newark, N. J., and found Bradley Kincaid. He put shoes on Brad, and hired him to sing for peanuts. Pretty soon, Brad was a client of the station, buying time for his own programs to sell hymn books. Hymn books sell easier than 'People's Songs'—even to unions."

"So, now, Kincaid owns a larger house than the station manager and holds the paper on the station manager's new Cadillac. That's how free enterprise works out, if a guy has something."

George Westbrook Spelvin reached out, and switched over to the AM band.

"Do you need money?" the announcer's voice purred.
Snap!

CHAMBERS AND GARRISON
CONSULTING RADIO ENGINEERS
1519 CONNECTICUT AVE., WASHINGTON 6, D. C.
Phone—Michigan 2261

Allocation Engineering
Antenna Design and Adjustment
Field Intensity Measurements

Engineering Service and
Representation on Broadcasting
AM, FM, Television
KMPC's "Free Speech Mike" went on the air in the public service 6288 times in 1947—that's 3242 full-fledged programs and 3046 spot announcements—a contribution of $136,567.50 worth of time to the 97 different causes listed on this page.
GROWING REPERTOIRE

MUSIC FOR EVERY NEED—BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

In American folk music, BMI is unquestionably first as it is in Latin-American Music. In every other classification—current popular songs, foreign music, dance music, hot jazz, serious and semi-classical—the BMI-AMP repertoire provides both the quantity and quality of music to fill every program need.

SERVICE

BMI emphasizes its Service in Music through a wide variety of practical programming and research aids.

Today, 2,120° stations are making good use of such special BMI services as—COPYRIGHT RESEARCH—CONTINUITIES—HOLIDAY MUSIC LISTS—PIN UP SHEETS—NEWSLETTERS—SONGS OF THE MONTH—PIN UP PATTER—RECORDATA—MUSIC MEMO—GRATIS MUSIC—RECORD PURCHASING ASSISTANCE, etc. These and other helps are available to all broadcast licensees.

*As of April 26, 1948.

COMPETITION

BMI has had the hearty support of music users from its very inception, not only because its combined catalogs contain a well-rounded store of great music but because it has created strong competition in publishing and in the field of performance rights.

With its current licenses running until 1959 BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

WHEN IT'S BMI IT'S YOURS

BMI

Broadcast Music, Inc.
580 Fifth Avenue, New York 19
Chicago • Hollywood
**BMI**

First in Television Music

Music is heard and not seen. This simple point of view is the reason BMI makes no distinction between the use of its music by an audio station or a television station.

---

**Availability and Assurance**

Since 1940 BMI has been television-minded. It grants the unrestricted right to telecasters to perform its music from any source—live, filmed or recorded—with assurance that BMI music, recorded or filmed now, may be used in the future.

From BMI you can get long term performing rights to a vast catalogue of music of every type—television music today for television's tomorrow.

---

**Simple Long Term License**

The BMI television license runs until March, 1959. Broadcasters are thoroughly familiar with its terms and conditions for it is the same as our audio license. Its cost, similarly, is based on identical percentages of the revenue from net time sales.

---

**Full Service for Television**

BMI's many services to the broadcasting industry have already been adapted to video requirements. In addition, we have created a new Television Service Department to take care of special needs. We are constantly in touch with station and agency personnel so that BMI may keep pace with every phase of the day-to-day progress by the industry.

---

**AN INVITATION**

BMI cordially invites inquiries on the subject of Music in Television, in its broadest or most specific applications, at any time.

---

**BMI**

Broadcast Music, Inc.

580 Fifth Avenue, New York 19

Chicago • Hollywood
When the New York Herald Tribune in January began presenting Quizdown on WMCA New York, the move was in line with the paper’s "extra-curricular" educational activities that already included the annual Herald Tribune Forum for High Schools (also televised on WCBS-TV New York) and the annual Herald Tribune Forum on Current Problems.

The new program, based on the spell-down formula with fourth, fifth and sixth grade pupils of the city’s public and parochial schools as contestants, added the grammar school youngsters and their parents to the teen-age and adult groups reached by the paper’s annual forums.

But in adding this half-hour Sunday afternoon broadcast to its promotional activities the Herald Tribune is doing more than pleasing parents and educators by providing a sugar-coated incentive for the city’s moppets to learn their lessons.

Newspapers in 19 other cities have found Quizdown a sensational circulation builder as well as a public service. Radio-wise George Allen, who became the Herald Tribune promotion director after a career in broadcasting research with WOR New York and as secretary of the Cooperative Analysis of Broadcasting, sees no reason it should do any less for his paper in New York.

Expenses Split

A cooperative enterprise—the newspaper pays the production costs, the station provides the time, and the board of education sanctions the program and supervises selection of questions, which are prepared by school children—Quizdown was created by Carol Moody as a wartime expedient to augment the allotment checks sent home to her and her two children by husband Richard. Mrs. Moody’s charm and good looks (she was formerly a Powers model) doubtless played their part in convincing skeptical educators they should give their blessing to a commercial radio series.

The program began its tripartite career in Chicago as a WLS-Chicago Times venture in the fall of 1945. It was so immediately successful that other papers began to ask about duplicating it in their cities [Broadcasting, Feb. 4, 1946].

Jack Shanahan, circulation manager of the Times (now the Sun and Times), which broadcasts the program on its own station, WJJD, describes the circulation results from Quizdown as “definite, solid and most satisfactory.”

Lynden West, promotion manager of the Detroit Free Press, for which the program (on WXYZ) is also in its third year, calls it “the best children’s promotion and sale contact we have ever seen.”

Charles Kistenmacher, promotion manager of the St. Louis Globe Democrat, which attributes to Quizdown (on KMOX) a 15,000 increase in circulation, says: “Quizdown has turned out to be one of the best projects this newspaper has ever conducted.”

Success in Oklahoma

James Jee, Globe Democrat circulation manager, put it even more strongly in a letter to the circulation manager of the Oklahoma City Oklahoman, “If I had to give up all our billboards, our direct mail, our radio spots or our institutional advertising, I’d still keep Quizdown, regardless.” (The Oklahoman sponsors Quizdown on WKY.)


In two cities the program is broadcast under non-newspaper sponsorship: Washington, where the Hecht Department Store sponsors it on WTOP, and New Orleans, where it is broadcast on WTPS-FM for Poll Parrot Shoes. One station, WHIM Providence, is carrying it as a sustaining station public service feature.

Use of Term ‘Spot Radio’

May Be Ended in Canada

Canadian broadcasters, advertisers and agency executives are being asked their opinions on changing the term “spot radio” to "selective radio" in a questionnaire sent out by All-Canada Radio Facilities, Toronto. The letter accompanying the questionnaire, over the signatures of Guy Herbot, John Tregale and Spence Caldwell, says in part:

“Whatever your opinion, let’s bring it out into the open. Let’s discuss the problem frankly and in the best interests of the industry as a whole. Let’s settle on selective radio, or any other term that wins wide acceptance, and use it.”

'Quizdown' Gets New Backer

'N. Y. Herald-Tribune' Presenting Children's Show

Which Has Proved Big Circulation Builder

When the New York Herald Tribune in January began presenting Quizdown on WMCA New York, the move was in line with the paper's "extra-curricular" educational activities that already included the annual Herald Tribune Forum for High Schools (also televised on WCBS-TV New York) and the annual Herald Tribune Forum on Current Problems.

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The Sun never sets on Presto Recording Equipment

There is hardly a spot on the globe that isn't within hearing distance of transcriptions recorded and reproduced on Presto equipment and discs. Presto's leadership as manufacturers of fine products for stations and studios is the logical result of dependability, progressive engineering, and world-wide distribution.

The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.
58,163 Telephone Calls Prove that the Intermountain Network Dominates!

This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper’s winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain has strong audience all the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

### HOOPER RATINGS

**WINTER, 1947**

**Monday thru Friday—Daytime**

<table>
<thead>
<tr>
<th>Time</th>
<th>In Use</th>
<th>INTERMOUNTAIN NETWORK</th>
<th>Ax NETWORK</th>
<th>By NETWORK</th>
<th>Cx NETWORK</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>0.5</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>23.2</td>
<td>7.1</td>
<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
<td>0.3</td>
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* 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.

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.

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### THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
Publishers
(Continued from page 86)

per’s annual International Sports, Travel and Boat Show. McGraw Hill Publishing Co. was a modest hit spot, advertiser, using announcements on seven stations to promote "Science Illustrated."

Publishers locally use radio chiefly when a particularly appropriate program is available, such as Meet the Press, Mutual co-op which numbers 17 newspapers among its 42 sponsors. Another 17 papers sponsor other co-op shows, nine using America’s Town Meeting of the Air, two using Dick Tracy and one each sponsoring Banyon, Martin Agronsky, Headline Edition, Boston Symphony, Cedric Foster and Information Please in their localities. A score of newspapers also cooperate with local radio stations and school boards in broadcasting city-wide weekly grammar school quiz competition.

Stations seldom buy time on other stations, an exception being Westinghouse Stations WHZ Boston and WBZA Springfield, Mass. which use sign-off announcements on a daytime station, WBMS Boston, telling WBMS listeners to tune in WBZ and WBZA “for continued outstanding entertainment” after WBMS leaves the air for the day.

Television Weekly (fan paper) and Television Magazine (trade paper) have used a few spots on New York video stations, but the first major use of television by a magazine will occur in June and July, when Time Inc. for Life will sponsor a variety of broadcasts from the national political conventions, including interviews, color pictures, and other off-the-floor telecasts on NBC’s video network. These broadcasts, covering all aspects of the conventions except the coverage from the floor of the meeting hall which is not for sale, will be broadcast live by eastern newspapers through coaxial cable or radio relay and from kinescope films by NBC video affiliates in all parts of the country.

XXI—ELECTRONICS UP

MAKERS OF RADIO receivers and allied products are among the least active users of radio time. The explanation of this can probably be found in the realm of psychoanalysis; this article can only report that network time sales to this group during the first three months of this year amounted to only 1.1% of the total time sales to all network advertisers for the period, even though they were 26.6% higher than for the first quarter of 1947.

The outlook for the immediate future is somewhat less optimistic. Of the five programs sponsored by four radio companies on the networks in the January-March period, the American Forum of the Air ended its career Jan. 20; Burl Ives (for Philco) went off April 9, and Bing Crosby, Philco’s short program for its radio sets, signs off June 2 for a summer vacation from which he is due to return to ABC Sept. 29; Farnsworth’s Metropolis Auditions of the Air, a seasonal program, winds up with its May 16 broadcast. That leaves as a summer network advertiser only RCA, whose RCA-Victor Hour, now running months and months on NBC, is an RCA subsidiary company.

Philco will continue to advertise its radio and video sets on the air, however, through a cooperative arrangement with its dealers. Four transcribed programs—Myrt and Marge, Flight with Music, Diary of Fate, Anderson Family—are offered to dealers for local use, with the costs of time and program to be shared equally by the dealer and the Philco distributor in his area. General Electric Co. also has costs with its radio dealers in some markets. Dealers for Bendix radio sponsor Real Moments of Romance, five-minute transcription series advertising their sets with 262 stations.

Advertising of radios, phonographs and records at the local level seems about on a par with the national radio advertising of this group of products. Some firms, such as RCA, RCA distributor in the New York area, which in April began using 11½ hours a week on WNEW New York, are sizable local advertisers, but they are a small minority. The sponsor lists of network co-op programs include only five advertisers from this class.

Perhaps the set-makers will be more liberal users of FM time, which provides a means of demonstrating the extra-fine listening qualities that all FM set-makers are stressing. Such co-op situations are good for the FM setmakers and dealers also sponsor programs locally on FM stations.

But it is television that seems to have really attracted the advertising of set-makers, Motorola Inc., which recently added a lower-priced video set ($179.95) to its sound broadcasting receiver line, in April launched The Nature of Things, quarter-hour Thursday evening program, on NBC’s five-station East Coast video network. In Washington, Motorola and a dealer in that city, George’s Electronics, also sponsored a weekly quiz show on WTTG (TV). "Motorola’s" also co-sponsors a weekly musical program on WNBW (TV) Washington with Philco Corp. for Philco sets, and Gough Industries in March sponsored a Baseball Preview for Philco radios on KTLA (TV) Los Angeles.

Admiral Radio Corp. also is using network video for its radio- video line, sponsoring Henry Morgan in a Sunday series on a four-station ABC East Coast hookup, on which Admiral is the first sponsor. Company also sponsors full-length series, including a week of features on WBKB Chicago and WNBW Washington, the latter in cooperation with George’s.

General Electric Co. advertises its television and its video-reel on the NBC TV network. Local receiver dealers, alone and in cooperation with manufacturers, are video program and announcements sponsors across the country, with some 20 such accounts reported by stations in the Telestatus survey for February.

Two makers of devices to improve TV reception, Transmitter Image Definer Co. and E. L. Cournard Co. (Walco Tele-Vue Lens) have used TV in various cities, directly through local dealers. One Walco dealer, Terman Television Sales, Chicago, reported the sale of 448 lenses as a result of two video spots on WBKB. Transmitter also sponsors Melody Makers, a full afternoon hour after noon on the board in WGGN (FM) New York, using some of its commercial time on its telecasts on WABD New York to urge viewers to hear the FM programs.

Conditions are generally good with the radio manufacturers, according to Bond Geddes, executive vice president, Radio Manufacturers Assn., who made the following statement for this issue:

While the radio industry has probably passed its postwar peak in the manufacture of AM radio receivers, increasing its volume output of television and FM receivers. Even AM set production remained fairly high during much of the first quarter of 1948, but an increasing proportion of the industry’s production capacity is being turned to television set manufacturing.

Television set production by RMA member-companies already has reached a weekly rate of 10,000 or more and is still rising. RMA members have shipped more than 110,000 TV sets since Jan. 1 and the production rate during the three other quarters doubtless will rise higher as the manufacturers expected.

FM receiver production also is on the increase. In March it passed the 42,000 mark, a little more than 200,000 for the first quarter—almost, and high-grade consoles now have FM reception facility. With new low-price FM-AM (or TV) model receivers are appearing on the market, manufacturers are rapidly expanding this section as well.

Transmitter production remains at a high level, and the 1948 output of these devices continues, the latter also is increasing in high power, is expected to exceed that of 1947.

Radio and electronic requirements of the armed forces are still rising, are needed to bolster the industry’s overall production this year as the nation expands its preparedness program. Fortunately increases in production of radio manufacturers was expanded greatly during this period, and it is now able to handle considerable government business without curtailing production of civilian equipment, etc. Perhaps the few items that are still in short supply.

Business Index Continues on page 188

May 17, 1948  Page 18
The REL FM Broadcast Equipments illustrated are typical of the REL complete line of commercial units. Every unit in the line has been engineered and built in keeping with the long established tradition of REL Reliable Engineering Leadership. This leadership, an acknowledged fact throughout the industry, is the direct outgrowth of over 14 years of application to the exclusive task of advancing the art of FM transmission and reception. Development and production of equipment for commercial FM broadcast use is REL's only activity.

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ALL REL FM TRANSMITTERS employ the Armstrong Phase Shift principle of modulation. REL transmitters are shipped ready to operate, thoroughly tested and tuned for peak performance before they leave the factory. REL pre-shipment tests are so exhaustive that it is standard REL practice to invite customers to have their engineers present at the plant during the test of their own equipment.

- **250 WATTS TO 50,000 WATTS**
- **ECONOMIC TETRODE OPERATION**
- **EXCLUSIVE 10 KW QUADRILINE CIRCUIT**
- **EXTREMELY LOW DRIVE POWER**

---

This is the famous 10 KW REL QUADRILINE transmitter that has established a nation-wide record of economy and dependability under every possible operating condition of climate and terrain. Outstanding feature of this equipment is the QUADRILINE 10 kw final amplifier employing four identical Eimac 4-1000A internal anode tetrodes with short sections of four wire line comprising the resonant input and output circuits. Significant advantages of this design include rapid—5 to 10 second—tube replacement; simplified cooling and socketing; the fact that failure of a tube reduces output only 15 percent, virtually eliminates service failures; very low drive power requirements.

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**SERRASOID MODULATOR**

Super Phase Shift for FM Broadcasting

- **SIGNAL TO NOISE RATIO, FOR 75 KC DEVIATION, IS 80 db**
- **DISTORTION UNDER .25% FROM 50 to 15,000 CYCLES**
- **FOR USE WITH ANY MAKE FM TRANSMITTER**

The SERRASOID modulator practically eliminates the transmitter as a factor in controlling the qualities of an FM system. The separate and distinct functions of modulation and carrier frequency control are secured with four tubes involving no critical adjustments or resonant circuits. The balance of the RF portion of the unit is comprised of simple frequency multiplier stages. The SERRASOID modulator ranks as one of the most important FM advances to date, from the standpoint of simplicity, economy and superb performance. Complete characteristics and specifications are available on request.

---

RADIO ENGINEERING LABS • INC
**FM Link Equipment**

-StL for Better FM Broadcasting

This equipment is the result of many months of research. It is presented to satisfy increasing demands for equipment to link studio and transmitter with very great fidelity and without the use of wire lines. The equipment operates line-of-sight over distances under 30 miles at 940 to 960 megacycles. Units are compact, easy to install, can be arranged to mount in single relay rack. Antenna equipment is optional.

*Transmitter input to receiver output does not include space attenuation.*

| AUDIO RESPONSE: 0.3 db FROM 50 TO 15,000 CYCLES |
| SIGNAL TO NOISE RATIO: 75 db BELOW 100% MODULATION* |
| DISTORTION: 0.3% MAX. AT 100% MODULATION FROM 50 TO 15,000 CYCLES. |

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**Professional FM Receivers**

-for the Finest FM Reception

**Fixed-Frequency, Crystal-Controlled FM Relay Receiver** for network relay reception on any frequency from 88 to 108 megacycles. Features high reserve sensitivity; distortion less than 0.5% between 50 and 7,500 cycles; flat response ±0.5 db to 15,000 cycles; audio output +18 dbm in 600 ohms for 100% modulation.

*Rel FM Receivers employ genuine Armstrong circuits for the finest FM reception possible.*

**Dual Band FM Receiver** for studio monitoring or superb home reception. Features input circuit noise limiting; distortion less than 1.5% at 10 watts output from 50 to 7,500 cycles; frequency response ±1 db from 30 to 15,000 cycles including de-emphasis of 75 microsecond time constant. Calibration permits use as relative field strength meter.

---

**Other REL FM Specialties**

-Automatically Controlled Transmitter-Transmitter FM Link Equipment

An extremely flexible arrangement combining both crystal controlled and tunable receivers together with provision for aural and visual monitoring. This unit is designed for the relaying of programs from one transmitter to another for FM network programming. Unit provided with facilities which allow semi-unattended operation.

-Frequency and Modulation Monitors

Available in several type with accessories.

- **Model 600B Floor Mounted**
- **Model 600B-T Table Top Unit**
- **Model 600B-R Relay Rack Type**

---

**Send for Literature Today:**

Simply check items below and mail coupon for prompt delivery of complete information.

- [ ] REL FM Transmitters
- [ ] QuadriLine Amplifier
- [ ] FM Studio-Transmitter Link
- [ ] Serrasoid FM Modulator
- [ ] FM Relay Receiver
- [ ] Dual Band FM Receiver
- [ ] FM Transmitter-Transmitter Link
- [ ] FM Broadcast Monitor

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**FM Link Equipment**

35-34 Thirty-Sixth Street
Long Island City 1, New York
LAST YEAR local business on the air totaled $135,750,000, some $10 million more than the total network advertising, making local advertising the leader in expenditures for the first time in radio history.

Commenting on the somewhat startling phenomenon, Broadcast-

ing Yearbook for 1946 pointed out that the dollar volume of local time sales had increased three and a half times from 1939 to 1947, that local sales had increased relative share of the total radio market, while network and national spot advertising have shown relative decrease or only small gain. The increase in in local advertising was credited largely to the expansion of general prosperity into the smaller local markets; the great increase in the number of local and day-time stations, mostly serving markets previously without adequate radio service; more stations in older markets making more time available to local advertisers; the increased use of radio by businesses with relatively small advertising budgets.

Generally speaking, local advertising is retail advertising. Except for a relatively few small manufacturing plants with limited distribution, the local advertiser is the man with something to sell directly to the public of his community. There are a lot of businesses like this and a lot of them among radio advertisers. The network cooperative programs alone have more than 2,000 sponsors, 90% of them retailers. Last year's radio advertising competition was conducted by the National Retail Dry Good Assn. drew entries from more than 150 retail stores, chiefly department stores.

In this series, retail advertising on the air has been dealt with in the product categories, with dealers in the automotive class, clothing stores under the apparel heading, laundries and dry cleaners along with soaps and cleansing agents, instead of trying to lump retailers under a single heading. There is no table of network advertising for this class because no advertisers at the retail level used network time during the first three months of 1948.

Lee Hart, assistant director of Broadcast Advertising for NAB, is the broadcasting industry's official liaison with the nation's retailers. Here's what she has to say about this increasing part of the broadcasters' business:

"An NAB survey has shown that advertisers received 20 million dollars more from retail advertisers in 1947 than they did in 1946. We believe that 1948 will bring radio an even higher revenue from retail advertisers and that the amount of increase will depend on the degree to which broadcasters can show retailers how to make radio advertising dollars productive. Those retailers who have learned the tricks of making radio advertising productive will increase their budgets considerably. Those who haven't will reduce budgets. Very few retailers will spend money for institutional purposes only. Few will be influenced to buy the radio salesman who walks in with a 'perfect program' without helping the retailer study his problems and plan his radio advertising.

"Fortunately, during the past few years, many broadcasters have been building themselves into retail advertising advisors; many progressive retailers have been discovering effective radio advertising techniques; and NAB has had the complete cooperation of NRDGA in extensive study, analysis and promotion of productive radio advertising principles. An accent on productive radio advertising should produce extra dollar results in 1948."
May 4, 1948

To the PRESS and RADIO:

Subject: RAILROAD RATES

Rates and fares are the prices at which railroads sell their services. These prices are higher now, in dollars and cents, than they were before the war but as compared with most other prices, they are distinctly lower.

The increase since 1939 in the prices at which railroads sell their freight services has been only about half as much as the percentage by which railroad wage rates and the prices of railroad materials, supplies and fuel have gone up. In passenger service, the increase in selling prices has been only one-fourth as much as the average increase in the prices and wages which railroads must pay.

Increases in railroad rates are effects, not causes. Rail rates were no higher at the end of the war, and in many instances were lower, than when war began. Subsequent increases came after and not before the increases in the prices of other things. Indeed, there are few commodities or services for which the increase in price since 1939 has been so little, or so late.

Experience has shown that poor and inadequate transportation is costly, no matter how low the rate might be, while good and adequate transportation is worth what it costs. The foundation of good transportation is good plant and equipment. That requires investment, and investment depends upon earnings or the prospect of earnings.

The best way, and indeed the only sure way, to have better transportation in the future is to give railroads a chance now to make earnings sufficient to meet today's costs — such earnings as will justify and encourage continued investment in the better railroad plant and facilities which are the one sound foundation of better service at the most economical cost in the days to come.

Sincerely,

William T. Faricy

May 17, 1948
SWITCH TO DISC LABELS THAT —
- can’t clog grooves
- stick and stay stuck
- are quickly applied without moistening

No more clogged grooves in your master discs! No more labels that pop or curl off! Simply switch to these amazing Kum-Kleen Self-Adhesive Labels.

Kum-Kleens are the unusual labels that require no moistening. Not only are they applied far faster, but eliminate messiness, no adhesive can possibly clog grooves. They stay stuck...never pop or curl off despite temperature, humidity change or age.

Write for free samples. See for yourself why so many radio stations have switched to Kum-Kleen Disc Labels. Address Dept. B-5.

KUM-KLEEN SELF-ADHESIVE LABELS

AVERY ADHESIVE LABEL CORP., Monrovia, Calif.; 41 Park Row, N. Y. 7; 608 S. Dearborn St., Chicago 5; 2930 W. Grand Blvd., Detroit 2; all principal cities. Canada: Enterprise Sales, Toronto.

COVER THE BARE SPOTS in your programming with the NATIONAL PROMOTION CAMPAIGNS of HOWARD J. MCCOLLISTER

PHILLY VIDEO

WCAU-TV Philadelphia will begin a full schedule of television operations upon completion of new studios May 23.

Currently, station's programming is being furnished by remote broadcasts, CBS network features and film presentations from the WCAU-TV transmitter atop the Philadelphia Saving Fund Society Bldg. in downtown Philadelphia. The few studio programs now being televised originate in the nearly-completed Studio B at the WCAU Bldg.

WCAU-TV studios, among the most complete and modern in the world, will consist of one production center measuring 34' x 55' x 22' and another covering 29' x 36' x 22'. Each studio will be equipped with its own control room and complete camera and lighting facilities. Basic lighting will be fluorescent on an overhead grid.

Incandescent lights, suspended from the grid and powered by an overhead feed rail, will be used in conjunction with fluorescent system. Main feature of the lighting is that it can be maneuvered and adjusted to any angle or position and yet is cable free.

Each studio will have a cat-walk completely around it, allowing technical crews and production men to work over top of the actors, yet out of range of the television cameras.

All studio lighting will tie-back to one panel which can be controlled from a central point. Parts of the lighting scheme may be pre-set for a program and still be changed during actual presentation.

In addition to the two studios and their individual control rooms, a master control is being installed on the 5th floor of the WCAU Bldg. for switching from one program to another.

Air-conditioning will be used in all studios. When full lighting is used, the air-conditioning system automatically will adjust itself to compensate for the extra heat. When lighting is reduced, the air-conditioning unit will reduce its output.

Work is now going ahead on the developing and cutting rooms for films, dark rooms for slides, still photos and developing and the film library room, where all films will be catalogued and stored.

