how to work up a long thirst

Advertising, agencymen, anyone who has a hand in the sale and advertising of tea, coffee or other beverages: may WOR offer you some sober thoughts on summer drinking?

Every summer, WOR is greatly responsible for the kind of quencher that slakes the thirst of some 34,057,161 people. If WOR recommends it, people in 18 States drink it.

For instance: a soft drink company bought a WOR show. Largely through 13 broadcasts, the company's dealers increased from 5,000 to 50,000. Business rose over 100%.

More? A coffee company jumped from 20th to 8th place in brand coffee sales in the metropolitan area, largely through a WOR program.

Now then, gentlemen: we love coffee, we love tea, we love any beverage. We'd love to sell the 17,084,472 women in our area on filling tall glasses with yours. In other words, WOR, with the largest single-station audience in America, can wrap up the world's richest market for you. We can do it fast; we can do it for as little as—well, the price of a pot of tea, almost.

wor

heard by the most people where the most people are

mutual
"My customers know the WLS folks"

... CLIFFORD KLIBEBNSTEIN

GROPER

MINERAL POINT, WIS.

Campton's Grocery, largest independent food store in Mineral Point, Wisconsin, is managed by Clifford Kliebenstein, son-in-law of the store's founder. Like other progressive merchants of the midwest, Mr. Kliebenstein recognizes the value of advertising—and is particularly impressed by the popularity of WLS in his community.

With daily deliveries, many orders come in by telephone—brand names specified. That's why this neat store is well stocked with advertised brands. For instance, WLS "Feature Foods" products receive prominent display.

Mineral Point, 188 miles from Chicago, is the largest town in Iowa County, although its population is only 2,275. Thus, Iowa County is 100% rural. WLS has a large loyal following, as shown by BMB—84% day, 77% night. Last year, WLS received 2,396 letters from Iowa County—53% response!

It's a rich county, too: effective buying income of 12 3/4 million dollars, retail sales almost nine million (1946). Yet this is only one of 567 counties in the WLS-BMB daytime area where 2 1/2 million families listen to WLS.

For 24 years, WLS microphones have been focused on these families. We have learned to know their radio needs and wants, through their million letters a year to us, and through thousands of personal contacts. Thus, we are able to give them the entertainment and service they want. That's why they are such loyal listeners to WLS—why we get sound advertising results.

890 Kilocycles
50,000 Watts
ABC Affiliate
Represented by
JOHN BLAIR & CO.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KQO, PHOENIX...KTUC, TUCSON...KSUN, BISBEE-LOWELL-DOUGLAS
TOP Advertisers look for TOP Performance

The list of WCAU's clients... both local and national advertisers... reads like a Who's Who among the best names in advertising. They know the surest-quickest way to get results is to broadcast on WCAU... the Philadelphia Station with the largest listening audience.' You too can enjoy the advantages of TOP PERFORMANCE.

WCAU
30,000 WATTS - CBS AFFILIATE
PHILADELPHIA'S LEADING RADIO INSTITUTION

The Philadelphia Bulletin Station
AN ANNOUNCEMENT that Sidney Strow, newly-appointed administrative vice president of NBC in charge of television, will divide time between New York and Hollywood is more imagined than real, according to NBC insiders. Mr. Strow, who takes over these functions from Executive Vice President Frank E. Mullen, when latter becomes president of G. A. Richards stations July 1 [Broadcasting, May 10, 17], will find that activities at New York headquarters will consume bulk of his time, associates predict.

WITH wholesale network switching scheduled in Atlanta either in June or September, plans understood underway for formation of one and possibly two new Georgia state groups, to be sold on package basis. CBS moves from WGST to WAGE and MBS from WATL to WGST. Presumably one of new groups would spring from Woodruff-operated WATL.

ANOTHER denial follows report rampant again that NBC is purchasing KMPC Hollywood as replacement for Anthony-owned KFI. Report stemmed from appointment of NBC Executive Vice President Frank Mullen to presidency of G. A. Richards stations which include KMPC. Negotiations several months ago reportedly broke down on price, with Mr. Richards purportedly asking $4,000,000. NBC subsequently renewed for two years with KFI.

NEXT CHANGE in NAB by-laws likely to allow election of director by mail referendum. Present plan provides mail nominations with elections at district meetings, nominations also being permitted from floor.

CLINGING tenaciously to thesis that all music should be cleared at source, NAB board at post-convention meeting in Los Angeles last Wednesday reviewed current moves of certain copyright groups, notably SESAC, which evidently would preclude such clearance. SESAC has been clearing at source but has indicated it won't renew method in dealings later this year with networks.

WITH new Standards of Practice to become effective July 1 by NAB Convention subsequent board mandate, NAB President Justin Miller will hit sawdust trail at upcoming series of 17 district meetings, beginning in July, to encourage voluntary observance of new regulatory plan.

HOLLYWOOD was alive with reports during NAB Convention last week of negotiations by motion picture companies, large and small, looking toward station acquisition. As always,

(Continued on page 106)

BUS SPOTS - American-Burlington Bus Lines Inc., has started spot campaign on 22 stations in Chicago and western areas. Agency, Grant Advertising Inc., Chicago.

$2,000,000 FOR COFFEE DRIVE - Pan-American Coffee Conference voted $2,000,000 yearly advertising expenditure to promote coffee in U. S. Group used radio 1943-44-45.


STRAUS BUYS DAVEGA 40% INTEREST IN WMCA

PURCHASE by Nathan Straus, WMCA New York president and majority stockholder, of 40% interest in station formerly held by Davega Stores Corp., disclosed Friday. Resignation of Herman M. Stein, Davega president, as WMCA treasurer, and Charles Stark as vice president-general manager, announced concurrently.

Leon Goldstein, former vice president in charge of public service programming, becomes program director; Harry Solow, president of William Warren Agency, New York, new WMCA sales director, effective June 1. Mr. Stein bought into WMCA in 1944, when Mr. Straus bought station.

Tobey Charges Reiterated at Probe

CONTROVERSIAL and sometimes explosive hearing into television and FM matters by Senate Interstate Commerce Committee [Broadcasting, May 17] recessed to "an indefinite date" late Friday with completion testimony by Paul A. deMars, Washington consulting engineer, and Prof. Edwin H. Armstrong, FM inventor.

Later hearings promised by Chairman Charles Tobey (R-N.H.) with possibility former FCC Chairman Paul Porter and K. A. Norton, Bureau of Standards, will be called on latter's testimony in 1944 FCC hearings. Sen. Tobey repeated charge FCC made allocation decision completely on Mr. Norton's testimony as against "10 or 11" top authorities who disagreed. Sen. Tobey claimed to have seen evidence that a "present FCC official" had "deliberately changed records" in the '44 hearings, but couldn't remember who told him to do it.

Sen. Homer Capehart (R-Ind.) said Sen. Tobey's evidence should be made part of record and all parties in question should be called to testify. Sen. Tobey agreed.

Earlier, Mr. deMars cited instances of RCA "opposition" to FM. Just before 1940 hearings, he related, NBC Chief Engineer O. B. Hanson tried to persuade him to abandon elaborate presentation he was preparing and join NBC forces. His attention was called to certain defects in FM, so he attended demonstration in New York. He was not impressed, he said, and told NBC their equipment must be defective. Since that time, said Mr. deMars, he has never heard any more on subject.

Mr. deMars charged cross-examination he received in 1940 hearings from Frank A. Wozencraft, then RCA counsel, was "type of tactics which criminal lawyers use to discredit witnesses."

Way RCA undertook to protect "vested interests," he asserted, "is not the way honest and right-thinking people do things." Sen. Capehart injected possibility RCA was "protecting public interest" by being cautious. Mr. deMars charged that Andrew Ring,
Both poultry raising and drug sales are big business in the Mid-America market covered by KCMO. Inside the measured ½ millivolt 213-county area you'll find over 5 million people... 54% rural, 46% urban. And with KCMO's 50,000 watts daytime non-directional, you can be sure of reaching both farmers and city dwellers. Proof? Note KCMO's mail response indicated by shaded areas on the map (407 counties in 6 states—plus 22 other states not shown). For ONE Station Coverage of Mid-America, center your selling on KCMO.

**One Does It in Mid-America!**

**50,000 Watts DAYTIME Non-Directional**

**10,000 Watts Night—at 810 kc.**

**KCMO**

KANSAS CITY, MISSOURI

Basic ABC Station for Mid-America

National Representative: John E. Pearson Co.
If you really think it through, you can’t miss.

Spot Radio is the only radio you can use with maximum efficiency.

No extra markets—no skipped markets. Local shows or Hollywood names or participating spots—whichever is right for you.

And every station the right station—no weak sisters. You’ll choose these stations when you think it through — and you can’t miss.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Ft. Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WONS</td>
<td>Hartford</td>
<td>MBS</td>
</tr>
<tr>
<td>KPBC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDART</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>WIP</td>
<td>Philadelphia</td>
<td>MBS</td>
</tr>
<tr>
<td>WMTW</td>
<td>Portland, Me.</td>
<td>MBS</td>
</tr>
<tr>
<td>KBON</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>WOIU</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KOVO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>WSAU</td>
<td>Wausau, Wisc.</td>
<td>CBS</td>
</tr>
<tr>
<td>WWVA</td>
<td>Wheeling</td>
<td>CBS</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>BALTIMORE—WBAL-TV</td>
<td></td>
</tr>
<tr>
<td>BUFFALO—WBEN-TV</td>
<td></td>
</tr>
<tr>
<td>LOS ANGELES—KFI-TV</td>
<td></td>
</tr>
<tr>
<td>MILWAUKEE—WTMJ-TV</td>
<td></td>
</tr>
<tr>
<td>M'P'L'S—ST. PAUL—KSTP-TV</td>
<td></td>
</tr>
</tbody>
</table>

Any advertiser can — and most advertisers should — use Spot Radio
You needn't stoop to conquer VICTOR

(IOWA)

It's a small market, sure... but it's not beneath the biggest advertiser. It's one of the 1,059 towns that dot the WMT (BMB) map... prosperous and industrious towns whose total buying power adds up to important money.

WMT offers a sure way to reach VICTOR—and Eastern Iowa. Exclusive CBS outlet in the area, technically fine 600 kc frequency, well-listened-to local farm and news programs, all contribute to WMT's dominance in this important farm-and-industry market. Ask the Katz man for full details.

WMT
CEDAR RAPIDS
5000 Watts  600 K.C.  Day and Night
BASIC COLUMBIA NETWORK

BROADCASTING
Telecasting

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and
Circulation Offices: 870 National Press Bldg.,
Washington 4, D. C.  Telephone: ME 1022

INDEX:
GENERAL NEWS STORIES ........ PAGE 22
TELEVISION .................. PAGE 27

DEPARTMENTS:
Agencies ............................ 10
Allied Arts ........................... 70
Commercial .......................... 64
Editorial .............................. 56
FCC Actions ........................... 90
Management ........................... 60
Network Accounts ..................... 101
New Business .......................... 12
News ................................. 89
Our Respects to ......................... 56
Production ............................. 48
Promotion .............................. 91
Technical .............................. 92
Telecasting Report ..................... 14
Turntable .............................. 92

FEATURE CALENDAR
First issue of the month: Comparative Network
Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC
Box Score

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, Managing Editor
J. Frank Beatty, Kenes Crater, Associate Editors; Fred Fitzgerald, News Editor; Paul Pulcomer,
Aat, in the News Editor, STAFF; Lawrence
Christopher, Jo Halley, Ed Ever, Greg Jones,
Joseph M. Stutick, Mary Zurchors; EDITORIAL
ASSISTANTS: Yvonne Caldwell, Nancy Duhl,
Grace Hargrove, Mary McCaulley, Doris Sullivan,
Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS
MAURY LONG, Business Manager
George L. Dant, Adv. Production Manager; Harry
Stern, Eleanor Schad.

AUDITING: R. T. Talchoff, Irving C. Miller,
Viola Sutherland.

SPECIAL PUBLICATIONS
BERNARD PLATT, Director
Estelle Markowits.

CIRCULATION AND READERS' SERVICE
WINFIELD LEVI, Manager
David Ackerman, Warren Shusta, Chapalier Hodgson,
Jeanette Wilke, Elaine Buser.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLoom 6-8966
EDITIORAL: Edwin H. James, New York Editor,
Florence Small, Irving Mards, Marjorie Ann Donnell,
Anita Lenn.
Bruce Robertson, Senior Associate Editor,
ADVERTISING: S. J. Paul, Advertising Director
Tom Black.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, CENtral 4115
William C. Thompson, Manager; John Osborn.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 29, HEmetred 6181
David Glickman, West Coast Manager; Ralph G.
Torchman, Hollywood News Editor; Ann August.

TORONTO
417 Harbour Commission Bldg. E.Lan 0776
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by
Broadcasting Publications Inc., using the title:
BROADCASTING * The News Magazine of the Fifth
Estate. Broadcast Advertising * was acquired in
1932 and Broadcast Reporter in 1933.
Copyright 1948 by Broadcasting Publications, Inc.
Subscription Price: $7.00 Per Year, 25c Per Copy

Page 8 * May 24, 1948
Local Sponsors Buy Local Shows on KOIL in Omaha & Council Bluffs

Ernie E. Webber, president of Webber Motors, distributor and dealer of Dodge and Plymouth Cars, Job-Rated Trucks and other lines has taken an unprecedented step—100% sponsorship of all KOIL's sports programs. Here at last is complete, year 'round sports coverage by one sponsor on one station—an expression of courage and faith between advertiser and broadcaster. It makes possible a tremendous public interest program series for a wide awake community. This is real public service.

WEBBER MOTORS' "Sportlog"

* $42,000.00 in time, talent and production.

BASEBALL FOOTBALL BASKETBALL HOCKEY
BOXING GOLF TRACK AUTO RACES

... Plus many other sports events!

When looking for local programs in the Omaha area—look to KOIL. More advertisers use KOIL than any other station in Omaha and Council Bluffs. Ask for information on "The Umbrella Man," "Bing and Bob Time," "Name It and Play It"—or do you want a local show Tailor-Made for you? KOIL has the audience, the staff and the "know-how"! KOIL builds high Hooper local shows.

KOIL
BASIC ABC • 5000 WATTS
REPRESENTED BY EDWARD PETRY & COMPANY

Bob Steelman, KOIL's sports director, is featured on the Webber Motors' Sportlog. Steelman with extensive sports experience has a large following of sports-minded listeners in the KOIL area.
Nothing could be finer down Carolina—than the Station that is bringing ABC programs to 100,000 radio families for the first time.

RADIO RALEIGH
WNAO
5000 Watts • ABC

Broadcasting Service of The News and Observer
CALL AVERY-KNODEL TODAY!
Here is an excellent chance to sponsor a favorite “live” show with demonstrated sales impact on Chicago’s best known radio station.

**A Clear Channel Station...**

**WGN**

Serving the Middle West

Chicago 11
Illinois
30,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 - 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
MEMO TO
TIME BUYERS

WWSC ENJOYS THE HIGHEST
LISTENER RATING IN THE THIRD
RICHEST COMMUNITY IN THE UNI-
TED STATES.

- Yes, in this wealthy New York market of
101,892 population with estimated retail sales
exceeding $89,000,000, WWSC enjoys a 35.7
over-all Conlan rating, highest of any station
in the area. (See Survey Below).

- Rich in trade and tradition, Glens Falls in
Warren County is second only to New York
County in per capita sales in the Empire State
and the 3rd richest community in the U. S.

<table>
<thead>
<tr>
<th>CONLAN RADIO REPORT</th>
<th>Feb. 2-6, 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Calls</td>
<td>Morning</td>
</tr>
<tr>
<td>WWSC</td>
<td>35.6</td>
</tr>
<tr>
<td>B—Local</td>
<td>32.2</td>
</tr>
<tr>
<td>C—Clear Channel</td>
<td>27.3</td>
</tr>
<tr>
<td>Others</td>
<td>4.9</td>
</tr>
</tbody>
</table>

- Here, Mr. Timebuyer, is one of the Best test
markets in the country. Certainly, you will not
want to overlook so inviting a medium as WWSC
in your hard-hitting radio campaigns.

Our rate is right for result-producing sched-
ules. We'd like to tell you more. Say when!

WWSC
A MUTUAL STATION
Glens Falls, N. Y.

Lorenzen & Thompson, Inc., Nat'l Reps.

THE TEXAS Co. June 8 begins Texaco Star Theatre on seven-station
NBC East Coast television network, Tuesdays, 8-9 p.m. Show uses
old-time vaudeville format. Kudner Agency, New York, handles
account.

BREWING CORP. OF AMERICA, Cleveland, currently using “interim”
radio campaign during month of May, mostly on behalf of its Red Cap
Ale and Black Label Beer. Campaign covers 85 stations in 37 markets
calls primarily for 10 to 20 transcribed spots per week on each
station. Sports programs also being aired in New York, Pittsburgh,

ALLSTATE INSURANCE Co., Chicago, subsidiary of Sears, Roebuck &
Co., appoints Goodkind, Joice & Morgan Inc., Chicago and Hollywood, to
handle its advertising. Radio will be used for campaign to begin in
California later this month.

CHAMBERS DISTRIBUTING Co., Jersey City (gas ranges), appoints
A. W. Lewin Co., Newark, N. J.; anticipates extensive radio, television
campaigns. Currently using one participation spot weekly on Dorothy and
Dick, WOR New York morning series.

GENERAL ELECTRIC Corp. signs with WEWS Cleveland, for spon-
sorship of 74 telecasts of home games of Cleveland Indians base-
ball games.

HOUSE OF OLD MOLINEAUX, Boston (wines), using spot campaign
on following Yankee Network stations: WNAC Boston, WAAB Wor-
cester, WONS Hartford, WEAN Providence. Agency: Hirshon-Gerfield,
Boston.

DIF Corp. (washing powder, hand cleaner), division of Magnus Chemical
Corp., Garwood, N. J., which spends about $30,000 a year on radio adver-
New York, is former agency. Dif currently uses spots three times a
week on Arthur Godfrey Show, WCBS New York, and sponsors Sunday
night news on WJZ New York.

RCA-VICTOR Distributing Corp. renews for 13 weeks Junior Jamboree,
daily children’s show on WBBK (TV) Chicago.

ANALAGRAPH Assoc., New York agent for Mutual Benefit Life Insur-
ance of New Jersey, launching month test campaign on television with
spots on WABD New York May 24 (BROADCASTING, May 10). Other spots
to follow on WCBS-TV New York and WATV Newark, N. J.

METROPOLITAN ICE Co., of Boston appoints Ruthrauff & Ryan,
New York, to handle advertising of Orange-Crush and Old Colony
Beverages. Firm is new bottler for these products in Boston area.
R & R already handles Orange-Crush and Old Colony nationally.

STEWART-WARNER Corp. releasing second series of Sports Yarns,
81 transcribed shows developed by its Alemite Div. for use by Alemite
dealers. First series was sponsored over 107 stations on cooperative
basis, with S-W offering program free to dealers willing to pay time rate.

F. & M. SCHAEPER BREWING Co., New York, to sponsor New York
Giants professional football games over WHN New York next season.
BBDO, New York, is agency.

DuMONT TELEVISION Dealers in Philadelphia signed for 31/2 hours
weekly sponsorship of Philadelphia Inquirer Television Newsreel on
WFIL-TV Philadelphia. Contract, for 26 weeks, placed by Buchanan

MOTHER’S CAKE & COOKIE Co., Oakland, Calif., appoints Jewell
Adv., same city, to handle advertising. Radio to be used.

COFFETTE PRODUCTS Inc., Brooklyn (shampoo), named Dinion &
Dubrownin Inc., New York. Radio on regional and probably national
basis to be used.

SINCLAIR OIL Co. Dealers of Raleigh, N. C., signed with WRAL
Raleigh, for 26 weeks, Mon., Wed., Fri., 7:45-8 a.m. newscasts on co-op
(Continued on page 101)

BROADCASTING • Telecasting
People in Boston and in Portland, Oregon, are noticing something new in the skyline this spring. They're looking at tall new towers... steel pillars symbolizing a big step forward in Westinghouse service to the public and to advertisers.

In Boston, the new tower rises 650 feet over WBZ's ultra-modern Radio and Television Center... serving, with TV and FM signals, more than 3,000,000 people within a 40-mile radius, including all of metropolitan Boston and far beyond.

In Portland, new towers reach skyward to beam KEX programs to listeners throughout all of populated Oregon and much of Washington.

KEX now gives advertisers, for the first time, single-station coverage of the huge Portland market-area.

Yes, big things are in progress at Westinghouse stations all across the land. In addition to these pace-setting developments in old Boston town and in the new Pacific Northwest, Westinghouse stations are staging other improvements in Philadelphia, in Pittsburgh, in Fort Wayne, and in Springfield, Mass. Advertisers... local, spot, and national... are finding these stations more effective than ever!

WESTINGHOUSE RADIO STATIONS Inc

WBZ  •  WBZA  •  KDKA  •  WOWO  •  KEX  •  KYW
NATIONAL REPRESENTATIVES, NBC SPOT SALES-EXCEPT FOR KEX  •  FOR KEX, FREE & PETERS
SEVENTEEN commercial television stations in March broadcast a combined total of 4,108 hours and 28 minutes of programs, announcements and test patterns, according to their replies to Broadcasting's Telestatus questionnaire for that month. Detailed information was not available for two of the 19 commercial stations (WRAL-TV Baltimore and WLWT Cincinnati) operating in March, so the figure is somewhat under the industry total for the month. Even so it represents an increase of 29% over the 3,114 hours 33 minutes reported by 15 TV stations in February, indicating rapid expansion in video service.

The rate of expansion is commensurate with the increase in the number of television receivers in use, totaling 266,900 for the 11 cities reported on, an increase of 12.1% above the February reported total of 237,560 TV sets in 10 cities. The number of persons employed fulltime or chiefly in television at these stations mounted from 1,051 in February to 1,175 in March.

Analysis of the operating time shows 2,068 hours and 38 minutes devoted to programs, up 26.8% from the February total of 1,631 hours and 42 minutes; 53 hours and 34 minutes to announcements, up 47.4% from 36 hours 19 minutes in February; 1,896 hours 16 minutes to test patterns, up 31.1% from 1,446 hours 32 minutes in February.

Commercially, the total sponsored time in March was 763 hours and two minutes, scarcely topping the February total of 759 hours six minutes. Closer inspection shows the situation better than those figures indicate, however. Commercial program time increased from 648 hours 20 minutes in February to 702 hours 28 minutes in March, a gain of 4.8%, while sponsored announcements accounted for 26 hours four minutes in March, up 25.6% from the previous month's 20 hours 46 minutes. Sponsored test pattern time meanwhile decreased from 90 hours to 84.

Adding the advertisers reported by the 17 stations gives a total of 402 video sponsors for March, which should be lowered to a little for network and spot accounts using more than one station. The total is slightly under the 415 reported for February. This does not seem to have much significance, however, as there is no noticeable correlation between the number of sponsors and the amount of sponsored time.

KTLA Los Angeles reported the most sponsors (41) for the month, but ranked fourth in the commercial time list. Its 67 hours and eight minutes of sponsored time were surpassed by WBKB Chicago, WJW-TV Detroit and WPTZ Philadelphia.
Deep South Reporting, Sir!

WSB and the Atlanta Journal are crowding on full steam ahead to complete facilities for Television down Georgia Way. Before the ducks come south again this great market will be available for tapping—via video. There's a ring around September on our calendar. WE'RE BUILDING PROGRAMS NOW!!

Already we have:
1. R.C.A. Transmitter (complete and on the premises)
2. Field Camera Chain (2 cameras and all related equipment on hand and in operation)
3. Motion Picture Outfit (complete with fast developing)
4. Studio Facilities (rather crowded, but whose isn't?)
5. Trained Personnel (technical and program)
6. The best market in the South (trade papers please copy)
7. The support of one of America's great newspapers

We have on the way:
1. A 598-foot Antenna (engineering tests show good market coverage)
2. A 30' by 50' Television Studio (which may hold us for a while)
3. Complete studio camera facilities (2 cameras and all related equipment)
4. A fully equipped Mobile Unit (for remote jobs)
5. Complete 16mm film facilities (in stock and on order)
6. A zillion (according to our treasurer) gimmicks and gadgets we learned we needed after we got into TV

It Won't be Long, Now!!

WSB-TV
"The Eyes of the South"
ON PEACHTREE STREET

REPESNTATED NATIONALLY BY EDW. PETRY & COMPANY
You see here the transmitter room that is being delivered to more than thirty television stations... complete, and RCA throughout.

As practical, we believe, as an AM station transmitter room, this layout has the proper equipment you need to put high-quality picture-and-sound signals on the air—reliably, and with surprisingly little supervision. It includes: a combined 5-kw picture and 2.5-kw FM sound transmitter; a complete transmitter control console; a vestigial side-band filter; a dummy load; an antenna coupling network; sound-and-picture input antenna coupling network; sound-and-picture input amplifiers; and frequency and modulation monitors.

Why the overwhelming acceptance for this transmitter room... and all other RCA television equipment?

It's the thoroughness with which RCA TV equipment is designed. It's the practical engineering experience behind it—more of it than any other television equipment manufacturer. It's the completeness of the line... with one equipment source for everything you need in your station. It's the undivided responsibility RCA assumes for all equipment you buy. It's the unbroken record of past performance and service to the industry.

Nothing to planning a television station—when you let an RCA Television Specialist help you. Call him in. Or write Dept. 19EC, RCA Engineering Products Division, Camden, N. J.

The One Source for Everything in TV—is RCA
...entire transmitter rooms, for instance—

COMPLETE TRANSMITTER ROOM — by RCA
More than 30 rooms like this one are going to television stations. The entire layout is designed to be used adjacent to your TV studio control room... or at a remote control location.

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

In Canada: R.C.A VICTOR Company Limited, Montreal
Feature of the Week

MORGAN wasn't back at the old stand yesterday. His ABC television show for Admiral Corp. had folded like the Arab's tent, and as silently.

Though there was no official comment from even Comedian Henry Morgan's Cigar Store Indian, the reason for the 6:30-7 p.m. Sunday night TV show's cancellation seemed to be the usual Morgan-sponsor difficulty: Sponsor sensitivity about commercials.

The TV series started as jubilantly as it ended—with a sneak-preview on April 10, placed by the Robert J. Enders Washington agency on ABC-TV. The series originated in Philadelphia's WFIL-TV and was fed to WABD New York, WMAR Baltimore and WMAL-TV Washington.

The next week, April 17, Admiral bought the Morgan series on an eight-week firm contract basis. For two weeks the program ran smoothly. Press notices were in the rave category.

Then May 1 the WFIL-TV engineers went out on strike. No program. On May 8 the strike was still on, and so were the pickets. Morgan refused to cross the picket line. Another Morgan appearance hit the dust, though the show went on with a replacement.

May 15 came with Morgan doing the show from WMAL-TV Washington. But this time Admiral chose a girl model to handle all the commercials. Morgan was said to be telestastically displeased.

So was the sponsor.

According to Mr. Morgan, if a sponsor buys Morgan, he buys his treatment of commercials in the package. If he can't do the commercials, he considers it a breach of contract. However, Admiral decided to breach the contract anyway, so the feeling seemed mutual.

And that's the full story of The Henry Morgan Show?

See ya around, Hank.

DISTINGUISHED supervisor of one of the most distinguished shows on the air, Harold LaFetra Blackburn, BBDO (New York) radio account executive for E. I. duPont de Nemours Inc., has attended every Monday night performance of Cavalcade of America since its inception on Oct. 9, 1935.

The twin attributes of quality and consistency have been the keynotes of Mr. Blackburn's entire career. His consistency is manifest in the fact that he has spent all of his working life in a single occupation, advertising; his quality is reflected in the constant promotions that have been his reward in that field.

Mr. Blackburn entered the field as an office boy with J. Walter Thompson, but soon transferred his allegiance and his glue-pot to Barton, Durstine & Osborn, now Batten, Barton, Durstine & Osborn, where, in short order, he was promoted to more responsible duties in the production department. It was from that division that he was named supervisor on the duPont productions.

His subsequent rise toward his present rank was steady. Maurice Collette, vice president in charge of the duPont account, appointed him to be his general assistant. Mr. Blackburn handled the post so efficiently that he was promoted in May 1947 to account executive in charge of all of duPont's radio activities.

Born in Brooklyn on June 11, 1905, Mr. Blackburn now resides in his own home in Ten- neck, N. J., with his wife, the former Alice Benton, and two children, Thomas and Ellen.

Aside from his duPont activities, Mr. Blackburn spends part of each Sunday teaching a Sunday School class at an Episcopal church. But he tempts that interest with a mundane love for poker—penny-ante, of course—in which he indulges as frequently as his tight schedule will allow. He confesses, however, that his favorite—and rarest—indulgence is "just plain sittin'".

On All Accounts
The HOT SPOTS IN HAWAII ARE ON KULA

KULA carries more network programs than any other radio station in Hawaii.

ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
Crowds are a vital part of the Greater Miami story. Crowds of new, year-round residents have made Miami's rate of permanent growth one of the highest in the nation. Crowds of shoppers last year spent an unprecedented $443,245,000, giving Miami the highest per capita sales figure in the south. In 1947, too, crowds of tourists spent more than a quarter billion dollars here, and crowds of workers earned a like amount in payrolls from Miami's rapidly expanding year-round industry and commerce.


Crowds are an important part of THE WQAM STORY, too. The photograph above was taken during a recent visit to Miami of Dr. George W. Crane, WQAM commentator and Miami Herald columnist, when thousands jammed Miami's Bayfront Auditorium to pay for the privilege of hearing him in person. Yes, you can depend upon results every time, with the station whose clear signal covers all the rich trading areas of the Greater Miami market . . . WQAM, -- Miami's First Station.
CODE ADOPTED

By J. FRANK BEATTY

BROADCASTERS—1,017 strong—left the 26th Annual NAB Convention and first Management Conference with a stiff Standards of Practice, effective July 1, and a much clearer idea of their future place in the nation's economic and social pattern.

Out of the successful two-day top-level conference at the Biltmore Hotel, Los Angeles, came these clear developments:

- Assurance by FCC Chairman Wayne Coy that private operation of broadcasting is here to stay.
- Indication that television will develop swiftly and take its place beside aural broadcasting as a powerful advertising and educational medium.
- Overwhelming industry support of the Standards of Practice as an ideal toward which operations should be aimed.
- Tipoff that TV management should check on fully all developments in the 445-890 mc band.
- Advice that AM management should prepare for eventual shift to FM transmission, but within a generation instead of the decade previously mentioned by FCC chairmen.
- Promise of keener intra-broadcast and inter-media competition, with weak sisters dying off.
- Personal triumph of Judge Miller, who carried the code through astonishingly mild opposition and drew almost unanimous praise for his leadership and fight on behalf of radio freedom.
- Assurance that the new code is a voluntary document ever subject to revision.

Code Top Agenda

As at Atlantic City last September, code discussion dominated the proceedings. The key-up group of a thousand delegates who crowded into the Biltmore Theatre meeting room Monday afternoon to take part in a hot debate instead merely heard a rather brief and mild disussion of a few disputed points.

President Miller easily kept the meeting in hand (see story page 24). Then two days later he piloted the code through the board meeting.

The Standards apply to contracts in existence May 19. Their adoption climaxes a voluntary house-cleaning campaign started by the Chicago convention in 1946 and provides a voluntary set of commercial and program ethics toward which all stations should aspire.

The matter of code enforcement was left to a committee, to be named later. This committee will study means of encouraging adherence to the code along with ways of informing the public about the industry's new standards.

By promulgating the code, the

(Continued on page 82)

L. A. Sessions Set July 1 Effective Date

Harold Fair, director of NAB program department; Judge Justin Miller, NAB president; Harold E. Fellow, general manager of WEEI Boston and First District director; John P. Meagher, manager KYSM Mankato, Minn., and 11th District director.

Foresees Standards on High Band TV Soon

By RUFUS CRATER

Mr. COY

BROADCASTING • Telecasting

May 24, 1948 • Page 21
More Time

"I'M EXPECTING big things of you on the board," President Justin Miller of the NAB told Edward Breen, of KVFD Fort Dodge, Iowa, a director-elect, just after he had jockeyed the main code opponent to objurgation at the Monday Standards session. Breen, a lawyer who had been addressing "your honor" with obvious emphasis, had been briefed earlier in the day. He was given only three minutes to address the convention under the rules of the meeting. "You'll have to give me more time at board meetings," Attorney Breen replied quickly.

Code Adopted

Industry meets criticism from Congressional, regulatory and other sources.

Recognizing existence of long-term contracts, the board specified that in no case is application of the code to occur later than May 19, 1949.

General approval was noted among board members, management and engineers of the two-ply convention. The board directed that the Engineering Conference at the 1949 convention in Chicago be spread over three days instead of two, and be held in the second half of the week preceding the management conference, which remains at two days unless changed at a later date.

In putting the code into operation, NAB will place the matter at the head of the district and area meeting agendas. These meetings will start next July.

The July 1, 1948 enforcement date was selected to give time for printing of contracts and for contact with advertisers.

Non-Affiliates Committee

Move by non-affiliate stations to obtain two directors was denied by the board. As a compromise the board voted to set up a standing committee of non-affiliates. It proposed that chairmen of all standing committees attend at least one board meeting a year. The proposal was generally accepted by all members.

Adoption of the code came Wednesday during an all-day meeting at which the board carefully worked over details of the document, which has been studied, revised, kicked around and debated since the 1946 convention in Chicago.

Vote was 21 in favor, 1 opposed. The lone dissenting vote was cast by Edward Breen, KVFD Fort Dodge, Iowa, newly-elected director-at-large for small stations. Mr. Breen qualified his opposing vote by stating that he felt the Standards were generally good with the exception of advertising limitations. He said they would work a hardship on small stations.

A fiery code opponent since the Atlantic City convention last September, Mr. Breen joined in a relatively calm review of the Standards by board members. He indicated to his fellow directors that the Standards were less objectionable than he had felt originally. However, he still presented to the board his petition, signed by 300 members, asking for a referendum on amendment of the by-laws to remove the board's code-promulgating powers.

Motion to approve the code, which had been previously promulgated last September at Atlantic City only to be rescinded two months later, was presented by Harold E. Fellows, WEEI Boston, District 1 director. Mr. Fellows has led the code-revision process through its early stages and carried the brunt of the pro-code debate at Atlantic City.

Three board members did not vote on the code. Harry J. Banister, WWJ Detroit, was absent at the time the code vote was taken. He is director for District 8. George D. Coleman, WG B1 Scranton, Pa., District 2, and Willard D. Egolf, WBBW Bethesda, Md., FMA director, did not attend the meeting.

Mr. Breen offered a motion to delete the commercial time limitation of the Standards. This failed to 21, with Cal Smith, KPAC Los Angeles, new District 16 director, and Mr. Breen voting in favor.

Judith Miller asked Mr. Breen to study legal angles of his petition to amend the by-laws, since doubt had arisen about the status of the code should an industry referendum eliminate the board's code-writing powers. The board will take up the Breen petition at its next meeting, to be held next November after all NAB districts have met.

Enforcement Date

By setting July 1 as an enforcement date, the board provided stations with opportunity to acquaint advertisers with its provisions and arrange for commercial time limitation of the Standards. This was inserted into the Standards by the board in response to the request of Judge Miller to have a separate code in the event an industry referendum was called.

The educational section which Judge Miller had inserted without specific language was referred to Michael R. Hanna, WHCU Ithaca, N. Y., District 2 director, for drafting during the noon recess of the board meeting. The board later adopted a resolution by Mr. Hanna to refer the drafting job to the NAB Education Standards Committee, whose membership includes educators outside the industry.

Main board change in the Standards is understood to have been urged by spokesman for smaller stations and independents. It consisted of a significant one-word insertion in the time standards for advertising copy. This amended the paragraph forbidding double-spotting between programs (excepting service announcements) by making the ban apply only between commercial programs and not between commercial-sustaining or two sustaining programs.

Enforcement of the Standards—a delicate problem involving anti-trust angles—was handled by accepting Judge Miller's suggestion that a committee be named to study the subject. The board voted Judge Miller authority to name an exploratory committee to report back to the board on effective avenues of observance. This committee would go into the problem of encouraging industry adherence and advertiser cooperation.

The board adopted a resolution introduced by Mr. Hanna urging station managers to give more coverage to the code.

(Continued on page 105)

MON. CODE SESSION

Edward Breen, president and general manager, KVFD Fort Dodge, Iowa, at code session.

OVERWHELMING endorsement (there was only one dissent) was given the proposed Standards of Practice by the NAB convention at a brief Monday afternoon meeting.

Rumbles of thunderous opposition had reverberated all over the Los Angeles Biltmore prior to 3 p.m. An hour later a thousand delegates were leaving the convention hall in amazement. They were hearing how the proposed code had brought a new vigor could fade into on-the-scene anemia.

The answer was obvious, as the code debate developed. The code was good for only one good convention fight, and that had taken place last September at Atlantic City. Second, so many of the changes desired by the opposition had been written into the document that it appeared generally acceptable. Third, feeling prevailed that failure to adopt a code would give the industry a black eye and court regulatory and legislative reprisals.

Edward Breen, KVFD Fort Dodge, Iowa, the director-elect who had rounded up 309 signers to a petition aimed at cancellation of the board's code-adapting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a lawyer who had been crisply outrun by Edward Breen, chairman of the meeting. He was the lone dissenter when a board vote was taken.

