Tourists

Tourists have long been conspicuous in the Colorado scene, and the money they spend in the state each year is a really substantial factor in the state’s economy. Pleasure-seeking tourists this year will spend more than $200,000,000 to enjoy Colorado’s vast and varied attractions, which is approximately one-sixth of the total annual volume of Colorado’s retail establishments. Along with mining, manufacturing, farming and stock raising, the tourist industry takes its important place as one of the substantial pillars supporting the robust economy of the Denver region.

Voice of the News

KLZ’s “Voice of the News”, aired seven times daily, is as much a part of the life and scene of Colorado as one of its countless trout streams, or as venerable Pikes Peak itself. The staff that gathers and edits the news for KLZ listeners is one of the largest and most experienced between Chicago and the Pacific Coast. The four staffers pictured above average 14 years each in news experience.

Affiliated in Management with WKY, Oklahoma City and The Oklahoma Publishing Company.
560 kc. CBS Affiliate

Represented by THE KATZ AGENCY
You can't cover California's Bonanza Beeline without on-the-spot radio

Add up the buying power in the Beeline market, California's great central valleys plus the Reno corner of Nevada. Your answer is 2 Billion! No wonder annual retail sales here run nearly as high as all of Florida's.

How do you talk to these prosperous people? Only with on-the-spot radio. Because this is a land ringed by high mountains...mountains that reduce outside radio signals.

Yes, you need the five BEELINE stations; the stations located right in major Beeline cities. Together these stations blanket the whole Bonanza Beeline...individually they're the standout buy. KOH Reno is typical. PMF reports its home county audience as 96% daytime, 94% at night!

McClatchy Broadcasting Company

KFBB
Sacramento (ABC) 10,000 watts 1530 kc.

KOM
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 3000 watts 1410 kc.

KWG
Stockton (ABC) 200 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 580 kc.
In a survey of New England's "effective buying power" the question remains how to reach this buying power most effectively.

And the answer is — with one medium, The Yankee Network.

Yankee's 23 home-town stations give you a tremendous audience through the neighborly appeal of local programs plus Yankee regional programs, plus Mutual coast-to-coast programs. It's an assured audience because each station has local acceptance, provides complete coverage of its area, which means local impact where effective buying power is concentrated.

The Yankee Network is New England's largest regional network. Its 23 home-town stations reach 89.4% of New England's radio homes. It provides dealer and consumer acceptance for all of New England's principal markets, city and suburban, in one package.

Acceptance is The Yankee Network's Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

TORN between concern over TV effect on box-office and uncertainties surrounding entry into TV broadcasting, motion picture moguls have ears cocked toward FCC on licensing policy in their field. No less passionate than Harry Warner was in Washington last week and made tour of FCC offices in quest for inking as to ultimate policy.

SEQUEL to acquisition of full ownership of KSTP St. Paul by Stanley Hubbard, president and general manager [CLOSED CIRCUIT, May 17] will be stock issue planned within next month or six weeks. Mr. Hubbard paid off his obligation to Avee Mfg. Co. in amount of $869,500, which he procured from Mellon National Bank, Pittsburgh. Mr. Hubbard, however, plans to retain substantial control with stock issue.

REVIVAL of all-media conference on free speech, dormant lately, desired by book publishers, anxious to get First Amendment protection since recent Supreme Court decision in Paramount case. Court held movies come under amendment. Book people plagued by new police seizures in Philadelphia book stores.

THOUGH NAB went even farther away from network influence at Los Angeles by setting up non-affiliate committee, several network chiefs understood to regret associate membership status and would like to be active again.


WAYNE COY, FCC Chairman, will absent himself from participation in proceedings involving acquisition of control of WTOP Washington, CBS-owned outlet, by Washington Post, because of his former connection with Post as assistant to publisher and executive director of its radio properties.

UPON FCC APPROVAL of acquisition of control (55%) of WTOP by Post, John S. Hayes, general manager of Post-owned WINX, will move over to CBS outlet. Maurice Mitchell, WTOP manager under CBS ownership, expected to receive executive sales post in CBS headquarters organization.

WHEN STANDARDS for facsimile are released by FCC—probably this week—it's expected they'll provide only for eight-inch transmission, with four-inch system eliminated as too small. Multiplexing upon FM channels also will be provided for under new commercial standards, but with either simplex or multiplex during certain periods.

AUTO ignition interference with TV reception in homes not too serious, engineering study by Radio Mfrs. Assn. will reveal. Figures soon to

(Continued on Page 82)

Upcoming

June 13-16: Advertising Federation of America, annual convention, Netherland Plaza, Cincinnati.

June 13-17: Advertising Assn. of the West, annual convention, Sacramento, Calif.


June 14-17: RMA annual convention, Stevens Hotel, Chicago.

(Other Upcomings on page 56)

Business Briefly

WJZ-TV CONTRACTS • TV contracts signed with WJZ-TV New York by Peter Paul Inc., Old Dutch Coffee, Beam Products Inc., and F. & M. Schaeffer Brewing Co. Peter Paul, through Platt-Forbes, to use five spots weekly for 52-weeks, and two spots weekly adjacent to sports for nine weeks. Old Dutch through Peek Adv. Agency, signed for five-weekly spots, 26 weeks. Beam will use one-minute film shorts thrice weekly 13 weeks, placed direct. Schaeffer, through BBDO, will use five spots weekly, 26 weeks. WJZ-TV begins operations in August.

TRAILER NEWS • Freuehauf Trailer Co., signed with ABC last week to sponsor Sunday news commentary, This Changing World, 3-31:15 p.m., 52 weeks, beginning June 20. Agency, Zimmer-Keller, Detroit.

CAMPBELL AGENCY • Campbell Soup Co. has appointed Dancer-Fitzgerald-Sample, New York, to handle radio and white space advertising of V-8 vegetable juices, V-8 tomato catsup, and V-8 chili sauce.

SEABROOK PLANS • Seabrook Farms, Bridgeton, N. J. (frozen foods), which named Peter Hilton Inc., New York, as agency will use radio in key areas.

STATE DEPT., NBC SHARE BLAME AT 'VOICE' PROBE

BLAME for "slanderous stories" on U. S. "Voice of America" broadcasts (story page 23) was bucked back and forth as House Executive Expeditures Subcommittee opened probe Friday.

Assistant Secretary of State George V. Allen admitted to subcommittee that entertainment programs beamed to South America were not monitored. He recalled Congressional intent was to have broadcasting companies handle programs entirely.

NBC Vice President Charles R. Denny said his network accepted joint responsibility with State Dept. Mr. Denny said Albert Gandero, supervisor of NBC'S Spanish language section, "certainly should not have approved these broadcasts. We don't know why he did it, but he did it and as he was our employe we accept responsibility." NBC thought State Dept. was checking scripts, he testified.

Earlier in New York Rene Borgia, script writer, had-intimated Mr. Gandero was incompetent and consequently "NBC is to blame." Mr. Borgia, now in Havana, Cuba, charged as did Mr. Borgia that sections of scripts had been removed, causing distortion.

Stanley P. Richardson, NBC International Division director, said Mr. Gandero admitted not having read all scripts. Mr. Allen wondered if he were going too far in arguing if Congress, too, recognized its responsibilities.

Rep. J. Edgar Chumweth (R-Col.), subcommittee chairman, favored discontinuance of Voice at least temporarily, or removing it from State Dept. jurisdiction. He announced Mr. Borgia would be asked to testify June 1.
for distinguished all-round public service programming

WCAU

is awarded first prize in the first local program competition conducted by

The Billboard

* "The WCAU Career Forum"
  Vocational guidance by radio. A series designed to guide high school boys and girls in choosing a career.

* "Cavalcade of American Politics"
  A dramatic series tracing the heritage of American politics.

* "The Freedom Train"
  WCAU's dramatic salute to the Freedom Train on the eve of its nation wide tour.

WCAU
50,000 WATTS * CBS AFFILIATE
Philadelphia's Leading Radio Institution

The Philadelphia Bulletin Station
There are no Reds in Moscow (IOWA)

...no reds, but plenty of greenbacks, according to what we hear about the Iowa variety of Muscovites. We hear they hear us, loud and clear. BMB measurements bear this out (84% day, 78% night).

Like 1058 other towns in WMT's listening area, Moscow is well-fed, well-clothed, well-radioed, and well-heeled. It's another post in the fence you build around Eastern Iowa when you use WMT.

Get inside the prosperous farm-and-industry market that listens regularly to Eastern Iowa's only CBS outlet. Ask the Katz man for details.

**WMT**

CEDAR RAPIDS

5000 Watts 600 K.C. Day & Night

BASIC COLUMBIA NETWORK

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**BROADCASTING**

Published Weekly by Broadcasting Publications, Inc.


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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxcore; Public Interest

Third issue: Trends Survey

Fourth issue: Milestones

Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

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BUSINESS

MAURY LONG, Business Manager


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BERNARD PLATT, Director

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226 Park Ave., Zone 17, Plano 8-8333

EDITORIAL: Edwin H. James, New York Editor;

Florence Small, Irving Marder, Martha Ann Donnell, Anita Lamson.

Bruce Robertson, Senior Associate Editor

ADVERTISING: B. J. Paul, Advertising Director; Tom Stack.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, CENtral 4115

William L. Thompson, Manager; John Osborn.

HOLLYWOOD BUREAU

600 Sunset Boulevard, Zone 28, H.Selma 8181

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

TORONTO

417 Harbour Commission Bldg., E.281 0775

James Montague.

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

* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

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

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BROADCASTING • Telecasting
A LEADING distributor of dairy products in the Nashville area has used daily programs and announcements over WSIX for more than ten years. It's obvious this distributor is convinced WSIX gives top advertising value. Dozens of other national, regional and local sponsors know from year in year out results that WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Consult your nearest Katz representative for latest facts and figures—and the way WSIX can help you with your sales problem.

ABC AFFILIATE
5000 WATTS • 980 KC

National Representative: The Katz Agency, Inc.

AND WSIX-FM • 71,000 W • 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!
How important are 25 years?

One long-term measure of an advertising agency is its ability both to change and to resist change.

In striving ever to improve the quality of its work, it must be party to the myriad inventions—intellectual and material—by which progress is measured.

But in preserving the character and integrity of its work, an agency must resist all efforts to change those basic qualities on which its reputation and its inspiration are founded.

If, by preserving the latter, it impels the former, each year becomes more useful than the last.

In the year of our twenty-fifth anniversary—which we celebrate this May—Young & Rubicam publicly restates some of the beliefs we live by.

Y&R's philosophy

1. An agency must excel in ingenuity, thoroughness, restlessness

Ingenuity—the resourcefulness to command a bigger proportion of the public's attention for a client's advertising than his competitors are getting for theirs.

Thoroughness—the ability to completely surround and penetrate a selling problem.

Restlessness—a state of mind that compels an advertising agency to seek a still better way to do a job, after a good way has been found.

2. A job must satisfy not only the client—but Young & Rubicam

Good advertising cannot thrive in an atmosphere of "pleasing the client at any cost."

We want the client to believe in the advertising we prepare for him. But—equally important—we must believe in it ourselves.

3. "Brass Hat" doesn't mean brass knuckles

Any executive of Young & Rubicam can lose an argument to a subordinate.

For it is Young & Rubicam's belief that problems are solved better with reason than by coercion; that the agency will profit most from a man's mind if he feels free to express his honest convictions in any situation.

4. There is no such thing as an "all-round" advertising man

It is our belief that an outstanding advertising man may be capable in many phases of advertising, but that he will excel in one.

Letting each man devote his entire ability to the thing he does best has proved to be one good form of insurance against undernourished thinking.
5. "Formula" is another name for "rut"

We believe that the sales problems of products are as individual as eyesight, and that advertising should be fitted to them as carefully as glasses are fitted to the eyes.

Any attempt to formulate advertising places too much responsibility on experience, and too little on original thought.

6. An agency should be alive to the world outside of advertising and business

It should study the things that appeal to people in the field of politics, news columns, movies, the stage, the pulpit or fiction.

And it should be able to apply its findings to the constant improvement of the advertising it prepares.

7. It is more important to develop present business than to get new business

The reward of ownership in Young & Rubicam has been given for the ability to serve business rather than to get business.

In each Young & Rubicam office, one man devotes part of his time to soliciting new accounts.

The inference

25 YEARS AGO THIS MONTH, Young & Rubicam was an advertising agency which had some definite convictions—but no business.

We still have the convictions. And we believe sincerely that because we still have them, the following businesses have chosen to advertise through Young & Rubicam, Inc.

Clients of Young & Rubicam, Inc.

Following is a list of companies whose advertising is handled—in whole or in part—by Young & Rubicam. The companies are listed in chronological order.

1924
General Foods Corporation

1926
International Silver Company

1927
The Borden Company

1930
The Travelers Insurance Co.

1931
American Home Fools, Inc.

1932
Gulf Oil Corporation

1933
Bissell Carpet Sweeper Company

1935
General Aniline & Film Corp.

1936
Life Savers Corporation

1937
Motor Wheel Corporation

1938
Thomas J. Lipton, Inc.

1938 (Continued)
Sanforized Division of Cluett, Peabody & Co., Inc.

1939
Simmons Company

1940
Hotels Statler Company, Inc.

1941
The Pullman Company

1942
Consolidated Vultee Aircraft Corporation

1943
Good Housekeeping Magazine

1944
Duffy-Mott Company, Inc.

1945
Hammond Instrument Company

1946
Pepsi-Cola Company

1947
The Permanent Metals Corporation, and Permanent Products Company

Young & Rubicam, Inc.

Advertising

New York Chicago Detroit San Francisco Hollywood Montreal Toronto Mexico City London
**NOW!**

Swing your sales to a new high in the rich Kansas City Marketland with those dynamic customer-getting extras now available! Yes, sir, WHB is sitting pretty in the very heart of the Midwestern trade territory, swinging out—now—with

**10,000 WATTS 710 KILOCYCLES FULL-TIME**

See your John Blair man today, and join other smart advertisers in the Swing to WHB!

---

**Agencies**

**William J. Morris**, former television and motion picture head of BBDO, New York, and previously with J. Walter Thompson Co., joins Biow Co., New York, as supervisor of television and motion pictures, effective immediately.

**Ted Huston**, freelance radio and television producer and formerly with Ruthrauff & Ryan, New York, joins McCann-Erickson, New York, as assistant to *Lee Cooley*, director of television.

**Seymour Morris** and T. J. Henry named vice presidents of N. W. Ayer & Son, New York. Mr. Henry is now vice president in charge of Detroit service while Mr. Morris has been appointed vice president in connection with New York service.

**Walter Washburn**, with Young & Rubicam, New York, since 1930, as agency merchandising executive, appointed vice president and a contract supervisor.


**Robert Ween Olsen**, radio director of Sherman & Marquette, New York, announces his resignation effective July 1. Future plans will be revealed at later date. No successor has been named.

**Jack Whitnall** and **Allen Winkelman** join Rolfe Whitnall Adv., Los Angeles, as partners. No change of firm name involved.

**John H. Forshew**, formerly with Industrial Surveys, joins research staff of J. Walter Thompson Co., New York, to head activities of consumer panel.


**Mays & Bennett Adv.,** Los Angeles, dissolves effective June 1. Understood Rod Mays will retain Barker Bros. and J. W. Robinson & Co., Los Angeles stores, accounts, and Co-partner **Harry Bennett** will take over Craig Oil Co., Los Angeles account. Other details not disclosed.


**Productive Adv.,** Los Angeles, moved to new offices at 2024 W. 6th St. Telephone: Dunkirk 8-2251.

**Porter Adv. Agency,** Los Angeles, opened offices in National Union Bldg., 518 F St., N. W., Albert K. Porter owner, has announced. Mr. Porter was former vice president of WBUZ (FM) Bradbury Heights, Md.

**Brisacher, Van Norden & Staff,** Los Angeles, resigns account of West Coast division, Wilson & Co. (meat packer) due to conflicting accounts.

**Alice Liddell** appointed director of media department, Ingalls-Minter Co., Boston agency.

**E. H. Klaus**, former head of recently dissolved E. M. Klaus & Co., Los Angeles, joins Dana Jones Co., that city, as director of media and research.

**Alfred L. Goldblatt** resigns as vice president of Howard J. Ryan & Son, Seattle, to establish own advertising agency at 604 University St., same city. Accounts include F. S. Harmon Mfg. Co., Golden Glint Co., Northwest Distributors.


**Irving E. Stimpson**, former public relations manager Safeway Stores, Seattle area, joins Frederick E. Baker & Assoc., that city, as partner.

**Frederick Kopp,** former art director and account executive, Ruthrauff & Ryan, Hollywood, joins Russell Harte & Assoc., Los Angeles.
K. S. SELLOGRAM

TO REACH ALL YOUR PROSPECTS IN INTERMOUNTAIN AMERICA, YOU’LL NEED KSL. MORE THAN HALF OF THE MILLION LISTENERS IN KSL’S 8-STATE 50-100% BMB DAYTIME COVERAGE AREA* LIVE ON FARMS OR IN TOWNS OF LESS THAN 5,000 PEOPLE. KSL IS THE ONLY MEDIUM WHICH SERVES ALL OF THIS INTERMOUNTAIN FARM, TOWN AND CITY POPULATION.

KAY S. SELL

*Broadcast Measurement Bureau, 1946
Feature of the Week

Studios of KEX Portland, Ore., during Dewey-Stassen debate.

ALL FACILITIES were made available by KEX Portland, Ore., May 17 for airing of Dewey-Stassen debate. During the hour-long coast-to-coast verbal tug-of-war the two Presidential aspirants argued “Shall the Communist Party Be Outlawed?”

Audience at KEX studios was limited to editors, reporters and photographers and station reports press representation was greater than at any other occasion in recent Oregon history. Nearly 100 press representatives were present in addition to three crews of news-reel cameramen.

Western Union was kept busy during the debate and more than 30,000 words were dispatched through its special facilities set up in the KEX building.

The broadcast was released to ABC through Westinghouse’s KEX, and other networks picked up the broadcast from the KEX studios.

On All Accounts

WHENEVER Gordon Keeble, radio director of F. H. Hayhurst Co. Ltd., Toronto and Montreal advertising agency, feels that he is working too hard, he thinks back to his first fulltime radio job and decides that, comparatively speaking, he’s on vacation now.

He started as an announcer with CFCH North Bay, after answering an advertisement for an announcing job in 1940. He auditioned in Toronto on Tuesday, was on the job at CFCH Thursday. For $75 a month he wrote all continuities for CFCH, announced 10 hours a day, and conducted classes in broadcasting technique for the sons and daughters of local sponsoring.

Today as radio director of a leading Canadian agency, Gordon handles 40% of the agency’s billings. He handles such accounts as Bromo-Seltzer Ltd., F. W. Fitch Co., Canadian Canners Ltd., British Ceramics & Crystal (Canada) Ltd., Larus & Bros. Ltd., Dr. A. W. Chase Medicine Co., C. E. Fulford Ltd., G. T. Fulford Co. Ltd., Pierce’s Proprietary Inc., Dr. Scholl Mfg. Co. Ltd., and Templeton’s Ltd. Most of this business is spot radio.

Gordon joined F. H. Hayhurst Co. in June 1946, but not directly from CFCH. He was transferred from CFCH to CKGB Timmins, where his first job was to write 13 half-hour spot-dramas, which already had been sold to an enthusiastic sponsor, script unseen. He also starred, produced and directed the series. He was at the same time commercial announcer and news-caster of CKGB.

He left CKGB in April 1942, resumed his piano studies, and on suggestion of Midge Ellis, a Canadian Broadcasting Corp. announcer, and now Mrs. Gordon Keeble, asked for an audition with CBC Toronto program headquarters. Given a script for the audition, he found it to be the same one he had used continuously at CFCH to teach announcing to would-be announcers there. He was spectacularly successful on that audition, and joined the CBC announcing staff, soon becoming chief announcer of CFBC Toronto, key station of CBC’s Dominion network.

From CFBC he moved to the Hayhurst organization, where he soon became head of the radio department. He has been active in
Yeah, but can he lift a sales curve?

(for another set of muscles, see back page of insert)
### SUNDAY

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*EXPLANATORY NOTES*

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS, AND IN SOME INSTANCES, STARTING DATE; INDICATES SUSTAINING, A 15-SECOND BROADCAST ON WEST COAST.

### ABC

**6:00-6:15 PM** **25** NBC *Mooney's Millions*
**6:30 PM** **12** NBC *Breakfast Club*
**7:00 PM** **15** NBC *Tie* 
**8:00 PM** **15** NBC *Tie*

### MBS

**6:00-6:15 PM** **25** NBC *Mooney's Millions*
**6:30 PM** **12** NBC *Breakfast Club*
**7:00 PM** **15** NBC *Tie* 
**8:00 PM** **15** NBC *Tie*
The power of a network's muscles is measured by the audience it delivers. CBS has the largest nighttime audience (Lux Radio Theatre) and the largest daytime audience (Arthur Godfrey at 11 a.m.) of any network in Radio. That's another reason why most leading advertisers turn to CBS to lift their sales curves.*

*For details, write CBS, New York.

CBS—where 99 million people gather every week!
NEW BUSINESS

Puerto Rico Agricultural Co. appoints Cecil & Presbrey Inc., New York, to handle its advertising campaign for El Praco cigars. Radio will be used in selected markets.

Lady Esther Ltd., Chicago (cosmetics), appoints Chicago office of Ruthrauff & Ryan to handle its advertising.

Kay Baron Clothes Inc. (Clothing manufacturer with retail outlets in eastern cities) appointed Levy Adv., Newark, N. J.; plans to expand use of radio. Firm now has programs and spots on With Baltimore, Wmas Springfield, Mass. and Waat Newark.

Winarick Inc., New York (Jeris Antiseptic Hair Tonic and Jeris Cream Oil), appoints Harry B. Cohen Adv., Co., New York, to handle advertising. Definite plans have not been set, but market tests in spot radio are contemplated.