A special projection room for motion pictures used on WCAU-TV programs is nearing completion. It is being equipped with two 16-mm and two 35-mm projectors and associated equipment. An innovation will be the use of an optical system di-plexer which enables The Philadelphia Bulletin station to use two projectors with but one camera chain.

A large glass-walled visitors' gallery is being built to allow the public to watch all proceedings during a television program. Provisions are being made to install receivers, or television sets, in the visitors' gallery so that the public, as well as watching every phase of the production, can see the finished product that goes into viewing homes.

All programs originating in the WCAU-TV studios will be sent to the WCAU-TV transmitter site by special coaxial cable circuits and then transmitted to viewing homes.

WCAU-TV also will have microwave equipment for relaying from the studios to the transmitter but it is expected that the cable circuits will be employed in most cases.

WHIM Album

WHIM Providence, R. I., has released to the trade a 30-page album depicting its various activities. The booklet, through a series of photographs, also acquaints readers with the officials, staff members and radio personalities serving and appearing on WHIM.
charts your course

...and you're headed for a sure sales success story! And no wonder, there's power, there's push, behind Chicago's leading independent, serving local and national advertisers for over a double decade. Set your compass in any radio direction, WIND ALWAYS BRINGS TOP RESULTS:

**SPORTS**

...Year 'round coverage! CUBS BASEBALL, BEARS FOOTBALL, BLACKHAWKS HOCKEY, and we could go on, and on.

**NEWS**

...EVERY HOUR, ON THE HOUR, over 24 newscasts a day. A record unmatched by any other station in Chicago.

**MUSIC**

...BLOCK PROGRAMMED, 24 hours a day and featuring Chicago's ACE DISC JOCKEYS on music shows that range from Bach to Benny Goodman.

**560 KC**

...Puts WIND at the top of the dial. That's more coverage than from 100,000 watts at the other end of the dial.

**SURVEYS**

...Show WIND the outstanding circulation buy in Chicago.

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So let CHICAGO'S LEADING INDEPENDENT chart your course and you'll agree...

CHICAGO'S SURE SALES WINNER IS WIND!

JOHN E. PEARSON IN NEW YORK
Tobacco Increases

(Continued from page 188)

...acco group include American, which in March started an intensive 52-week campaign in New York, using 419 spots a week on nine stations for Herbert Tareyton, and five others of the market's best programs. Puerto Rico Agricultural Co., using five-minute programs in Philadelphia and Baltimore for El Prace cigars in the company's first use of radio; Lorillard, with ads and programs on 11 stations for Old Golds and spots in 18 stations for Embassy cigarette. L. & M. is using Platter Parade on nine Don Lee stations for Chesterfield; Consolidated Cigar Corp., using announcements on 10 stations. Little local radio advertising is used by this class of advertisers; only five are listed as sponsors of network coop shows.

Sports and cigarettes go together naturally, and this year the tie-ups include TV as well as sound broadcasts. Little League Baseball, for Chesterfields, are sponsoring telecasts of the New York Giants home games on WNB T New York and sound broadcasts of all Giants games, away as well as home, on WMCA New York. To avoid sharing the video audience with other advertisers, L & M also tied up all of the ballpark space within the park, which this year advertises nothing but Chesterfields.

Chesterfields are also advertised with telecasts of the Chicago Cubs on WBBK Chicago and of the Washington Senators on WTTG Washington (with Ford as co-sponsor in both cities), and with sound broadcasts of the Senators on four Washington stations: WWDC, WDNA-FM, WPIK and WPK-FM. Games of the Giants during their training period in Arizona were broadcast by KRUZ Phoenix for Chesterfields.

Chesterfield, continuing its long-term sponsorship of the Brooklyn Dodgers games broadcasts on WHN New York (shared this year with General Foods Corp.), is also sponsoring the Dodgers telecasts on WCBS-TV (with Ford as co-sponsor), Old Golds being advertised on both sets of broadcasts.

Brown & Williamson, for Kools, sponsors a weekly sports review in the five minutes preceding the Gillette boxing bouts on the NBC video network. Company is advertising Wings with quarter-hour chain-break baseball scores on KROW Oakland, and is using announcements in the New York area to introduce its new cigarette, Life.

American Tobacco, for Luckies, is sponsoring dramatic crate series, Barney Blake, Reporter, on the NBC TV network; is using video spots on a number of stations and is planning extensive sponsor- ship of football telecasts this season. Company abandoned after three trial broadcasts Tonight on Broadway, backca stage interviews with actors, producers, etc., of New York hit shows, plans to use its video spots from the broadcast from the theatres in the early evening.

Ronson Art Metal Works is advertising 'dime' lighter, with video announcements on 10 stations, with sound broadcast spots on 22 stations in 20 top markets. Lektro-lite Corp. also is plugging its dameless lighters with video spots on three stations.

XXIV—SOAP STEADY

HOUSEHOLD SOAPS (as opposed to toilet soaps), cleaners and polishers ranked fifth as a class in their use of network time in the opening three months of 1948, edged out of fourth position by the tobacco group despite an increase of 3.8% in network billings over the like quarter of last year. Consistent in their use of radio through the years, particularly in the field of daytime serials which as a result of this sponsorship have become popularly known as "soap operas," this class of advertisers may be expected to continue as one of radio's best client groups.

Network clients not included in the table are: Armour & Co., whose 25-minute afternoon Hint Hunt program on CBS Monday through Friday devotes its final ten minutes to advertising Chiffon Flakes (first quarter-hour plugs meata); Chemicals Inc., sponsoring Meet the Missus for a Thursday afternoon quarter-hour on a CBS Pacific hookup for Van; Goodway Packing Co., advertising Old Dutch Cleanser via Nick Carter Sunday evenings on MBS; Drackett Co., sponsoring Dorothy Kilgallen's Thursday 15 minutes of theatrical chatter on MBS for Drano and Windex; General Foods Corp., sponsoring The Second Mrs. Burton, daytime serial on CBS for La France and Satina; Pacific Coast Borax Co., promoting the sale of Twenty Mule Team Borax with The Sheriff, Friday evening on ABC; S.O.S. Co., sponsoring Front Page Features on a CBS Pacific network and Sidelight's in the News on Yankee Network for its cleansers.

The current contest craze, intense even for radio, reached its peak with The Walking Spot's "hit the Hookup on Truth or Consequences" sponsored by Procter & Gamble Co. for Du, the fortunate identifier of this elu-usive gentleman collecting a moun- tain of prizes assessed at worth $2,500, while the American Heart Assn. was enriched by about $3,000,000 as a result of solicita- tions for contributions made in con- nexion with the contest. Undaunt- ed by these spectacular results, P & G plans another contest on this program in the fall. Lever Bros. Co. has also been running a contest on its Shave Soap, soapless dishwash- ing liquid, on the full Don Lee Network plus an expanding list of eastern and midwestern stations; Dif Corp., using spots on five New York stations for Dif hand cleaner; Missor Products Co., using participations on three New York stations for Rad, all-purpose cleaner; Marine Electrolysis Eliminator Co., using stations in the New England for Red Devil seat re- mover.

Griffin Mfg. Co. is again con- ducting its annual spot campaign for its white shoe cleaner, starting in the south in March and moving northward with the season. In April Stamilite & Co. is plan- ning a test campaign for "Surface-Kleen" and "Surface-Nu" floor

Consistency Marks Total Expenditures

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<td>Network No. Stations</td>
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<td>B. T. BABBITT, INC., $409.917</td>
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<td>$506.958**</td>
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<tr>
<td>David Harris</td>
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<td>Rose Lawton</td>
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<tr>
<td>COLGATE-PALMOLIVE-PEER, $599.958</td>
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<td>$712.877**</td>
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<tr>
<td>Blondie</td>
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<td>GENERAL FOODS CORP.</td>
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<td>Second Min. Battery, $503.12*</td>
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<td>$597.077**</td>
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<td>Fibber McGee &amp; Maffly</td>
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<tr>
<td>LIVER BROTHERS CORP., $171.780</td>
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<td>$184.516**</td>
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<td>Ame 'n Andy</td>
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<td>B. J. PROCTOR &amp; GAMBLE CO., $3,655.88*</td>
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<td>$2,770.95**</td>
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<td>Beulah</td>
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<td>J. H. Jordan, M. D.</td>
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<td>Roed of Life</td>
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<td>Guido Light</td>
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<td>Truth &amp; Consequences</td>
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<td>Baronial to Hollywood</td>
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<td>Welcome Travelers</td>
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<td>Iran Snow</td>
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<td>C. S. Johnson &amp; Son, Inc.</td>
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<td>A. C. &amp; C.</td>
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<td>W. C. H.</td>
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<td>Rosemary</td>
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<td>Jack Lea</td>
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Source: Publishers' Information Bureau

(Continued on page 196)
By every measurement WTIC dominates the prosperous Southern New England Market.
Technical Papers

(Continued from page 47)

with the design, construction and operation of television and FM transmitting plants. The subject will include layouts, novel design features, terminology, monitoring, test equipment and adjustments and synchronization control. The NBC plants in New York, Washington and Los Angeles will be briefly described.

TV Studio Systems—M. A. Trainer, RCA Victor

Equipment layouts for television studios of small, medium and large size will be presented and discussed. Circuit arrangements for inter-connecting, switching and monitoring will be illustrated by diagrams. Various arrangements of the audio and video units in the studio control room, film control room and master control room will be shown on color slides.

Mr. Chamberlain Mr. Lodge

The CBS Grand Central Television Studios—A. B. Chamberlain, CBS (by William B. Lodge, CBS)

Physical and technical facilities of the new WCBS-TV studios, now under construction in the Grand Central Terminal Bldg., New York, will be described. The video and audio facilities systems design, capable of meeting complex program production and technical operating requirements established prior to planning the new facilities, will be enumerated. Emphasis has been placed on flexibility of operation, particularly insofar as the switching, control, and monitoring facilities are concerned. Due consideration has been given to the importance of the audio system, continuity of service, and the possibility of future expansion of these facilities. Associated requirements including studio lighting and control, air conditioning, studio cue communication facilities, and sound effects facilities will be described briefly. Some of the major differences between these facilities and those required by the average television station will be discussed.

* * *

Television Field Broadcasts, Including Radio Relay—Robert Clark, NBC

This will cover problems encountered in presenting television field

(Continued on page 198)
and Preferred Position... at 980 on the Dial... to Bring You
MORE THAN 100,000 NEW LISTENERS

THAT'S NEWS up in this neck of the woods!... and wherever radio time is bought to do a selling job.

Now WTRY, one of the nation's FINE stations, sends out a signal five times more powerful—brings in 30,000 additional radio families—over 100,000 new listeners for your selling.

And mind you, that makes a lot of customers—a total of well over 700,000 BUYERS for your messages in this good selling Albany-Troy-Schenectady area.

Consistent audience domination is yours through this CBS basic station where outstanding network and local programing combine to build and hold listener interest.

Check WTRY availabilities now, and whenever you want to sell or get over a message... at less cost. WTRY delivers a great audience, a spending audience, throughout this balanced city—farm—industrial area.

TROY BROADCASTING CO., Inc., TROY, N.Y.
Represented by Headley-Reed

WTRY and its full power FM affiliate WTRI
Soap Steady
(Continued from page 192)

products in 16 New England markets, and American Home Products began advertising Aerowax on its Helen Trent show on CBS and FAMCO, Inc., the New York-based Lever Bros. in April named Day, Duke & Tarleton as agency for a new detergent, Surf, with radio reasonably certain to be used.

Only video advertising done by a member of this group is the sponsorship of Missau Goes A-Shopp- ing, on WCBS-TV New York Wednesday afternoons, by B. T. Babbitt for Bab-O, sharing the sponsorship with three other advertisers on a rotating basis. S. C. Johnson & Son is studying television with a view to its use next year, but has announced no plans as yet.

As with other packaged products, most of the advertising of this group is done at the national level. Locally, laundries and dry cleaning establishments are the major advertisers in this general class, the less of their less than half quarter of radio being indicated by the fact that 32 laundries and 15 dry cleaners sponsor network co-op shows in their communities.

Soap advertising by manufacturers in the United States during the quarter ending March 31 were 17% less than the preceding quarter and 4% under the same quarter of last year, according to a report issued May 7 by J. Malcolm Miller, secretary of the Assn. of American Soap and Glycerine Producers. Based on sales census reports to the Association, solid soaps delivered in the January-to-March period this year totaled 657,911,104 pounds, 139,166,896 pounds less than the fourth quarter of 1947 and 28,777,080 pounds less than the fourth quarter of 1947. Sales of liquid soaps in the first 1948 quarter totaled 755,606 gallons, up 119,606 gallons from the final quarter of 1947 but 219,049 gallons less than the volume produced and sold in the first three months of last year.

XXV

Sporting Goods
Radio Activity
At Local Level

WCSB-TV New York and its maker (Lionel) although not the sponsor of the program, received more than 600 inquiries and some 300 sales leads from that single broadcast. However, only one sponsor in the sports field is currently using video advertising. In line with the sound broadcasting record of this group, that one sponsor is a retailer, the Davega chain of 21 stores advertising its extensive stock of sporting goods of all varieties, with Stop Me If You’ve Heard This One in a Friday evening half-hour preceding the Gillette Fight on WOJB New York.

XXVII

Toiletries
New Advertisers Added

SECOND only to food products advertising as a source of network revenue, the toiletries class purchased a sixth of all network time used commercially during the opening quarter of the year, its bill (at gross rates) for network time totaling $8.7 million, a gain of 194.4% over the like period of 1947. With several additional toiletries programs starting on the network since the end of March, the outlook for broadcast advertising from this class is more optimistic than the overall picture made for this issue by S. L. Mayham, executive vice president, The Toilet Goods Assn., who stated:

"Manufacturers of cosmetics have found business harder to get during the first three months of 1948 than they had anticipated. However, the situation from a standpoint of soundness of general conditions in the field is considerably better than it was at the same time in 1947. At that time inventories in the hands of retailers and also of manufacturers greatly inflated and the volume of cosmetics of more or less unknown brands in the hands of the retailers was so great as to bring about almost a cessation of business between the retailer and the producer.

"Stocks after the holiday period of 1947 were not nearly as large as in 1947 and most of the so-called "unknown brand cosmetics" have been completely eliminated from the market. At the same time stores have pursued a cautious policy in their purchasing and have not been inclined to anticipate to any great extent. Consumer sales during the first quarter with the exception of a limited number of items, were also lower than they were in the same period of last year. A large part of this slowness in business may be traced this year to the 20% retail excise tax. During the exceptionally flush times of the war and the immediate post-war period, this special burden on the toilet goods industry did not appear to affect retail sales to any great extent. Now with world conditions greatly unsettled and the cost of living at a very high level, consumers are inclined to confine gift purchases to goods which do not bear a retail sales tax and are also inclined to economize in their purchases of neces saries which bear a retail sales tax.

"On the whole, the outlook for 1948 is by no means dark. It seems likely that as sapera of fashionable merchandise will be purchased at a steady rate throughout the year and that the total volume of business will ap proach the 1947 figures, but for the present the days of spectacular increases in sales of perfumes, cosmetics and other toilet preparations seem to be past. "With respect to advertising, there is a tendency on the part of manufacturers to be much more cautious than they have been for several years. Schedules are being examined with greater care and economies are being effected wherever it is felt that such economies will not seriously interfere with the general promotional plans of the manufacturers. The industry has always been an extremely heavy advertiser and there is every reason to believe it will continue to be a very heavy advertiser, but the advertising dollar will be stretched further in 1948 than has been the case in recent years."

Expanding its network advertising schedule for Toni Home Wave, Gillette has added two programs on CBS, an evening broadcast of This Is Nora Drake in addition to the morning broadcast of this five -week daytime serial on NBC and a half-hour Thursday evening program, Crime Photographer. With an annual gross time expenditure of $2,500,000 on CBS alone, the total network bill is now running at the rate of better than $4 million a year, the Gillette annual total for network time close to $6 million.

Lever Brothers Co. has added a Saturday morning half-hour to CBS,Junior Miss, to its network advertising for Pepsodent toothpaste.

(Continued on page 208)
WFIL is the first station in America to transmit regularly scheduled programs via Amplitude Modulation, Frequency Modulation, Television and Facsimile. This achievement reflects the spirit of WFIL—the spirit which has kept WFIL at the forefront among Philadelphia radio stations...among America's radio stations!

It is this same spirit which goes into every WFIL program and plan of promotion...the spirit which assures the success of your WFIL program in Philadelphia, America's third largest market.

The Philadelphia Inquirer Station

WFIL Philadelphia
AN ABC AFFILIATE
REPRESENTED NATIONALLY BY THE KATZ AGENCY
Technical Papers

(Continued from page 194)

programs in respect to preliminary surveys, equipment setup and program presentation. The relay portion of the talk will cover NBC's first experience in relay programs and will include recent information utilizing microwave relay equipment.

Mr. Clark
Mr. Schreiber

Network Facilities for Audio and Studio Broadcasting — Ernst Schreiber, Pacific Tel. and Tel. Co.

Present methods will be reviewed for providing audio and video program channels for radio broadcasters along with mediums available now for transmission of audio and video signals: Regular cable pairs, coaxial conductors, special shielded pairs, and microwave radio systems. Present plans for providing service over principal intercity routes, types of facilities, band widths and general features will also be explained.

* * *

Installation and Maintenance of Television Receivers — Edward Edison, RCA Service

A brief history of RCA’s growth in television since 1936, leading up to the conception and launching of the RCA Service Plan for the consumer. A review of some related problems between the television broadcasters and the installation and service organization.

Mr. Edison
Mr. Ranger

Absolute Speed for Magnetic Tape and Demonstration of Tape Reproduction at 30” per Second — R. H. Ranger, Rangertone Inc.

Factors determining the smoothness of the tape movement in a professional type magnetic recorder are the constancy of the tape pull of the three motors involved. First in importance is the synchronous motor. New hysteresis motors have proven particularly effective for these, and a particular adaptation will be described.

Magnetic Tape Editing Device — R. S. O’Brien, CBS (presented by H. C. Pangborn, KNX)

A tape-editing machine which spots the precise location of particular words or portions of words is described. By means of a variable speed forward-reverse drive the tape may be quickly reeled to the desired section. A pickup head mounted on a drum is then rotated, scanning a 2-to-5 word section of tape repetitively. Aural and visual (oscilloscope) methods for locating an exact cutting point within the scanned section are described.

Mr. Pangborn
Mr. O’Brien

The Economics of Coverage in FM Broadcasting — Everett Dillard, WASH Washington, KOZY Kansas City

In general, the talk will center around the engineering considerations which contribute toward the best coverage consistent with the economy of investment and operation, and the required service area by FM stations. It will include: advantages in coverage to be expected of FM operation; the engineering aspects of combined FM-AM operation at a single site; the engineering aspects of a site selected for an exclusive FM operation; a review of the relative importance of transmitter power, antenna height, and antenna gain; planning for future FM expansion; effects of topography on coverage; factors to be avoided in selecting sites; how to avoid multipath distortion problems; the Class A FM station in the allocation picture; a discussion of FCC engineering standards for FM; and the use of FM by radio relay in FM network.

Mr. Dillard
Mr. Packard

Measuring Equipment and Techniques for FM and AM Broadcast Transmitters — David Packard, Hewlett-Packard

This paper begins with a review of audio frequency, measuring equipment, and techniques. The application of low distortion oscillators, distortion analyzers and inter-modulation measuring equipment is described, with special em-

(Continued on page 208)
Only genuine Armstrong FM can give FM reception at its best—crystal-clear, static-free, true in fidelity. And here in this sensational new Zenith "Symphony" is Armstrong FM at its best. For here is Zenith's patented built-in FM aerial. Here is reception on both FM bands—for protection against future broadcasting changes. Here, too, is Zenith's exclusive, new "DialSpeaker" combining dial and speaker to permit the largest speaker ever used in this size set! With Zenith's powerful Wavemagnet and tuned radio frequency the "Symphony" pulls in long distance AM radio sharp and clear... and its new-type maximum-fidelity tone control intensifies the entire bass-to-treble range. It's the newest, hottest package of dynamic selling ammunition... with Zenith-Armstrong FM!

Keep An Eye On

Zenith Radio Corporation • 6001 Dickens Ave • Chicago 39, Ill.
Say Goodbye to "MAKESHIFT" Equipment

TELEVISION CAMERA DOLLY

For studio work and out in the field ... this husky, new, compact metal camera dolly ... lightweight ... does away with heavy improvised wooden dollies prevalent in many studios. It's INSTANTLY FOLDABLE ... into a compact, easy-to-handle bundle. Weighs only 13 lbs. Fits standard camera tripods, and can be put in place in a matter of moments. It was designed by engineers under practical television working conditions. Order one and you'll order them for all of your cameras. PRICE: Type Tele 401B (as illustrated) F.O.B. Omaha .................. $35.00

OTHER CENTELE PRODUCTS: Camera Script Holders; Tele-Photo Lens, with adjustable iris diaphragm; Port-O-Reels for AC power and microphone extensions. Coming soon: Camera cable reel with continuous contact slip ring. Send us your ideas and specifications on other television accessory equipment needed. We will consider them for development and manufacture.

Send all orders and inquiries to CENTRAL TELEVISION PRODUCTS Box 1752, Benson Station, Omaha, Nebraska

Co-op Stations a Problem

The creation of advisory councils consisting of local organizations, stockholders and general listeners. Advertising probably will be greatly limited by the controls to be placed upon it but competition for sponsors will still exist between this tax-preferred station and tax-paying stations in the area when WCFM starts operation.

See Trend

Articles in various cooperative publications indicate that cooperatives all over the country are seriously studying the possibility of entering radio. Several large cooperatives are financially able to enter the broadcasting field with ease any time they wish, says the National Tax Equity Assn., Chicago, which points out that the federal income tax advantage helps cooperatives to pay a better price for a property than can a regular tax-paying corporation. It is quite possible that the cooperatives would be inclined to buy existing stations rather than construct their own, the association adds.

If present trends continue, and cooperative stations are successful, it is possible that more and more cooperatives will enter radio in competition with stations that do not enjoy the advantage of being wholly or partially tax free, National Tax Equity Assn. says.

"POOPER RATING" Paper's Readers List Programs

They Could Do Without

GRIPPING Arizona listeners have opportunity through the Phoenix Times to tell about the programs they could best do without under heading of "Pooper Rating."

The Times was the first Phoenix newspaper to carry free listings of radio programs and is still the only paper there publishing a complete radio log. However, the "Pooper Rating" innovation is not intended as a negation of radio in any way, according to Anna Roosevelt Boettiger, publisher. She added:

"Radio news has definitely proven to be an important circulation builder for us. Radio is so rich in the personalities who make today's news that I cannot understand how any editor can avoid giving it a generous amount of space."

"Pooper Rating" is concoction of John Johns, radio editor of the paper, who sought to heighten interest in the radio page.

MISREPRESENTATION in the sale of correspondence courses in radio and television is charged in a complaint issued by FTC against Radio Training Assn. of America, Hollywood. Complaint charges respondent with falsely representing advantages and benefits which purchasers of course could expect to receive.

TAX-FREE THREAT

ENTRANCE into radio by farmers' and consumers' cooperatives is on the increase. Although only one cooperative-owned station, WRFD Worthington, Ohio, is now in operation, a number of other stations have been granted licenses and are under construction.

WRFD, a 5-kw daytimer on 880 kc, is owned by Peoples Broadcasting Corp. and sponsored by Ohio Farm Bureau Federation. Its announced aim is to serve the rural population of Ohio. Its earnings will escape full payment of federal income taxes which must be borne by its taxing competitors.

In a declaration of policy on advertising the WRFD board of directors pointed out that "WRFD salesmen will need to contact firms, some of whom will be offered items and products of the same nature as handled by Farm Bureau cooperatives in the state, or services similar to those of the Farm Bureau insurance companies." Here the station gets into competitive advertising with its members as well as with non-co-op stations.

Another cooperative venture is Rural Radio Network Inc., which aims at covering 78% of the New York farm homes. This will be an FM network sponsored by New York State Grange, New York State Farm Bureau and several other cooperatives. Money to finance the stations was advanced by the Cooperative Grange League Federation and the Dairymen's League Cooperative Assn.

Main studios will be in Ithaca and six stations are to be located in small towns of the state. One operating station has just been signed, WGHP (FM) New York City, and will join the network as soon as some of the other stations start operation. Agreement covers an exchange of programs and joint advertising sales.

In the consumer cooperative field Cooperative Broadcasting Assn. is selling stock in WCFM (FM) Washington, D. C. Common stock is being sold to consumer co-ops and preferred stock to interested individuals. As of the middle of February, $65,000 had been subscribed and the association indicated it still needed $108,000 more.

The WCFM enterprise was started early in 1946 and plans were made for "listener control" of policy and programs through
Their brilliant performances have thrilled millions of Americans...

The top stars of stage and screen have appeared on The Theatre Guild on the Air. They have helped to make it radio's most distinguished dramatic program. Last year The Theatre Guild on the Air, now beginning its fourth season on ABC, won more awards than any dramatic show on any network. Most recent prize was the coveted George Foster Peabody Award, the highest tribute in radio. To the Theatre Guild; to the sponsor, U. S. Steel; to the stars—congratulations!

ABC American Broadcasting Company

May 17, 1948 • Page 201
Technical Papers
(Continued from page 198)

The old Cowbell, for over 25 years, has been the signal to the Good Folks of Texas that their kind of program is On the Air.

WBAP
THE STAR-TELEGRAM STATION
SINCE 1922
ABC
NBC
FORT WORTH, TEXAS
570 kc.
370 kc.
1,000 Watts
1,000 kc.
1820 kc.
50,000 Watts
REE & PETERS INC.
National Representatives

A PAVING PROPOSITION

A SYSTEM FOR MEASURING CO-CHANNEL INTERFERENCE—Robert A. Fox, W GAR-WJR-KMPC

This paper describes a system for continuously recording the ratio of desired to undesired signal for stations operating on the same channel. The system employs a receiver having constant output over a wide range of input voltage followed by a selective amplifier which isolates the heterodyne voltage when an undesired signal is present. The selective amplifier operates a graphic recorder whose reading is proportional to the ratio of desired to undesired signal.