Mr. Breen faced an attentive audience as he obtained the floor shortly after debate started. "I represent 309 stations," charged Mr. Breen as he requested more than three minutes allotted each speaker to discuss his petition to the board for the cancellation of the industry referendum. The referendum would call for a vote on a plan to amend the by-laws to remove the board's code-writing powers.

Judge Miller read a section from the by-laws requiring that petitions be submitted to the board 30 days in advance of a board meeting and ordered Mr. Breen to continue remarks to specific code proposals. Mr. Breen asked a roll call on his bid for more time. Judge Miller called for a showing of hands, with 35 voting for more time and an overwhelming majority voting against.

Says NAB Tried to Mislead

Set back by this lack of floor support, Mr. Breen charged that the by-law provision on code adoption was adopted in 1946 at Chicago with a minimum vote. He charged NAB tried to mislead the membership on a by-laws referendum.

(Continued on page 88)
FAITH that sound broadcasting can live safely and profitably side-by-side with television, despite the appeal and speed of growth of the visual art, was professed without network representatives on the panel at the NAB Convention Tuesday afternoon.

No one denied the prediction, advanced first during the discussion by Charles G. Mortimer, General Foods vice president in charge of marketing, that television’s commercial development will not be at the expense of sound broadcasting’s growth was at the expense of printed media.

“There will be plenty of place for just as many efficient media as can be brought forward,” declared Mr. Mortimer, whose firm is currently sponsoring four evening and six daytime network shows plus its local and regional advertising and television shows on CBS, NBC, and Du Mont.

There was no apparent underestimation of TV. Mr. Mortimer, first speaker on the panel, paid tribute to its power of commercial penetration. He said surveys showed the sponsor identification of six top television shows ranged from 84 to 68%.

Mark Woods, ABC president, felt that Mr. Mortimer “is right.” He said “no essential clash” between sound broadcasting and television, although he thought video would become “the greatest medium of advertising, education, and entertainment that man has ever built.”

Frank Stanton, CBS president, limited his discussion primarily to television but made it plain he expected sound broadcasting “to be here a long time,” that sound would help pay for visual in television’s formative years, and that “aural broadcasting will live very well alongside television.”

Lewis Allen Weiss, Don Lee Broadcasting System vice president and general manager, concurred in

**COVERAGE OF THE NAB CONVENTION IN THIS ISSUE**

To facilitate location of the various stories on Los Angeles activities last week, the following page references are given:

<table>
<thead>
<tr>
<th>DAY</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUNDAY</td>
<td>Celebration at Atwater Kent Estate</td>
</tr>
<tr>
<td>MONDAY</td>
<td>Miller Keynote Speech...</td>
</tr>
<tr>
<td></td>
<td>Willard Address</td>
</tr>
<tr>
<td></td>
<td>Mortimer Talk at Luncheon...</td>
</tr>
<tr>
<td></td>
<td>Doberty, Labor-Relations Panel.</td>
</tr>
<tr>
<td></td>
<td>All-Radio Presentation Committee</td>
</tr>
<tr>
<td></td>
<td>Monday Code Session</td>
</tr>
<tr>
<td>TUESDAY</td>
<td>Baker Management Conference Talk</td>
</tr>
<tr>
<td></td>
<td>Streibert, Music Advisory Committee, Address</td>
</tr>
<tr>
<td></td>
<td>Howard Report on BMI, 'Horizons Unlimited'</td>
</tr>
<tr>
<td></td>
<td>Wayne Coy Luncheon Address</td>
</tr>
</tbody>
</table>

**ASCAP REPORT**

**Radio Pays 66%, Streibert Says**

By DAVE GLICKMAN

REMINDING broadcasters that all industry contracts with ASCAP expire the end of next year, Theodore C. Streibert, president of WCBS New York and chairman of ASCAP Advisory Committee, told delegates to the NAB Convention Tuesday morning that out of a total of about $10,700,000 gross income, broadcasting in 1947 paid to ASCAP $6,700,000 or 66% of the society’s gross income.

Film industry was next with but 19%. Mr. Streibert said, pointing out that motion picture studios, through owned or financial interest in publishing houses, as a whole receive back from ASCAP at least as much and perhaps more than that industry paid into ASCAP.

“This it appears that radio revenue is ASCAP,” he said. “We have never sufficiently capitalized on this position.”

Relating the negotiations that have been going on with ASCAP for over a year Mr. Streibert said: “We were assured that no increase in the royalty percentage for the renewal period would be asked, and thus, the renewal would be automatic under terms of your contracts.

“When this assurance of no increase was given to us by ASCAP we were requested to negotiate on two subjects in connection with it. We have agreed and have been discussing these matters ever since.”

Mr. Streibert said the first subject concerns per program license and therefore affects only per program licensees. “On the one hand, ASCAP has attempted to establish claims against stations which have consistently refused to acknowledge because they are contrary to the terms of the contract. On the other hand, ASCAP claims that broadcasters have, in a few limited instances, adopted program practices for the purpose of avoiding royalty payments under the contract. We believe this conflict can be worked out satisfactorily.”

Co-op Problem

Second subject is important to all network affiliates and is on the way to solution, Mr. Streibert declared. “It concerns cooperative programs on which no payments are knowingly being accepted by ASCAP.

“ASCAP’s contention is that these are network programs and should be paid at the source, in which case the network would in turn collect the 2% from affiliates. “Broadcasters, on the other hand, recognize these as local programs because they are sold locally by each affiliate. A compromise is now being negotiated which in effect would recognize cooperative programs as a third class of programs with a royalty rate intermediate between the 2% paid by networks and the 2 1/2% paid by station-owners. An agreement has been approved by your board of directors, and if we can get ASCAP’s agreement, it will be fully discussed later in district and affiliate meetings.”

Mr. Streibert cautioned broadcasters on switchover privileges from a blanket license to a per program license or vice versa. “Let me emphasize, as strongly as possible, so that not one can say he did not understand it, that your right under your ASCAP contract to change from one basis to the other expires with the expiration of the original term.

“The last opportunity you will have to change will be by giving notice to ASCAP 90 days before the anniversary which falls in 1949 of the commencement date of your contract. For those of you whose contract started in January, for example, the 90-day notice must be given no later than sometime during October of this (Continued on page 48)
BROADCASTERS as professional men are obligated to adopt standards of practice and that's the job of the 26th annual NAB Convention. The alternative is government regulation or government operation, he warned.

Even before Judge Miller gave his code address, William B. Ryan, retiring NAB District 16 director and general manager of KFI Los Angeles, had tossed a bomb into the delegates' laps. After his routine greeting, Mr. Ryan blamed the industry's code troubles on absenteeism.

"The reason you've come thousands of miles to adopt a Code of Standards of Practice. I hope enough delegates believe in the American system to work under a code at some personal sacrifice. To fail means we refuse to sacrifice individually to advance the industry."

"I believe every broadcaster favors equitable standards of practice. Most of the opposition comes from those who do not personally supervise the operation of stations except to see profit and loss statements.

"If we weed out absentee owners, we will have unanimous adoption of Standards of Practice."

William J. Beaton, general manager of KWWK Pasadena and president of Southern California Broadcasters Assn., in greeting the convention invited the association to hold conventions in Los Angeles in the future. Mayor Fletcher Bowron, of Los Angeles, said the city has grown with radio too, invited the convention to return.

Presiding at the opening session was Howard Lane, WJJD Chicago, chairman of the Board Convention Committee.

Judge Miller devoted his entire address to one point—laying background for code action. After reviewing the long process of code writing and explaining the need for care and danger of speed, he said broadcasters are assuming a professional status in adopting standards. No objection has been raised, he reminded, to the paragraph in the code crediting the industry's public service obligations.

Defining the difference between professions and business, he said business generally savors of the horse trade whereas professional relations resemble the fiduciary relationship of parent and child.

He referred to the special skills required by broadcasters in comparing them with lawyers, doctors and other professions. Fear of "losing face" or admitting guilt in conceding the need for self-regulation is not justified, he explained, since every business and professional group is faced with the same problem. Those who refuse to admit the need are the most disreputable groups, he said, with those adhering to high standards enjoying the greatest prestige and going farthest in observance and enforcement.

**Need Consideration**

"These people are entitled to our sympathy and consideration," he said. Many of them were persuaded to present licenses by exaggerated estimates of broadcasters profits, which were issued from government sources. In fact, estimates which were released—indicating that one could build and operate a station upon a $10,000 or $12,000 outlay—constitute a cruel misrepresentation which, if it had come from private rather than from governmental sources, would probably have resulted in governmental prosecution.

"It is unreasonable to expect that these persons could voluntarily participate in a program of self-regulation and discipline which would destroy the possibility of their own successful operation. Indeed, if the normal curve of business failures occurs in broadcasting, a certain percentage of them will drop out anyway. Perhaps when that adjustment has taken place, the industry will be in a position to act in a cooperative effort, advancing the highest point of prestige in the moral and intellectual scale of society whereas standards actually invite and stimulate cooperative effort, eliminating need for penal laws. Failure in observance of codes does not make them valueless, he claimed, since some of the greatest compulsions and satisfactions come from striving for ideals."

Rules of sports and other games are accepted through sanction, he said, referring to them as the "professional spirit."

Judge Miller said moral and professional standards must not go beyond limits where the subject would be destroyed, and some standards beyond achievement would not receive support.

At that point he viciously attacked government agencies for enticing into the industry many stations that have become marginal operators who will have difficulty surviving on a high standard of performance.

**'CONTROL COSTS'**

BROADCASTERS must increase revenues and control costs if they are to be economically sound and socially useful, A. D. Willard, NAB executive vice president, told the Los Angeles NAB convention Monday morning. He described in detail some of NAB's services to the industry, supplementing the general policy level talk by President Justin Miller.

Problems facing broadcasters at the moment, he said, include:

- Tremendous increase in number of stations with effect on audience and advertising dollars.
- Heavy expense in technological developments.
- Continually rising operating costs, faster than the increase in advertising revenues; this in turn may hurt radio's position as the "lowest cost-per-thousand medium."

Two things must be done, Mr. Willard said: Revenues must be increased; costs must be controlled.

Referring to the increase in the amount of sustaining time, as shown in a study by Dr. Kenneth Baker, NAB Research Dept. (see separate story on Dr. Baker's study, page 26), he took a "very dim view" of the trend and felt it should be "summarily corrected."

Mr. Willard told what the association is doing about these problems and what will be done in the future.

Three NAB departments—Broadcast Advertising, Research and Program—are attacking the issues, he said. Calling for operators to submit their presentations (see separate story, page 25), he said that radio's story must be told forcefully to meet the promotion efforts of other media and to aid (Continued on page 86)
ALL-RADIO DRIVE

Promotion Planned on Vast Scale

Ivor Kenway, ABC vice president; Charles Hammond, NBC vice president; Victor Ratner, CBS vice president; Gordon Gray, assistant general manager, WIP Philadelphia; Eugene S. Thomas, sales manager, WOR New York; Herbert Krueger, commercial manager of WTAG Worcester.

SUBSCRIPTIONS approaching $100,000 in their drive for $200,000 for an all-industry campaign to promote radio's sales effectiveness were reported by members of the All-Radio Presentation Committee last week after they sketched their plans to the NAB Convention Monday afternoon.

They had received subscriptions from some 101 stations even before they went before the convention with a resume of plans and a recorded narrative promising that, although "radio has been strangely silent" about its worth as an advertising medium, "radio will no longer be silent."

A 25-to-40 minute color film, with sound, designed to tell the story of radio's sales effectiveness, is expected to be ready for first showings around Jan. 1, 1949, according to Gordon Gray, vice president of WIP Philadelphia, subcommittee chairman.

Film will be shown to potential and present advertisers in all radio communities and, with the joint auspices of the local stations, and shorter editions will be made available to schools, civic groups and theatres.

Kick-off showing will be in New York at what was foreseen as "a major dinner" to be attended by "the top brass" of all major industrial fields. Similar showings will follow in Chicago, Detroit and Los Angeles. Enough prints will be available to permit any station to get one for local presentation "on reasonable notice."

The production is under the supervision of Victor M. Ratner, CBS vice president in charge of advertising and promotion, but will be subject to the approval of the full committee, representing all phases of the radio industry.

Offer Plan

Principals in the presentation of plans to the convention were: Eugene S. Thomas, WOR New York sales manager, who is chairman of the NAB sales managers executive committee; Mr. Gray; Charles P. Hammond, NBC vice president, and Herbert L. Krueger, WTAG Worcester commercial manager, who is finance chairman of the presentation committee.

Mr. Thomas noted that radio has failed to record its "miracles" of sales power and use them in self-promotion, that other media conduct aggressive campaigns to sell their own effectiveness, and that radio must create larger markets by selling all radio to all types of advertisers. Stations cannot be expected to prosper by "taking business from each other," he declared.

Mr. Gray told the delegates that "no previous promotion effort has had such cooperation from all parts of the industry." He said the kickoff dinner in New York will have as guests the representatives of "the top industries of the country—the Henry Fords, the Charles Wilsons, the people who are using radio and need to be further sold on it, and the people who are not using radio at all."

Mr. Hammond discussed the creative work involved in the production and pointed out that it is a combination of similar presentations which had been planned independently by the networks on one hand and the NAB on the other.

Mr. Krueger noted that 101 stations have "signed up" for contributions on the basis of a mail distribution of plans for the presentation, and called upon delegates to enter their own subscriptions before leaving the convention. They were assured that the increase in business built by the presentation would far more than counterbalance their investment in it."

PUBLIC SERVICE

LAUDING SUPPORT given by broadcasters to the Advertising Council's program, Charles G. Mortimer Jr., vice president in charge of marketing for General Foods Corp., and chairman of the Advertising Council, told NAB delegates at the kick-off luncheon on Monday that radio has reaped more benefits and realized more good, public relations-wise, from the Council's operations than any other phase of advertising.

Relating Council's wartime birth and its methods of operation and outlining work now being done, Mr. Mortimer said that when inquiries come as to what broadcasting is doing about a project "we at the Advertising Council can name names and give dates and programs. We know because the Council arranged for every one of those messages just as it does, with your cooperation, every day and every week and every month of the year."

Labeling his talk "Democracy's Newest Weapon," Mr. Mortimer told the delegates that "during 52 weeks of 1947, second year after

Charles G. Mortimer, General Foods vice president; NAB President Justin Miller, and NBC President Niles Trammell.

the war, radio advertisers, networks and stations contributed, through the industry's peacetime radio allocation plan alone, major radio support to 15 priority public service campaigns, and gave valuable additional coverage to more than two dozen others." At year's end, he revealed, estimated circulation gained for these campaigns in the public interest through the radio facilities administered by the Advertising Council reached a total of 14,523,020,000 listener-impressions.

Advertisers, networks and stations also contributed large amounts of time over and above the radio allocation plan to a number of miscellaneous projects in the public welfare, he added.

Pointing to a more recent campaign, Mr. Mortimer told how the Council was called upon last January to assist in urging the conservation of fuel oil. With time short, the Council turned to radio and the car card industry for emergency help.

The fuel conservation material was carried on more than 100 network and regional programs. Circulation ran over 300,000,000 listener-impressions. Networks scheduled these messages on sustaining and cooperatives daily. Television stations in New York produced impressive appeals to share the fuel oil. And the NAB in its weekly report urged the conservation of material and asked stations to broadcast messages on the critical shortage wherever the local

(Continued on page 79)
LABOR RELATIONS as good public relations, a warning against the dangers of special talent fees, and support for joint negotiation of union contracts were stressed in an employer-employee relations panel discussion at NAB's Monday morning convention session.

The round-table review, "Unscrambling the Labor Jig-Saw Puzzle," also advised the delegates that individual broadcasters would be "foolish" not to take advantage of principles established in the recently completed negotiations between the networks and the American Federation of Musicians.

Richard P. Doherty, general manager of WFLC-San Francisco, and Arthur F. Harre, general manager of WJJD Chicago, Harold Essex, vice president and general manager of WSJS Winston-Salem, had been slated to take part but was unable to attend the convention.

Mr. Harre opposed the payment of talent fees and any payment in part paying the system could extend from talent to other employees and adding that it is "a vicious principle which adds immensely to overhead." Mr. Doherty traced the possible growth of the special-fee system and, with particular reference to the threat it would pose to television, said it must be fought "to the last ditch."

Mr. Pabst believed broadcasters are "missing one of their best bets" in failing to get their story to the public through their own employees to counteract local pressure groups who oppose or find fault with radio. He urged managers to take their staff into confidence and explain what they and the industry are trying to do.

Mr. Harre went on record as "definitely" in favor of having all broadcasters in a given community negotiate jointly on union contracts. In addition to the pool of experience and ideas thus created, he pointed out, this method provides the strength of "a united front" in dealing with unions.

Further, he added, it keeps stations in the community on relatively "the same labor status quo."

Mr. Doherty interjected that he could not understand why all laborers in a given city cannot at least exchange understandings from time to time. Their competition is for audience, not in the field of labor relations, he declared.

Answers Questions

To other questions raised by Mr. Doherty, the panel indicated its views that it is "good insurance" for non-union stations to establish wage scales comparable to those in union outlets. But it is suggested that whether a station has part union labor or none at all, the question of matching union scales should be approached "with good judgment" and with an eye on prevailing local conditions.

Mr. McDonald, reporting on the new AFM-network pact, regarded it as indicative of improving management-union relations throughout the industry.

The ABC executive also lauded Mr. Doherty for his activities in the employee-employer relations field.

Mr. Doherty advised the delegates that his department would start within a few months to issue special bulletins on the subject of controlling labor costs.

These costs, he noted, represent 90-95% of all station operating expenses and absorb 45-50 cents out of every dollar of station revenue. Labor cost ratios, he said, can be reduced by two methods: (1) Increased revenues, involving such factors as programming, skillful salesmanship, station prestige, and possibly reduced rates; and (2) maximum efficiency in the use of man-power.

He advised delegates to appraise their individual operations carefully with regard to such labor-cost factors as employee inefficiency, inefficient assignment or supervision of work, and over-staffing.

Mr. Doherty said raised rates are feasible "in not a few cases" if "(A) the station is doing a bang-up job of programming; (B) the station is selling programs to the sponsors who are able to use radio to the best advantage; (C) the station has an aggressive and successful sales campaign which is cultivating an active list of local sponsors to the point that there is a waiting list among sponsors who want to go on the air."

NEW ERA

RADIO management, entering a new era of general business competition, must develop new revenue sources to meet rising operating costs, Dr. Kenneth H. Baker, NAB Director of Research, and Radio Manager, NAB Management Conference Tuesday morning. He was introduced by Carl Burkland, CBS manager of Radio Sales, who presided.

Local advertising surpassed all other income sources last year, he said, ascribing the trend to the fact that local revenue had to be developed to keep new stations on the air. "There wasn't then and there isn't now enough national and network money to do it," he said.

As to expenses, Dr. Baker indicated an increase can be expected both in dollars and as percentage of income. He explained that salaries, wages and commissions, largest single expense item, is also showing the largest increase in operating costs.

But in the demise of stations, he said AM stations dropped out last year at the rate of three a month, FM two a month. This year, however, the rate has been six AM outlets and eight FM outlets a month. Early predictions of 2,000 AM operating stations by the end of 1948 appear high, he said, with only 1,200 now on the air.

FM authorizations are not developing as fast as expected, he continued, with slightly over 1,000 authorized and half on the air. This is far from the predicted 3,000 by 1948 yearend, he reminded, adding that only 123 FM stations have licenses. He felt at least another two years will pass before FM reaches the 3,000 mark.

Says Mark Not Typical

Opening of 58 FM stations in April, he said, was not typical of FM development. He said the weather factor in station construction, affecting tower and other building operations, was an important element. The FCC brought out a lot of interim processing operations in a bunch, and it stiffened its attitude on building delays. Of the 58 new April stations, he said, only five were licensees.

Enthusiasm for TV already has passed available equipment and channels, Dr. Baker declared, with 25 of the 97 authorizations having developed in the last three months. Two-hundred TV applications are pending, and only an occasional CP has been deleted.

The acceleration in AM and FM facilities is negative, he said, with the AM saturation point likely to be reached sooner than expected and at a lower level. Television should not threaten broadcasting, he felt, but "can hold a promise which the facts can well bear out."

Going into the increased number of stations, Dr. Baker said that while audiences are being "declined," this need not constitute "a major catastrophe." Rather it should inspire stations to reestablish audiences. He remarked expenditures for listener promotion "are pitifully low," with stations spending about 2.4% of their net revenue on audience promotion in 1945 and less than that in 1946.

Multiple set ownership offers a chance for "opposite plans"的游戏ing," he suggested, as well as "an increased sharpening of your (Continued on page 88)
A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.

WTOP-KQW

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.

WTOP-KQW

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.

WTOP-KQW

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.

WTOP-KQW

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.

WTOP-KQW

A $1,325,000 stock realignment in which CBS gives up control of its 50-kw WTOP Washington to the Washington Post, which acquires full ownership of 5-kw KQW San Francisco was announced last week, subject to FCC approval.

The Post, operator of WINX and WINX-FM Washington, purchased 55% interest in WTOP at a reported price of $900,000, which, it was understood, will be used for development of the Washington operation. Expansion into television will be undertaken jointly, with an application to be filed shortly for Channel 12 (204-210 mc) for construction of Washington's fifth video outlet.

In its relinquishment of control of WTOP, announced Monday, May 24, 1948.
**BMI GROWTH**

Haverlin Tells NAB of Progress

REVIEWING progress of BMI from its inception, Carl Haverlin, president of Broadcast Music Inc., in his report at NAB convention's Tuesday morning session revealed that at that moment there were 2,025 subscribers in the United States and Canada. This number is increasing each day as new AM, FM and television stations take out their BMI licenses, he said.

Stating that one attribute of a healthy business is growth, Mr. Haverlin pointed out BMI publishers list has been strengthened in all fields during the past year, particularly by outright purchase of Associated Music Publishers, of which Merritt Tompkins is president.

BMI, he said, retains its dominance in the field of Latin-American music, and has also made considerable headway in the European field.

"Altogether, the BMI repertory is extremely extensive and widely diversified, amounting to today some 125,000 listings of over 107,000 titles," Mr. Haverlin said. "Some 50,000 compositions in the BMI catalogue are available in recorded form. During the six months prior to the recording ban alone, some 1,600 BMI compositions were recorded, approximately half of which are on major labels."

Breakdown of Income

Analyzing how BMI's income is distributed, he said that approximately 56% goes for performance fees to publishers, writers and foreign licensing societies; 19% to station services, including cost of editing, arranging, printing and distributing of music and the writing and processing of contracts; 13% for general administration; 17% for overhead and taxes; and 5% for reserve.

Pointing out that BMI has been ready for television ever since it started in business in 1940, Mr. Haverlin declared that "we make no distinction between a television transmitter and an audio transistor. We believe music is heard and not seen. We hold that a performing right in our music is an audible right, not a visual right. We purvey auditive rights since 1940 to both television and audio broadcasters and will continue to do so."

Lauding Sydney Kaye for the part he played in creating the pattern adopted by the industry committee that set up BMI, Mr. Haverlin said his foresight in setting up the publishing and licensing contracts so as to include specifically the rights to use BMI music in television deserves the highest praise. "As result of his vision, television broadcasters of the United States have the practically unrestricted right to use 107,000 BMI compositions in their television programs."

ASCAP in Video

"I think it only proper to point out that our great competitor, the American Society of Composers, Authors and Publishers, has so-called television rights in only part of the music of its members, that those rights expire on Dec. 31 of this year, and that their television broadcasters may use them only by special permission and subject to 30-day termination. It is our hope that our point of view may prove useful to such licensing groups in formulating their own long-range television policies."

TV Service Department

Mr. Haverlin said that BMI has set up a television service department to supplement regular activities of other service departments, and urged station operators to make use of its facilities.

Broadcasters were reminded that the present ASCAP contract contains a clause that makes it automatically renewable at ASCAP's option for a renewal term expiring on Dec. 31, 1958. "This long-range contract potential obviously puts BMI at a competitive disadvantage, as our station contracts expire in March 1956," Mr. Haverlin said. "BMI therefore decided to ask you for your renewal more than two years in advance of your contract termination date, primarily that we might offer to our publishers and writers the feeling of comfort and security that our permanence would give them."

As a result, he said, 21 months in advance of original contract termination date, BMI headquarters has received 1,665 signed renewals. Renewed group accounts represent about 95% of the dollar volume of the industry, he estimated. Numerically speaking, Mr. Haverlin said "we have renewals from 30 of all stations with revenues of $100,000 and over and from 91% of all stations with revenues of $50,000 and over."

**Resolutions Adopted by 26th Annual Convention**

**TOP-LEVEL** type of NAB convention, tried for the first time at Los Angeles last week, proved "most beneficial to the membership" according to the resolution adopted at the final business session Tuesday afternoon. As a result, the convention voted to continue this type of convention.

Site selected for the 1949 Convention is the Stevens Hotel, Chicago, April 5-8. Also scheduled for Chicago are the 1950 convention, April 19-22, and 1951, week of April 16.

While the separate engineering conference was not mentioned specifically in the resolution, the two-way type of procedure was endorsed by implication.

The resolutions, all adopted unanimously, praised President Justin Miller for his outstanding contribution to broadcasting and for his leadership of freedom of speech by radio; opposed legislation to change copyright laws; endorsed the Advertising Council public interest program; urged the U.S. Census Bureau to include radio questions in the 1950 decennial census; praised work of the Industry Music Committee; approved BMI's services; lauded Southern California Broadcasters Assn. for its hospitality and arrangements; thanked Kent for the gala entertainment; thanked the Pan Pacific auditorium, for entertaining broadcasters at the Icecapades.

Members of the resolutions committee were William J. Scripps, WWJ Detroit, chairman; Leslie Johnson, WHBF Rock Island, Ill.; James W. Woodruff Jr., WRBL Columbus, Ga.; Rex G. Howell, KFXJ Grand Junction, Col.; Arthur Westlund, KRE Berkeley, Calif.

Texts of resolutions dealing with business aspects of the association follow:

WHEREAS, Justin Miller, as president of NAB, has unselfishly devoted himself to the best interests of the association and its members broadcasters; and

WHEREAS, his inspired leadership has brought measurably greater prestige and understanding to the broadcast industry; and

WHEREAS, the Board of Directors of NAB has resolved, in aiding the cause of the broadcasting industry, to further the objectives of the association; and

WHEREAS, the Board of Directors of NAB has, in the opinion of the membership of NAB, therefore, in the opinion of our membership, NAB has done everything possible to protect the broadcasting industry and to further the welfare of its members; and

Now, therefore, be it resolved, that the Board of Directors of NAB do hereby reaffirm the position of the Board of Directors of NAB, and urge upon them a continuation of the policy of the Board of Directors of NAB, and therefore do hereby urge the Board of Directors of NAB to do the same

Now, therefore, be it resolved, that the Board of Directors of NAB do hereby reaffirm the position of the Board of Directors of NAB, and urge upon them a continuation of the policy of the Board of Directors of NAB, and do hereby urge the Board of Directors of NAB to do the same

Now, therefore, be it resolved, that the Board of Directors of NAB do hereby reaffirm the position of the Board of Directors of NAB, and urge upon them a continuation of the policy of the Board of Directors of NAB, and do hereby urge the Board of Directors of NAB to do the same

Now, therefore, be it resolved, that the Board of Directors of NAB do hereby reaffirm the position of the Board of Directors of NAB, and urge upon them a continuation of the policy of the Board of Directors of NAB, and do hereby urge the Board of Directors of NAB to do the same

Now, therefore, be it resolved, that the Board of Directors of NAB do hereby reaffirm the position of the Board of Directors of NAB, and urge upon them a continuation of the policy of the Board of Directors of NAB, and do hereby urge the Board of Directors of NAB to do the same

**LISTENING** in ore Clyde Coombs (II), general manager of KARM Fresno, and William Lodge, CBS New York director of general engineering, as D. W. Thorne-
You score a GOAL with this PROMOTION

W-I-T-H has been pretty lucky with promotions. And we want to share our good fortune with other radio stations... exclusively in each town.

We're going to syndicate one of our most successful fall promotions for retailers. It's a tested plan, because we used it last fall with wonderful results!

It's simple... it's efficient... and the biggest station booster we've ever used. It's profitable for the retailer because it's a proved way to increase store traffic.

This 12-week fall promotion will give the football fans in your town something they've always wanted... have never been able to get.

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details, or call the Headley-Reed man.
NEW DEVELOPMENTS in the electronic arts were divulged, and refinement of operating processes were outlined to the industry's technical leaders at the two-day NAB Engineering Conference Thursday and Friday at the Biltmore Hotel, Los Angeles.

First conference of the type in industry history, the project proved so successful that it will be an annual feature of NAB Conventions.

Expanded activities of the NAB Engineering Dept. will provide new services to the industry, according to Royal V. Howard, director, and Neal McNaughten, assistant director, of the department, who directed the two-day scientific schedule in cooperation with the NAB Engineering Executive Committee. Chairman of this group is Orin W. Towner, WHAS Louisville.

Revealed for the first time to a broadcasting assembly were such developments as the RCA 18 24 foot TV picture, Paramount's 56 second process of recording TV off-the-air and the Armour Research Foundation's three-dimensional sound. Approximately 400 engineers participated in the two-day proceedings and many of them went up to Mt. Wilson Saturday to inspect television and other transmitting plants as well as Mt. Wilson telescope.

Final event of the two-day discussion was the Industry-FCC roundtable with FCC Commissioner George Sterling, a pioneer radio scientist, heading the Commission's staff. The roundtable was a wide-open here's-the-way-it-is session, clearing up many points of doubt and bringing industry and Commission personnel into a closer understanding of each other's problems.

Large Screen Show

The large-screen television demonstration took place Friday night after delegates had inspected the vast new Mutual-Don Lee plant in Hollywood. The show was shown at Warner Bros. Studio 7. Telecasts of NAB President Justin Miller and Mr. Howard were presented, the signals being transmitted to Mt. Wilson and returned. The projector produces a relatively bright image 18 x 24 feet. A smaller 4 x 6 foot version was shown by RCA at the Biltmore exhibit all during convention week. It is designed to cost between $2,500 and $3,000 and is expected to be used by stations for demonstration purposes. An 80,000-volt projection tube was used.

The Paramount TV recording demonstration which took place at the Thursday luncheon featured film and closed-circuit pickups. The demonstration showed fidelity of the off-the-air process of film recording. In charge was Richard Openheim, engineer-in-chief of television operations.

Armour's three-dimensional sound was exhibited at the Friday luncheon. It utilizes magnetic recording with careful placement of microphones by each source of sound.

Large numbers of station executives who attended the Monday, Tuesday, Thursday, and Friday sessions stayed over for the technical sessions. They joined engineers in inspecting the equipment displays in the lobby-foyer and light equipment exhibits on the second floor of the Biltmore.

Poppele Presides

Presiding at the opening engineering session Thursday morning was Jack R. Poppele, vice president and chief engineer of WOR New York and Mutual Network. Openheim was read by Joseph A. Waldschmitt, engineer for E. C. Page, engineering consultant of Washington, D.C. Mr. Page was scheduled to read the paper but was unable to attend because of illness.

Mr. Waldschmitt described measurements of Washington, D.C. television stations operating on Channels 4 and 7 in the Washington area. Simultaneous mobile field intensity recordings were analyzed to present the field intensities exceeded for 10, 50, and 90% of the sector distances.

Problems centered on lightning effects at mountain-top and high-building locations were described in a paper by Rafael E. Guy, manager, radio and allocations engineering, and John L. Seibert, project engineer, NBC. The paper reviewed video and audio monitoring systems used for adjacent states of the black level and sync level and over-all picture monitoring. NBC's FM and TV plants in New York, Chicago, Cleveland, Washington and Los Angeles were described, including a microwave receiving system using standard equipment for mobile pickup programs.

In this system a part of the receiver is located in the video control room. Transmission line switching systems were explained as well as triplexing of FM, video and picture sound on a single antenna as first used by NBC in Washington. A method of getting FM and TV transmission lines around the base insulator of a standard tower was explained.

Linking metropolitan stations with similar stations in adjoining population centers or community stations in outlying market areas will reduce the critical cost-per-viewer of the whole TV system, according to James D. McLean, commercial manager of WFTZ Philadelphia, Philco station. Tapping of additional markets with low capital investment in equipment and facilities, and low operating costs, will narrow the gap between expense and income, he said.

Cost of Community TV

A community TV station can be set up and operated at 20% to 30% of that required for a metropolitan outlet, he said, if the ratio of potential audiences exceeds the ratio of operating expenses.

New developments in radio relays make such linking practical, he said, describing a new Philco system combining a high-sensitivity microwave receiver and a stable Klystron transmitter to provide a wideband system with extremely low noise level.

Merrill A. Trainor, manager of TV Equipment Sales, RCA, discussed equipment layouts for television studios of small, medium and large size. He explained circuit arrangements for interconnecting, switching and monitor control room, film control room and master control room.

F. E. Carlson, Lamp Dept., General Electric Co., read a paper on TV studio lighting prepared by Richard Blount, of the department. Qualities of tungsten-filament and fluorescent lighting were compared. Tungsten provides control of light and color, it was stated, whereas fluorescent sources can supply cool, efficient, color-corrected general illumination. Over-voltage use of lamps offers advantages, it was explained, where an average life of less than 1,000 hours is acceptable.

Capt. W. C. Eddy, director of television of WBBB Chicago, made a presentation, told the advantages of remote controlled Telelete systems now in general use. These systems are said to satisfy the basic TV requirements: remote control with quick adjustment, ceiling suspension of lights, low original cost and economy of operation, adaptability to all types of light sources, complete control in one operator. TV lacks the movie advantages of segmental production wherein the telecast can be staged in a series of preset and3D sequences, he said.

At the Thursday afternoon session Frank Marx, ABC engineering vice president, presided. William B. Lodge, CBS director of general engineering, read a paper prepared by A. B. Chamberlain, CBS chief engineer. In the paper, titled "The CBS Grand Central Television Studios," Mr. Lodge described how the studios, now under construction in New York, flexibility of operation is emphasized, it was stated, with consideration given the importance of the control system, continuity of service, and future expansion. Differences in studio lighting and control, as well as air conditioning, studio cues and sound effects as compared to average TV studios were explained.

Robert W. Clark, NBC television operations supervisor in New York, exchanged problems encountered in the presentation of TV field programs, going into preliminary surveys, equipment setup and programming. He reviewed (Continued on page 72)

ANNUAL NAB BANQUET PROVES BIG SUCCESS

BEST show ever staged at an NAB convention—that was the verdict of some 1,500 guests at the banquet Tuesday night at the Biltmore Bowl in Los Angeles.

Entertainers on the two-hour program were Jack Carson, master of ceremonies, New York; Lloyd B. Yeates, manager of NBC's KOA Denver; James Nelson, director of advertising and promotion, New York, Frank (Bud) Berend, Western Network sales department manager.

NBC EXECUTIVES, pictured during a social interlude at NAB Convention, included (1 to r): Lewis S. Frost, assistant to the vice president of NBC's Western Network; Elston C. Woolley, director of station promotion, New York; Ed Burrows, New York; Johnny Mercer, Eddie Can- tor, Bob Crosby, Margaret Whiting, the Andrews Sisters, and Danny Thomas.

Dance music was provided by Jack Carson, told his orchestra.

The program was televised to overflow crowds by KFI Los Angeles.

Page 30 • May 24, 1948
Mr. Mullen, who will take over the active administration of these three stations, has a long and successful record in the radio industry. He joined the National Broadcasting Company in 1926, has been an executive vice president since 1940. He was a vice president of the parent company—The Radio Corporation of America. We are indeed proud to announce that a man of his attainments and long experience in all phases of radio will very shortly assume the office of presidency of our three stations.
Wis. Tower Fight With CAA Quieting

FCC's TEAPOT TEMPEST—the Wisconsin State Radio Council battle for a CAA tower approval and a Commission educational station permit—began its excess steam last week and simmered down to just another pending permit [BROADCASTING, May 17].

Following a meeting in Chicago last Monday between Wisconsin state representatives and regional CAA officials, FCC was advised that the State Radio Council will lower the antenna height of its proposed noncommercial FM outlet near Wausau. The modification is reported to satisfy CAA and will not affect greatly the extent of coverage for the station, WHSF.

Wisconsin Attorney General John E. Martin, representing the State Radio Council, U. of Wisconsin, on April 26 telegraphed FCC to challenge the Commission's jurisdiction in declining to issue the permit to the council on the basis of CAA findings on the tower site. The Commission granted the permit in January, conditioned upon CAA's approval of the tower site.

Attorney General Martin was reported to have proposed a mandamus action against FCC in the U. S. District Court of the District of Columbia should the Commission refuse to issue the station permit. He argued that the tower site, atop Rib Mountain, was state-owned public park property.

Earlier FCC Chairman Wayne Coy was scheduled to go to Madison, Wis., to preside over a public hearing on the controversy. But last Wednesday the proceeding was switched to the Chairman's office at FCC headquarters in Washington and redesignated to be an informal meeting of the Wisconsin attorney general and CAA and FCC representatives. However, after it was learned of the Monday meeting in Chicago indications were that no meeting would be held and the Radio Council would merely modify its permit to specify the lower tower.

WHSF was assigned Channel 206 (89.1 me) with effective radiated power of 34 kw.