John R. Marple Co., Westfield, N. J., distributor for Hushpuppy Corp. of America (Thompson's Fireside Hushpuppy Mix), appoints French & Preston, New York, as advertising agency. Radio to be used to introduce ready-mix form.

Procter & Gamble Co., Cincinnati, appointed Dancer-Fitzgerald-Sample, New York, to handle advertising on new product now in developmental stage.

Petrol Corp., Los Angeles (gasoline), started sponsorship of weekly telecasts of wrestling matches over Ktla same city. Agency: McNeil & Mcleery, same city, and contract is for 24 weeks.

Toni Co., St. Paul (home permanents), started CBS daytime program This is Nora Drake, on Cfrb Toronto. Agency: Spitzer & Mills, Toronto.


Lewis Dance Studios, New York, appoints Armstrong, Schleifer & Ripin, New York, to handle advertising. Radio will be used.

Peoples Credit Jewelers, Toronto (chain stores), June 13 starts Sunday evening Summer Community Sing-Song, 8:30-9 p.m. on Cfrb Toronto, Chml Hamilton, and CKco Ottawa. Program continues to Sept. 5. Agency: MacLaren Adv. Co., Toronto.

General Foods, New York (Jell-O), through Young & Rubicam, New York, renews Author Meets the Critics, Martin Stone package, on Wnbt-TV, Sun., 8:30 p.m. for another 13 weeks effective in June. Show has been sponsored for past year.

Philip Morris & Co. Ltd., and Breyer Ice Cream Co. start four spots and one spot weekly, respectively, on Wcbs-TV New York. Agencies: Bbow Co. for Philip Morris, McKee & Albright for Breyer.


Studebaker Corp. devoting "larger than usual" share of commercial airtime during forthcoming months to announcements on behalf

(Continued on page 69)
NATIONAL Credit Office files show 67 video set manufac-
turers and about 20 pending applications or
ready to begin soon, the company states in a special report
on television. After noting the in-
terest in TV set production from
7,000 a month last year to more than
30,000 a month at present, a
report points out that the future
will depend on the opening of
television stations in cities
now without video program serv-
ices and, accordingly, without pur-
chasers of video receivers.

Noting the 20 commercial sta-
tions operating in April, date of
the report, the 86 construction per-
mits and 100 long-range develop-
ments that at that time, NCO states:
"500,000 television receivers are in
operation, many in public places.
Consequently, the audience has not
been large enough to absorb sub-
stantial engineering appropri-
tations. Expenditures are increasing
as more receivers are sold. The
ability of the public, on the other
hand, to absorb the increasing pro-
duction will depend in some mea-
sure on price.

"With millions of dollars in engi-
neering time and laboratory equip-
ment being devoted to engi-
neering improvement and manufac-
turing simplification, cost econo-
 mies have and will continue to be
accomplished. Labor savings will be
accomplished as production lines roll
faster and worker efficiency ad-
vances. Substantial engineering
and development expenses are be-
ing absorbed by a comparatively
small unit production. In the fol-
lowing expenses will be ap-
plied to a larger volume so that
each receiver will go on the market
 carrying a proportionately smaller
amount of such expenses."

Hite New Peak

A large percentage of TV set
manufacturers have "attained a
substantial output," with January
1948 production reaching a peak
representing a rise of 101.6%
over the monthly average for
1947," NCO reports. "Production has
advanced rapidly since Jan-
uary principally because an in-
creasing percentage of the facili-
ties of established radio manufac-
turers is being converted to the pro-
duction of television receivers," says
the report.

Of 50 manufacturers submitting
financial information, 19 were
classified as having net worth of
less than $100,000; five between
$100,000 and $300,000; two between
$300,000 and $500,000; five
between $500,000 and $1,000,000 and
four between $1 million and $5 million; 15 over $5 million. "All those in
the net worth classification of
under $100,000 are new concerns
established for the purpose of
manufacturing television receivers
exclusively," NCO states. "All
those in the net worth classification of
over $300,000 are estab-
lushed radio or radio and electronic
manufacturers."

Two Failures Noted

NCO, which has specialized in
credit and sales information on
radio-video manufacturers and
wholesalers, notes that already
there have been two failures among
TV set makers and that "others
are now running slow in meeting
their obligations." Credit consid-
erations include: The "very much
higher" capital requirements than
for network radio sets; the manu-
facturers' "additional burden of in-
stalling and servicing sets because
the retailer has neither the essen-
tial test equipment nor the tech-
nical knowledge"; the possibility
that an oversupply of sets may
develop temporarily or that a
manufacturer might be overstocked
with a model or type of set not
liked by the public; the "peculiar
implications of a background of
successful manufacturing experi-
ence in the electronics industry
and of a "competent and well-
balanced engineering staff"; the
obvious advantage held by the estab-
lished company in having wide-
spread distribution which the
newcomer must build for itself.

Telestatus Report 7 [BROAD-
CASTING; June 15] contains a com-
prehensive breakdown on video re-
ceiver production by models, cov-
ering 1946, 1947 and the first two
months of 1948. Also reflected in
the May report are buyer trends in
various models. That report con-
tained all available information
relative to the models, characteris-
tics, and prices, catalogued ac-
cording to manufacturers. Price
indices included the following infor-
mation: Name of manufacturer,
model designation, size of picture,
types of services offered, number of
models, price of different models,
tubes and price of installa-
tion. Class ranges included $150 to
$200, $200-$400, $400-$600, $600-
$900, $900-$1,500, $1,500-$5,000.
Models listed ranged from the
19-tube Hallcrafters Co. model
No. T-64 with seven-inch picture
tube, priced at $109.50, to the
$3,000 2-TVM-PM-Philo Metro-
politan Corp. model of Brunswick
Division, Radio & TV, Inc., with
its 46 tubes and 36-inch by 43-inch
projected pictures.

Television receiver manufacturers
listed by NCO are shown be-
low (telephone numbers are listed
in parentheses):

<table>
<thead>
<tr>
<th>National Credit Office List of Video Manufacturers</th>
</tr>
</thead>
</table>
| Philo Corp., Tugla and C Sts., Phila-
| delphia (Nebraska 4-5100). |
| Pilot Radio Corp., 37-06 36th St., Long
| Island City, N. Y. (Stillwell 4-5453). |
| Preston Television Co., Bayside, L. I., N.
| Y. (Circle 6-3251). |
| RCA Victor Div., RCA, Front and Cooper
| Sts., Camden, N. J. (Camden 4-8000). |
| Remington Radio Corp., White Plains,
| N. Y. (Circle 6-4000). |
| Republic Television Inc. (Kitsm.), Dumont,
| N. J. Scott Radio Labs. Inc., 4541 N. Ravens-
| wood Ave., Chicago (Long Beach 5172). |
| S Transitman Radio Corp., 335 N. Hoyne
| Ave., Chicago (3232). |
| Sports-View Tel. Co., 540 Bushwick
| Ave., Brooklyn (Evergreen 7-2294). |
| Stewart-Warner Corp., 1826 Division
| Parkway, Chicago (Lakeview 6000). |
| Stromberg-Carlson Co., 100 Carlson
| Road, Rochester, N. Y. (Culver 0260). |
| Tech Master Products, New York. |
| Telecast Corp., Brooklyn. |
| Tele-Tone Radio Corp., 609 W. 51st
| St., New York (Circle 6-7352). |
| Telecasting. |
| Washington Industries, Brooklyn. |
| Tellcor Corp., New York. |
| Temple RADIO MFG. Corp., 100
| Garfield Ave., New London, Conn. (New
| London 5346). |
| Transvision Inc. (Kitsm.) Lestroffset
| Inc., New Rochelle, N. Y. |
| U. S. Television Mfg. Corp., 3 W. 61st
| St., New York (Circle 6-4255). |
| Unical Television Inc., Brooklyn. |
| Westinghouse Electric Corp. Home
| Radio Div., 1354 Susquehanna Ave., Sun-
| bury, Pa. (Sunbury 2520). |
Here's a Television Picture You Can't Afford to Miss!

When WMAR-TV went on the air in October, 1947, the best estimates of sets in use was from 600 to 800. On May 1, 1948, a survey proved at least 10,273 sets in the Baltimore area. And additional television sets are being installed at the rate of 125 a day, or roughly 3,000 a month!

Moreover, thousands of sets installed and serviced from Washington, D.C., are well within the 500 uv/m "reliable reception" area of WMAR-TV.

Full-Length Features for Top Appeal


Such quality programming, never before available to television audiences, is another reason why WMAR-TV is the best buy in television!
Simple switching for your

RCA 76-B5 Consolette

Type BCS-1A
Master Switching Unit

Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B5 Consolette), and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give accurate picture of "On Air," "In Use," "Ready," and "On-Off" conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.

Type BCS-1A Studio Sub-Control
AM-FM Programming

RCA console switching systems co-ordinate all studio-station functions

Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

The two Switching Consoles shown, in connection with standard RCA Consolettes of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station... switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B5 Consolettes, program material from as many as four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-EB, Radio Corporation of America, Camden, N. J.

Type BCS-2A Switching System

Two studio inputs may be switched independently to either of two outgoing lines. Mechanical interlocking prevents feeding two inputs to the same line. This system handles up to four studios and two announce booths. Two examples of the layouts possible are shown above.
NEWSCASTERS chat with sponsors of NBC's Sunoco "Three-Star Extra" after a broadcast from Sunoco Bowling Banquet in Philadelphia. L to r: Ned Brooks; Ray Henke; J. N. Pew Jr., chairman of board, Sun Oil Co.; Felix Morley; Robert G. Dunlop, Sun Oil president.

PLANNING special program heard over NBC May 23, marking centenary of AP are Alan J. Gould (1), AP executive editor, and William F. Brooks, NBC vice president in charge of news, special events and international relations.

SPEAKERS on the dedicatory program and formal opening of WBEN-TV Buffalo included Edward H. Butler (1), WBEN president and editor and publisher of "Buffalo Evening News" and Sidney Straits, NBC TV administrative vice president.

ADVERTISING Council's support of Student Nurse Recruitment program is rewarded with a plaque from American Hospital Assn. At presentation (1 to r) George Bugbee, executive director, AHA; Graham Davis, AHA president; Charles G. Mortimer Jr., chairman of Ad Council; Anson C. Lowitz, vice president, J. Walter Thompson Co., volunteer agency; T. S. Reppler, Ad Council president.

DETROIT'S Mayor Eugene I. Van Antwerp turns first shovelful of earth for new TV transmitter of Detroit Broadcasting Co. Helpers (1 to r) Ralph G. Elvin, general manager of WJBK; Joyce Chapman, WJBK; George M. Miller, WJBK commercial mgr.

TV WILL sell TV with sponsorship of "Television News-reel" on WFL-TV Philadelphia by Allen B. DuMont Labs. Negotiating contract are (1 to r) Douglas Day, Buchanan Co.; Norman M. Markwell, DuMont; Kenneth W. Stewman, WFL-TV.

COMBING out new ideas from the board of Fred Stoye, sales manager of the new KLAS Las Vegas, Nev., are Dick Goebel (1), general manager, and Barney Fitzpatrick, program director.

DISCUSSING Lowell Thomas-Arthur Godfrey May 31 presentation of radios to veterans hospitals are Pat S. Withrow (1), national director, Veterans Hospital Program, and CBS V.P. Howard S. Meighan.

HERB ROGERS (1), Ranch-Way Feeds, sponsors a "Mile-High Farmer" on KOA Denver introduces Dot Peach, featured on program. Wishing him well are Clarence Moore, program director (second from right); and Paul Visser (1), m. c.
Who's TV now?...

"Only somebody in the chips can afford to buy a Television set. Others look for free in a bar."

That's the curbstone appraisal of the TV market today... ground floor chance to get close to the upper classes—before the Joe Doakes crowd in!

To the advertiser Always Chasing Rainbows, we bring bad news. Joe is not only in—but it!

From three leading set manufacturers, WPIX secured lists of 1947 installations in New York City and suburbs—33,074 in all. Discarding 1,319 in saloon—well, public places—left 31,755 in homes... of which 16,961 were City, and 14,794 suburbs.

Allocating City sets to districts by income groups... upset the TV class market apple cart!

Because:

High districts had only 12.5% of the sets; and Upper Middle 14%—both combined 26.5%! But Middle districts showed 60.1%—and with Lower Middle and Poor districts totalled 73.5%!

Park Avenue is poor pickings... compared to the Borough That Has Everything—ranks first in set ownership! (Brooklyn! What else?) Manhattan is a poor fourth!... Write WPIX for the survey.

The majority TV audience is folks who stay home nights so they can get to work in the morning—mass market, growing fast in New York!

And WPIX, with its extensive facilities for producing picture programs, and the most modern equipment... offers advertisers the opportunity to grow with a growing market and medium...

Time rates and programs on request.

WPIX - THE NEWS Television Station
220 East 42nd St., N.Y.C. MUrray Hill 2-1234
Represented outside New York City by FREE & PETERS, 444 Madison Ave., New York 22
WHEN IN ROME..

What does Rome have to do with Radio and Retailers? Plenty...if you follow the time-tested adage. When in Cleveland...use radio as Cleveland retailers do. They use WHK successfully...and naturally, consistently! In fact...

WHK does more program business with local sponsors...than any other Cleveland Station!

Rates and Hoopers aren't "all Greek" to those who KNOW Cleveland. They let RESULTS speak!

WHK RETAILERS' CHOICE IN CLEVELAND
Hennock to FCC

(See “Our Respects To . . .” and editorial, page 44)

FOR THE first time in 21 years of radio regulatory history a woman—Miss Frieda B. Hennock—will grace the FCC bench beginning next July, irrespective of whether the Senate sees fit to confirm President Truman's nomination of the New York lawyer and Democratic party worker.

The Senate Interstate Commerce Committee, to which the nomination automatically was referred, will consider Miss Hennock's qualifications at its regularly scheduled meeting this Thursday or next, after it receives a report from the three-man subcommittee named last week. Unless the Republican leadership, with the scent of victory in the national elections this November in its nostrils, decrees that the important FCC post (along with others in government) shall not be filled, it is expected a favorable report will issue.

Should the committee, along strict party lines, decide to withhold approval, thereby allowing the nomination to lapse with anticipated adjournment June 19, it is a virtual certainty that President Truman promptly will give Miss Hennock a recess appointment. This would give her full privileges and compensation until the new Congress convenes in January. Once the new Congress meets, however, the interim appointment will expire and a new nomination (or renomination) would be entailed for the full seven-year term.

But the most likely action, in the view of seasoned observers here, is that the Senate committee will report Miss Hennock favorably, with the Senate promptly following suit. There are many reasons auguring for favorable action, it was pointed out, even though the assignment involves the balance of political power on the Commission.

Anxious to Serve

Miss Hennock, in her forties, is anxious to assume the Commission-ship, despite the deep cut in income. Her income, according to friends, is several times the $10,000 FCC annual stipend.

Miss Hennock, it was learned authoritatively, conferred a fortnight ago with FCC Chairman Wayne Coy about Commission activities. That, however, was before the President finally had made up his mind on the nomination, submitted to the Senate last Monday, May 24. Confirmation machinery was set in motion last Thursday by the Senate Committee. Chairman Wallace H. White Jr. (R-Me.) designated a subcommittee comprising Sens. Brewerster, Maine, chairman, Capehart of Indiana, Republicans; and Johnson of Colorado, Democrat. All three have been active in radio matters.

Chairman Brewerster asked committee staff members to prepare data on the nominee, which will be considered by the subcommittee preparatory to the customary hearing. It is presumed that action will be forthcoming some time this week. Since the vacancy does not occur until Comr. Clifford J. Durr completes his tenure June 30, there appeared to be no reason to expedite consideration, it was pointed out.

An active party worker in New York City and State Democratic circles, Miss Hennock has been particularly effective as a campaign fund raiser. She was most active in the O'Dwyer mayoralty campaign of two years ago and also figured prominently in party activities in the fourth-term Roosevelt campaign.

Appointment a Surprise

The appointment came as a distinct surprise to everyone with the possible exception of Mr. Coy and those who sponsored her appointment. Among the latter, it is understood, were Paul Fitzpatrick, New York State Democratic chairman; Edward J. Flynn, New York City party leader; Mrs. India Edwards, director of the women's division of the Democratic National Committee, and Mayor O'Dwyer. Unconfirmed was the report that Mrs. Eleanor Roosevelt rallied to her support.

Friends and associates of Miss Hennock describe her as a “middle of the roaders” insofar as regulatory concepts are concerned. Asso-

(Continued on page 53)

RCA Plans Experimental Station

Senate Committee Seen Favorable

Miss HENNOCK

PLANS for a Washington experi-
ment just above 500 mc and duplicat-
ing programs were revealed by RCA last week.

RCA's announcement that it hoped for Sept. 1 raised the minds of observers the possibility that FCC might postpone its Sept. 20 ultra-


high-frequency television hearing to permit the accumulation and analysis of data in the experimental operation.

The station would operate on 504-510 mc—at the lower end of the experimental at 475-890 mc band, whose characteristics and potentialities for immediate commercial use are the subject of the Sept. 20 hearing [Broadcasting, May 10].

RCA's plans call for duplication of the programs of WNBW Washing-
town, RCA-NBC commercial TV station, and for the distribution of “simple converters” to “engineers

and installation will begin as soon as FCC authorizes construction.

"Results of the tests," Dr. Joliffive declared, "should provide further information on the problems involved in the development of television on frequencies above 800 mc, and if successful will be a major contribution to the expansion of this service to the public."

He said the projected Washington experiment is a continuation of a long-range RCA program, which has included tests on 288, 500, and 910 mc.

Power up to 25 kw

The transmitter to be used will produce an effective radiated power up to 25 kw, permitting for the first time, company spokesman said, field-strength surveys of a 500-mc broadcast service "under all conditions of urban, suburban
USE of a directional antenna, one of few thus far on the books in television, is envisioned by CBS and the Washington Post in their joint effort to persuade the FCC to grant a Washington video charter on Channel 12, it was revealed Friday.

Petitioning FCC to allocate Channel 12 to Washington from Frederick, Md., they said their formal application will outline plans for directionalized operation to protect stations on Channels 11 and 13 at Baltimore, some 38 miles away.

Their petition, filed by Philip G. Loucks, Washington radio attorney, disclosed that the new corporation formed with the Post's purchase of 53% of CBS' WTAP was known as WTOP Inc. The television application will be filed in that name.

The proposed one-tower directional antenna was designed and tested in model form by Andrew Alfred, New York, consultant, according to Stuart L. Bailey, Washington consulting radio engineer, who said he had examined it and believes the design to be practical.

In an affidavit accompanying the petition for transfer of Channel 12, Mr. Bailey also said that Channel 2 might be substituted for No. 12 at Frederickburg on a community basis. The petition asked FCC to make these changes in connection with the FCC's decision on revised proposals in the proposed new nationwide television allocations table [Broadcasting, May 10].

Would Protect Baltimore

Use of the proposed directional antenna, it was pointed out, will protect the 5000 microvolt per station contour of Baltimore stations on Channels 11 and 13 (WBAL-TV and WAAM, respectively). With the respect to the substitution of Channel 2 on a community basis for Channel 12, the petition noted that the nearest station on that channel is at Baltimore (WMAR-TV), 82 miles distant, but said that neither station would be expected to reedifice efforts from the other within the 5000 microvolt contour.

Although FCC has never encountered the use of directional antennas in television, the Commission's rules and standards permit their use. FCC authorities said they knew of only two instances to date in which an antenna has been installed. The grant to KPRO Riverside, Calif, for a television station on Channel 1— which has since been deleted—was conditioned on the limitation of radiation toward Ventura. Further, it was pointed out, WTAM-NBC's Cleveland video operation encom

**NRC ‘Discussing’ Possible KOA Sale**

**Lack of Denver Video Channel Chief Factor in Proposal**

**THE IMPORTANCE** with which NBC views the future development of radio was seen last week in reports that the network had been in discussion with at least two parties looking toward the sale of KOA, its owned and operated station in Denver, where it cannot build a television outlet.

The *Denver Post* and the Fox Intermountain Circuit have talked with NBC officials regarding acquisition of KOA, it was learned in New York. The discussions were described as being in no more than preliminary stages.

It was known that at least one of the two Denver interests had approached NBC with a request for television affiliation; the network, feeling that to award a video network arrangement to another organization in Denver would eventually force NBC into a competitive situation between its sound broadcasting and video operations, countered with offers to sell KOA.

FCC limitations on network ownership of television stations prohibit NBC from expanding into Denver, since its allocations are completely tied up.

Although the price which NBC had set on KOA was not known, it was understood that at least one of the two prospective buyers had characterized it as high. The negotiations were said to hinge primarily on this issue.

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**FCC Receives Bids For 7 TV Channels**

**Used Car Dealer Is Applicant For Station in San Diego**

APPLICATIONS for seven new commercial television stations were filed with the FCC last week by the applicants presently have AM operations.

Radio Service Corp, of Utah, licensee of KSL Salt Lake City, seeks Channel 21 to be founded in that city while Leland Holzer, West Coast used car dealer, presently a video applicant at San Francisco, seeks Channel 10 (192-198 mc) at San Diego.

KARM Fresno and KROY Sacramento, Calif, associated in ownership, request Channel 7 (174-180 mc) and Channel 3 (60-66 mc) respectively.

Mary Broadcasting Co., licensee of WLOA Braddock, Pa., seeks Channel 10 in Pittsburgh and asks to be joined in the consolidated hearing to begin there June 14. Tri-City Telecasters Inc., to be identified in operation with WHOL Allentown, Pa., requests Channel 8 (180-188 mc) and asks to be joined with the other pending applicants in the June 16-18 hearing on the Allentown-Bethle-

**KLAC, KYA**

**Sale to Warner Seems Certain. . .**

WARNER BROTHERS, moving picture producers and owners of KFWB Los Angeles, were reported last week to have completed arrangements for the purchase of KLAC Los Angeles and KYA San Francisco from Mrs. Dorothy Thackery for approximately $1,000,000 [Broadcasting, May 3].