Mr. Leedy Mr. Fox
The Development of Magnetic Recording Leading to Stereophonic Sound and a Demonstration of Stereophonic Sound—Dr. H. A. Leedy, Armour Research

Although the basic principles of magnetic recording have been known since Poulson's first patent on a wire recorder in 1886, subsequent technical developments in this type of recording did not keep pace with other forms of sound recording. However, recent improvements, such as the design of better recording heads, the use of high frequency bias, and the development of improved magnetic materials have resulted in a remarkable increase in the quality of magnetic sound.

The talk will be illustrated by a demonstration of the basic principles of magnetic recording and a demonstration of a stereophonic sound reproduction system, consisting of sound recorded on three magnetic tracks, simultaneously, on a single paper tape corresponding to three microphones placed in the sound field. Reproduction is obtained by placing loudspeakers in positions corresponding to those of the original sound source, giving the listener a perception of three dimensional sound and greater realism combined with high-fidelity transmission.

Development in Sound and Relay Broadcast Equipment—J. L. Hathaway, NBC

A newly designed pack-type transmitter and a miniature field pick-up amplifier are described. These are highly effective, incorporating several new and useful facilities. The transmitter represents a great improvement over similar pre-war transmitters, and the field amplifier fulfills the need for a high-quality easily-operated unit which can be carried in a standard briefcase.

Mr. Hathaway Mr. Bowman
Modern Design Features of the CBS Studio Audio Facilities—R. B. Monroe and C. A. Palmquist (presented by Lester H. Bowman), CBS

The design of a recently completed broadcasting studio audio-control console, with facilities capable of handling the origination of the largest and most elaborate radio productions, is described. This unit, although comparable in size to a standard office desk, contains as much equipment as formerly required three or more standard equipment racks. Many new and novel features are included, and the performance is well within requirements set forth for AM, FM and television audio facilities. Although designed primarily for

(Continued on page 806)
More than 350,000 American families are enjoying television now, with about 45,000 new receivers going into new television homes each month.

**How That Youngster Grows!**
The stars on map are television stations now on the air. Round dots soon will be. Before the end of 1948 44.5% of the nation's population will be within reach of television.

**Sponsor Identification**
High sponsor identification ratings are usual in television. The most recent Hooper survey shows 5 out of the 10 highest ratings were programs presented on the Du Mont Network.

5 People Per Receiver
That's average home audience. In public places, audience may be a hundred or more. 46% report they bought products because they had seen them advertised on television.

**Ask Du Mont**
For information on any phase of television—advertising, starting a broadcasting station, opening a dealership—ask Du Mont. Du Mont has pioneered in every phase of television; knows all the angles; is interested in anything that promotes television.

**Du Mont Television Network**
515 Madison Avenue, New York 22, N. Y.
The Nation's Window on the World
Milestones

GIMBEL Bros.' The Handy Man program on WPTZ Philadelphia, Philco video outlet, marked its 52d consecutive telecast April 30 with birthday party for local radio and advertising executives. Guests viewed the 8:30-8:45 p.m. program in WPTZ studio and later were served refreshments. Jack Creamer, "The Handy Man," uses how-to-fix-it format for show.

John T. Schilling, general manager of WHB Kansas City, and Henry E. Goldenberg, WHB chief engineer, have begun their 27th year with the station. Messrs. Schilling and Goldenberg built WHB in 1922 when it was owned by the Sweeney Automotive and Electrical School, A Mutual affiliate. WHB now is licensed to WHB Broadcasting Co. with Donald Dwight Davis as president and commercial manager.

Judith Waller, NBC Central Division director of public affairs, has begun her 27th radio year. Miss Waller entered broadcasting in 1922 as manager of WMAQ Chicago. . . . Nancy Osgood, NBC Washington director of women's activities, has marked her fourth birthday with the network's capital outlet, WRC . . . . Eddie Hubbard has entered his third year as record m.c. on Chesterfield's ABC Club on WIND Chicago.

KNBC San Francisco's Light and Mellow program, first commercial show aired from the NBC Bldg. at Taylor and O'Farrell Sts., marked its sixth birthday April 20 with anniversary broadcast. Ar- rived and Girard, featured baritone, was member of original cast. . . . To celebrate its first birthday, WEAM Arlington, Va., in early April telephoned 100 persons and awarded each $13.00 if greeting was "Happy Birthday, WEAM" instead of "Hello." Money represented WEAM frequency. Phone calls were not broadcast.

Eddie Anderson, "Rochester" on NBC Jack Benny show, is celebrating his 11th year with the program. An appearance which was to be a "one time shot" was held over indefinitely. . . . Med Max- well, farm commentator, in April made his 600th broadcast of Let's Go Visiting, sponsored by Wayne Feeds twice weekly on some two dozen midwest stations. Mr. Maxwell has been conducting his rural on-the-spot interviews for six years, has traveled a quarter-mil- lion miles.

Hal Lawrence, WTOP Washing- ton announcer, April 2 marked both his 31st birthday and begin- ning of his 10th year in radio. . . . The Lowell Institute of Cooperative Broadcasting Council, Boston, which adapts to radio the content of regular college courses, presented its 50th educational pro- gram April 9 on WEEI Boston. Show was titled Our Children. . . . Ronalds Adv., Montreal and Toronto, celebrated its 25th anniversary with staff dinners in both cities during April. . . . Eddie Hub- ball, radio editor of the Holly- wood Citizen News, was honored for her 20 years service last month by local Advertising Club luncheon. Miss Palmer was presented a tele- vision set by Milton Samuel, West- ern public relations director of Young & Rubicam, and Les Rad- ditz. NBC Western network press chief.

Fourth birthday as a commercial television outlet was celebrated May 2, by WABD, DuMont video station in New York. WABD, at first operating as an experimental station under the call letters W2XWV, broadcast its first pro- gram June 25, 1941.

CBS Must Pay Judgment, L.A. Appeals Court Says

UPHOLDING a lower court action, the District Court of Appeals in Los Angeles sustained the judg- ment against CBS for $35,000 in favor of Jack Stanley. Latter had sued network for alleged misappropriation of his program, Hollywood Precinct.

Mr. Stanley's program had been aired for 62 weeks on regional basis before another format similar in nature was undertaken by network. Mr. Stanley contended that there was an implied contract on the basis of his original format and that subsequent program was an infringement.
Top network-radio vehicle of two great national advertisers...

Aunt Mary

...just being released for local broadcast at low syndicated rates

ANOTHER PROVEN NBC RECORDED PROGRAM

Through the cost-sharing feature of NBC Syndication, one of network radio's most successful serial programs is now available to local and regional advertisers... and at rates well within the limits of the most modest advertising budget.

Sponsored for four years by Safeway Stores on the NBC Western Network, and currently scheduled over 40 stations of that Network by Albers Division of the Carnation Company, AUNT MARY has one of the highest year-in-year out Hooper records in the history of daytime radio.

NBC Radio-Recording has available* immediately more than 600 transcribed, open-end, quarter-hour programs... enough for two full years and more of across-the-board broadcast... a smart buy for local and regional advertisers reaching for a ready, responsive daytime audience.

Here is top writing, direction and production... casts of seasoned Hollywood talent... a proven entertainment and sales formula. Write, wire, phone or use the coupon below to obtain audition record, rates and new brochure.

Special discount rate on firm 52-week orders (260 programs). Minimum contract 13 weeks (65 programs) with renewal option.

*except in the area served by the NBC Western Network, but check us for availabilities. Program is offered subject to prior sale and availability.

Here's Hooper History—and current, too!

AVERAGE RATING — 5.4
(January-March, 1948)

Sample Market Ratings:
DENVER 6.5  OMAHA 11.4
EL PASO 10.5  SAN DIEGO 6.3
FRESNO 8.9  SEATTLE 5.0
SPOKANE 8.3

...Radio-Recording Division

A service of Radio Corporation of America

RCA Building, Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Visit NBC Radio-Recording's NAB Convention Headquarters SUITE 2303-2304 HOTEL BILTMORE

Broadcasting • Telecasting May 17, 1948 • Page 20
**Technical Papers**
(Continued from page 208)

broadcasting, the fundamental ideas and methods are applicable to other services.

Mr. Monroe  Mr. Palmquist
The Community Television Station—James D. McLean, Commercial Manager, Philco Television Broadcasting Corp. Development of community (small-city) television stations is economically necessary to obtain added coverage and revenues. Philco surveys indicate that a community television station may be constructed for a moderate investment. Two-way microwave relays connect this station to the nearest metropolitan station. Operation becomes economically feasible by utilizing network programs and gradually expanded local programming.

Mr. McLean  Mr. Nigg
A Studio to Transmitter Relay System—D. J. Nigg and W. G. Broughton, G-E. A new 920-960 mc ST system for FM broadcast service, is described. Photographs, specifications, performance, and propagation characteristics are given. Application engineering and economic considerations are discussed. It is shown that a radio link between studio and transmitter is advantageous, especially where high-fidelity wire circuits are not already available, where the transmitter site is located in terrain difficult of access, or where severe climatic conditions are encountered.

Mr. Cullum  Mr. Broughton
Factors Affecting Performance of Directional Antennas—A. Earl Cullum, Consultant. A brief review will be made of the technical aspects that must be considered in designing directional antennas. This review will bring out not only the problems of protection and coverage, but will also bring out the aspects that affect the stability and efficiency of directional antennas. A review will then be made of the modern methods used to calculate, adjust, and maintain directional antennas.

**NEW BASEBALL TV TECHNIQUE**

**WBKB Chicago’s New Method Aimed at Humanizing**

—Game and Building Enthusiasm for It—

AN OUTLINE of new techniques for baseball telecasts, centering around better integrated camera continuity and orientation for potential fans, has been disclosed by W. C. Eddy, director of WBKB Chicago.

TV coverage has been limited to a "visual adaptation of techniques developed in aural broadcasting," Capt. Eddy pointed out at a news conference, with increasing evidence that it confused rather than clarified audio description for the average layman with an incomplete knowledge of the game.

The new type of coverage, which

**Coast Radio Pioneers**

MOVE is underway to organize a western unit of the Radio Pioneers Club with Walter McCreary, president of Smith, Bull & McCreary, and Milton Samuel, public relations director of Young & Rubicam, serving as co-chairman. Other organizational chores are being handled as follows: Constitution and by-laws committee—Homer Griffith, head of Homer Griffith Co., and C. P. McGregor, head of his own transcription firm; membership—David H. Glickman, West Coast manager of Broadcasting Magazine, and William Ray, production manager of KFWB Hollywood. In memory of Tom Breneman, who was to have served on the organizational committee, group has decided to name an honorary chair in his memory.

毫克 Eddy

Capt. Eddy

Maintaining that many precepts of "good showmanship" had been overlooked in video coverage, Capt. Eddy outlined the following fundamentals in the new system: (1) Orientation of the viewers, obviating need for changes in the viewing angle from scene to scene; (2) development of action towards rather than away from the cameras; (3) careful selection of any camera positions in order to orient individual players with the team and playing field, and (4) maximum utilization of good camera techniques and equipment.

WBKB maintains camera placements along the left field foul line—back of third base, in middle left field and far left. This represents a distinct departure from last year's system of placing them back of the plate, and first and third bases. The far left field camera is equipped with a Zoomar lens.

Capt. Eddy emphasized that the new coverage was just a beginning toward "covering what is going to make sense" and that it could be applied likewise to other sports. He disclosed that a complete survey will be taken shortly to ascertain audience reaction. Seventy-six percent of letters received thus far, he said, show preference for this year's system of coverage.

**BEST TEST CITY IN THE MID-WEST**

**ROCKFORD* ILLINOIS**

→ Leads in Listening
→ Afternoon
→ Evening

**WRCK**

→ Affiliated with ABC
→ Represented by Headley-Reed

*1947 RETAIL SALES IN WINNEBAGO COUNTY WERE 149 MILLION
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 Console because of its simplified planning, push-button system and arrangement of controls." 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, WEFM, Chicago, Ill.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

GENERAL ELECTRIC

BROADCASTING • Telecasting

May 17, 1948 • Page 207
**COMING SOON!**

**FYI**

It's New and Original!

Three one-quarter hour shows a week!

**FYI**

It's Informative! It's Dramatic! It's Terrific!

**FYI**

For the Whole Family

PRODUCED BY

Ed Hart & Associates

1737 H STREET, N.W.

WASH., D.C. • RE 4312

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**Network Time Costs**

<table>
<thead>
<tr>
<th>Year</th>
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</tr>
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<tbody>
<tr>
<td>1947</td>
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<tr>
<td>1948</td>
<td>$8,707,095</td>
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</table>

**Class 26. TOILETRIES**

Leading Network Advertisers

<table>
<thead>
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<th>Program</th>
<th>Product</th>
<th>Radio</th>
<th>Time</th>
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<th>Ending Date</th>
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</tr>
</tbody>
</table>

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**Toiletries**

(Continued from page 196)

powder, and has also acquired the Thursday evening *Henny Morgan Show* on ABC through its purchase of *Davy Crockett*. Hedy Permanent Wave, advertised on that program, from William R. Warner Co. Manhattan Soap Co. on May 17 moves *The Strange Romance of Evelyn Winders* from its regular spot on CBS to the afternoon period vacated by the company's *Rose of My Dreams*, which was dropped May 14.

Network advertisers in this group include twice as many more as are listed in the table. American Home Products has two CBS spots: Mr. Keen, Thursday, 8:30-8:50 p.m., and the daytime serial, *Romance of Helen Trent,* for Kolynos. Compagnia Sales Corp. advertises its Solaitine Makeup with *Solitt Time*, Sunday morning quarter-hour on NBC, and its cosmetics generally with *Light & Shade* in the afternoon half-hour on CBS. Chesebrough Mfg. Co. sponsors *Dr. Christy* in a 25-minute period of CBS on Wednesday evening for Vaseline hair tonic and jelly. F. W. Fitch Co. promotes its shampoo, hair tonic and shave cream with *Barbados on* in NBC during the choice half-hour between Benny and Bergen.

Bristol-Myers Co. has three network shows, all evening half-hour on ABC, signed off for the summer April 21, to return Sept. 29 or Oct. 6. Interstate Labs has a quarter-hour of *Meet the Minsen* Thursday afternoon on CBS Pacific for Oculine Eye Pads. Walter Winchell and Louella Parsons broadcast in consecutive Sunday evening 15-minute periods on ABC for the soaps and lotions of Andrew Jergens Co. Lambert Pharmacal Co.shorter, and sponsors Abe Burrows in a Saturday evening quarter-hour on CBS. Los Angeles Soap Co. uses Knox Manning's noontime 15-minute newscast five days a week on a West Coast CBS hookup. Noxema Chemical Co. sponsors *Mayor of the Town* on ABC, Wednesday, 8-8:30 p.m., and Gabrielle Hester on MBS, Fri., 9-9:15 p.m. Barbosol Co. has taken over for the summer the Billy Rose twice-weekly five-minute broadcasts on MBS, replacing Musette Co. as sponsor.

R. B. Selmer sponsors a 15-minute segment of Mutual's *Martin Block Show* three times a week for Kem's hair tonic and shampoo. Wildroot Co. advertises its toiletries with *Adventures of Sam Spade*, CBS, Sunday, 8-8:30 p.m., King Cole Trio, which the company sponsored Saturday, 5:45-6 p.m. on NBC, was discontinued in May. Regionally, Wildroot uses *What's the Name of That Song?* Wednesday evening half-hour, on Don Lee, and the MBS co-op show, *The Shadow*, on seven North Carolina stations.

Spot users include Menten Co., with quarter-hour musical clock programs on about 60 stations; Kent of London, using ten quarter-hours a week on WQXR New York, with others to be added, to introduce its new perfumed hairbrush in the New York area; Lever Bros. Co., starting a $75,000 spot drive for Lifebuoy in May; Consolidated Royal Chemical Corp., using 15-minute shows on seven stations for Krank's Shavekeem. Plans for spot campaigns have recently been announced by Pearson Pharmacal Co. (Dent-o-decort), Hardin Chemical Co. (decolant); Carosanti Inc. (perfumes); Verna Lane Products Co. (cosmetics); Sta-Rite Ginnie Lou Inc. (hairpins); Lehman & Associates.
To do a THOROUGH coverage job in eastern and central New York—to reach the far corners of this area with a strong signal and a compelling voice—you need Station WGY.

The only major station in the area it serves, WGY covers 62 important counties having 38 cities and many more towns and villages...all of which combined make it one of the nation's leading markets.

On the basis of cost per listener, mail response and tangible results, pioneer station WGY is the logical buy.

If your advertising schedule includes television...investigate 44 practical, low cost, audience-tested TV programs, now available at Television Station WRGB.

---

**WGY**

Television

50,000 WATTS

SCHENECTADY, N.Y.

*GENERAL ELECTRIC*
WITHIN A LITTLE less than a year WFMI (FM) Portsmouth, N. H., has constructed one and a quarter miles of road, put up a two-story concrete and steel transmitter building, erected a tower, secured an RCA FM transmitter and installed what is believed to be the first studio link transmitter operating in the newly-designated 940-mc band.

The transmitter was ordered, designed, constructed and delivered within 120 days by Harvey Radio Laboratories Inc., WFMI reports. Since the station is owned by WHEB it was planned at the outset to use existing studio facilities for the origin of FM programs.

The transmitter site decided upon was Saddleback Mountain, Deerfield, N. H., which is 1180 feet above sea level and is surrounded by average terrain of approximately 700 feet. Site is half way between Portsmouth and Concord, N. H. When the construction permit was issued over 600 acres were purchased.

The first job was to build one and a quarter miles of road through heavy timber to the top of the mountain. Actual construction started late in May 1947. The final site selected was on a solid ledge 1,108 feet above sea level and 72 feet under the top of the mountain. The transmitter building is two stories, 54 x 28 feet, constructed of concrete and steel.

The first floor is used for the storage of food, a garage to house the five-wheel-drive war surplus Army truck and a 50-kw auxiliary power plant.

The second floor contains a 20 x 28-foot transmitter room in addition to three bedrooms, living room, kitchen and bath.

Food supplies, including cold storage, is sufficient to supply four engineers from December through March. There is also a 1,000-gallon supply of gasoline for operation of the auxiliary power plant and 3,000 gallons of fuel oil for the heating system. Heating is a forced air system. The inside walls have four inches of rock wool insulation; the ceiling has ten inches and asphalt shingles were used on the roof. The transmitter room houses, in addition to the main transmitter and control panels, a two-way short wave radio for communications with the studio.

In order to clear the highest point of the mountain it was necessary to erect a 100-ft. tower to support the RCA four-section Pylon antenna used as a radiator.

Because of the location of the transmitter, and the high cost of installing transmission lines for power to the studio, a big problem was presented. When in September 1947, the FCC assigned the 940-mc band as the permanent band for ST links, WFMI started looking for a manufacturer who could deliver a link operating in this band.

Harvey to Construct

Many firms were contacted and finally John R. W. Harvey Jr., president of Harvey Radio Laboratories, Cambridge, Mass., advised that his company would be willing to work out a circuit and construct such a link. A 5-w circuit was used with corner reflector antennas which were later changed to parabolics.

The link went into operation March 25, 1948, and is believed by WFMI to be the first one in the 940-mc band by a commercial broadcaster.

WFMI operates with 30 kw effective radiated power (at present 17,100 w ERP) on Channel 29 (107.3 mc). STL—WEBI-operates on 940.5 mc with 5 w. They are owned and operated by WHEB Inc. New Hampshire Governor Charles M. Dale is corporation president; Bert George, vice-president and general manager; Paul G. Lindsay, chief engineer of WHEB Inc., was supervising engineer.

Overall construction costs were $66,280 for the FM operation.
In television seeing is believing ... and big name makers of television sets are demonstrating by superior performance that MYCALEX 410 molded insulation contributes importantly to faithful television reception.

Stability in a television circuit is an essential. In the station selector switch used in receivers of a leading manufacturer, the MYCALEX 410 molded parts (shown here) are used instead of inferior insulation in order to avoid drift in the natural frequency of the tuned circuits. The extremely low losses of MYCALEX at television frequencies and the stability of its properties over extremes in temperature and humidity result in dependability of performance which would otherwise be unattainable.

Whether in television, FM or other high frequency circuits, the most difficult insulating problems are being solved by MYCALEX 410 molded insulation... exclusive formulation and product of MYCALEX CORPORATION OF AMERICA. Our engineering staff is at your service.

MYCALEX CORP. OF AMERICA
"Owners of 'MYCALEX' Patents"
Plant and General Offices, CLIFTON, N. J. Executive Offices, 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

Specify MYCALEX 410 for:
1. Low dielectric loss
2. High dielectric strength
3. High arc resistance
4. Stability over wide humidity and temperature changes
5. Resistance to high temperatures
6. Mechanical precision
7. Mechanical strength
8. Metal inserts molded in place
9. Minimum service expense
10. Cooperation of MYCALEX engineering staff

Since 1915
MYCALEX
THE INSULATOR
TRAD. MARK REG. U. S. PAT. OFF.

BROADCASTING • Telecasting
May 17, 1948 • Page 211
**Toiletries**  
(Continued from page 208)  
O-Tone Products (shampoo and hair cream).

Gillette is the only major video advertiser in the toiletries category. One of the first advertisers in television, Gillette has sponsored telecasts of the Friday night fights on WNBC New York and lately on the NBC East Coast TV network as well as on the ABC (AM) network, to advertise Gillette Razors and Blue Blades. This spring Gillette is sponsoring broadcasts of three top races—Kentucky Derby, Preakness and Belmont Stakes—on the CBS AM and TV networks. Traditional sponsor of broadcasts and telecasts of former world’s championship bouts, Gillette made its own deal with the promoters of the Joe Louis-Joe Walcott return match this June and secured the radio and video rights directly. While not yet announced, it is probable that the AM broadcast will be on ABC, the video coverage on NBC.

Manhattan Soap Co. is co-sponsor of the weekly afternoon video show, *Missa Goes A-Shopping*, on WCBS-TV New York. Fitch has used video spots on WABD New York.

**Clayne Appointed**

TERRY CLYNE, account executive for Bulova Watch Co. with the Bow Co., New York, has been appointed to the plans board as specialist on network and spot radio and television.

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**XXVII**

**Transportation**

Co-op Is Only Network Billing

WHEN AMERICAN Transit Assn. last July ended its weekly half-hour series on ABC (*Bulldog Drummond*, succeeded by *Spotlight on America*), it left network radio without a single account from this class, unless the Chesapeake & Ohio Railway’s sponsorship of the MBS co-op show, *Information Please*, in seven major markets, be counted as network advertising.

The Frisco Railroad Co. spon-

(Continued on page 218)

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**XXVIII—OTHERS**

**RELIGIOUS** broadcasting was the biggest user of network time in the miscellaneous class during the first three months of 1948 and may be expected to continue as the leader through June, but in the second half of the year, with a Presidential election to be held this November, politics is almost certain to take over the lead in the category.

As the table shows, five of the six leaders in this class were religious groups.

**Religious Radio Leads Field**

Fulheim on ABC; Albers Milling Co., subsidiary of Carnation Co., sponsoring *Aunt Mary*, 10-minute daytime serial, on an NBC western network for dog food and other foods; General Foods Corp., sponsoring *Teen-Times Jury*, Sunday afternoon half-hour show on MBS, for Gaines dog food; Grand Lodge, Free and Accepted Masons of New York, who bought a Sunday afternoon half-hour on six MBS stations for a special George Washington memorial broadcast; John Morrell & Co., using a 15-minute Sunday afternoon spot on ABC (switchen June 5 to NBC on Saturday afternoon) starring the movie dog, Lassie, and advertising Red Heart dog food; United Electric, Radio & Machine Workers of America (CIO), sponsoring a Wednesday evening series of talks by Arthur Gaeth on ABC; United Steel Workers of America (CIO), buying a quarter-hour on ABC the night of May 3 for a one-time broadcast by Philip Murray, president of both the USWA and the CIO, to discuss U.S. Steel Co. wage and price policies.

Miscellaneous spot advertisers include Doyle Packing Co., using...

(Continued on page 218)
First

in Power

in Programs

in Public Service

Clinton H. Churchill
President

Arthur Simon
Executive Vice President

Affiliated With

AMERICAN BROADCASTING COMPANY

avery-knode! inc., national representatives
Sponsorship of U.P.'s news features is way up again—higher up than ever!

The latest survey shows 115 kinds of sponsors paying stations for them. Compare that with even the 77 varieties the survey before disclosed: the spread's just about half again as wide.

Features are only a fifth of U.P.'s daily news report. Most of it is news, gathered by 6,000 correspondents around the world, around the clock. But the money stations make out of just the features pays for a big part or all—often pays for more than all—of the whole 24-hour service.

One reason why that service today is getting more and more preference is that the programs it provides are getting broadcasters more and more business.