AVC Unit Giving Awards To Advertisers June 16

FIRST annual awards of the Advertising chapter of the American Veterans Committee to advertisers who have used the techniques of advertising to further "a more democratic and prosperous America and a more stable world" will be presented at a dinner June 16 at New York's Hotel Plaza.

A panel prominent in the advertising field will be named to judge the entries, which may be submitted on or before June 1 to the Advertising chapter, AVC c/o Ben Reiss, 221 W. 57th St., New York.
These are the sort of facts provided by WRC's 1948 Diary study—new facts about listeners. Here, for the first time, are more than half a million figures relating to listening on the basis of audience size, composition, duplication, flow or loyalty—and all in the new terms of individuals. WRC's 1948 Diary Study has useful, fully validated notes on the Washington people who listen to any program or time segment in which you're interested—and your inquiry will be welcomed by WRC and NBC Spot Sales representatives.

Sundays in Metropolitan Washington, 277,925 persons 17 years old and over—158,417 of them women—hear Jack Benny. Over half tune in to WRC especially for his program.

Monday through Saturday evenings, 101,650 different listeners—49.5% male, 60% over 35, 57.5% high school graduates, 88% telephone subscribers—listen to the Esso Reporter at 11 p.m. and to Steve Douglas' Sports News at 11:05.

Tuesday afternoons in Washington, 13,357 men listen to Stella Dallas on WRC.

Wednesdays, 25,650 people in Metropolitan Washington listen to David Brinkley's noontime news commentary—at a potential cost to a sponsor of 1/4¢ each.
**TV Highlights**

By RALPH TUCHMAN

TV WAS TOPHOLE insofar as the majority of the delegates to the 26th annual NAB Convention in Los Angeles was concerned.

Although they viewed transcription and technical exhibits with genuine interest, conversation and presence always seemed to return to the visual medium and its attendant equipment.

All told, 33 equipment manufacturers exhibited their wares and 23 transcription companies and program services offered platters for airing.

RCA televised visitors to a coke bar set up at the rear of its exhibition and the boys in the backroom on the second floor were able to kid their colleagues about their conduct later in the day. The RCA layout also included a complete arrangement of equipment for a typical small video station including control room, film projection room and transmitter room. All the equipment was operative save for the transmitter itself.

The RCA-Victor exhibit otherwise included a variety of equipment for AM and FM operations as well as various remote, test and measuring paraphernalia.

Allen B. Du Mont Laboratories featured its "Tele-transcription" film. Obtained by filming directly from the kinescope, the film result gave conventioners an opportunity of seeing how workable and practical network caliber programming could be in advance of an actual tieup by coaxial cable or micro-relay system.

General Electric showed miniatures of its television studio equipment plus actual models of its camera equipment and film line.

Presenting its equipment line as packages for four types of station operation, Raytheon Mfg. Co. gave visitors an opportunity to view a video signal fed to models of the new Raytheon-Belmont line of television receivers produced by its Belmont Radio Corp. subsidiary.

Aside from the active interest in television, delegates were treated to a dazzling "gimmick" series of promotion by Commodore Productions Inc. Including flowers for lapels, souvenir pins, miniature horses, "Hapalong Cassidy" hats and "reward" posters which utilized the names of various people attending the convention. Capitol Records daily put on a lucky ticket for a Caliph portable transcriber, the firm also ran an hourly taxi service to and from Hollywood.

More than 10,000 feet of display space were used to showcase the latest in equipment from the lighter playback and studio gear to powerful, awesome transmitters.

Andrew Corp. made its case for the simplicity and economy of its new two-way FM transmitting antenna suitable for use in the 88-108 mc range. This firm also showed its new automatic dehydrator.

Collins Radio Co. offered for view everything from broadcast transmitters and audio equipment to accessories.

Fairchild Camera & Instrument Corp. displayed its new pickup pre-amplifier equalizer as well as its lateral pickup itself. Other equipment included various recording and playback equipment.

Federal Telephone & Radio Corp. offered a look-see at its FM studio-to-transmitter link. Beyond this the Federal line contained transmitter consoles, transmitting tubes, field intensity meters, and mobile radio equipment.

Complete Station

Gates Radio revealed its GY-48 complete radio station for 250-w AM operation. Gates also showed a new 3-kw FM transmitter as well as other equipment.

Amperex Electronic Corp. exhibited a wide range of tubes including transmitting, rectifying and special purpose types. Firm featured its new line of forced-air radiation external anode tubes.

Communication Products Co. exhibited included representation for such of its products as coaxial transmission line, transmission line fittings, dehydrators, RF connectors, RF switches and antennas as well as custom-built products.

Daven Co. included attenuators fixed audio pads, television attenuators as well as a complete range of laboratory equipment.

Emco Derrick & Equipment Co. offered complete descriptions of its free standing and guyed towers for AM, FM, TV and radar.

Lehigh Structural Steel Co., radio and export division, offered for its line of AM-FM vertical radia tors, supporting towers for FM and TV and radio and radar towers.

Magnecord Inc. showed for the first time its new tape recorder.

(Continued on page 78)

---

**AMERICA'S MOST FAMOUS BOUQUET**

Hand yourself a bouquet for making the right choice in the Memphis Market when you put copy on WHHM.

Flowery phrases don't count...results do! Look to Healthy Hoopers and attentive, sales-making audiences for sales of your products in Memphis and that means just one thing—WHHM.

Be guided as so many timebuyers have been by this one fact:

WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

Ask the Forjoe & Co. man for the latest data on WHHM and Memphis.

**WHHM**

Music—News—Sports 24 hours daily

PATT MCDONALD, general manager

FORJOE & CO., representatives

*Four Roses gets the palm for this one.*

At L. A. Sessions
Reach This Great 4-State* Market
With One Station, One Cost, One Billing!

More than eight million listeners live and work in this great industrial area—the steel-and-coal belt of the nation! And they spend Four and One-Half Billion Dollars Annually! Reach them with one station, one cost, one billing. WWVA has the power to reach their ears, the friendly programming to reach their hearts. For case-history proof that WWVA is the dominant force in the daily lives of those who live, work and spend in this great area, ask your Petry man!

*Plus bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

WWVA
50,000 WATTS
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.
The American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States; and its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people; that it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration to-ward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art.

That we should exercise critical and discerning judgment concerning all broadcasting operations, to the end that we may, intelligently and sympathetically:

Observe the proprieties and customs of civilized society;

Respect the rights and sensitivities of all people;

Honor the sanctity of marriage and the home;

Protect and uphold the dignity and brotherhood of all mankind;

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information, by the full and ingenious use of man's store of knowledge, his talents and his skills;

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

Therefore:

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

**Standards of Practice**

**PROGRAM STANDARDS**

**NEWS**

News reporting should be factual, fair and impartial. Commentary and analysis should be clearly identified as such.

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

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

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

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

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

**POLITICAL BROADCASTS**

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

**PUBLIC AFFAIRS AND ISSUES**

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

Discussions of controversial pub-

(Continued on page 86)

* Standards for broadcasting can never be final or complete. It is a creative art still in the process of development, and as such it must always seek new ways to achieve greater advantages. Therefore, any standards promulgated must be subject to change.

** Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.
St. Louis Now In 16th Month of Commercial Television

The Diversity of Products and Services Already Advertised to the Ever-Increasing St. Louis Television Audience Is Reflected in the Following Roll of KSD-TV Clients, a List Which Includes the Names of Some of the Nation's Most Distinguished Advertisers:

Admiral Television • Aluminum Ore • American Packing • American Tobacco (Lucky Strike) • Bemis Bros. • Botany Mills • Brown Shoe • Bulova • Chevrolet • Cluett-Peabody • Crosley • Dazey Manufacturing • Dowd Sporting Goods • Elgin • Falstaff • Ford • General Electric • Griesedieck Bros. • Hat Research Foundation • Hyde Park Breweries • Johnson Shoes • Kaiser-Frazer • Kline's • Monsanto Chemical • M.-K.-T. Railroad • Pepsi-Cola • Philco • Purity Bakeries • RCA-Victor • R. J. Reynolds Tobacco (Camels) • Reardon Paint • Ronson Lighters • St. Louis Independent Packing • Schenley's (Cresta Blanca) • Seven-Up • Shell Oil • Southwestern Bell Telephone • Stewart-Warner • Trimfoot Shoes • Transmirra Lenses • Union Electric of Missouri • Walco Lenses

St. Louis' Geographical Location in the Center of the Rich Middle-West, and St. Louis' Acknowledged Reputation for Economic Stability, High Purchasing Power and Product-Loyalty Make the Area Served by KSD-TV the Nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION. For Details Regarding Schedules and Availabilities, Write or Call KSD-TV or Free & Peters, Inc.

KSD-TV

The St. Louis Post-Dispatch Television Station • Channel No. 5

May 24, 1948 • Page 37
AT THE $25,000 Atwater Kent party host Atwater Kent (right) receives Judge Justin Miller, NAB president, and Mrs. Miller at the social start of the 26th Annual NAB Convention in Los Angeles. The party was held at Mr. Kent’s elaborate home, Capo de Monte.

EASING OFF to admire scenery during the Kent party are (1 to r): C. E. Hooper, head of C. E. Hooper, Inc., and J. Harold Ryan, Fort Industry vice president. Robert R. Tincher, WNAX, holds camera.


HAVING fun are (1 to r) Mrs. Norman Ostby; William Ittman, Procter & Gamble Co.; Jeanne Gray, KMPC Hollywood; Norman Ostby, assistant to ABC Hollywood vice president; Kay Woods, Margaret Ettinger Agency; Lowry Crites, General Mills.

FIESTA spirits are (1 to r) Wiley Harris, WJX Jackson, Miss.; Burt Adams, NBC New York; Richard H. Mason, WPFF Raleigh, N. C.; Walter E. Wagstaff, KIDO Boise, Idaho.

FIESTA FACES are (1 to r): Michael Hanna, general manager of WHCU Ithaca, N. Y.; Fran Conrad, ABC Western Division stations relations head; Phil Lasky, vice president and general manager of KSFO San Francisco; W. I. Dumm, president of KSFO; Jack Gross, owner of KFMB San Diego; Mrs. Dumm.

EAST AND WEST are (1 to r): L. G. Pefferle, WCVS Springfield, Ill. and wife; Mrs. Jack Heintz and Mr. Heintz, general manager of KUSN San Diego. Balloons were part of the merry-making.

ALS ATTENDING were (1 to r) Jim Murphy, director of KIT Yakima, Wash., and Mrs. Murphy; Phil Scran, UP Southern California business manager.

COUPLING UP at the Kent party are (1 to r). Mr. and Mrs. Edwin Buckalew, CBS western station relations head; Mr. & Mrs. Ivor Kenway, ABC New York vice president. Mrs. Buckalew is about to launch her balloon.

UNNY SIGHT are (1 to r) John Aeagher, KYSM Mankato, Minn.; Mrs. einkle and Earl Reineke, president, en. mgr. of WDAY Fargo, N. D.

RADIO ORAMA this week gives a pictorial report on the festivities at the Atwater Kent Convention party May 16.

FIESTA FACES are (1 to r): Michael Hanna, general manager of WHCU Ithaca, N. Y.; Fran Conrad, ABC Western Division stations relations head; Phil Lasky, vice president and general manager of KSFO San Francisco; W. I. Dumm, president of KSFO; Jack Gross, owner of KFMB San Diego; Mrs. Dumm.
Grumman Amphibian is completely equipped flying darkroom...

**2 WPIX**

**NEW YORK CITY • CHANNEL 11**

**NEWSREELS** available for sponsorship • June 15th

With its own staff of twenty-four men, including ten cameramen covering the area around New York and Washington... two planes, station wagon with complete camera equipment... News and AP wire services... foreign footage from French Gaumont, British coverage, other WPIX sources... all national and international resources of The News... fastest and finest production facilities... WPIX newsreels will provide earlier presentation of all the news and features in more informative, interesting, and entertaining form... make conversation and comment, prestige and sales for sponsors.

Now available for sponsorship—and for syndication—WPIX Newsreels represent two of the best advertising franchises in existence. For details phone, wire or write...

**WPIX** • 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.

---

**Daily Newsreel**

Aims to show today's news today, plus prompt coverage national and international, sports, fashion, drama, etc.

10 minutes • weekdays

**Sunday Roundup**

...summary of the best news pictures of the week, picked from WPIX daily newsreels plus coverage of current news.

20 minutes • weekly

---

Two Houston developers process 15 ft. film per minute...

---

Bell & Howell printer prints positive from positive at 90 ft. per minute...

---

First on the scene, first on the screen!

---

Special station wagon with deck on roof for two cameramen...
A ONE STATION AUDIENCE in

Central New England Listen
rounding cities and towns, ex
hours, sign-on to sign-off, Su

WTAG

ALL OTHERS

95 QUARTER HOURS
19%

Above data from just-released
Benson & Benson Diary Study.
Your nearest Raymer man will
gladly show you the complete
study. It's amazing!

5000 WATTS • BASIC CBS WTAG
a MANY-STATION MARKET!

ers, in Worcester and fifty-four sur-
press their preference by quarter-
day through Saturday as follows:

Double Barreled! ... The lat-
est Hooper figures, Worcester
city only, show the same, con-
sistent WTAG domination of
audience—morning, afternoon
and night!

WORCESTER • REPRESENTED BY RAYMER
Affiliated With the Worcester Telegram-Gazette
LAMB PROTEST

EDWARD LAMB, Toledo attorney and station owner, who was blasted on the House floor by Rep. F. Edward Hebert (D-La.) for “Communist associations” [Broadcasting, May 10], has written the Congressman that unless his plan is to “smear and run,” he (Lamb) will meet with him or his group “at any time at any place to make available every bit of evidence.”

Mr. Lamb said he had denied Rep. Hebert’s charges and emphasized his interest in “building a democratic order under a system of free enterprise,” but he added, “denials do not generally receive the attention given baseless or false character assassination.”

Referring to the $600,000 libel suit filed by him against the Erie (Pa.) Times [Broadcasting, May 17], Mr. Lamb invited the Congressman to appear as a witness for the Times so that the jury “might have the benefit of your ‘evidence’.”

“Do you not think it is significant that this attack upon me comes from a Congressman from Louisiana?” asked the Toledo attorney. He suggested that his background be checked with Sen. Edward Martin (R-Pa.) or with Reps. Carroll D. Kearns (R-Pa.) and Homer Ramey (R-Ok.). The latter, he pointed out, is from Toledo and has known him for many years.

Rep. Hebert was not available for comment. A spokesman for Sen. Martin said the Senator had thanked Mr. Lamb for his support several years ago but knew nothing of the current controversy. Rep. Ramey told Broadcasting he has known Mr. Lamb for 25 years since he was a police prosecutor and he (Ramey) was a judge but that he could not comment on the current dispute. Rep. Kearns’ candidacy for Congress two years ago was backed by Mr. Lamb in his Erie District.

NOE WINS ACQUITTAL; TO SEEK SENATE SEAT

JAMES A. NOE, president of WNOE New Orleans and KNOE Monroe, La., and former Louisiana governor, was acquitted in a New Orleans Federal Court last week of jury fixing charges. He had been charged with jury tampering in a $155,000 income tax evasion case of three years ago.

Immediately after his acquittal, Mr. Noe announced he would seek the seat of the late Sen. John H. Overton in the coming election.

65,000 Vets Now Study Radio, Communications

VETERANS ADMINISTRATION revealed today (May 24) that over 65,000 World War II veterans are being trained for occupations in the radio and communications field under the J-1 Program.

Nearly all the veterans are enrolled in educational institutions. About two-thirds of them are taking courses in radio and television mechanics, 17,597 in general radio and communications and the remainder are taking courses in radio operation, telegraph operation, telephone and allied fields.

Radio Workshop

TWO-WEEK Broadcasting Workshop will open June 14 at Mary Washington College, Fredericksburg, Va. Workshop is designed for educators, civic leaders and organization leaders who engage in building programs for stations. First week will be spent in fundamental techniques and program building, second week will concern educational broadcasting. Further information may be obtained by writing Mrs. M. R. Sollenberger at the college.
"Always giving something extra!"

"Just ask your Raymer representative"
PUBLIC OFFERING of 500,000 shares of voting stock, placed on the market last Monday by ABC, was absorbed in less than two hours at $9 per share. The proceeds of the issue will be used by ABC to finance television operations in five cities as well as other technological developments, according to Mark Woods, president.

In a Feb. 13 registration filed with the Securities & Exchange Commission, ABC had proposed to offer 250,000 shares of stock to the network's affiliated stations. This proposal was amended to the 500,000-share public offering and the SEC registration became effective the afternoon of May 14.

Though ABC has no record of stock purchases from individual brokers around the nation, it is understood that brokers sold blocks of shares to ABC affiliates, who were among the first prospects contacted in many cities.

It was learned that requests for the stock were in excess of the offering in many areas.

To Repay Note
A loan has been arranged with the Prudential Life Insurance Co. of America for $5,000,000 on a long-term basis, of which $4,000,000 will be used to repay ABC's 2 1/2% notes due Oct. 14, 1949, with the balance available for capital expense, working capital and other purposes. Net proceeds of about $807,500 from sale of WOOD Grand Rapids, Mich., are available for such use.

History of ABC's operations since formation of NBC's Blue Network in 1927 and separation of the Red and Blue in 1943 is filed in the registration with SEC, along with the purchase of Blue Book stock for $8,000,000 by Edward J. Noble, ABC board chairman.

At that time, it is explained, Mr. Noble bought 400,000 shares of 10 par capital stock for $4,000,000 in cash and obtained the remaining $4,000,000 by issuing notes. Each share of stock was changed to two shares of 1 par in 1946.

Television plans of ABC include five CP's for Channel 7. Transmitters have been ordered. ABC expects to sign a New York lease soon for a TV transmitter, and also lease a site atop the Civic Opera Bldg. in Chicago. WXYZ has a lease for the Maccabees Bldg., Detroit. Sites have been leased on Mt. Wilson, for Los Angeles, and Mt. Sutro, for San Francisco. ABC estimates the two West Coast stations will be operating by yearend.

The five stations will be key for regional TV networks, later to be joined into a nationwide hookup. TV operations are reviewed including programs on stations owned by other interests in New York, Schenectady, Philadelphia, Washington and Chicago. ABC refuses to predict when TV operations will be profitable, or whether TV will compete with or supplant AM.

ABC explains it operates FM stations in New York, Chicago, Los Angeles, San Francisco and Detroit.

"It is not anticipated that operation of FM stations by the company will increase its operating revenues in the immediate future," it is stated.

Salaries and bonuses above $20,000 paid ABC officers are listed as follows:

Mark Woods, president, $85,000
Robert E. Kintner, executive vice president, $37,499
Charles C. Barry, vice president, $24,499
Edwin R. Borroff, vice president, $27,374
Robert H. Hinckley, vice president, $27,299
John H. Norton Jr., vice president, $22,650
C. Nicholas Priaulx, vice president, $27,499
Charles E. Rynd, vice president, $20,793
Adrian Samish, vice president, $23,333
Don Searle, vice president, $27,499
Fred M. Thrower Jr., vice president, $24,499
Paul Whiteman, vice president, $15,000

"Effective Jan. 1, 1948 salaries (without commissions) of Messrs. Kintner, Barry, Norton and Thrower increased to these amounts: Mr. Kintner, $56,000; Mr. Barry, $27,500; Mr. Norton, $25,000; Mr. Thrower, $27,500."

Mr. Samish no longer associated with company. A former vice-president April 3, 1948. In addition he was paid $100,000 for services on sponsored programs in 1947.

On Feb. 17, 1947, it is stated, the company borrowed $1,250,000 from Mr. Noble, issuing a note to him due Nov. 17, 1947.

Proceeds were applied toward a $2,500,000 bank loan, with the balance paid from general funds. Mr. Noble was given an option to buy common stock at $75 per share, which he exercised by receiving 166,666 2/3% shares of common upon surrender of the note.

Other company personnel exercised options in 1947 to buy 18,750 shares of common at $5. These options follow:

Charles C. Barry, 1,000 shares; Edwin R. Borroff, 1,000; Norton, 1,500; George O. Milne, 200; John H. Norton Jr., 1,300; Charles E. Rynd, 1,000; Don Searle, 2,500; Fred M. Thrower Jr., 1,500.

Murphy, Rosenman Key Figures in CBS Hearings
ADRIAN MURPHY, CBS vice president and general executive, will present key testimony, and Samuel I. Rosenman, former New York State supreme court justice has been named chief counsel for the FCC hearing on the CBS application for a television station in San Francisco. The hearing is set for May 24 in that city.

Others named to take part are D. W. Thornburgh, vice president in charge of CBS Western Division, Julius Brauner, CBS general attorney; William Lodge, CBS director of general engineering; Harry S. Wit, assistant general manager of KNX Hollywood; Nathan L. Halpern, assistant to President Frank Stanton, and Richard Salant, attorney in the law firm of Rosenman, Goldmark, Colin & Kaye.

WWXL on Fulltime
WWXL Peoria, Ill., begins fulltime operation today (May 24) with 1 kw on 1560 kc. Station claims to have established a new record in completing and tuning in a three-tower directional array with both day and night patterns in 16 days. Task was accomplished with the cooperation of Ring & Clark, Washington consulting firm.

THE NUMBER II
INDUSTRIAL CENTER
IN ILLINOIS

ROCKFORD * ILLINOIS

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

*1947 Retail Sales in Winnebago County Totalled 149-Million

BROADCASTING • Telescating

Page 44 • May 24, 1948
WFLA FM went on the air Sunday, May 9th, operating with 10,000 watts, 17 hours a day.

Now all WFLA programs, sponsored and sustaining, NBC and local, are broadcast over both WFLA and WFLA-FM.

These programs which have brought TOP hooper ratings* to WFLA in every time segment—MORNING, AFTERNOON and EVENING—are now available to an estimated 100,000 additional prospects in south and central Florida.

For maximum coverage, for most listeners, for double-barreled impact in the heart of Florida's richest, most heavily populated trade area, you need WFLA and WFLA-FM.

*Latest Hooper Reports available upon request.
Mobile "Press Register' AM, FM Stations Start

WABB and WABB-FM Mobile, Ala., were slated to begin operations about May 20. WABB operating with 5 kw fulltime on 1480 kc and WABB-FM with 50 kw effective radiated power on Channel 300 (107.9 mc). WABB is an MBS affiliate. Stations are owned by Mobile Press Register.

President and general manager is William J. Hearin Jr. Other key staff members include Anthony Leighton, program director; Carrol Gardner, director of advertising; William H. Murphy, director of engineering, and Star Smith, director of news broadcasts.

Western Electric speech input equipment and transmitters are used throughout. Four transmitting towers, five miles north of Mobile, range in height from 200 to 385 feet. Studio installation in Mobile's Radio Center in the Press Register Bldg. (BROADCASTING, Nov. 3, 1947) includes theatre studio, two other studios, master control room, a second control room for FM, a news room, two announcer booths and business offices.

WLAL (FM), New Outlet In Ohio, Gets Underway

WLAL (FM) Lakewood, Ohio, held its formal opening May 14. Station is on Channel 285 (104.9 mc) with 5 kw.

Permittee is United Garage & Service Corp., owners of WINK Ft. Myers, Fla. United Garage operates taxicabs in Cleveland, Akron and Canton and owns High Level Motors Inc. President is Arthur B. McBride, also owner of Cleveland Browns football team. With his son, Arthur B. Jr., he owns 50% of permittee corporation. Harry and Daniel Shebby own 25% each. Application by the corporation for an AM station in Lakewood was dismissed without prejudice in September 1947.

KTLN Takes the Air

KTLN Denver, 1-kw daytime station on 990 kc, went on the air May 16, with open house held at the station 2-4 p.m. Alfred M. Landon, former Kansas governor and one-time Presidential nominee, is president and owner of the new station. Studios are in Denver’s Park Lane Hotel.

KTLN FM, owned by the Oakland (Calif.) Tribune, is on the air on Channel 297 (101.3 mc). Inaugural program on May 3 featured talks by J. R. Knowland Jr., president of the new FM outlet and its sister station, KTLN (1 kw fulltime on 910 kc) and assistant publisher of the Tribune; Mayor Joseph E. Smith of Oakland, and James L’Hommedieu, president of Oakland Chamber of Commerce.

Radio and Screen Stars Will Open MGM Station

KMG M Los Angeles, FM outlet of Metro-Goldwyn-Mayer, will formally take the air May 27 with gala lineup of radio and screen stars as well as civic leaders, according to William F. MacCrystall, general manager.

Starting at 3:30 p.m., personalities to participate include: Andy Russell, Margaret Whiting, Martha Tilton, Buddy Clark, Dinah Shore, Dorothy Lamour, Dick Haymes, The Andrews Sisters, Bob Carroll, Beryl Davis, Tony Martin, Phil Harris, Art Lund, Helen Forrest, Kathryn Grayson, Johnnie Johnston.

"Voice' Adds Listeners

INCREASE of four or five times in the number of Czech listeners to "Voice of America' broadcasts since the Communist coup in that country has been disclosed by George V. Allen, Asst. Secretary of State for Public Affairs. Speaking before the Pacific Regional Conference of UNESCO in San Francisco, Mr. Allen said "friendly sources" had brought the information to Washington.
Western Electric
54A Clover-Leaf Antennas
Springing up all over!

BECAUSE...

The 54A is mechanically sturdy.
The welded steel tower has ample safety factor to withstand high wind velocities.

It's easily erected.
That's the result of its simplified construction! Each lightweight, 10-foot section is a complete welded unit—and the sections are quickly and easily fastened together with steel drive-bolts.

It's highly efficient.
To provide maximum radiation for the assigned frequency, each antenna is tailor-made by the erection crew—merely by following simple instructions for spacing of radiating loops.

For complete information on the Western Electric 54A Clover-Leaf, call your local Graybar Broadcast Representative—or write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—

PLANTING?

DULUTH, MINN.—"Want to plant your sales message in the minds of north country buyers?" asks Otto Mattick while joy-riding with his twin-board ratchet.

"Don't dig deep and buy a string of stations. KDAL is all you need. For years sales stories sown by KDAL have brought big yields. The Fall-Winter Hooper proves how KDAL dominates listening in Duluth-Superior."

Quit worrying furrows in your brow over how to get a rich harvest in the north country. Let Avery-Knodel Inc. show you why KDAL is your solution.
NOW three AM transmitters (one in the District of Columbia; another in Arlington, Va., and a third between Chevy Chase and Silver Spring, Md.) simultaneously broadcast all WINX programs at 1340 on the dial.

This concentrated coverage is why clients and listeners alike are more and more turning to the new "triple" WINX.
N. Y. Critics Circle Presents Citations

Group Regrets Durr's Leaving Commission Post

ISSUING its first annual statement last week on radio and television, the recently organized Radio-Television Critics Circle of New York cited networks and a few independent stations for "outstanding service" during the year.

The Circle also expressed regret for the impending departure of Clifford Durr from the FCC, naming him a "symbol of public service ideals for radio."

Other citations went to the following: New developments, Child's World and Candid Microphone on ABC; network's relationship to the community in terms of public service, responsibility, information and entertainment, CBS is There (now You Are There), Doorway to Life, Documentary Unit, CBS Views the Past, all CBS.

WNEW New York was again praised for its tolerance jingles, Little Songs on Big Subjects.

NBC Praised

NBC was praised as having the most to promote television, with Theatre Guild, Kraft Theatre, NBC Symphony, Author Meets the Critics and The Nature of Things given as examples.

Other video features mentioned were CBS sports programs, DuMont's Court of Public Opinion (now the Current Issues Program), and Dennis James was named as an outstanding new personality in television's announcing field.

The Circle blamed immaturity of video entertainment and its "failure to attract discriminating viewers" in a more generous portion of educational and public service features" for retarding television's progress.

The Eternal Light, NBC, and Greatest Story Ever Told, ABC, were mentioned for "combining inspirational messages with entertainment."

Comedy shows were generally criticized, although the Circle lauded Mr. American and Abe Burrows, both CBS.

Radio Newsrel on MBS was cited by the Circle, which also deplored the "gradual elimination of politically liberal commentators and the tendency of radio broadcasters to give a one-sided interpretation of the news."

ABC was praised for its documentary on venereal disease.

Antignish, N. S.; CHVC Niagara Falls, CKOK Penticton, CJOY Guelph, and CKOK Kitchener. CHNO Sudbury is applying for change in control of license company, Sudbury Broadcasting Co. Ltd., from G. M. Miller to B. F. Richardson.

Emergency transmitter licenses are being asked by CHNS Halifax and CJAT Trail. Power increases are being requested by CJAD Montreal, CKWX New Westminster, and CJBR Rimouski.
Home of the fragrant weed . . . . The agriculture of tobacco, which had its earliest start in the cradle of America, Jamestown, Virginia, is now the nation's 4th crop . . . and VIRGINIA ranks 4th of all the states in its production, with a 1946 crop value of $75,533,000! With over 90% of the nation's entire tobacco produced in the South, smoke dreams turn into sales facts when you reach the billion-dollar market which hears and heeds the Voice of the South . . . WRVA . . . 50,000 watts . . . represented by Radio Sales.

50,000 WATTS . . . . NIGHT AND DAY STUDIOS IN RICHMOND AND NORFOLK
Bill Provides for Business Censuses Every 5 Years

CENSUSES of manufacturers, mineral industries and other businesses, including the distributive trades, service establishments, and transportation will be compiled and published every fifth year beginning in 1949 under terms of a bill approved by the House Post Office & Civil Service Committee.

The bill, HR-6205, authored by Rep. Harold C. Hansen (R-Minn.), provides further that each census shall relate to the year immediately preceding the one in which it is taken.

An exception is made in the matter of a manufacturers census. Under terms of a special appropriation voted by the last session of Congress, the census of manufacturers is being taken in 1948 and will not be repeated in 1949. But it will be taken every five years thereafter along with the others.

RCA Film Recorder

A NEW 35mm magnetic film recorder developed by RCA was announced last week at the Society of Motion Picture Engineers Semi-Annual Convention in Los Angeles.

Designed to handle 35mm film it may be installed in existing recording and reproducing channels, making it unnecessary to purchase complete and separate magnetic recording equipment.

WWOD

Lynchburg's First Regional Station

WWOD covers the rich Central Section of Virginia, the Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County. Total population in WWOD's primary and secondary coverage areas: More than 216,000; radio homes, more than 35,000. Write us or ask the Walker Company.

Affiliated with

Mutual

1000 Watts • 1390 Kc
Jack Weldon, Manager
Owned and Operated by
Old Dominion Broadcasting Company
Lynchburg, Virginia
National Representative
The Walker Company

Get TV Set

LOWEST-PRICED television receiver yet made by General Electric and the first to be made at its new Electronics Park plant in Syracuse was put into circulation last week. Known as model 810, the table model set has a list price of $299.50 in the East and uses a 10-inch direct-view picture tube with an aluminum-backed fluorescent screen. First shipment went to Buffalo, N. Y., distributor, but shipments to other areas are scheduled soon.

BMB Fee Cut

5% Reduction Effective July 1, Felts Says

HUGH FELTIS, president of BMB, speaking at the NAB convention's Tuesday morning session, told broadcasters that there will be a 5% reduction in the basic subscription fee beginning with the new fiscal year, July 1. This reduction, he said, was made possible by operation economies. He revealed that there are now more than 600 subscribers to the service.

Durban of U. S. Rubber Is Slated to Head ATS

CHARLES DURBAN, assistant advertising director, United States Rubber Co., is slated to become president of American Television Society for the coming year. He is head of the official roster of officers selected by the ATS nominating committee, inclusion on which is tantamount to election. Other official nominees are: Halsey Barrett, DuMont Television Network, for vice president; Emerson Yorke, head of his own film studio, for secretary; Archibald U. Braunfield, CPA, for treasurer.

11 names submitted by directors, with seven to be chosen at the annual election, to be held May 27 at a closed ATS meeting at New York's Advertising Club. They are: Don McClure, N. W. Ayer & Son, retiring president; Edward Bobol, Media Voice, Inc., New York; George McGowan, ABC; B. O. Sullivan, WPIX New York; George Shupert, Paramount Pictures; Charles A. Allotte, "Flinn Daily"; Frank Feltis, The Guild of Broadcasters; Robert Mowrey, ABC; D. C. Fjeld, NBC; and Margaret Whiting, publicist.

Toscanini Series May Become Autumn Co-Op

NBC Symphony Orchestra with Arturo Toscanini may be placed on a cooperative basis this fall, Burton Adams, NBC manager of cooperative programs, told network affiliate representatives at a workshop meeting May 12. If this is done, Mr. Adams said, the 13-week summer series with guest conductors would also be made available to affiliated stations on a cooperative basis in 1949.

The meeting was the first session in the third year of the series. Thomas McCrory, NBC national program manager, said most summer sustaining shows will be dedicated to governmental or charitable campaigns.

Noran E. Kersta, director of television operations, described network's services to affiliated video stations.

Radio to Urge Set Question in Census

WEIGHT of several key segments of the broadcasting industry will be thrown behind efforts to obtain a radio set-ownership question in the 1950 U. S. census [Broadcasting, May 3].

NAB's convention in Los Angeles last week formally adopted a resolution calling on the board and NAB management to use all possible means to get questions in the decennial census covering AM, FM, television and facsimile set ownership. Individual broadcasters were urged to cooperate with the NAB in bringing the matter to the attention of members of Congress and state legislative bodies.

Fending before Congress is enabling legislation for the 1950 census though preliminary work already is under way at the bureau. Also pending are bills to authorize a census of business and manufacturing as well as a bill to provide funds for a separate housing census, in connection with the 1950 decennial tabulation. The 1940 set count was taken in connection with the housing census.

Already lined up behind the move to obtain a 1950 set count are BMB, FM Assn., and Radio Manufacturers Assn. The RMA headquarters office has approved the campaign, and the matter will come before the RMA board next month.

WGNB (FM) Signs Hotels As Night Show Sponsors

WITH the signing in one recent week of five new contracts by leading Chicago hotels, WGNB (FM) Chicago last week was shaping its nightly 8:45-9 p.m. segment as the "hotel hour" by delving into the hotel field for commercial FM sponsors.

Hotels which recently signed contracts for weekly musical recorded programs were the Ambassador, Ambassador East and Sherman (for 52 weeks) and the Sherman and Drake (for 13 weeks). College Inn Food Products signed also for a weekly program. Copy is institutional.
Editorial

It Happened in L. A.

RADIO grew a dozen years in a dozen hours last week.

It happened at the NAB’s 26th Annual Convention in Los Angeles.

A voluntary code for self-regulation was adopted, with a unanimity that flabbergasted its most ardent sponsors.

An entente cordiale with the FCC blossomed, and there was no hint concealed behind the foliage of the olive branch.

A successful start was made in the all-radio campaign to sell radio’s selling power against the heavily subsidized campaigns of competitive media designed to check radio’s march to the forefront of advertising.

It was a business meeting at which things were done. In two jam-packed days, President Justin Miller marshalled through the 1,000 voting-delegate, branded with concrete actions that gave to radio a vastly increased stature as a profession and an art.

The crowning achievement of code approval, after the sanguinary embroglio of Atlantic City during the summer, was a code concealed only by the heart-warming talk of FCC Chairman Wayne Coy, who five short months ago had left independent station management ranks to accept President Truman’s call to return to public life.

Mr. Coy, a former NAB board member, spoke his mind on all counts, but with a sincerity and an assurance that instilled new confidence in his erstwhile colleagues. There was nothing of the Blue Book, of regulation, or of profits.

“I know of no responsible person in the government, including members and staff of the FCC, who favors government operation,” said Mr. Coy.

Because control came from a practical broadcaster, now at the helm of American radio regulation, delegates were satisfied. They felt radio regulation was in good hands. For the first time in years there was no finger-pointing and scolding.

All broadcasters didn’t agree with everything that Mr. Coy had to say. He foresaw FM as inevitably replacing AM in sound broadcasting “within a generation.” A couple of years later, a showing of hands by those in AM and FM revealed that operators felt it is about 10 to 1 that FM won’t replace AM.

But Mr. Coy, in the show business vernacular, “brought down the house.” And he deserved it.

In adopting a self-regulation code, the membership gave to Judge Miller a personal vote of confidence. For code approval is the keystone of the NAB president’s pledged campaign to achieve for radio a professional status that will lift it above the innuendos and the calumnies heaped upon it by those who would have it shackled as a kept agency of Government. The next step is code observance, and the machinery already is in motion by virtue of NAB board action.

It was significant that Ted Cott, of WNEW New York, who had spearheaded the independent operators, in an autonomous Atlantic City sessions, himself moved the resolution urging board promulgation.

It took time, patience and fortitude. Hark back to the Chicago Convention of October 1946, when CBS Board Chairman William S. Paley sounded the first call for program reform by voluntary means. Even before the Atlantic City Convention got under way last September NBC President Niles Trammell had ram-rodded through an NBC affiliates convention a code basically similar to that which threw the NAB convention into a tail-spin.

The rest is history.

It may have been accidental that the All-Radio campaign to sell radio inspired by Vic Ratner, of CBS, and so ably backed up by Gene Thomas of WOR and Gordon Gray of WIP, should have converged with the code at the same convention. The two projects run hand in hand.

“Radio Has Been Strangely Silent” was the theme used to stimulate thinking about radio’s role in the nation’s life. As radio likewise had been “strangely silent” as do-gooders and competitors lambasted it for the omissions of the marginal operators.