Inclusion of KLAC's television grant for Channel 13 in the transaction is expected to touch off protests from several rivals who reportedly plan to put up a fight for the frequency. W. L. Glessen of KPRO Riverside, which was granted for Channel 1 before it was deleted, already has asked FCC for Channel 13, and KFAC Los Angeles and Paul Pauley, Oklahoma who is now seeking an entry into television, are understood to be contemplating a similar move.

They are expected to argue that a television permit should not be transferred to KLAC, particularly since an element of "consideration" is involved. FCC authorities concede the whole question is "interesting."

Representatives of both Warner Brothers and the Thackery inter-

**CBS, ’Post’ Seek Channel 12**

had been agreed upon. But Harry Warner, president of the motion picture firm, in recent informal conferences with FCC and other officials in Washington treated the subject as though terms had been reached.

The transaction will be subject to FCC approval. Under the Commission’s duopoly ban, Warners would be required to dispose of either KLAC or KYA. But KLAC (570 kc, 5 kw day, 1 kw night), is understood to have decided tentatively on selling the latter. KYA is on 1260 kc with 5 kw day and 1 kw night. Neither of the three outlets is affiliated with a network.

Representatives of the Pauley interests have conceded that there is no interest on Los Angeles Channel 13 developments but refused to commit themselves to file for it.
Some even threatened to cut the Department's appropriation unless the situation was corrected. Sen. Tom Connally (D-Tex.) declared the "whole matter is saturated with malice aforethought," and called those responsible for the scripts "traitors to their country and to the cause which they are supposed to represent." He added that in addition to State Dept. officials, NBC should be called to explain.

Allen Defended

It was pointed out that George Allen, Assistant Secretary of State for Public Affairs, took office after the incident in question and Sen. Leverett Saltonstall (R-Mass.) felt that "he (Allen) will prevent anything of that kind being continued in the future."

Sen. Carl Hatch (D-N. M.) said the broadcasts "cannot be too severely condemned" and felt that perhaps it was a mistake for Congress to insist that private agencies handle some of the broadcasts.

Allen defended himself, saying that he had no knowledge of the scripts. He added that Congress insisted that the going facilities of the country be used.

Sen. Millard E. Tydings (D-Md.) said that the Government broadcasting corporation should be "very much interested" in knowing who prepared the scripts as "it looks like a calculated attempt to portray the U. S. in the most degrading way that radio technique would permit."

Allen interjected that he had a copy of a letter from one of the authors of the scripts but he was not able to make it public at this time. He revealed, however, that the writer claims to have been "forced to write this sort of thing."

The State Dept., meanwhile, "welcomed any investigation" of "Voice of America" broadcasts. In a letter to Sen. H. Alexander Smith (R-Utah), Assistant Secretary Allen outlined the Department's position.

Mr. Allen said he welcomed the probe "so that all concerned will have a full understanding of the intent of Congress." He said that the programs in question were "as disappointing to me as I am certain they are to the National Broadcasting Company.

He revealed that new contracts were being negotiated to give the Department closer supervision over this type of broadcast. He said the Department was doing its utmost "to avoid if humanly possible any repetition of this sort of thing." He added that this type of broadcast had been left almost entirely to private companies.

In making its last appropriation for the "Voice" Congress insisted that certain programs be farmed out to the major networks. It was pointed out by State Dept. officials that the Department made every effort to get translations before the programs were broadcast, but that NBC refused on the ground that the contract fee was insufficient for this extra service.

Because of this, the officials said, many broadcasts went to Latin America under Department directives but without prior supervision by the Department.

The Department did get wind of one series last fall—supposedly based on John Gunther's Inside

(Continued on page 60)

SELING GUIDE

Markets Analyzed in New Study

[Selling chart, page 64]

A VALUABLE and detailed advertising, selling and promotional guide containing economic data through 1946 in local, regional and national markets was released today by the Dept. of Commerce.

The major section of the 100-page study, entitled "State, Regional and Local Market Indicators 1939-46," comprises 50 tables, arranged under eight heads: Population, employment, national income, production, finance, retail sales, agriculture and miscellaneous.

H. B. McCoy, director of the Office of Domestic Commerce, indicated that "specific uses for these state and regional data will arise in connection with analyses of geographic shifts in economic activity, and in the distribution or realization of selling, advertising and promotional efforts."

Market factors are converted, in the tables, to percentages reflecting state and regional shares of national totals to simplify computation of sales potentials and sales quotas in given geographic areas.

Statistics revealed that five New York boroughs with an estimated population of 7,454,600 (Jan. 1, 1947 figures) or almost 5½% of the national population, had the highest effective 1946 buying income. The year's effective buying income for the boroughs was revealed as $10,115,143,000 or more than 7% of the national buying income, for its 2,096,600 families (Jan. 1, 1947 estimate). Buying income per family in the boroughs was given as $4,744. The boroughs were reported as having done almost 6% or $4,535,326,000 worth of retail trade during 1946.

Cook County (Chicago) with its population of 4,225,700, or approximately 3% of the nation, was rated second in effective buying with $5,806,534,000, or slightly more than 4% of the national total. A dollars per family figure of $4,832 was run up during the year by Cook County. The Chicago area's share of the nation's retail trade was $3,925,386,000.

Essex County (Newark, N. J.), with its 868,600 population, had a $6,834 per family buying income—the highest in the nation.

Factors given attention in other tables on states and regions include number of births and marriages; nonagricultural, agricultural and manufacturing employment; individual incomes, per capita income, average wage rates, distribution percentages by product category, lumber and mineral production, construction activity, savings bond sales, bank deposits and debits, tax collections, coal insurance sales, rail transportation and truck registration, number of telephones and electric customers, department and drug stores, sales and trends, and data on farm products.

Other sections of the study list references to county and local

(Continued on page 64)

BROADCASTING • Telecasting

May 31, 1948 • Page 23
CENSUS

By J. FRANK BEATTY

DEMAND from Capitol Hill for inclusion of a radio set question in the 1950 decennial census was supported last week by nearly a hundred letters and petitions from business groups.

As the move to insure a radio count assumed important national stature, the U. S. Census Bureau indicated outwardly that it was not overly impressed by the letters that have started to pour into the office. Director J. C. Capt sent each writer, including Congressmen and Senators, a chilly reply in which no hope was offered petitions.

Since much of the bureau's reluctance to include a radio item in the census is due to fear of Congressional budget cutting, the demonstration of interest by legislators may soon soften the resistance of census officials.

Right now the bureau is having budget trouble in Congress, with a bill authorizing a special housing study in connection with the 1950 census apparently stalled in the House Committee on Post Offces and Civil Service. It is known that cost of the 1950 census may exceed $100,000,000, over twice the cost of the 1940 count.

Last week alone four Senators asked the bureau to include a radio question in the 1950 project. They were Senators John S. Cooper (R-Ky.), Irving M. Ives (R-N.Y.), Burnet R. Maybank (D-S. C.) and Claude Pepper (D-Fla.).

Representatives who called on the bureau last week to include radio were Noble J. Gregory (D-Ky.), Leonard W. Hall (R-N.Y.), John M. Vorys (R-Ohio), Daniel A. Reed (R-N.Y.).

ANA Petitions


Besides its budget troubles, the bureau is reluctant to take a radio count because of an adverse recommendation from the Census Advisory Committee of the American Marketing Assn. This committee will meet again in Washington June 15-16. It reviews Census Bureau problems on an advisory basis. Committee chairman is Gordon Hughes, director of marketing research, General Mills. Active in all committee affairs because of his former service as Assistant Director of the Census is Dr. Vergil Reed, of J. Walter Thompson Co., New York.

Dr. Reed takes the position that since nearly everyone has a radio, why bother taking a count. On the other hand, media buyers, advertisers and many other industry groups contend many areas are far from radio-saturated; that television will be a vital marketing factor in 1950 and the census should reflect its influence; that radio set figures have a benchmark value permanently useful in all advertising and distribution industries.

Writing as a member of the Committee on Armed Services, Sen. Maybank "strongly" urged that the radio set question not only be retained, but that subquestions be added covering AM, FM, TV and urban-rural location.

Would Include All Radio

Sen. Maybank told Director Capt the broadcasting industry has grown more since 1940 than during any previous years of its existence, with the number of television sets having more than doubled in the last four months. Vital trends are developing due to the essentially new character and services of AM and FM stations, and television programs, he said, adding that these trends should be followed by every possible means.

A resolution of the North Carolina Assn. of Broadcasters, adopted May 19, points to definite need for an up-to-date radio set ownership figure and suggests a census of AM, FM, TV and cable "would serve a useful purpose both to the broadcasting industry generally and to the public as a whole."

NAB, BMB, FM Assn. and many
(Continued on page 61)

Hopes Dim for Radio Count

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(Continued on page 61)

AAW Convention Featuring Video

Sacramento Meeting Scheduled For June 13-17

TELEVISION will play an important part at 45th convention of Advertising Assn. of the West to be held June 13-17, in Sacramento.

Entire June 17 session will be devoted to discussion of "Television as an Advertising Medium" by a six-man panel made up of representatives from various phases of television.

Speakers will be Klaus Landsberg, general manager, KNLA Hollywood and West Coast television director of Paramount: Charles (Bud) Barry, vice president in charge of programs and television, ABC, New York; Haines Finsinger, advertising manager, Union Oil Co., Los Angeles; Don McNamar, director of television, Telefilm Inc., Los Angeles; Harry McManus, president, Five Star Productions, Los Angeles; Arnold McKenzie, Footo, Cone & Belding, Los Angeles, television director.

Mal Boyd, head of Mal Boyd & Assoc., Hollywood, is panel chairman.

A discussion of "What's Ahead For Radio" will be a feature of June 15 sessions. Martha Gatson, account executive, KFOX Long Beach, Calif., will conduct panel on subject. Main speaker has not yet been announced.

Other Speakers

Representatives from other media who will speak at the five-day meeting include Charles H. Ferguson, West Coast manager and vice president in charge of BBDO, San Francisco; Robert J. McAndrews, promotion head, Young & Rubicam, Hollywood; Tom Lane, vice president and advertising manager, Rexall Drug Co., Los Angeles.

CODE

NAB last week started plans to put its new Standards of Practice into operation July 1.

First job is to complete the text of the code, which drew industry endorsement and final board action during the Los Angeles NAB convention.

One section, covering educational programming, remains to be written. First draft will be prepared by Ralph W. Hardy, chairman of the NAB Educational Standards Committee. Idea for this section originated with NAB President Justin Miller, who restyled the code a fortnight before the convention.

Final Touches Prepared by NAB

Post-convention reaction indicated general approval of the new standards as a set of ideals toward which all broadcast operations should strive.

The code action dominated the two-day convention, which many members termed the most successful from a business and entertainment standpoint in NAB history. Most of the time was spent on code, which remained on the Coast last week to wind up convention business but they are expected back at Washington headquarters tomorrow (Thursday). Judge Miller will add several Coast engagements and will not return for some time. C. E. Arney Jr. was winding up convention details prior to taking his vacation. A. D. Willard Jr., executive vice president, and other department heads were on route to Washington. Robert K. Richards, publicity relations director, and Harold Fair, Program Dept. director, returned to headquarters immediately after the convention.

In the works at NAB is the district-delegate awards project for convention attendance. Certificates have been designed for presentation to delegates who attended the first Management Conference in NAB history. A trophy is to be awarded the district having the best attendance record at Los Angeles.

(Continued on page 56)
DEFENSE BLUEPRINT

By ED KEYS

BY VIRTUE of their power, influence and public spirit broadcasters are destined to play an important advisory role in drafting preparedness plans affecting the communications industry. It was this thought that led to the organization of the National Broadcasting Research Bureau (NB RB) and to the appointment of a chairman and staff to implement their recommendations.

The NB RB office opened for business in New York on May 25. While the bureau's reporting is designed to be confidential, they have agreed to publish periodically updates on progress being made.

BROADCASTING

By STANLEY W. VITALE

Mobilization plans for the television industry were discussed last week in Washington. Major contributors to the industry that "they are important and should be included when estimating the load on the manufacturing industry." According to the notes the plans are designed to provide a basis for establishing the overall industry to over 80,000 employees.

M. T. T., the National Broadcasting Research Bureau, has been assigned to the task of evaluating the potentialities of the television industry. According to the notes the plans are designed to provide a basis for establishing the overall industry to over 80,000 employees.

The notes that the NSRB is expected to continue to support a five channel television network. The notes specify that the plan is expected to be prepared and submitted to the FCC as soon as possible.

The NSRB is also expected to continue the work of the FCC's Advisory Committee on Television Standards and Practices. The committee has been established to help the FCC in its efforts to establish television standards and practices, and to advise the FCC on matters relating to the television service.

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A SPIRITED FIGHT for the remaining two television channels available in the San Francisco Bay Area is being conducted in that city by five aspirants for licenses. Hearings started May 24 and are expected to continue approximately two weeks. They are being conducted by the Federal Office Building, San Francisco.

The notes are for channels 9 and 11. A number of high bracket NBC, CBS, Twentieth Century-Fox and Paramount officials are interested spectators at the hearings.

Mr. Black, general manager of the Pacific Telephone and Telegraph Co., San Francisco, testifying before the hearing May 26 stated that network television facilities will be available on the Pacific Coast by early next year. He stated that the telephone company is now planning a single channel network service from Los Angeles to San Francisco. By 1950, Mr. Black declared, his company hopes to have completed work on coaxial cable capable of relaying several simultaneous television broadcasts between the two coast cities.

(Continued on page 61)

BAY AREA TV

San Francisco Hearing Started May 24

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IN SAN FRANCISCO for hearings on television channels 9 and 11, FCC officials broadcast May 23 (day before hearings opened) with KGO San Francisco and ABC executives at Mark Hopkins Hotel. L to r around table are J. W. Ertken (back to camera), project engineer, Austin Co., New York; Cyril M. Brown, chief of FCC's FM Broadcast Division; Phillip G. Goldwell, manager of sales, Electronics Dept., Transmitter Division, General Electric Co.; FCC Comm. George S. Steele; Frank Mars, ABC vice president in charge of engineering; FCC Comm. Rosel Hyde; KGO Manager Gayle V. Grubb; Paul Mowrey, ABC national director of television; A. E. Evans, KGO engineering manager; Kenneth Clark, FCC South Pacific region manager, and F. W. Maynard, vice president and district manager, Austin Co. KGO-TV expects to be on the air on Channel 7 by Dec. 1, KGO officials state.

BROADCASTING • Telecasting

May 31, 1948 • Page 23
FCC Power Argued

Research Methods Analyzed by NAB

MBS Cancels Plans To Air Concerts

INTERLOCHEN

FCC Power Argued

ANALYSIS of methods used in consumer research panels, for guidance of broadcasters in carrying out this type of audience study, has been published by the NAB Research Committee.

The analysis is the second evaluation of research techniques published by NAB, according to Dr. Kenneth H. Baker, research consultant of NAB. The first study, titled "Radio Audience Measurement." It outlined general research principles.

Work of preparing the new analysis was handled by Gene Katz, head of The Katz Agency, who has been active in this type of research. Mr. Katz acceded to a request of Carl Barkland, CBS Radio Sales, chairman of the NAB Research Committee.

Most of the illustrative material in the second study was provided by WKY Oklahoma City, which has conducted consumer panels on an extensive scale.

Complete instructions are provided in the manual.

MUTUAL last week cancelled negotiations for broadcasting Interlochen, Mich., youth concerts, which have been blacklisted by the American Federation of Musicians, and sent a letter to Dr. E. Maddy, president of the Interlochen Music Camp, with the following statement:

"Mutual's conversations with you were for the sole purpose of arranging for the broadcast of music from your campground. Instead we find you have issued statements to the press without consultation with us in which you involve our network as an instrument in furthering your own controversies and intimating that in scheduling such broadcasts we are in support of your differences with unions and other networks.

"That was not our object, and we feel that you have taken undue advantage of Mutual. In view of this we are withdrawing our offer of time which was made available at your request."

Interlochen was placed on the unfair list by James C. Petrillo, president of the AFL, in 1942 when he banned further broadcasts of the camp's orchestra which had been carried by NBC for 12 years before that.

Dr. Maddy, who has been active in a campaign against union interference in educational music broadcasting, was expelled from the AFM.

ENGAGING in spirited conversation are four musicians (1 to 4) AFM President James C. Petrillo, occasional trumpeter; Pianist-President Truman, Singer Gladys Swarthout and National Symphony Orchestra Conductor Hans Kindler, following first of a series of free concerts at Constitution Hall in Washington, D. C., May 25. Miss Swarthout was soloist at the concert, financed from the million and three-quarter dollars in royalties paid the union for recordings and transcriptions, a practice outlawed, effective in 1949, by the Taft-Hartley Act.
POOLED VIDEO coverage of the Republican and Democratic national political conventions will cost about $80,000, that sum to be divided among 17 East Coast television stations. (WABC, WPX, WPIX, and WAAM Baltimore gets on the air by convention time*), Will Baltin, secretary of the general committee on television coverage of the national political conventions, said last week following a meeting of the committee in New York.

That amount covers only the pooled broadcasts of official activities on the floor of the Convention Hall in Philadelphia, estimated on the basis that each convention will last five days, Mr. Baltin said. The extensive off-the-floor video interviews, commentaries and other programs planned in connection with TV convention coverage will run the total cost up to $12,000, he estimated.

The pooled broadcasts, he said, will go out over one of the three AT&T coaxial cable circuits serving Philadelphia by TV convention time. This circuit will be used exclusively for convention coverage during the terms of the conventions and will carry telecasts northward to Newark, New York, Schenectady, New Haven and Boston and southward to Baltimore, Washington and Richmond. Every minute of the convention programs, from the call to order each morning to the gavel for adjournment at night will be covered. Cable charges for the ten days will amount to about $25,000, Mr. Baltin estimated. He pointed out that the addition of Boston and Richmond to the video network more than doubles the pool's dollar charges, which would have been only $12,000 if confined to the New York-Washington hookup.

Second Circuit

The second coaxial circuit will be reserved for regular network video programs, Mr. Baltin said, with the third available for special out-of-the-Convention Hall video programs from Philadelphia by the various individual stations. Time sharing arrangements for the use of this third channel among the stations are being handled by a special subcommittee of the general committee on convention coverage, he said.

Origination of Convention Hall pooled telecasts will be shared among the four video networks—ABC, CBS, DuMont, NBC—on a rotating basis, the plan in turn providing a crew to handle the five video cameras and to man the production booth, a task which calls for the use of 24 men a day. The production booth, Mr. Baltin explained, will be located immediately to the left of the rostrum, with one camera atop the booth, one on either side of the Hall midway back, one at the rear of the Hall and one outside the entrance to catch the delegates coming and going. The production supervisor will have five screens to watch, five cameras to choose from at all times, making this the most ambitious pickup so far attempted in TV history.

The technical arrangements of the convention call for two daily shifts of 13 men each, Mr. Baltin stated. He added that the overall technical costs of the pooled convention coverage will account for some $45,000 of the $80,000 total.

The technical end of the job is as unusually complicated for television as is the production end, he stated, pointing out that in addition to the network feeds, the master control room crew must also handle the transmission of Convention Hall pickups to the Philadelphia TV stations directly. In addition to the straight live-at-the-time video pickup service to stations which can be tied into the East Coast network, ABC, NBC, CBS and WPIX New York are planning to provide a film service for their affiliated TV stations outside the direct network range, or, as in the case of WPIX, to sell film service to any independent TV station willing to buy it. (It was also learned last week, though not from the committee, that plans are under way for making kinescopic records—films made off the receiving tube—for serving stations beyond the present network boundaries. Stations receiving such service to pay into the pool a charge equal to 10% of the sum paid by each station receiving the convention programs via coax or radio relay. The committee was also reported to have prohibited the use of any pooled pickups, either live or by kinescopic films, in theaters, restricting them to broadcasts for reception in places not charging admissions.)

At last week's meeting of the convention committee a subcommittee was set up to make plans for covering the third party (Wallace) convention, to be held in the same Convention Hall later in July, on the same pooled basis as was adopted for the two Democratic sessions. This subcommittee will consist of representatives of each of the four TV networks, the individuals not having been named last week.

The overall general TV convention coverage committee is headed by J. R. Kemper, New York vice president and president of Television Broadcasters Association; Roger W. Clipp, WPIX Philadelphia, vice coordinator and chairman of the subcommittee on housing and finance; Merrill H. Coleman, CBS, chairman of the technical subcommittee on traffic; Ray Bowley, WPTZ Philadelphia, chairman of the technical subcommittee; Burke Croett, ABC, chairman of the production subcommittee; Paul Mower, ABC, chairman of the newsreel subcommittee; Mr. Baltin.

Details included in the direct network booth were: Video convention coverage—which, incidentally, had its origins in the lack of space in the convention hall as well as the lack of network facilities—were WRB-TV and WPIX-B; New Haven: WRBG Schenectady; WARD, CBS-TV, WBNE and WPIX New York; WATV Newark; WCAU-TV, WFTL-TV and WPITZ Philadelphia; WBAL-TV, WMBR and, if it is on the air in time, WAAM Baltimore; WMAT-TV, WNBW and WTTG Washington; WTVR Richmond.

* * *

DETAILS ON LIGHTING AND PARKING CLEARED

Representatives of radio, television, press and newsmen met with Republican and Democratic conventions authorities Thursday in Philadelphia, where city officials to iron out transportation and lighting problems in connection with the conventions coverage.