**UNITED PRESS**

---

**KINDS OF SPONSORS FOR UNITED PRESS FEATURES**

1. AIR CONDITIONING COMPANY 59. INTERIOR DECORATOR
2. APPAREL SHOP 60. JEWELER
3. APPLE GROWER 61. JOB PRINTER
4. AUTOMOBILE DEALER 62. KNIT SHOP
5. AUTO PARTS COMPANY 63. LAVATORY
6. AVIATION SCHOOL 64. LINOLEUM SHOP
7. BAKERY 65. LIVESTOCK AUCTIONEER
8. BANK 66. LOAN COMPANY
9. BATTERY MANUFACTURER 67. LUGGAGE SHOP
10. BEAUTY SHOP 68. LUMBER COMPANY
11. BOWLING ALLEY 69. MAGAZINE
12. BREWERY 70. MARBLE AND GRANITE COMPANY
13. BUILDING SUPPLY COMPANY 71. MARKETING ASSOCIATION
14. BUSINESS MACHINE COMPANY 72. MAYONNAISE MANUFACTURER
15. CAS COMPANY 73. MEAT PRODUCTS COMPANY
16. CANDY MANUFACTURER 74. MEN'S CLOTHING MANUFACTURER
17. CATTLE BUYER 75. MILLINERY SHOP
18. chemical firm 76. MILLING COMPANY
19. CIVIC AND COMMERCE GROUP 77. NEWSPAPER
20. CLOTHING STORE 78. NEWSSTAND
21. COAL AND OIL DEALER 79. NEWS WEEKLY
22. COFFEE COMPANY 80. NIGHTCLUB
23. COOPERATIVE STORES 81. OPTICAL COMPANY
24. CONSTRUCTION COMPANY 82. PAINT COMPANY
25. CONTRACTORS 83. PHOTOGRAPHER
26. COSMETIC FIRM 84. PIPE DEALER
27. COTTON COMPANY 85. PLUMBER
28. DAIRY 86. POTATO GROWER
29. DELIVERY STORE 87. POULTRY GROWER
30. DRESS SHOP 88. PUBLIC UTILITY
31. DRIVE-IN 89. RAILROAD
32. DRIVING SCHOOL 90. REAL ESTATE BROKER
33. DRUG STORE 91. RENDERING COMPANY
34. ELECTRICAL APPLIANCE HOUSE 92. RESTAURANT
35. ELECTRICAL CONTRACTOR 93. ROOFING COMPANY
36. FABRIC SHOP 94. ROOFER
37. FARM IMPLEMENT COMPANY 95. SCRAP IRON WORKS
38. FARM RANCH 96. SERVICE STATION
39. FEED COMPANY 97. SHEET METAL WORKS
40. FERTILIZER DEALER 98. SHOE STORE
41. FLORIST 99. SOAP COMPANY
42. FOUNDRY 100. SPORTING GOODS STORE
43. FRANKFURTER MANUFACTURER 101. STATIONERY STORE
44. FURNITURE STORE 102. STORE EQUIPMENT COMPANY
45. FURNITURE MANUFACTURER 103. TAILOR AND CLEANER
46. FURNITURE MAKER 104. THEATER
47. GAS STATION 105. TIRE COMPANY
48. GIFT SHOP 106. TOURIST CAMP
49. GARAGE 107. TRACTOR EQUIPMENT FIRM
50. GROCERY STORE 108. TRUCKER DEALER
51. HARDWARE STORE 109. TURF CLUB
52. HATCHERY 110. VERN AND STORAGE COMPANY
53. HEADACHE POWDER MAKER 111. VENETIAN BLIND COMPANY
54. HOTEL 112. WATCH COMPANY
55. HYBRID CORN GROWER 113. WELDING FIRM
56. INDUSTRIAL CHEMICAL COMPANY 114. WHOLESALE RADIO DEALER
57. INSULATION COMPANY 115. WINDOW COMPANY
58. INSURANCE COMPANY

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**Page 214 • May 17, 1948**
AUTO ACCIDENT FATAL TO RUBIN, WMAN HEAD

MORO E. RUBIN, president, and principal stockholder of WMAN Mansfield, Ohio, was killed in an automobile accident May 3. His car failed to take a curve while he was enroute to strip mines near Cambridge. The mines are owned by Lakeside Mining Co., which he headed.

Mr. Rubin became president of WMAN in 1946. He also owned WJAY Cleveland until it merged into The United Broadcasting Co., in which his wife has an interest. WMAN is under the direction of J. M. O’Hara, vice president and general manager.

Surviving Mr. Rubin are his wife, Ruth; two sons, Vaughn and Buford, and a daughter, Raenelle.

Henry Whitehead, W TAR Program Manager, Dies

HENRY C. WHITEHEAD, 38, program manager of W TAR Norfolk, died May 13 in a Norfolk hospital after an illness of less than a week.

Mr. Whitehead had been program manager of W TAR since 1938 and conductor of the Norfolk Symphony Orchestra for the past 12 years. He attended the Curtis Institute of Music and in the early part of his career was a member of the Radio City Music Hall Symphony. During World War II he was active in civilian defense work.

Surviving are his wife, Mrs. Charlon Leitch Whitehead; his mother, Mrs. Robert C. Whitehead and a sister, Mrs. Joseph Sierer of Richmond.

Television May Suffer From Defense Program

DIVERSION of steel and other critical materials from consumer goods manufacturers in the national defense program may have an adverse effect on television production, Bert Cole, vice president and general manager of the Crosley Distributing Corp., said last week.

Mr. Cole also disclosed at his firm’s open house May 10 that present demand for video receivers in the New York metropolitan area far outstrips supplies. Plans for introducing a new 12-inch picture tube receiver in June were announced by Crosley. The company’s new display rooms and executive officers are at 1775 Broadway. Service headquarters are being re- tained at 559 W. 35th St.

Edward Wade

EDWARD WADE, 45, NBC engineer since 1941, died in New York May 4 after an operation. Mr. Wade originally joined NBC as a transmitter engineer, and in 1942 transferred to the network’s development group. He is survived by a sister.

Management

CARL MARK, radio director of Al Paul Letton Co., New York division, resigned as general manager of WTTM, Trenton NBC outlet, of which he is owner. (BROADCASTING, Dec. 1, 1947.)

CHARLES Van GUNDY, formerly with WSAP Hople, N. C., has been appointed assistant manager of WSAP and WSAP-FM, a position effective June 1. Peter has been manager of WSSV Petersburg, program manager, WTMA Charleston, 8 C. regional radio director of OY for Southern Carolina; also station manager of WSAP and WSAP-FM, in various capacities with WPTV Raleigh, and writer-produ- cers-salesman with WSAP. WSAP has also announced plans to ex-

Commercial

TOM MALONE, PAUL WILSON and STEVE TANA have been appointed to the board of Adam Young, Inc., New York, station representa-

WILLIAM G. KEGEL, new to radio, has joined WDFX (Tube), Broad Ripple Heights, Md., as commercial manager.

ALFRED J. (AI) HARDING, salesman with WCCO Minneapolis from 1939 to 1946, will receive the station’s sales force May 28. He entered radio in 1935 as staff announcer with WDNC Durham, N. C., and in 1937 as announcer and transferring to sales staff in 1938. Following war serv-

WILLIAM McCUBREY, for many years manager of WLW Promotions, talent-

EDGAR R. LABARRERA, former commercial manager of WSHP Tallahassee, Fla., has been labeled a staff of WAC and WABB-FM Mobile, Ala.

EARL F. CADY, formerly of sales staff of WWOW Wooster, Ohio, has joined commercial department of WHRH Akron.

RALPH SCHULENBURG, former man-

EUGENE S. THOMAS, sales manager of KYYR New York and president of York Adv. Club, New York, has joined Chief Ta Yonis of the Navajo tribe of Indians on May 3 when Phoenix Ad Club members visited the New York group. J. HOWARD PEEL, president of KTAR Phoenix, also attended the ceremony.

Study Voting

CBS is among seven commercial and educational institutions sponsoring a co-operative study of voting behavior during the 1948 Presidential campaign. Other par-

Edward WADE, 45, NBC engineer since 1941, died in New York May 4 after an operation. Mr. Wade originally joined NBC as a transmitter engineer, and in 1942 transferred to the network’s development group. He is survived by a sister.
GUIDE TO COOPERATIVE MERCHANDISING ISSUED
ROBINSON-PATMAN ACT, ADVERTISING AND PROMOTIONAL ALLOWANCES by George J. Feldman and Burton A. Zorn, published by The Bureau of National Affairs Inc., Washington, D.C. 250 pp. $5.00

TO PROVIDE a guide to cooperative merchandising arrangements under the provisions of the Robinson-Patman Act which deals with the joint promotion of a product, the Bureau of National Affairs Inc. has just published Robinson-Patman Act; Advertising and Promotional Allowances by George J. Feldman and Burton A. Zorn, experienced attorneys in trade practice.

The book includes a listing of practical tips on how to bring business practices into conformity with the law. Then appears a discussion of the applicability of the law to current business practices and a detailed analysis of the applicable provisions of the law and what construction has been placed upon it by the courts. In part four appear numerous working tools for the business man and his counsel, the text of the Act and the leading decisions by the courts and the FTC.

CONTEST BOOMERANGS

'Breakfast Club' Gag Nearly Cost Sponsor Heavily

GAG CONTEST which boomeranged nearly cost one sponsor of ABC's Breakfast Club-Swift & Co.—a considerable sum in cold cash to entrants.

On April 2 broadcast firm announced rules for "contest to end all contests"—as a gag. Prizes were to include Boulder Dam, Golden Gate Bridge, Chicago's Merchandise Mart and ten oil wells. Listeners who sent in a $50 bill (check of money not specified) with name and address printed on the face, would receive $25 in return.

All types of bills—from monopoly sets to stage money—started rolling in, and worried contest directors decided April 13 to end the contest and "pay off" in Chinese currency. Total expenditures by the sponsor—approximately $10!

Jackson Sues WOOK

HAROLD B. JACKSON, former WOOK Silver Spring, Md. disc m.c. now working for WINX Washington, D.C., in a suit filed in District Court in Washington May 6 asked $50,000 damage from WOOK. Mr. Jackson charged WOOK and its president, Richard Eaton, breached his contract and that he was dismissed "without cause." Mr. Jackson said WOOK made a shambles of his program, The House That Jack Built, by overcharging and mistreating advertisers and failing to give adequate support to the program.

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
Ontario Election Looms; Broadcast Rules Are Set

ELECTION broadcasting for the Ontario provincial election scheduled for June 7, ceases at midnight June 4, according to an announcement of the Canadian Broadcasting Corp.

Free network time on Trans-Canada Dominion networks for the Ontario region is allocated by CBC in quarter-hour periods for each political party. CBC requires that there be a 15-minute interval between free network political broadcasts and subsequent sponsored political broadcasts. No sponsored political broadcasts can be made on CBC-owned stations.

Subsidy hookups must be arranged through CBC, and notice of all political broadcasts must be given in advance to CBC. Sponsored political broadcasts must be paid for in advance. No dramatized political broadcasts are allowed. Only political broadcasts allowed in two-day interval before election are mass mailings announcements urging citizens to vote.

VoX-Box

VoX-Box is a new mobile turntable which the inventors, WNEW New York engineers, call a "sound effects man's dream," equipped with two pick-up arms, offering continuous sound for any length of time. VoX-Box is designed to play at a speed of 10 revolutions a minute to 100 rpm. WNEW Director Jack Grogan, and Engineers George Serven, John Zaripay, Ken Hale, Emil Hill, Bill Schmidt and Dave Greenspun designed and constructed the model.

Transportation

(Continued from page 218)

sors Information Please on two Missouri stations and Chicago & Southern Airlines pays the bill in Memphis, with other co-ops sponsored by an assigned dozen resorts, cab and bus companies and other like. New York Central Railway System uses announcements on some 20 stations, up from two a year. Transworld Airlines in March began publicizing the winter performance record of its Constellations via an announcement campaign on 17 stations in five markets; United Air Lines, using spots on three California stations in March, was contemplating a more extensive campaign to announce the return of DC-6 planes to service.

Santa Fe Railway used five 15-minute shows a week on WHBC Canton in March, down from eight stations used in February. Capital Airlines used radio of December from 11 stations in January and eight in February to none in March.

Only resort advertised reported is the video campaign of Chicago-Haddon Hall, Atlantic City hotel, broadcasting one-minute films of the hotel's facilities and services twice weekly in a test campaign on WFIL-TV Philadelphia. Presumably much of this type of advertising is placed at the local level and it is also probable that its volume will increase with the advent of the vacation season.

Others

(Continued from page 218)

announcements in participation programs on 15 East Coast stations for Strongheart dog food, and National Biscuit using announcements on a dozen eastern stations for Milk Bone; California Bill of Rights Committee, sponsoring five 15-minute voice of Bill of Rights broadcasts on California stations; Valley Church of the Air, with weekly half-hours on three stations, announcements on three more, all in California. Bicentennial Foundations sponsored a quarter-hour program on WAIL Chicago. Fred Fear & Co. ran its usual two-week pre-Easter announcement campaign for its egg dyes in 20 major markets, using three spots a week on each station.

Political party spokesmen have been loathe to discuss their broadcast plans this early in the year and probably will say little until after the November elections are over and the Presidential candidates officially selected. However, after the election in 1944 the Republican and Democratic committees estimated their campaign expenditures for network time and talent at $1 million apiece, with the networks reporting a total political income of somewhat less ($1,661,990). This sum did not include radio time bought by other groups than the national committees, which included some time on the national networks and an appreciable number of local and regional broadcasts. And in 1944 television had not become a factor, whereas this year an appreciable amount of campaign funds will certainly be allocated for video coverage of major addresses by the Presidential nominees.

A 40-PAGE booklet to serve as basic source of information on NBC co-op programs, "The NBC Co-operative Program Manual," has been distributed to network station managers, representatives and spot sales offices. Supplementary data will be mailed as it becomes available.
Agency
(Continued from page 216)

GURZA, who had won publicity agency in Mexico City, and MANUEL BARBACHANO, formerly with international division, McCann-Erickson, New York, join Mexico City office of Y & R.

STEWARD S. JURIST, formerly with advertising department of H. & A. Selmer Inc., Elkhart, Ind., joins creative staff of Robert Holley & Co., New York, handling music industry accounts.


ALLAN T. GOWE, former senior account executive of McKim Adv., Toronto, appointed manager of Toronto office of Harold F. Stanfield Ltd.


WILF CHARLAND, assistant manager, Whitehall Broadcasting Ltd., Montreal, named manager, succeeding VIC GEORGE, resigned [BROADCASTING, May 10].

GEORGE GRAHAM, production manager, Arthur W. Stowe Adv., Los Angeles, forms public relations department in agency with DONALD KELLAR as assistant.

LEON E. HARRIS, former program director of KFYQ Lubbock, Tex., joins Buckner-Craig & Webster Adv., that city, as director of copy. Agency has moved to new offices at 22 Park Place, 19th & Ave. M.

PAUL S. PEAK appointed manager of Toronto office of McKim Adv., coming from London, England, where he was advertising manager of Odhams Press and prior to war with Service Adv.

LANNAN & SANDERS Inc., new Dallas agency, formed by GEORGE S. LANNAN, president, and J. M. SANDERS, executive vice president.

F. KEN BEIRN, executive manager of New York office of Dancer-Fitzgerald-Sample, is the father of a boy, Christopher.

WILLIAM SPIRE, vice president of Sullivan, Stauffer, Colwell & Bayles, New York, is the father of a boy, William Jr.

HOPES OF COMMERCIAL FRENCH RADIO FADE CHANCES of Radio Diffusion Francaise making time available to commercial advertisers during a trial 1948 period, faded into obscurity with official acknowledgment that avowed plans had been shelved "temporarily," according to the interpretation of an American observer in Paris.

The observer advised BROADCASTING that the French government radio spokesman offers no explanation for the government's abandonment of plans to accept advertising revenue to provide listeners with high-grade shows. It was understood, however, that the administration was displeased by re-action to the initial announcement that RDF might go commercial, which brought a swarm of American agency representatives into government radio offices, leaving French officials apprehensive over the possibility that RDF might become an overseas addition to American networks. American broadcasters on a French-sponsored junket of the country offered 180 suggestions to bolster the national system of broadcasting. Not one of the suggestions, most of them concerned with programming, has been used by the French government.

Canadian Radio Men
TO ASK RULE CHANGE

CANADIAN broadcasters will ask before CBC board meeting in Montreal May 18 and 19, for lifting price mention regulation on grounds price mention is definite service to consumers, especially those not served frequently with daily newspapers.

CAB board meeting in Toronto May 3 to 5, appointed Bert Cairns, CFAC Calgary; Gerry Colwell, CKRC Winnipeg; Paul Lepegue, CKCV Quebec; Ralph Snelgrove, CFOS Owen Sound; Fred Lynds, CKCW Moncton; Jim Allard, CAB manager, to make price mention presentation. CAB board also appointed William Wright, Toronto station representative, as chairman of the standard rate structure committee, which will be picked from CAB members and associate members. The board also authorized establishment of a pension fund for nine employees now on the staff at Toronto and Ottawa. Resignations were accepted from CHLT Sherbrooke and CHLN Three Rivers and the membership of CKOX Woodstock was expanded.

Those attending the board meeting included Dick Rice, CPFR Edmonton, chairman; Harry Squires, CAB Toronto; George Chandler, CJOR Vancouver; A. A. Murphy, CPQC Saskatoon; Malcolm Nell, CFKN Fredericton; Bill Elliott, CJOC Lethbridge; Ben Robb, M. L. Hansen; Paul Lepegue, CKCV Quebec; Ralph Snelgrove, CFOS Owen Sound; Fred Lynds, CKCW Moncton; Jim Allard and Art Evans, CAB staff.

Swaney, Drake & Bement
Changes Its Firm Name
TITLE CHANGE from Swaney, Drake & Bement Inc. to Morris F. Swaney Inc. has been announced by the agency's Chicago office. Simultaneously the firm announced opening of offices at 445 Park Ave. in New York.

Change in designation was occasioned by the recent resignations (in March and April) of two partners in the firm—Austin F. Bement and George Drake. Mr. Bement resigned as head of the Detroit office while Mr. Drake shifted from the agency's Chicago branch to Leo Burnett Co. in the same city.

The Swaney agency has expanded also in Chicago. It has taken three additional floors in the Field Bldg. at 155 S. La Salle St.

Rural Radio Network

GENERAL ELECTRIC has announced shipment of more than half the equipment needed for the Rural Radio Network Inc., a chain of six FM stations in upper New York State. Complete studio equipment and transmitter for WVFC Ithaca, key station for the network, has been sent, along with two transmitters for other sites. Network expects to be in operation early this summer.

Here's a spring tonic for any station schedule. It's the Al Bingham HOME QUIZ—a Hooper "builder" if there ever was one! The HOME QUIZ is a sound, harmonic merchandising idea with a brand-new twist that goes the usual telephone show one better. WBMD, aggressive new Baltimore independent, schedules 24 quarter hours a week with a maximum of 12 participating sponsors! The HOME QUIZ is available in your market on an exclusive basis. And you'll be surprised at the nominal cost! Write today for the facts to . . .

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.
The Largest Producer of Radio Spots, Shows
and Television in This Part of the Country

Use the TOP Hooperated Station in Nebraska's Capital City Market

KFOR
LINCOLN
OVER 100 MILLION DOLLARS ANNUAL RETAIL SALES

BASIC ABC
Represented by PETRY
RADIO REPORT SUBSCRIPTION SERVICE

for Advertisers and Agencies

EAST NORTH CENTRAL STATES (Ohio, Indiana, Illinois, Michigan, Wisconsin); minimum of 98 reports yearly.

EAST SOUTH CENTRAL STATES (Kentucky, Tennessee, Alabama, Mississippi); minimum of 41 reports yearly.

WEST NORTH CENTRAL STATES (Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas); minimum of 62 reports yearly.

WEST SOUTH CENTRAL STATES (Arkansas, Louisiana, Texas); minimum of 63 reports yearly.

MIDDLE ATLANTIC STATES (New York, Pennsylvania, New Jersey); minimum of 64 reports yearly.

SOUTH ATLANTIC STATES (Delaware, Maryland, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida); minimum of 81 reports yearly.

NEW ENGLAND STATES (Maine, New Hampshire, Vermont, Connecticut, Massachusetts, Rhode Island); minimum of 39 reports yearly.

MOUNTAIN STATES (Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada); minimum of 30 reports yearly.

PACIFIC STATES (California, Oregon, Washington); minimum of 38 reports yearly.

COMPLETE SERVICE (48 states); minimum of 516 reports yearly.

Subscription rates and complete schedule sent on request.

ROBERT S. CONLAN AND ASSOCIATES
IN COR POR ATED
KANSAS CITY, MISSOURI
Canadian Ace Brewing Co., Chicago, has purchased two Frederick W. Ziv packages—Guy Lombardo and Easy Aces shows—for exclusive airing in Chicago area. Former tentatively set for WGN, Thurs., 9-9:30 p.m.; later for WIND, five nights weekly, 6:15-30 p.m. Starting dates undetermined.


KELVINATOR Div., Nash-Kelvinator Corp., expanding video campaign with one-minute spot series on KTAL Los Angeles and WBKB Chicago. Spots are to be used before and after home games of Chicago Cubs and three nights weekly on KTAL. Agency: Geyer, Newell & Ganger, New York.

JAQUES Mfg. Co., Chicago (K C Baking Powder), appoints Gordon Best Co., Chicago, to handle advertising. Radio (5-minute transcribed programs) will be used on test basis in three markets, locations as yet undetermined.

LEKTROLITE Corp., New York (flameless cigarette lighters), appointed Birmingham, Castleman & Pierce Inc., New York, and plans to expand television campaign in fall. Current schedule calls for one-minute spots on KTAL Los Angeles and WBKB Chicago. Spot radio also to be used in test areas in fall.

Network Accounts

P. Lorillard Co. (Old Golds) to sponsor final quarter-hour of Stop the Music, new giveaway series on ABC, Sun., 8-9 p.m. Agency, Lennen & Mitchell, N. Y.

CLARY MULTIPLIER Corp., Los Angeles (Flo-Ball pen), May 16 started for 52 weeks Newsweek Looks Ahead on 14 ABC Pacific Coast stations, with possibility of expansion to entire West Coast network. Agency: Brisacher, Van Norden & Staff, Los Angeles.

GENERAL MILLS, Minneapolis, and DERBY FOODS, Chicago, June 7 renew for 52 weeks Jack Armstrong and Sky King, respectively, on ABC. Renewal date is start of 13-week summer hiatus for both programs, heard on alternate days, Mon.-Fri. 5:30-6 p.m. (CDT). Agencies: Knox Reeves Inc., Minneapolis, for General Mills; Needham, Louis & Brobury, Chicago, for Derby Foods.

Summer replacement for Highways in Melody sponsored on NBC by Cities Service through Ellington & Co., New York, will feature Paul Lavalle conducting "Band of America." Summer show starts June 4, Fri., 8-8:30 p.m.


S. C. Johnson & Son, Brantford, Ont. (floor wax, Car-Nu), June 7 starts summer replacement, Fred Waring, to Sept. 29 on 15 eastern Trans-Canada Network stations, Mon., Wed. 10-10:30 a.m., and June 14 starts relay to 11 western Trans-Canada stations to Sept. 9, 1:15-1:45 p.m. Agency: Needham, Louis & Brobury, New York.

Adpeople

TAD JEFFERY, formerly with J. Walter Thompson Co., Chicago, appointed assistant advertising manager of Pepsi-Cola Division, Lever Brothers Co.

IRVING F. NELSON, formerly with Knudt Agency, New York, joins National Distillers Products Corp., as production manager in advertising department.

OWEN STONE, advertising director for Prince Matchabelli (cosmetics), named vice president in charge of sales promotion. PAUL PEARSON, sales manager, appointed vice president and director of sales.

Broadcasting • Telecasting

CIO Urges WHLS Proposed Decision Be Made Final

OFFERING to assume responsibility in any libel actions arising out of political broadcasts by its members and officials, the CIO urged FCC last week to make final the proposed decision in the WHLS Port Huron case.

In a brief filed Monday for consideration along with the record of the oral argument held before the Commission in May [Broadcasting, May 10], the CIO said: . . . in non-political controversial issues, labor has encountered repeated difficulties in clarifying broadcasts, reaching broadcasting facilities. For that reason, we see the more decisive levels not be placed in the way of ability of labor political candidates to broadcast their views. The threat of libel action is an excuse that can be, and has been employed in the past for censoring or banning altogether the messages of labor representatives.

Official representatives of the Congress of Industrial Organizations, and in particular candidates for political office within its ranks, are willing to accept the responsibility for allegedly libelous statements which may result in court action.

CIO's statement offered the only outright support the Commission's proposed interpretation of the political-broadcast law has received in connection with oral argument. Handled down along with a proposal to renew the license of WHLS after a stay of the political section of the Communications Act, the tentative decision holds that stations may not censor political broadcasts for any reason, but will not be held responsible for any libelous matter they may contain [Broadcasting, Feb. 2].

In a brief reviewing the legal questions involved, W. Theodore Pierson, Washington attorney appearing for 10 stations, told FCC during oral argument that it should "forego any threat of reprimand against existing licensees." He asked FCC to "fortworth communicate to Congress the present status of the problem together with a recommendation that Congress pass a uniform defamation-by-radio act that would clearly prescribe the duties and liabilities of radio broadcasters . . . and that would expressly and clearly invalidate state laws that conflict therewith."

Don Petty, NAB general counsel, flatly rejected FCC's views by contending that stations are entitled . . . to refuse to permit the broadcast of defamatory and other unlawful matter and are not liable from liability under state and federal law for such broadcasts."

The political section (Sec. 315) of the Communications Act, "whatever its interpretation is unconstitutional," he declared.

Actual incidents that have confronted two stations, and to which the WHLS decision would have been applicable, were outlined by Andrew W. Bennett, attorney for WGOV Valdosta, Ga., and Charles V. Wayland, attorney for KIDI Boise, Ida., while Rep. Lindley Beckworth (D-Tex.) told FCC that the Texas attorney general had ruled that Texas stations must be responsible for libelous remarks political broadcasts regardless of the FCC interpretation [Broadcasting, May 10].

Newsreel Photos Union Not Cutting Initiation

CHICAGO LOCAL 666, International Photographers of the Motion Picture Industries, has turned a deaf ear to a proposal by WGN-TV. The Chicago Tribune video station that the union's $300 initiation fee for television newsreel cameramen be cut in half.

W. H. Strafford, business manager of the local, told Broadcasting May 6 that his union "has no intention of revising member ship fees, but will give WGN-TV cameramen plenty of time to pay."

Sources close to WGN-TV say that station officials favor developing Chicago-trained news camera men into newsreel men rather than to draw from the ranks of Locs 666. In the opinion of one informant, if the non-union staff produce high quality pictures the station will not need to recognize the local.