The code means better business. The All-Radio campaign spells more business. The two are inextricably interwoven. The All-Radio campaign means contribution by all in radio of $200,000. The code means all-industry contribution of good conscience, and service.

The combination underscores and underwrites Wayne Coy’s crowning comment:

The future of American radio must be planned and fashioned within the present form of operation by private enterprise.

R. NAB

AT LONG LAST, the NAB has found that right combination—a top level two-day management convention with the engineering or any other timely phase appealing to specialized elements handled separately.

That was the story at Los Angeles. Compare it with the four-day talkathon of Atlantic City just eight months earlier.

The wisdom of Howard Lane’s Convention Committee and program committee in exposing this plan is evident. Two days of high level, high speed ownership-management sessions accomplished infinitely more than the double features of the past. Pardon us if we observe that we urged this method even before the Atlantic City fiasco.

Of course, the Los Angeles setting, the super-efficient manner in which the Southern California Broadcasters Assn. handled arrangements, and the post-convention social activity was responsible in large measure for conditioning of delegates. Hotel arrangements were exemplary. Harry Maislitz ought to get a Croix de Radio with crossed mikes and Bill Beaton a medal of the L. A. Chamber of Commerce. All of the SCBA members rate radio’s thanks.

Take It Easy

AT NAB’S Convention in Los Angeles last week, there were lots of old-timers—men who had put their own stations on the air in the last quarter century. But there were more newcomers—new AM’ers, FM’ers, TV’ers.

Absent, since the Atlantic City sessions, were a substantial number of radio’s sour-doughs—thimlers at 45 or 50. We won’t name names. Some have gone to that radio Valhalla. Others didn’t make it to L. A.—on doctor’s orders. Radio is in their hearts, but their hearts couldn’t take it.

They were a younger generation. Radio was a young man’s game. It still is for the younger man. By and large, the juniors are well-equipped. Let them handle more of the load. Let’s be wiser by gradually and gracefully becoming “elder statesmen.”

As arts and industries go, radio is a “young” business. It has done wonders. It has broken records. Let’s not break the mortality records. So let’s take it easy.

Our Respect To—

ROBERT SAUDEK

Radio has been accused in some quarters of keeping the vital issue of American Communism under wraps. That notion is scheduled to be broken in a few weeks by ABC with a three-part documentary broadcast, Communism in America.

Never a network to back away from a current topic merely because it was plastered with “Danger—High Explosives” warnings—network’s April 29 documentary on “V.D.” was warmly praised—ABC will pull no punches in its study of U. S. Reds, advance information indicates. The three sections of Communism in America are subtitled A Blueprint of U. S. Communism, Party in Action—How to Start a Revolution, and Psychoanalysis of a Communist.

The man behind this series, as well as the “V.D.” study, is Robert Saudek, ABC’s vice president in charge of public affairs and one of radio’s fanciest skaters on thin ice. In overall charge of the network’s documentary production, Mr. Saudek also was ringmaster for Hiroshima, Slums and Schoolteacher—1947.

A career man who had spent all of his working life in radio, Mr. Saudek well remembers the tag that went with his name, when the mere mention of “venerable disease” was enough to cut a speaker off the air. This happened on a major network to the late Gen. Hugh (Ironpants) Johnson, he recalls. It was as though the letters “V.D.” stood for a rival network.

ABC and Mr. Saudek deserve great credit for helping to break the taboo against speaking out on the subject. Erik Barnouw, an outstanding radio writer and dramatist who is also radio consultant to the U. S. Public Health Service, was commissioned to write the script. ABC Newman George Hicks was sent on a tour of V.D. wards with a wire recorder, interviewing patients and gathering first hand data.

As Mr. Saudek sees it, doing a documentary broadcast doesn’t end with presenting or dramatizing the facts of an issue. In V.D., in Slums, and Schoolteacher, ABC went on to outline concrete courses of action, or solutions for whatever problems were posed. Wherever possible, expert testimony supported these suggestions. The network’s affiliates were encouraged to follow the documentaries through on the local level, particularly with the Slums story.

Mr. Saudek’s network title doesn’t prevent him from taking an active part in all phases of documentary production. “This is just what (Continued on page 60)
In the Cincinnati METROPOLITAN Area — — —
(Based on Pulse March-April 1948)

Of These Four
WCKY is First, 8 AM—12 Noon, Mon.-Sun.
WCKY is Second, 12 N—5 PM, Mon.-Sun.
WCKY is First, 5 PM—7 PM, Mon.-Sun.
WCKY is Second, 7 PM—8 PM, Mon.-Sun.

In the Cincinnati TRADING Area — — —
(Based on Pulse, January Outside County Report)

Of These Four
WCKY ALONE maintains its share of audience.

In the 10 STATE OUTSIDE PLUS AREA — — —
(Based on BMB and Mail Response)
WCKY ALONE has proven*, consistent audience.

* In the first four months alone of 1948, 452,133 direct sales orders from over 90% of the 856 counties in these ten states.

And this WCKY CLEAR CHANNEL AUDIENCE AND COVERAGE
24 HOURS A DAY AT NO EXTRA COST!

New York Office:  Thomas A. Welstead
Eastern Sales Manager
53 East 51st St.
Phone: Eldorado 5-1127

L.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
IN CINCINNATI ---

LOOK AT EACH OF THESE FOUR ---

WCKY—Independent—50,000 Watts
Network Station B—5,000/1,000 Watts
Network Station C—5,000 Watts
Network Station D—250 Watts

FOR EACH OF THESE FOUR ---

CINCINNATI METROPOLITAN AUDIENCE
CINCINNATI TRADING AREA AUDIENCE
OUTSIDE 10 STATE PLUS AUDIENCE
AND—COST.

INVEST YOUR AD DOLLAR WCKY'S-LY
“New York’s most dynamic radio station”

“A serious competitor of the biggest networks”

“Perhaps the most successful enterprise in radio”

“A fabulous operation”

Bouquets for Us...

mean New York’s No. 1 buy for You—

WMAL

ON THE AIR 24 HOURS A DAY

ON YOUR DIAL

Represented by John Blair & Co.
It pays to know
WOV's 5 Audited Audiences

IT PAYS TO KNOW... AUDITED AUDIENCES, WOV's answer to today's challenge to radio tells you who listeners are, where they live and shop, what they earn, spend and buy, what they like and dislike, how many own telephones, the average size of their families.

See how alert advertisers are taking the guess out of buying with WOV's 5 Audited Audiences—each the result of a continuing, penetrating, accurate listener survey called SMI, Specific Market Information. It pays to know, you too can take the guess out of buying. Get the facts today on...

5 AUDITED AUDIENCES
Ralph N. WelI, General Manager, The Rolling Company, National Representative

★ WAKE UP NEW YORK with Bill Williams
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans. More than the combined population of Baltimore and Washington.
Cleveland TV Sets

ACCORDING to a survey of television set distributors, over 3,400 television sets are now in operation in the area served by WEWS Cleveland, Scripps-Howard TV outlet. Of the sets, 2,311 are reported to be in homes and 905 in public places. One hundred and eighty-six sets were reported assembled from television kits.

- **KFSF**
  - delivers a market
  - that
  - can’t be covered from
  - Outside Ft. Smith!

- **FORT SMITH**, the number 2 market in Arkansas...the center of rich agricultural and industrial market.

- Sales from manufacturing average over 33 million of dollars per year...retail sales over 25 million. Effective buying power is set at 58 million per year. Bank deposits are over $110,000 PER CAPITA! A great market...it’s all yours through...KFSF...Fort Smith.

---

**MBS VS. GOLENPAUL**: **COUNTER-CLAIM FILED**

A DENIAL of allegations filed against MBS by Dan Golenpaul in a $500,000 suit several months ago and a counter-claim for $100,000 for asserted violation of contract were filed in federal court in New York by MBS last week.

Mr. Golenpaul, owner of Information Please, sued Mutual for allegedly mishandling his program in selling it cooperatively.

The Mutual answer sought $100,000 on the ground that Mr. Golenpaul had violated his contract by refusing to permit delayed airing of the program on independent stations and failing to approve some sponsors which local stations had obtained.
WENR

WENR has the largest nighttime total audience of any radio station in Chicago!

Looking for the best buy in Chi? If you have a product to sell in the vitally important No. 2 market in the nation, listen to this: WENR leads all other Chicago stations in nighttime total audience! The proof is in these impartial BMB* figures:

• The total audience for WENR is 3,411,890. For station "X," it is 3,401,390. For station "Y" and station "Z": 2,942,300 and 2,513,650.

Leadership in nighttime total audience is only one advantage at WENR, the station that gets MAXIMUM RESULTS for its advertisers. There are eye-opening facts about what the station has done for its advertisers—and what it can do for you. Get the complete details from your nearest ABC representative today!

PICK YOUR AUDIENCE in Chicago with one of these available co-op programs.

You pay only WENR's share of the costs of these popular network shows!

1. America's Town Meeting of the Air... 7:30 p.m. Tuesday. What prestige, what good will! This distinguished full-hour forum gives listeners both sides of the vital issues in the news. Famous speakers, exciting debate... and a huge, loyal, ready-made audience!

2. Boston Symphony... 8:30 p.m. Tuesday. A top-notch public service program! A full hour of the world's greatest music, played by the noted Boston Symphony Orchestra, conducted by Dr. Serge Koussevitzky. Follows America's Town Meeting on WENR's powerful new Tuesday-night line-up of prestige programs.

3. Mr. President... 1:30 p.m. Sunday. Direct from Hollywood—with M-G-M's popular Edward Arnold as its star—comes this exciting program of behind-the-scenes dramas in the White House! History, patriotism, suspense, mystery, thrills for every member of the family!

*Survey No. 1 — March, 1946. Note: Report for WENR is combined with WLS. Stations share time with same program, and frequency.

Call the ABC spot sales office nearest you for information about any or all of these stations:

WENR — Chicago 50,000 watts 890 kc
KECA — Los Angeles 5,000 watts 790 kc
KGO — San Francisco 50,000 watts 810 kc
WJZ — New York 50,000 watts 770 kc
WMAL — Washington 5,000 watts 630 kc
WXYZ — Detroit 5,000 watts 1270 kc

ABC — Pacific Network

American Broadcasting Company
I
GERALD MAYER, OF MAYER

In addition to its regular operations, Mayer Louisville, has been named man-
ger, a station to be
constructed soon by Mid-America Broad-
casting Corp. Mr. Eaton joined WHAS in 1929. A year later, becoming program manager, he succeeded fin-
ally commercial manager of the WHAS station.

Mr. Libby, representing the officers and directors of the network, was expected to establish offices in Rochester, Watertown, Utica and possibly Binghamton, according to an announcement from the network's Washington office. The network will cover up-state New York, the Albany area, and northern Pennsylvania, and offices are to be opened in Syracuse and vicinity. June 1 and it is expected that network operations will start July 1.

Mr. Eaton

Management

JOHN P. FOSTER, former assistant manager of WJAC Johnstown, Pa., has been named manager, succeeding the late JOHN TULLY.

JOE EATON, for nine years commercial manager of WHAS Louisville, has been named manager of the new Louisville station to be constructed soon by Mid-America Broad-
casting Corp. Mr. Eaton joined WHAS in 1929. A year later, becoming program manager, he succeeded fin-
ally commercial manager. As resigned from WHAS at last November. Call letters for new station have not been issued on 1060 kc, but as 5,000 w day. 1,000 night.

RICHARD W. BRAHM, formerly with WNEW New York promotion department, is a new administrative assistant to WQXR New York. Previously Mr. Brahm was with Davenport-Frega-
gard-Sample and Louis C. Owan Inc., both of New York.

CHARLES B. BROWN, program manager of KPT Los Angeles, AM, FM and TV, has resigned, effective June 1, to become manager of Video Broadcasting Co. Firm was recently granted con-
struction permit for Portland, Ore. with other applications pending for San Jose and San Diego. In 1938 Mr. Brown was sales promotion manager of KPO-
KCO San Francisco, and following year headed promotion section for NBC's Western Div. He was NBC stations promotion manager and RCA director of advertising before forming Colonial Films. of

Respects

Wiso and Steve Libby
Win Publishers' Award

THE MONTHLY publication of WIS Columbia, S. C., WIS-dom, has won the "Highest Award" certi-
фикат in the 1949 International In-
dustrial Publishers contest at Det-
roit. The WIS promotional newspa-
per placed third in the "Newspa-
papers Black and White, Letter-
press" division. It was the only ra-
dio station publication in any award-winning class in the contest.

Steve Libby, promotion and public-
ity manager for WIS and WIS-
FM, edits the 8-page publication.

More Effective

New Tower!

wbir's new 465 foot
tower with 12 miles of copper ground system makes possible greatly
increased coverage. Makes Wbir local and
ABC programs available to hundreds of additional
radio homes. Additional coverage plus a high
HOOPER equals a good buy on any slide-rule.
Ask a John E. Pearson

man.

John P. Hart, Mgr.

Knoxville, Tenn.
TEN YEARS OF LEADERSHIP

Ten years ago the first AUDIODISC was manufactured...manufactured by a patented precision-machine process, which produced the finest recording disc known.

During this decade AUDIODISCS have been rated first in every field of sound recording...radio broadcasting, commercial recording studios, the phonograph record industry, motion picture studios, educational institutions, home recording, research laboratories and governmental agencies. In every country throughout the world, AUDIODISCS are regarded as the true standard of recording quality.

At first the output of AUDIODISCS was measured in tens of thousands, then in hundreds of thousands and later in millions per year. Today this highest rate of production is being maintained and the quality is the finest yet achieved.

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris
“The daring adventure of the National Broadcasting Company in bringing Mr. Toscanini back to America and building an orchestra for his special use will doubtless be explained by the cynical in various ways. Yet the basic and inescapable fact is that the NBC is founding its audacious enterprise upon the conviction that fine symphonic music and great symphonic leadership are immensely and increasingly popular in America; and if that does not amount to putting trust in the power of ideal things, it is hard to say what one should call it.” — Lawrence Gilman, N. Y. Herald Tribune, Jan. 2, 1938.

As an experiment—unique in radio—the NBC Symphony won its first critical laurels. But when Arturo Toscanini completed his tenth full season with Beethoven’s monumental Ninth Symphony, broadcast and televised, the acclaim was for a great musical reality...

“. . . as perfect a realization of the letter and spirit of Beethoven’s towering masterpiece as you are likely to encounter in your lifetime.” — PM.

“. . . interpreted with the acme of breadth and grandeur and also with the lyricism that lies at the base of all music . . .” — N. Y. Times.
WE NEVER MISS, PARDNER!

When it comes to rounding up a mail response, Mister, our 5000 watt pattern really rides the range in the rich Pittsburgh industrial market! Recently, Tom Mix held a dog naming contest on his regular KQV Mutual program. Of 63 stations handling mail directly, KQV corralled the 7th largest response . . . 3278 letters. Further proof that KQV consistently lassos a big bonus in listener preference and response for its advertisers.

KQV
PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network - Natl. Reps. WOOD & CO.

stop favoring a few top artists—capelle

a radio producer's duty goes beyond obtaining high-priced names and good listener ratings, oliver b. capelle, sales promotion manager of miles laboratories (alkal seltzer), told members of the chicago radio management club wednesday. he warned that many a sponsor is wondering "if he hasn't been sold the brooklyn bridge too many times."

depolarizing the tendency of producers to cast favored artists on numerous shows while equally-talented actors are deprived of a livelihood by "closed corporation methods of selection," he advocated lowering talent costs by spreading the work instead of handing premium fees to a select few who are doing well on other programs.

"there is neither justice nor wisdom in permitting lucky insiders to make from $5,000 up per year, while 80% of afra's members earn less than $2,000," he said. "this not only contributes to the high cost of radio but causes unfavorable listener reaction."

although miles laboratories sponsors queen for a day, an audience participation show, mr. capelle said he is beginning to question the value of this type of program because "so many giveaway items are mentioned that . . . the sponsor's product is lost."

wjar providence, r. i., has placed order with graybar electric co., for equipment to be used at drive facilities to meet audio requirements for new fm operations.

WILLIAM H. ENSIGN, former manager of live program department of Louis G. Cowan Inc., new york, has joined Rural Radio Network as sales manager. he started in radio with AT&T Broadcasting Div., when company owned WAFN New York. When NBC was organized, he was sales manager of the WJZ network, in 1938 became radio director of J. Walter Thompson Co., New York, and, in recent years, has been radio director of CBS. he was associated with CBS for 17 years, specializing in sales and new business and was member of executive committee.

Mr. Ensign makes his headquarters in new york at WOR, rural radio affiliate.

DON L. KEARNEY has resigned as national sales manager of Mutual network cooperative, to rejoin the Katz Agency Inc., new york, radio and television station representative for following stations: KIST, St. Louis, KTLM Den- tmond - Port Arthur, KATX, Galveston, KAFB Barksdale AFB, La, KOAT, Albuquerque (N. M.), KGAC Gallup (N. M.), KYRC Santa Fe (N. M.). contract also has been signed with zia network in New Mexico which comprises KFUN Las Vegas, and koat, KOAF Santa Fe, KOAM Altus, KATX Kilgore, KATX Odessa, TX, KATX Lubbock, TX, KATX College Station, TX.

LATHROP MACK, former NBC western spot sales representative, has been signed with KFOX Long Beach, Calif., as Los Angeles area account executive.

MEL WOLENS, commercial manager of WCFL Chicago, has resigned effective June 1 after more than 10 years with the station in that capacity.

GEORGE F. HOLLINGBERY, has been appointed national representative of Kolo Reno, Nev., western radio network, to represent that station on Pacific Coast.

BENNO ROHREINER, former sales manager of WWill Lackawanna, N. Y., and member of sales department of Mutual network for 10 years, has joined sales staff of WSBW Buffalo.

E. D. TOMAS, sales manager of Bambergton Broadcasting Service Inc. (which operates WOR New York), was elected president of Sales Executive Club of New York at annual meeting May 18. Mr. Thomas has been a club director for several years, and is serving president of Advertising Club of New York. He also is a national director of Advertising Federation of America.

Mr. Thomas H. L. (pike) col- bourne, former account executive with Frederick W. Co., Cincinnati, has been appointed sales manager of RADC San Antonio. He previously was local sales manager of WXY Oklahoma City, and was with "Gallup Poll" and "Kansas City Star."

THOMAS A. WELSTEAD, formerly with George F. Hollingbery Co., has been named eastern sales manager of WCKY Cincinnati. He succeeds ralph c. mckinnie, resigned.

DON SARACENO, formerly with sales service department of WLS Chicago, has been named spot sales service manager of WENR Chicago.

Mr. Thomas has been named spot sales service manager of WRCN New York, which comprises WPEN New York, and WOR New York.

TOP-RATING AM PROGRAMS

The latest pulse Inc. radio and television audience surveys indicate that top-rating AM programs shown in radio homes will draw ratings from one-quarter to one-half as large in video homes.

April results were:

Top-Rating AM Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Radio Homes</th>
<th>TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Share of Total Audience</td>
<td>Rating</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td></td>
</tr>
<tr>
<td>Jack Benny</td>
<td>37.9%</td>
<td>22.3</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>37.5%</td>
<td>22.0</td>
</tr>
<tr>
<td>Lux Theatre</td>
<td>37.1%</td>
<td>21.7</td>
</tr>
<tr>
<td>Benny &amp; Kids</td>
<td>36.7%</td>
<td>21.4</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>36.3%</td>
<td>21.1</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>35.9%</td>
<td>20.8</td>
</tr>
<tr>
<td>Amos 'n Andy</td>
<td>35.5%</td>
<td>20.5</td>
</tr>
<tr>
<td>Kraft Novelties Hall</td>
<td>35.1%</td>
<td>20.2</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>34.7%</td>
<td>19.9</td>
</tr>
</tbody>
</table>

AUTO-LITE SPONSORS COMIC STRIP PROGRAM

ELECTRIC AUTO-LITE Co. and its distributors and dealers will jointly sponsor a weekly 15-minute radio serial, recorded based on the comic strip Gasoline Alley on a minimum of 115 local U. S. stations, the firm announced last week.

With the first 13-week series to begin in June, the show will feature all of the main characters in the 25-year-old strip. Auto-Lite will pay talent and recording charges, it said, and time charges are to be paid by distributors and cooperating dealers.

The series supplements the CBS Dick Haymes program, Thursdays, 9-9:30 p.m., sponsored by Auto-Lite. Ruthrauff & Ryan is the agency.

S. Kind & Sons Renewes For 365 Hours on WPEN

A 365-HOUR one year contract has been signed by S. Kind & Sons (jewelers), through Lawrence Re- war, with WPEN Philadelphia. This is the jewelry firm's third consecutive year for Philadelphia Philharmonic Hour now a daily WPEN feature.

Success of the classical music program is indicated by the demand for monthly program folders which increases to 15,000 each month. The folders are printed by WPEN and sent upon request only to a mailing list of more than 12,000 by S. Kind & Sons. The inventory of these folders is distributed by members of the Philadelp- hia Record Dealers Assn. and the Appliance Dealers Assn., for which WPEN is the official station.

INTRODUCING a 45-minute sales film telecast, "Alice in Phila," May 5 on WMAL-TV Washington, D. C., were Jack Otter (i), general sales manager, philco Corp., and Joseph M. Zamowski, of Joseph M. Zamowski Co., Washington wholesal- er. Approximately 800 appliance salesmen viewed the show on store sets.

Radio homes

<table>
<thead>
<tr>
<th>Program</th>
<th>Share of Total Audience</th>
<th>Rating</th>
<th>Share of Total Audience</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>36%</td>
<td>22.3</td>
<td>8.0</td>
<td>16.0</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>35%</td>
<td>22.0</td>
<td>7.5</td>
<td>15.0</td>
</tr>
<tr>
<td>Lux Theatre</td>
<td>34%</td>
<td>21.7</td>
<td>7.0</td>
<td>14.0</td>
</tr>
<tr>
<td>Benny &amp; Kids</td>
<td>33%</td>
<td>21.4</td>
<td>6.5</td>
<td>13.0</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>32%</td>
<td>21.1</td>
<td>6.0</td>
<td>12.0</td>
</tr>
<tr>
<td>Fibber McGee</td>
<td>31%</td>
<td>20.8</td>
<td>5.5</td>
<td>11.0</td>
</tr>
<tr>
<td>Amos 'n Andy</td>
<td>30%</td>
<td>20.5</td>
<td>5.0</td>
<td>10.0</td>
</tr>
<tr>
<td>Kraft Novelties Hall</td>
<td>29%</td>
<td>20.2</td>
<td>4.5</td>
<td>9.0</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>28%</td>
<td>19.9</td>
<td>4.0</td>
<td>8.0</td>
</tr>
</tbody>
</table>
BUFFALO'S MOST POWERFUL STATION

FIFTY THOUSAND WATTS

for the Best in Upstate New York

Clinton H. Churchill
President

Arthur Simon
Executive Vice President

Affiliated With

AMERICAN BROADCASTING COMPANY

Avery-Knodel, INC.

National Representatives
In Six Months
Here is What Membership in the AP Means

1. Permanent, mutual association with the world's largest news organization.
2. News security.
3. Active hand in moulding news to Radio's specialized needs.
4. Assurance of equitable payment for all—and by all.
5. The prestige of saying: "This station is a member of the Associated Press!"
6. Guarantee against arbitrary increases.
Gordon Eaton, formerly with WCCO Minneapolis, has joined WGST Atlanta, as an announcer. J. E. Palmer, former chief announcer of WIP Philadelphia, has been appointed production manager of CPBC St. John. He started with WJAB Chicago.

May 1948: Program director of WIP Philadelphia, has been selected as chairman of the New York Regional Committee of 1948 "Miss Philadelphia" contest. John Huggard has been appointed production supervisor in charge of continuity at CKWV Vancouver. He also is a newsreader at CKWV.

Albert (Bud) Houghton, former producer at WMGO-TV, has joined production staff at WBBM Chicago.

ELAINE CARRINGTON, author of WBC "Pepper Young's Family," has received Intercollegiate Committee on Christian Family Life Radio award for 1948, for her program. Korda, in charge of women's programs of Canadian Broadcasting Corporation, has been invited to gather material for women's broadcasts.

Edley to McNeill

DON McNEILL, toastmaster of ABC's "Breakfast Club" who has announced his candidacy for president on "Fourth Party" ticket, recently received a letter from telegraph from New York Governor Dewey himself as an appointment. Wire arrived before McNeill's crew took off on a Desert Air flight. "I read: 'I know you will return to your welcome in Albany on tour of the apple capital of the world. We do have fine apples in the Empire state, among them M-24-7, and that doesn't spell McNeill. As an avowed candidate for the presidency yourself, you will understand there are other preliminaries in which you are interested. While you are in Albany, I will be seeing out of the window. I did you warm welcome,' Cordially, Thomas E. Dewey"

Mary Lou Howard, songstress of "Lunchtimers," and "Gather Around Kitchen," for KSD-TV St. Louis and KSDC-KSBA KOXO, also has announced her resignation from the staff. Raymond Katz, program director of WNJ New York, has received special award from Marine Corps Reserve in recognition of "outstanding service." He has been inducted into the Marine Corps Reserve. Fred Robbins, WOV New York disc jockey and his "Players" on WCBS, have been cited for "meritorious service during the 11th annual campaign" by Greater New York's Fund Committee.

John Baird, KMPC Hollywood program supervisor, has been named associate director of national public relations. "It's a wrap," he said.

Vin Bojett, NBC announcer for "Duffy's Tavern" radio program, has announced his resignation from the staff. "It's against the law," he said.

Glen Miller, producer of NBC "Armchair Theatre," has announced his resignation from the staff. "It's against the law," he said.

Carol Rube, "Andy" of NBC's "Anchors Away," has announced his resignation from the staff. "It's against the law," he said.

KOMO Seattle and its agency, Mac Wilkins, have announced their resignation from the staff. "It's against the law," he said.

Free & Peters, Inc. National Representatives

CBS PRESSING PROBE INTO POLK SLAUGHTER

While a CBS official last week that "we may never know what really happened," they have been able to reveal evidence that George Polk, or the circumstances of his mysterious death in Greece, two CBSnewmen are continuing an independent probe of the slaying.

"We feel that we owe it to Mr. Polk and his family, to all the interests of truth in newsgathering in general," said Davidson Taylor, CBS vice president and director of public affairs. Immediately after CBS learned that Mr. Polk's body had been found on May 16 in Salona Bay, the news was sent to two CBS stations, WAGM in Connecticut, and WIP in Philadelphia. This report, accompanied by a telegraph from John S. Burdett and John S. Conward, to the scene. Other investigations have been launched by U. S. and Greek officials. Mr. Taylor said the network is conducting its probe of the slaying with the cooperation of the U. S. State Department.

Mr. Polk, who was 34, joined the CBS news staff as a correspondent in November 1945. In his later years, as a foreign correspondent, starting in 1937, he covered events in China, Europe and Africa for several organizations. At the time of his death, he was reportedly engaged in an arrangement to produce a film and to arrange a broadcast by the Greek guerrilla leader, General Markos.

WPIX-Korda Film Bought

By 16 Television Outlets

EXCLUSIVE rights to the "Korda film" bought by WPIX New York, Daily News television station, have been signed for by 16 video stations, which also will television regular motion picture trailers of the films. Stations are: WGN-TV Chicago, WBB-TV Boston, WWJ-TV Detroit, WMR Baltimore, WFTV-Philadelphia, WIP TV Milwaukee, WBX-TV Buffalo, WMAL- TV Washington, KSTP-TV Minneapolis, KTLA Los Angeles, WESV Cleveland, WBBM-TV Fort Worth, WHO-TV Dayton, WSB-TV Atlanta, KSD-TV St. Louis and The Miami station whose call letters have not been assigned.

Massachusetts Peabody Awards Given in Boston

MAssachusetts George Foster Peabody Awards for Radio were announced last Thursday in Boston, with WJBN in West Springfield receiving top honors for public service.

Awards were:

WJBN and its 26 regional stations, "the father of a girl," the father of a boy, Richard Thomas.

KOMO Seattle and its agency, Mac Wilkins, have received first prize in the All Times World Corporation competition conducted by Adv and Sales Club of Seattle, for card entry of KOMO's opening.

ARE YOU AMR. WHY BU}?

Spot radio? Spot radio lets you hand-pick the station which will do the best selling job for you - market by market.

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents 23.7% of Virginia's total buying power.

WDBJ?

WDBJ is a 24-year-old pioneer in this rich market - a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! Ask Free & Peters!
Mind if we blow our own horn?

KOPR

with 1000 watts at 550 on the dial

WILL BE ON THE AIR

ABOUT JUNE 1st

BRINGING TO MONTANA ABC FOR THE FIRST TIME

NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.

COPPER BROADCASTING CO. * HOTEL FINLEN * BUTTE, MONTANA

BROADCASTING * Telecasting
What's the Name?
THE NAME Thomas E. Martin is not only well known in radio circles—at times it's also confusing. Thomas E. Martin, manager of WRUN and WRUN-FM Utica, N.Y., recently decided he wanted to meet another Thomas E. Martin, of whom he had heard. The Utica Martin invited Thomas E. Martin, president of the United Broadcasting Co., licensee of WAPX Montgomery, Ala., to meet him in New York and chat about their names and their stations, which are ABC affiliates.

Changes Are Announced In Scripps-Howard Firm
ELECTION of Charles E. Scripps as chairman, Robert P. Scripps as vice chairman and Robert F. Winkler as secretary-treasurer of the Edward W. Scripps Trust was announced May 11. The Trust, in which is centered the voting control of E. W. Scripps Co., parent operating company of Scripps-Howard newspapers, also announced that the title of executive editor of the Scripps-Howard papers is being discontinued as a personal tribute to the late John H. Sorrells, for whom the position and title were created. Jack R. Howard, executive vice president of E. W. Scripps Co., has been named general editor-manager of all Scripps-Howard papers. Jack H. Lockhart, formerly assistant to Mr. Sorrells, becomes assistant general editorial manager.

Scripps Howard Radio Inc., an affiliated group, is licensee of WCPO Cincinnati and WNOX Knoxville and television station WEWS-TV Cleveland, and has construction permits for FM stations in Cincinnati, Knoxville, Indianapolis and Cleveland.

Schroll Appointed
HERBERT J. SCHROLL of North Tarrytown, N. Y., assistant to the vice president of the New York Telephone Co., has been appointed by Russell J. Hopkinson, director of Civil Defense Planning, as communications expert of the agency's Technical Division. Mr. Schroll is one of ten experts named to assist Horace H. Nance, assistant vice president of the American Telephone and Telegraph Co., N. Y., who heads the division.

N. Y.-Newark Area Heaviest TV User
HALF of the 162,181 television receivers shipped in 1947 by members of Radio Manufacturers Assn. went to the New York-Newark trading area, according to a survey just completed by RMA.

Philadelphia ranked second in the list of cities receiving TV sets last year, with Chicago third. RMA members turned out 178,600 TV sets last year, with about 16,000 accounted for by factory inventories at year-end.

Quarterly reports on television set distribution will be issued for 1948, RMA announced. Total output in the first three months of 1948 by RMA members was 118,027 units.

Tabulation of TV set shipments by RMA member companies during 1947 follows:

- California—Los Angeles, 7,888; San Francisco, 27; other cities, 12.
- Connecticut—Hartford, 2,946; other cities, 397.
- Delaware—Wilmington, 174.
- District of Columbia—Washington, 4,782.
- Florida—Miami, 41.
- Illinois—Chicago, 13,723; other cities, 4.
- Indiana—South Bend, 29; other cities, 68.
- Maryland—Baltimore, 3,666; other cities, 57.
- Massachusetts—Boston, 1,367; other cities, 36.
- Michigan—Detroit, 4,633; other cities, 35.
- Minnesota—Minneapolis, 409.
- New Jersey—Newark, 22,158; Trenton, 1,158; cities not stated, 2,231.
- New Mexico—Albuquerque, 21.
- New York—Albany, 2,318; Buffalo, 643; Long Island, 624; New York, 56,645; Poughkeepsie, 139.
- Ohio—Cincinnati, 38.
- Pennsylvania—Allentown, 125; Philadelphia, 18,823; Reading, 225; other cities, 115.
- Rhode Island—Providence, 3.
- Tennessee—Chattanooga, 4.
- Texas—Dallas, 2.
- Virginia—Richmond, 394; other cities, 5.
- Wisconsin—Milwaukee, 2,315.
- No area reported, 2,046.
- Total shipments, 162,181.

Hullinger Producing New Documentary Color Film
NEW SERIES of color film documentaries, Makers of Destiny, is being produced by Hullinger Productions, Washington. Series will deal with personalities and important human enterprises that influence national and world affairs. Distribution is planned through television stations as well as regular theatre and educational groups.

In addition to motion picture and writing efforts, Edwin Ware Hullinger, producer and director of the series, did radio show Looking Out Upon the World, for KFI Los Angeles and during the war was assistant director of the Foreign Broadcast Intelligence Service of the FCO. He also was liaison officer between the Dept. of Agriculture and OWI, in charge of agricultural broadcast transcriptions for overseas programs.

WMTJ-TV Milwaukee has expanded its telecast schedule. Evening programs now begin at 7 p.m. instead of 7:45 p.m.

Keeping up with WCBS
NEW YORK'S #1 STATION

So that her listeners might ear-witness the WCBS Television crew at work, Margaret Arlen went to report on their operation on circus opening night at Madison Square Garden. Her colorful tape-recorded commentary and interviews roammed from mezzanine camera cages, where 3 experts simultaneously kept “the greatest show on earth” in focus...down to the crowded control room, to hear directors, sound men and technicians coordinating and selecting pictures. Shining vivid experiences, the newcomer is one reason why Margaret Arlen is New York's #1 woman commentator. Imaginative programming is another reason why WCBS (represented by Radio Sales) is the #1 station in America's #1 market.
Engineering Conference
(Continued from page 40)

NBC's first experience in relay programs, along with latest developments in microwave relay equipment.

Ernst H. Schreiber, Pacific Telephone & Telegraph Co., described methods of providing audio and video program channels for broadcasters, with mediums available for transmission of audio and video signals. These include local TV channels, video network facilities, coaxial cable and microwave relay systems. Results obtained in tests as a part of NBC's 2-kilowatt microwave relay were reviewed and future plans outlined. Mr. Schreiber said it is not known whether cable or relay circuits will emerge as the better means for providing services in a particular area. Both will play their part, he indicated, depending on special needs and geographic conditions.

Edward E. Dillard, RCA Service Co., Los Angeles, reviewed RCA's growth in television since 1936, leading up to the present RCA service plan for the consumer. He discussed related problems of TV broadcasters and installation-service organizations.

New Motors Effective

Sara L. Ackerman, general manager of Rangertone Inc., Newark, appeared in the place of R. H. Ranger, president. He demonstrated and explained constant-drive direct-current motors developed to stop the magnetic tape recorder without breaking tape. He said new hysterisis motors are effective in attaining smoothness in tape movement.

H. W. Pangborn, assistant chief engineer, KNX-CBS Hollywood, read a paper by R. S. O'Brien, General Engineering Dept., CBS Chain A, New York, "Engineering Service for Magnetic-Tape Editing." The Edisop unit was developed to provide a simple and direct system of locating a desired spot on the tape for editing.

Presiding at the Friday morning session was A. James Ebel, director of engineering, WMWD Peoria, Ill., in place of Paul A. de Mars, Washington consultant, who was unable to be present.

Everett Dillard, owner WASH Washington and KOZY Kansas City, both FM stations, discussed economics of FM coverage. Mr. Dillard is president of FM Assn. He pioneered many phases of FM engineering.

W. G. Broughton, assistant sales manager of AEC Electronic Co., Broadcast Equipment Division, read a paper jointly with J. J. Nigg, GE Transmitter Division, describing a studio-to-transmitter relay system. The GE B1-2-A equipment utilizes FM in the 920-980 mc band. Standard 40-inch parabolic reflectors with dipole feed are used and the system is said to give excellent range with adequate safety factors.

David Packard, president of Hewlett-Packard Corp., Palo Alto, Calif., discussed measuring equipment and techniques for FM and AM broadcast transmitters. He covered gain, distortion, intermodulation, noise and residual hum measurements as well as merits of measurements, precautions and interpretations necessary to obtain reliable information.

A. Earl Cullum, Dallas consultant, reviewed technical aspects in designing directional antennas, going into problems of protection and coverage along with factors affecting stability and efficiency of directional antennas. He reviewed modern methods of calculating, adjusting and maintaining directional antennas.

Fox Talk

Robert A. Fox, General Engineering Department of the Richards stations (WGR Cleveland, WJR Detroit and KMPC Hollywood) described a system of measuring co-channel interference. The equipment permits measurement of the interfering signal or combination of signals during actual program hours. It is said to furnish a more realistic picture of the interference on a given channel than previous attempts.

At the Friday luncheon session Mr. McNaughten presented. He presented the speaker, H. A. Leedy, Armour Research Foundation of Illinois Institute of Technology. Mr. Leedy explained the stereophonic sound process and demonstrated the operation in which several miles are placed in front of the sound source and the output from each recorded on a separate sound track. In reproducing, three speakers are placed in the approximate position of the mixes used in recording. It can be recorded in a room with poor acoustics, Mr. Leedy said.