An entire parking lot adjacent to Convention Hall will be allocated to radio and press. The lot is the choicest space for that purpose in the area. It will hold 160 automobiles. Allocation of spaces in the (Continued on page 66)
NEITHER network nor advertising agency has any business owning radio packages was the opinion of Ben Duffy, BBDO president, expressed to the Southern California chapter of the American Association of Advertising Agencies at the Ambassador Hotel, Los Angeles, May 25.

Emphasizing that this was his personal expression, Mr. Duffy elaborated by pointing out that freedom of operations was hampered for the agency which attempted to sell its package to client when another might be more effective. And from a network standpoint, he felt that it was a natural thing for a network to favor one of its own packages to the disadvantage of some of its clients.

Furthermore, he felt it was an agency's job to recommend media and that ownership of a package might influence advice in the direction of radio when another might be the answer of the moment.

Membership of 215

He reported that the agency membership roster of 4-A's is currently 215, approximately 75% of billing placement in all media. However, he reminded the group that as an organization it does not give "recognition" to media but that recognition is in reality determined by the media.

Stressing the need for cooperation between media and the advertising agency, Calvin Smith, general manager, KFAC Hollywood, and Sydney Gaynor, Don Lee general sales manager, spoke for radio at a seven-man panel.

They gave their views on the subject "Media Looks at an Advertising Agency," during the afternoon session. Speaking for network radio, Mr. Gaynor urged as general practice for all agencies the policy of some, when planning a radio campaign, for a client to call in all four networks and discuss plans in full with them. Upon selection of a particular network to carry on campaign, agency should then explain which one it feels Mr. Gaynor said. He also suggested that radio be treated as other media, and not set apart from the others, as many agencies have the tendency to do. "Agencies and media are interdependent," he concluded, "one can't exist without the other."

Mr. Smith, speaking for independent stations, deplored two factors of agency treatment towards them: Agencies' reluctance to place advertising with them, and their failure to take the nature of the independent station into consideration as regards copy when they do advertise with them.

Frederic R. Gamble, president AAAA, was moderator.

CONGRESS ASKS ADVICE OF FCC ABOUT TOWERS

A SENATE District subcommittee has asked FCC for advice on a bill the wording of which has been made by the committee (HR-2984) which would regulate the installation of radio or television towers in the District of Columbia [Broadcasting, May 24].

The subcommittee, headed by Sen. James P. Kem (R-Mo), wants to know whether passage of the bill would interfere with "the orderly development of television service in the District."

FCC to Specify Sites

It is also desired by the group that FCC determine what sites would still be available in Washington for towers should the bill become law.

The Senator said he wants the information in time to present in a meeting of the full District Committee which will take place "in the near future."

During the past two weeks, the bill was backed by representatives of the Manor Park Citizens Assn. who strongly urged passage of the bill, which has already cleared the House.

It was opposed by Bryce Rea Jr., NAB attorney, who said that it "would tend to establish a national pattern that would deter progress in radio broadcasting in a District."

Mr. Rea in opposition were Thad Brown Jr. of TBA and DuMont Television; Vernon West, District of Columbia corporation counsel; and L. R. Shenfield, president, Wilkson and Sons, Inc.; and Dr. Thomas J. Carroll, physicist of the National Bureau of Standards.

HOME games on Northwestern UA's football schedule will be televised exclusively in Chicago, according to the Chicago Sun Times. It was announced jointly last week by Frank P. Schreiber, manager of WGN Inc., and Ted Pusey, athletics director.

BROADCASTING • Teletastic

ABC Appointee

APPOINTMENT of Arthur J. Jacobson as program manager of NBC-Baltimore was announce last Wednesday by E. W. Stover, vice president in charge of that division. He replaces Jules Herbeveaux, who was appointed manager of the division's television department last February. Mr. Jacobson has been with radio and NE for 10 years, has been program manager of the Baltimore station since 1943.
AWB '49 PLANS

PROGRAMMING aspects, industrial problems and reports of technical advancement will form the broad base for topics of discussion at the Assn. of Women Broadcasters' 1949 annual convention, to be held at the Drake Hotel in Chicago March 10-12.

AWB's advisory committee conferred in Chicago last Wednesday with about 70 women representatives from the broadcasting, agency and allied industry fields. The group mapped out its convention plans and set up committees to handle various phases of activity.

The status of associate members from those fields not directly related to broadcasting was considered. Criticism in the past centered around the contention that representatives from smaller stations were not given adequate play in AWB activity, it was understood.

Emphasis next year will be aimed particularly at "constructive thinking" with inclusion of practical "know-how" sessions and roundtable and panel discussions following the speeches, according to Elizabeth Marshall, national convention chairman and program director for the Radio Council, Chicago House of Education.

In addition to discussion of general topics, there will be talks on television with respect to its technical progress, women's and children's programming and the adaptability of women broadcasters to the new medium. Other subjects scheduled include new ideas for women's programs and station relations.

Convention will open and close with a business meeting. Entertainments, a prominent phase of this year's AWB convention, will be de-emphasized, Mrs. Marshall said.

Highlight of the three-day conference will be a transcription audition center. About 20 selected discs featuring key regional programs will be made available to members desiring to hear them. Stations or agencies contributing transcriptions will be asked to accompany them with resumes of exhibits giving program background.

Program group of the planning committee is headed by Nancy Grey, 9th District chairman of AWB and director of women's activities, WTMJ-WTMJ-TV Milwaukee.

Miss Grey will appoint other members to assist her.

DE GRAY WILL ASSIST J. K. SMITH AT CBS

False Alarm
WHAT SOUNDED like a stick-up to listeners of KPRC Houston caused a flood of calls to the station. During Sunrisers Serenade, KPRC's morning record show, a voice growled, "Don't move, buddy, this is a stick-up." A moment later the station went off the air. Everything was under control, though. Electrical difficulties had caused temporary transmission failure just after the gruff voice made his demand on the Ray Noble recording of 'Saturday Night in Central Park.'

Drive for German Sets Begins Soon
NAB Hears Details of Campaign For $100,000
CAMPAIGN to raise more than $100,000 to place radio sets in U. S.-occupied areas of Germany will be started in late June. The plan was described at NAB last week as the first fund-raising drive sponsored by the industry as a whole.

A packet of instructions will be sent to all stations and networks by mid-June. The drive itself will last two weeks. The packet will contain historic matter, program material and spot announcements, and several five-minute talks.

Purpose of the project is to counteract steps by Russia and England in their occupied areas of Germany. The receiving sets will be placed in German schools. They will be provided with the cooperation of Radio Manufacturers Assn., which has agreed to make available an efficient medium-wave model capable of picking up European stations.

Behind the idea are the U. S. Dept. of War, the Army of Occupation and UNESCO. The project was approved by the NAB board at its Los Angeles meeting after a report had been submitted by Clair R. McCallough, WAGL Lancaster, Pa., director-at-large for medium stations and chairman of a committee studying the idea.

Other members of the committee are Harold Lane, WJJD Chicago; William B. Smullin, KIEM Eureka, Calif.; A. D. Willard Jr., NAB executive vice president, and Robert K. Richards, NAB director of public relations. Mr. Richards, Hugh Higgins, assistant director of broadcast advertising, Harold Fair, Program Dept. director, and Ben Miller, assistant Program Dept. director, worked on the advance plans last week.

In charge of the undertaking is Executive Vice President Willard, who conferred with government and military officials on a recent trip to France.

Convention Agenda Is Studied

Interim Security Report Is Readied
METHODS of keeping the wraps on security information without invoking censorship were informally discussed by 11 members of the Press Advisory Council during a luncheon with Secretary of Defense James V. Forrestal at the Pentagon Building in Washington May 26.

The council, named by press and radio groups, was established at the request of a news media committee who conferred with the Defense Secretary at several meetings on the problem last March. All groups, with the exception of AP, have named their council representatives.

Mr. Forrestal advised the group that an interim report on the subject had been completed by a representative of the Military Establishment and would soon be ready for perusal.

Those in attendance at the luncheon included: B. M. McKelvey, editor of the Washington Evening Star; William K. Hutchinson, INP; William Neil, ABC; Theodore Koor, Chicago Sun; James G. MBS; William McAlevey, NBC; Harry F. West, Columbia Broadcasting System; Cranton Williams, American Newsweek Publisher; Penelope Clark, Motion Picture Assn.; Robert K. Richards, NAB; and William C. Cherry, National Assn. of Magazine Publishers.

Other members of the Council are Yale Wilson, UP, alternating every three months with Mr. Hutchinson; James G. Lyon, National Conference of Business Paper Editors; A. D. Wilber, Jr., NAB; and Paul Raibourn, Television Broadcasters Assn.

MR. SMITH (r) greets newly-appointed assistant, Mr. De Gray, at CBS headquarters.

EDWARD J. DE GRAY, former assistant general manager of WBT Charlotte, N. C., has been named assistant to J. Kelly Smith, CBS vice president in charge of station administration.

Mr. De Gray joined CBS in 1937, and in 1940 transferred to WBT, then owned by the network. He was appointed business manager of the station when it was sold to the Jefferson Standard Life Insurance Co. in 1948, and general assistant manager in 1947.

FCC, STILL OPERATING AT PARTIAL STRENGTH
FCC, for whom full strength has been more the exception than the rule during the last few years, was operating last week with only five of its seven members in Washington, and will continue on that basis until early July.

Vice Chairman Paul A. Walker said Wednesday for Stockholm as head of the U. S. observer at the June 7-22 meeting of the Consultative Committee on International Telephony. Comr. E. M. Webster meanwhile is attending a London conference on safety of life at sea and in the air, and now plans to go from there to Geneva, where the Provisional Frequency Board is convening. Both he and Comr. Walker are expected back in Washington about July 7.

Because of the absence of a quorum, last week's regular Wednesday meeting was postponed to Thursday. In addition to the absence of Comrs. Walker and Webster, Comrs. Rosel H. Hyde and George E. Sterling were engaged in hearings and other Commission activities en route back from the NAB Convention in Los Angeles, arriving in Washington Wednesday afternoon, while Chairman Wayne Coy was confined to his home with a severe cold during the first part of the week and Comr. Robert F. Jones was conducting a common carrier hearing.

Feeds N. J. Network
TWO BROADCASTS were originated May 24 by WMID Atlantic City for the New Jersey Broadcasters Assn. over a 10-station network. Speeches by Rear Admiral Ellis M. Zacharias, USN, Ret., and Secretary of the Treasury John W. Snyder before National Assn. of Mutual Savings Banks were aired.

RICHARD W. SLOCUM (l), general manager of Philadelphia's "Evening Bulletin"; Dr. Leon Levy, (r), general manager of WCAU, and G. Bennett Larson, WCAU television director, faced the TV camera on WCAU-TV gel underneath May 23. [BROADCASTING, May 24], Dedication featured four-long salute from CBS.

May 31, 1948 • Page 29
Bye Bye Blue Book?

IT WAS routine legislative procedure when a message from the Senate to the House last week stated that the President pro tempore had appointed a committee of two senators under the 1939 act entitled to an Act to provide for the disposition of certain records of the U. S. Government.

Specifically the legislation called for "the disposition of executive papers" in 12 departments. Number 5 on the list was the FCC.

To the Senate inquiring Washington radio observers, there spontaneously arose the question whether the Blue Book would constitute part of the FCC refuse.

Rearrangers Adjust Budgets to Radio

THREE large retail stores have started extensive broadcast campaigns.

Large FM contract was signed last week by G. Fox & Co., Hartford, Conn., one of the country's largest department stores, now entering its second period of operation. The store has signed a two-hour seven-day-a-week contract on WKNB in its new FM station. The FM outlet of WKNB has been on the air 14 months, according to J. W. Gross, president. Most of its FM programming is separate from the AM schedule, with a special FM program director in charge.

G. Fox & Co. will broadcast a 5-7 p.m. daily feature, including news, good music, public service information and community events. WKNB-FM is a member of Continental Network, broadcasting fulltime with 20 kw.

Bryant Department Stores, of Detroit, is making its first radio venture through, that city, with a five-week 7:7:17 p.m. Tello-Test quiz program. Larry Ruppell is quizmaster.

Maurice L. Rothschild, large Chicago clothier and a black-and-white media user for 40 years, has entered radio for the first time in its 62-year history. The firm has signed a 52-week contract on WNMF Evanston, Ill., 1 kw station. A participation program will be heard Saturdays, 10:15-10:45 a.m., directed at the teen-age group. The store recently opened an Evanston branch.

Palmer Quits ABC

THOMAS B. PALMER, ABC Western Division manager of technical operations for past six years, has resigned, effective June 1. Mr. Palmer has disclosed no future plans.
POWER is wonderful, though you know and we know that what a man says (or what a radio station broadcasts) is really more important than how loud it "comes in".

Witness the listening-habits of the radio audiences in the eighteen scattered Iowa counties featured at the right. Each of these counties is adjacent to a county in which there is at least one good radio station. Yet from 5:00 a.m. through 6:00 p.m., according to the 1947 Iowa Radio Audience Survey, WHO gets a terrific 59.9% average of the total listening!

There is only one answer to such listener-preference. That answer is Top-Notch Programming — Outstanding Public Service. Write for Survey and see for yourself.
TIME TABLE REVISION INCLUDES MORE CITIES

FCC REvised its sunrise-sunset tables last week to add some 300-500 cities not heretofore included, it was announced Thursday. The table now shows average sunrise and sunset times for different months in cities for which daytime or limited-time AM stations, or stations using directional antennas at night or different directional patterns day and night, have been authorized as of April 20.

Commission spokesmen explained that the tables, a part of the Engineering Standards, are revised periodically to bring them up to date and correct errors in previous compilations. Copies of the new table will not be made available for distribution to individual stations but will be published officially in the Federal Register at a later date.

THE PRUDENTIAL HAS THE STRENGTH OF GIBRALTAR*

When you place a schedule on a station, by your action you're saying that your selection is the right one . . . that your station has the ability to do the job right.

That's the reason, we believe, more and more time buyers are putting copy on WHHM. For WHHM is a "strong" station—it has the strength of results that go with Hoopers and an attentive audience.

Here's one of the strongest reasons for using WHHM:

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Independent - - but not aloof

MEMPHIS, TENNESSEE

PATT MCPHERSON, general manager FORGE & CO., representatives

* The Prudential Insurance Company of America has this one.

NBC MOVIE

NBC last week completed the preliminaries for its newest promotion project, a two-reel sound motion picture to be titled "Behind Your Radio Dial" and subtitled "This Is NBC." Aug. 15 is the deadline for completion of the filming. The picture will have its first showing in September at the network's affiliate meeting at Sun Valley, Idaho.

Conceived by Charles P. Hammond, vice president and assistant to the president, the project was turned over to James Nelson, director of advertising and promotion, who assigned Jack Snow, a top NBC copywriter, to do the shooting script. Mr. Snow handled the negotiations with RCA-Pathe for making the picture.

The same production unit which produced the "This Is America" series will be used. Roy Porteous, manager of the NBC advertising and promotion department, is in charge of supervising the day-to-day shooting of the film.

Aiming at "high entertainment value" as well as education, the picture will "avoid over-emphasis on the historical and technical aspects of radio," Mr. Porteous said last week. The film, he said, will open with a view of Toscanini and the NBC Symphony Orchestra, followed by a montage of top radio performers at work "if we can get the necessary clearances."

Scenes of listening, to demonstrate how radio today is a part of the daily life of almost every American, will be followed by glimpses of the wide variety of programs making up the listening fare.

History will be "touched lightly" in a sequence showing early studios and equipment contrasted with those of today. This sequence leads into a camera-conducted tour of NBC's New York headquarters, showing among other things the process of getting a program on the air, from idea through the writing, casting, musical arranging and so on to the actual broadcast.

How the basic idea of the network's responsibility to its listeners underlies its activities will be stressed throughout the film, Mr. Porteous said. Scenes showing the continuity acceptance department's work to see that what goes on the air complies with NBC standards, analysis of audience mail to measure the listener reaction and such other checks as the Scherwin program clinics will drive home this fundamental point of responsibility to the public, he explained.

The picture, he said, will conclude with a look at NBC's latest major undertaking, its television network activities.

Sale Reservations Issue Will Be Aired

FCC last week called for oral argument June 28 on its proposal to write rules restricting the use of "reserved time" as a part of the price in station sales [Broadcasting, Feb. 9].

The Commission said the decision to hold a hearing was prompted by "comments filed by interested parties." These included protests submitted by Albert J. Feldman, who reserved time for advertising his business when he sold WJOL Joliet, Ill., and the Berechah Church of Philadelphia, which claimed a similar agreement with WPEN Philadelphia [Broadcasting, March 15].

The proposed rules would forbid transfers of assignments of AM, FM, or TV stations if the seller "retains any right of reversion of the license or any right to the reassignment of the license in the future, or reserves the right to use the facilities for any period whatsoever."

Any such contracts approved by the Commission before the effective date of the proposed rules could be modified to fit the following minimum requirements:

1. Not more than four hours per day nor more than 12 hours per week to be reserved; (2) reservation by the licensee of the right to reject or refuse "unsuitable" programs, but with substitution of other time or card-rate payment permitted for time thus made unavailable; (3) prohibition against resale or reassignment of reserved time; (4) no right to assign any right to reversion or reassignment of license; (5) specification of definite expiration date of contract, in no event to be later than June 1, 1951; (6) provisions that licensee may terminate contract at any time upon notice (without sum or periodically) for time reserved.
Letting you in on a BIG promotion!

You can now get in on one of the most successful promotions we ever used at WITH! It's a tested plan, because we used it last fall with wonderful results.

WITH, you know, is a station built on promotion ideas. And WITH has made money from the day it hit the air 7 years ago, bucking 4 network stations.

Now here's the idea. It's called GRAPH-O-GRID, the official type of scoring diagram for football fans. They want them. They'll use them for football games during the whole season this fall.

We're going to sell them to one station—and only one—in each town. You can have the promotion exclusively in your city if you act fast.

GRAPH-O-GRID improves your standing with sponsors, takes your salesmen into new prospects, increases time sales for you!

For full details, write or wire Jake Embry or Tom Tinsley at WITH, Baltimore, or call the Headley-Reed man. Act fast. And do it now!
What's this...
When one of our 7 1/2 million listeners asks for cigarettes,

he is guided by an invisible label on the pack. The odds are he will

ask for a WSM advertised brand . . . because through years of con-

sistent listening he has built up a respect for the commercial messages

on this station. To him, the name on the product is closely associated

with this invisible label—WSM's stamp of approval which our listeners

use as their buying guide.

HARRY STONE, Gen. Mgr., IRVING WAUGH, Commercial Mgr. • EDWARD PETRY & CO., Nat'l Representatives
50,000 WATTS • CLEAR CHANNEL • 650 KILOCYCLES • NBC AFFILIATE
24 Are Authorized License Extension

WHLS, WORL, KOB to Sept. 1; WJBW to Aug. 31

TEMPORARY LICENSE extension to Sept. 1 was issued to WHLS Port Huron, Mich., last Thursday by FCC, while the Commission continued to ponder the industry opposition aroused by the interpretations of the political-broadcast law which it wrote into its proposed decision anticipating regular renewal for the station [BROADCASTING, Feb. 2, May 16]. The extension was issued pending adoption of a final decision. In oral argument last month, industry spokesmen urged that the station’s renewal be divorced from the Commission’s controversial but generally opposed views that stations may not censor political talks but will not be held responsible for libel in event of damage suits. The Commission also extended to Sept. 1, licenses of WGOV Valdosta, Ga., pending a decision on a complaint that it censored a political broadcast.

Temporary extensions meanwhile were issued to 22 other AM and FM stations, including:

**WJBW Case**

WJBW New Orleans, which has been refused renewal because of engineering violations but which is now seeking reconsideration, extended to Aug. 31; Don Lee Broadcasting System’s KHL and KJH-FM Los Angeles and its television station W6XAO Los Angeles, pending decision on Don Lee AM and FM renewal applications, all extended to Sept. 1; WORL Boston, appealing from the denial of renewal which FCC entered on grounds of misrepresentation of ownership, extended to Sept; WORL New York, an Arde Bulova station up for sale under the duopoly rule and for which two transfer applications are pending, extended to Sept 1; KOB Alto Sept., which also extended to Sept. 1— pending action on (1) Its long pending application for 770 ke, (2) the clear-channel case, and (3) the petition for revocation of its license. (For other license extensions and the reasons given by FCC, see FCC Actions, page 81.)

In the case of WPL, FCC provided, as in the past, for further extensions if the station proceeds “with diligence” with its appeal. Similarly, further extensions will be granted WBO if the Alban brothers continue diligently with its efforts to dispose of either WOV or its sister station, WNEW New York.

WSPB Sarasota, Fla., and KG1W Alamosa, Colo., were given regular renewals to Feb. 1, 1951, while WALB Albany, Ga., was renewed to Nov. 1, 1950.

**UNIVERSITY OF KENTUCKY’S EDUCATIONAL TELECASTING**

The university’s educational television system, WBEY, boosted its new 2,500-w transmitter and completely modernized studios with open house ceremonies on May 24.

**HIDDEN from view of passersby on the street, Eric Tainter (insert), KCKN Kansas City news editor, supplies the mysterious voice for the talking mailbox which puzzled shoppers in the Muehlebach Hotel area during recent observance of the 30th anniversary of airmail service.**

**THE STORY OF PLUS-PROGRAMMING ON WOR**

Six years ago WOR originated and promoted the technique of plus-programming. Today this powerful, but very economical, method of doubling and tripling the effectiveness of radio advertising is a basic part of the campaigns of such shrewd WOR sponsors as—Lever Bros., Bristol Myers, Philip Morris Co., General Foods and many others.

In a new and revised edition of “The Story of Plus-Programming on WOR”—a book previously available only to WOR clients—this station offers you a hard-hitting, fact-full description of:

(1) What plus-programming is,
(2) Who uses it and how,
(3) The results it produces.