WFMJ SELLS

The Rich Mahoning Valley

AND HERE'S WHY!
THERE'S MORE
"SETS IN USE"

An Average of 45% More
Than National Average

Youngstown Ratings
of Network Shows
Average 100% Higher

A Greater Audience
at Lower Cost

Ask HEADLEY-REED

WFMJ WFM J-FM

The ABC Station For
YOUNGSTOWN, OHIO

May 17, 1948 • Page 22
HOW DOES a promotion man whet the appetite of a trade magazine picture editor, say, disc jockey pictures? Well, it depends on your promotion man. On this page are a few samples submitted to BROADCASTING. Above is one of the “oddity” type. WLAM Lewiston, Me., on its “1470 Club” airs a record played on an “original Edison” talking machine with cylinder discs. That’s (l to r) Bob Demers, jockey; John Gould, proud owner, and Les Hubley, co-jockey.

CHEESECAKE, always a contender. Here’s WCPO Cincinnati’s 18-year-old Joyce Aimee. She conducts her “Platter Girl” program Monday-Friday, 12:10-1 a.m. from Cincinnati’s “Lookout House” supper club. Heads spin faster than records, they say.

AND HERE are the disc jockeys’ stock in trade, turntables on a production line basis. High fidelity diamond-head pickups are shown being adjusted in the RCA Engineering Products Dept.’s Camden, N. J. plant. Production tempo of RCA and of the country’s leading equipment and disc firms have been a key point in the multi-million dollar disc jockey trade.

BIGGEST is one claim to fame. That mountain of flesh is Texas Tiny Avers, 600 lbs., 6 ft. tall and 6 ft. around. He spins platters at KGER Long Beach, Calif. He is adequate evidence for both Texas and California claims that no matter what they grow, they grow them big.

STUDIO judges are a good angle. At WHWL Nanticoke, Pa., four members of the audience hear late releases and rate them by a bell system. Jockey Bob Vessell maestros this session. Girls are (l to r) Jacques Nesbitt, Janie Jones, Ruth Skukwit, Mildred Rau. Program the judges appear on is the once-weekly “Reason With Records.” Their selection is record of the week.

YESSIR, that’s a mike, right in the window. More than one record show has found that on-the-spot broadcasting brings sales. KELP El Paso’s Jimmy Simms wears the headphones while Bill Shepura, proprietor, announces a record. Tie-in, according to the station and the proprietor, has been successful in building up the program’s following as well as drawing business to the record store.

CAN’T MISS combination hit on by WGR Buffalo is this picture of Ralph Snyder, morning man who not only uses a player piano on his record show but, if our eyes don’t deceive us, reads BROADCASTING while he does it. It is said around Buffalo that “No one can play the player piano better than Snyder.”
RADIO and RADIOactivity

- Even though we're well into the Atomic Age, there are still many things we don't understand about radioactivity.

But when it comes to activity in radio, we're on surer ground. Alert time-buyers know from experience that WCBM is Baltimore's most active, sales-productive station. For real penetration of the rich Baltimore market, you need WCBM. Any time you're ready to hear it, we'll gladly tell you the WCBM story.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President and Commercial Manager
George H. Roeder, General Manager
North Avenue at Harford • Baltimore 13, Md. • University 8400

Exclusive National Representatives
WEED & COMPANY
NEW YORK, CHICAGO, BOSTON, DETROIT,
ATLANTIC, HOLLYWOOD, SAN FRANCISCO

WCBM Sends Best Wishes to the NAB CONVENTION
Exhibits
(Continued from page 48) is a full-scale model of Andrew’s new two-bay FM transmitting antenna for FM broadcasting in the 8-108 MHz range.

Designed for simplicity and economy, this new two-bay antenna offers radiation and gain comparable to present loop-type FM antennas. Andrew officials announced this antenna would be in production this summer.

Andrew is showing its new Type 900 automatic dehydrator. Fully automatic in operation, it supplies dry air under pressure to coaxial transmission lines. By designing his new dehydrator to operate at low pressure, Andrew engineers eliminated 50% of the parts used in previous automatic dehydrators. In addition to simplicity and economy, it is said to offer long life due to low pressure operation.

Other Andrew equipment on display includes a 5-kw, 3-tower antenna phasing unit; coaxial transmission lines and accessories for AM-FM and TV; Type 40-C phase monitor; tower lighting equipment, and a scale model of WKOW Madison, Wis., designed, equipped and built by Andrew.

Collins 212A Speaker Input Console

**Collins Radio Co.**

N EXHIBIT SPACE number 7, Collins Radio Co. is showing a variety of broadcast transmitters, audio equipment and accessories, representative of its line.

In transmitters it is exhibiting the 300G 250-watt AM, 207 1-kw AM, and 70A 3-kw FM jobs. The Collins FM ring antenna display consists of models and actual FM antenna assemblies.

Collins remote amplifiers on view are the one-channel 12Y, the two-channel 212U, and the four-channel 12Z.

Speech input consoles include the 212A, 212B, and 212C-1, for audio control in AM, FM, TV and high fidelity recording applications.

Another Collins development is the 214A-1 preset switching console incorporating an automatic positioning device originally invented by Collins for use in aviation communications transmitters. A Collins 19G-3 cabinet rack contains the company’s 62E volume unit metering panel, 82T amplifier current metering panel, 6R line or booster amplifier, 116E-4 dual high frequency equalizer, 6X-2 10-watt amplifier, 265D-2 24-pair jack panel, 268B-1 dual "T" variable attenuator panel, 6T-1 2-watt amplifier, 274D-21 relay unit, 26V-1 limiting amplifier, 414F-4 one ampere relay power supply, 409T-3 50 milliamperes power supply, 1128-1 ten circuit switch and fuse panel, and 15K-1 156 terminal board.

Collins is showing its 32V-1 150-watt high gain transmitter, 75A-1 receiver, 310B-2 exciter, and 70E-8A variable frequency oscillator.

Representing Collins display are W. J. Barkley, executive vice president, Max W. Burrell, general sales manager, R. H. Hollister, broadcast sales manager, Carl W. Service, manager Western division, L. K. Findley, manager transmitter engineering J. A. Green, manager audio engineering, Grant Wetzel, audio engineering department, and H. O. Olson, T. B. Moseley and J. D. Phelan of the broadcast sales department.

**Allen B. DuMont Labs.**

PRODUCTS to be displayed in Rooms 2112-2115 at the Biltmore by Allen B. DuMont Labs. Inc. include: Field image orthicon camera chain, studio camera chains, television broadcast transmitters, master control equipment, film pickup camera systems, film projection equipment, video amplifiers, synchronizing generators, picture monitors, relay transmitters, antennas and field trucks.

Tele-transcriptions, film transcriptions of actual programs, will be shown. These films have been made directly off the face of a cathode ray tube.

Representatives will be Herbert E. Taylor Jr., director of sales; Donald A. Stewart, Northern division; Herbert C. Bloomerg, Central division; and Lewis E. Pett, Southern division.

**Fairchild Camera & Instrument Corp.**

ROOM 2225 at the Biltmore is headquarters for Fairchild Camera and Instrument Corp., represented by C. V. Kettering, E. J. Heron and W. D. Fling. High quality professional sound equipment featuring "personal appearance" performance is on exhibit. Equipment includes the Unit 523 studio recorder, Unit 599 recorder in cabinet, Unit 624 transcribed table, Unitized Amplifier System, Unit 541 magnetic cutterhead, Unit 542 lateral dynamic pickup and the Unit 622 pickup pre-amplifier-equalizer.

The Fairchild Unitized Amplifier System is designed for maximum flexibility to meet requirements of the professional recording industry. Standardized units of the system can be combined in many different ways to provide, in effect, a hand-tailored system to meet any individual recording application.

One of the amplifiers being shown is the Fairchild Unit 622 pickup preamplifier-equalizer. It consists of a preamplifier and switching unit neatly packaged in a single compact housing, and a separate dc power supply. The entire assembly can be mounted in any transcription table cabinet and can be quickly and easily installed for use with any constant-velocity pickup. As the result of a completely new approach to the numerous problems encountered in low-level equalization, the Unit 622 provides, in addition to accurate equalization, such important factors as low noise level, distortion-free bass, low-frequency stability and virtually unrestricted application.

**Federal Telephone & Radio Corp.**

A VARIETY of broadcast and allied equipment is being exhibited by Federal Telephone & Radio Corp., Clifton, N. J., manufacturing associate of the International Telephone and Telegraph Corp., at the Biltmore.

One feature of interest is the FM studio-to-transmitter link, a development of Federal Telecommunication Labs., FT&R research associate. This frequency modulated UHF link provides high-fidelity program relay from broadcast station studio to transmitter, and consists of one transmitter, one re-
ceiver and two parabolic antenna. The system operates in the 940 to 952-mc band allocated by the FCC.

Another outstanding equipment shown by Federal is an all-metal dummy antenna for FM broadcast transmitters. This antenna, designated as PTL-15-A, offers a method of accurately measuring and safely dissipating large amounts of VHF RF power by means of an all metal dissipating element. It eliminates resistors or insulators of any type and its compactness provides portability where necessary.

Other Federal FM broadcast equipment includes FM antenna, transmitter consoles, transmitting tube field intensity meters, mobile radio equipment, cable and selenium rectifiers in television applications, FM-TV monitor, multiplex carrier and special transformer potting developments.


Gates Radio Co.

SPACE 9 in the center of the exhibition hall at the Biltmore houses the display of the Gates Radio Co.

Exhibited for the first time is the new Gates GT48 complete radio station for 250-w AM operation, showing a complete correlated transmitting house equipment as a packaged unit, including transmitter, frequency and modulation monitors, limiting amplifier and other accessories, ready to go. The GT48 radio station has in preliminary announcements created a sensation in the radio broadcasting industry. Also exhibited is a new 3 kw transmitter with many striking innovations not found previously in FM equipment; the Gates BC5A, 5-kw AM transmitter, also exhibited for the first time; the new Gates SA50 dual console for AM and FM operation and the new Gates Q5 rack type speech input system featuring the SA line of audio amplifiers which broadcasters were given a glimpse of at the Atlantic City NAB Convention, but which have blossomed out into many new and added models.

Also on display will be the new Gates FM package equipment, including the FM10 ring type antenna which is part of this package equipment. Many other items of equal importance will be exhibited, including an improved design horseshoe control console, new design transcription turntables and many other accessories.

There will be engineers in attendance at all times of the day and night when the hall is open for visitors.

Gates personnel attending include Laurence Harry, in charge of West Coast sales; Fred Grim wood, sales department, Quincy; F. W. Wentura, engineering department; L. I. McEwen, executive vice president of Gates Radio Co.; O. J. McReynolds, in charge of the Washington office and others.

General Electric Co.

EQUIPMENT on display by General Electric Co. includes: studio to transmitter broadcast system model 4BL2A1, 2-studio console model 4BC1A2, 1-kw AM transmitter model 4XT1A1, plug-in program amplifier model 4BA12A1, plug-in preamplifier model 4RA1C1, limiting amplifier model 4BA5A1, AM station monitor model 4BM3A1, cabinet rack model 4F8B1C1, transcription arm model 4FA2A1, equalizer model 4FA1A1, equalized transcription preamplifier model 4BA3A1, diamond stylus variable reluctance pickup model 4MBC and 4M6C, 16mm synchrolite projector model 4PP2A1, film camera model 4PCA1, film camera standard model 4PDA1, camera control console model 4TC5A1, camera channel rack model 4PE2A1, wave form rack model 4PF1A1, and cameras of television studio equipment.


Presto Recording Corp.

THIS YEAR, as in the past, Presto is showing many units which are new to the broadcast engineering, such as the Presto recorders types 6N, 8N and Y, which are in use in many broadcasting stations in this country and abroad.

They are offering improvement in both mechanical and amplifier units. A new Presto dual motor direct drive gives indications of being an outstanding success. This drive is used in the Presto 64-A transcription turntable and in the 8DG recorder, as well as in the type 14B which is an unusually large and complete recorder some what of a special type and is not shown in their regular catalog.

These gear driven types offer the user absence of total speed error in the turntable, low mechanical noise and elimination of need for adjustments in the drive mechanism.

New types of amplifier equipment include the 60-watt 92-A with four recording characteristics type 89-A recording and monitoring amplifier, 25 watts; and the type 41-A peak limiting line amplifier.

All equipment, as well as Presto recording discs, and other items are also on display.

Presto 8DG Recorder

fortune. The Magnecorder TR-6 has FM quality in a small package that can be carried easily by one man.

The unit is designed to fit into a portable carrying case and may be unplugged from this case and plugged into a studio rack amplifier to be used as a permanent installation.

Its readily detachable amplifier has three mike inputs, VU meter and master gain control as well as speaker and line outputs. And to top it all off, this amplifier can be used as a standard remote amplifier by merely flicking a switch.

The Magnecorder 5D-1, high-fidelity wire recorder, and a playback only unit utilizing wire, are also on display.

On Our TOES!

* THE LISTENERS
* THE AUDIENCE
* THE SALES

We've Got 'Em All!

WIOD is the station most people listen to most.

Magnecord Inc.

MAGNECORDER INC., Suite 2107-F, is presenting what it claims to be the first versatile and portable magnetic tape recorder presented to the broadcasting industry. This unit was designed by American engineers using the latest techniques and developments.

Piom believes that this new tape recorder, the Magnecorder TR-6, will disprove the theory that if a recorder or reproducer is any good, it must weigh a ton and cost a

May 17, 1948 • Page 22
GREENSBORO, N. C. “Prettiest Man of the Year” contest attracted 279,688 votes during a two-week early-morning program over WBG. Content more than doubled the 110,000 total for 1947.

Winner was William J. Armfield 3rd, Greensboro textile and hosierly manufacturer, who polled 52,000 votes to take the No. 1 position. Dressed in an evening gown with all the feminine accessories—including padding and wig—Mr. Armfield was officially crowned during ceremonies at the National Theatre April 21. Bob Jones, announcer and conductor of Grooms by Jones program on which contest was promoted, served as m.c.

"Prettiest Man" contest started accidentally last year when Announcer Jones commented on the next appearance of "Moon" Wy- rick, chief of the local Fire Dept. Listeners immediately began sending in their nominations, and so the contest was born.

WOCF-FM W. Yarmouth
Is Now on Air With 1 kw

WOCF-FM West Yarmouth, Mass., went on the air with a formal dedication program May 2, on Channel 232, 94.3 mc, with 1 kw power. WOCF and WOCF-FM are owned by Bristol Broadcasting Co., with Basil Brewer, president. David J. Shurtleff, former adver- tising manager of the New Bed- ford Standard-Times, is manager of the new FM station.

State Senator Edward C. Stone threw the switch that put the station into operation. A message from Gov. Robert Bradford was read at the ceremonies, which fea- tured several civic figures. After the initial broadcast, 2:30-3 p.m., the studios were open to the public.
Radio Engineering Laboratories Inc.

RADIO ENGINEERING LABORATORIES Inc., pioneer manufacturer of FM broadcast equipment, is displaying its latest equipment designs for FM broadcast service, in Rooms 2109, 2110, 2111 in the Biltmore.

Features of the exhibit include the "Quadriline" amplifier, which allows extreme economy of operation at high power on the high band; the "Serrasoid" modulator, a new invention which makes possible a signal to noise ratio of 80 db, with a total harmonic distortion of less than 1/4 of 1%. This modulator is a crystal-controlled, phase-shift device based on the Armstrong principle and employs only 11 receiving type tubes from crystal oscillator to carrier frequency.

Also on display is the REL Transmitter - Transmitter Link equipment together with the Model 670 Continental television line amplifier and the Model 646 Dual Band, Technical Purpose Receiver.

REL presents for the first time its approach to the mobile transmitter link problem in the 192 mc region.

On hand to welcome broadcasters are Frank A. Gunther, vice president; C. R. Runyon 3d, sales manager, and M. H. Jennings, chief engineer—transmitter section; as well as representatives of the Norman B. Neely Enterprises, REL's West Coast sales engineering office.

Rangertone Inc.

RANGERTONE INC. is showing its new tape recorders in Room 1226 at the Biltmore.

Rangertone Magnetic Tape Recorders, Types R4-C and R4 are capable of high fidelity tape recording. Simple operation, dependability, adaptability and reasonable cost make the Rangertone Magnetic Tape Recorder outstanding. The R4 placed on top of the console base becomes the R4-C.

The R4 magnetic recorder at a tape speed of 30" per second will reproduce from 30-12,500 cps. Signal to noise is 55-55 DB, but will vary slightly depending on the tape used. At a tape speed of 18" per second the frequency response is from 30-8500 cps. At either speed the tape speed is within plus or minus 2 DB variation with 2% harmonic distortion. Instantaneous speed variation is .2 of 1% and the speed change in a thirty minute program is less than 8 seconds. At the 30" per second speed a 14" reel will give a program time of thirty-five minutes, maximum.

The units are complete except for speaker and its associated amplifier which can be added in the base of the R4-C so that this latter unit becomes completely self contained.

The Rangertone Tape Recorder has complete speed control of the "rewind" in either direction.

The amplifiers and complete head assembly are of the plug in type. The relay box containing all relays and the de-magnetizing and bias control circuits is mounted readily accessible. The R4-C (cabinet model) provides space for track mounted spare record and playback amplifiers, power supply and relay box. The R4-C also has two compartments for storage of tape. When the R4 portion of the unit (the top) is removed from the cabinet portion the unit is portable.

Also on display are the Magnetic heads for erase, record and playback.

Raytheon Mfg. Co.

RAYTHEON'S display is located in Booth 5 in the Main Ballroom on the main floor of the Biltmore. Three adjoining rooms on the second floor are also being used.

The recently announced line of television equipment will be shown for the first time in addition to television camera chain equipment in operation, a 3kw FM transmitter, the new Raytheon FM antenna, and various types of Raytheon’s standard AM-FM studio and station equipment.

A video signal will be fed to models of the new Raytheon-Belmont line of television Receivers, manufactured by Raytheon's subsidiary, Belmont Radio Corp.

For broadcasters entering television, Raytheon has removed all ifs and ands from its TV program and is offering four "packages" comprising all equipment necessary to operate four types of complete stations:

(a) Straight network outlet station with all equipment needed to operate a repeater station, cost is from $50,000 to $55,000, depending upon individual station requirements. This "package" includes a 500-w video transmitter with station monitors; a 250-w audio transmitter; associated high gain antenna with necessary diplexer; video equipment such as a line amplifier, switching unit, distribution amplifier, picture monitor, two microphones and console.

(b) The second "package" consists of all the above items but with the feature of limited program capabilities added. The additional equipment comprises a complete single camera chain and a 16-mm. film projector and slide projector. This makes possible a single studio operation and also the showing of complete feature pictures.

(c) The third "package" is the Raytheon basic TV system. This unit, a single unit makes possible a complete remote control system for added broadcasting facilities. The "package" is priced to meet the needs of the small station.

(d) Raytheon de luxe TV "package" is for stations where direct remote pick-ups are desired. This unit, a dual channel, makes possible two camera chains and microwave relay equipment in addition to the aforementioned items and elaborate mixing systems.

These categories of television stations are based on Raytheon's 500 w video transmitter.

Raytheon personnel in attendance are Ray C. Ellis, vice president; William A. Gray, assistant sales manager; Everett Fraim, engineer; Robert K. Dixon, product manager; and John S. Sprago, advertising manager.

Regional sales representatives on hand are Chris Brainneek, Boston; Warren Cozzens and Ben Farmer, Chicago; Howard B. Chrissey, Dallas; Henry J. Geist, New York; Emil J. Rome, Long Beach, Calif.; W. B. Taylor, Chattanooga, and Adrian Van Santen, Seattle.

Representing Belmont Radio Corp. is G. L. Hartman, general sales manager.

RCA

RCA exhibit is set up in the Biltmore foyer-ballroom and contains two freight cars of AM, FM and TV equipment plus a complete

(Continued on page 228)
### Phoenix Arizona

PHOENIX PRODUCTION

OLAND REICHERT, program booker for KNBC Central Division, has been promoted to post of assistant field director. KBRUHEIM, program and television manager, Mr. Reichert to assist the division in charge of summer program activities. KENNETH A. LUSHLAND, former manager of program research department, has replaced him as booker.  

JACK McCARTHY, formerly with ABC; JOHN TILLMAN, CBS Television since 1945; and ARTHUR HARTWEIL, formerly with WCAU Philadelphia, and JOE BOLTON, formerly with WEWS New York, joined WPIX New York, as announcers. RICHARD LINDBLOM, program manager of WTOP Washington, is the father of a girl, Lynda Louise, born May 9.  

TOMMY WILLIAMS has been named program director of KVLF Alpine, Tex.  

GRACE JOHNSON, manager of ABC continuity acceptance department, has been elected president of Advertising Women of New York Inc.

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### Retail Sales

ARIZONA TAX COMMISSION FIGURES SHOW KOY-LAND (MARICOPA COUNTY) RETAIL SALES AT $317,687,000 FOR 1947, 1948 SALES ONLY $71,920,000.

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### Capture: This Rich Growing Market With KOY

**KOY 550 kc**

PHOENIX MANAGEMENT AFFILIATED WITH W.L.S. CHICAGO

NATIONAL REPRESENTATIVES: JOHN BLAIR AND COMPANY

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### Fortune* Current Issue Discusses Today's Video "TELEVISION! BOOM" is title of article appearing in this month's issue of Fortune.

The article discusses the difficulties of producing programs, the high cost of starting and operating, and the need for a substantial number of viewers and sponsors. Although he doesn't expect coast-to-coast networks and the support of advertisers for a variety of first-class studio programs until 1950 at the earliest, the author says he believes that "video is incomparably more advanced than radio at a corresponding commercial level."  

*Fortune* is a weekly business magazine published by Time Inc.

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### Visiting Paris and Berlin to gather material for her daily programs on CFRB, recording some on the Continent. She will attend special tea party given by King George and Queen Elizabeth.

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### Jan Mitchell, formerly with WNET television at New York, has joined WTOP Boston, as assistant to Edward Sullivan, director of continuity.  

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###活动中

BOB BENCHEK has been named to succeed the late RUDY WILLIAMSON as m.c. of "What's The Name of That Song," over MBV and L & D Lee networks.

GEORGE ALLEN, program head of Columbia Pacific network; THOMAS FREEBAIN-SMITH, program manager of KWOB Los Angeles, and WILLIAM J. DAVIDSON, former program manager of KWOB, have been named to serve on judges committee of annual Atwater Kent presentation auditions.

BOB EDGREN, formerly with WCB and WMV Portland, has joined WTAG Worcester, Mass., as announcer.

DOUG MCKELLAR, KECA Hollywood staff announcer, left May 14 for four-months' leave of absence.

RUTCH CROAN, formerly with WHAC Boston, has joined continuity staff at WWMR, Palm Beach, Fla.

JUDY CANOVA, star of her own NBC show, has been appointed aide de camp on governor's staff of colorado by Gov. Earl C. Clements of Kentucky.

JERSEY FRENCH, formerly of CKWS, Kingston, and CHEX, Peterborough, has joined CFRN North Bay, as staff announcer.

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### CLEVELAND'S Mayor Thomas A. Burke presents the key to "hearts with Cleveland over Paris and your piano to our city" to Bob Reed.

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### Duke Warren, former announcer of KRG and WCRF (FM) Cedar Rapids, has joined announcing staff of KBIX Corpus Christi, Tex.

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### Hal Gropper, formerly with WTN Jamestown, N.Y., has joined WBEN Utica, as announcer.

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### LARRY FROMMER, writer-producer of WOL, Washington, has been appointed member of board of trustees of United Jewish Appeal of Greater Washington Inc.

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### Edgar J. Holmes, formerly with WSSL Jackson, Miss., has joined announcing staff of WSO and WOV FM. Wayne, Ind.

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### ALAN H. Newcomb, author of the book, "Vacation With Pay," has joined WCMA Asheville, N. C., as program director.

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### KNRB San Francisco has been awarded the National Board of Fire Underwriters honorable mention citation for its outstanding public service in fire prevention during 1947.
Exhibits
(Continued from page 227)

- television station installation.

- new RCA 500-w TV Transmitter

- interesting

- interesting parts of the whole exhibit.

- the other part of the exhibit consists of AM and FM transmitters and control equipment. RCA is showing a complete 10-kw FM transmitter—the type being delivered to more than 100 stations. Also on display is the 250-w AM transmitter, and two mobile transmitters, the type to be mounted in a truck. The latter is being shown for the first time.

- A lightweight radio mike, similar to the war time "Walkie-talkie" is in operation with facilities available for picking up the

New RCA 500-w TV Transmitter

"remote" type broadcast. This new portable microphone UHF transmitter unit comes complete with its own batteries.

- The display of broadcast audio equipment includes more than 50 different items, from transcription turntables and recording equipment to microphones, and to almost every type of amplifier used by broadcasters.

- Also shown for the first time are two new different bantam size field intensity meters being marketed by RCA. The meters are really portable and can be carried in one hand while making adjustments with the other one for standard broadcast band and the other UHF and television band.

- Representatives in attendance from the Camden office are: W. W. Watts, T. A. Smith, A. R. Hopkins, C. M. Lewis, W. L. Lawrence, Merrill Trainer, Harry Lavery, Dan Meadows, Tom Hall, Dana Pratt.

- Field representatives on hand are: R. J. Newman, San Francisco; Edmund Frost, Los Angeles; David Bain, Kansas City; E. C. Tracy, Chicago; Paul Clark, Chicago; J. H. Keachie, Cleveland; F. J. Kelly, Dallas; P. G. Walters, Atlanta; Al Josephsen, New York; C. A. Lahar, Los Angeles.

- Members of the engineering staff from Camden present are: John Palmquist, J. E. Young, T. J. Boerner, H. E. Gehrke, W. J. Poch, N. P. Smith, C. A. Rosenerman, N. S. Bean, C. D. Kentner, V. E. Trouant.