Presiding Friday afternoon was Mr. Towner. First paper was read by J. L. Hathaway, assistant manager of NBC's Engineering Dept. in New York. Mr. Hathaway described a 3-watt pack transmitter for remote pickups. It is highly stabilized, has high quality and contains a reasonably long-lived power supply, he said. Mr. Hathaway also told of a miniature field amplifier carried in a brief case. Weighing only 12½ pounds, it accommodates three microphones. The device has been successfully and extensively used in New York, he said.

Lester H. Bowman, manager of technical operations of the CBS Western Division, presented the final paper before the FCC-Industry roundtable. The paper, titled "Modern Design Features of CBS Studio Audio Facilities," was prepared by R. B. Monroe and C. A. Palmquist, of the CBS General Engineering Dept. in New York. The paper covers a broadcasting studio audio-control console capable of handling origination of the most elaborate productions. It is comparable in size to an office desk and contains as much equipment as three or more standard equipment racks.

FAST COMEBACK

Holder of Patent Speaks Up At NAB Engineering Meet

DESCRIPTION of a method of continuously recording co-channel interference as explained at the NAB Convention meeting at Los Angeles brought a fast come-back from Glenn D. Gillett, engineering consultant.

After hearing a paper by Robert A. Fox, of the general engineering department of G. A. Richards stations (WGR Cleveland, WJR Detroit, KMPC Hollywood), in which mention was made of a Gillett patent, Mr. Gillett declared he has a 1937 patent covering all measurements of signals by a beat-note technique.

"The patent and process have been well publicized at engineering meetings," Mr. Gillett said. "The low-frequency response in the Fox amplifier will record modulation envelopes and introduce errors as large as the interfering signal which is to be measured. My system has been used in many cases in which data have been submitted to the FCC and accepted by them."

Panels, Style Show For NAB Women

May 18 Session Jointly Sponsored By AWW, AWB District

BUSINESS and fashions blended in a session for the ladies jointly sponsored by the Los Angeles District of the Assn. of Women Broadcasters and the Advertising Women of the West May 18 at the Beverly Hills Hotel.

Martha Gaston, account executive of KFOX Los Angeles, and AWB 10th District chairman, opened the meeting with a welcome to the women broadcasters and the representatives of allied occupations in advertising and education plus the radio chairman of clubs.

Leadoff panel entitled "Mikeside of Radio" was presided over by Claire Drew Forbes, head of her own Santa Barbara advertising agency. Participants included Norma Young, conductor of Happy Homes on KHJ Hollywood, who discussed the human interest side of radio; Carl Gray, conductor of the Woman's Voice on KMPC Hollywood, told the story of the evolution of her program's format; Frances Scully, KECA Hollywood Star Gazer; and Gladys Hall Jones, president of AWW, also participated in the panel.

The second half of the panel, led by Nancy Holme, CBS Hollywood director of education, discussed, "What Can We Do To Serve the Public Interest?" Participating were Pat Griffith, director of women's activities for NAB, who felt that radio can best perform its job "by assuming its responsibility for the common good of the whole people." Frances Farmer Wilder, West Coast director of Social Research Inc. and former hostess to CBS on daytime programs, expressed belief that radio must stop taking a defensive position and start to let people know what it is doing. Other panelists were Henry Etheridge, Mack, executive secretary of Southern California Broadcasters Assn.; Dorothy Lewis, coordinator of women's broadcasts for the United Nations; Helen Rachford, audiovisual director of Los Angeles County Schools; Mrs. Ralph Lewis, president of Federation of Community Coordinating Councils of Los Angeles.

After a morning of business the women watched a style show presided over by Lee Hogan, fashion editor of NBC.

Upcoming

June 13-16: AFA Annual Convention, Netherland Plaza, Cincinnati.
June 13-17: Advertising Assn. of the West, Annual Convention, Sacramento, Calif.
June 26-27: Women's Summer general meeting, Mexico City, Mex.
June 28-30: Pacific Telecasting, Broadcasters annual meeting, Sheraton Plaza Hotel, Daytona Beach, Fla.
Portsmouth Radio Corporation

announces the appointment

of

B. WALTER HUFFINGTON

as

General Manager

WSAP and WSAP-FM

Effective June 1st

A native of Norfolk, Mr. Huffington is well known in the Tidewater Virginia area and brings to WSAP and WSAP-FM a wealth of practical broadcasting experience much of which has been in Virginia radio. His eleven years in the industry include sales, program and management assignments in southern stations, both local and regional. Added to this is a broad public service background in three years of war service as regional radio director for the Office of War Information and two years as National Radio Director for the American Red Cross. Portsmouth Radio Corporation proudly welcomes him “home to Virginia” where he will devote his time and talents to serving our big family of listeners in this area,—the great port of Hampton Roads!

MUTUAL’S NORFOLK OUTLETS

Serving The Great Port of Hampton Roads

WSAP

1490 KC

WSAP-FM

99.7 MC

Joseph Hershey McGillvra, Inc.

Portsmouth Radio Corporation, Portsmouth, Va.
### Two Station Sales Are Filed With FCC

<table>
<thead>
<tr>
<th>Station</th>
<th>Sale Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>KGER Long Beach, Calif.</td>
<td>$300,000 to the C. Mervyn Dobyns Estate to the John Brown Schools, publisher of WCNT Centralia, Ill., for $150,000 by George Isaac.</td>
</tr>
<tr>
<td>Two more sales were reported by the Commission last week, subject to FCC approval.</td>
<td></td>
</tr>
</tbody>
</table>

###基礎報告

### Foundation Co. Petition Against WQQW

<table>
<thead>
<tr>
<th>Foundation Co.</th>
<th>Petition Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, applicant for 5 kW fulltime on 1210 kHz, was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of WQQW and also requested reconsideration of the license.</td>
<td></td>
</tr>
</tbody>
</table>

### UP QUITTING BASEBALL PLAY - BY - PLAY - WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

### Mutual Directors, Officers Re-Named

OFFICERS and directors of the Mutual Broadcasting System were re-elected at a board of directors meeting held at the new Mutual-Don Lee studios, 1313 North Vine St., Los Angeles, with Lewis Allen Weisberger, president, and Fred Johnson, manager of the Don Lee Broadcasting System, retained as chairman of the board and Edgar Kobak as president of Mutual.

### Miller Given Executive Post With Gannett Radio

APPOINTMENT of Paul Miller, former Washington correspondent, and for the past year assistant to Frank Gannett, president of the Gannett newspapers and stations, as executive director of radio and television operations, was announced last week by Frank E. Tripp, Gannett general manager. The newly-created position is in addition to his other executive duties.

### Foundation Co. Petition Against WQQW

<table>
<thead>
<tr>
<th>Foundation Co.</th>
<th>Petition Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, applicant for 5 kW fulltime on 1210 kHz, was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of WQQW and also requested reconsideration of the license.</td>
<td></td>
</tr>
</tbody>
</table>

### CLEARS

Johnson Seeks FCC Delay; CBS Reaffirms Quest

FCC is instructed to withhold a decision in the case until such time as a new NARBA agreement has been ratified, under the terms of a Senate Resolution 240 introduced by Sen. Edwin C. Johnson (D-Mo.), on the floor of the Senate.

Additional provision is made that the resolution should not prevent or affect any decision in the KOB Albuquerque, N. M., case.

Last week also saw Victor A. Sholis, director of the Clear Channel Broadcasting Service, in a telegram to the Senate Interstate Commerce Committee, in a letter that groups intent to seek higher power.

Sec. Johnson, who is the author of the Johnson Bill (S-2281) on which hearings were completed last month [Broadcasting, April 26], told Broadcasting that he did not think it advisable to get "any radio legislation" through this session. Thus, he said, he introduced this resolution as a "stop gap." The Colorado Senator plans to present his measure to the Senate Interstate Commerce Committee at an executive session this Thursday, before the Banking Committee.

Text of the resolution follows:

"Resolved, That it is the sense of the Senate that the Federal Communications Commission should not adopt or promulgate any decision in the so-called clear channel case (Docket No. 6714) until such time as a new North American Regional Broadcasting Agreement has been agreed to and ratified by the Senate. Provided, That this shall not prevent or affect any decision the Commission may promulgate in the KOB case.

That the Clear Channel stations are in their quest for power in excess of 50 kW was emphasized by Mr. Sholis, CBS director, in the telegram sent from Los Angeles to members of the Senate Interstate Commerce Committee. The telegram stated that upon the me

- **Mutual Directors, Officers Re-Named**
  - OFFICERS and directors of the Mutual Broadcasting System were re-elected at a board of directors meeting held at the new Mutual-Don Lee studios, 1313 North Vine St., Los Angeles, with Lewis Allen Weisberger, president, and Fred Johnson, manager of the Don Lee Broadcasting System, retained as chairman of the board and Edgar Kobak as president of Mutual.
  - Other officers included:
    - Theodore C. Streibert, president, WOR, as vice-chairman of the board, and the directors as members of the board of directors: Melville H. Brown, vice president, and assistant general manager of Don Lee; E. M. Anderson, vice president, and general manager of the "Chicago Tribune"; K. R. Carpenter, secretary, and president of United Broadcasting Co., Cleveland; Chester Campbell, WMN, general manager, "Chicago Tribune"; J. R. Poppele, chief engineer of Mutual; and WOR; Thomas F. O'Neill, vice president of the Metropolitan Broadcasting Co., Inc.; and Gimbrel Jr., president of WIP Falls, Co.

- **Miller Given Executive Post With Gannett Radio**
  - APPOINTMENT of Paul Miller, former Washington correspondent, and for the past year assistant to Frank Gannett, president of the Gannett newspapers and stations, as executive director of radio and television operations, was announced last week by Frank E. Tripp, Gannett general manager. The newly-created position is in addition to his other executive duties.
  - Mr. Miller headed the Associated Press Bureau in Washington before joining Gannett. Stations in the Gannett System are in Westbury, N. Y.; WTH Hartford; WABY Albany; WDAN Danville, Va.; WIDL Olean, N. Y.; WENY Elmira, N. Y.

### Foundation Co. Petition Against WQQW

<table>
<thead>
<tr>
<th>Foundation Co.</th>
<th>Petition Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, applicant for 5 kW fulltime on 1210 kHz, was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of WQQW and also requested reconsideration of the license.</td>
<td></td>
</tr>
</tbody>
</table>

### UP QUITTING BASEBALL PLAY - BY - PLAY - WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

### Cancellation of the service, which was begun with the opening of the current baseball season April 19 as part of the UP's regular sports wire, was due to complaints by West Coast stations whose contracts with both major leagues provide for exclusive play-by-play rights.

### Miller Given Executive Post With Gannett Radio

APPOINTMENT of Paul Miller, former Washington correspondent, and for the past year assistant to Frank Gannett, president of the Gannett newspapers and stations, as executive director of radio and television operations, was announced last week by Frank E. Tripp, Gannett general manager. The newly-created position is in addition to his other executive duties.

- Mr. Miller headed the Associated Press Bureau in Washington before joining Gannett. Stations in the Gannett System are in Westbury, N. Y.; WTH Hartford; WABY Albany; WDAN Danville, Va.; WIDL Olean, N. Y.; WENY Elmira, N. Y.

### Foundation Co. Petition Against WQQW

<table>
<thead>
<tr>
<th>Foundation Co.</th>
<th>Petition Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, applicant for 5 kW fulltime on 1210 kHz, was denied May 3 by FCC. Foundation Co. wished to include issues to determine the qualifications of WQQW and also requested reconsideration of the license.</td>
<td></td>
</tr>
</tbody>
</table>

### UP QUITTING BASEBALL PLAY - BY - PLAY - WIRE

UNITED PRESS ended on May 22 its play-by-play baseball wire service from which some stations had been broadcasting "reconstructed" games.

### Cancellation of the service, which was begun with the opening of the current baseball season April 19 as part of the UP's regular sports wire, was due to complaints by West Coast stations whose contracts with both major leagues provide for exclusive play-by-play rights.

### Miller Given Executive Post With Gannett Radio

APPOINTMENT of Paul Miller, former Washington correspondent, and for the past year assistant to Frank Gannett, president of the Gannett newspapers and stations, as executive director of radio and television operations, was announced last week by Frank E. Tripp, Gannett general manager. The newly-created position is in addition to his other executive duties.

- Mr. Miller headed the Associated Press Bureau in Washington before joining Gannett. Stations in the Gannett System are in Westbury, N. Y.; WTH Hartford; WABY Albany; WDAN Danville, Va.; WIDL Olean, N. Y.; WENY Elmira, N. Y.
Timely network show for sale at Low Co-op rates!

“Mr. President”
Sold in 63 markets... available in other cities

Starring M-G-M's Edward Arnold

Sunday
2:30-3:00 PM EDT
ABC Network

ABC has a real winner in MR. PRESIDENT. Here's a program packed with action, human interest, suspense, and drama... with an exciting patriotic flavor that appeals to every age group! It would be sure-fire entertainment in any year, so it's brimming over with timely appeal in this big election year, when all eyes are focused on the White House!

Sponsors love it! 63 happy backers (count 'em, 63!) point with pride to their favorite program. The Bruce Perry Motor Company in Huntington, West Virginia, for instance, report that in 25 minutes they balloted 137 answers to a phone-in offer made on the show over WSAZ. And Alexander Heyburn, Jr., of Doe Anderson Advertising Agency, Louisville, writes to WINN: “Our client is tickled pink with the results...”

And they're not the only ones! Teachers and students are equally excited about MR. PRESIDENT. A school teacher sums it up when she says, “Besides its entertainment value—and it has much of that—its educational value makes it doubly worthwhile.”

A merchandising natural! Anything to do with the White House this year is NEWS! Sponsors can play up this timely interest by sending program announcements on White House post cards, signed “Mr. President (Edward Arnold).” Then there are 32 specially minted coins, each with the profile of a different president, a summary of his career, and an album with the sponsor's name. They're ideal for premiums or point-of-sale promotions.

MR. PRESIDENT offers you all the prestige of a big-name, big-time network show—at low co-op rates! You pay only your local share of the total network cost. Get complete details today about availability in your area from your local ABC station, or...
known as the Magne recorder TR-6, reported to be the first of FM quality design. Included in the exhibit were other magnetic recorders and reproducers of a tape and wire characteristic.

Presto Recording Corp. was represented by several of its units which are thoroughly familiar to the industry, with improvements on its models affecting both mechanical and amplifier units. Also shown was a new Presto dual motor possessing direct drive characteristics. Also included were new types of amplifier equipment as well as Presto recording discs and other miscellaneous units.

**NEW**

Radio Engineering Labs showed its latest spread of equipment designs for FM broadcast service including "Quadrange" amplifier and the "Serrason" modulator which makes possible a signal-to-noise ratio of less than 1/4 of 1%.

Rangerfone Inc. offered its new tape recorders, including those capable of high fidelity tape recording. Demonstration made clear that Rangerfone tape recorder has complete speed control of "rewind" in either direction. Magnetic heads for erase, record and playback were also shown.

Harmon Hosser Scott Inc. showed its latest model dynamic noise suppressor plus a new sound level meter.

U. S. Recording Co. demonstrated its new speech input console as well as a display for its two-position remote mixer-amplifier, capable of operating on either AC or DC batteries. Other models included portable playback as well as samples of custom-made speech input and other station equipment.

Western Electric Co. radio division showed its latest installation of custom-built equipment at the new MBS-Don Lee Broadasting System studios in Hollywood. Exhibit contained 10-kw FM "transview" transmitter currently being installed by CBS for its KNX Hollywood outlet, and a tower of station's Mt. Wilson transmitter site was afforded visitors.

Westinghouse Electric Corp. featured its new 10-kw FM transmitter. Firm also offered delegates a peek at its FM promotion plan, a complete package consisting of 47 stations. Plan is based upon company's operation of its own five FM broadcasting stations.

Wincharger Corp. featured its new FM antenna and coaxial transmission line and photographs of various Wincharger radio tower installations. Also shown were tower AM and FM, plus tower lighting equipment.

**Production and Other Exhibits**

Allied Record Mfg. Co. demonstrated its manner of disc production through the use of records in each phase of production. Samples were on display, including those made for the armed services. A pamphlet entitled "Suggestions for Professional Master Recording" was distributed to delegates.

Associated Program Service showed a flair for promotion by purchasing six hours daily, in association with Collins Radio, on KKLA, Los Angeles FM station, an APS subscriber. For five days, 122-p.m., firm demonstrated the FM quality of its music to station delegates.

Broadcast Measurement Bureau maintained an exhibit which was open to subscribers and would-be subscribers in AM, FM and television in the U. S., Alaska and Hawaii.

Broadcast Music Inc. included in its presentation a summary of its activities from 1940-1948. Charts and graphs demonstrated the pattern of music performances, and there was other material on the use of BMI music by member stations.

Capitol Records maintained an exhibit which made it possible to hear programs contained in the transcription service as well as all programs available through the firm. Notable was the announcement of the five-weekly BMI Variety Parade which will be included in the library service and scripted by BMI. Visitors also received a frequency test disc, with Peggy Lee calling the frequencies.

Harry S. Goodman Radio Productions introduced its new All Star Western Theatre, utilizing several models dressed in cowboy costume who strolled through the corridors with appropriate signs. Attention also was focused on firm's five hours weekly of the Duke Ellington Disc Jockey Show.

Industrial Information Inc. (RELI Surveys) demonstrated its method of audience measurement through the medium of a recent test study of the listening habits of San Diego radio homes. Utilizing a mailing piece to reach all listeners in any desired cross-section sought, RELI translates all returns into "mild aud" rating figures.

The latter are measurements in the thousands of the number of homes delivered to a station, network or program for any specific time. Sponsor identification and product use may also be ascertained by this form of measurement.

Commodore Productions & Artists debuted its Hopalong Cassidy series. In addition, other program properties of the firm were available. Prime emphasis in firm's exhibit was on the theme, complete with slot machines and bucking steers.

Lang-Worth Feature Programs represented were on hand to show their latest specialized programs. Examples of some of these were Buck Jones as Hopalong Cassidy and Proudly We Hail, were aired for interested delegates.

Mayfair Transcription Inc. surprised visitors with its latest transcribed series The Damon Runyon Theatre based upon fiction of the late writer. Alan Ladd, star of firm's Box 13 series, also was on hand to explain execution of series. There were also records of Mayfair's Box 13 and Chuck Wagon Jamboree.

**NBC Division**

NBC Radio Division was represented with complete line of firm's programs and library service.

SESAC Inc. presented its new military-symphonic band music series, the latest addition to the SESAC transcribed library. All music in this new addition was recorded by the National Symphonic Band.

Standard Radio demonstrated the quality of various tape recordings with presentations of music that had been recorded in Mexico and France, as well as other samples of work done in this country. Pending the determination of standards by the NAB, Standard is not attempting to market the tape library to the industry. Standard also demonstrated the Ampex recorder.

World Broadcasting System was represented with two new libraries, The Treasury of the Spoken Word, featuring wit and wisdom as performed by several prominent actors, and Mood Music, library of more than 1,200 selections for AM, FM and video.

Frederic W. Ziv Co. made it possible for various delegates to get their picture taken with Ronald Colman's Oscar. Firm featured its roster of name talent including Ronald Colman, Wayne King, and other notable personalities.
A Tower of Strength

The design of Emsco Radio Towers is backed by more than a quarter-century of experience in engineering and fabrication of radio towers, oil field derricks, power transmission towers and allied structures. Two modern, completely equipped plants at Los Angeles and Houston have unsurpassed facilities for engineering, fabrication, galvanizing and erection of both guyed and free standing towers. Emsco engineered towers are designed for high wind loads, low maintenance costs and perfect pattern.

FREE STANDING TOWERS

Emsco free standing towers are manufactured in any practical heights. These self-supporting towers are designed and engineered with safety factors which extend beyond the limits of stress imposed by severe wind storms. Tower designs provide for a wind pressure up to 50 pounds per square foot on two opposite faces. Several planes of torque bracing prevent twisting of the tower. Square cross section, with lacing of all four sides, provides an extremely strong and rigid construction. Hot dip galvanizing, after fabrication, insures long life and low maintenance cost. They are available with insulated bases as optional equipment, and are designed to accommodate any type of signal equipment.

GUYED TOWERS

Emsco guyed towers are manufactured in any practical heights. They are triangular in shape to provide a minimum of wind resistance. These vertical face towers are engineered by a staff of thoroughly experienced structural engineers to resist the stresses imposed by severe wind storms. Full consideration is given to both vertical and horizontal guy line stresses. Unit stresses are in accordance with A. I. S. C. specifications. Light weight and interchangeability of parts assures easy transportation and quick erection. Hot dip galvanizing provides permanent protection against corrosion. Erection is facilitated by fabricating the tower so that it can be assembled in twenty-foot sections on the ground. Emsco guyed towers may be equipped with crown safety platform, bucket type elevator, signal base and insulated base at the option of the customer.

A SIZE AND TYPE TO MEET EVERY NEED OF RADIO AND TELEVISION TODAY AND TOMORROW

Write for Complete Information Today!

EMSCO DERRICK & EQUIPMENT COMPANY
HOUSTON, TEXAS ★ LOS ANGELES, CALIFORNIA
casting systems—aural and video—as responsive to the needs of our democratic society as it is within our power to do."

Mr. Coy said it "seems obvious that we can no longer delay the beginning of our planning for adequate television channel availability. The Commission's hearing on Sept. 20 seeks to get from the industry all of the information available. The Commission hopes that its order will serve to increase the quantity and quality of research in the field."

"The Commission expects differences of opinion as to the issues involved in the hearing (opening of the higher frequencies to commercial television). But the Commission also hopes that out of the hearing will come sufficient information and knowledge to enable the Commission to fix standards for the utilization of the 470-590 mc band in whole or in part."

FCC, he said, is "determined that there will be enough channels" for a "truly nation-wide competitive system" of television and "one that will serve all of the people of the country and not just those fortunate enough to live in metropolitan areas."

Concedes Limitation

He conceded this could not be done with only the present 12 low-band channels. Nor would these channels permit accomplishment of FCC's views that "opportunities to get into the television field should be afforded to as many people as possible," Mr. Coy added.

He continued:

It does not take much of a prophet to state now that it is a question of only a few months until all television channels available in major metropolitan areas are assigned. So look at the newly proposed expanded television plan disclosed that while geographically speaking the country will be divided, very well for areas of high population density, the same insufficiency of channels will still exist. One has only to take a look at the allocation plan to observe that New Jersey, New England, Pennsylvania, Ohio and other important places will be very inadequately served.

Mr. Coy held out hope that "in another year" it would be possible for "the members of the FCC (to) meet with your district NAB gatherings and discuss our mutual problems in an informal manner."

In his FM review, Mr. Coy said the networks, while regarding FM as "an improved medium," nevertheless "apparently think of their networks as providing a single program service either through AM or FM or both of them."

But he noted that network affiliates "have not entirely accepted that point of view." The relation between AM and FM, he said, "requires some hard thinking and planning if we are to fix our goals for a sound aural broadcasting service for the future."

He said the Continental FM Network, regional FM networks and "a few independent FM broadcasters have a program service that will demonstrate the full fidelity capabilities of FM."

The medium, he added, "will really have its change when 15,000-cycle lines are available for networking, or when microwave relays can be constructed for the purpose of networking, or when there are a sufficient number of FM stations on the air to provide for network operations by re-broadcasting."

Mr. Coy steered clear of such subjects as facsimile, the Mayflower decision on editorializing, the Port Huron decision on responsibility under the political-broadcast law, and the clear-channel case. These matters are pending before FCC, he explained, and it would be "inappropriate" to discuss them.

The FCC executive characterized radio channels as "among the most valuable resources that the American people own today." He said it is the responsibility of every broadcaster "to participate to the fullest extent of his capabilities in planning for the radio services of the next generation."

He said he was "confident that the broadcasting industry, that has achieved so many triumphs in the past, will make and execute bold plans for the future to insure the swift and orderly progress of this great force in our civilization."

He assured the broadcasters that "in every move we are making, we are receiving the unmitting support of the FCC."

Mr. Coy also got in several good-humored licks.

Having spent much of his five months in office appearing before, or preparing statements to, various Congressional committees, he told the delegates that the phrase "A trip to Capitol Hill" is synonymous with "trip to the woodshead."

He thought FCC-industry relations "now have a chance of reaching an all-time high"—particularly if NAB adopted that portion of its code banning "disrespectful portrayal of law enforcement, and characterization of the officers of the law as stupid or ridiculous."

In return, he said, FCC in its dealings with the broadcasters could abide by the code's ban on "brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly."

He wasn't sure, though, that these provisions were still in the code, because "the draft changes so often—almost as often as the draft of an FCC decision."

NAB conventions, he quipped, "have some of the earmarks of the old-time revival camp meeting ... according to the ritual ... the NAB president comes forth and confesses the sins of the FCC, and the chairman of the FCC just as freely confesses the sins of the NAB."

Joselyn to Head KNX's Operations

AUSTIN EVERETT JOSCELYN, former manager of WBT Charlotte, N. C., and WCCO Minneapolis, Thursday was appointed director of K N X Los Angeles operations by D. W. Thornburgh, CBS vice president in charge of Western Division.

Mr. Thornburgh explained that the post, a new one in the CBS - Hollywood Mr. Joselyn organization, was made necessary by increased activities of the network's Western Division.

Mr. Joselyn has been identified with radio since 1934 when he joined the sales staff of Free and Singier, radio station representative, after 12 years in the newspaper field. He became a member of the CBS Radio Sales staff in Chicago in 1937, moving to New York in 1938 as eastern manager of Radio Sales. On Jan. 1, 1940, he was appointed manager of WBT, then owned by CBS. In November 1942 he became manager of WCCO. He left WCCO in 1947 to become vice president of the Northwest Line, a position he recently resigned.
Public Service
(Continued from page 22)
situation warranted.

Asking the broadcasting industry for continued financial aid to continue the Advertising Council program, Mr. Mortimer stated that radio's contribution to the 1946 budget had amounted to less than $50,000, less than 10% of the total budget, and just about the amount needed to operate the radio division.

He revealed that the four major networks and NAB have underwritten $28,800 with individual stations approximately $11,000. More than $1,000 is still needed. He advised that all stations are being asked for contributions, and urged broadcasters to "open your minds and I'm sure you'll open your pocketbooks."

"But even more than your money we want your help—or rather, we want radio to help itself by helping the Council," Mr. Mortimer said, "I mean all-out participation and cooperation."

Broadcasters were urged to do a better selling job to advertisers in backing the Council's radio allocation plan. Mr. Mortimer said that each network should accept responsibility for selling its own client list 100%. Network affiliates were advised to use influence in getting national advertisers signed up in the plan. Local station operators, he declared, can do the greatest good with local allocations and cooperation of national campaigns.

A plea was also made that broadcasters identify sources of the 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."

Cites Opportunities

He reminded broadcasters that the industry has a three-fold opportunity:

(1) Serving the public and the nation.
(2) Disarm the critics of radio.
(3) Building solid goodwill for American radio and American business.

"That's the job for radio as I see it," he declared. "And if radio does its job, we at the Council can keep on with the 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.

"It seems to me it should be obvious that, whether it is in peace or war, there are only two ways to achieve mass action... one is compulsion and the other is persuasion. There are degrees in between, but the further you get from compulsion, the more you must resort to persuasion. If I am not mistaken, in the days ahead we are going to need to apply all the persuasive powers we possess. Persuasion is the best and truest sense of the work—through the circulation of basic facts."

Expressing hope that he had conveyed something of the Council's conviction that "this new use of advertising has added something important to the strength of our democracy," Mr. Mortimer said, "If I have given the impression that when an advertiser gives a page of space or five minutes of radio time to a Council campaign he is merely contributing to the national welfare, let me correct it now.

"True, he is casting his bread upon the waters, but it will return to him well buttered. He is acting in his own enlightened self-interest. And in the same way, when public service advertising appears over your station, you are giving evidence with deeds instead of words that you as a broadcaster are conscious of your social responsibilities. You are by your own actions refuting those enemies of radio who are so fond of claiming that the heart of a radio station is located in its pocketbook."

Miller Keynotes
(Continued from page 24)

place, the broadcasters may then decide to stiffen the standards accordingly."

Judge Miller discussed good taste, and some of the problems involved in this phase of the standards. He touched on difficulties the BBC has experienced. "We are fortunate that we have no BBC in control of broadcasting here," he said. "We hope we will have no government censor of the tastes of our people, and we should pray for guidance in our efforts to set standards in this difficult area."

The standards should be flexible, he said, to encourage experimentation despite the cries that will come from critics who will complain of experiments that don't succeed. "I have no intention of suggesting the adoption of ineffective or weaseling standards of practice," he said, calling on the industry to speak with assurance and certainty. "Team play is vital, he continued, warning against skimming "the cream of meretricious profits, so long as possible" with the risk of public disfavor and more restrictive regulation and legislation.

Sees Dangers

Pointing to the dangers involved, he said, "these men are unable to understand that the alternative to self-regulation is government regulation and, perhaps, government broadcasting itself, this in spite of practically worldwide government operation, or close regulation of broadcasting everywhere except in the United States. Apparently, these men have been uneven in repeated legislative proposals for greater government control of broadcasting in this country, of Mayflower Doctrines, of Port Huron cases, of Blue Book extravaganzas, of impossible programming promises of applicants, stimulated by these legislative and administrative forays."

There still is great danger of legislative limitations on federal and state levels, he said, referring to devices by by-passing constitutional guarantees and citing several U.S. agencies which regulate groups unwilling or unable to regulate their own conduct.

The answer, he said, is to adopt, accept and observe a code "as a

fair harmonizing of the ideal, on the one hand, and the realistic, down-to-earth necessities of practical, successful broadcasting, on the other."

Judge Miller said rival media and advertiser-agency groups have generally accepted NAB's code-writing in good faith, though caution newspaper comment and slanted magazine articles still appear. "We still hear of pressures exerted by advertisers for third-grade scripts," he said. "But we are getting wholehearted commendation and assurance that we are moving in the right direction, from responsible leaders among the advertisers and agencies."

Difficult to Enforce

The enforcement problem is difficult, he said, indicating he feels the board should name a committee to review all methods of "observance" once the Code has been adopted. He said the present task is to be sure the standards are as nearly perfect as possible. Unwillingness to adopt and observe standards would imply "a lack of sufficient maturity to understand the nature of the professional spirit and lack of capacity to assume its responsibilities," he said, declaring broadcasters must come of age professionally.

"This is the time to act; we have delayed long enough," he said. "I have full faith and confidence that you will do so."

May 24, 1948 • Page 79
Control Cost
(Continued from page 24)

stations in obtaining a larger share of the retail advertising dollar.
Sales aids such as success stories are getting results, he explained, citing several examples.

Latest development to aid sales is a book titled Operation Traffic Flow, documenting 50 successful retail radio campaigns conducted by 50 outstanding department stores who won NRDGA radio awards for outstanding advertising. All the facts are completely documented in the series of "Junior Jeskes" and he promised stations the book will aid them in solving their retail problems.

Other Groups Join

Other associations are joining NAB in "spousing the cause of radio as a primary advertising medium," he said, mentioning American Bankers Assn., Radio Manufacturers Assn., American Hotel Assn., and National Assn. of Electric Companies.

As to the problem of cost control, Mr. Willard said the upward income curve had slowed down to the point where 1947 costs increased faster than sales. "This general trend must be cor-
certed, if the industry is to remain healthy," he explained.

Radio's principal costs are labor costs. To continue, he concluded, careful cost control or stations will "face the consequences." Cost increases no longer can be passed

along in the form of general rate increases, he said, since radio's preferred position might be seriously damaged.

Working on this problem, he continued, is the Research Dept. with its studies outlining expense factors. Other studies are underway.

Bears Brunt

Bearing the brunt in cost control is the Employee-Employer Relations Dept., Mr. Willard said (see story, page 24).

Mr. Willard praised work of the joint Industry Music Committee. He listed among its achievements

the three-year network contract with AFM at current rates; FM duplication at no extra cost; live music for FM networks at reasonable rates; low music for TV at an adjusted scale; TV duplication without additional premiums; abandonment of the per-man per-station payment theory for network programming.

Original objectives of the united front have almost been achieved, he said. Mr. Willard said. He explained that the committee now is working on the ban on records and transcriptions.

Analysis of hundreds of proposed union contracts has prevented establishment of new and ultimately costly principles in contract form, he said.

Program Costs

The Program Dept. is working on control of program costs, Mr. Willard declared, listing the program reference library, program production manual, brochure of open-ended transcriptions, these being designed to do a double job—providing new, fresh and useable and commercially feasible program material, suggestions and ideas, he continued, and to build and maintain a source of supply of these basic elements for use and production by stations at proper program cost levels.

Mr. Willard concluded with reference to publications such as the Revised Engineering Handbook, engineering bulletins on maintenance, Accounting Handbook and others designed to help station managers more closely control costs of operation.

Mrs. Mollie Belding

FUNERAL services were held May 17 in Long Beach, Calif., for Mrs. Mollie Belding, 80, mother of Don Belding, board chairman of Foote, Cone & Belding, Los Angeles. Mrs. Belding died May 15 at her home in Long Beach.

Don Fedderson, general manager of KYA San Francisco and KLAC Los Angeles, and Max Everett, radio manager of J. P. Mc Kinney & Son, New York, deadlocked for first place in the 13th Annual Broadcasting Magazine NAB Golf Tournament last Wed-

nesday at the California Country Club, Los Angeles.

They were awarded silver loving cups by Broadcasting.

Messrs. Fedderson and Everett each shot 86, but with blind bogey handicaps their net totals dropped to 66. Pete Watts of KYOR San Diego was low medalist with a 70, but his handicap of six was not enough to bring him first honors.

Low net scores ranged from 86 to 91. The average gross score was 85.

Henry Konsky of Smith, Bull & McCray, Hollywood, and Carl Burkhardt of CBS Radio Sales, New York, were tied for second

Other players and scores:

NAME
Harry C. Butcher, KIST Santa Barbara
Tom Wittholz, WXYZ & Rubicam, Hollywood
Harrie T. Kittner, WINN -WPJS Miami
Hugh Felts, BMI New York
Maurice L. McCaskey, WHO Des Moines
Len Namson, WPXM Youngstown
Harry Benenson, RUGN Europe
Donald W. Thorneburng, CBS Hollywood
Well Campbell, KOMO Louis; St.
E. C. (Gene) Kelly, KCRA Sacramento
J. M. Wynn, WILS Louisville
Arch Morton, KJR Seattle
George W. Johnston, SESAC Seattle
W. E. Young, Capitol Transcriptions N. Y.
Eunice H. Smith, Edward Peterson, S. F.
Kenyon Brown, KWPT Wichita Falls, Tex.
Fred Gamble, President, AAAA, New York
Harry McTigue, KLAC Hollywood

GROSS HANDICAP NET
89 18 71
89 18 71
104 20 84
97 18 79
98 18 80
101 20 81
97 18 79
97 20 77
103 20 83
103 20 80
97 20 77
97 20 77

Don Fedderson, Everett Top NAB Field

Kittner Promoted; To Assist Cottone

JOSEPH M. KITTNER, chief of the litigation section of the FCC Law Dept., has been appointed asst. to the Commission's general counsel, Ben-
edict P. Cottone.

Mr. Kittner succeeds David C. Adams, who resigned last fall to become assistant to former FCC Chairman Charles R. Denny, now vice presi-
dent and general counsel of NBC [Broadcasting, Nov. 17, 1947]. Mr. Kittner has been a member of the Commission's legal staff since December 1941.

First employed in the War Problems Division, Mr. Kittner later transferred to the Litigation and Administration Division. Before his appointment as litigation section chief, Mr. Kittner was chief of the administration section. In the fall of 1947 he was a member of the U.S. delegation to the Ha-
avana technicians' meeting regarding revision of the North American Regional Broadcasting Agreement.

Mr. Kittner was born in Weldon, N. C., in 1917. He was graduated from the U. of North Carolina in 1937 with the degree of B.S. in Commerce and received his LL.B. there two years later.

Ad Council Changes

THE ADVERTISING Council last week named Gordon Kinney as radio director to replace George P. Ludlam, who has been made vice president in charge of the New York office. Mr. Kinney, before joining the council in 1946, was deputy in the Domestic Radio Bu-

reau, Office of War Information, Washington.
WJW SURVEY SHOWS
BROADCASTING
STILL TOP RADIO TRADE MAGAZINE

For the second year in a row, radio station WJW, Cleveland ABC affiliate, conducted a survey to register the recognition value of its trademark—the WJW Indian Chief—and again the figures showed an amazing recognition percentage, and a top-heavy preponderance of trade reference to BROADCASTING among time-buyers and agencies.

WJW's survey established a 57% recognition figure for their advertising in both surveys proving a consistency which station officials were at first prone to doubt, but of which they were later convinced. Of the 57% who did recognize the trademark, 48% named BROADCASTING as the magazine in which the ads were seen.

The two surveys were remarkably parallel in effect. In 1947, 8,500 cards, picturing the WJW Chief, were sent out to time-buyers and agencies, asking three questions: "Do you ever see him? In what publications? What does he advertise?" 19% of these were returned with 30% of the returned cards claiming to have seen WJW ads. As mentioned before, 57% of those who had seen the trademark, recognized it, and 48% of the 57% named BROADCASTING as the publication, leaving the rest of the trade magazines dispersed among the remaining 9%.