A copy of this money-saving book will be sent to you promptly if you drop a note, on your business letterhead, to—Joseph Cramer, WOR, 1440 Broadway, in New York.
Here's the loudspeaker line that rocketed to stardom!

In just a few months after deliveries started, the Western Electric line of high-quality, wide range speakers has won a position of undisputed leadership wherever the ultimate in sound reproduction is desired.

All of these speakers combine, to a unique degree, unmatched realism in reproduction with exceptionally small space requirements and ease of installation. With their range of power capacities, you can select just the speaker you want for every sound radiation requirement.

Have you ordered some? Call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N.Y.

**Western Electric**

- **QUALITY COUNTS**

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**755A**—8" direct radiator. 8 watts, 70-13,000 cycles.

**756A**—10" direct radiator. 20 watts, 65-10,000 cycles.

**728B**—12" direct radiator. 30 watts, 60-10,000 cycles.

**754 TYPE**—12" high-efficiency direct radiator. 60-10,000 cycles; 15 watts indoor service, 50 watts outdoor.

**757A**—dual unit system. 30 watts, 60-15,000 cycles.

FIFTH POSTPONEMENT FOR TITUS TRIAL SET

FIFTH POSTPONEMENT of the trial of Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, charged with violating the California Corporate Securities Act, was issued in the San Francisco Superior Court May 26. The case has now been scheduled for June 22. Messrs. Titus, Fjellstrom and Husband are principals in North American Broadcasting Service Inc., which was indicted by a San Francisco County Grand Jury in January [Broadcasting, Jan. 26].

Cause of the fifth postponement was the withdrawal from the case of Attorney Ivan Sperback, who had been representing Mr. Fjellstrom, and Mr. Fjellstrom’s subsequent plea for more time to get a new attorney.

Mr. Titus, not in court last Wednesday, was reported to be in New York seeking support for his proposed fifth network, Radio America Inc. [Broadcasting, May 17].

North American Broadcasting Service was Mr. Titus’ first organization looking toward a fifth network. The firm is charged with allegedly selling stock in California without authorization from the State Corporation Commission.

ABC’s “Ladies Be Seated” will originate at WBKB Springfield, Ohio, June 14-16 under auspices of Central Ohio Heart Assn., which is raising funds to carry on its work.

RENEWAL of the prewar 3-day Tawas, Mich., Perch Festival was brought together this group of Michigan broadcasters. Saginaw Broadcasting Co. broadcast the festival April 24. With the "Radio Car" are 11 r, back row: Robert Holmes, owner of WBCK Battle Creek; Don Good, stand-in for Stanley Bernet, general manager of WOOD Grand Rapids; David Holmes, co-owner of WBCK; Fred Wagenvoord, vice president and general manager of WBKB Muskegon; Don DeGroot, general manager of WTCB Flint; Ed Wheeler, assistant general manager of WWJ Detroit; L. E. (Chick) Shuman, vice president of NBC Central Division; Milton Greenbaum, president of WSAM.

KABA SPRING MEETING SET FOR JUNE 25-26

KENTUCKY BROADCASTERS Assn. will hold its spring meeting at the Seelbach Hotel in Louisville, Friday and Saturday, June 25 and 26, it was announced last week by Hugh O. Potter, KBA secretary-treasurer.

Highlights of the two day meeting include a discussion on the Standards of Practice by Edward Breen of KFV Fort Dodge, Iowa, NAB Director-at-Large; address by Wilson Wyatt, ex-mayor of Louisville and prominent attorney, on “Your Responsibility on Political Censorship”; address by Carl Haverlin, president of BMI, and a luncheon speech by Bill Ladd of The Courier-Journal, speaking on “Kentucky Radio As I See It.”

In the notice sent by Mr. Potter to member stations announcing the KBA meeting, suggestion was also made that each station operator contact his Congressman to urge that a question concerning set ownership be included in the next federal census.

Chicago Ad Club Awards Honors

WGN, the Chicago Tribune station, took first and third and three honorable mentions in the sixth annual Chicago Federated Advertising Club radio competition, it was announced Thursday night. WMAQ and WBBM, owned by NBC and CBS, respectively, took two first awards, WND one, and ABC one “special” award each.

Top television prize went to WBBK, the Balaban & Katz station. All of the shows judged were produced in Chicago.

WGN’s winners were Spotlight on Sports with Jack Brickhouse, Spencer Allen and the News, and the Tom Mie Show. WMAQ’s firsts were Musical Milkwagon and It’s Our Turn, a teen-age show. NBC’s Report Uncovered won its tenth award of the year, and the Columbia station also scored with Housewives’ Protective League.

WND’s winner was Bert Wilson—Baseball. WBBK’s winning television show was Junior Jamboree.

The World’s Great Novels (NBC) and Breakfast Club with Don McNeill (ABC) won the special awards. In addition, first prizes for spot announcements went to Foote, Cone & Belding’s Chuckles, and Toni Creme Shampoo.

Honorable mention went to: WCFL’s Chicago Symphony Orchestra on the Air; WENN’s Rock-n-Roll—A Place to Live; WGN’s To You, Mildy, a Melody, The Northerners, and Swinging at the Sugar Bowl; WBBM’s A Everett Holin’s News and Melody Lane; WIND’s Cemetery ABC Club with Eddie Hubbard, and ABC’s Adventures of Sky King.

Jane Foster Comes to Call, produced by the J. R. Per什all Agency, won honorable mention in the TV category, and Foote, Cone & Belding’s Fruityade and Mitchell-Faust Advertising Co.’s Kemnet in the spot announcement group.

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Get the low-cost service that sells the sponsors with star attractions like Peggy Lee, Johnny Mercer, Stan Kenton, King Cole Trio, Jan Garber and 43 others!

finding it TOUGH TO SELL SPONSORS?

Whatever or wherever your station, you’re missing a real bet if Capitol’s Transcription Service isn’t working for you.

Capitol gives you big Hollywood names in sparkling programs. An almost endless variety of types and formats. And so skillfully programmed!

For instance, special voice tracks of the stars enable your announcer to “chat” with them. Special background music for your commercials makes them an integral part of the show.

Even after you’ve taken the service, Capitol keeps giving. 27 sure-fire program formats each week—enough for 35 hours. And new numbers are constantly added to the basic library of more than 3000 selections.

Ingenious format book, cross indexes and simple files make everything instantly available. Create your own programs if you wish. Quickly and easily.

Why not join the more than 300 stations now using Capitol’s service? It’s paying off for them. It will pay off for you. Mail coupon now!
SKYWave QUESTION

EARLY FCC action on daytime skywave interference, a problem now raised in the clear-channel hearings to the confusion of broadcasters, and an announcement clearing up the tower-site problem to some extent, can be expected in the near future, engineer delegates were told at the final session of the NAB Engineering Conference held May 28-21 in Los Angeles.

Among other revelations at an industry-FCC roundtable was the possibility that wire-line service tariffs and interconnection policies of carriers will be reviewed; careful watch is being kept on Mexican use of 540 kc in violation of NARBA, with the matter now at the diplomatic level; FCC is watching sloppy FM operations and stunt broadcasting. (Highlights of roundtable were printed in the May 24 Broadcast- ing.)

Participating in the final engineering session were:

- For the FCC—Commissioner George E. Sterling; John A. Willoughby, acting chief engineer; Cyril M. Braun, chief, FM Broadcast Division; James A. Barr, chief, Standard Broadcast Division; Hart S. Cowperthwait, acting chief, TV Broadcast Division.
- For the industry—Neal McNaughten, NAB assistant director of engineering; Orrin W. Towner, technical director, WHAS Louisville; Frank Marx, ABC engineering vice president; Earl Johnson, engineering director, MBS.

With Royal K. Howard, NAB engineering director, presiding, engineering delegates were given a chance to throw questions on all phases of regulation at the Commission representatives.

Tower Site Problem

First question to come up dealt with tower site confusion. Mr. Sterling said the FCC and Civil Aeronautics Administration are working out a uniform policy for towers [Broadcasting, May 17]. "We're hopeful we can solve the problem once and for all," he said, "though FM and television have made it more acute. We hope to have an announcement in the near future to help broadcasters solve their antenna problems."

Mr. Willoughby said tower problems are not cut and dried propositions. "Give us a problem and we'll work it out," he said. Mr. Marx added that CBS has been able to get an answer in every case, though some compromises have been necessary.

When Rex Howell, KFXJ Grand Junction, Col., asked about untended operation of FM transmitters at inaccessible locations, Mr. Sterling said the FCC had never faced this problem. Mr. Braun recalled cases where stations desire to put an experimenter at the foot of a hill with amplifier at the top, but with operators on duty.

Mr. Sterling cited the FCC rule on studio-transmitter links and intercity relaying, where unattended stations are permitted. The law is specific in requiring licensed operators for broadcast stations, he said.

Mr. Towner said there was some confusion over rule 3.406 on identification of experimental requests, especially when there is no provision for standby announcers. Mr. Barr, noting that the rule is now 3.287, said announcement is required each 30 minutes but conceded a reasonable view should be taken of signals only a few seconds in length.

Complaints on Operation

Several complaints about "sloppy FM operations" were made by delegates, who took the view that such tactics were not good for operators and damaging to FM.

The FCC has standards, Mr. Braum said, but leniency is granted in some cases. Periodical measurements will be required to insure proper maintenance of technical equipment, he said, adding that some records and transcriptions with high noise level sound worse on FM than AM. The Commission has been receiving standards from hopes stations will use good reproductions, he said.

Abolition of special temporary authorizations would throw three-fourths of FM stations off the air, Mr. Braum said. Many can't operate full power, he said, and noted FCC inspectors don't examine these stations. "I don't know that there would be a cure," he said. "Maybe we should do it."

Earl Cullum, consultant, said stations should have monitors since many are swinging too much and are intolerable." He said they are hurting all FM outlets. Mr. Brasum said monitors and amplifiers are still in short supply but the problem is disappearing.

On complaint from delegates about lack of a wire service between Class C and A, Commissioner Sterling said he feels the whole AM, FM and TV tariff problem should be wrapped into one package for hearing. If broadcasters ask a hearing, FCC will entertain the idea, he suggested. He added there is no use of having engineering standards and then having programs degraded by lack of wire facilities if available at a rate broadcasters can meet.

The idea of using STL equipment for AM was suggested. Mr. Sterling said the FCC has no firm policy on the matter but an AM broadcaster who could make a good case might get permission. Mr. Braum said the STL policy was designed to insure a dependable circuit for FM.

With 940-952 mc available, the FCC may find room in the 890-940 mc diahter band for more STL service. It was suggested, since diathermy is not likely to interfere seriously.

Mr. Marx pointed out that AT&T tariffs do not permit tie-ins to circuits of other carriers. "Will the FCC go for interconnection among carriers?" he asked.

Commissioner Sterling said an answer must be found. "I don't know if it is within the purview of the Communications Act for the Commission to assume any authority over this interconnection," he said. "The issue will come before us. I hope we will reach a decision."

Asked about TV satellite stations, Mr. Sterling said the FCC has received many inquiries but has no policy. "I would like to see experimental requests; he said, proposing the high band might be used for such service. Mr. Cowperthwait added that the main thing is to see if it fits into the allocation plan.

Example Cited

In a discussion of signal-to-noise ratio, Mr. Sterling recalled that former Commissioner E. K. Jet, now radio vice president of the Baltimore Sunpapers, is able to rebroadcast two TV signals from Washington stations, about 40 miles away. Proximity of antennas in particular areas is not a serious problem, it was indicated, though Mr. Wilson crowding was a cause of concern.

Answering a NARBA question, Mr. Sterling said the FCC protested strongly at use of 540 kc by Mexico in direct violation of the Atlantic City conference. The State Dept. is handling the matter now, he said. Mr. Barr said suggestions had been made that (Continued on page 74)
Mr. M. J. Bennett, KSO disc jockey, March 29th was elected Safety Commissioner of the city of Des Moines. Mr. Bennett, radio's famous "M.J.B.", emcees two record shows, conducted practically his entire campaign for office on KSO... long Des Moines' result-producing station.

Sales results are usually the final results of correct media buying. Results are nothing new to KSO. Advertisers in the Des Moines market have long been accustomed to the audience loyalty and result-producing power of KSO.
WBAL Stars Also Shown

"OPEN HOUSE" with Al Ross, Gloria Halliday and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio network as well as NBC television network.

WBAL'S MOLLIE MARTIN is now a television personality to women on WBAL-TV. She is also a weekly commentator. She is shown explaining how to use a television set.

"BALLET BY NICHOLOFF" is one of the features of WBAL-TV. Michael Nicholoff, former solo dancer with the Anna Pavlowa Company is ballet counselor of WBAL-TV. Ray Williams, assistant to Mr. Nicholoff, is shown with two dancers in an original ballet number for WBAL-TV.

THEODORE R. McKELDIN, former Maryland Governor and WBAL-TV commentator. His program "This Town of Ours" is heard each Friday on WBAL-TV. Other programs include "This Week in Baltimore."
WBAL TALENT began rehearsals before the television cameras in August, 1944.

When WBAL-TV took to the air on March 11, 1948—"know how" and superb facilities paid off in smoothness of operation for the thirty-five studio programs that originate in WBAL-TV's studios each week. Combined with the great NBC television network shows—this means—as in "AM"—that "the greatest shows in television are on WBAL-TV.

WBAL-TV • NBC Affiliate • 2610 N. Charles St., Baltimore, Md.
Caesar's Chronology

WE HOPE our deep concern over the perambulations of Jimmy Petrillo won't be misunderstood. Now that Jimmy has turned in his brass knuckles for the speaker's rostrum, we deem it more important than ever to continue our chronology of Jimmy's words and actions.

Last week he stepped into Washington's elite. He was host at a gigantic symphony concert, glamorized by the presence of soloist Gladys Swarthout, paid for out of the record and transcription royalty funds of two major television stations. In his audience was President Truman.

The concert was wonderful, Jimmy stepped from the wings at intermission. He told the story of the free concerts. He deeply lamented his disinclination when the present $1,700,000 kitty is exhausted because he emphasized—with a knowing look in the President's direction, the Taft-Hartley Act outlaws future events.

You'll admit that's a unique setting for Jimmy in his unspoken quest to get the 1909 Copyright Act amended to give musicians an automatic performing right or royalty in all records and subsequent reproductions.

We're just wondering whether Jimmy, by virtue of this activity, should register under the Lobbying Act.

War's Radio Legacy

THE DEATH of a young man always seems especially unknd, even more so when it occurs, as did George Polk's, under circumstances difficult of explanation.

The question of responsibility for the murder of the 34-year-old American radio correspondent in a distant war deserves the full investigation which the State Dept. and CBS have promised. But a larger question is involved. Whose is the responsibility for protecting correspondents everywhere that war is raging to insure that the largest possible measure of truth reaches America?

The responsibility for survival of American correspondents covering the kind of combat that prevails in Greece and Palestine belongs primarily to the correspondents themselves.

But such U. S. missions as exist in combat areas also acquire responsibilities to extend wise counsel to correspondents, without attempting to influence their individual opinions.

It has been reported that some U. S. correspondents have been criticized and perhaps impeded in their work by American government representatives whose attitudes did not match those of the newsroom. This, if it exists, is censorship by indirectness, and any government official who is guilty of it is also guilty of shrinking his responsibility.

It is said that George Polk may not always have supported the belief that the Athens government was a pure democracy, an impression which his assistant, حدURY, has been at pains to spread. Whether George Polk's death was ordered because of his beliefs we do not presume to know, nor do we know what if any advice he had give to his fellow correspondents on their trip to interview the rebel leader Markos.

But if investigation shows that Mr. Polk was murdered because he wrote and talked as he pleased, more has been lost than a trivial broadcast by the Rhodian Bay. The American radio and press will have lost a singularly important freedom.

Madam Commissioner

IN THIS election year's home stretch, President Truman has executed a coup that must have the Republican opposition in a tizzy. Out of the patronage hat he has pulled the name of Miss Frieda B. Hennock, lady barrister of New York, for membership on the FCC. She is a lady high in party councils from a state where the distaff vote is critical.

Despite the obvious political complexion of the appointment, Mr. Truman lands neatly on his partisan feet. That is because Miss Hennock, based on all available reports, is as competent and talented a lawyer as she is an able and comely party worker. She is described as a middle-of-the-road Democrat who has run the gauntlet of legal practice from the police courts to a partnership in one of New York's most venerable and respected firms.

Consternation in Republican circles is apparent. The Republican majority probably would prefer to let confirmation ride until Congress adjourns in mid-June. But the Republicans have attacked the Truman administration for the paucity of women in high public office (there are only four holding Federal appointive positions). And so, it seems, the FCC, to be created by the retirement June 30 of Left-Winger Clifford J. Durr of Alabama, is a Democratic one.

There are other factors. It's our guess that, had Miss Hennock been nominated as a Republican, the Senate Interstate Commerce Committee would have no compunction about letting it lapse in this campaign year. There's the aspect of chivalry, plus the question of the political wisdom of rejecting by-passing a woman on a "seven-man" agency.

Once before the President seriously pondered appointment of a woman to the FCC, but that was to a Republican vacancy. He had to send his choice to New Jersey. Now the President has a vacancy of his own. Marion E. Martin, ex-assistant chairman of the Republican National Committee, to the post subsequently filled by Commodore E. M. Webster in early 1947, after women's clubs besieged him to appoint Miss Martin because women "make up the majority of the daytime audience but have no voice on the FCC." It was just as misguided as that. The President is known for his respect for one familiar with the technical, scientific and regulatory aspects of communications, and not a militant club-woman who might regard service on the FCC as a droll experience.

Miss Hennock does not fall in the "club-woman" category. She does not have a background in communications or radio, other than as an attorney handling litigation or investments in the New York practice. The President, evidently bent upon a female appointment, might well have considered others who are qualified and informed in communications. We have in mind such personages as Bernice Judas, who has enjoyed such phenomenally successful publishing as that of WNEW New York; Fanny Neyman Lifvin, recently rewarded by the FCC with appointment as an attorney-examiner after years of exemplary service as a lawyer; ex-WAC Col. Ovetta (Pink) and Betty Smith, FCC attorney-examiner.

It isn't sure-fire, of course, that Miss Hennock will be confirmed. But all signs of the political zodiac, plus the more practical consideration of the woman's voice, irrespective of partisan fealty, point that away.

After 21 years of man-to-man slugfing, it's going to be a bit awkward to address "Madam Commissioner." We're persuaded to the reluctant conclusion that it's no longer a man's radio world.

Page 44 • May 31, 1948

Our Respects To

FRIEDA BARKIN HENNOCK

FRIEDA B. HENNOCK, who will be the newest and easily the prettiest member of the FCC—if the Senate confirms her nomination—is a feminist who has risen to the top of a formidably male profession—corporation law.

Weighing the matter judiciously, she says she has had to work doubly hard to win many of her cases, being a woman, although she concedes that there is no longer much actual prejudice within the legal brotherhood against her sex.

In radio, a field that has always "thrilled and intrigued" her, and one which wholeheartedly wooed the women of the land, Miss Hennock finds a pursuit in close harmony with her own interests. The mere prospect of being the first woman member of the Commission in 21 years of regulatory history does not intimidate her; she has been accustomed to trail blazing for the distaff side.

Active in New York city and state politics, Miss Hennock regards politics as synonymous with good government in our democracy. Friends describe her as a "middle of the road" Democrat, with a philosophy of government-industry relationship which departs from the extreme. Thus, it is presumed her views would be diametrically opposed to those of Comr. Clifford J. Durr, Alabama Democrat, whom she would succeed next June 30 for a seven-year tenure.

In 1941 Miss Hennock joined the New York law firm of Choate, Mitchell & Ely as a partner, and became the first woman member of the firm in its 140 years of existence. She became eligible to vote and to practice before the New York bar in the same year—1929. Miss Hennock at that time was the city's youngest woman lawyer.

At the start of her career she handled criminal cases as well as those involving civil law. She gave up criminal practice after a few years, however, because of the emotional drain which began to threaten her health, she says. For four years before joining Choate, Mitchell & Ely—from 1935 to 1939—she was assistant counsel to the N. Y. State Mortgage Commission, up to now her only public post.

Miss Hennock was born in Kobel, Poland, "about 43 years ago," the youngest of eight children. Brought to the U. S. at the age of six by her Jewish parents, both of whom are since deceased, she has lived in New York ever since. She was educated in the public

(Continued on page 16)

BROADCASTING • Telecasting
THERE’S MAGIC IN MUSIC Good music, like magic, draws its listeners to it... keeps them coming back for more... molds them into an appreciative and highly responsive audience. More than half a million families in and around New York are such devoted lovers of the fine music they hear on WQXR and WQXR-FM that no other station can reach them so compellingly. More and more advertisers are increasing their sales through the magic of good music among these families that form the most inviting segment of this biggest and richest of all markets. For greater sales use WQXR and WQXR-FM... the stations distinguished for good music and the news bulletins of The New York Times.
Respects

(Continued from page 44)

schools of the Bronx and took her degree from the Brooklyn Law School. She returned there to teach during 1937.

No longer, Miss Henrock is none-the-less a tireless laborer for "causes." One which has occupied much of her scanty free time is the National Health Assembly. She was a member of the executive committee which met in Washington in May to plan a ten-year public health program requested by President Truman.

In Democratic Party ranks, she is credited with valuable service in state and national campaigns. She emphasizes, however, that her political interests lie in the direction of public service rather than toward a single candidate or bloc. Actual news of her appointment was as much a surprise to her as it was to almost everyone else, Miss Henrock says. She got the formal word in a phone call from the White House to her Manhattan apartment at 77 Park Ave. on Saturday, May 22.