- Advertising department is represented by J. R. Taylor, M. L. Gaskill and W. O. Hadlock from Camden.

- Herman Hosmer Scott Inc.

- PRODUCTS displayed by Herman Hosmer Scott Inc. include its latest model dynamic noise suppressor. The Type 910-C incorporates an extended frequency range, improved control circuits and an improved remote control arrangement, based upon two years' experience with the commercial design and operation of dynamic noise suppressors. This unit provides high quality with low noise level in the reproduction of phonograph records and musical transcriptions.

- Also on exhibit is the Type 210-A Laboratory Amplifier with dynamic noise suppressor. It is a complete power amplifier supplied with a magnetic pickup and requires only a turntable and loudspeaker to provide a high-quality, noise-free reproducing system for auditioning or home use.

- A new product is the Type 410. A sound level meter, a precision unit meeting the requirements of the American Standards Assn. but so small that it can be carried in a coat pocket. The weight of this unit is only two pounds. It is used in broadcast station work for checking studio noise levels, noise generated by ventilating or other mechanical equipment, and actual acoustical program levels.

- U. S. Recording Co.

- A NEW speech input console—the Panacoustic SC-202—is on display for the first time as the feature of the U. S. Recording Company display in Suite 2105-2106.

- The Panacoustic "202" meets specifications for both AM and FM broadcast stations. Also on display is the Panacoustic SC-200 Consollette, also designed for either AM or FM use. The units are priced at $565 and $425 respectively.

- U. S. Recording also unveiled for the first time a new two-position remote mixer-amplifier. Designed to operate on either AC-DC or batteries, the unit is said to surpass FM specifications and will sell at a moderate price.

- New and improved models of the famous Panacoustic AC-DC Portable Playback are also being shown. These units are packaged in leather and leatherette luggage-type cases.

- The Panacoustic "ED" Playback, a 10-w unit with detachable speaker and microphone input is on display. Prominent in the display are nationally-known broadcast station accessories distributed by U. S. Recording.

- Samples of custom-made speech input and other broadcast station equipment are being shown.

- In attendance are Joseph Tait, U. S. Recording's president and general manager, and Bill Ross, sales manager.

- Western Electric Co.

- THE WESTERN ELECTRIC RADIO DIVISION has approximately 700 square feet of exhibit space with an extensive display of broadcast station equipment in the Biltmore. In addition, Western Electric has joined with Mutual-Don Lee in inviting visiting engineers on a tour of KJH's new Hollywood studios, Friday, and to inspect this latest installation of Western Electric's custom built equipment.

- The new $2,500 Mutual Don Lee Broadcasting System studio

(Continued on page 88)

What a Spot for a Spot!

at the 8-TEN Spot

We're referring to spot announcements of course. On WJPG, the station thatblankets Northeastern Wisconsin with its clear-channel daytime signal. It's the Spot for your Spot wherever the rich Green Bay area.

Represented By

May 17, 1948 * Page 22
Movie Permits Needed or Pa. Bars With Video

ELEVATION showings in Pennsylvania taprooms are considered in the category of moving pictures and a taproom showing television in Pennsylvania must obtain an amusement permit similar to a permit required for moving pictures. This ruling, in effect, was issued by the Dauphin County (Pa.) Common Pleas Court by resident Judge J. Paul Rupp. He made the ruling in dismissing exceptions filed by the Philadelphia retail Liquor Dealers Assn. to an opinion handed down by the late Judge William Hargest. Judge Hargest had upheld the late Liquor Control Board's contention that television falls in the category of motion pictures and is therefore subject to board regulation requiring licensing. The liquor dealers based their objections on the grounds that television comes under the category of radio rather than movies. No license is required to play a radio in a Pennsylvania taproom.

Baptist Workshop

THE SECOND radio workshop sponsored by the Radio Committee of the Northern Baptist Convention will be held at Green Lake, Wia., May 31-June 5. Twenty-five Baptist pastors and local church leaders from all parts of the country will receive instruction in microphone technique, production and radio program planning.

Seymour Weintraub, former New York freelance television director-producer, has been named television director for Film Highlights Inc, New York producer of video features. Film reportedly negotiating for full length feature subjects for release as television package.

Leonard Traube, vice president of Embee-Penn public relations firm, New York, has resigned to become an independent publicist and trade relations consultant. He has acquired full partnership interest in a quiz program, “Lucky Listener,” based on “compulsory listening” device invented by a Boston mathematician.

A New Note in Radio Training

It is not necessary to go outside the middle-west to train effectively for radio. The Radio Institute of Chicago teaches both technical subjects and script writing in actual radio studio surroundings (former Station WHIP). This studio has more calls for trained radio personnel than it can supply.

A Staff of Instructors Who Have Already Achieved

All members of the faculty are persons who have already achieved. To become a member of the teaching staff, the applicant must have proven his ability to make a living in the field involving the subject which he will teach.

Radio Institute Class in Action

Earn While You Learn

At the Radio Institute of Chicago, students' ideas and scripts are given careful attention, and when they are useful, students are paid adequately for them. Representatives are always contacting sponsors and stations, and they are constantly looking for new program ideas. Now, here is a chance to EARN WHILE YOU LEARN.

KWO - FM Takes Air

KWOS-FM Jefferson City, Mo. took the air April 24 on Channel 255, 99.5 mc, with a radiated power of 5.2 kw. Station is now operating from 12 noon to 10 p.m. as visual operation of AM station, KWO, owned and operated by the Capital Broadcasting Co. Listeners, the station reports, have received the signal over 150 miles away.
Exhibits

(Continued from page 229)

represents the latest thinking in network operation and equipment. The master control switching system alone includes facilities for over 850 program combinations requiring 821 relays, 49 amplifiers, 850 indicator lamps, 2500 jacks and 13 volume indicators.

The equipment in the Western Electric-Bell Laboratories-Graybar exhibit includes a 10 kw FM "Transmitter" equipment similar to the one being installed by CBS's Los Angeles Station KNX atop Mt. Wilson. A visit to this transmitter installation will be one of the features of the Mt. Wilson tour Saturday.

Also on display are the 700A impedance bridge for transmission line adjustment, the 3A power and impedance monitor for continuous direct monitoring of the power output and impedance match, the 8A frequency and modulation monitor, the compact RD-101 order wire panel, and the 5A frequency monitor for FM.

Over the different items of speech input equipment including microphones, amplifiers, reproducers, equalizers and control consoles (both standard and custom built) are being shown.

H. F. Sacca and J. C. Lawrence, Western Electric Division audio facility engineers, are available to discuss speech input and other broadcast program control equipment.

A developmental scale model of the new Western Electric 57A Antenna is on display for the first time on the West Coast. This antenna was developed as a high gain, heavy duty antenna for FM broadcasting. The 57A offers greater structural strength for the support of a television antenna and also for application in areas of severe wind and icing conditions. Its design provides for a choice of gain from 1.5 to 9.

Westinghouse FM-10 Transmitter

The structural design permits optional selection of optimum patterns and gain available through use of ½ wave or full wave spacing. The radiating units, three curved sections in each element, are spaced correctly for the assigned frequency at the time of erection, thus providing optimum gain throughout the FM broadcast band.

R. S. Barbaras, FM transmitter sales engineer, is in charge of the FM section of the exhibit. Mr. Barbaras and other engineers are on hand to discuss FM broadcast equipment.

H. D. Wilson, manager electronic products sales, Western Electric Radio Division, and other engineers are available to discuss tubes, crystals, thermistors, varistors, and other electronic components on display.

J. H. Gaenenthal, manager broadcast sales, Western Electric Radio Division, and J. W. LaMarque, manager radio sales, Graybar Electric Co. are also in attendance.

Westinghouse Electric Corp.

WESTINGHOUSE is presenting one exhibit, its new Type FM-10 transmitter. Latest product of the company, this 10 kw FM transmitter incorporates a number of features which provide economical installation, simplified operation and maintenance, and high-quality performance.

Featuring two drawer-type chassis on 19-inch rack mounting, which contains all the key circuits of the equipment, the Westinghouse FM-10 is capable of inspection while the transmitter is in full operation. One chassis generates the FM carrier and adds the audio. It gives a complete signal-modulated output at the broadcast frequency, ready for the amplifiers. The second chassis contains the Westinghouse - developed "pulse counting" center frequency control.

Ease of maintenance and inspection are added benefits of the drawer-type chassis mounting. Plug-in connecting cables, long enough to permit easy inspection without disconnecting the chassis, are furnished with the equipment and provide cool, clean air for the entire transmitter. All transformers have Class B temperature rise insulation (inorganic materials) and are operated under low temperature Class A conditions for long life.

A standing-wave ratio indicator monitors the operating condition of the transmission line and antenna system.

The Westinghouse FM Promotional Plan being shown is a complete package consisting of 47 specific, tested methods of station promotion. It's based on actual operation by the company of its own five FM broadcasting stations on regular daily schedules.

Westinghouse personnel in attendance include the following representatives of the company's Industrial Electronics Division at Baltimore: C. W. Miller, sales manager; R. N. Harmon, manager of engineering; F. W. Fischer, supervisor of communication sales; and M. R. Briggs, manager of broadcast engineering. Among West Coast personnel present are S. H. Harrison, Pacific Coast industrial manager; J. Fiske and J. H. Landels, of the industrial division; and F. W. Bechley and B. L. Clark, of the company's district engineering and service department.

W. U. Dent, Westinghouse engineer (Continued on page 234)
May 7 Decisions

BY COMMISSION EN BANC

FM Authorizations
Awarded conditional grants for two Class B FM stations; issued CPs for A and B Class FM outlets; issued Class D permits for two Class B stations.

Assignment Change
Veterans Vocational School, Troy, N.Y.—Awarded unreserved assignment of Channel 217 (91.3) to this applicant in lieu of previously assigned Channel 211.

Petition Granted
WTTG Washington, D.C.—Granted petition to convert a Class B station to a television station; granted application for CP to change location and station to Channel 9 in the expansion of the system.

Petition Denied
TNTV Detroit, Mich.—Denied petition for reselection of Channel 95 for WPTV, New York City, N.Y.

STA Granted
W¥AXO Dan Lee Broadcasting System, Los Angeles—Granted special temporary authority for period of 90 days, to operate experimental television station on commercial basis; condition is that the station may not sublicense.

Petition Granted
Live Oak Best Co., Live Oak, Fla.—Granted petition for authorization to increase power and to grant their application for CP and granted their application for leave to amend to 1,000 kc, 250 watt, unlimited.

Petition Denied
W¥AXO Dan Lee Broadcasting System, Los Angeles—Denied petition for leave to file new application for Channel 21 and station to Channel 95.

May 8 Decisions

DOCKET CASE ACTIONS
Announced decision and order of modification of license to change call letters.

KORP Santa Cruz, Calif.—Granted application for license to change call letters from KPBC to KORP.

WAGE Syracuse, N.Y.—Granted application for retirement and withdrawal of application for Channel B.

KTSW Emporia, Kan.—Ordered that petition to dismiss be evicted and that requirements of Notice of Petition, to grant or deny, and application for transfer of control over Emporia Best Co., Inc. be granted.

May 10 Decisions

APPLICATIONS CONSIDERED

Modification of CP
K¥UR Santa Cruz, Calif.—Granted petition for change in location from 1170 kc to 1140 kc.

WAGE Syracuse, N.Y.—Granted application for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to be evicted and that requirements of Notice of Petition, to grant or deny, and application for transfer of control over Emporia Best Co., Inc. be granted.

K¥UR Santa Cruz, Calif.—Granted petition for leave to change call letters from KPBC to KORP.

WAGE Syracuse, N.Y.—Granted petition for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to dismiss because of failure to file

APPLICATIONS CONSIDERED

May 15 Decisions

APPLICATIONS CONSIDERED

K¥UR Santa Cruz, Calif.—Granted petition for change in location from 1170 kc to 1140 kc.

WAGE Syracuse, N.Y.—Granted application for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to be evicted and that requirements of Notice of Petition, to grant or deny, and application for transfer of control over Emporia Best Co., Inc. be granted.

K¥UR Santa Cruz, Calif.—Granted petition for leave to change call letters from KPBC to KORP.

WAGE Syracuse, N.Y.—Granted petition for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to dismiss because of failure to file

APPLICATIONS CONSIDERED

May 16 Decisions

APPLICATIONS CONSIDERED

K¥UR Santa Cruz, Calif.—Granted petition for change in location from 1170 kc to 1140 kc.

WAGE Syracuse, N.Y.—Granted application for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to be evicted and that requirements of Notice of Petition, to grant or deny, and application for transfer of control over Emporia Best Co., Inc. be granted.

K¥UR Santa Cruz, Calif.—Granted petition for leave to change call letters from KPBC to KORP.

WAGE Syracuse, N.Y.—Granted petition for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to dismiss because of failure to file

APPLICATIONS CONSIDERED

May 17 Decisions

APPLICATIONS CONSIDERED

K¥UR Santa Cruz, Calif.—Granted petition for change in location from 1170 kc to 1140 kc.

WAGE Syracuse, N.Y.—Granted application for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to be evicted and that requirements of Notice of Petition, to grant or deny, and application for transfer of control over Emporia Best Co., Inc. be granted.

K¥UR Santa Cruz, Calif.—Granted petition for leave to change call letters from KPBC to KORP.

WAGE Syracuse, N.Y.—Granted petition for change in location from 1240 kc to 1260 kc.

KTSW Emporia, Kan.—Granted petition to dismiss because of failure to file
ASSIGNMENT OF PERMUTTEE

KRTV Dallas-Fort Worth, minority assignment of partnership interests in Rogers Telemedia, Ltd., to Lawson Lacy.

APPLICATION DISMISSED

AM-1340 kw

Felding's license to cover CP which authorized new station standard 1340 kc, to change frequency from 1240 to 1340.

APPLICATION RETURNED

LICENSE FOR CP

KTXJ Jasper, Tex., license to cover CP which authorized new station 1340 kc, power of 1 kw, change frequency from 1240 to 1340.

NEW LICENSES

WGN-TV, Chicago, Ill., new commercial television station on Channel 11, 198-194 mc, ERIP of 2.6 kw, EIRP of 3.8 kw, un.

Relay Station

American Broadcasting Co., New York—New experimental television relay station on Channel 36, 5600-5602 mc, power of 0.5 kw, emission A and B, change frequency from 5600 to 5602 mc, in accordance with Sec. 4.121(b) and 4.163.

DELETION


Transfer of Control


AM-610 kw

WKAN Kane, Ill.—CP to change frequency from 1220 to 610 kc, change hours of operation from 6 am. and 6 pm. to 12 pm. and 12 am.

AM-1600 kw

Lewis Wiles, South Miami, Mont.—CP new standard station 1240 kc 250 w. un., license not changed, makes no changes.

KDRL Lincoln—CP new standard station 1250 kc, 1250 kw. un., license not changed, makes no change.

KLRN San Antonio, Texas—License to change name of licensee from King-Trendle Broadcasting Co., to Lawrence L. Trendle.

KDRL Lincoln—CP new standard station 1250 kc, 1250 kw. un., license not changed, makes no change.

KLRN San Antonio, Texas—License to change name of licensee from King-Trendle Broadcasting Co., to Lawrence L. Trendle.

May 11 Decisions

DOCKET CASE ACTIONS

AM-1450 kw

Announced application for OAG and HDLAM, with State Comm., Webster not participating, granting application of GEM Modifications, Inc., Inc. for new station at Cedar Rapids, Iowa, 1450 kc 250 w. un., does not grant.

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.

May 11 Decisions

DOCKET CASE ACTIONS

AM-1450 kw

Announced application for OAG and HDLAM, with State Comm., Webster not participating, granting application of GEM Modifications, Inc., Inc. for new station at Cedar Rapids, Iowa, 1450 kc 250 w. un., does not grant.

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.

License Denied

Adopted motion to deny, inopinion and order denying petition of Foundation Co. of Virginia, Palamas, Va., as that evidence showed that issues contained in Commission's order of April 4, 1947, designating for hearing by petitioners, application to be enlarged to include issues to determine qualifica- tion of parties and essential elements of proposed construction.

APPLICATION DISMISSED

AM-1240 kw

Announced decision granting application for Licenses, B. M. L. Inc., for new station at Elizabeth, Pa., 1240 kc 500 w. un., does not grant.

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.

License Denied

Adopted motion to deny, inopinion and order denying petition of Foundation Co. of Virginia, Palamas, Va., as that evidence showed that issues contained in Commission's order of April 4, 1947, designating for hearing by petitioners, application to be enlarged to include issues to determine qualifica- tion of parties and essential elements of proposed construction.

APPLICATION DISMISSED

AM-1240 kw

Announced decision granting application for Licenses, B. M. L. Inc., for new station at Elizabeth, Pa., 1240 kc 500 w. un., does not grant.

APPLICATION DISMISSED

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.

License Denied

Adopted motion to deny, inopinion and order denying petition of Foundation Co. of Virginia, Palamas, Va., as that evidence showed that issues contained in Commission's order of April 4, 1947, designating for hearing by petitioners, application to be enlarged to include issues to determine qualifica- tion of parties and essential elements of proposed construction.

APPLICATION DISMISSED

AM-1240 kw

Announced decision granting application for Licenses, B. M. L. Inc., for new station at Elizabeth, Pa., 1240 kc 500 w. un., does not grant.

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.

License Denied

Adopted motion to deny, inopinion and order denying petition of Foundation Co. of Virginia, Palamas, Va., as that evidence showed that issues contained in Commission's order of April 4, 1947, designating for hearing by petitioners, application to be enlarged to include issues to determine qualifica- tion of parties and essential elements of proposed construction.

APPLICATION DISMISSED

AM-1240 kw

Announced decision granting application for Licenses, B. M. L. Inc., for new station at Elizabeth, Pa., 1240 kc 500 w. un., does not grant.

AM-1340 kw

George E. Cameron, Tulsa, Okla.—New standard station on 1340 kc, power of 1 kw, ERIP of 1.9 kw, EIRP of 1.9 kw.

ACQUISITION OF CONTROL

WSDG-TV, New Orleans—Acquisition of control of stock owned by Harry G. Cameron, Inc., a broadcasting corporation by Othard T. Christian.

AM-30 kw

Central Pennsylvania Bstg., Co., Lewistown, Pa.—CP new standard station on 30 kw. and change trans. location.
Exhibits (Continued from page 231)

Frank H. McIntosh
CONSULTING RADIO ENGINEER
Gordon J. Gow
Robert E. Baluta
James R. Croy
MAURICE PAINCHAUD

AM-FM
TELEVISION
FACSIMILE
TELECOMMUNICATIONS
ACOUSTICAL STUDIO DESIGNING
DEVELOPMENT RESEARCH

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General Offices:
710 14 1/2 St., N. W.
Washington, D. C. Metropolitan 4477

See the 50 watt 0.5% Distortion Amplifier in our N.A.B. Headquarters at the Biltmore Hotel.

FRANK R. JELLEFF, pioneer Washington department store, last week started a new broadcast series, sponsoring Drucie Snyder on WBCC Bethesda, Md., capital suburb. Miss Snyder, daughter of Secretary of the Treasury John W. Snyder, conducted a 11-11:15 a.m. program News and the Woman's Angle.

The Jelleff store, largest in Washington catering exclusively to women's wear, is building a chain of a half-dozen suburban outlets. The store won a distinctive merit award last January in the annual contest of the National Retail Dry Goods Assn. for its Modern Woman's Program on WMAL Washington.

Miss Snyder started her radio career last fall by serving as phone operator and mail clerk at WBCC.

LARGE CAPITAL STORE BUYS WOMAN'S SERIES

Associated Program Service

HEADQUARTERS of Associated Program Service are at rooms 2106-2108 in the Loew Building, director of station relations; Dick Testut, vice president and general manager, and Andy Wiswell, vice president and recording director, are in charge.

APS is showing a complete set-up of its library service, including new, all-transmission cabinet with built-in card "index system, and entire line of vinylite discs.

The feminine touch is supplied by twins, Miss AM and Miss FM. Each guest is given a "carry-all" and a "spin for luck" gadget, with cards as for the ladies. Lovely brothers of "The Ancient and Eperverse Order of the Yello Dog" can pay their respects to absentees at the punch bowl.

Broadcast Measurement Bureau

BMB is a tripartite, cooperative research organization jointly governed by the NAB, American Assn. of Advertising Agencies and the Assn. of National Advertisers. It measures radio station and network audiences. Findings reported in the following volumes: Radio Families USA; BMB Area Report; BMB Network Report; BMB Station Audience Reports.

BMB's 1948 Interim Study was conducted in March 1948. Data will be available about June 1. Radio ownership data by counties and as of Jan. 1, 1948 will be available about July 1.

Study No. 2. March 1949, will include both "total weekly audience" and a measurement of listening frequency, which will probably be expressed in some such form as "average daily audience." FM and television will also be measured and the Bureau has been authorized to measure station audiences in Alaska and Hawaii provided subscriptions in those territories warrant.

Participation in BMB audience measurements is available by subscription to Bureau. Subscriptions are open to AM, FM and television stations in continental United States, Alaska and Hawaii.

Broadcast Music Inc.

BROADCAST MUSIC Inc. will be represented by Robert J. Burton, Carl Haverlin, Sydney M. Kaye and M. E. Thompson in Suite 200-211-B at the Biltmore.

BMB exhibit will include a presentation of its activities and services during its years of existence—1909 to 1948.

Charts and graphs will emphasize the pattern of music performances; how stations make use of music in programming; the growth of the BMI music repertoire; facts and figures illustrating the value of BMI as a part of the broadcasting industry; as well as exhibits of practical services to broadcasters.

Emphasis is also being placed on BMI's role in television, with the slogan "BMI—First in Television" as the title of a pamphlet to be distributed.

Capitol Records Inc.

CAPITOL TRANSCRIPTIONS has a two-room display illustrating in graphic form all of Capitol's services in the transcription field. Rooms 2128 and 2129 in the Biltmore are equipped with turntable, speaker, and the company's complete transcription library, catalog cards, and program format service. On the walls are panels describing the programs available to subscribers now using the service, testimonials from clients, etc.

Valuable to engineers for testing equipment are frequency test records which can be played for use during the convention. These records are issued without charge to visitors.

During the convention, Capitol is going to announce its new and special all-BMI program, which comprises five 15-minute shows a week and is to become a regular part of the company's transcription library service.

Capitol provides a courtesy limousine service between downtown Los Angeles and Hollywood. Operating from 9 a.m. to 6 p.m., a schedule is set up with limousines leaving the Biltmore every hour on the hour, and returning from Sunset and Vine in Hollywood every hour on the half-hour.

Representing the company are Glenn E. Wallichs, president; Walter B. Davison, manager of the Electrical Transmission Division; Paul Minchin, Western representative; Jack Barton, Mid-Western representative; William E. Young, Eastern representative; Lee Gil

(Continued on page 527)

TRUTH OR CONSEQUENCES
Buy WAIR and keep a sharp eye on your sales chart for this market. Ignore our dominance in this market and lose your shirt. We have the listeners . . . and they're far, far, far in the majority. Sign here, please!

WAIR
Winston - Salem, North Carolina
Representatives: Avery-Knodel

BROADCASTING • Telecasting
NEW TWIST to man-on-the-street type program is heard over WOTL-Washington, titled "Three Strikes and You're Out!" Idea, conceived by Carl Cordill, station program director, is for contestants to get home run. Each is asked three questions and if all are answered correctly, contestant gets around bases safely and is awarded Black Sox belt or man's tie. In shoe from which questions are drawn, are some home-run questions which give contestants prizes on answers.

Nashville broadcast Auditions were held recently in the Washington area. The Nashville real and local talent for "Showplaces," a regular feature of the show, was featured. The Washington area was used to illustrate points of local interest. The show was broadcast over WMAL-AM, WMAL-FM, WCHS, WMAR, WMAR-FM, WJZ, WTOP, and WTOP-FM.

Apple Blossom Festival DURING recent Shenandoah Valley Apple Blossom Festival at Winchester, Va., FM provided linkage for extensive coverage of principal events. Coronation of Grovethorn Merritt, Shenandoah Valley's figure skating champion, as Queen Shenandoah XXI, and Grand Feature was with swing dancers who were featured on broadcast from WINC-FM Winchester. Stations of the WINC network were WINX-FM, WASH, and WINC-AM, Fredericksburg, Va.; WCHS-FM, Chambersburg, Pa.; WARK-AM, Baltimore; WSTON, Va., and WSTON-FM, Baltimore. In addition, other stations in area carried the on-the-spot coverage of the two-day event.

"The Big Band" NEWS and entertainment directed to park ranger volunteers was at Big Bend National Park in Texas. It featured on the network over Casa- tus Network, which includes KUIN-AM, KVLM, and KUIN-FM, San Antonio, Tex. Titled "The Big Band," this program was especially for those in this isolated and remote area, where nearest telephone is 80 miles away. In case of emergency, messages are flashed on the program, since there is no regular commercial service available.

Girls' Softball Team on TV TELECASTING Festival of softball games is being introduced by WEXIS, tele- vision station of Springfield, Ohio. Contract for televising home games of Pinney Shamrocks of Springfield Lake in Western States' Girls' major softball league. "Our team is up to date," says Denny Murphy, co-sponsor of team, and Harry Gough, WEXIS television director. Shamrock's season will open in June.

WPHL-TV Boxing Series PLANS for WPHL-TV Philadelphia to televise series of boxing shows staged by 35 police-sponsored boys clubs throughout Philadelphia have been announced by Roger W. Clipp, general manager. First program is for Saturday, May 15. General public is able to witness bouts through television. About 800 boys' club members will be in ring for ring-o-the-buses evening. Television series continuing throughout the summer will furnish build-up for final and final-test events early in September in huge outdoor location. Later events are to be offered to public, with proceeds donated to police athletic league on behalf of Philadelphia youngsters.