In 1948, from the same number of cards, 24% were returned, an increase of 5%. 41% of these respondents had seen WJW ads, indicating a cumulative growth over the previous year's figure of 30%. Again 57% recognized the Chief as representing WJW. BROADCASTING once more established itself as leader in the trade magazine field with 45% of the respondents naming it as the publication in which they had seen the ads.

That's the story—and a very musical one indeed to both WJW and BROADCASTING. Very probably the advertiser doesn't live who would not settle for this volume of recognition. It proves also what many advertising men have long claimed. A good trademark, imaginatively used, just about assures recognition of a very high degree.

Some of the favorable comments listed on the cards attest more graphically than figures what the respondents thought of the Chief as a trademark. "Don't ever change it. I think it's darn good. Swell trademark—get me one as good! A good trademark, attention getter, I see it everywhere, it seems to me. Good trademark—good recognition value!"

May 13, 1948
WCAU-TV STARTS Fanfare of Publicity Marks Launching

A BOMBARDMENT of advertising, publicity and promotion preceded the start of regular commercial television programs over WCAU-TV Philadelphia yesterday (May 23). The opening itself was marked by 11 hours of telecasting and by important announcements concerning the station's operations. Station is on Channel 10 (192-198 mc).

The all-out buildup to make the Philadelphia area conscious of the existence of the new station was climax ed by a special 24-page television supplement in the Sunday (May 23) issue of The Evening Bulletin, which owns the station.

The promotional campaign was opened last Monday (May 17) when The Bulletin ran a front-page, two-column box announcing the supplement and telling of WCAU-TV's starting regular programs. The station itself ran three one-column boxes, six two-column by 112 line ads in The Bulletin all through the week. It took a full-page in The Bulletin of Sunday, May 23.

Other WCAU-TV build-up efforts:

- Mentions of the start of the station on "newspaper" pages of the city's busiest street corners and on downtown Cafe flashboards outside the nighters.
- Announcements on WFTZ and WFLY-Philadelphia's other television stations.
- Use of WCAU's AM facilities to call attention to its TV opening.
- Special movie trailers in four downtown theaters and 16 key suburban locations.
- Car card advertisements in 2,500 trolley and bus handouts.
- Notices in Horn and Hardart restaurants, bakery shops and retail food stores.
- Tie-ins with Retail Electric Merchants Association, many of whose members kept stores open May 23 so people could see the WCAU-TV programs on receivers in the merchants' stores.

Specials with Retail Liquor Dealers Assn., which sent notices to its 1,200 tavern-owner members telling of the start of the station and listing the night baseball games it will carry.

Tie-ins with Telen-Cine Co. of Philadelphia, by which 5 by 7 feet projection receivers were on display in the WCAU auditorium and at two Philadelphia hospitals.

To all school principals, superintendents, teachers and P.T.A. teacher groups in the area telling of the new service and listing opening programs.

CBS' salute to its new Philadelphia TV affiliate with a full hour program from New York was an opening day feature. Also carried were rushes of "The Paradise Case," David O. Selznick's latest release, starring Gregory Peck and Valli. A special 15-minute section of the rushes was flown to Philadelphia from Hollywood for the event.

Announcements Sold

Start of WCAU-TV's regular telecasts also was marked by important commercial developments, including the sale of some 600 one-minute announcements.

Several staff additions have been made. Dave Kaigler and Bill Sears were added to the production-direction-writing department, joining Paul Ritts and Len Valenta. Mr. Kaigler had been with WFTZ-TV and Mr. Sears with WPEN Philadelphia. John Ferrelane, of WCAU printing and art department, and Paul Barnes, new to telecasting, will handle WCAU-TV art work and set designing.

As added as technicians were: Raymond Freedman and Harmon Yamin, both formerly with RCA Victor; E. Louis Sturgatch, formerly chief projectionist and operating manager of Lippencott Pictures; Robert H. Shufelt, formerly U. S. Navy technician and with RCA Victor, and Irving Gubin, previously with H. L. Yoh Co. Daniel T. Jones was added as mobile unit driver and handler of studio lights and dollies.

New Era (Continued from page 86)

Mr. Ritta (l) and Dan Palazzi, technicians, handling "How Does Your Garden Grow?" program featuring Amos Kirby, WCAU farm editor, in station's recently-completed studio "B" control room. Show is aired Tuesday evenings over WCAU-TV.

chants Assn., many of whose members kept stores open May 23 so people could see the WCAU-TV programs on receivers in the merchants' stores.

For Results on FM in Kansas City—it's KOZY.

KOZY Advertisers are renewing their expiring contracts regularly.

For example:

One KOZY Advertiser renewing his Time Signal Contract, renewed for 3588 Time Signal Announcements—better than twice his previous commitment.

KOZY is represented by FM Reps, Inc.

"Dillard Station"


Page 82 • May 24, 1948

Page 82 • May 24, 1948

BROADCASTING • Telecasting

Sets for U. S. Zone in Germany Slated

NAB Plans Drive for $100,000 To Send Receivers Abroad

NAB last week started a campaign to place large numbers of radio sets in the portions of Germany occupied by the United States. The move will counteract steps by Russia and England in their occupied areas of Germany.

Drive to raise $100,000 will be sponsored by NAB, the board decided at its Wednesday meeting in Los Angeles. Working in cooperation with Radio Manufacturers Assn., sets will be produced at reasonable cost.

U. S. Dept. of State, UNESCO and occupation authorities are behind the project.

Resolution was offered by Clair R. McCollough, WGAL Lancaster, Pa., director-at-large for small stations. In direct charge will be A. D. Willard Jr., NAB executive vice president, who conferred in Europe last April with occupation and diplomatic officials.

The receivers will carry "Voice of Democracy" labels. Raising of public contributions will be based on broadcast promotion with the cooperation of other interested industries and organizations.
Hooper Inc. made Tiny and Hymn its member available with other gates. The Commission on May 7 approved transfer of control of KTSW Eolia, Ill., for $34,450, and sale of 56% interest in WSBR Superior, Wis., for $10,920 were approved last Wednesday by FCC.

In the WMBM transfer, Kenneth S. Keyes, owner of 55% common and 90% preferred stock of Biscayne Broadcasting Co., WMBM licensee, sells 49% common and most of his preferred holdings to his wife, son, daughter-in-law and six business associates. Following the restructure, the holding will be Mr. Keyes, 6% common, 10% preferred; Lucille T. Keyes, 15% common, 24.5% preferred; Kenneth Keyes Jr., 2% common, 3.25% preferred; Lola Rymer Keyes, 4% common, 6.5% preferred; Lonnie A. Morris, 3% common, 5% preferred; Julius M. Vronn, 2% common, 3.95% preferred; Ida Akeri Morris, 5% common, 8.25% preferred; Herman John Leader, 4% common, 6.5% preferred; Brahan Lamar Mitchell, 2% common, 3.25% preferred; and Augusta Batista, 12% common, 19.5% preferred. T. O. McCullough retains 36% common interest and Calvert A. and Mary Lucille Carter retain 50% common and 5% preferred interests each. WMBM operates on 800 kc with 1 kw day time.

The WSBR transaction involves sale by Ford S., Emily and Ford S. Jr. Campbell of combined 56% interest in WSBR Inc., licensee, to KBIZ Inc., licensee of KBIZ Ottumwa, Iowa. The transfer will own 83% of WSBR with other 17% held by James J. Conroy, Roland C. Buck (33% plus) and Mr. Conroy (66% plus) own KBIZ. Mr. Campbell Sr. holds

WMBM Miami Beach Changes Hands

NAB Convention's Best Kiss, Atwater Kent (1), talks with Don Searle, ABC Hollywood vice president, and Mrs. Searle.

FCC Okays WWNL Move, 1110 - 740 kc

APPLICATION of Tri-City Broadcasting Co., for modification of construction permit to change frequency of WWNL Newport, Ky., from 1110 kc to 740 kc, with 1 kw day time, was granted by FCC May 17.

Application of Moraine Broadcasters Inc. requesting 1110 kc with 1 kw day time at Dayton, Ohio, and formerly designated for consolidated hearing with Tri-City, was retained in the hearing dock and placed under the pending file. Tri-City filed for the new frequency on February 11. The Moraine Broadcasters application was held pending completion of action concerning daytime skywave transmission on U. S. Class I-B frequencies.

From the time the application was first filed to the time a new frequency was requested a corporate reorganization in Tri-City had taken place, FCC stated. In view of this and the new frequency the Commission said: "Under these circumstances, we conclude that the applicant entitled Tri-City Broadcasting Co. at the time of the comparative hearing with Moraine Broadcasters Inc. is no longer in existence." Therefore it looked upon Tri-City as a new applicant for a construction permit, and upon finding it qualified, issued the authorization for 740 kc.

PAULEY GROUP GIVEN EXPERIMENTAL VIDEO

AUTHORIZATION for new high-band experimental television station was made by FCC May 19 to Television California, San Francisco, applicant for commercial television Channel 11 (198-204 mc) at San Francisco. Firm is owned by Edwin W. Pauley and associates.

The experimental grant, for 580-630 mc and such other frequencies as FCC may assign, was made by Commission in a modification of the license to the St. Francis Hotel, San Francisco.

Television California is one of seven firms seeking three remaining video channels in the San Francisco-Oakland area. Hearings are to begin today (May 24).

Mr. Pauley until February of this year was special assistant to Secretary of the Army Kenneth C. Royall. An independent oil producer, he formerly had been an aide to the late President Roosevelt.

Associated with Mr. Pauley in the commercial TV venture are R. H. Chamberlain, real estate operator; V. E. Breeden, vice president of William R. Stastts Co., San Francisco and Los Angeles investment banking firm, and Col. McCarthy, part owner, KLAS Las Vegas, Nev., and ex-manager, KGW San Francisco.

DuMont Labs to Sponsor News Show on WFIL-TV

A TWO-YEAR contract with options to sponsor Television Newsreel on WFIL-TV Philadelphia was signed last week by the television receiver division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.

DuMont Labs agreed in return for $43,700 for the 15 minutes each week to be broadcast under the contract, the call signs for a 15-minute newscast weekdays at 7:30 p.m. with a repeat program at sign-off, the time of which varies according to daily schedules. A half-hour review of news highlights also is slated for Sundays. News gathering facilities of the Philadelphia Inquirer will be used.

Buchanan Co., New York, is agency for DuMont.

WCON

$336,669,000

5000 WATTS • 550 KC

NATIONAL REPRESENTATIVES

HEADLEY REED COMPANY

$136,669,000

Retail sales to families in WCON's coverage area were three hundred sixty-three million, six hundred ten million, six hundred ninety-three thousand dollars. WCON is the medium to help you get your share of the $336,669,000 you get every day. Write or call the Headley Reed Company for availability.

In Atlanta It's WCON

THE ATLANTA CONSTITUTION STATION

DuMont Labs to Sponsor News Show on WFIL-TV

A TWO-YEAR contract with options to sponsor Television Newsreel on WFIL-TV Philadelphia was signed last week by the television receiver division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.

WCON

$336,669,000

5000 WATTS • 550 KC

NATIONAL REPRESENTATIVES

HEADLEY REED COMPANY

$136,669,000

Retail sales to families in WCON's coverage area were three hundred sixty-three million, six hundred ten million, six hundred ninety-three thousand dollars. WCON is the medium to help you get your share of the $336,669,000 you get every day. Write or call the Headley Reed Company for availability.

DuMont Labs to Sponsor News Show on WFIL-TV

A TWO-YEAR contract with options to sponsor Television Newsreel on WFIL-TV Philadelphia was signed last week by the television receiver division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.

DuMont Labs to Sponsor News Show on WFIL-TV

A TWO-YEAR contract with options to sponsor Television Newsreel on WFIL-TV Philadelphia was signed last week by the television receiver division of Allen B. DuMont Laboratories Inc., in cooperation with franchised DuMont dealers in Philadelphia, New Jersey and Delaware areas.
floor precipitated a vote which showed convention delegates overwhelmingly that FM would supplant AM. There was no exact count, but in response to two questions NAB President Justin Miller reported, after appraising a show of hands, that "is substantial majority" indicated they were operating both FM and AM, and that "a much smaller proportion" of the same group felt FM eventually would supplant AM.

The questions were raised in reference to statements by Mr. Dil- lard, who felt that FM's future is more promising now than ever before, that FM will replace AM, and that much of the "confusion" could have been clarified if FCC two years ago had set a "time limit" on the acceptance of AM applications.

Whenever FCC does take such action, he said, FM set production will speed up and FM will "surge ahead" at a rate never before seen. He said the transition from AM to FM will be " orderly," and that no AM operator need fear it.

Robert T. Mason, president of WMRN Marion, Ohio, wanted to know why it would be necessary for FCC to set a cutoff date for AM if it were true that FM is a superior aural service. Mr. Dillard replied that the public is entitled to the best but is going to be "the loser" if the market is flooded with AM only.

Eugene Sandford, president of WYKY Louisville, Ky., felt that FM has been "sold very sparsely," from an advertising standpoint, and asked whether television is in a comparable position. Mr. Gamble said advertisers generally regard AM and FM as the same type of broadcasting but look upon television as a new art. Their use of any medium, he reiterated, depends upon their evaluation of its worth to their market.

Hoffman was asked about the outlook for receivers with printed circuits. He felt that they would be of considerable importance in such devices as the proximity

**Horizons Unlimited**

(Continued from page 23)

FIVE NEW STANDARD stations, daytime-only outlets, were authorized for facilities for two existing stations.

The Commission announced Thursday that on May 14 it had granted power boost to KOK Phoenix, Ariz., from 1 kw full time to 5 kw day, 1 kw night, operating on 550 kc. In earlier actions on May 13 FCC issued grants for three daytime-only stations and improved facilities for two existing outlets.

New station permits issued last week went to Rochester, Pa.; Stevens Point, Wis.; Sparta, Wis.; Hopewell, Va., and Longview, Tex.

KIEO Pocatello, Ida., was awarded power boost from 500 w to 1 kw, operating full time on 1440 kc, and WLOU Louisville received authority to switch frequency from 1670 fuse, but that in home radio receivers it's more of a promotion thing.

Manufacturers, he said, are trying to bring prices down without impairing quality. He promised that they would "support the program and go along with NAB."

To a question from General Manager T. A. M. Craven of WO, Washington, Mr. Weiss asserted that television, to have the growth it deserves, must have additional space. He warned that there is a "period of expansion" during which any adaptation from one frequency band to another, just as there is FM's move from the low band to the present 88-108 mc range. Mr. Kersta told the delegates that "horizons unlimited" also meant "responsibilities and opportunities unlimited." He compared television in 1948 with the discovery of gold in California in 1848, which he noted, was followed by "the rush of '49." He said 1350 kc to 1350 kc. WLOU is assigned 1 kw daytime.

In the case of the KOKY grant, FCC approved station's petition for reconsideration of a Commission order of August 1947 which designated for hearing the power in

FCC Grants

In Six States

including one fulltime and four parttime stations granted by FCC on May 19. Changes of were granted the same day.

* increase request with the 550 kc proposals of KFMB and KLK San Diego, Calif. KFMB was granted switch fixed on 1450 kc to 1 kw 550 kc with condition it accept whatever interference resulted from KOKY, and KLK amended to seek the old KFMB assignment. KOKY's increase is conditional to referendum result, he will not receive from proposed KFMB operation (1 kw, directional, night) on KYUM Yuma, Ariz., now on 1240 kc with 250 w.

Earlier station grants went to Mt. Carmel, I1.; Rosenberg, Tex., and Bremerton, Wash. KXOA Sacramento, Calif., received assign- ment change from 1470 kc to 1470 kc, fulltime, and WIVY Jacksonville, Fla., on 1050 kc, was given power boost from 250 w to 1 kw.

FCC station authorizations in- clude:

**Rochester, Pa.—** Beaver Valley Radio Inc., 1009 kc, 2 kw, daytime. Principals: Edward K. Fischer, city and

wear store and real estate dealer, presi- dent; W. H. Yoder, Beaver Valley Construction Co., Inc., vice president; W. W. Fisher, engineer, secretary.

**Stevens Point, Wis.—** WCBE, Sparta, Wis., 1000 kc, 5 kw, daytime. Principals: John J. Kiernan, president; George B. Kiernan, vice president; W. L. Davis, engineer.

**Sparta, Wis.—** William M. Gleist, 990 kc, 1 kw, 1440 kc, 1 kw, daytime. Principals: George B. Kiernan, president; W. L. Davis, engineer.


**KIEO Pocatello, Ida. —** KIEO, 1 kw, daytime.

**Stevens Point, Wis. —** WICB, 5 kw, daytime. Principals: John J. Kiernan, president; George B. Kiernan, vice president; W. L. Davis, engineer.

**Sparta, Wis. —** William M. Gleist, 990 kc, 1 kw, daytime.

**Hopewell, Va. — ** Hopewell Broadcasting Co., 1 kw, daytime.

**KIEO Pocatello, Ida. —** KIEO, 1 kw, daytime.

**Stevens Point, Wis. — ** WICB, 5 kw, daytime.

**Sparta, Wis. — ** William M. Gleist, 990 kc, 1 kw, daytime.

**Hopewell, Va. — ** Hopewell Broadcasting Co., 1 kw, daytime.

**KIEO Pocatello, Ida. —** KIEO, 1 kw, daytime.

**Stevens Point, Wis. — ** WICB, 5 kw, daytime.

**Sparta, Wis. — ** William M. Gleist, 990 kc, 1 kw, daytime.

**Hopewell, Va. — ** Hopewell Broadcasting Co., 1 kw, daytime.

**KIEO Pocatello, Ida. —** KIEO, 1 kw, daytime.

**Stevens Point, Wis. — ** WICB, 5 kw, daytime.

**Sparta, Wis. — ** William M. Gleist, 990 kc, 1 kw, daytime.

**Hopewell, Va. — ** Hopewell Broadcasting Co., 1 kw, daytime.

**KIEO Pocatello, Ida. —** KIEO, 1 kw, daytime.

**Stevens Point, Wis. — ** WICB, 5 kw, daytime.

**Sparta, Wis. — ** William M. Gleist, 990 kc, 1 kw, daytime.
Mon. Code Session
(Continued from page 28)
dum last summer by inferring the by-laws changes were routine and not important. "You’re trying to stifle small and regional stations," he claimed. He asked that only registered delegates vote on any motions offered at the meeting. Any voting would be merely advisory, Judge Miller explained. He added, "You as directors have your chance at the board meeting." That was the end of Mr. Breen’s time having elapsed.

In opening the code discussion Judge Miller introduced the platform panel consisting of Harold E. Fellows, WEEI Boston, John F. Meagher, KYSM Mankato, Minn., and Harold Fair, NAB Program Dept. director and official keeper of the code at headquarters. Kenneth H. Baker, NAB research director, held the stopwatch on speakers.

Outlines History
History of the code-writing project was outlined by Judge Miller, with a reference to the board-authorized re-styling of the Feb. 26 version adopted by the directors at Hot Springs, Va.

Mr. Breen had worked over the revised language made public March 29," he said, listing the changes he effected a fortnight ago. These included a revised clause under "Public Affairs and Issues" calling for reply time if a person has suffered an unfair attack by a commentator or speaker, abandonment of the last paragraph under "religious programs" strictly limiting offers on such programs, deletion of torture and horror portions of children’s programs, transferring them to crime and mystery programs, vesting responsibility for code adherence in multiple-station programs to the originating station. The panel, Mr. Breen said, was confusing, Judge Miller said, and could "include an offer of salvation." He suggested it could be re-drafted. He asked for suggestions under a new title, "educational programs," which he inserted, he said, because he saw a need for such a section.

Pledge Dropped
The final pledge was dropped, he added, because the idea was incorporated in the creed.

Mr. Fellows said the code was the product of hundreds of broadcasters. "We should not leave Los Angeles without adopting the Standards of Practice," he said. "All delays come from those who don’t want to advertise. It is evident that a majority want it." Mr. Meagher endorsed the code and observed that he was “a small market broadcaster." Mr. Fair told how the code had been discussed at many committee, state and district meetings, with all ideas and suggestions given careful study.

After the exchange between Judge Miller and Mr. Breen, the floor debate went ahead. Robert C. Anthony, owner of KFI Los Angeles, appealed for code action and recalled he had been NAB president a score of years ago.

Walter E. Wagstaff, KIDO Boise, Idaho, took issue with Mr. Breen and said small stations could live under the code, "The code is impertinent as hell," he said, and added "but so was the constitution.”

Hoxell, KFXJ Grand Junction, Colo., said District 14 had worked over the code and added the district’s suggestions had been submitted to the board. These included a 15-second allowance for weather announcements instead of 10 seconds.

Leslie C. Johnson, WHBF Rock Island, III., a former NAB director, seconded Judge Miller’s implication of connaissance in revising the by-laws. "I say that is a lie," he shouted. "Mr. Breen can run his station as he sees fit if the FCC isn’t going to knock its head off." He praised all who had a part in drafting the self-regulatory document.

Cott Lauds Miller
Ted Cott, WNEW New York, who had led independent opposition at the Atlantic City code discussion praised Judge Miller and the other code writers for their fairness and declared the process had been “very democratic.” He offered the resolution urging the board to adopt the present code Wednesday after consideration on the floor. Mr. Johnson seconded, and on the call for yes and nays the only nay was from Mr. Breen.

William C. Grove, KBFC Cheyenne, Wyo., said many of the District 14 suggestions had appeared in the new version. "We could go on for years," he said, "but it is a code or something more serious.”

Morris Novik, New York consultant, voiced approval of the change in the political section to permit dramatization and read a statement from the American Civil Liberties Union opposing supervision of commentators.

Henry W. Slavick, WMCA Mem-phis, NAB director-elect for District 6, thanked all who had taken part in writing the code. A motion to that effect was passed unanimously.

Phil Bernstein, KRCC Richmond, Calif., an FM-only station, said that if the code would cause "Lucky Strike to mend its ways it would be the greatest event in American radio.”

Judge Miller said even the ten commandments aren’t lived up to 100% but he hoped for some kind of approximation of enforcement.

Lawson Taylor, KMFG Tulsa, said length of commercial copy is not as important as what is said.

David M. Baylor, WJMO Cleveland, said the code steps taken to date are only a beginning. C. L. Thomas, KXOK St. Louis, called attention to the code footnote specifying that the document is subject to change. George Arnold, WTAD Quincy, Ill., voiced disappointment there were so many non-voting delegates on the floor but Judge Miller reminded that it was a forum, not a business session.

Dolly Banks, WHAT Philadelphia, regretted that little consideration was given foreign language stations. She said a 157-word announcement required 140 words in Italian. She explained the difficulty of getting the thought over to foreign language audiences in brief continuities.

Outler Endorsement
John M. Outler Jr., WSB Atlanta, endorsed the code and hoped it would be carried out in good faith. Gustav Brandborg, KVOO Tulsa, said most broadcasters agreed the document was good. John J. Gillin Jr., District 10 retiring director, moved adjournment. Judge Miller held the motion was lost.

G. Richard Shafto, WIS Columbia, S. C., suggested delegates offer ideas for the new educational station regulation. W. A. Banks, WHAT Philadelphia, further explained the foreign language station’s difficulties, speaking just before adjournment.

Bill on Liquor Ads Tabled in Congress

S N E T A IEEE Interstate Commerce Committee voted 6 to 5 last week to table pending legislation which would regulate the advertising of alcoholic beverages over the air and in the press.

The tabling action is tantamount to killing a bill since it will die with this Congress. If reconsideration is granted at this session, it would take a two-thirds vote of the committee for further action.

The Committee originally held hearings last May on S-265 by Sen. Arthur Capper (R-Kan.) which would completely outlaw all liquor and beer advertising. When this was found by the committee to be “impracticable” Sens. Clyde A. Reed (R-Kan.) and Edwin C. Johnson (D-Colo.) set out to draft more moderate substitute legislation.

The substitute measures (S-2359 and S-2365) underwent hearings last month [BROADCASTING, April 26] and were termed by the opposition as “impossible to interpret or enforce.”

Voting for approval of the legislation were Chairman Wallace H. White (R-Mo.) and Sens. Charles W. Tobery (R-N. H.), Owen Brewster (R-Me.), Reed and Johnson.

Opposed were Sens. Albert W. Hawkes (N. J.) and Homer Capehart (Ind.), Republicans, and Francis J. Myers (Pa.), Brien McMahon (Conn.), Ernest W. McFarland (Ariz.) and Warren G. Magnuson (Wash.), Democrats.

WBZ-TV T-Day June 2

"T-DAY" for WBZ-TV Boston has been re-scheduled to June 2, with test patterns slated to begin by May 26, it was announced last week. Postponement was made necessary because of bad weather which interfered with work on the tower.
Standards of Practice
(Continued from page 35)
lic issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

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

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for noncompliance with laws such as those prohibiting defamation and sedition.

RELIGIOUS PROGRAMS
Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice.

Religious programs should be presented by responsible individuals and groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

CHILDREN'S PROGRAMS
Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourages children to enter strange places or to converse with strangers.

CRIME AND MYSTERY PROGRAMS
In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnapping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

EDUCATIONAL—To Be Drafted Later

GENERAL
Sound effects and expressions characteristic of daily living (such as "bulletin", "flash", etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

ADVERTISING STANDARDS
Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation to the American people of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claim, whether oral or written, which is intended to disparage competitors, competing products, or other industries, professions or institutions.

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

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

TIME STANDARDS FOR ADVERTISING COPY
As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

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

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

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

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

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

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

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

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

Any casual reference in a program to another’s product or service under any trade name, or language sufficiently descriptive to identify it should, except for normal guest identifications, be avoided. If used it should be considered as advertising copy and, as such, a part of the station’s schedule in the total time allowances as herein provided.

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

CONTESTS

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

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

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

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

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

PREMIUMS AND OFFERS

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

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

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

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

Wedding News

ANYTHING to be the first with the news, says WARD Johnstown, Pa. So when Frank Jordan, news director, handed a bulletin to the newsman then on the air, he read it without a second glance. It turned out to be:

“Here’s an important local note. There will be a wedding at the First E.U.B. Church tomorrow. The bride is Miss Britton, manager of WARD, and the groom is Bob Ebert ... and, well, that’s me.”

Miller Sees Good Start in New Code

Louds Board, Entire Industry On Its Actions

“This is a good starting point,” NAB President Justin Miller said Thursday in calling on the industry to get behind the new Standards of Practice promulgated Wednesday by the board.

The Standards are subject to constant change and the board will exercise its authority to keep them in line with industry progress, he said, with research projects to be launched into the effect of various types of advertising copy, including the “irritating" type.

“I think it’s a good job," he said. “I’m very proud of the boys," referring to the board. “I expect to name a committee to study enforcement, as directed by the board. It will be representative of all branches of the industry.

“There remains a selling and local job for station managers that will last several years. We have a joint committee working with the Execs. of National Audiences and the American Assn. of Advertising Agencies.”

Judge Miller voiced pleasure that already many segments of the industry have approved the code action. One of the first to approve the board’s promulgation of standards was Niles Trammell, NBC president. “NBC has long wanted such a new document," he said. “At their first annual convention in Atlantic City last September, NBC and its affiliated stations took the leadership in underlying the adoption of even more stringent voluntary regulations than those approved by the NAB Board. NBC is now operating under its own code of practices which was adopted in 1934. This NBC code will now be revised so that it will contain both the new Standards which have been adopted on an industry-wide basis and the even higher standards which NBC has voluntarily adopted to govern its own operations. In this latter category is the NBC policy against broadcasting crime and mystery shows prior to 9:30 p.m. EST.”

CUBA TEST INCIDENT DRAWS FCC REMINDER

PROCEDURE for the measuring of field strengths of foreign stations has been effected through the North American Regional Broadcasting Engineering Committee, FCC reminded broadcasters May 14 upon notice from State Dept. of improper attempts to make private measurements in Cuba.

The Commission said an engineer from WAGA Atlanta, Ga., Jan. 30 entered Cuba and began to take measurements of CMCY Havana, which operates on 590 ke, same channel as WAGA, when he was taken in custody by local police authorities. FCC related that the unidentified engineer was released the following day and that he resumed efforts to measure CMCY signal strength until requested to cease by the Cuban radio authorities.

FCC stated such incidents result in embarrassment not only to persons involved but also “to the international relations between the United States and its neighbors.”

Hymes WLAN Manager

JOHN D. HYMES, formerly radio business manager of the Biow Co., New York, and sales executive with WNEW New York, has been appointed assistant manager and sales manager of WLAN Lancaster, Pa., the station announced Wednesday.

The station is a 1-kw A B C affiliate which has just been granted authorization for full time operation.

Mr. Hymes was president of the Radio Executives Club of New York in 1942 and deputy chief of the Office of War Information domestic radio bureau during World War II.

Democrats’ Battle With Don Lee Ends

Network Aims President’s Talk in West Coast

The construction of a dispute between the Democratic National Committee and the Don Lee Network over the latter’s failure to carry the President’s May 14 talk was pacified when the network agreed to carry the speech transcibed last Friday at 8:30.

Originally, arrangements were made with MBS New York for carrying the speech from 10:30 to 10:45 and it was assumed coverage would be nationwide. It was not until after the broadcast that reports began to pour into the Washington headquarters of the party that the talk had not been heard on the West Coast.

Disces to Coast

A check with MBS New York revealed that the program had been offered Don Lee but New York was not aware that it had not been carried. Don Lee’s explanation, Mutual said, was that it accepted only “paid political broadcasts” first.

Ken Fry, radio director for the Democratic Committee, immediately shipped transcriptions of the President’s talk to West Coast party leaders who were to offer them to local MBS stations.

In addition, complaints were lodged by listeners and officials of the party on the Coast. James Roosevelt, chairman of the party’s California organization, demanded that the network furnish time and threatened to file an official protest with FCC.

It was pointed out that Don Lee had carried the Dewey-Stassen debate sustaining and should, therefore, also carry the President’s talk.

In making the time available last Friday, Don Lee said it was doing so because it wanted no one to think it “guilty of discrimination.”

It takes four—the four audiences guaranteed by WBNX's four-star station—just about the kind of audience that the people you want to sell in this multi-language area.

May 24, 1948 • Page 87
FCC Given Added Data About WBAL
Station Files Proposed Findings Of Fact, Conclusions of Law

PROPOSED FINDINGS of fact and conclusions of law were filed with the FCC in the case of WBAL, Baltimore and Public Service Radio Corp. upon the voluminous record of the WBAL license renewal proceeding and competitive application of Public Service.

The hearing, involving WBAL's 50 kw clear channel facilities of 1090 kc, was concluded in early April after running for 31 sessions over a 22-week period from last November [BROADCASTING, April 12].

Public Service, headed by Washington Columnists Drew Pearson and Robert S. Allen, pointed out that WBAL had been transferred at least three times without Commission consent through operations of the Hearst organization voting stockholder, Hearst Radio line, WBAL licensee, was described in effect as a new applicant for a permit under the terms of the law.

Pearson-Allen pointed to diversification of ownership of media, communication and information, integration of ownership and operation and program plans among factors to favor granting its request over that of WBAL.

The Hearst outlet concluded that Public Service had proven itself to be financially and technically not qualified.

them BMI music and they're going to send us Navajo music," he exulted.

NAB Pres. Niles Trammell and Vice Pres. John F. Royal encountered a slight interruption in their flight to the convention. About five minutes out of Portland, it was reported, the plane, a commercial airliner, was minus a gas tank cap, requiring a return to New York to replace it.

COMIC Danny Thomas, one of the stars of the convention banquet show, made a quick 11th-hour trip from Las Vegas, Nev., for the program, stepping almost literally from his car into the spotlight for the wind-up performance.

THE LAW took over Tuesday afternoon and temporarily closed the slot-machine exhibit of Com- momerade Productions. One municipal agency had given permit for one-armed bandits, but another didn't approve and hotel feared reprisals from authorities, so ad- ventures with lady luck ceased.

THE WHEEL is fortunate smiled on Pierre Weis of Lang-Worth. On Wednesday he stepped across the hall into the exhibit of the competition Capitol Transcriptions and won a Califone playback that was awarded each day to the lucky number on the wheel.

No Fun
NAB will continue its efforts to protect the broad- casting industry from statutory and legislative inroads into its basic rights, President Justin Miller told a news conference in Los An- geles Thursday. "But when you get a nice fellow like Wayne Coy, FCC chairman, it's not so much fun to needle government officials," he observed.

APPEAL FILED ON FCC ACTION IN WTNB CASE
APPEAL of FCC's grant of improved facilities to WTNB Bir- mingham, Ala., was filed last Wednesday in the U. S. Court of Appeals for the District of Co- lumbia by Johnston Broadcasting Co., licensee of WJLD Bessemer, Ala., whose competitive request for a new station in Birmingham was denied by the Commission.

Final FCC decision in the comparative proceeding was made last December when the Commission granted WTNB switch from 250 w on 1490 kc to 5 kw day, 1 kw night directionalized on 850 kc [BROADCASTING, Dec. 15, 1947].

Johnston Broadcasting, whose application had been filed in June 1946, charged in its appeal that the Commission had failed to dis- qualify the WTNB request on grounds it was not properly sworn to and not filed in good faith. The WTNB request was dated October 15, 1946. Johnston Broadcasting further alleged FCC did not con- sider all the facts in making the comparative determination on programing and ownership-opera- tion.

A petition for rehearing and reconsideration filed in late Decem- ber by Johnston Broadcasting was denied by FCC on May 5.

CCBS BRIEF SUPPORTS ELIMINATION OF STA
BRIEF in support of FCC's propos- al to eliminate issuance of special temporary authorizations for limited time or daytime-only AM stations was filed last week by the Commission by Clear Channel Broadcasting Service. Oral argu- ment on the proposed rule was held fortnight ago [BROADCASTING, May 10].

CCBS, representing 16 clear channel outlets, told FCC it fully supported the adoption of the proposed rule to eliminate STAs in view of experience of member sta- tions over degradation of nighttime service through STA opera- tion interference. CCBS offered its services in "assembling detailed facts in the light of past experi- ences and the making of such reasonable tests or observations may be of value.

The clear channel organization stated that in virtually all in- stances where STAs are requested, "the programs proposed to be broadcast are not of sufficient im- portance to justify depriving rural listeners anywhere of their sole means of nighttime reception or their sole opportunity for any choice of programs." Exceptions to the rule would be serious emergencies such as floods.
NAB Opposes Bill To Regulate Towers

OPPOSITION to a bill (H.R. 2984) regulating the installation of radio or television antennas was voiced by NAB Attorney Bryce Rea Jr. in May 14 hearings before a Senate District subcommittee.

Mr. Rea, speaking for the nation's broadcasters, reiterated a concern which was first expressed to the House District Committee when the similar bill was pending there last year.

NAB said that the bill, which would have the effect of excluding radio towers from residential areas in the District of Columbia, "would tend to establish a national pattern that would deter progress in radio broadcasting."

The NAB spokesman told the committee he felt the objectives of the bill could be accomplished best by action in individual cases by zoning commissions, CAA and other existing agencies which have authority in the field. This way, he pointed out, broadcasters could have each case examined on its own merits.

Also testifying in opposition to the measure were Thad Brown Jr. of DuMont Television, and Vernon West, District of Columbia Corporation Counsel.

Appearing in support of the bill were Leverett Meadows and George A. Corbin of the Manor Park Citizens Assn.

Press Club TV Members

THE BOARD of governors of the National Press Club, Washington, has called a special membership meeting for 1 p.m., Friday, May 28, to consider an amendment to its Constitution regarding membership classification of radio correspondents. Amendment would extend membership to "those whose principal work involves the gathering, writing, or editing of news for dissemination by radio, television or facsimile."

CHLO St. Thomas, Ont., new 1-klw station on 680 kc, went on the air officially on May 14.

Reason Why

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
May 12 Applications

ACCEPTED FOR FILING

WABB Mobile, Ala.—Mod. CP new standard station for extension of completion date. Assignment of CP

WOR San Diego, Calif.—Voluntary assignment of CP and license from Albert E. Furlow, Frank O. Gorard, Roy M. Ledford, Fred N. Rohr and Mary W. Heisler, d/b/a Silver Gate Bstg. Co. to Silver Gate Bstg. Co. Assignment of license

KLOG Lake Charles, La.—Voluntary assignment of license from Frank R. Gibson to The Pelican Bstg. Co., Inc. Assignment of CP

WTOA Cambridge, Mass.—Voluntary assignment of CP and license from Wirth Bros. Radio Labs, Inc. to Middlesex Bstg. Corp. Modification of CP

WLOX Biloxi, Miss.—Mod. CP new standard station for extension of completion date. KOPR Butte, Mont.—Mod. CP new standard station for extension of completion date.

AM—230 kc

WRFB Washington, D.C.—CP change hours from D to U, increase 5 kW D to 5 kW-D and 1 kW-N and install DA-N.

AM—1290 kc

George E. Cameron, Jr., Tulsa, Okla. (PO 1411 National Bank of Tulsa Bldg.)—Mod. CP new standard station 1350 kc, 250 w un. Contingent on KOME being granted license of facilities.

AM—920 kc

Central Pennsylvania Bstg. Co., Lewistown, Pa.—CP new standard station 920 kc. D.

KCOR San Antonio, Tex.—Mod. CP license from license to cover new station of completion date.

AM—1580 kc

Shamrock Bstg. Co., Shamrock, Tex.—CP new standard station 1570 kc. D.

AM—1550 kc

AM—1150 kc

AM—1210 kc

KACH-Denver, Colo.—License to cover new standard station.

AM—1170 kc

WLLD-Detroit, Mich.—License to cover new standard station.