Blonde, fast-talking, charming, the lady commissioner-nominee refers to herself as "just a stuffy corporation lawyer," but with a smile that shows she knows she isn't. Her friends cite her with some amazement as a highly successful career woman who is well-liked by other women. She has a lively interest in the theatre, and in music, particularly chamber music. She has played the piano since she was five. Her reading taste leans toward non-fiction; at the moment it's Winston Churchill's war memoirs. Fond of travel, she visits Europe whenever possible, and spent part of last winter in Mexico. Her favorite sports are golf and swimming.

Knows Washington Well

Although she has never practiced before the FCC or the Supreme Court Miss Henrock is no stranger to Washington. She has been a frequent visitor to the capital on business for her firm's clients, which include the duPont interests, and J. P. Morgan & Co.

A woman of intense and lasting enthusiasms, she regards her debut in radio circles as a logical culmination of her devotion to public life, dating back to the Twenties, when she made her first courtroom appearances under an arch of raised eyebrows.

Her regrets at the prospect of leaving the quiet company of Choate, Mitchell & Ely for the FCC bench are not financial, Miss Henrock says, even though the $10,000 yearly stipend is considerably less than her average income. No matter how pressing work became, tea was always served at 4 at Choate, Mitchell & Ely. She doesn't know if there will be time for tea in Washington.

On All Accounts

(Continued from page 18)

recent months with plans for a national research program being undertaken by member stations of the Canadian Assn. of Broadcasters. He presented the plan at the 1948 CAB convention at Quebec, following an earlier presentation at the Toronto Radio Executives Club. The survey is to deal with detailed family listening habits, and a large committee, headed by Gordon, is now at work on it.

Gordon and Midge have a son and daughter, Jon and Elizabeth, and, when not busy after working hours with his still young family, Gordon likes to relax at the piano, read about four books a week, play some tennis and golf, and do some fencing, at which he considers himself competent. He is one of the tallest and, at 30 years, probably youngest agency radio director in Canada.

'Appointees of Destiny'

RELEASE DATE for Makers of Destiny [BROADCASTING, May 24] has been set for June 10. Announcement was made last week by Edwin W. Hullinger of Hullinger Productions, Washington.

OWNERS of WTYC Rock Hill, S. C., are (standing 1 to r) O. Frank Thornton and W. G. Field, W. E. Williams (seated) is manager. The 1-kw daytime station opened May 2 on 1150 kc.

In OMAHA

Wise advertisers choose the station the people choose...

WOW

...nationally represented for 15 years by

JOHN BLAIR & COMPANY

Don't Read This If You're Rich!

You wouldn't be interested.

But if you're a wide-awake time buyer, if you're concerned with the advertising and sales planning of a progressive business, you'll want to know about WMC and WMCF.

People in Memphis, the hub of a two-billion dollar market, look to WMC, the Memphis NBC outlet, WMCF, the first FM station in Memphis and the Mid-South, and coming soon, WMCT ('Television').

With 5000 watts day and night, at 790 kilocycles, WMCF is your best bet for maximum effective coverage.

Get the facts from the nearest Branham man.

Management

Mrs. Marcia Davenport has been appointed manager of WTWS, new station at Clearfield, Pa.

MBS President Edgar Rubak will address Assn. of Advertising Men June 1, 7:30 p.m., on "Are There Too Many Ambitious Men in Advertising?" Meeting will be held in Ben Franklin Hall of New York Advertising Club.

Ammon Carter, head of WBA Fort Worth, Tex., has been re-elected chairman of board of Southwestern Exposition and Pat Stock Show.

Don F. Holady, FCC field engineer attached to Dallas office, has been admitted to practice law in state of Texas. Mr. Holady is veteran of 18 years in radio, associated with KYSO Ardmore, Okla., WDAY Fargo, N. D., WMID St. Paul, and KRMJ Jamestown, N. D., and for past 3 years has held office of radio engineer with FCC in Washington.

Bill Bryan, manager of KJMU Muskego, Okla., (new station to begin operation in June), has been chosen state president of Oklahoma Jr. Chamber of Commerce at annual convention. Other radio executives elected were: James L. Todd, manager of KISW Wood- ward, elected northwest regional vice president, and Neil Ashlock, commercial manager of KSWJ Lawton, who was named southwest regional vice president.

R. G. McRough, general manager of KPIO Spokane, has been elected to Spokane Better Business Bureau board of directors.

Rep. Lyndon Johnson, whose wife is owner of KJHU, Austin, has opened his campaign for U. S. Senate, with broadcast via KTBC and 16 stations of Lone Star chain.

John J. Hurley, general manager of WITF Harrisburg, has been elected a director of Advertising Club of Philadelphia.

Charles G. Burke, general manager of KFPG Fargo, N. D., has been appointed to be a member of board of governors of New England Daily Newspaper Assn., and William F. Lucey, business manager of WLAW, was elected president. Mr. Rogers and Mr. Lucey also are publisher and business manager, respectively, of "Longfellow-Tribune."

Irving E. Rogers, president and publisher of WLBW Lawrence, Mass., has been re-elected member of board of directors of New England Daily Newspaper Assn., and William F. Lucey, business manager of WLAW, was elected president. Mr. Rogers and Mr. Lucey also are publisher and business manager, respectively, of "Longfellow-Tribune."

Ken Sobel, owner-manager of CHML Hamilton, has been appointed a member of award jury of Assn. of Canadian Advertisers for annual awards for greatest service to Canadian advertising for the year, represented Canadian Assn. of Broadcasters on eight man jury.

William J. Beaton, general manager of KFRC San Francisco, Calif., is father of a boy, William J., Jr., born May 20.

KJR Seattle has appointed Hildelston, Eve D. Merrill, that city, to handle advertising.

WBR

Columbus, Georgia

Day and Night

5000 Watts

More POWERful than ever!

NATIOnALLY REPRESENTED BY
George P. Hollingbery Co.

Broadcasting Telecasting
Are you missing a bet on one of these WJZ shows?


ABBOTT AND COSTELLO Wednesday 9:00 PM, EDST. Smack-dab in the middle of all-star Wednesday night with top ABC network shows preceding and following. This consistently high-rated show available at local rates for a New York sponsor.

GEORGE PUTNAM Sunday 12:00 Noon, EDST. Rating up 328% in 3 months! That's the phenomenal story of Newscaster Putnam. With the highest rating of any news show in this slot, Putnam is still soaring. These are just a few of the top-notch programs available on:

WJZ NEW YORK'S first STATION 30 Rockefeller Plaza

Radio's most brilliant dramatic half hour!

"Favorite Story"

STARRING MR. RONALD COLMAN

EXCLUSIVE IN NEW YORK ON WJZ

Sundays 4:30 PM EDT

WJZ has a real buy for a New York sponsor! The coast-to-coast hit FAVORITE STORY is available on an exclusive basis in New York—at regular local rates! It's a superb show, with "the man of the year," Academy Award winner Ronald Colman, as Host and Narrator! Each week he brings to exciting life a story chosen by such famous names as Ingrid Bergman, Deems Taylor, Fred Allen, Irving Berlin. In many of these selections, Mr. Colman himself plays the leading role. Other feature players who appear are stars in their own right...Vincent Price, Benita Hume, John Beal, Lurene Tuttle, Lionel Stander, Edna Best, Howard Duff, Janet Waldo...a list sparkling with stellar names. FAVORITE STORY is under the editorial guidance of George Palmer Putnam, noted author and publisher. Its producer, Fred Ziv, just won the City College Annual Award! The show has already proved in other cities that it can do a big sales job for local sponsors...in addition to the good will and prestige it builds for local sponsors. What's more, it has beautiful promotion and merchandising possibilities. All this—and Ronald Colman, too...at local rates! Call WJZ or your nearest ABC Spot Sales office right now for full information on FAVORITE STORY, Sundays, 4:30-5:00 PM, EDST. (Beginning May 23 on WJZ)
MARTIN STRESSES NEED OF FREE RADIO, PRESS

AMERICA'S freedom is dependent on the alertness, aggressiveness and freedom of its radio and press and would cease to exist without these attributes, Speaker Joseph W. Martin Jr. (R-Mass.) said in his last Tuesday in a luncheon address before members of the Inland Daily Press Assn.

Devoting most of his talk to a report on the record of the 80th Congress, the House leader touched briefly at the outset on the subject of free speech. "An alert and aggressive press is the most powerful influence for dispelling public indifference to the affairs of government," Speaker Martin said. "When America ceases to have a free press and a free radio, America ceases to be free."

L.A. Ad Women Hear Talk
By FCB Board Chairman
DON BELDING, chairman of board, Foote, Cone & Belding, Los Angeles, spoke on "Results of Campaign for Economic Education of American People" at May 26 meeting of Los Angeles Advertising Women Inc. at California Club, Los Angeles.

Other speakers included Norton Mogen, president, Mogge-Privett Inc., Los Angeles; John D. Roche, head of John D. Roche Inc., same city, and Harry Lubcke, television director, Don Lee Broadcasting Co.

NOW IN A NEW EDITION
Completely revised and enlarged

WORLD WORDS
RECOMMENDED PRONUNCIATIONS
By W. Cabell Greet

The standard reference for anyone who reads and talks about the news. Accepted pronunciations of 25,000 names and places in the news—twice as many entries as before. Phonetic spelling. New and old place names.

Second Edition
$6.75 at bookstores
COLUMBIA UNIVERSITY PRESS
Morningside Heights, New York 27

TV Future Cited
In Talk by Woods
MARK WOODS, president of ABC, declared in San Francisco May 20 that KGO-TV will begin television service covering the San Francisco Bay cities by December. He spoke before a World Trade Week luncheon in the Fairmont Hotel.

KGO-TV, operating from the Mt. Sutro-Twin Peaks site recently purchased by ABC for $100,000, will utilize a tower 500 feet above the ground and 1950 feet above sea level. It will have an effective visual power of 30 kw.

Mr. Woods also revealed that ABC's future plans include consolidation of KGO's AM, FM and television offices and studios, possibly in the first building of the proposed San Francisco World Trade Center.

The ABC head stated:
"Television is destined to be the greatest system of communication ever devised by man. The technical progress made in television is much faster than that made in sound broadcasting. Within the foreseeable future we will have portable television sets, possibly powered by capsules of atomic energy. These sets will have international television broadcasting; we will have new forms of commercial stations covering the United States from coast to coast."

He predicted that television and sound broadcasting will continue to march forward, with neither halting the other.

New Firm Planning TV Counterpart of 'Vox Pop'
VOX POP FILMS has been formed at 515 Madison Ave., New York, by Parks Johnson to produce a television counterpart of the Vox Pop series, of which Mr. Johnson is an m.c.

The video package will be filmed while the radio series is broadcast in the U.S. and abroad. Vox Pop is a man-on-the-street type program, heard Wednesdays, 8:30-9 p.m., on ABC.

Associated with Mr. Johnson in the new firm are Warren Hull, co-m.c.; Herb Moss, producer; Buz Willis, director, and Harry Omerle, agent.

Y&R 25th YEAR
Firm Has 61 Clients, 1,000 Employees

YOUNG & RUBICAM, New York, celebrated its 25th Anniversary this month. The agency, which started in 1923, has 61 clients with an estimated billing of $65,000,000 yearly. Thirty-seven of them have been with the agency for more than five years; ten for more than ten years; another ten for more than 15 years and four for more than 20 years.

Sigurd Larson, president, has been with Young & Rubicam since 1929. The agency has more than 1,000 employees, 25 of whom are vice presidents. Fifty-one of the employees have been with the firm for more than 18 years. Indicative of Young & Rubicam's success is the General Foods sales picture. In 1924 the firm's sales totaled about $24,000,000 whereas in 1947 they had increased to $407,000,000.

Another account, Guet, Peabody & Co., which had an operating profit of $739,000 in 1921 when the company became a Y & R client, was reported in 1947 to have an operating profit of $3,326,309. In the 15 years that Gulf Oil has been with Y & R its sales increased from $182,000,000 to $798,000,000.

Hunt Foods Inc. of California a Y & R client since 1945, increased its advertising appropriation from $750,000 in 1944 to $1,000,000 in 1947 and $2,500,000 in 1948. Sales for 1945 were $15,000,000; for 1947 the figure was $46,000,000.

Last Monday, each employee was given a $25 Savings Bond to commemorate the agency's silver anniversary.

Mr. Gros Mr. Farlow

Gros and Farlow Elected S. F. Ad Club Officers

ROBERT R. GROS, publicity and advertising manager of the Pacific Gas and Electric Co., San Francisco (public utility), is the new president of the San Francisco Advertising Club.

Newly-elected vice president is Arthur C. Farlow, vice president and Pacific Coast manager of J. Walter Thompson Co.

Re-elected were Harry F. Burden, general manager, Pacific Neo Gravure Co. and Burden Printing Co., treasurer, and Louis Landis, Louis Landis Agency, secretary.

Among the new directors are: Philip G. Lasky, vice president and general manager KSFO San Francisco, and F. Lowell Garrison, manager radio and television sales, General Electric Supply Corp.
for aggressive advertising-intensive selling

You need this

ARSenal of FACTS

The New
1948

The Register Lists
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executive
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

13,000 advertisers and their agencies

When you want basic sales facts instantly about the Companies and their Agencies who spend 95% of every national advertising dollar — facts to help you plan your advertising and selling for profit — you need the 1948 STANDARD ADVERTISING REGISTER.

All in one volume, cross-indexed for ready reference, all 13,000 Companies with executive personnel, 12,000 brand names, 47 product groups, indexed by 82 classifications. Here are the facts you need to analyze your competition, or solicit the Advertiser or Agency by person or mail.

Free
Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.
*Styles in modern melody are modeled by the WBBM orchestra, vocalists and guest stars. Styles in clothes are brilliantly described by Wieboldt's fashion expert, as models parade the talked-about fashions before a WBBM studio audience.
RESULTS YOU CAN BANK ON...

Like this: Wieboldt's—leading Chicago department store—wanted to move more merchandise. They turned to WBBM. WBBM turned out "Melody Lane."* And "Melody Lane" turned out these results:

**SALES:** $14,000 worth of hose in September! $6,000 worth of men's jackets in October! $9,000 worth of coats in November! $4,600 worth of blouses in a four-day period in December! A total of $33,600 worth of WBBM-sold special items in three typical months!

**LAURELS:** First place in the National Retail Dry Goods Association contest for the most effective large-store radio advertising in the nation! First award by the Chicago Federated Advertising Club for the best locally-produced nighttime variety show!

After three years of sponsorship, Wieboldt's told the NRDGA: "'Melody Lane' is not merely sponsored by Wieboldt's…it IS Wieboldt's. It is a splendid medium for selling specific items of merchandise, as well as being one of our best investments in public relations and good will." It's still another reason why...WBBM HAS BEEN

**CHICAGO'S MOST SPONSORED STATION FOR 22 YEARS!**

Like all WBBM-built programs, "Melody Lane" delivers high returns at low cost. Building sales—scoring measurable results—is a WBBM habit. Has been for the past 22 years. That's why advertisers place more business on WBBM than on any other Chicago station. That's why YOU belong on WBBM.

_Chicago's Showmanship Station • 50,000 watts • Columbia Owned_  
**WBBM**  
Represented by Radio Sales  
Radio Stations Representative...CBS
Open Mike

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

[Editor's Note—BROADCASTING accepts with thanks the following letters referred to "Tax Free Threat—Co-op Stations A Problem." Information contained in the article came from the National Tax Equity Assn.]

Co-op Story Comment

EDITOR, BROADCASTING:

On page 200 of the May 17 issue of BROADCASTING there's a yarn alleged "Tax Free Threat." The Rural Radio Network is mentioned in that yarn and by inference, at least, the reader gathers that RRN is a tax-free setup and, as such, a threat to this, that and the other. Since I was responsible for the first yarn anent RRN I'm going out of bounds to ask you to please dig out that first story. You'll note that "RRN will function as a profit-making corporation and will pay federal and state taxes in the usual manner." In other words, RRN is no "tax free threatened" operation.

Somewhere some shmo snafued something and that's okay, since it happens in the best of setups. This note is just to clear the record. And, for what it's worth, you may or may not know that the National Tax Equity Assn. mentioned in that yarn is the outfit that's been fighting co-ops.

Lou Friedman

EDITOR, BROADCASTING:

In the May 17 issue of BROADCASTING, you published an article "Tax Free Threat—Co-op Stations A Problem" which assumes that WCFS, the station of Cooperative Broadcasting Assn., will have a tax preference which will give it an edge this fall. This is a misconception, because WCFS will have no tax advantage over any competitor. Consumer cooperatives like WCFS receive no special treatment in the tax laws. The only way they can avoid income tax on profits is not to have profits. This they may accomplish by paying back to customers in the form of "patronage rebates" a part of their collections from the sale of goods. Such rebates must be paid to all customers alike in proportion to purchases. However, since the stockholders of a consumer cooperative ordinarily furnish a large part of their cooperative's patronage, they normally gain a substantial benefit from patronage rebates. In the case of WCFS, however, its stockholders are listeners, who like other listeners pay nothing for the broadcasting service they receive. Consequently they are not in a position to receive patronage rebates and have nothing to gain by voting such rebates. Instead, they have adopted the policy of retaining in the business all earnings in excess of 6% dividends on stock, the maximum the law allows. The cooperative has given its pledge to the Federal Communications Commission to use all such excess earnings for the improvement of its facilities and programs.

Both the amounts as paid out as dividends on stock and the amounts retained in the business for improvement of facilities and programs will be subject to income and profit taxes in the same manner and to the same extent as the earnings of other business corporations.

WCFS considers itself not a threat, but an integral part of the industry. The cooperative method has been used very effectively in different fields of radio (especially by the networks) and this cooperative station attempts only to use the cooperative approach from a different angle, namely that of the listener.

This cooperative station strives for the fulfillment of the American system of broadcasting which places its greatest emphasis on the fact that the financial success of a station has to go hand in hand with the building of large audiences, giving the great masses of the listeners the type of programs they want.

H. F. Kern
Manager
WCFS Washington, D. C.

EDITOR, BROADCASTING:

Your May 17 issue of BROADCASTING Magazine states that "Its (WCFS) earnings will escape full payment of federal income taxes which must be borne by its taxingpaying competitors." This is misinformation as can be proven by papers on file with the secretary of the state of Ohio and the Federal Communications Commission in Washington, D. C. WRFD pays all taxes that any other radio station pays—county, state and federal taxes. It is not exempt in any way.

WRFD is a station organized for profit. Its microphone is open to all legitimate advertising. It pays all taxes. WRFD is the same as any other U. S. radio station except that we program exclusively for the Ohio farm audience.

Edgar Parsons
Manager
WRFD Worthington, Ohio

Inventor Raps Jolliffe

EDITOR, BROADCASTING:

In your issue of May 17th under the heading "Probe Fireworks" there appears on page 48 a statement by Dr. C. B. Jolliffe, testifying before the Senate Committee on Interstate and Foreign Commerce, which is now investigating certain charges with respect to FM development. The statement made by Dr. Jolliffe is:

"It is particularly significant that we will have an opportunity to present our case in person before you three weeks (after the Lemke hearings) in which we will present any of the facts which I presented on that occasion."

At the proceedings to which Dr. Jolliffe referred, and which took place before the Senate Committee on April 23rd, did not involve this statement before the House Committee, there was no occasion whatsoever for me to refer to it. However, on May 21st the opportunity was afforded me by the Senate Committee to answer Dr. Jolliffe's statements before it. These statements were substantially the same that he made before the House Committee on the occasion of the hearing on the Lemke Bill.

Those of your readers who are interested in ascertaining the facts about this controversy may do so by obtaining a copy of the record of the proceedings, wherein they will find, and which is every important statement made by Dr. Jolliffe was so completely refuted by Mr. Paul DeMar and myself that the effort to portray the Radio Corporation as an organization intensely interested in pro-

(Continued on page 64)
LOW SCORING is reason for grins from (11 to r) Pete Watts, KYOR San Diego; Dan Fedderson, KYA San Francisco-KLAC Los Angeles; Henry Kanisky, Smith, Bull & McCreery Adv., Hollywood; Fred Henry, KLAC Los Angeles. Mr. Watts was medalist with a gross of 79.

LOS ANGELES—POSTLUDE

DEADLOCKED were (11 to r) Don Fedderson, vice president and general manager of KYA San Francisco and KLAC Hollywood, and Max Everett, radio manager of J. P. McKinney & Son, New York, station representative, in 13th annual BROADCASTING Magazine NAB golf tournament on May 19 at California Country Club, Los Angeles. Rather than hack-saw the silver loving cup in two, both were presented with trophies by BROADCASTING. Both shot gross 86, but an blind bogey handicaps their net totals dropped to 65.

AFTER 18 gruelling holes of golf, these radio executives turn to playing pool where a ten foot shot is often sunk in one stroke. They are (11 to r), Len Nasman, WFMJ Youngstown; Bob Hussey, Young & Rubicam; Harry McTigue, WINN Louisville; Tom Wright, Young & Rubicam Inc.

CALIFORNIA here they came: J. M. Wynn (sitting), WHAS Louisville; (standing 1 to r) Ken Brown, KWFT Wichita Falls, Tex.; Gene Kelly, KCRA Sacramento; Earle Smith, Edward Petry & Co.; San Francisco. Net scores of the foursome were: Wynn 71, Brown 73, Kelly 75, Smith 71.

NO "GIMMES" were given in this CBS contingent. Measuring this one foot putt are (11 to r) Carl Burkland, Radio Sales, New York; Clyde Coombs, KARM Fresno and KROY Sacramento; Don Thornburgh, Western division billiard champ; and Wendell Campbell, KMOX St. Louis.
Bonn Western market! 0,000 Lester get his, say. REPRESENTED on th' WATT STATION th' watts whole TACOMA SEATTLE t'other station 31, 1948 KC at FREE day broadcastsa fast news out WCHS Virginia. depend Lots bout WCHS's moe oblidge' "Mighty Long sez he as cravat W. 'A" ... . . . is "WCHS th' WCHS git at it jest West "Out where I diggin' that he availabilities -1 Chairman considered it will be standars for television system. high -band Prof. television tried and incidedly a bitter foe of FCC's past FM policies, is undertaking TV experimentation in the "upstairs" area.