"Welcome to the N.A.B. Convention!" The convention opens Monday, May 27, at the U.S. Custom House in New Orleans and is expected to attract over 1500 broadcasting executives and 400 ladies. William Tell, Overtures, and The Man on the Flying Trombone were among the entertainment features included in the program. Doodles Weaver RCA Victor 20-9286

"It Could Be You" DRAMAIZATION of cause and effect of traffic accidents is featured on "It Could Be You," heard Saturdays 7:45 p.m. over WJR Detroit. Format consists of dramatization and narration of incidents which will demonstrate specific cause of different types of accidents. Accidents described each Saturday correspond with current safety campaign of city and county of Detroit, which is cooperating with WJR in presenting the program.

WINX IS OPERATING TWO 250-Watt Boosters WINX Washington now has in regular operation two 250-watt boosters in addition to its main 250-watt booster. (Air- casting, Dec. 1, 1947). According to FCC, this is the first time that any AM station has simultaneously operated more than one booster on one frequency. 1340, W. C. Power is 250, plus boosters.

The station's central transmitter has been moved from D. C. to Arlington, Va., and one 250-watt booster has been installed at the D. C. site. The second booster is located in the Bethesda-Silver Spring, Md. area.

Both boosters and the new transmitter are connected by microwave (UHF) link. It is estimated that WINX night coverage has been increased about 200%, or approximately three times the previous night range. Daytime coverage is also greatly improved. Link equipment was built by Jansky & Bailey, and installed by the WINX engineering staff under the direction of Ralph Cannon Jr., chief engineer.

Television Survey Sees 65 Outlets on Air in '48 BY THE END of 1948, 65 television stations in 42 cities and 28 states will be on the air, according to survey results just released by the Caldwell-Clements, New York. The TV stations will cover a population of 66,868,000.

The timetable shows 93 commercial television station authorizations, of which 7 are assigments, 16 are STAs, 67 construction permits. In May there will be 27 stations on the air operating in 19 cities. By the end of the year, according to the survey, of the total stations scheduled to go commercial, 32 of these will be NBC-owned or affiliated.
FCC Actions (Continued from page 222)

Decisions Cont.


Licenses for following remote pickup stations are cancelled, effective beginning April 30: WUBU, The Ludington Bost. Co.; WEPA, Edwin H. Arm- strong, Milwaukee, Wis.; and The Yankee Network Inc. Licenses for following stations were extended upon temp. basis only, for period ending Sept. 1, pending determi- nation of applications for renewal: WJNN WJRF. Stromberg-Carlson Co.; WAAC WAAG WMMN WEXY WEMW, The WOAR Bost. Co.

May 11 Applications

ACCEPTED FOR FILING

AM-918 kc
The Orange Bost., on Orange, Calif. Calif.-New station on 1410 kc for operation of 50 kw at 350 w, and to change frequency to 910 kc, power to 5 kw.

License for CP

WRCF Athens, Ga.—Same to cover CP new station.

WFDB Washington, N. C.—License to cover CP new station.

AM-1110 kc

KKLA Los Angeles—Mod. CP new FM station for extension of completion date.

KVOE-AM Santa Ana, Calif.—Same.

WGAL-AM Lancaster, Pa.—Same.

WSBA-FM York, Pa.—Same.

WRB Richmondtown, Va.—Same.

License for CP

KKW-FM Whirling, W. Va.—License to cover CP which authorized new FM station.

WJUN Philadelphia—Mod. CP new noncommercial educational station for extension of completion date.

ACCEPTED FOR FILING

AM-570 kc
WGWD Gadsden, Ala.—CP to change hours from D to un. change power from 1 kw D to 1 kw and 500 w and install new trans.

AM-1260 kc
James L. Killian, Fort Payne, Ala.—New standard station 1260 kc, power of 250 w.

Assignment of License

WDMQ Dothan, Ala.—Voluntary assign- ment of license from Capitol Bost. Corp. to Universal Bost. Corp. Inc.

Modification of CP

WABR Bost., Bost., La.—Mod. CP new standard station to change hours from 6 to un., change power from 1 kw D to 1 kw and 500 w, and install new DA and station at studio location.

WFDP Flint, Mich.—Voluntary assign- ment of license from Flint Bstg. Co. to Trebit Corp.

AM-1480 kc
Hamtrarck Radio Corp., Hamtrarck, Mich.—CP new standard station on 1480 kc, power of 500 w.

AM-1390 kc
Pitt County Bstg. Co., Greenville, N. C.—CP- new station to be op- erated on 1390 kc, power of 1 kw D.

Modification of CP

KVME Meredith, N. H.—Mod. CP new FM station for extension of completion date.

KYRE Redding, Calif.—Same.

KVBR San Bruno, Calif.—Same.

KFSD-FM San Diego—Same.

License for CP

WKNB-FM New Britain, Conn.—Li- cense to cover CP new FM station.

Modification of CP

WHOOS-FM Orlando, Fla.—Mod. CP new FM station for extension of completion date.

WFTW-FM Fort Wayne, Ind.—Same.

WFLI Springfield, Mass.—Same.

License for CP

WOAP-AM, Elmhurst, Ill.—License to cover CP new FM station.

WEEK Folkstown, Pa.—Same.

TFM-AM, Chicago—Transfer of Control.

WGBL-FM Serafie, Pa.—Involuntary transfer of control of permittee corporation to M. E. Maguire, executor of estate of Frank McGraw, executor.

License for CP

WTMA-FM Charleston, S. C.—License to cover CP new FM station which authorized new FM station.

Modification of CP

WDDO- FM Chatanooga—Mod. CP which authorized new FM station for extension of completion date.

TV-186-202 kc
Television Productions Inc., San Fran- cisco—CP new commercial television station on 111.186-202 kc ERIP 18.5 kw (peak) 25 kw D. AM and 19.5 kw and un. AMENDED to change ERIP to 30.5 kw, aur. 13.5 kw.

TV-189-204 kc
Twentieth Century-Fox California Inc., San Rafael, Calif.—Same commercial television station on 111.189-204 kc, ERIP 28.2 kw, 14.9 kw and un.

TV-EXP, Relay

The Journal Co., Milwaukee—CP new experimental television relay station on 607.400 mc, power 0.1 w (peak), emis- sion A and hours in accordance with Sec. 14.13(b) and 4.163. Also CP new experimental television station on 711.0-712 kc, power 0.1 w (peak) emission A and 13 hrs and in accordance with Sec. 14.13(b) and 4.163.

Remote Pickup

Northeast Broadcasting Bstg. Inc., Fort Wayne, Ind.—CP new remote pick- up station on 1350 mc, power 10 w, emis- sion A and hours in accordance with Sec. 4.403.

Harwell V. Shepherd, Denton, Tex.—CP new remote pickup station on 152.75, 153.87, 204.57, 207.75, 300 mc, power 1 w (peak), w, emis- sion special for FM and hours in accordance with Sec. 4.403.

FM-SL

Unity Bstg. Corp. of Tennessee, Chatt-anooga—CP new FM station, link station on 904.3 mc, power 15 w, emission special for FM and hours in accordance with Sec. 4.403.

License Renewal

KVOW Littlefield, Texas.—License re- newal of FM station.

WMGR Bainbridge, Ga.—Same.

TENDERED FOR FILING

FM-94.1 mc
Home Bstirs, Inc., Logansport, Ind.—CP new FM station on 94.1 mc, station 231, ERIP 246 kw.

FM-89.9 mc

FM-Noncommercial

Providence College Inc., Providence, R. I.—CP new noncommercial educational station on frequency to be determined.


Telegraph Bstg. Co., Fresno, Calif.—CP new commercial television station on Channel 17, 0.186 mc, ERIP 22.5 kw, aur. 11.2 kw.

TY-192-194 mc

TY-174-180 mc
Hoyt B. Deten d/b a WRCB Bstg. Service, Memphis, Tenn.—CP new com- mercial television station on Channel 7, 174-180 mc ERIP 8 kw, aur. 5 kw.

TY-194-204 mc
Queen City Bstg. Co., Seattle, Wash.—CP new noncommercial television station on Channel 11, 194-204 mc, ERIP 30.04 kw, aur. 15.3 kw.

AM-600 kc
Iasor Grla & Jay Grla d/b a Grla & Grla, Los Angeles—CP new standard station on 600 kc, power 250 w D.

Assignment of License

KORE-KFM Eugene, Ore.—Con- sent to assignment of license of KORE AM and CP to KORE-FM to Lane Bstg. Co.

AM-1080 kc
KWWJ Portland, Ore.—Application to reimage existing authorization of LPB. Limited, and to be added to KWWJ, license to cover increase power WFLW to 2 kw.

Modification of CP

WWSW Pittsburgh—Mod. CP to in- crease power to 13 kw.

Assignment of CP

KCSV Richfield, Utah—Consent to as- signment of CP to Sevier Valley Bstg. Co.

Transfer of Ownership


AM-530 kc
E. L. Roberts and Arthur H. of the Roanoke Bstg. Co., Roanake, Va.—Same new standard station 530 kc 100 w N 250 w.

AM-1230 kc
KBIO Burley, Idaho—CP to change frequency from 1220 kc to 1400 kc.

AM-1470 kc

100% EQUIPMENT SOURCE

Over 5000 items in stock from soldering lugs to 10 kw transmitters A.M. and F.M.

Make your one source for all broad- cast equipment serving your emergency needs wherever you may be.

Gates

TELEPHONES: IN QUINCY 522
IN WASHINGTON 6052

Gates

BRIDGING THE GAP OF TIME...
Exhibits  
(Continued from page 224)

llette, repertoire manager; Larry Robbins, production manager; and Warren Birkenhead, chief engineer.  

Harry S. Goodman Radio Productions

TO PUBLICIZE a new program which it is introducing, All-Star Western Theatre, Harry S. Goodman Radio Productions has several very beautiful models distributing attractive gimmicks to station representatives. One of the gimmicks being given away is a barometer which forecasts weather changes from 8 to 24 hours in advance.

An elaborate display has been set up in connection with the Duke Ellington Dixie Jockey Show, five hours a week on records and transcriptions.

Harry S. Goodman, general manager; Daniel R. Goodman, manager of the East Coast office; and Jack Slater, Canadian representative, are on hand.

Industrial Information Inc.

RELI Surveys  

THE RELI System of radio audience measurement, a new method in the survey field, is being formally presented to the industry. On view at the RELI Exhibit in Room 2133, is a complete exposition of the system including the latest developments in research studies employing this method.

The RELI System insures extensive coverage by the use of a mailing piece in the form of a two fold, three paneled card which is distributed to the metropolitan, suburban, and rural areas of the station being measured. It features a punch card method to obtain direct and spontaneous information from the respondent.

An important development of RELI is the "Mialau Rating" derived from all types of cards. The "Mialau Rating" measures, in the thousands, the number of radio homes delivered by any given station, network, or program for any specific time.

Three basic card designs have been developed, each with several important adaptations.

Explaining how the system works is Ken Reichenbach, Allen T. Beall, Frank Ponce Jr., Edward J. Murset Jr., and Jerry J. Ferro of RELI and Everett N. Crosby and Basil F. Grillo, executives for Bing Crosby Enterprises Inc.

Keystone Broadcasting System

MICHAEL M. SILLERMAN, New York, president; Naylor Rogers, Chicago, vice president; Elaine N. Gonda, Hollywood, program director; and Charles Glenn, Hollywood, continuity director, are representing Keystone in Room 2116 at the Biltmore.

Keystone Broadcasting System is a transcription network primarily covering beyond metropolitan markets. Its affiliated stations are joined in a national system by means of transmissions.

The network supplies its stations with 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week.

Keystone offers national radio advertisers the opportunity to cover the beyond-metropolitan markets exclusively, in a single transaction, by means of electrical transmission. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

At this time the network includes 325 affiliated stations.

Lang-Worth Feature Programs Inc.

LANG-WORTH display headquarters (2100-1-2) features three exclusive Lang-Worth innovations to the transcription library field... but used with great success by its station affiliates.

Specialized program service for advertisers: This new Lang-Worth feature completely modernizes the "casting off" type of program service. Through this new plan, talent in the Lang-Worth Library is displayed and sold to advertisers and agencies for commercial use to Lang-Worth member stations.

A showcase of big-time precision programming, this feature is an integral part of the full Lang-Worth Service.

Synkrodisk: The accompaniment recording, which was introduced to Lang-Worth affiliated stations in December 1947, is on display with high-fidelity demonstration equipment. Through the use of Synkrodisk, local talent may perform with professional perfection, with D'Arteg's 17-piece orchestra. The result is comparable to the best network production with live studio orchestra.

Talenex: Another Lang-Worth feature which brings programming down to a "flick of the thumb." With Talenex any programmer or announcer can build a complete radio show, with informative copy on the music selected at a moment's notice. Pertinent data on artists and instrumentation is instantly spotted in this compact all-in-one Lang-Worth Program Directory.

C. P. MacGregor

THE MACGREGOR suite this year is a meeting place to welcome old friends and make new ones. The display is on a black velvet drape background consisting primarily of photographs of some of the outstanding motion picture celebrities who have appeared in the various C. P. MacGregor radio productions. There are also photographs of talent who starred in the music library, and also representative samples of promotional material that is available on some of the C. P. MacGregor productions such as Hollywood Theatre of Stars, Proudly We Hail, etc. A moving lighted display features special multi-colored vinylite transcriptions, and special sections of the display suite were constructed for auditioning purposes.

Mayfair Transcription Co.

MAYFAIR TRANSCRIPTION CO., Hollywood, is represented by its star performers, its top personnel and by an exhibit of giant radio enlargements of some of its stars in scenes from its productions.

Alan Ladd, star of Box 13, Mayfair's best known and most widely distributed program, is not only to be seen pictorially but also in person at the company's exhibit.

Mr. Ladd is desirous of meeting personally the managers, program directors and sales managers of the numerous stations now releasing or preparing to release his program. Currently finishing work on his newest starring vehicle for Paramount Pictures, THE GREAT GATSBY, and also continuing simultaneously with production on Box 18, Mr. Ladd is very busy but is making a special effort to be present at the Mayfair exhibit as much as possible.

Mayfair is also "unveiling" its newest transcribed series—Ken Curtis, handsome young singing star of western pictures, in Chuck Wagon Jamboree, featuring the novelty Aces with Abigail and Buddy. This program shares the limelight with Box 13 at the exhibit.

Present at the exhibit, in addition to Mr. Ladd, are B. A. Joslin, executive vice-president; Vern Carstensen, in charge of production; Bob Reichenbach, in charge of sales; Richard Sanborn, supervisor-producer of Box 18; and Watson Humphrey, producer of Chuckwagon Jamboree.

Pike & Fischer

THE FOUR VOLUME Pike & Fischer Radio Regulations prepared under the sponsorship of the FCC Bar Assn. to meet the urgent need for complete, accurate and coordinated information on all phases of radio regulation is being exhibited to the radio industry for the first time.

After considerable intensive research to insure its accuracy the set was published early in 1948.

Volume 1 of the set contains all relevant statutes, Congressional reports and treaties, the FCC rules and regulations of the Commission concerning radio (Parts 1 to 19); the Commission's Standards of Good Engineering Practice; important legislative developments by the FCC and all the forms of the

(Continued on page 228)
Exhibits
(Continued from page 287)
Commission of general interest in radio communication. Volume I also contains a Master Index of approximately 150 pages which makes it almost impossible for a subscriber to overlook any relevant information.
Volume 2 consists of a digest of cases and other interpretative materials of the Commission and the Courts which explain and expand upon the statutes, rules and standards contained in Volume 1 and which otherwise are important in the regulation of radio communications.
Volumes 3 and 4 consist of full-text decisions of the FCC and the Courts all headnoted and keyed to other relevant materials in Volumes 1 and 2.

All this material is maintained currently by weekly releases, so that the coordinated information in the hands of subscribers is right up to date.

SESAC Inc.
THE NEW Military-Symphonic Band Music Series, the most recent addition to the SESAC Transcribed Library, is being introduced for the first time. This Band Series was especially produced to keep in step with trends which indicate an increased demand for patriotic airs and marches, greater use of collegiate and football tunes as highlights of sporting events, favorite overtures, concert and novelty selections, all featured by the National Symphonic Band. Most of the compositions and arrangements recorded in this collection of band pieces are available only on SESAC Transcriptions, and records are being heard for the first time at the convention.

An original SESAC creation, the caricature known to the radio industry as Mr. "E. T." SESAC, is the main motif of the exhibit. To acquaint delegates with the outstanding capabilities of "E. T.," the animated "personality" of transcription services, two life-size replicas of the "record man" appear at the SESAC Exhibit, Room 2235, Biltmore Hotel. The character is shown in his most "revealing" pose—as a money-maker and a package show producer. As a backdrop, "E. T." is surrounded by many original copies of the music which he has made popular on SESAC Transcriptions.

At the exhibit are these SESAC representatives: Kolin Hager, K. A. Jadassohn, George Johnston, Tor Prom, Bob Stone, Jack Talcott.

Standard Radio
ON APRIL 1 Standard Radio announced the formation of Standard Recording and Publishing, Inc., a company specializing in sound recording and other technical activities of Standard Radio. Now they announce plans for the use of magnetic tape recording to improve the quality and flexibility of the music library service.

In view of the important improvement in the science of recording and reproducing sound on magnetic tape, Standard Radio announced the availability of a tape recorded tape library of high quality which meets the FCC’s audio requirements of good engineering practice for FM broadcasting.

Sound effects, too, are given more research through the medium of tape recording. Standard Recorders has a Stancil Portable Tape recorder which makes it possible to record all sound effects on the spot. These sound tracks are edited, an extraneous noise is removed, and the desired sound effect transferred to 10 inch records for release with the Standard Super Sound Effect Catalog.

Standard Radio exhibits at the Biltmore include several high quality tape recording machines—an inexpensive tape reproducing machine, a display of various magnetic recording media, and a high quality speaker system for demonstrating both sound-on-disc and sound-on-tape recording.

World Broadcasting System
WORLD BROADCASTING SYSTEM INC. is presenting two brand new libraries.

The first of these, The Treasury of the Spoken Word, contains the world’s wit and wisdom brought to life by brilliant readings of three distinguished actors: Jay Jostyn, who has won millions of admirers as Mr. District Attorney; Arnold Moss, who captivated Broadway in the leading role in The Tempest, on the air for the first time; and Raymond Edward Johnson, who is perhaps best remembered as Raymond in I Love Lucy. The series includes Carmen; and Thomas Jefferson in the Pulitzer Prize Play, The Patriots.

The Treasury of the Spoken Word consists of more than 400 individual "cuts" of the world’s greatest "script" writers. Selections range from Shakespeare’s Sonnets to Casey at the Bat. Included are the familiar classics of the millions: The Village Blacksmith, The Raven, The Kid’s Last Fight, The Walrus and the Carpenter, The Rubaiyat, the famous Night Before Christmas, Annabel Lee, and in rollicking Abdul-al-Basir, Amir. Humor is balanced with serious thought-poems, beautiful love and romance lyrics, and huge slices of Americana.

The library is divided into different sections, with listings of Bible and other religious poems and prose, available for religious programming; Americana for patriotic occasions; romance poems for integration into existing programs which features ballads. World Instrumental "Mood Music" Library of over 1200 selections, for not only FM and AM stations but also television broadcasters, is also being shown.

This music has multiple uses and is built around standard salon and popular concert, as well as current selections. All are arranged, however, in smooth background stilettos and are non-vocal.

A third library soon to be announced, which is now in preparation and production, will contain material suitable for children’s programming.

These three new libraries will take their places along side of the World Program Service Library, World Feature Library and World Features.

Details and particulars on all libraries are available through A. B. Sambrook, station relations manager, as well as Maynard Mar- quart, West Coast manager and Pat Smith of West Coast sales, at World Transcription Headquarters, Room 2225, at the Biltmore.

Frederic W. Ziv Co.
A TEASER ANNOUNCEMENT being distributed to all members is a hidden invitation to the Ziv suites, 2200-2201, where the radio talent of great show personages, such as Ronald Coleman, Wayne King, Kenny Baker, Barry Wood, Margaret Whiting, Richard Kollmar, Jack Benny, and Goodman Ace, Guy Lombardo, David Ross . . . among others, are being displayed in gallery fashion.

Against a complete over-all dressing of blue, framed massive photos of Ziv talent are hung on each of the four walls. Particular attention is focused on Ronald Coleman and his Academy Award "Oscar", and the City College of New York Award of Merit recently bestowed on Ziv’s Favorite Story Show—"for the creation of the most effective direct-selling sponsored radio program."

In addition to Mr. and Mrs. Ziv, the company is represented by Executive Vice President John L. Sinn, Executive Sales Manager Al Unger, Hollywood Office Manager N. L. Rogers, and Barbara Ford of the Hollywood Office.
WORL, FCC Denial Arguments Heard

WORL Boston’s appeal from FCC denial of its license renewal application, and the Commission’s defense of the denial, were heard by the Court of Appeals for the District of Columbia last week.

Walter Bastian, Washington attorney, argued on behalf of the Boston station that FCC lacked substantial evidence to support its conclusion that there had been willful misrepresentations and concealment of ownership, or that the owners, Harold A. Lafount and Sanford H. and George Cohen, are not qualified to be licensees.

He contended the WORL case does not parallel the WOKO Alabama proceeding, in which FCC’s refusal to renew a license was upheld by the Supreme Court. In the WORL case, he argued, there was no motive for concealment.

Richard A. Solomon, of FCC’s Litigation Section, insisted that the WORL owners repeatedly failed to report material information and that the only logical conclusion was that the failures were willful and deliberate. Careful study of the record, he said, will show FCC’s denial was justified.

Justices M. W. Edgerton, Bennett Champ Clark, and Wilbur K. Miller heard the arguments, held Monday.

Denial of the WORL renewal was issued last fall [Broadcasting, Oct. 20, 1947] on a 5-to-1 vote, Conr. Rosel H. Hyde not participating and then Conr. E. K. Jett dissenting. The station is now operating on temporary license pending outcome of the appeal. Meanwhile, six applicants have been through hearing in quest of the facilities (950 kc, 1 kw, daytime only).

Mr. Lafount is general manager of the Arde Bulova stations and a former member of the Federal Radio Commission. The Cohens are New York attorneys.

TWO classes in “Radio Dramatics” are offered mornings and evenings by U. of California at Extension Center, Los Angeles.

SOUND EFFECTS

MAJOR

SOUND EFFECT

RECORDS

If your

Radio

Dramatization

needs

distributed by

THOMAS J. VALENTINO, INC.

1600 Broadway, Dept BC-5

New York 19, N. Y.

BROADCASTING • Telecasting

What’s to Do In Los Angeles

SINCE Los Angeles has lots of space between places in addition to its ample sun rays, delegates to the 26th annual NAB sessions will do well to track down their closest U-Drive-It.

And once this has been accomplished, if the traffic doesn’t overcome you, there is much to see. For the network or the willing motorists from out-of-state numerous Tanner motor tours are possible.

No one article could be completely concerned with every worthy sightseeing target so there may be oversights in this review.

Without any more reason than the alphabet, which starts with “A,” our first stop is the alligator farm people by close to 1,000 inhabitants. Its population runs from youthful finger-sized ‘gates’ to some 15-ft., 500-year-old gents in the mature class.

Jump to Catalina.

There must be lots of places that begin with “B” but we jumped to Catalina next, accessible by boat or plane. Catalina is 25 miles off the coast of California. Boating every imaginable recreational facility possible, there are almost 50,000 acres in which visitors can prance about.

For the footprints and handprints, oft-publicized, a visit to Grauman’s Chinese Theatre will disclose all. Aside from being a first-run theatre, there is little else to recommend it as a landmark save its hoof and paw marks.

With no malice towards “D” or “E,” our next stop is the Farmers Market. What started as a literal market for the farmers has become a highly successful melange of every imaginable store for everybody. Its daily ad in the Los Angeles Times written by Fred Beck has made the square block a steady thing for the heppy characters who live in and visit Los Angeles.

The 26th Annual Drive-In, with its 300 acres, annually receives twice as many visitors as the Metropolitan Museum of Art in New York City. Aside from the sheer beauty of the spot, it houses one of the country’s largest collections of large marble statuary, as well as the most noteworthy collection of stained glass.

Griffith Park is to Los Angeles what many parks are to the cities in which they find themselves. The only difference is that Bob Hope has had more fun with this one. Hollywood is a part of Los Angeles, even though it may seem so at a distance. A few motion picture studios such as Columbia, (Continued on page 216)

CROWLEY GETS TROPHY FROM RELIGIOUS MEET

EVANGELIST Dale Crowley of Washington, D. C., was awarded the Churchill Trophy at the National Religious Broadcasters Convention in Chicago May 3-6 for his program Quispiration broadcast Saturday evenings on WWDC Washington and carried nationally as a transmitted program.

Other winners were: The best children’s broadcast, “Goopel Rocket” program, originating at Columbia, Michigan; best youth program, Bob Jones U. of Greenville, S. C.; best religious broadcast, “Sermons in Song” and “Light and Life,” produced by Assemblies of God and Free Methodists, respectively, tied for first place.

Television Show Held

On ABC ‘Breakfast Club’

ABC broadcast of Don McNeil’s Breakfast Club on Wednesday, May 12, was also carried on WFLT-TV and WPIT Philadelphia from the Academy of Music in that city, and on WABD New York and WMAL-TV Washington, ABC.

The show, which is heard 9 to 10 a.m., was billed by ABC as the first simultaneous duplication of a regular daytime program on radio and television stations. Philco, which co-sponsored the program with Swift & Co. and Toni Co., and operates WPIT, is the only one of the three sponsors to be billed for the video end of the show, ABC said.

ROBERT S. KELLER Inc., New York, has been appointed to handle sales promotion of WCOC Greensboro, N. C., new station to begin operations on May 22.

Now 3,000 watts. Soon 57,000. ABC Network

WLV and WLV-FM

GRAND RAPIDS

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details... facts and figures. Take advantage of present low contract rates. Contact us now.