AM—1240 kc

WJNC-Jackson, Miss.—License to cover new standard station.

AM—1150 kc

WFMY-Winston-Salem, N.C.—New CP FM station for extension of completion date.

FM—88 mc

WFMB-Fort Myers, Fla.—License to cover new standard station.

FM—107 mc

WFME-Miami, Fla.—License to cover new standard station.

FM—93 mc

WTRC-Elkhart, Ind.—Same.

FM—91 mc

WISH-Fort Lauderdale, Fla.—License to cover new standard station.

FM—101 mc

WFME-Miami, Fla.—License to cover new FM station.

FM—106 mc

WYR-Cincinnati, Oh.—CP new standard station.

FM—94 mc

WGN-Foot D.1 on Channel 1.

FM—106 mc

San Antonio, Tex.—CP new standard station.

FM—93 mc

Tendered for Filing

TV—240-210 mc


WKNR-Fort Wayne, Ind.—License to cover new FM station.

WBBF-Fort Wayne, Ind.—License to cover new standard station.

WBBF-Fort Wayne, Ind.—License to cover new FM station.

CFX—Chicago, Ill.—License to cover new FM station.

CP—Construction permit

KABC-Los Angeles, Calif.—Mod. CP FM station to increase antenna height above ground to 191 ft.

CP—Construction permit

KELO-Rapid City, S. D.—Mod. CP FM station to increase antenna height above ground to 110 ft.

CP—Construction permit

WABC-New York, N.Y.—CP new non-commercial FM station, on frequency to be assigned by FFC, ERP 1,200 kw.

License Renewal

KBOI, Boise, Col.—License renewal AM station.

KPLC Lake Charles, La.—Same.

APPLICATION RETURNED

WWMB Melbourne, Fla.—License to cover new standard station.

RETURNED May 10.

APPLICATION DISMISSED

WGOO-Greensboro, N.C.—Mod. license to change name of licensee from King Features Synd. to WXYZ, Inc. D.

APPLICATION DISMISSED

JULIAN SKINNELL, Operations Manager

Page 90 • May 24, 1948

BROADCASTING • Telecasting

WCON-FM Atlanta, Ga.—Granted extension of time to Aug. 17 in which to complete construction, on condition that station commence interim operation within that period.

KRED Eureka, Calif.—Granted extension of time of May 20 to complete construction.

Hearing Designated

L. W. Thomas Inc., Des Moines, Iowa—Designated for hearing application for new Class A FM station, in consolidating process with applications of L. W. Andrews Inc. and Gates City Co. for new FM stations at Davenport and Keokuk, Iowa, respectively. Notice is hereby given that whether L. W. Andrews Inc. is financially qualified to construct and operate the proposed AM and FM stations in Davenport.

Form Changes

Adopted herein are proposed rules making covering contemplated changes in broadcasting, stations, transfers, and record keeping and related sections of its rules 34 and 35. Changes to include: Forms 301, 302, 303, 312, 314, 315. Said changes shall be based upon my suggestions to staff, industry and others concerned. They are detailed in an appendix to this report, which is available upon request from me. (See story BROADCASTING, May 17.

KNET Palestine, Tex.—Granted renewal of license for regular period ending Jan. 10, 1949.

WNVA Harlan, Ky.—Same.

WJMS Ironwood, Mich.—Same.

WSYR Syracuse, N. Y.—Granted consent for assignment of license from Carl H. Parker to WSYR, WSYR-FM, in lieu of a proposed sale of KGBR, KBTH, WNIT, WNYF, through sale of all issues of KGBR to Harry C. Wilder, Mark S. Winters and associates, of Radio Progress Co., Inc., for $1,200,000. (Conr. Durr for hearing).

Assignment of License

K WHK Hutchinson, Kan.—Granted voluntary assignment of license from James E. Murry to KWKH Bstg. Co. for new standard station.

WSKI Montpelier, Vt.—Granted voluntary assignment of license from Carl H. Parker to WSKI, WSKI-FM, to Montpelier-Barnes Bstg. Co., to Montpelier-Barnes Bstg. Co., Inc. newly formed Vermont corporation in which assignor will have interest.

Transfer of Control


Reorganization

WFRS Grants Pass, Ore.—Granted consent to reorganization of the Grand Radio Bstg. Corp., permittee of station WFRS, pursuant to which control will pass from present stockholders to 17 new stockholders, no one of whom will own more than 11.4% of stock in reorganized corporation.

Assignment of License


Extension of Time

WLEX-FM Richmond, Va.—Granted extension of time of Aug. 17 in which to complete construction, on condition that applicant begin intermediate operation within such period.

WLEF-FM Richmond, Va.—Granted extension of time to Sept. 24 in which to complete construction.

KXML Los Angeles—Granted extension of time for facilities to be available in which to complete construction, on condition that applicant begin intermediate operation within such period.

KFRA Cheryane, Wyo.—Granted extension of time to Sept. 24 in which to complete construction, on condition that applicant begin intermediate operation within such period.

Not just a flash-in-the-pan

LEBANON, PENNSYLVANIA

Not just a flash-in-the-pan, a comely, bright and then fading into oblivion... But a brilliant star, shining signal-clear in the Central Pennsylvania Market... A market comprised of more than 1,000,000 persons, and with an annual retail trade well over $300,000,000.

WMBW

MAY 12 TO MAY 20.

AM—WLBR—FM

LEBANON, PENNSYLVANIA

Not just a flash-in-the-pan, a comely, bright and then fading into oblivion... But a brilliant star, shining signal-clear in the Central Pennsylvania Market... A market comprised of more than 1,000,000 persons, and with an annual retail trade well over $300,000,000.

WMBW

MAY 12 TO MAY 20.

AM—WLBR—FM

LEBANON, PENNSYLVANIA

Not just a flash-in-the-pan, a comely, bright and then fading into oblivion... But a brilliant star, shining signal-clear in the Central Pennsylvania Market... A market comprised of more than 1,000,000 persons, and with an annual retail trade well over $300,000,000.

WMBW

MAY 12 TO MAY 20.

AM—WLBR—FM

LEBANON, PENNSYLVANIA

Not just a flash-in-the-pan, a comely, bright and then fading into oblivion... But a brilliant star, shining signal-clear in the Central Pennsylvania Market... A market comprised of more than 1,000,000 persons, and with an annual retail trade well over $300,000,000.
Fires set in the telephone gimmick feature by WJW Cleveland. Mon.-Fri., 6:15-6:25 p.m. At random telephone somewhere in Cleveland, "Miss Central" waits for call from listener who can figure out four telephone numbers from hints given over the show. Between spooling for records, announcer gives three hints, then listener who decipher and arrives at correct number, becomes "Miss Central." She tells to "Miss Central" and receives another call. If second hint is not discovered, she moves to another telephone and another hunt is on. Show is sponsored by local car dealer, Central Chevrolet.

Promotes Industry

DEMADES to promote Philadelphia industry, first of series of 12 weekly programs was presented Friday by WIP Radio Philadelphia, in cooperation with Philadelphia Chamber of Commerce. Called "As They Run," inaugural telecast paid tribute to Rohm & Haas, chemical manufacturing plant. Format consists of Arthur C. Kaufmann, C. O. president, appearing with guest who is one of top executives of industry being analyzed. Before and after motion picture presentation of particular industry, Mr. Kaufmann interviews executive. Second program will feature Walter J. Fuller, president of Curtis Publishing. Tentative plans call for C. E. Wilson, president of General Electric Co., and Martin W. Clement, president of Endicott, to represent their companies on third and fourth programs.

Jaye Win Award

AWARD presented in 1948 for completion of "The project of the Century," was received by Jaye Win. The award is 24-karat gold, and includes an inscribed scroll, a picture of Jaye Win, an inscribed medallion, and a letter of appreciation. The award symbolizes the dedication of Jaye Win to the nation's war effort, and his commitment to the future of the country. Jaye Win is a prominent figure in the entertainment industry, and his contributions have helped to shape the course of American history. He is known for his generosity and his unwavering commitment to his fellow citizens. He is a true American hero, and his legacy will be remembered for generations to come.

ENJOYING THE BEST

UN TV

PARTICIPATION of 58 member countries of United Nations is scheduled for May 7-10. The UN TV will be broadcast from the UN building in New York, and will feature a variety of programs, including news, culture, and entertainment. The UN TV will feature programs from all over the world, and will be broadcast in a variety of languages. The UN TV is a unique opportunity to learn about the diverse cultures of the world, and to experience the richness of human experience. The UN TV is a testament to the power of television to bring people together, and to promote understanding and cooperation among nations.

Fun on WIP

"TRY FOR FUN," new audience-participation show of WIP Philadelphia, has been getting contestants to perform amusing tricks as lifting a bottle with a straw, running a potato race backwards, whistling a single note true for 30 seconds. Rewards are merchandise prizes. Program, excused by Mac McDade, is produced and directed by Walter Swalls, WIP assistant program director.

"Minor Opinion"

JUVENILE comments on topics of current interest form basis for "Minor Opinion," new show presented on WGN-TV Chicago. Sun., 7-30 p.m. Program, which takes place in schoolroom setting, features lively discussion of current events among children, ages 6-10, who are members of the Jaycee Clubs of Lake, Cook, and Will counties. UN TV will begin about two weeks after station begins, goes on the air June 15. Profits from series, if sponsored, are to be turned to local UN Appeal for Children, cooperating Jaycees in arranging the program.

Propaganda Analysis

ANALYSIS of propaganda and propaganda devices employed at present time is presented on special series of five broadcasts on CBS. Featuring Dr. Lyman Bryson, series, titled "You and Propaganda," began May 18 and is heard Tuesdays at 11:45 a.m. Dr. Bryson goes beyond general characterization of propaganda in his discussions. He illustrates propaganda techniques employed by the Axis and the Allies, and describes the effect of these techniques on the American public.

Baseball Network

BASEBALL network consisting of eight stations in Wisconsin and Montana has been formed for broadcast of major league games. KRBC Cheyenne, Wyo., is key station and is feeding games for 22 weeks to KRAL Rawlins, KVOC Casper, KKW Sheridan, KPOW Powell, KODI Cheyenne, WYOM, and KFJF Miles City, Mont. Games are sponsored in each locality, by local baseball clubs, and are broadcast on the air Saturday afternoons.

ROAD INFORMATION and changing weather conditions are announced by WLW Cincinnati on its "Platter Time" show, as special service to motorists and drivers. Information covering Ohio, Indiana, Kentucky, and West Virginia is supplied to the station by highway departments in those states. Program is heard during early morning hours when most travelers are on the roads. Featuring news, weather, and music, the program aims to save time for all-night travelers and provide service to state highway departments as well. Show is sponsored by Buell Mfg. Co., Chicago, makers of air horns, and agency is Gordon Best Adv., Chicago.

Skywriting Aired

SKYWITNESS EXPLOIT was aired recently when Woody Leaver, special events director of WBSU New Orleans, took his wire recorder on an expedition with two Pepsi-Cola skywriting planes. Trip through air was described by Mr. Leaver as the planes reached 10,000-ft. altitude above the city. Show was transmitted and played back next day as planned. Birds were then flown to show the sky Station reports technical arrangements for expedition were complicated, but paid off in enthusiasm of sponsor and "gosh-pom-pom" broadcast.

Mummers on TV

SWING BANDS of Philadelphia's Mummers have been spotted for series of television programs over WCAU-TV. Programs, 15 in all, were scheduled to begin May 12 and continue through June 18, beginning with Mummers' Day at 9, 1:30 p.m., and concluding with Mummers' Day at 9, 1:30 p.m. Program aims to attract audience and to promote Mummers' Day as the nation's favorite competition with audience voting for its favorite organization by mail.

Gov. Long's Inauguration

INAUGURAL of Earl King Long as Governor of Louisiana on May 12 was "a full day of radio," the complete program was aired via NB New Orleans arranged a statewide network to the occasion, feeding program to 20 stations, with portion of program carried nationwide via NBC's "Radio Newsreel" program. NB New Orleans broadcast show, supplied video coverage in cooperation with New Orleans TV stations, to televise the event. Video photographs will be mailed to New York, for release to TV stations in East and North.
Michael Freier and Harold V. Smith.

James Greenwood has joined WCAE Philadelphia as acting chief engineer, succeeding James Schultz, resigned.

Camera Mart, New York, has announced new cameras microphone boom for use by television and non-theatrical film producers. Boom is portable and features 12-ft. 9-inch boom arm and freely rotating microphone swivel. Boom arm is collapsible, folding into two sections. Each section folds completely. Boom is priced at $150.

Fred Reinhard has been appointed assistant supervisor in charge of technical operations of the network. Both forms received RCA service and time.

Lotus, West Electric Radio Div. has announced development of new combination equipment that permits present users of Western Electric 5-kw AM transmitters to increase power to 10 kw.

Robert M. Morris, engineer in charge of ABC Television, Central Div. has been named facilities engineer for serving the nation, replacing the late Philip J. Konkle.

RCA Engineering Products Dept., Change, N. J., has announced new control and systems for medium-size audio systems. Engineers are developing switching of radio or recorded programs to loudspeakers in as many as 40 locations in schools, hospitals, etc. Sono-lette (RCA Type MF-1274) can supply programs to any or all outlets of sound system.

Bill Ussler, formerly with WPTZ Philadelphia, has joined engineering staff at WFIL Chicago.

Joe Kresnicka has joined engineering staff at WBAM Chicago.

Bill Little, transmitter engineer of WRFD Worthington, Ohio, and Martha Benson have announced marriage. GC Nyren, engineer of WRFD, Westlake, Ohio, has transferred to engineering department of that station.

George Schram and George D. Lightfoot have joined WHBQ Canton, Ohio, as transmitter.

Harry Fincher, studio engineer of WBBM Topka, Kan., is the father of a girl.

Julius Agardy, recent graduate of New York University, has joined WRNN Marion, Ohio, as engineer.

Henry Celli, engineer of KLK Oakland, Calif., is the father of a girl.

WFMY (FM) Greensboro is Launched on 97.3 mc.

WFMY (FM) Greensboro, N. C., held its official dedication last month.

P. T. Hines, general manager of Greensboro News Co., owner of the station, was introduced by Gaines Kelley, station manager, on the dedicatory program. Other speakers included the Mayor of Greensboro, Fielding L. Fry; James A. Doggett, chairman of the Guilford County Board of Commissioners; W. L. Johnson, Jr., president of the Chamber of Commerce; W. P. Ingram, president of the merchants association; and J. N. (Bill) Bailey, executive director of FM Assn.

WFMY is on Channel 9 (97.3 mc). The 10 kw transmitter and studio console are Western Electric. Staff members include: Mr. Kelley; Ted Austin, program director; James Wisniewski, chief engineer; Walter R. Murry, sales manager; James Russell, studio technician, and Miss Barbara Simpson, is the 'Voice of Dormont', although definite rate is not yet established.

Tele-Transcription

TELE-TRANSCRIPTION, DuMont method of recording video programs on film off the face of a receiving tube as they are broadcast, was demonstrated for agenciees and press in New York. Service will be rented at stations at a price proportionate to their circulation or made for advertisers at a rate of about $750 a half hour, it was estimated by Mortimer W. Loewi, executive assistant to the president of DuMont, although definite rate is not yet established.

Turntable

Joseph Kotlier, account executive at Ginnings, has been appointed account executive for Frederick W. Ziv Co., Cincinnati.

Ronald Dawson, associate, New York, has signed contracts with WBOB Al- hambra, N. Y., WELD (FM) Columbus, Ohio; WELM Elmira, N. Y., and WMLO Milwaukee, to carry their package show, "Who's Speaking."
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broadcasting</td>
<td></td>
</tr>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Office National Press Building</td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories 1329 Wisconsin Ave.,</td>
</tr>
<tr>
<td></td>
<td>N. W. Washington, D. C. Adams 2414</td>
</tr>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>904 NATIONAL PRESS BLDG., D1.1305</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>LABS: GREAT NOTCH, N. J. LITTLE FALLS 4-1000</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>INTERNATIONAL BLVD. 1219 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>Paul A. deMARS</td>
<td>PORTER BLDG. LO. 9. 8821 KANSAS CITY, MO.</td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>38 Years' Experience in Radio Engineering</td>
</tr>
<tr>
<td></td>
<td>MUNSEY BLDG. REPUBLIC 2247 WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service</td>
</tr>
<tr>
<td></td>
<td>WARNER BLDG. WASHINGTON, D. C.</td>
</tr>
<tr>
<td></td>
<td>12th &amp; E St., N. W. National 6512-6515</td>
</tr>
<tr>
<td>LOHINES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
</tr>
<tr>
<td>WORTHINGTON C. LENT</td>
<td>Consulting Engineers</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C. 1200 18th St., N. W. Room</td>
</tr>
<tr>
<td></td>
<td>1210 DISTRICT 4127</td>
</tr>
<tr>
<td>GLENN D. GILLET</td>
<td>AND ASSOCIATES</td>
</tr>
<tr>
<td></td>
<td>982 NATIONAL PRESS BLDG. NA. 3373</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td></td>
<td>Specializing in Broadcast and</td>
</tr>
<tr>
<td></td>
<td>allocation Engineering</td>
</tr>
<tr>
<td></td>
<td>Warner Building, Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>Telephone National 7757</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Kellogg Bldg.</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>SUITE 604, 1357 K ST., N. W.</td>
</tr>
<tr>
<td></td>
<td>National 0196 WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td></td>
<td>363 E 75th St. Triangle 4600</td>
</tr>
<tr>
<td></td>
<td>CHICAGO 19, ILLINOIS</td>
</tr>
<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N. W.</td>
</tr>
<tr>
<td></td>
<td>Washington 6, D. C. 7236</td>
</tr>
<tr>
<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss, Inc. 927 15th St., N. W.</td>
</tr>
<tr>
<td></td>
<td>Republic 2883 WASHINGTON, D. C.</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td></td>
<td>1605 Connecticut Ave. MI. 4151</td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas 1728 Wood St. Riverside 3611</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village</td>
</tr>
<tr>
<td></td>
<td>DALLAS 5, TEXAS JUSTIN 8-6108</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>AM-Allocations &amp; Field Engineering-FM</td>
</tr>
<tr>
<td></td>
<td>Oshkosh, Wisc., Phone Blackhawk 22 and</td>
</tr>
<tr>
<td></td>
<td>Affiliates DIXIE ENGINEERING CO.</td>
</tr>
<tr>
<td></td>
<td>Columbia 1, S. C.; Ph. 2-2742</td>
</tr>
<tr>
<td>ROBERT M. SILLMAN</td>
<td>Consulting Radio Engineer</td>
</tr>
<tr>
<td></td>
<td>Specializing in Antenna Problems</td>
</tr>
<tr>
<td></td>
<td>1011 New Hampshire Ave. RE. 6446</td>
</tr>
<tr>
<td></td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N. W., EX. 8073</td>
</tr>
<tr>
<td></td>
<td>Washington 5, D. C.</td>
</tr>
</tbody>
</table>
Singing Video

TV COUNTERPART of AM's singing commercials has been conceived by Grant Advertising for Atlantic Brewing Co., manufacturer of Pennant Pale Beer. The films were produced by Kling Studios for use on the sponsor's wrestling telecasts on the Madison- Glamor Athletic Club over WGN-TV Chicago. The spots feature stage settings, costumed actors, music, entertainment and the sponsor's message in six one-minute packages, which include a minstrel show, hillbilly act, masquerade ball, circus sequence, Gay 90's routine, and a western scene. Shooting was done on 35mm film but is reduced to 16mm prints.

May 14 Applications...

ACCEPTED FOR FILING

Assignment of CP

KAGH Pasadena, Calif.—Voluntary assignment of licenses by Andrew O. Haley Jr.; Rose Bowl Beers. to KAOH Inc. (AM-1230)

KBIO Burley, Idaho—CP change frequency from 1170 to 1280

AM-1230

Bay State Broadcast, New Bedford, Mass.—filed to new standard station 1280 AM’s (AM-960) with 500 watt, in 400 watt, in

AM-880

Hillsdale Co. Inc., Hillsdale, Mich.—filed to new standard station 1280 AM’s (AM-960) with 500 watt, in 400 watt, in sovereign

Assignment of License

KUBN Bakersfield, Calif.—Voluntary assignment of licenses by Rupert W. Bradford and Harry A. Ship a/b as Bakersfield Radio Co., Inc. to Bakersfield Radio Co., Inc. (AM-1470)

The Rural Broadcast, Ohio, Oak Harbor, (AM-1470) to new standard station 1270 kW 1 kW DA-NUN. (AM-1470)

Reinstatement of CP

KWJ Port Hueneme, Calif.—CP reinstatement of CP increase change frequency change from 1290 kW-1 kW to 1290 kW-1 kW.

Modification of CP

WSSW Milwaukee, Wis.—CP change frequency to change in estimated initial cost of proposed installation.

Modification of License

WIBS San Antonio, Tex.—Voluntary assignment of license from R. B. McAuliffe, Pryde E. Hall and Grady Maples, d/b/a as McCoa Agency to Radye Maples and R. B. McAuliffe, d/b/a as The MMA Agency.

City Broadcasting, Co., New York, N. Y.—filed to new standard station 1270 kW 1 kW DA-NUN. (AM-1470)

Assignment of License

WIBS San Antonio, Tex.—Voluntary assignment of license from R. B. McAuliffe, Pryde E. Hall and Grady Maples, d/b/a as McCoa Agency to Radye Maples and R. B. McAuliffe, d/b/a as The MMA Agency.

May 14 Applications...

ACCEPTED FOR FILING

Assignment of CP

KAGH Pasadena, Calif.—Voluntary assignment of licenses by Andrew O. Haley Jr.; Rose Bowl Beers. to KAOH Inc. (AM-1230)

KBIO Burley, Idaho—CP change frequency from 1170 to 1280

AM-1230

Bay State Broadcast, New Bedford, Mass.—filed to new standard station 1280 AM’s (AM-960) with 500 watt, in 400 watt, in sovereign

AM-880

Hillsdale Co. Inc., Hillsdale, Mich.—filed to new standard station 1280 AM’s (AM-960) with 500 watt, in 400 watt, in sovereign

Assignment of License

KUBN Bakersfield, Calif.—Voluntary assignment of licenses by Rupert W. Bradford and Harry A. Ship a/b as Bakersfield Radio Co., Inc. to Bakersfield Radio Co., Inc. (AM-1470)

The Rural Broadcast, Ohio, Oak Harbor, (AM-1470) to new standard station 1270 kW 1 kW DA-NUN. (AM-1470)

Reinstatement of CP

KWJ Port Hueneme, Calif.—CP reinstatement of CP increase change frequency change from 1290 kW-1 kW to 1290 kW-1 kW.

Modification of CP

WSSW Milwaukee, Wis.—CP change frequency to change in estimated initial cost of proposed installation.

Modification of License

WIBS San Antonio, Tex.—Voluntary assignment of license from R. B. McAuliffe, Pryde E. Hall and Grady Maples, d/b/a as McCoa Agency to Radye Maples and R. B. McAuliffe, d/b/a as The MMA Agency.
**FCC Correction**

FILES and references to application of C.P. are changed and corrected. To change frequency from 1005 to 970 kw, change hours from D to U, time change power from 1 kw-D to 500 w-U, 1 kw-D and install DA-N.

**TRUST**

Rockford Bests. Inc., Rockford, III. CP new commercial television station Channel 12, 204-212 mc., ERP vis. 3.0 kw., aural. 15.9 kw.

**TV-86-66**

The Hammond-Hampshire Corp., Holyoke, Mass. CP new commercial television station on Channel 6, 60-66 mc., ERP vis. 8.5 kw., aural. 4.25 kw.

**TV-82-88**


**TV-186-192**


**TV-210-216**


**Petition to Reallocate**

KFMI Tulia, Okla. Petition to reallocate frequency from 1060 to 970 kw, change hours from D to U from 1 kw-D to 500 w-U, 1 kw-D and install DA-N.

May 17 Decisions

**DOCKET CASE ACTIONS**

AM-140 kc.

Grand application of Tri-City Bestg. Co. (WHMI) Fort Wink, Ks. CP to change frequency from 1100 to 760 kc, and change transmitter site of station, to operate with 1 kw, DA. Also added memorandum opinion and order granting petition for rehearing supplemental petition of rehearing of Moraine Bestg. Inc., Dayton, Ohio, Insofar as it requests that decision of May 29, 1947, be in accordance with Tri-City Bestg. Co., Newport, and Moraine Bestg. Inc., Dayton, Ohio, be set aside, and the decision of May 29, 1947, be set aside, and ordered that above application of Moraine Bestg. Inc. be retained in hearing docket and placed in pending file; further ordered that petition of Tri-City Bestg. Co. be disposed of, and record of hearing further hearing be dismissed as moot; ordered further that motion of Moraine Bestg. Inc. requesting Commission to revoke CP of Tri-City Bestg. Co. be dismissed as moot.

**BY THE SECRETARY**

KYGO Ogden, Utah. Granted license for new station 1400 kc 250 w un.

NEKO Grand Junction, Col. Granted license for new station 1320 kc 250 w un. and to specify studio location.

WCLA Baton Rouge, La. Granted mod. CP to change trans. and studio locations.

WCTC New Brunswick, N. J. Granted CP to make changes in vertical and horizontal FM mast and mount FM at Mt. container.


WKWB Wichita, Kan. Granted mod. CP to change trans. location and specify studio location.

WFTF Fort Wayne, Ind. Granted mod. CP to omit request for installations of FM ant.

WGRS Greenwood, S. C. Granted mod. CP to make changes in vertical and horizontal ground system.

KRLA Los Angeles. Granted mod. CP to extend completion date to 7-16-48.

KVLC Little Rock, Ark. Granted license for new station 150 kc 1 kw D.

KBTY Dallas, Tex. Granted involuntary assignment of CP from Lacy-Potter (Continued on page 99)

---

Great strength in radio towers is a requirement in Florida. The antenna installation at WHOO, Orlando, Florida is typical of the well-designed Truscon Radio Towers that are being used to assure continuous service despite unusual conditions.

This modern Truscon Radio Tower is 414 feet high, supports an 8-section Square Loop Antenna, and is of guyed pipe construction. It exemplifies the balanced design, quality materials and skillful workmanship in hundreds of Truscon Radio Towers in America and foreign lands. Each tower built to exactly meet specific requirements.

Truscon can engineer any type of tower you desire... guyed or self-supporting, either tapered or uniform cross-section... tall or small...

AM or FM. Truscon engineering consultation is yours without obligation.
CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10¢ per word—$1 minimum. Help Wanted 20¢ per word—$2 minimum. All office help 24¢ per word—$3 minimum. No change for blank lines. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Box 487, Broadcasting. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial
Position open for alert commercial manager with enough know-how to operate successfully. Progressive local in good territory. Box 415, BROADCASTING.

Gross salary $1,500. Good opportunity for extremely well qualified man to take full advantage of Midwest 1000 watt station. Present employees advised. Send photo, complete personal history and with first letter. Box 494, BROADCASTING.

Salesmen
SALES MANAGER
Excellent opportunity third major market Independent fulltime station. Experienced man capable of handling national sales. The right salary to the man with background of proven success.

BOX 644, BROADCASTING.

Wanted—Capable of servicing accounts and assuming responsibility for production. Large block of accounts immediately available. Top salary $400. BROADCASTING.

SALES MANAGER
Chicago suburban. Successful FM station needs experienced, aggressive young salesman who lives in the vicinity. Good salary and commission above guaranteed. Box 511, BROADCASTING.

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.


Announcers
Wanted: Experienced announcer with four years minimum at commercial work. Quality and references must be good. College background preferred. Position offers pay schedule, including incentive plan. About $950 per week. Good future for right man. Audition transmissions by appointment. Inquire about disc jockey and ablility: news handling ability, all phases musical knowledge and thorough demonstration of commercial abilities. Radio engineer preferred. Large southern market. Replies confidential. BROADCASTING.

Wanted: Down-to-earth combination announcer and continuity writer. Preferably capable of handling announcing and program staff featuring local, sports, news and music.

BOX 545, BROADCASTING.

Help Wanted (Cont'd)

Announcer—With some experience, $40.00 to start. Send disc and references. Box 322, BROADCASTING.

Announcer—Needed. Immediate. $50.00 to $60.00 per week. Reply Box 538, BROADCASTING.

Combination men—We're tired of floaters. Excellent opportunity for experienced announcer with first ticket, sober, who will fill out complete background. Must settle down in small southern city, draw $75.00 for 46 hours per week. Position includes all city, off at 250 watt station, and are not a job. Reply to Box 471, BROADCASTING. Replies confidential and acknowledged.

Wanted: Announcer for 1 kilowatt station, going five kw about July 1st. Progressive pay to start. $60.00 per week with time and a half for overtime. Modern station also operation 100 kw FM station. Experience required; send replies to Mc Barnett, Program Director, WEIS, Blue- rock, Pennsylvania.

Wanted: Experienced announcer, Michigan regional network station has opening for strong male disc-jockey announcer. Excellent opportunity for good man. Send disc, photo and transcription to WPDB, Flint, Michigan.

Wanted. Good announcer for established station in south, Position pays well. Write if interested and forward photo, letter of experience with reference and discussion for consideration. Box 477, BROADCASTING.


Technical
Wanted—Combination engineer-announcer. Must have pleasing personality, progressive, western local. Box 516, BROADCASTING.

Transmitter engineer needed for 1 kw AM and 10 kw FM. Starting salary $50 per week. Car necessary. Child, WTAD, Quincy, Illinois.

Engineer-announcer for station in good small town near Atlanta. Will teach you everything if have some experience. Minimum $30.00 per week. Four-room apartment available. WMOC, Covington, Cola.


Wanted. First class ticket wanted. Send audition disc of voice and full commercial abilities. Single men preferred. Salary $40 per week to start. Box 546, BROADCASTING.

Production-Programming, others
Unlimited future opportunities for aggressive, ambitious radio copywriter. Excellent opportunity in New Mexico station. Five week salary and reply expected. Box 540, BROADCASTING.

PROGRAM DIRECTOR
Independent fulltime station in Third net. Experienced and experienced man capable of handling announcing and program staff featuring local, sports, news and music.

BOX 545, BROADCASTING.

Help Wanted (Cont'd)

Experience commercial copywriter for kilowatt midwest daytime. Box 551, BROADCASTING.

Continuity writer . . . for 250 watt southern station. Woman preferred, who can also handle feature program on air. Former commercial copy experience an advantage. Full details and salary required first letter. Box 546, BROADCASTING.

Situations Wanted

Managerial
I am desirous of securing a better position, as working commercial executive or sales manager or salesperson, with a progressive station, one that will appreciate and pay for results. Successful record selling radio time, also newspaper advertising and managerial experience. Aggressive and enjoy selling. Character and ability references. Married, no children, sufficient experience, old enough to be settled and young enough to achieve results. Box 546, BROADCASTING.

General manager—With eight years experience in radio desire to make a change. Married, sober and dependable. Extra strong in sales and programming. In charge of all phases of present operation from time of issuance of CP. Best of references from present employer. Salary reasonable, all references considered. Box 387, BROADCASTING.

Selling or administrative position. Fresh out of college, ready for work. Progressively operated station. Excellent opportunity to build a network. Experience, references, contact for additional information. Box 481, BROADCASTING.

Station manager, 13 years experience, network, local, sales, sports, special events. Available 30 days notice from present position in Georgia. Best of references. Communication on request. Box 555, BROADCASTING.

General manager—outstanding record selling radio time, also production. Minimum income $6,000. Box 554, BROADCASTING.

Situations Wanted (Cont'd)

Manager: Now employed as salesman-program director. Nine years in broadcasting. Hard worker. Single Box 464, BROADCASTING.

Just resigned managementship 250 watt independent station. Desire new location. Single. Box 537, BROADCASTING.

Manager as executive officer responsible for successful development midwest network regional. Desires better climate and opportunity to help develop AM-FM-TV regional property on profit-sharing basis. Excellent record and references. Box 485, BROADCASTING.

Independent station general manager past 5 years, 3 station city, available on month's notice. Previously salesman. Box 432, BROADCASTING.


Can you use money making team in your station? Man and wife combination: He, experienced as station manager, commercial man, and sales. Plenty of ability. She, tops in promotion, jack-narrator, experienced in sales. Neither interested in a chair-polishing position. Box 552, BROADCASTING.

Manager—Commercial manager. Seasoned, good production record. Salary bonus basis. Box 536, BROADCASTING.

Station manager, chief announcer, and copy-trade man desire change. Now in local. Would accept big jobs in little station or little jobs in big station. Avatar, producer-director. What have you? Box 539, BROADCASTING.

Salem,

Salem with terrific sales ability and background. Good references. Box 464, BROADCASTING.

Salem—Now with New York City station, available for sales position. Interested in all southwest station. Box 528, BROADCASTING.

MIDWEST

WANTS

fifty thousand watt

NEWSCASTER

Must have outstanding voice-personality. This is one of the best news jobs in radio for the right man. Rush complete details of background, salary expected, when available, plus photo and transcription to Joe DuMond, President, Radio Station KXL, Waterloo, Iowa.
ANNOUNCER

Chief announcer for major station or staff announcer on large city outlet, four years experience; currently chief announcer-producer-engineer for major mountain station. Accent on newscasting, energetic. Box 578, BROADCASTING.

BROADCASTING

Excellent voice, age 23, offers himself to station in Los Angeles. Has driven in Los Angeles June 1; 6 years experience on Scottsdale, Arizona. Plays by-play sports, news, acting, disc jockey work. Will accept any age. Box 29, single, Harvard graduate. Seeking employment in major market. Excellent references. Box 682, BROADCASTING.

TELEVISION

Engineer graduate with five years of television experience would like to attain staff engineer position in major metropolitan area. Will complete shop radio. Box 535, BROADCASTING.

VENTURES


HYPOTHESIS

Veteran with six months production, announcing and working training wants position in new city. Presently in charge of day-to-day operation of station. Will continue education and further training. Box 556, BROADCASTING.

디자인에 대한 주관적인 의견

전체 문서는 읽기 자연스러운 텍스트 표현으로 제공됩니다. 이전에 추출된 텍스트와 일치합니다. 이 언어 모델은 텍스트 생성이나 요약, 질문에 대한 답변, 이벤트나 예측에 도움을 주는 등 다양한 задач을 수행할 수 있습니다. 사용자는 이 텍스트를 보고 해당 상황에 대한 전문적인 의견을 할 수 있습니다. 이는 뉴스, 학문, 문학, 학술, 기술 등 다양한 분야에서 활용될 수 있습니다. 텍스트는 원문의 흐름을 간직하며 정확할수록 더 좋은 결과를 낼 수 있습니다. 텍스트의 이해와 해석 능력이 향상되면서 더 넓은 분야로 확장됩니다. 이는 정보의 전파와 유통, 엄밀한 논리 분석, 정확한 표현 등 다양한 측면에서만 이전은 기존의 텍스트의 소중함을 잃지 않습니다. 이를 통해 텍스트의 가능성을 높일 수 있으며, 이는 다양한 분야에 확산될 수 있습니다.
VIDEO FILMS

VIDEO'S film needs by 1963 will likely triple and possibly quadruple the present production capacity of the motion picture industry in the opinion of William W. Watts, vice president of the Radio Corp. of America, in an address before the Society of Motion Picture Engineers convened in Los Angeles May 15-20.

Foreseeing an estimated 953 stations in 456 cities, assuming adoption of the Commission’s proposed revision of channel allocations, Mr. Watts pointed to a need of 1,825 television features by the end of '65, or little more than 14,000 features a year. The two minute shorts a year exclusive of the 500 independent stations' film needs. Without network programming, the latter will have a definite annual film need all of their own, he said.

Referring to the current inactivity on the part of most motion picture producers, Mr. Watts observed that the needs of television “will require far more film, more technicians, more talent and more equipment than exists today.”

“Motion pictures are Hollywood’s business and if Hollywood truly senses the gigantic industry that is growing up across the nation, the technical facilities this new industry already possesses, the millions of dollars invested in it, the size of its present and potential audience, Hollywood, I am sure for the simple reason there is profit to be earned, will get into what can eventually be a bigger market than the much lamented 'foreign field.' Approaching this question of television’s effect upon the movies:

Schools (Cont’d)

The School of Radio Technique

NEW YORK & CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B.

Approved for G.I. Training

NEW YORK 20, Ill.; RADIO CITY, R. R. O., Div., CHICAGO 7, Ill.; CALIFORNIA TELESPECTRUM, HOLLYWOOD 38, CALIF.: 4972 Melrose Avenue

WANTED TO BUY

Approved field strength meter, reasonable. Box 580, BROADCASTING.

250, 1000, and 5000 watt radio station. Will consider CF. Not afraid of competition. Box 582, BROADCASTING.

WANTED

Radio Broadcasting Stations

Buyers SELLERS

Ad in this issue on the network.

WANTED

Commercial Continuity

Writer, News Editor

Wanted by old well-established station on fringe of Chicago. Only high grade well-educated need apply.

Box 385, BROADCASTING

LATE CLASSIFIEDS

Help Wanted

Salesman

Sales manager—If you have experience in managing sales force in metropolitan area, if you are aggressive and can operate in a highly competitive market, we have an opening for you. Salary in proportion to background. We are a 1000 watt fulltime independent. If you have something to offer write or wire Box 587, BROADCASTING.