The Commission has long urged high-band development, recognizing that the present 12 low-band channels are insufficient to accommodate a nationwide competitive television system.

Coy Predicts

Chairman Wayne Coy predicted several weeks ago that channel availabilities in the nation's top 140 markets would be taken up within 12 months [Broadcasting, March 29]. In his speech to the NAB Convention two weeks ago he considered it "obvious that we can no longer delay our planning for adequate television channel availabilities," and made clear that FCC hopes its Sept. 20 hearing will produce standards for use of the high band "in whole or in part" [Broadcasting, May 24].
Hennock
(Continued from page 21)

clated since 1941 with Choate, Mitchell & Ely, she is the only Democratic member of the Broad Street firm. Clients include some of New York's largest corporations and investment houses, such as duPont and J. P. Morgan & Co.

During the 1944 Presidential campaign, Miss Hennock participated in various aspects of the New York State campaign, including radio activities. In that connection, she collaborated with Paul A. Porter, then publicity director of the National Committee, who afterward became FCC chairman, and with J. Leonard Reinsch, radio director of the National Committee, who was on leave as managing director of the Cox radio stations. She is widely acquainted in New York radio circles and is also well-known in Washington by virtue of her membership on the executive committee of the National Health Assembly headed by Oscar Ewing, Federal Security Administrator.

President Truman's desire to have a woman member of the FCC was first indicated nearly two years ago, when he came within hours of naming Miss Marion Martin, former executive of the Republican National Committee, to the vacancy created by the retirement of Mr. Porter. Women's organizations, without regard to party lines, descended upon the White House to support the appointment. The President, however, finally gave the post to Commodore E. M. Webster because of the desirability of having an engineer acquainted with both international and domestic communications on the Commission in the light of the International Telecommunications Conference held in Atlantic City.

Earlier Consultations

Miss Hennock, it was reliably learned, had been consulted two years ago about possible appointment to the FCC. There was the unconfirmed report, also, that several other federal posts had been discussed with her during the last few weeks but that the FCC was regarded as the position for which she could best qualify and in which she would be enabled to employ her legal talents to maximum advantage.

It is logical to expect that women's organizations generally will avidly support the Hennock nomination. Moreover, in informed political circles, it was thought that the Republican leadership would be loath to sidetrack the appointment of a woman to federal office when the GOP has repeatedly labored the Truman administration for failing to name women to high public office.

There are only four women now holding policy positions: Frances Perkins, a member of the Civil Service Commission and former Secretary of Labor; Mrs. Nellie Tayloe Ross, Director of the Mint; former Sen. Hattie Caraway of Arkansas, a member of the Employees Compensation Appeals Board; and Mrs. Ellen S. Woodward, member of the Federal Security Agency.

Assuming Miss Hennock wins confirmation, the makeup of the FCC would remain three Democrats (Coy, Walker, Hennock); three Republicans (Hyde, Jones, Sterling) and one independent (Webster). The statute specifies that not more than four members of the FCC can be of the same political faith. The term of Comr. Webster expires June 30, 1949. Thus a Republican victory in November would mean that the GOP would not be in a position to obtain the balance of political power on the Commission until that time, unless there are resignations or 'ripper' legislation reorganizing the FCC.

Commodore Webster has not been active in broadcast matters, having devoted the bulk of his time since he assumed office in April of last year to matters pertaining to international safety of life, aviation and common carrier matters.

Miss Hennock will become the 23d commissioner since creation of the FCC in 1934. Eleven men had served on the former Federal Radio Commission, predecessor of the FCC, in the seven years (1927-1934) it was in existence. The last New Yorker to sit on the FCC was the late George Henry Payne, a nominee Republican, who served from 1934 until his term expired on June 30, 1943.
'Voice' Probe
(Continued from page 23)
USA—and protested strongly to NBC. Rep. John Taber (R-N.Y.) exposed the scripts on the House floor and NBC subsequently fired the responsible employees with the explanation that there was insufficient personnel to make English transcriptions for the Government to check before the broadcasts.

The official NBC statement given by Vice President William Brooks follows:

"The scripts referred to in the Senate were broadcast several months ago in the Spanish language beamed to South America. At that time changes were being made in the operational set-up of the "Voice of America" and as a result personnel was not available to provide English translations so that the scripts could be checked in English. NBC could only review the Spanish texts. The supervisor who was employed to review the Spanish texts unfortunately permitted these scripts to go on the air in Spanish. As soon as this matter came to NBC's attention the writer of the scripts was dismissed and the supervisor responsible for the broadcasts was relieved of his post."

NBC also named the two former employees who were involved in the matter: René Borgia of New York City, was named as the script writer and Alberto Gandero, also of New York City, was identified as the supervisor.

The State Dept. brought out the fact that although its employees are subject to loyalty checks, no such check is possible for network employees who prepare the scripts.

The Department said it had also called the networks' attention to the possibility of attempts by Communist propagandists to infiltrate these programs.

The programs told Latin Americans that New England was "founded on hypocrisy" and Texas was "born in sin." Alabama's race issue was played on and unfaltering remarks were also aired at Utah, Colorado and other states.

Angels. Compilation of attendance data to determine the winning district under the award formula had not been completed late last week.

Another project on which progress was made last week was the radio for Germany campaign approved by the board (see separate story).

The problem of Standards of Practice observance will be taken up by a special committee authorized by the board. Judge Miller had not named committee membership at the weekend. The group will study methods of attaining closer observance of the code's provisions by stations. It will work out ways of inducing advertiser and agency adherence to the standards as well as general promotion among other industries, the public and official agencies.

Judge Miller will personally carry the code message to stations by attending the district and area meetings that start July 26 with the District 4 session at White Sulphur Springs, W. Va. [CLOSED CIRCUIT, May 24].

The original idea of a top-level Management Conference was based on the theory that policy matters would be handled by policy executives, with district-area meetings seen as clinics at which association department heads could discuss business, engineering, labor and other operating problems.

A minor economy drive developed within the NAB board at Los Angeles, bringing a decision to send only Judge Miller and three department heads to the district-area sessions.

By the time these meetings start, stations will have operated under the code for a month. By that time they will have a good idea of the problems involved.

Should unforeseen problems come up, steps to make any changes desired by members can be set in motion. Next board meeting will be held in November, with district-area meetings to conclude by mid-October. Dates have been set for all meetings except in the southern and western areas [BROADCASTING, March 22].

Oklahoma City Ad Club

W. L. BENHAM, commercial manager, KOMA Oklahoma City, has been elected president of the Oklahoma City Advertising Club. Other officers elected were Tom Gibson, first vice president, and W. B. Baker, second vice president. Art Fuller was retained as treasurer and Hellie Johnson was made secretary and publicity director.

Code
(Continued from page 24)

A LOT CAN HAPPEN IN TWO YEARS!

HERE'S 50,000 watt KABC TODAY!

Yes, a lot can happen and HAS happened in two years. The Texas radio coverage picture has changed considerably since 1946. BMI, when KABC was only 250 watts. Today (since May 7, 1946) KABC is selling Texas listeners with the full impact of 50,000 watts on 680 kilocycles in the huge area mapped out above, from which mail was received in March of 1946. So until the 1949 BMI is out, hold on to this mail map, for we all know that people have to LISTEN before they can write in. And here's where they are listening to KABC today. You'll find 203,460 radio families in the 55-county primary-intense area, 63,930 more in 17 primary-excellent counties, and 103,860 radio families in the 27 secondary-good counties. All this, plus a bonus tertiary coverage of 106 additional counties with 1,012,480 radio homes. Check your John Blair representatives.

WLBR AM FM
LEBANON, PENNA.

WLBR blankets four major Pennsylvania cities in a $300,000,000 market, and delivers 200,000 regular listeners from a population area of 1,000,000 people.

Also . . . more listeners in its primary area than all other stations combined. You can "spot" this rich market with one station—WLBR!

JULIAN F. SKINNELL, Operations Manager Represented by RAMBEAU
NAB, RMA Recipients
Of Trophy

and television in public relations
and noting that the ability to cross
these barriers is significant. The
importance of the award is
emphasized by the coverage and
progress of TV and the present
acceleration of set production. He
estimated that television will be
measured in the millions instead of
hundreds of thousands. He blasted
the warnings of those "prophecies of
doom" that television would ruin the
other media, pointing out that people
will have more time to listen
than to look and will continue to
enjoy reading as research figures
prove. He asked that possibilities
of international telecasting not be
crossed off the list since scientific
investigation continues, and the
radar-to-moon experiments already
have been successful.

Mr. Sandefur described the opera-
tional functions and facilities of a
typical television station. He
stated that television was a
dynamic power behind any presenta-
tion whether news, education, en-
tertainment, advertising or public
relations. Video is the most potent
tool yet offered for public relations
work, he said.

The part commercial television
plays in public relations was ex-
plained by Mr. Maurer who re-
viewed progress of video advertis-
ing techniques. He pointed out
that commercial radio, because of
large expenditures, has been able to
present the best programs of all
types, and the same will be true of
commercial television.

Mr. Smith, management con-
sultant in television, foresaw a
tremendous public thirst for video and
resulting purchase of sets during
the next five years and an enor-
mous potential for program devel-
opment. The radio industry is in
for a financial revolution, Mr.
Smith predicted, because of the
great capital investments required
for TV. Much of the money will
come most likely from operators
in the newspaper and magazine
field, he said, as they are experi-
cenced with visual presentation.
Video stations will not be profitable
operations generally for some time
to come, he indicated.

Mr. Smith emphasized the po-
tential role of television in nation-
al defense as a medium of rapid
education, civil mobilization, re-
cruiting and training. He pointed
out that government officials have
come but are not yet apprised of this
talented (Continued on page 68)
ETTERHEADS

**WCBS**
- Using virtually all world continuity

**WPPA**
- Complete satisfaction with splendid service

**DIXIE BROADCASTING CO.**
- Listeners amazed at quality and clarity of world service

**Tri-City Broadcasting Company**
- Investment that paid direct returns

**WAI**
- Congratulations on recent world releases

**KJAM**
- “Voice of the Uinta
  Uintah Broadcasting
  Vernal Hotel & Vets

**WORLD GIVES LISTENERS FINEST PROGRAMMING SERVICE**

**Western Ontario Broadcasting Co.**
- World is still tops

**GREAT PART OF INITIAL SUCCESS ATTRIBUTED TO WORLD LIBRARY AND CONTINUITY**
and HEADLINES

A Story Of World Success

The success story of World’s Program Service Library is the story of year after year leadership in the field of electrical transcriptions.

World users speak through the 660 Stations subscribing to this outstanding source of talent and programming... stations that are building business with World and expressing their enthusiasm in a wealth of testimonial tribute to World talent, programs, and technical achievements.

They offer testimony to such entertaining favorites as...

- Eddy Howard
- Woody Herman
- Nat Brandwynne
- Les Brown
- Glen Gray
- Charlie Spivak
- Russ Morgan, and others

...to such fine artists as...

- David Rose
- Johnny Green
- Ray Block
- Dick Haymes
- Evelyn Knight
- Lyn Murray

The Los Angeles Philharmonic and The Cincinnati Summer Opera Orchestra

...and testimony to such expertly written, sponsor-winning programs as...

- “The David Rose Show”
- “Concert In Miniature”
- “Music In The Morgan Manner”
- “Ray Block Presents”
- “Your American Music”
- “Do You Remember?”
- “Echoes Of The Gay Nineties”

...and to 65 additional 15 and 30 minute programs supplied each week...

...testimony to the great basic musical catalog of over 4700 units—and 50 additional units monthly—including:

- Dance
- Popular and Standard Concert
- Hillbilly, Western and Folk Music
- Latin American and Spanish
- Hawaiian
- Sacred
- Patriotic Band
- College Tunes
- Songs
- Piano
- Organ
- all and more to be found in this wonderful library of transcribed music.

...and testimony to World’s famous Wide Range Vertical Recording, bringing greater dimensions of sound reproduction... a plus quality for A.M. ...a must for F.M.

This briefly told is the success story of the World Program Service Library... why more stations subscribe to the World Library than to any similar service.

The best way to get the complete World story and how it improves station programming operations is from a World representative. A letter, a telegram, a telephone call will bring that story to you immediately.

SPECIAL ATTRACTION

The new monthly transcribed music releases to World Subscribers for June, July and August will include “Songs of Our Times”... a $50,000.00 series of 156 15-minute programs of all the hit tunes from 1917 through 1943... over 600 tunes arranged and grouped together as 240 medleys.

“Songs of Our Times” releases will also go to all new World Program Service Library subscribers.

WORLD BROADCASTING SYSTEM, INC.
TRANSCRIPTION HEADQUARTERS • A SUBSIDIARY OF DECCA RECORDS, INC.

Chicago
22 West Hubbard Street

NEW YORK
50 West 57th Street

Hollywood
6750 Santa Monica Blvd.

Distributed in CANADA by Northern Electric Company, Limited, 1261 Shearer Street, Montreal 22, Quebec
Top Ten Weekday U. S. Hooperatings, Five-Times-a-Week

"Average Daily Audience" During January-February 1948 Expressed in U. S. Hooperatings and Projected to "Homes"

<table>
<thead>
<tr>
<th>Program Hooperatings</th>
<th>U. S. Hooperatings</th>
<th>City Hooperatings Cities over 50,000</th>
<th>Town Hooperatings Towns 2,500-50,000</th>
<th>Rural Hooperatings Under 2,500 Plus Farms</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. When a Girl Marries 18.45-T</td>
<td>2. Backstage Wife 10.48-T</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Portia Faces Life</td>
<td>3. Romance of Helen Trent 8.82-C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. When a Girl Marries 18.34-US</td>
<td>5. Portia Faces Life 8.75-C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Right to Happiness 11.87-T</td>
<td>7. Lorenzo Jones 8.65-T</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

"Average Net Weekly Audience" During January-February 1948 Expressed in U. S. Hooperatings and Projected to "Homes"

<table>
<thead>
<tr>
<th>U. S. Hooperatings</th>
<th>Rank Order</th>
<th>Cross-Section all U. S. Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. When a Girl Marries 18.45-T</td>
<td>2. Backstage Wife 10.48-T</td>
<td>5,415,000</td>
</tr>
<tr>
<td>3. Portia Faces Life</td>
<td>3. Romance of Helen Trent 8.82-C</td>
<td>5,283,000</td>
</tr>
<tr>
<td>5. When a Girl Marries 18.34-US</td>
<td>5. Portia Faces Life 8.75-C</td>
<td>5,070,000</td>
</tr>
<tr>
<td>7. Right to Happiness 11.87-T</td>
<td>7. Lorenzo Jones 8.65-T</td>
<td>5,000,000</td>
</tr>
</tbody>
</table>

J-M News is Highest on U. S. Hooperating

JOHNS-MANVILLE's five-minute news show with Bill Henry on CBS (Monday through Friday 8:55 p.m.) had the highest net weekly audience of all programs covered by the U. S. Hooperatings survey the first two months of the year, with its average daily audience of 3,859,000 listening homes (11.35 U.S. daily) pyramiding to 10,366,000 listening homes a week (30.49 U.S. weekly).

Explanation is a turn-over factor of 2.7, exceeding that observed on any other high-ranking program, and, according to Hooper, "produced by a variety of appeal on the programs preceding and following it on CBS. Comparatively low turn-over may be anticipated on most high-rated multi-weekly programs which themselves enjoy consistent listening and which have consistently the same programs preceding and following," the Hooper statement said. High turn-over may be anticipated on low-ranking multi-weekly programs, it being interpretable as indication of lack of consistent appeal of the program."

P&G Buys Skelton Show, Appoints Russell Seeds

PROCTOR & GAMBLE Co., Cincinnati, May 26 announced the purchase of the Red Skelton program and the appointment of Russell M. Seeds Co., New York, to produce it. Starting next September, the program will be heard Fridays at 9 p.m. over NBC. The Skelton program is currently aired on NBC, Tuesdays, 10:30 p.m., under sponsorship of the Brown & Williamson Tobacco Corp. Russel M. Seeds Co. also handles the B&W account.

BOOK containing radio discussions on programming, on-air personality and commercial aspects of broadcasting by Dr. Emanuel Brenner, CBS consultant on public affairs, has been published by George W. Stewart Inc. Titled "Time for Reason—About Radio," book consists largely of examples from CBS operations.

Firm to Study Listening Habits by Electronics

NEW PUBLIC opinion research firm which will use electronic devices to record the reactions of listeners to aural radio and television, was announced last Wednesday by Albert E. Sindinger, New Enterprise Workshop, Hope well, N. J. Sindinger & Co. offices will be opened early in June in Lewis Towers, Philadelphia, Mr. Sindinger announced, and plans are to expand the service to other cities in the near future.

The firm will use three devices known as "Radox," "Teldox," and "Recordox." (Radio Audience Determinator of "X") is an electronic gadget, invented by Harold R. Reiss, which is attached to radio or television sets, dispatching signals by electronic means to a central point where the listening and viewing habits of the family may be observed. The first commercial unit is to be operation in Philadelphia in June, with 500 homes in the city to be equipped by the end of the year. "Teldox" (Enjoyment Level Determinator of "X") is used to pre-test radio and television programs. "Recordox" (Record of "X") is a system of recorded interviews issued in record albums of verbatim interviews with families tested.

WVAM to CBS

WVAM Altoona, Pa., operating on 1430 kc with 1 kw power, will join CBS effective June 1. Total of CBS affiliates is now 178.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by BMI

LONG AFTER TONIGHT


On Records: Kate Smith—MGM 10157; Andy Russell—Cap. 15085; Betty Rhodes—Vc. 20.2753; Yvette—Vita 919; Snooky Lanson—Mec. 5095; Russ Titus—Musicaa 14.
Defense Blueprint (Continued from page 25)

the event of war action the entire production of any end product or component would not be halted. Due to the time-consuming job of tooling-up, it was recommended that prominent agencies of the Military Establishment provide standby tools for critical military communications equipment. The report suggested that when new types of equipment are developed and adopted by the military that firm pilot orders be placed so manufacturers could tool up and be ready for prompt production. Manufacturers would be encouraged to expand facilities, preferably in a dispersed fashion, if their production capacity was considered inadequate. For complete industry-government cooperation, the report recognized the futility of the government prescribing production without taking industry into its confidence. Plans call for effecting over-all cooperation through the top-level advisory committees and extending it down to the lowest level through contacts with production and engineering executives of prime contractors and sub-contractors.

Precautions Taken

Drafters of the plan took cognizance of security questions which might arise from disclosing military requirements to the industry prior to the time of actual production. Although "due precautions" were recommended at all times NSRB officials cited the industry's record of keeping faith during World War II and saw no reason why "it will not keep faith today." To provide a conception of industry expansion the report cited World War II production figures. "There was a total military radio and radar output of about $13,000,000,000 during the final six months. Figures for the total industry were approximately 10% for radar and 15% for radio. The figure for radar, however, had increased to about $1,300,000,000 in 1944 or approximately 10% of the total electronic output. Radio production in 1944 was approximately $1,400,000,000, according to a report of the industry. In 1944 tube output was valued at about $370,000,000. This is almost eight times the figure for 1941. Production of tubes totaled in dollars about 10% of total electronic program. From January 1, 1942 to June 30, 1945 it totaled approximately $1,000,000,000. In the summer of 1941 there were reported to be less than 20 companies that the Army and Navy considered competent to meet their specifications. Measures taken to expand the industry resulted in an increase to about 200 companies capable of making radio and radar. Prime and sub-contractors drew upon more than 1,000 manufacturers (sub-contractors) for essential parts. Production of radio and radar equipment in 1940 totaled approximately $13,000,000. Deliveries in 1944 reached a rate of approximately $2,000,000,000 per year. Number of end equipment manufacturers increased from 3 in 1940 to 220 by V-E Day. The first step in implementing plans, outlined in the prospectus, called for meetings in Washington of representatives of the various government agencies and civilian operating and manufacturing industry and organization of the industry advisory committees.

Census

(Continued from page 24)

other groups have made formal requests for a 1950 set count.

In his letter replying to legislators, advertisers, broadcasters and others who propose a radio set question in the census, Director Capt. states that several technical committees from industry have recommended that no information on this subject be obtained in the 1950 tabulation. "Although many questions are competing for inclusion in the 1950 census," Mr. Capt.'s letter says, "our committees concur with us in believing every effort should be made to hold down costs by including only the most essential questions. "We must be realistic and must be governed by the general rule of including only those questions that will produce information of the greatest value to the most people within the limits of funds made available to us." Text of Sen. Maybank's letter to Director Capt follows:

My attention has been called to the list of questions to be asked during the coming census. It seems that there is some sentiment for dropping the question pertaining to family ownership of radio sets. I am taking this opportunity to strongly urge that this question not only be retained on the list but that sub-questions be added. Since the 1940 census the radio broadcasting industry in this country has grown more than during all the previous years of its existence. During the past four months the number of television sets has been more than doubled. This question of family ownership of radio sets is pertinent information to everyone in the business. In addition to the number of radios, it is necessary to know how many of them are equipped for frequency modulation reception and how many of them are television sets. In view of the huge expansion of the industry since 1940 I feel that this information is more than desirable. It is necessary in the interest of increasing high standards of radio broadcasting. Vital trends are developing due to the increasing production of sets and availability of frequency modulation and television programs. It is essential that these trends be followed by every possible means in the interest of the listening public.