May 17, 1948 • Page 23
Technical

WILLIAM R. AHERN has been named ABC facilities section engineer and ROBERT M. MORRIS appointed engineer in charge of television for central Ilevision (Chicago, Detroit). Mr. Aherm was video equipment engineer with General Electric Co., and Mr. Morris has been with NBC since 1928, except during war. He is chairman of executive committee of NAB's recording and reproducing standards committee.

RICHARD HODGSON, with Paramount Pictures Inc. as technical assistant to vice president, PAUL RAMBOURN, has been appointed director of technical operations for television division. CARL MAURER, with video division for four years, has been promoted from project engineer to supervisor of development engineering. WALTER SWENSON was named supervisor of studio operations and THEODORE GRENIER appointed supervisor of remote operations for Paramount Television theatre activities.

GEORGE B. HART, branch office manager of Harold B. Rothrock, Washington consulting radio engineer firm, has been named full partner and firm has changed name to Rothrock & Bairey, effective May 1. On same date firm moved offices to 1137 R St. [BROADCASTING, May 10].

GEORGE E. ERVO and GEORGE L. McLANAHAN have joined engineering staff of WGN-TV Chicago. Other additions include WILLIAM J. BILGEN and CHARLES WILSON, stage hands; ROWLAND J. LONG and ELMER ENKE, film projectionists; EUGENE M. CHARLES, cameraman; ROBERT STEINB., assistant to facilities manager.

CARL BREEING and DIETRICH E. MEYER JR., formerly with KYOR Colorado station, have joined KCA Denver, as vacation relief engineers.

FREDRICK HART & Co., Poughkeepsie, N. Y., has announced new transistor Model 60 sound-on-film 70-penny-reproducer. Unit utilizes 33 mm film, wind-up, permanent-magneto non-erasable sound record; longer recordings may be obtained, may be played back immediately, according to manufacturer.

DIETRICH WERNER, former RCA Victor, has joined engineering staff of WIP Philadelphia. Mr. Munzer succeeds HERBERT ECKSTEIN, who has joined WFM Wilmington, Del., as chief engineer.

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HELP WANTED

Leading Washington, D. C. station has immediate opening for a good salesman with radio, newspaper or other advertising experience. Give full details first letter, including background, renumeration expected to BOX 459, BROADCASTING.

Salesmen

Salesman—One who can sell, good list of accounts and good air line. Box 442, BROADCASTING.

Salesman, wanted. Send photo and details to KSGY, Yreka, Calif.

HELP WANTED

Radio Indianapolis, Inc.

WXLM—New AM-FM all music 1000 watts independent.obox 135, Indianapolis, Ind. June, can use two salesmen; also need com- mercial writer. Librarian, good salary. for experienced men. Write Box 465.

Technical

Engineer—announcer. We have an opening for a good man. Must have first class FM voice, and able to fill opportunity in 250 watt southern sta- tion. Good salary. Write Box 460, BROADCASTING.

ENGINEER-ANNOUNCER

Help Wanted (Cont’d)

Progressive Rocky Mountain station is looking for experienced, livewire, time emitter. Address inquiries to Box 499, BROADCASTING.

ANNOUNCERS

Announcer—wanted. Excellent opportu- nity, big business. Send full details, disc, photo, date of birth, experience, all personal reference, references and photo. Address to Box 432, BROADCASTING.

SPORTS ANNOUNCER

Sports announcer: Experienced play-by-play man. Complete biographical background, including experience. Forward resume, photo, and recent disc to KHAV, Albuquerque, N. M.

AGENCY OPPORTUNITY FOR RADIO SPECIALIST

Established, moderate size general advertising agency (New York) seeks experienced, live-wire man (or women) with national or local retail accounts. Must have developed radio department and show in publishing billing. Send full details to BOX 466, BROADCASTING.

COPYWRITER-ANNOUNCER

Copywriter-announcer for 250 watt Indiana station. Excellent salary promo- tion and good opportunity. Experience preferred. Please send references, qualifi- cations and resume to the Program Director, WBLC, Muncie, Indiana.

Situations Wanted

MANAGER

Experienced manager—Outstanding rec- ord of administration in sales and program- ming. Box 469, BROADCASTING.

General Manager—With eight years ex- perience in broadcasting, is looking for a change. Married, sober and dependable. Extra strong in sales and pro- gramming. Return calls on all references. Send present employer, Salary reasonable, all your considerations. Box 387, BROADCASTING.

HELP WANTED

Manager—Asks inexperienced, livewire, for use in advertising department. Good salary. for experienced men. Write Box 465.

Help Wanted

salesman—One who can sell, good list of accounts and good air line. Box 442, BROADCASTING.

Salesman, wanted. Send photo and details to KSGY, Yreka, Calif.

Owner

I am only interested in putting or keeping your station in the black since my only investment is my salary, which will be based on your profits.

Box 512, BROADCASTING

SITUATIONS WANTED

Manager

Experienced manager—Outstanding rec- ord of administration in sales and program- ming. Box 469, BROADCASTING.

General Manager—With eight years ex- perience in broadcasting, is looking for a change. Married, sober and dependable. Extra strong in sales and pro- gramming. Return calls on all references. Send present employer, Salary reasonable, all your considerations. Box 387, BROADCASTING.

HELP WANTED

Chief engineer—wants summer replacement in Chicago area station. Limited newspaper, free lance. Reply to BOX 433, BROADCASTING.

Announcer, 24, married. Graduate School of Broadcasting, trained announcer wants summer replacement in Chicago area station. Limited newspaper, free lance. Reply to BOX 433, BROADCASTING.
SI T U A T I O N S  W A N T E D  (C O N T ’ D)

News announcing, reporting, classical music, pop disc jockey, personalized disc jockey, or semi-personalized disc jockey. Young, experienced, ambitious college graduate. Box 462, BROADCASTING.

Attention North, South Carolina, Georgia. Announces with Dial in New York, now employed 250 watt affiliate, desires to change to larger independent station. Some experience, control operation. Box 157, BROADCASTING.


Announcer—All phases, sports, limited experience, college graduate. Will work in college. Box 514, BROADCASTING.

Announcer—desires staff position with college or semi-independent station, has been extensively trained along lines of college practice. Specializes in news reporting and sports. Box 513, BROADCASTING.

Experienced, and university trained radio announcer, desires local city of any size. Versatile, intelligent, well trained. Can work board! Box 489, BROADCASTING.

Announcer, Cornell undergrad, experienced, desires summer employment; salary secondary importance. Box 504, BROADCASTING.

Young man, college trained in radio. Acting experience, skilled in public address. Desires field work. Box 507, BROADCASTING.

Skilled announcer, newspaper, boardman, jobs, or independent station, experienced, desires position. Box 508, BROADCASTING.

Versatile announcer experienced in writing, programming, newscasting, all phases of station management. Desires position immediately. Box 509, BROADCASTING.

Available: Excellent knowledge records, transcription, and transcription equipment. College graduate, radio-music degree. Willing to work any hours. Box 501, BROADCASTING.

Florida only! Not a tourist. 9 years announces city and suburban theater. Box 499, BROADCASTING.

Mature announcer, 2 years Mutual station. Holds college degree in radio. Experienced control board operator. Desires position with college station. Salary secondary to opportunity. Address Box 462, BROADCASTING.

Sports announcer—play by play and news, 26, graduating June 3rd, physical education major, letterman baseball team, football, track. Campus professional experience. Picture, recording, direction. Address Box 461, BROADCASTING.


Announcer. Graduate School of Radio Technique, Chicago, Negro. Desires position in Chicago. Interested in newscasting, commercials and disc jockey programs. Box 478, BROADCASTING.

Announcer, four years experience. Extremely good. Good ad-libber. Reliable, sober, all references, and particulars, write Milton Matis, 9605 Dixie, OFFICIAL 500, Chicago 9, III.


BROADCASTING - Telecasting

ANNUAL DIRECTORY OF PROFESSIONAL BROADCASTERS

Situations Wanted (Cont'd)

Technical

Available—Two years experience with B.S. Degree in Radio with considerable military UHF experience; one with over ten years experience includes announcing, programming, continuity, traffic, and sales in 250 to 5000 watt stations. Also experience in programming, continuity, traffic, sales, and engineering. Box 480, BROADCASTING.

Ensuring, or career moves. Experienced in new or progressively established station. Desires engineering work with large station. Available, June 1 to September 30. Box 458, BROADCASTING.

Combination man—First class license 10 years. Versatile engineer. Handle any equipment. One family man. Box 469, BROADCASTING.

Chief engineer 5 kw, 13 members experience. Experienced desk editor, production equipment, and studio construction. Desires connection in New York, Chicago, St. Louis, Route 1, Chester Ave., Va. Phone 2814.

1st post, Active ham. Available. 1138 Lake Avenue Mpls., Minn. Desires opportunity in Los Angeles or San Francisco. Licensed 1st class radiotelephone operator on request. Willing to travel. Write or phone Tim A. Moritugu, 231 Lyndale Ave., N. Mpls., Minn. Phone Atlantic 3883.

Chief engineer—working and/or executive, Consider any location, and preference. Over twenty years experience. Box 499, BROADCASTING.

Chief engineer, wants position as chief or assistant chief engineer in station or network of 3 or 10 kw station. Thorough knowledge of communication, operation, and assignment of personnel. Box 500, BROADCASTING.

Engineer, eight years experience in installation and operation of radio-television and radiotelephone equipment. Two years VHF. One year broadcast. Chief or supervisor quality. Complete training, operation and assignment of personnel, but will consider all positions offered. Sober, married, 26. Go anywhere Mich., Ohio, Penna. Reply Box 487, BROADCASTING.

Two engineers—one experienced in 1000 watt station, 3,000 watt station, 5 years experience other than amateur radio, but college trained. Would like professional position together as chief and operator, but will consider all offers. For our entire story write Box 495, BROADCASTING.

Combination first class operator—announcer years experience all phases. Available west coast only. Box 492, BROADCASTING.

Energetic, broadcast and electronics engineer with executive ability desires position with progressive or established station or network. Experienced chief, degree engineering, technical school and college, directional antenna systems or FM and television. Experienced old veteran, fine references. Box 483, BROADCASTING.

Chief engineer, experienced, 25 years in broadcasting. Desires management position in medium to large stations. Box 480, BROADCASTING.

Production—Programming, others

News editor—announcer. Fully experienced, sober, mature, versatile, solid, intelligent, self rubber-stamping. Box 479, BROADCASTING.

Program director, experienced. Real idea man. Address Box 271, BROADCASTING.

I want to marry one of your home girls! If station is in a progressive city and you have a permanent merchant-shipping position at times as Box 471, BROADCASTING.

Program director, experienced in programming, production, audience studies, and research. Desires position available. Sober. Box 473, BROADCASTING.

News and staff man, now employed, desires position. 25, ambitious. Send for disc. Box 474, BROADCASTING.

Program director, available immediately. Desires immediate position in any part of the country. Desires larger stations and developing program department of West Coast. Local to Manhattan. Single. Box 506, BROADCASTING.


Situations Wanted (Cont'd)

GI-Veteran, 26 family is looking for a permanent job as program direc- tor or manager in a small station. Experience includes announcing, programming, continuity, traffic, and sales in 250 to 5000 watt stations. Also college trained. Box 486, BROADCASTING.

Program director—announcer. Thirty years experience with 40 years background network and independent. Box 475, BROADCASTING.

All-round studio man, familiar with all phases of radio work, looking for job in large station in east. Salary secondary. Previous experience in radio and tele- vision, great interest. Collection of available. Box 475, BROADCASTING.

Newsmen. Reporter, writer and new- spaper copy. Staff, desires position of local news bureau which I set up for 250 watt station. Want larger field. Send recent Newspaper and radio background. Box 487, BROADCASTING.

SCHOLLS

17th and Wyandotte Streets Kansas City 8, Missouri

Employment Services

Urgently needed: 62 AM-FM experienced technicians, manager-engineer, 28 announcer-technicians; personality bartone-announcers; program (news, sports-special events) director. Today—contact Radio Employment Bu- reau, Box 416, Indianapolis.

For Sale

For sale, practically new Gates model amplifier. Complete with power sup- ply. Price, $500.00. Box 282, BROADCASTING.

For sale—One 300 ft. Lehigh tower base insulated and self-supporting. Average condition. Send for data, priced, or wrote, Manager, WCAO, Baltimore, Md.


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.

S T A T I O N  M A N A G E R S

Need Trained Personnel?

BROADCASTERS!

Want a Refreshing Course?

BEGINNERS!

WANT TO BE A BROADCASTER?

THE NATIONAL ACADEMY OF BROADCASTING, INC.

NAO

3338 16th Street, N.W.
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Residence and Correspondence School

NATIONAL ACADEMY OF BROADCASTING, Dept. 111
3338 16th St., N.W.
Washington 10, D.C.

Please send information concerning:
- Correspondence
- Residence Courses

Name:
Address:
City:
State:

For qualified technicians, write or phone: Employment Department, Melrose Aide West 4652, N.Y.C. Lonegar 4-0260.

STATION MANAGERS! Success Training for the Radio and Airline Industries


For sale—One 350 foot heavy Win- charger tower, new and complete, never taken from factory. Current market price $4,500.00. Make reasonable cash offer. Frank Carman, Radio Station KUTA Salt Lake City, Utah.

100 watt Electronic Type 3353 transmitter. In excellent condition. For sale. Radio Station KDAL Duluth, Minnesota.

For sale—One 5500 foot Win- charger tower, new and complete, not taken from factory. Current market price $4,500.00. Make reasonable cash offer. Frank Carman, Radio Station KUTA Salt Lake City, Utah.

(Continued on page 211)
N. J.-PA. CASE

ANOTHER ATTEMPT to bring order out of the administrative chaos surrounding the New Jersey-Philadelphia-Allentown case was made by FCC last week with a decision on the applications or proposed changes and the denial of others. It was a 51-page decision and order the Commission:

- Granted Valley Broadcasting Corp.'s application for a new station on 790 kc with 500 w day and 15 kw night, tentative decision on 800 kc at Philadelphia or Camden.
- Rejected application by Ranulf Corporation to relocate a new Camden station on 800 kc with 3 kw, tentative decision on 800 kc at Philadelphia or Camden.
- Granted application of Radio Corp. of America for a new station on 800 kc with 1 kw. Tentative decision on 800 kc at Philadelphia or Camden.

The conclusion of that the FCC lumped all the applications into a single proceeding in February 1947 and issued a show-cause order designed to eliminate time-sharing arrangements among WTNJ, WCAP, and WCAP, and WTEL and WHAT.

Hearing on this order was held March 25-26, 1947. A proposed supplemental decision was issued last October. WTEL's arguments were held last Feb. 2.

Now, by its new decision, FCC breaks down the mass of applications into substantially the same separate parts which will be considered.

FCC Explanation

The Commission made plain that its renewal grant to WTNJ implies "no condonation of the alleged misrepresentations which led to proposed denials in previous consideration of the case." FCC said:

We hold merely that the special background and the past services to the industry rendered by the culpable individual(s) (W. C. Wolff, former president, treasurer, and general manager) impel us to give this petition another opportunity... Should this applicant (WTNJ or its agents) at any future time manifest a tendency to revert to similar unbusinesslike practices, we will consider it proof conclusive that it cannot be relied upon...

With respect to WCAP and its time-sales contract with Mack Radio, the Commission recognized "the efforts of the City of Camden to rid itself of the contract and to regain control of the station, including pending action in the New Jersey and Federal courts... the recent representations of the licensee indicating a desire to properly operate the station and to render a comprehensive and rounded program service and the apparent need for local facilities in Camden." Accordingly FCC allowed 60 days for WCAP to show its qualifications and request reconsideration of the denial.

Owners of Valley Broadcasting, the winner of the grant, are:

Howard Wasserman, principal owner of Woval Corp. (raup). President, I will have 50%, and will be sales director.
Joseph N. Nassau, former executive with WILIT Philadelphia, WBGG (now Philadelphia), WMBI Lewistown, and WEUE Reading, is vice president, will have 25%, and will be general manager. John M. Davis, 1944-46 sales manager, now chief engineer of WBGG, will have 5% interest. Other stockholders: Lawrence M. C. Smith, attorney, of Washington, is the chief stockholder of a Philadelphia FM applicant, 15%; Robert E. Brader, 8%; Edward M. O'Steen, 8%.

New KVSM Studios

NEW STUDIOS were recently opened by KVSM San Mateo, Calif., in the San Landero ( Calif.) News-Observer Bldg. Gordon Greb, formerly of KTIM San Rafael, KLX Oakland and KROW Oakland is manager of the San Landero studio.

SALES GIRL

Salesgirl, between 25 and 28, attractive, personality, experience to sell most efficiently. No city. 60 to 80. 1,000,000,000; 25,000 FM new station to go on the air June 1, 1950. Must be a good sales getter. $60.00 week guaranteed against earnings. Earn at least $100.00 per month. Salesgirl will be the charge of all sales. Midwest area, local, with sales experience. Salesgirl to be clean, mannerly, and able to get along with others. Salesgirl will be under the general sales and sales manager's office. Must be able to sell advertising. Will be an office manager position, good opportunity.
SCTOA Protesting WPIX - Korda Pact


Paul Williams, general manager and general counsel of the Southern California Theatre Owners Assn., wired a protest to the parent Theatre Owners of America "against granting such rights to motion pictures which still have theatre potentialities and which pictures are still under contract to be played in theatres in this country."

The wire also pointed out that the deal directly affects "one of our theatre chain members" who "has two of these pictures under contract which still have not been re-released." Member affected was listed as the Academies of Proven Hits Inc. Telegram pointed out also that theatres having an agreement with Korda on a package buy also are affected.

Pictures in question are "Drums" and "Four Feathers." The wire states that the WPIX agreement with Korda is "contrary to the best interests of both producers and exhibitors."

"This can become a very harmful precedent," the wire also warned.

WGN-TV Chicago, Tribune video outlet, has obtained exclusive rights in Chicago to the feature films, according to Vernon R. Brooks, director of operations. Films were made available by WPIX.

Movie Engineers to Hear Talks on Video Subjects

A WIDE VARIETY of motion picture and television subjects will receive treatment in 71 papers to be delivered at the 53rd convention of the Society of Motion Picture Engineers May 17-21 at Santa Monica, Calif.

Most of the papers, to be heard by some 1,500 technical experts

New Building Is Planned By WKBN Youngstown

"RADIO-YOUNGSTOWN," a $500,000 building and expansion project developed by WKBN Youngstown, Ohio, will be started soon at the WKBN transmitter site on Sunset Blvd. in Youngstown, it has been announced by Warren P. Williamson Jr., WKBN president and general manager. The building will house the entire WKBN operation, including studios, program, executive and business offices, as well as complete transmitter facilities.

Decision to move to the transmitter site out of the downtown area, Mr. Williamson said, was influenced by a survey and replies on the studio location problem carried by BROADCASTING last year (July 28, Sept. 15, 1947).

The new two-story building will be 119 by 125 feet and will contain approximately 365,000 cubic feet for the accommodation of WKBN's present AM and FM operations and for future television and facsimile activities. An additional tower, now in the building stage, is to be erected to give increased power and range to the FM broadcasts and for future video operations.

from United States, Canada and a dozen other nations, will be accompanied by demonstrations, sound films, slides and other audio-visual aids. One will deal with "Seniometric Aspects of Television Monitor Tube Photography."

TV Sets in Metropolitan Areas Hit 225,000 Mark

NUMBER of television sets installed in homes located in various centers was "conservatively" estimated at 225,000 early this month.

Figures were computed in two separate surveys conducted by Dr. George Gallup's Audience Research Inc.

Interviews in 15 metropolitan areas also indicated that a "minimum" of 600,000 additional families intend to purchase television sets within the next year. Current and prospective set-owner figures when added to the estimated 33,000 sets now in bars, theaters and other public places, indicate an approximate total of 225,000 sets will be installed in those areas by the end of April 1949.

Story of Radio and NBC Told in Promotion Piece

NEW 36-page promotion piece prepared by NBC bears the title, "Be Kind Your Radio Dial." In words and pictures the booklet covers the past, present and future of radio and the activities of NBC.

The reader is taken behind the scenes of the network's operation in the field of education, religion, agriculture and shortwave broadcasts are covered.

KCMC

TEXARKANA

U. S. A.

AMERICAN

and

KCMC-FM

Texarkana is a major distributing point to 350,000 people in the Four States Area of Northeast Texas, Southwest Arkansas, South-east Oklahoma and Northwest Louisiana.

More listeners (daytime or night) in the Texarkana area than all other stations combined.

FRANK O. MYERS, Manager

National Representatives

KCMC

and

KCMC-FM

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What to Do

(Continued from page 229)

Paramount and RKO are still located there, but most of the other motion picture studios have moved out of Hollywood. Even though New York may argue, Hollywood is the production capital of American network radio. All four networks originate most of their top ranking programs from the Hollywood studios—so friendly chat with your station relations should produce most of the tickets for the shows you’d like to see, but remember that everyone won’t be likely to see every top show.

Los Angeles is 256 miles from John. Named for its beaches and wonderfully clear water, it’s also an artist colony with a substantial ceramic center.

Wilson Observatory is a bing. Visiting Los Angeles without a tour to the top and look see the observatory with its famous .001-inch telescope is as serious as omitting an olive from a martini.

Olivera St. is a bit of Mexico right within the city limits of Los Angeles. Its brick and tile, plus vendors and color, make it a good bet for a visit in late afternoon and evening. They also serve Mexican food.

Los Angeles also has the only ostrich farm in the U. S. There they breed birds for the movies, zoos and circuses. All told, there are some 200 birds who board there. It’s notional, but they say that one ostrich egg could be used to whip out an omelette for a dozen folks.

Humphrey Bogart may have thought there was treasure in the Sierra Nevada that he modeled “The Maltese Falcon” on, which uses the range as a backdrop. The elliptical stadium in Pasadena is the home of the annual New Year’s Day classic.

There are several missions around Los Angeles, including the San Fernando Mission and the San Gabriel Mission. Midway between Los Angeles and San Diego is the Mission of San Juan Capistrano. The swallows are home to NAB, having arrived March 9 and will be around until Oct. 25, only once since 1776 when the mission was built have the birds been known to fail the schedule of arrival and departure.

Familiar to residents of Los Angeles is “The Strip.” Extending west from Hollywood in the approach to Beverly Hills, it consists of agents’ offices, swank stores and a flock of eating places and drug stores.

Every city has its colleges and Los Angeles is no exception. Although there are others, its two most prominent rivals are the U. of Southern California and U. of California at Los Angeles.

Eating is an occasional need during the span of the NAB convention and there is much to select from. The Cowboy is proudest of its guineas hen but they’ve got a well-rounded menu with music. Chasen’s, out Beverly Hills way, is a class A food production center with prices to match. Ciro’s is a deal, complete with floor show. Stiff upper lip is advisable if a gander is planned at the menu. Food, drink and floor show.

L’Aiglon is a well-priced supper club—with strings (violins that is). In a waltzy atmosphere, music soothes a distempered pocketbook. Another ultra nite spot is the Papillon.

For fish, it’s the Captain’s Table or “Beverly.” The former touts its air-borne lobster flown daily from New England.

For a look-see at brittle marquee names, Mocambo will amply serve. And the prices remind you that easy access to celebrities is not without cost.

Others worth remembering are: House of Murphy; La Rue; Cavanaugh’s; Town House; Bob Dalton’s Ready Room; Fox & Hounds; Eriono’s; Tall of the Cock; Tallyho; Charochka; Don, the Beachcomber’s; Cock ‘n Bull.

BROADCASTING * Telecasting
An entire season of baseball action—from Opening Day to World Series—is yours with RCA Victor television.

You're right in the game—with Television

- Comes the shout “Play Ball!” and there you are—on top of every play.

Through television developments in RCA Laboratories, all the action of the game is yours—the crack of bat against ball—fast infield plays—even sidelights in bull pen, dugout, grandstand and bleachers.

At the ball park, RCA Image Orthicon television cameras—rivaling the human eye in sensitivity—get all the action in day or night games. Shifts from over-all views of the field, to “close-up” of individual players are swift and revealing . . .

And at the receiving end—your RCA Victor “Eye Witness” home television set gives you brighter, clearer pictures. You can see the ball that the batter misses or you can follow his home-run smash over the fence.

Today, because of the original and continuing work of RCA scientists, millions of spectators can enjoy sports, entertainment, educational and news events, on television. Research at RCA Laboratories—always a “step ahead”—enters every instrument marked RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, N. Y. 20.

RADIO CORPORATION of AMERICA
Now...

HIGHER TOWER
GREATER POWER

The signal strength of television station WLWT, Cincinnati, has been increased 200-fold.

WLWT now operates at maximum government-authorized power—200 times more effective than the temporary transmitter used during the construction of our new facilities.

With the completion of the new $600,000 studio and transmitter plant, the sight-and-sound of Ohio's first television station originates from the newest, finest, most up-to-date television installation in the country. The WLWT effective coverage area now comprises a circle of 45 miles in radius... an area which encompasses 380,000 families—1,300,000 people.

WLWT is providing this important market with 20 to 30 hours of television service weekly—seven days a week, afternoon and evening. The program schedule provides a balanced fare of live features each week, including baseball, wrestling, news, homemaking shows, quiz games, fashion shows, weather news, hobby shows, puppet shows, audience-participation programs, advice on pets, and miscellaneous sports events... in addition to feature movies, cartoons and film shorts.

WLWT's coverage is available now also, on a non-interconnected network basis, to national advertisers using the NBC television network.

Every facility of WLWT has been designed especially for television. The very latest, most advanced equipment available has been used throughout the studios, the transmitter, the 570-foot antenna tower, and the mobile microwave transmitter unit. No expense has been spared to assure Greater Cincinnati and surrounding territory with the finest, most dependable television service possible.

Information on rates, availabilities, participating sponsorship and facilities are available upon request.