New List of Canadian AM, FM and shortwave broadcasting stations has been issued by the Radio Div., Dept. of Transport, Ottawa, and is available at 100c per copy.

NEW TYPE of electronically-triggered, high-intensity “gap-lamp” is employed in RCA’s new 35-mm sound motion picture projector (r). The "gap-lamp" is said to be virtually free of heat, and need for a moving shutter is eliminated, RCA points out. Periodic flashes of the lamp, coupled with a specially designed film drive mechanism, make it possible to use standard 35-mm film, which normally operates at 24 frames per second, to produce 24 or 48 frames per second required for television, RCA says. Operator is shown at monitor and changer/cover control rack.

NEW LIST of Canadian AM, FM and shortwave broadcasting stations has been issued by the Radio Div., Dept. of Transport, Ottawa, and is available at 100c per copy.

UNITED STATES:

used to tower

56 ft. Blaw-Knox type CK self-supporting, available with Blaw-Knox doublerail -- also 36 & 48 ft. with or without doublerail, 66 ft. section of tower below insulators—ideal for areas subjected to floods or surrounded by buildings.

Send full particulars for immediate shipment. Very reasonable.

BOX 537, BROADCASTING

For sale: PT-29, custom built AM transmitter with self-sustaining dual conventional FCC approved circuit. Runs steady and true. No known defects. Price $950. Has pair 810’s in final PP for 250 watts. High energy output, easily tunable with full set of tubes. Also available to interested Western Electric Modified FCC approved frequency meter and complete well-built speech input console. Real deal for entire lot. KRLC, Lewiston, Idaho.

Radio Towers, AM & FM erected, painted and serviced coast to coast.

Towers for Sale—AM, supporting FM and TV.

Wire or write Eugene 8503

John Greene

Greene Tower Co.

Southern Pines, N. C.

RCA BTA-256A 250 watt FM transmitter, new condition, used 7 months, 2 wheels, 1 rack, 9A, used model L transcription playback. Application denied! Sacrifice complete equipment for 250 watt. All new. Follows rebuilt Bayhoven Console, General Radio Frequency and Modulation Monitors, three QRE Turntables, three RCA UniversalPickups, and four RCA Junior Velocities. Also, tower, lights, ground wire, approved composite tower, and materials for 150 foot tower. Equipment in California. $5,000 takes the works! Box 519, BROADCASTING.

For sale: Replica soundproof cabinet for wire service. Teletype. waa in lot 4165.00. will sell for $75. WFAF, Alliance, Ohio.

3 kw AM Transmitter

Western Electric 5 kw type D6B847. nice condition, all parts good. Has been in service 500 to 1600 kw. Immediately available. $800. W.R. Kenedy, San Lee Broadcasting Sys-

1513 N. Vine St., Hollywood 48, Calif.

Radio station in excellent market but making very little money. Could be successful with proper management. Box 81, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 66th St., N.Y.C. Longacre 4-0340.

Page 98 • May 24, 1948

WANTED

WANTED

WANTED

WHB Goes Fulltime

WHB Kansas City, Mo., switches to 710 kc with 10 kw day and 5 kw night on May 30. Station was established in 1922 and has been owned by the Cook Paint and Varnish Co. Since 1930. It is an affiliate of MBS.
Promotion Man

ASK YOUR PETTY MAN

About

Availabilities

in the

YANKEE

NETWORK

News Service

Editions at

8 A.M. ⋆ 1 P.M. ⋆ 6 P.M. ⋆ 11 P.M.

THE

YANKEE

NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE, BOSTON 15, MASS.

(formatted kindly by EDWARD PETTY —— INC.

KITCHEN KLUB

For Food Products and anything used in food preparation, this program features pretty and practical BETTY KOLLER, graduate home economist, and "hungry man" BOB MERRYMAN brings your salesmen right into the home. Call a WLW sales representative for more information.

Cincinnati

World Tel-Tips from WLWT

ASK YOUR PETTY MAN

About

Availabilities

in the

YANKEE

NETWORK

News Service

Editions at

8 A.M. ⋆ 1 P.M. ⋆ 6 P.M. ⋆ 11 P.M.

THE

YANKEE

NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE, BOSTON 15, MASS.

(formatted kindly by EDWARD PETTY —— INC.

KITCHEN KLUB

For Food Products and anything used in food preparation, this program features pretty and practical BETTY KOLLER, graduate home economist, and "hungry man" BOB MERRYMAN brings your salesmen right into the home. Call a WLW sales representative for more information.

Cincinnati

World Tel-Tips from WLWT

About

Availabilities

in the

YANKEE

NETWORK

News Service

Editions at

8 A.M. ⋆ 1 P.M. ⋆ 6 P.M. ⋆ 11 P.M.

THE

YANKEE

NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE, BOSTON 15, MASS.

(formatted kindly by EDWARD PETTY —— INC.

KITCHEN KLUB

For Food Products and anything used in food preparation, this program features pretty and practical BETTY KOLLER, graduate home economist, and "hungry man" BOB MERRYMAN brings your salesmen right into the home. Call a WLW sales representative for more information.

Cincinnati

World Tel-Tips from WLWT

About

Availabilities

in the

YANKEE

NETWORK

News Service

Editions at

8 A.M. ⋆ 1 P.M. ⋆ 6 P.M. ⋆ 11 P.M.

THE

YANKEE

NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE, BOSTON 15, MASS.

(formatted kindly by EDWARD PETTY —— INC.

KITCHEN KLUB

For Food Products and anything used in food preparation, this program features pretty and practical BETTY KOLLER, graduate home economist, and "hungry man" BOB MERRYMAN brings your salesmen right into the home. Call a WLW sales representative for more information.

Cincinnati

World Tel-Tips from WLWT

About

Availabilities

in the

YANKEE

NETWORK

News Service

Editions at

8 A.M. ⋆ 1 P.M. ⋆ 6 P.M. ⋆ 11 P.M.

THE

YANKEE

NETWORK, INC.

Member Mutual Broadcasting System

21 BROOKLINE AVE, BOSTON 15, MASS.

(formatted kindly by EDWARD PETTY —— INC.
New Business
(Continued on page 12)

basis with Sinclair Refining Co. Other WRAL new accounts: CAROLINA CLEANERS (U-San-O moth-proofing), Tues. 7:45 news and 30 spots weekly; DR. PEPPER BOTTLING Co., Raleigh, 30 spots weekly.


Mt. SINAI HOSPITAL SCHOOL OF NURSING, Philadelphia, through J. M. Korn & Co., same city, preparing series of one-minute transcriptions to recruit nurses; will run 6 weeks on 60 eastern stations.

Network Accounts • • •

CAMPBELL SOUP Co., Camden, N. J., May 31 begins for 52 weeks Double or Nothing on NBC, 2-2:30 p.m., in period dropped by GENERAL MILLS. Women in White and Betty Crocker were two-hour quarters dropped by General Mills. Ward Wheelock, Philadelphia, is agency for Campbell; Knox Reeves, Minneapolis, for General Mills.

CANADIAN GENERAL ELECTRIC Co., Toronto (appliances). Oct. 3 starts to March 27, musical program, Bell Singers and Howard Cable on 44 Dominion Network stations, Sun. 6-6:30 p.m. Agency: MacLaren Adv., Toronto.

QUAKER OATS Co., Chicago (Aunt Jemima), July 1 renews for 52 weeks first quarter of Ladies Be Seated on ABC, Mon.-Fri., 2-2:30 p.m. (CDT). Agency: C. J. LaRoche & Co., Chicago.

LEVER BROS. (Pepsodent Div.) June 15 renews for 52 weeks 9-9:30 p.m. (CDT) segment on NBC, Tuesday. Corliss Archer dramatic program replaces Bob Hope for 13-week cycle beginning same date. Agency: Foote, Cone & Belding, New York.

GENERAL MILLS Inc. May 31 renews for 52 weeks Today’s Children and Light of the World on NBC, Mon.-Fri., 1:30-2 p.m. Agencies: Knox Reeves, Minneapolis, and Dancer-Fitzgerald-Sample, Chicago, respectively.


JOHNS-MANVILLE Corp., Oct. 4 moves Bill Henry News from CBS, where it has been broadcast for several years, to Mutual, to be heard five nights a week, 9:55-10 p.m. Agency: J. Walter Thompson Co., New York.

PRUDENTIAL INSURANCE CO. OF AMERICA, Newark, N. J., June 6 renews Family Hour on CBS for 52 weeks, through Benton & Bowles, New York. Program aired Sun. 6-6:30 p.m.

TUCKETT’S Ltd., Hamilton (Buckingham cigarettes), Sept. 15 renews till June 8 Curtain Time on 44 Dominion Network stations, Wed. 9:30-10 p.m. Agency: MacLaren Adv., Toronto.


Adpeople • • •

HENRY M. SWARTWOOD, formerly with KOIN Portland, Ore., joins Kaiser-Frazer Corp., Willow Run, as advertising manager.

CLARENCE E. HALE, sales promotion and advertising manager, Golden State Co., San Francisco (dairy products), appointed general sales promotion manager in charge of all sales promotion, advertising and merchandising. DONALD M. LAWTON, former assistant advertising manager, named advertising manager and SANDERSON SMITH, assistant advertising manager.

HAROLD P. McGrath, sales and advertising manager, Gaines Dog Food Div., General Foods Corp, named general division manager. EDWIN EBBEL, former merchandising director, Pedlar & Ryan, New York, succeeds him. C. A. WIGGINS, division’s associate advertising manager, named associate sales and advertising manager, Calumet Baking Powder Div.
Maryland County Elects Radio Men for Two Posts

WASHINGTON, D. C. radio men scored in this month's municipal elections when William Herson, WBC morning m.c., and Ross Beville, WWDC chief engineer, were elected to office in Montgomery County, Md.

Mr. Herson also on the Saturday NBC program Coffee With Congress, was elected mayor of Glen Echo, Md., Washington suburb.

Mr. Beville was one of 15 contestants seeking the seven places on the Town Council of Takoma Park, Md., also a nearby suburb of Washington.

Amsterdam Is Replacing Joan Davis Show on CBS

A NEW CBS half weekly comedy program, The Morey Amsterdam Show, starring Mr. Amsterdam in the role of a night club entertainer, is scheduled to debut July 10, 9-9:30 p.m., replacing The Joan Davis Show.

It will be offered as a co-op for 13 weeks, and thereafter for full network sale to a single sponsor, CBS said. Mr. Amsterdam is also heard six nights weekly on WHN, New York, but it was thought likely that he might drop this series if CBS asks for exclusivity.

May issue of "Coronet" magazine features article about Al Jolson and his rapid rise in radio on NBC's Kraft show.

Agencies
(Continued from page 10)

BLAISDELL GATES, vice president in charge of division; J. F. CORRIGAN, secretary.

KERMIT ENGELSON, formerly with Calvert Distilleries, San Francisco, joins Honig-Cooper Co., same city, as head of field merchandising activities.


OLGA GARSON, former executive secretary to CORNWELL JACKSON, vice president and manager of Hollywood office, J. Walter Thompson Co., rejoins him in that capacity, replacing SALLY WATSON, resigned.

LAWRENCE KRAFT, former radio director of Dunn-Fenwick & Co., Los Angeles, joins Dan B. Miner Co., same city, as account executive.

NATHANIEL BENSON, formerly with Young & Rubicam, joins copy department of Biow Co., New York.

JERE SILVERN joins Lindeke Adv., Los Angeles, as assistant production manager.

HENRY NATHAN, formerly with George H. Hartman Co., Chicago, joins Goodkind, Jolice & Morgan Inc., Chicago, as account executive and merchandising counsel.

R. E. (Mike) O'DONNELL, formerly in radio sales and production in East, joins Jack Rourke Productions, Hollywood, as account executive.

JOHN J. SEEHOF, formerly with copy department of Grant Adv., Chicago, joins copy staff of Dancer-Fitzgerald-Sample in New York.

RICHARD HALLERMAN, Young & Rubicam, Hollywood, merchandising supervisor, leaves for Chicago today (May 24) to attend annual Supermarket Convention; will return May 27.

MARVIN MANX, vice president and radio director of Weiss and Geller Inc., Chicago, is the father of a girl, Jean Paula, born on May 9.

Open Mike

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

Protests Taylor Link

EDITOR, Broadcasting:

In your April 26 issue, you were kind enough to report on two recent activities in which I have engaged, a magazine article in the Ladies Home Journal, and testimony before the Federal Communications Commission in the Mayflower Rule Hearings. In both connections, however, you linked my name with that of my former employer, Sen. Taylor of Idaho, and with the Wallace party with which he has associated himself.

These references create an erroneous impression, since the Senator and I parted company on the Third Party issue, and this fact was reported in the newspapers at the time. I do not know whether he or any other member of his party shares my views on radio as expressed in the Ladies Home Journal article, or in the testimony which I gave in support of the rule requiring radio broadcasting stations to be non-partisan, on behalf of the American Veterans Committee, a non-political organization.

I do not endorse the Third Party position, and have no reason to believe that it endorses mine.

Jerome H. Spingarn
Washington, D. C.

Free Political Time

EDITOR, Broadcasting:

I quote from the MBS conference call of May 12 (program correction for Friday, May 14): "10:30-10:45 p.m. NYT insert talk by President Harry S. Truman before the Young Democratic Club. This will be an exasperating speech. The White House has announced that it will be non-political in nature."

The following is a direct quote again, this time from our UP radio wire [May 14]: "President Truman tonight delivered a blistering attack on Republican domestic policy."

Does this come under the heading of "professional courtesy?" This is the political year again and I know the stations appreciate "Class A" business; and it's from the business standpoint that I have approached this matter.

The management of this station does not know . . . of this letter and consequently cannot be held liable. The above are our own observations.

Les Eugene
Program Director
KTFS Texarkana, Tex.

VD Discussed on WTOP

EDITOR, Broadcasting:

There is a pioneering, startling radio program on V.D. right in J. R. Heller's front yard in Washington, D. C. [Open Mike, May 3].

WTOP's series, The Undiscovered, lets V.D. patients speak for themselves (via tape recordings) on the air. The United Press said, "Sychills patients for the first time are taking to the air to stamp out social disease."

Mr. Heller . . . can listen to The Undiscovered any Saturday at 11:15 p.m. . . .

These programs are produced in cooperation with the D. C. Public Health Dept. and the U. S. Public Health Service of the Federal Security Agency.

Cody Pfannstiel
Director, Press Information
WTOP Washington

Three, Not Five Stars

EDITOR, Broadcasting:

Shades of BC headache powder . . . our snappy quarter hour of news is heard on NBC. Your box tags us with Five Stars . . . thanks for the compliment but three stars are all we can boast about on Sunoo 3-Star Extra.

Lou Brott
Sunoo 3-Star Extra
Washington, D. C.

[Editor's Note: Hem referred to was story on program's railroad strike scoop in May 10 issue.]

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

May 24, 1948 • Page 103
WBEN-TV, Seventh For NBC, Opened
WBEN-TV Buffalo became the seventh NBC video affiliate when it began operation May 14.
Station will be a non-interconnected affiliate for first several months of 1948 as is scheduled to join NBC Midwest television network in October.
WBEN-TV is owned and operated by WBEN Inc., whose AM station is also an NBC affiliate.
The new television station operates on channel 4 (66-72 me) with power of 20.1 kw visual and 12 kw audio. Antenna height is 372 ft.
INSIP News Photo Service is being used, including latest spot news photos and feature pictures.

STOREMAKING RICHMOND, VA., TESTS
STOREMAKING INC., newly-formed television advertising organization, is conducting first commercial tests at Thalheimer's, Richmond, Va., department store.
Through wired transmission to 21 receivers in strategic traffic locations in the store, one-hour continuous sound-on-film presentation is shown during store hours.
A number of sponsors have been signed for the intra-store advertising. Each sponsor's product is advertised and then location within the store is given. Advertising is interspersed with entertainment and new.

PHENOMENAL VALUE!
17 JEWEL TWO BUTTON
CHRONOGRAPH
295$ IN CAR
BROCATO SHOCK RESISTANT FEATURE
• Sweep second hand • Radium Dial
• Anti-Magnetic • Unbreakable crystal
• Stainless steel back (formerly $7.50)
IDEAL FOR Physicians • Engineers • Radio men • Spinsters • Photographers • Aviators
ALSO AVAILABLE IN 18-K GOLD CASES (Plus Dial, formerly $115)
MONEY BACK IN 10 DAYS if not satisfied
IN 100% for any reason
ADLEY JEWELERS
117 W. 42d St., N. Y. 18
MAIL ORDERS PROMPTLY FILLED. Shipped anywhere in U. S. or Canada. Address all mail orders to ADLEY JEWELERS (Dept. n) 117 W. 42d St., N. Y. 18

WBEN-TV, Seventh For NBC, Opened
WBEN-TV Buffalo became the seventh NBC video affiliate when it began operation May 14.
Station will be a non-interconnected affiliate for first several months of 1948 as is scheduled to join NBC Midwest television network in October.
WBEN-TV is owned and operated by WBEN Inc., whose AM station is also an NBC affiliate.
The new television station operates on channel 4 (66-72 me) with power of 20.1 kw visual and 12 kw audio. Antenna height is 372 ft.
INSIP News Photo Service is being used, including latest spot news photos and feature pictures.

STOREMAKING RICHMOND, VA., TESTS
STOREMAKING INC., newly-formed television advertising organization, is conducting first commercial tests at Thalheimer's, Richmond, Va., department store.
Through wired transmission to 21 receivers in strategic traffic locations in the store, one-hour continuous sound-on-film presentation is shown during store hours.
A number of sponsors have been signed for the intra-store advertising. Each sponsor's product is advertised and then location within the store is given. Advertising is interspersed with entertainment and news.
Daily demonstrations are followed by careful tabulation of sales of products advertised to record changes effected by television.
RCA Victor Division of RCA provided the equipment and installed the intra-store hookup.

PROGRAM SURVEY Foreign Language Drop in '48
FOREIGN language broadcasting decreased sharply between January 1945 and the same month in 1948 despite a boom in the industry on the whole, according to a report prepared by Jacques F. Ferrand, chief, Foreign Language Radio Division, Common Council for American Unity.
In Mr. Ferrand's survey, he states that in 1945 140 stations were airing 364 foreign language programs, while in 1948 is total of 126 stations broadcast 314 programs. Broadcast hours, currently, are about 1010 per week, as compared to 1206 hours in 1945.
Following are tabulations of the period:

<table>
<thead>
<tr>
<th>LANGUAGES BROADCAST</th>
<th>Number of Programs 1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Polish</td>
<td>43</td>
</tr>
<tr>
<td>Italian</td>
<td>37</td>
</tr>
<tr>
<td>Spanish</td>
<td>19</td>
</tr>
<tr>
<td>Yiddish</td>
<td>18</td>
</tr>
<tr>
<td>Greek</td>
<td>16</td>
</tr>
<tr>
<td>German</td>
<td>16</td>
</tr>
<tr>
<td>Czech</td>
<td>16</td>
</tr>
<tr>
<td>Lithuanian</td>
<td>12</td>
</tr>
<tr>
<td>Hungarian</td>
<td>12</td>
</tr>
<tr>
<td>Slovak</td>
<td>11</td>
</tr>
<tr>
<td>Turkish</td>
<td>10</td>
</tr>
<tr>
<td>Russian</td>
<td>8</td>
</tr>
<tr>
<td>Swedish</td>
<td>7</td>
</tr>
<tr>
<td>Finnish</td>
<td>4</td>
</tr>
<tr>
<td>Serbo-Croatian</td>
<td>9</td>
</tr>
<tr>
<td>Ukrainian</td>
<td>9</td>
</tr>
<tr>
<td>Hungarian</td>
<td>7</td>
</tr>
<tr>
<td>Chinese</td>
<td>3</td>
</tr>
<tr>
<td>Albanian, Arabic, Armenian, Danish, Icelandic, Norwegian</td>
<td>1 each</td>
</tr>
</tbody>
</table>

Following is a tabulation of broadcast time for the languages most often used:

<table>
<thead>
<tr>
<th>Language</th>
<th>Number of Hours per week (1945)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italian</td>
<td>294%</td>
</tr>
<tr>
<td>Spanish</td>
<td>286%</td>
</tr>
<tr>
<td>Yiddish</td>
<td>208%</td>
</tr>
<tr>
<td>Portuguese</td>
<td>196%</td>
</tr>
<tr>
<td>German</td>
<td>181%</td>
</tr>
<tr>
<td>French</td>
<td>156%</td>
</tr>
<tr>
<td>Czech</td>
<td>136%</td>
</tr>
<tr>
<td>Hungarian</td>
<td>112%</td>
</tr>
<tr>
<td>Serbian</td>
<td>86%</td>
</tr>
<tr>
<td>Russian</td>
<td>86%</td>
</tr>
<tr>
<td>Swedish</td>
<td>85%</td>
</tr>
<tr>
<td>Albanian, Arabic, Armenian, Danish, Icelandic, Norwegian</td>
<td>1 each</td>
</tr>
</tbody>
</table>

Mr. Ferrand described most foreign language programs as independent undertakings by a member of a foreign language group, operating under a "time-broker" system. The individual buys a time block and prepares and announces the program in most cases.
About 80% of the programs are commercial undertakings, he said.

STORECAST OFFERING ‘NEW TYPE’ NETWORK
STORECAST CORP., of America, has set up a new kind of radio network with a guaranteed audience in supermarkets in Chicago, Philadelphia and the major cities of Connecticut including FM stations.
The point-of-sale music and announcement service is headed by Stanley Joseloff, formerly with Young & Rubicam and one-time head of radio for the Biow Co.
WEHS-FM Chicago has been signed for the storecast network and contracts are now in the works for FM outlets in Philadelphia and Hartford with York due to follow shortly, Mr. Joseloff said.
Storecast furnishes supermarkets in Chicago, Philadelphia and Connecticut with fixed-frequency receivers with complete merchandising service to food advertisers, guaranteeing point-of-sales audiences, in addition to listeners at home.
Current storecast advertisers in the Connecticut and Philadelphia stations include General Foods, Coca-Cola, Libby, Swift, Heinz, and some 44 others.

Davidson Taylor Accepts UN Radio Advisory Post
DAVIDSON TAYLOR, CBS vice president and director of public affairs, has accepted an invitation to act as chief Radio consultant to the United Nations’ Advisory Committee of Information Experts, the announcement said.
Mr. Taylor will serve at the committee’s second meeting, to be held May 25-26 at Lake Success, N. Y. The committee’s function is “to reflect to the secretary-general (of the UN) the needs and desires of the general public in the matter of public information about the aims and activities of the United Nations.”

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Patmar Music
A FEW MORE KISSES
(A Few Less Heartaches)

On Transcriptions: Standard—Curt Massey and Buza All-Star Orchestra.
On Records: Dennis Day—Victor 20-2737.

FLORIDA Asso. of Broadcasters will hold its annual meeting June 23-24 at the Sheraton Plaza Hotel, Daytona Beach.
Secretary-Treasurer W. G. McBride of WDBO Orlando announced the meeting last week.

FAB Meets in June

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Patmar Music
A FEW MORE KISSES
(A Few Less Heartaches)

In 18-K GOLD CASES (Plus Dial, formerly $115)
18-K GOLD CASES (Plus Dial, formerly $115)
erage of United Nations activities, including discussion programs, as a means of acquainting the public with constructive work being done by UN organs and agencies.

Proposal of the Engineering Execu- tive Committee to set up awards to engineers was voted down by the board.

The plan to put two directors for non-affiliates on the board was presented by Mrs. Costa. The proposal was accepted by Messrs. Costa and Strouse and accepted by the board. The non-affiliates had originally suggested the standing committee during code discussions last autumn when they contended Independents had been denied proper consideration in early stages of the code-writing process.

Board Members Attending
Board members in attendance were Mr. Fellows; Mr. Hanna; Campbell Arnoux, WTAR Norfolk, Va.; Henry V. Johnston, WSFG Birmingham; Henry W. Slavick, WMQ Memphis; Gilmore N. Nunn, WLAP Lexington, Ky.; Mr. Ban- nister; Charles C. Caley, WMBD Peoria, Ill.; William R. Quarton, WMT Cedar Rapids, Iowa; John F. Meagher, KYSM Mankato, Minn.; Robert Enoch, KTOK Oklahoma City; Clyde W. Rembert, KKO Dayton, Ohio; Ted Test, KLZ Denver; William B. Smullin, KIEM Eureka, Calif.; Calvin J. Smith, KFAC Los Angeles; Harry R. Spence, KXRO Aberdeen, Wash.; Howard H. Bost, WPVI Philadelphia.

Absent were Messrs. Coleman and Egolf.

Announcing their first board meet- ings as new members were Messrs. Slavick, Bannister, Quarton, Enoch, Smith, Breen and Dillard.

Board members who retired from service at the May 15 convention meeting were Wiley P. Harris, WJDX Jackson, Miss.; C. Bruce McConnell, WISH Indianapolis; John J. Gillin Jr., WOW Omaha; William B. Way, KYVO Fargo; William B. Ryan, KFI Los Ange- les; John Shepard 3d, WGTR (FM) Boston.

The old board approved a peti- tion of a number of New Mexico stations to be transferred from the 16th District (So. Calif., Ariz., N. M.) to District 14 (mountain states).

SANTA MONICA beach-goers are being kept informed of beach conditions this summer with five daily (including Sundays) reports by the weather director of the area of KOWL Santa Monica.

BROADCASTING • Telecasting

FCC Actions
(Continued from page 102)

Applications Conf.: Modification of CP
WHHM-FM Memphis, Tenn.—Mod. CP license to change ERP from 49 kw to 18 kw, ant. height above average terrain from 540 ft to 440 ft.
KWWT-FM Wichita Falls, Tex.—Mod. CP license to change ERP for extension of completion date.
WBOY-FM Roanoke, Va.—Same.
WTOP-FM Great Bay, Wis.—Same.
WBAU-FM Watertown, Wis.—Same.

License Renewal
WFOB Tufts, Mass.—License renewal Fm station.

FCC Box Score
FCC BOX SCORE of actions as of last Thursday stands as follows: Standard transactions, 1,665 licensed and 358 construction permits, 284 applications in pending file, 306 applications in hearing; FM—123 licensed, 79 construction permits, 705 CPs (of which 400 are on air under special temporary authority) 45 applications pending, 46 applications filed in hearing—seven licensed, 90 CPs (of which 26 are on air), 264 applications pending of which 103 are in hearing.

Hearings Before FCC...

MAY 24
AM—Hearings
WPAT Passaic, N. J.—CP, 920 kw, 5 kw un.—DA-ON.
WPMF Fremont, Md.—CP, 920 kw, 1 kw un.—DA-ON.
AM—Hearing
Crescent Bestg. Radio, El Shendal, Pa.—CP 980 kw 5 kw un.—DA-ON.

AM—Hearings
Flat Iron Station, Inc., Des Moines, Iowa—Standing for Fm, receiving applications from WRC Washington, WTAO Worchester, Mass.

TV—Hearings
Don Lee Bestg. System, San Francisco—CP new television station on Channel 2, 54-60 mc. ERP, 17 kw, 8.5 kw, AMENDED to increase ERP to 22 kw, 4.5 kw.

TV—16-18 mc
Tampa Tribune Co., Tampa, Fla.—CP new commercial television station on Channel 16, 100 kw, ERP, 26.5 kw, 13.4 kw, un.

TV—82-88 mc

TV—186-192 mc

TV—210-216 mc

TENDERED FOR FILING
Gulf Television Co., Tampa, Fla.—CP new commercial television station on Channel 2, 54-60 mc. ERP, 15 kw, 7.5 kw.

May 20 Decisions ...

BY THE COMMISSION
Petition Granted
KOY Phoenix, Ariz.—Adopted order granting petition requesting reconsidera- tion of FCC order of Aug. 1, 1947, designating for hearing and CP, granting application to enhance facilities of KOY application for 1 kw, un on 1500 kc, so as to increase signal to 2 kw, 3 kw output is spread out, so that KOY accepts such interference and for augmentation to be made in event application of KYUM Yuma for 1 kw, un on 1500 kc, DA-N, be granted.

The CP petition has been filed by Mr. Graham.

radio and its extensive ex- perience in television, we look forward to the rapid development of an outstanding public service in these fields.

The CBS-Post deal was made firm, Mr. Graham told Broadcast- ing, by a telephone handshake with Mr. Stanton. Attorneys and re- presentatives of both parties have been in almost continuous session all week preparing the necessary papers and application. It was hoped to file at the Commission last Friday but delays will require filing sometime this week. It is expected that the television application will be filed within a month.


If asked if the Pos had outlined any plans for staffing and hous- ing the expanded WTO operation, Mr. Graham said the commission had no time left for that discussion but that he hopes to complete that arrangement as soon as possible.

If asked if the Post had outlined any plans for staffing and hous- ing the expanded WTO operation, Mr. Graham said the commission had no time left for that discussion but that he hopes to complete that arrangement as soon as possible.
At Deadline...

PARAMOUNT TV TRANSCRIPTION RATE
PARAMOUNT Pictures will sell new 66-second film TV transcription service at $540 per half-hour. Off-the-air recordings will be available in New York, Chicago and Los Angeles.

TV ON PUBLIC RELATIONS AGENDA
SEMINAR on television included in program of First International Public Relations Institute of the American Public Relations Assn., Washington, starting today through Thursday. Planned in conjunction with American U. Institute coincides with APRA's third annual convention and will include methods-and-media exhibit. Session on television Tuesday, 3-6 p.m.

Panel members include:

Tobey Charges
(Continued from page 4)

FCC asst. chief engineer in '36 and '37, "looted to RCA almost solely for guidance." This, he said, was "common knowledge." This did not reflect on Mr. Tobey, but on RCA for "taking advantage" of it, he added.

The witness reviewed FCC's "errors" in FM development and asserted FM would be "farther along" if FCC had directed capital to it after the war.

Sen. Tobey cited June 25, 1947 memo to him from FCC and FCC questions on shift of FM frequencies. "It admits in so many words," he charged, that FCC is allocating on "insound basis." They're trading one type interference for another, he added.

Mr. deMars agreed interference in current FM band "just as serious" as old one.

Prof. Armstrong gave "short answer" to earlier detailed claim of Dr. C. B. Jolliffe, RCA executive vice president in charge of RCA Labs, that RCA was FM pioneer. When hostilities terminated set manufactures, he said, there were about 500,000 FM sets out and 50 stations on air. "Not one" of sets was manufactured by RCA, he said, and of 50 stations, NBC had a 1-kw and RCA manufactured not more than two of remainder.

In addition, he asserted, RCA furnished "none" of FM equipment to armed forces. An RCA spokesman told Broadcasting later his company had recommended to FCC in October 1936, that high frequency FM broadcasting be authorized on a "commercial basis." He stated testimony of Dr. Jolliffe in 1936 hearing that signals above 30,000 kc were "steady, substantially free of interference and capable of giving high fidelity service."

Sen. Tobey concluded "damage had been done," but said value of hearings was to serve as "warning" to others "to keep hands off quasi-judicial bodies" in performance of duties.

AAAA UNIT TO MEET IN L. A.

HOOPERATING FOR KEYSTONE
HOOPER audience measurements now possible for Keystone Broadcasting System stations, Michael S. Sillerman, Keystone president said in Los Angeles. Test studies in two markets (not named) by Hooper firm indicated results of mail poll of listenership correlate favorably with telephone cointrip method, Mr. Sillerman said, adding he could not predict when it would be possible to apply technique to entire Keystone network.

NBC, BROOKS HONORED
SYRACUSE U. Radio Workshop on Friday cited NBC and William F. Brooks, network vice president in charge of news, special events and international relations, for "outstanding contributions to the field of radio journalism." Citation made during First Annual Radio Weekend celebration of the Workshop, attended by students and Eastern station executives.

FCC FRIDAY adopted memorandum opinion and order to modify October 1947 new station grant to KBUC Corono, Calif., of 500 w on 1370 kc, directional fulltime, to make it subject to whatever interference it may receive from Whittier Broadcasting Assoc. proposed station at Whittier, Calif., 250 w daytime on 1360 kc.

WJZ-TV New York Friday filed request to increase effective radiated power on Channel 7 (174-180 mc) from 16.25 kw visual and 8.25 kw aural to 29.5 kw visual, 14.8 kw aural. Studio designated as 7 W. 66th St., transmitter moved from GE Bldg. to Hotel Pierre.

FREDERIC W. ZIV Co., New York, added three account executives, Henry Luhman, Wayne Ruthcinson and Stanley Young.

STANDARD OIL (of Ind.), initiating summer campaign this week, will include announcements on 123 weekly broadcasts covering 21 stations in 15 Midwestern states, Wesley L. Anderson, announced, today (May 24). Campaign, to include other media, will stress voluntary gasoline conservation.

SERVICE on 154-mile coaxial cable, to carry network radio programs between Albany and New York started Friday by AT&T Long Lines Department. Line capable of handling two video programs simultaneously.

STERLING OUTLINES FCC COURSE AT L. A.
FUTURE course of FCC in technical field outlined by Comr. George E. Sterling and staff at FCC-Industry panel in Los Angeles Friday afternoon during NAB Engineering Conference.

Planned by FCC are these steps: Early action on daytime skywave interference, now tied into clear channel problem; probe of wire line service tariffs and interconnecting policies of carriers, including AM, FM, and TV rates; careful watch to be kept on Mexico use of $40 kc in violation of treaty, now being handled on diplomatic level after strong FCC protests; close scanning of sloppy FM operation and stalling tactics; possible use of 890-940 mc and studio-transmitter links; announcement expected soon clearing up tower-site problem.

CARLSON PETITIONS WJWB DENIAL
PETITION for reconsideration and rehearing of FCC denial of license renewal to Charles C. Carlson for WJWB New Orleans was filed with the Commission. Petition also filed for 90-day extension of license from May 31, expiration date set by FCC for WJWB. New Orleans station, 250 w on 1230 kc, denied renewal after a careful watch, to be held in late April upon grounds that FCC's rules and standards had been violated repeatedly over a period of several years [BROADCASTING, May 3]. In denying renewal to Mr. Carlson, Commission awarded facilities to Louise C. Carlson, divorced wife, who filed competitive application.

AFRA ELECTIONS IN JUNE
ELECTIONS to determine whether or not union shop will prevail will be conducted by National Labor Relations Board early in June for AFRA freelance artists in four major cities, New York, Los Angeles, San Francisco, Chicago, in accordance with Taft Hartley Bill. Taking part will be all freelancers who worked anytime during March 1948.

Closed Circuit
(Continued from page 4)

television and its competition with boxoffice is underlying motive. But, so far as is known, no tangible deals were consummated.

FACSIMILE standards are scheduled to be released by FCC in short order. Indications are that both simplex and multiplex methods of transmission will be allowed for limited periods. Arguments of industry regarding form of commercial standards were heard in mid-March [BROADCASTING, March 22].

CHICAGO Federated Advertising Club set to honor William C. Eddy, WBKB Chicago director, with special "Man of the Year" citation for meritorious service and accomplishments in Chicago Television Field. CFAC passes out annual awards Thursday at presentation dinner in Chicago's Morrison Hotel.

NATIONWIDE network of land and mobile stations for disaster and emergency relief work to be launched soon by American Red Cross. Working closely with American Radio Relay League and FCC, ARC proposes to set up amateur radio clubs to operate "ham" equipment in emergency use. Club units would include auxiliary power supplies, special antennas. Although limited funds available, ARC would supply some equipment.

BROADCASTING • Tele Casting
WE APOLOGIZE
(Publicly For The First Time!)
WE SOLD THE KMBC-KFRM TEAM SHORT
by 35%

THE KMBC-KFRM TEAM SERVES 3,659,828 PEOPLE

Our recent third consecutive award for outstanding promotion from The City College of New York and the 1947 Billboard award prove that it is not our policy to "hide our light under a bushel." Nevertheless, our KFRM promotion has been all too modest. According to field measurements just completed, our engineers underestimated KFRM coverage by one-third of its actual area. Yes, that's right. KFRM's proved 0.5 mv/m contour shows a 35% greater coverage area than we have advertised.

And that area boosts the potential audience of the KMBC-KFRM Team to a total of 3,659,828 people! (Even this new figure is ultra conservative because it is conceded that in rural areas a signal of 0.25 mv/m provides good reception.) A study of the map shows how KMBC and KFRM, its daytime associate on the 550 dial position and with an effective radiated power of 12,500 watts, completely cover the enormous Kansas City trade area. That coverage marks The KMBC-KFRM Team as the only economical buy for advertisers who want to reach their huge, rich market in the Heart of America.

Free & Peters, Inc.
National Representatives

KFRM

THE KANSAS FARM STATION
IN THE HEART OF THE NATION
Programmed by KMBC from Kansas City
"Oklahoma's Front Page", edited and broadcast by Bruce Palmer (above, right), is a quarter-hour roundup of Oklahoma news and views heard Monday through Friday at 6:45 p.m. It earned the highest Hooperating (13.2) during the Fall-Winter period of any local program on Oklahoma City stations; only one weekday network program before 7:00 p.m. topped it with 13.3.

Continuous, adroit promotion has urged this program to top popularity. Promotion pinnacles were reached during two tours of Oklahoma towns by Bruce Palmer with WKY's new, eye-catching mobile studio (left, above). During the tours, Palmer originated his "Front Page" broadcasts from 20 different towns featuring local newspaper editors as guests. Wherever it went, "Oklahoma's Front Page" made front page news.