I urge that each person interviewed be asked: "Do you own a (a) Standard Broadcast receiver? (b) Frequency Modulation receiver? (c) Television receiver? Location: Rural? Urban?" Your assistance in having this done would be greatly appreciated.
Sterling Cancelling Million-Dollar Time

STERLING DRUG Inc., New York, long-time radio advertiser, last week announced cancellation of an estimated million dollars worth of network time in order to use the money, according to a high Sterling Drug executive, in other media.

Sterling will drop Waltz Time Fridays 9:30-10 p.m. on NBC effective at the end of its current contract, July 16. Show has been on the air for 18 years. Dancer-Fitzgerald-Sample, New York, handles the program.

In addition, the advertiser will drop the 10-10:30 p.m. Friday time but will move the program presented currently in that period, Molle Mystery Theatre, to CBS replacing Big Town, Tuesdays 8-9 p.m. Big Town is owned by Lemer Brothers and had been subleased to Sterling for the last five years. Big Town's last broadcast for Sterling will be June 22, when it will then revert to Lemer, which has not revealed where it plans to use it.

Molle Mystery Theatre has been handled for Sterling by Young & Rubicam. The production of that show, when it moves to CBS, has not been assigned yet to any agency, a Sterling executive told Broadcasting.

It is understood, however, that all the Sterling radio budget will now be handled by Dancer-Fitzgerald-Sample. Pedlar & Ryan, which services Big Town, still retains the space advertising for the account but will have no radio for the time being.

Radio Man Elected Head Of Washington's Ad Club

FOR THE FIRST time since its inception the Advertising Club of Washington will have a radio man as its president. Ben Strouse, general manager of WWDC Washington, was elected to the office at a luncheon meeting of the club at Washington's Hotel Statler May 28.

Mr. Strouse succeeds Frank Gatewood, advertising manager of the Washington Times-Herald. William F. Sigmund, a partner in Henry J. Kaufman & Assoc., was elected first vice president.

Among the six new directors chosen were Stanley Bell, commercial representative of WRC; A. Q. Ehrlich, Kal Ehrlich & Merrick Advertising Inc., and Helen K. Mobberley, national advertising manager, WWDC, who was re-elected. The term of Ben Baylor, advertising director of WMAL, has not expired. Maurice Mitchell, general manager of WTOP, was named program committee chairman.

WJR Directors William G. SIEBERT and Frank E. Mullen were elected directors of WJR Detroit, G. A. Richards, president of WJR and of WGAR Cleveland and KMPC Hollywood, announced May 26. Coincidental with his appointment as a director, Mr. Siebert, WJR treasurer, assumed the duties of secretary of The Goodwill Stations Inc., WJR licensee. Mr. Mullen's election as a director followed his recent appointment as president of the three Richards stations [Broadcasting, May 17].

Radio Award

(Continued from page 57)

fact and that industry must do a public relations job of its own.

The presentation of awards was made at the convention's final session on Thursday evening by APRA's retiring president, Harry W. McHose, Cigar Institute of America, New York. Organization's newly elected president, Leonard W. Trester, director of public policy for General Outdoor Adv. Co., was presented.

Feature speaker at the awards session was Holland Sergeant, deputy to the Assistant Secretary of State for Public Affairs, who discussed public relations in the international field and the United States' efforts, through "Voice of America" and other media, to give a factual picture of America and democracy at work. He pointed out that certain other powers employ the deliberate lie as part of their foreign policy and that it is important for the U. S. to counteract with the truth, "which can be a powerful weapon."

Mr. Sergeant explained that the work the government is doing in this field is only supplementary to work of mobilized private industry.

Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau, accepted the certificate award for his organization which currently is using programs on ABC and NBC in addition to supplying film spots to video stations across the country and special scripts and materials for local use. Society of American Florists award was accepted by St. Paul's R. W. Johnson, Baltimore, organization vice president.

Award certificates also were given to Capitol Records Inc., Hollywood, represented by Daniel E. Anderson, public relations director, for achievement in field of stockholder publications; Ralston Purina Co., St. Louis, by J. D. Sykes, vice president, in consumer publications field, and G. Fox & Co., Hartford, by Arthur H. Truitt, publicity director, for radio and newspaper promotion of 100th anniversary.

It's Hot in Chicago! NOW AVAILABLE NATIONALLY Exclusively to One Station In Each City "WHO'S TALKING?"

A Transcribed Telephone Quiz Program with celebrities giving clues about themselves in poetic form.

From RADIO DAILY, March 1, 1948: "Hal Tate's new quiz show, 'Who's Talking? on WAIT has caught on in a big way."

Write for Transcription Packageed Exclusively by HAL TATE RADIO PRODUCTIONS Dept. 8-I 192 N. Clark St. Chicago 1, Ill. RANDoLPH 6650

Page 62 - May 31, 1948
Columbus, Ohio, Station Awards Studio Contracts

CONTRACTS for building studios of WVXO (FM) Columbus, Ohio, were awarded last week, according to Bob French, general manager of Sky Way Broadcasting Corp. Station plans to take the air in September.

Second and third floors of building at 274 S. Third St. will be used. Studios will be functional and designed to obtain maximum efficiency for FM, according to the station.

Fredrick Eckardt has resigned as transmitter supervisor of WCLT Newark, Ohio, to take chief engineer's post at WVVO. He was formerly associated with WBNS and WHKC Columbus.

KSII Seminole, Okla., 500-w Daytimer, Starts

KSII Seminole, Okla., went on the air May 16, 500 w daytime on 1260 kc.

Station is owned by Tom Potter, Dallas oil man who holds a television permit for Dallas.

KSII manager is Jon Wagner and R. M. Grissom is chief engineer. Studios and transmitter are located together outside Seminole.

The station is a Mutual affiliate.

O. J. REISS, former salesman of WHER Memphis, and DICK WATTS, formerly with WDJA Memphis, have joined staff of WMPS Memphis, as salesmen.

HOME OF CAMEL CIGARETTES

WAIR is located just a few blocks from the great J. Reynolds Tobacco Company... one of several major industries contributing to Winston-Salem's perpetual prosperity. WAIR is the favorite station of this easily-sold mass market.

WAIR
Winston - Salem, North Carolina
Representatives: Avery-Knodel

IRVING S. OLDS (1), chairman of the board of U. S. Steel Corp., and Mark Woods (1), president of ABC, complete deal for another 52 weeks of U. S. Steel's hour on ABC. Contract is held by J. Carlisle MacDonald, assistant to chairman of board of U. S. Steel. Program is Sundays, 9:30 p.m. Agency is BBDO.

New Dover, Del., Outlet (1 kw) To Be on 1410 kc

PLANS are being completed for opening soon of WDOV Dover, Del., according to Phil Adams, manager. Station will be 1-kw daytime on 1410 kc.

Licensee is Capital Broadcasting Co. William C. Evans, for 21 years a radio engineer, is WDOV president.

Studios are on second floor of Ehrlich Bldg; and transmitter site is approximately two miles north of town. A 197-ft. Stainless (Philadelphia) tower will be erected, and transmitter is to be housed in a modern quonset. Equipment is both Gates and RCA. Transcription service will be NBC Thesaurus.

RELIGIOUS PROGRAMS
Techniques Training Proposed
For Foreign Radio Staffs

FOREIGN RADIO personnel may be trained in religious programming techniques in the U. S. and England, three representatives of the Foreign Missions Conference of North America announced at a news conference in New York.

The group, which has conducted a survey of audio-visual aids and radio in foreign mission fields during the last three months was composed of the Rev. S. Franklin Mack, chairman of the World Radio Committee of the conference; the Rev. Everett C. Parker, director of the Joint Religious Radio committee, and Nikolaus Hagmann, ABC radio engineer.

Recommendations that the conference support a training program for personnel will be made to the conference's board.

Williams Leaves UP

EDWIN MOSS WILLIAMS, who directed entry of UP into radio and pioneered the field for the news agency, May 25 resigned his position as vice president and general business manager to enter the radio and newspaper field. It is understood that Mr. Williams will be engaged in consultant work. UP President Hugh Baillie, in announcing the resignation and subsequent appointment of Jack Bisco in Mr. Williams' place, said: "Williams is one of the great press association men of our time. His vision and foresight were largely instrumental in establishing the United Press in its present dominant position in the field of radio news."

KSUH, 1-kw Fulltimer, Launched in California

KSUH Susanville, Calif., has started operation as fulltime independent with 250 w on 1240 kc. Greyhound Lines' Commander A. W. Scott, who has his own program Romance of the Highways over the Mutual-Don Lee Network, acted as master of ceremonies on the dedication program. Participating were city and county officials and leaders from Susanville and all communities in the listening area of KSUH.

Station manager is W. B. Murphy, formerly with KBLF Red Bluff, Calif., KPOA Honolulu and KWIL Albany, Ore.

KSUH chief engineer is Harold Houston, formerly with KBLF. The station's operator-announcers are William B. Buchalter, formerly of KSFO San Francisco; Sam Braly, formerly of KOH Reno and Jay Stewart, new to radio.

We hang them from the rafters...with Brooke Taylor's Review!

Proof? A 7.6 rating...plus the Sunday crowds that swell weekly audiences!

Your product need a Sunday punch in the great Cleveland market? Ask Headley-Reed about Brooke Taylor's Review on Cleveland's Chief Station.

BROADCASTING • Telecasting

May 31, 1948 • Page 63
sum that would be out of line as the number of sets-in-use increases, causing unnecessary arguments in following years, whereas his size-of-

audience claim could run indefinitely.

Some broadcasters and agencies view with distaste any plan that would obligate them to clients to the payment of unspecified sums based on sampling techniques which may be subject to error. What happens if ABC does not secure a sponsor for one of the games? The formula remains to be worked out.

Quit Beer Account
JOHN W. SHAW Advertising Inc.
Chicago, announced last Tuesday it has resigned the Peter Fox Brewing Co. (Illinois) account, effective June 1. Impending resignation arose from "differences of opinion on matters of policy, which appeared insoluble," according to John W. Shaw, president, of the agency, which uses approximately $75,000 worth of spot radio on behalf of its Fox De Luxe Beer, will appoint a new agency sometime this week.

Rickenbacher to Direct CBS Six-Week Program
PAUL RICKENBACHER, formerly manager of KSOK Ponce City, Oklahoma, has been appointed manager of the six-week combined CBS Sunrise Salute and Housewives' Protective League programs, slated to start on KIRO Seattle on June 14. He will use name of Paul West on the air.

Mr. Rickenbacher was one time director of radio and television for Foot & film. He has worked for the network and prior to that manager of creative radio and talent division of Young & Rubicam in that city and Hollywood.

Original West Coast representative of CBS, he was later assistant to Donald W. Thornburgh, Western Division vice president. Following that for six years Mr. Rickenbacher was Hollywood office manager and talent buyer of J. Walter Thompson Co.

AMERICAN Telephone & Telegraph Co. directors May 19 declared a quarterly dividend of $1.25 per share, payable July 15, 1948, to stockholders of record at the close of business June 15, 1948.

FCC Receives Bids (Continued from page 22)

Harm, president and one-third owner of WLOA Sacramento, is president and one-third owner of WLOA.

Harelton, Pa.—Harelton Broadcasting Co. Channel 2 (46-66 mc), 11/2 visual, 59.8 kilowatt aural, antenna 36 ft. Initial cost $192,000, first year cost $100,000, revenue unknown. Owner is licensee WLOA Bradfolds.

Pittsburgh—Natta Broadcasting Co., Channel 38 (21.8-20.3 mc), 1.6 visual, 112 kilowatt aural, antenna 46.7 ft. Initial cost $172,000, first year cost $95,000, revenue unknown. Owner is licensee WLOA Bradfolds.

Conventional—HARMCO Inc., Channel 3 (14-20 mc), 52 visual, 2.5 kilowatt aural, antenna 121 ft. Initial cost $20,000, first year cost $10,000, no revenue expected first year. Owner is licensee KSX, Salt Lake City.

San Diego, Calif.—Leland Holman, Channel 4, 60 visual, 200 kilowatt aural, antenna 264 ft. Initial cost $250,000, first year cost $135,000, no revenue unknown. Owner has rejected offer for San Francisco.

Salt Lake City—Radio Service Corp. of Utah, Channel 2 (46-66 mc), 14.8 visual, 9.5 kilowatt aural, antenna 46 ft. Initial cost $202,000, first year cost $50,000, no revenue expected first year. Owner is licensee KSL, Salt Lake City.

Los Angeles—WLOA (18-19 mc), 12.5 visual, antenna 206 ft. Initial cost $276,000, first year cost $150,000, no revenue unknown. Owner is applicant KAKC, Los Angeles.

Convention (Continued from page 27)

is not yet definite, but it is understood that each of the network's radio and television stations will participate.

Another transportation problem worked out was the quick transportation of films, transcriptions and copy from the Convention Hall to local theaters, trains and trains. Superintendent of Police Guy Parsons promised that a pool of 30 motorcycle police will be on hand to assist in pushing such matters as ticketing points for further distributions.

Other Details
Lighting details were worked out in a meeting between James Jappe, Republican Convention Manager; William N. Roach, director of conventions for the Democrats; James T. Quirk, WFIL-TV, who represented television, and several newsmen representatives. It was decided that it would be possible to provide incandescent lighting for both newsmen and television instead of the hotter incandescent lights.
AT ANY COST

FATE has evidently decreed that George Hartford will work for "The Washington Post" at least until he has retired from the advertising department of the newspaper. He moved to WIXN as a salesman after "The Post" purchased that station. For a few days ago he told WIXN General Manager John Hayes he was resigning to accept a job as salesman with WTOP Washington. Mr. Hartford was a WIXN part-timer until two hours later when it was announced that "The Washington Post" was having controlling interest in WTOP. "Just shows what they'll do to keep a valuable man," said Mr. Hartford, polishing his nails on his lapel.

Samuel Forman Jackson and Barnes Compton Jr., formerly of New York Daily News advertising department, have joined sales staff of WPIX New York, paper's television station due to go on the air in two weeks.

Robert M. McGready, sales manager of WTOP Washington, is the father of a girl, Carolyn Halnes.

Jack L. Kamsler has resigned from Chicago office of Friedman Agency, station representative.

WLW Cincinnati has received 1948 Lingualphone of America Award for "Promotion of Musical Progress in the World." Station was honored for pioneer work in world music for children's educational programs.

New Rexall Show Takes Fitch Sunday NBC Time

NBC last week announced that the Sunday evening 7:30-8 p.m. period, cancelled by F. W. Fitch Co., effective May 23, has been signed for by the Rexall Drug Co., effective immediately.

Rexall will sponsor the Rexall Summer Theater, starring Patrick O'Brien and Virginia Bruce, until the return of the Phil Harris-Alice Faye program in the fall. The latter program has been sponsored by Fitch during the Sunday night period.

The network also said that Rexall will relinquish the Jimmy Durante program and the 10:30-11 p.m. Wednesday period, effective June 23. BBDO, Los Angeles, is the agency for Rexall, and L. W. Ramsey, Davenport, Iowa, handles the Fitch account.

Music-Conscious Nation Goal of AMC's Efforts

AMERICAN Music Conference, which recently completed a national survey of musical interests, will extend close cooperation to broadcasters in future months in an effort to disseminate AMC themes and objects to public.

Working with producers, orchestra leaders and others in the field, AMC will attempt to achieve its major objective of making instrumental music a part of every school's curriculum. Generally, it hopes to make the nation more "music-conscious" through the effort.

CPTP Prince Rupert, B. C., has increased power from 50 w to 250 w on 1390 kc, according to announcement of the Radio Branch, Dept. of Transport, Ottawa.

ARRANGEMENTS are completed for the broadcast of 16-game schedule of Cleveland Browns over WGRF Cleveland for third consecutive year under sponsorship of Cleveland district Ford Dealers. Play-by-play descriptions will be picked up by WBNS Columbus for some sponsor. Seated (1 to r) Paul Brown, Browns coach and general manager and John F. Patt, WGRF vice president and general manager. Standing (1 to r) John Garfield, WGRF salesman; Roy Allen, Ford district manager; John Welch, J. Walter Thompson account executive, and Joe DeMarsh, director, Dealers advertising fund.

PLAN TV OUTLET FILM DISTRIBUTION SETUP

CODE OF ETHICS for film distribution to television stations is to be set up by the National Television Film Council, formed May 18 when about 40 advertising agencies and film representatives met in New York's Hotel Astor.

Melvin L. Gold, director of advertising and publicity for National Screen Service, was named temporary chairman. Committee findings, to be reported at the next meeting in June, eventually will be compiled in a code to be recommended to television stations and film distributors, Mr. Gold said.

One member each from Television Broadcasters Association and the American Television Society will be invited to membership in the council, the group decided.

Among organizations represented were: Television stations—WATV Newark, N. J., WRGB Schenectady, N. Y., WPIX New York and Paramount Television; advertising agencies—Gray Advertising, Buchanan & Co. and Compton Advertising, all New York; film companies—Columbia, Republic, Equity Film Exchanges, Film Equity, Film Daily and National Screen Service.

WBviz Formal Opening

OFFICIAL opening of WBviz (FM) Bradbury Heights, Md., was held May 19 with special ceremonies. Personnel from other D. C. area stations participated in the send-off. Licensed to the Chesapeake Broadcasting Co., WBviz has been operating since Jan. 18, but May 19 was set as the formal opening on a full-time basis. The station is on Channel 244, 96.7 mc.
KGA's 50,000 WATTS of Protected Persuasive Power Extends and Increases the Market

Ask Any Petrie Man!

IN THE Unique SPOKANE MARKET

CHARLES HODGES, former correspondent and news analyst with MBS, has joined Rural Radio Network as news analyst and UN correspondent. He will work out of New York from WOND, Idaho, where he is publisher of the Idaho Statesman in Manhattan. Mr. Hodges also is professor of international politics at New York U.

JACK MARTIN, former managing editor of True Detective Magazine, and MARCIA DRENennen, formerly in United Press' Washington department, have joined the news and special events department of WPX New York.

BOB BEAL, program director of WMPX Memphis, has been promoted to director of Station Operations for CBS, and ROBERT TREKLER, newsreader, has returned to WMPX from WDIV Detroit, to assume duties of night supervisor.

JACK BISCO has been appointed vice-president and general business manager of United Press, succeeding EDWIN MOSS WILLiAMS, who resigned to enter newspaper and radio field.

ROBERT PARKER has received Parn Radio Scholarship at Iowa State College from WMT Cedar Rapids, Iowa. Mr. Parker will work with farm staff of WMT during summer and will act as general correspondent for station during fall while he attends classes.


"THERE are three direct sources of employment for actors, entertainers, and announcers in radio and television," Mr. Denis writes, "the advertising agency, the package program producer, network or local stations sustaining programs. The chances of a beginner landing on a sponsored program are slim. It would be wiser for him to try for a sustaining program or avoid the major networks entirely. By concentrating on local stations, he would approach the network later with the advantage of a radio background."

In such simple, straightforward language Mr. Denis, radio editor of The New York Post, tells the Mike-struck youngster how to get an audition (with names and addresses of those in charge of network auditions and how to make appointments with them) and what to do to turn the audition into a job. Escaping the glamorous inspirational type of writing often found in books of advice, he sticks to such fundamentals as what the chances of employment are, what the competition is, what the field offers for the future for the various categories of show business workers.

The book has a complete and well-organized index.

Andrew David Clarke

ANDREW DAVID CLARKE, 65, radio commentator, died in Toronto May 19 following a heart attack. A former news editor of the To- ronto Globe, he had been a radio commentator since 1946 with the Ca- nadian Broadcasting Corp. network for Ontario and Quebec.

Kempner's Encyclopedia Of TV Handy Reference


VOLUME has three major divisions. A 46-page chronological survey of video history, 90 pages of biographies of leaders in television development, and 250 pages of technical vocabulary, add up to a handy reference work for the non-technical individual suddenly confronted with the trade and technical jargon of the video world.

Bibliography which closes the book needs bringing up to date; its references are almost entirely to material published before or during the war period. Author Kempner was radio and television editor of Retailing Home Furnishings from 1943 to 1946.

Atlanta Facsimile Show

Given by WSB, 'Journal'

A WEEK-LONG demonstration of WSB Atlanta's facsimile equipment was staged last week to acquaint Atlantans with the system.

A display of the facsimile transmitter, electric typewriters and home recorder units was installed in the lobby of the Atlanta Journal for public viewing. WSB and the Journal, with which the Georgia station is affiliated in ownership, published complete facsimile editions of the newspaper. Walter Paschall, WSB news editor, was on hand to answer queries of spectators.

Mrs. Victor P. Hobbes

MRS. VICTOR P. HOBBES, known to Canadian radio listeners as Ethelwyn Hobbes, died at Montreal on May 17 after a sudden illness. She became well known in Canadian radio circles after her description in 1939 for the Canadian Broadcasting Corp. of the royal visit of King George VI and Queen Elizabeth to Canada. She was a women's commentator on CBC networks for many years and up to a few days before her death.

WESTINGHOUSE WINS

Stations and Company

Take 15 Awards

THE SIX Westinghouse radio stations and Westinghouse Electric Corp. have won 15 awards, honorable mentions and citations for outstanding programming and promotion in eight recent industry competitions, according to J. B. Conley, general manager.

Westinghouse Electric Corp. was honored for its transcribed series, Adventures in Research, written and produced at KDKA Pittsburgh.

WQO Fort Wayne heads the stations' list with firsts from City College of New York for "most effective promotion of a regional program" and from Ohio State U. in "cultural" category. Station also won honorable mention in the CCNY competition for "unusually effective promotion of a local program" and in the first annual program competition of The Billboard for an outstanding child guidance program.

WBZ-WBZA Boston-Springfield took first place at Ohio State and second place in The Billboard competition with It's Tough to Be Young.

KDKA finished in first and second places with two of its educational features in the "intermediate grades school broadcasts" category at Ohio State. Announcer Jim Westover received honorable mention in the Annual H. P. Davis National Memorial Announcers' Awards for 1947.

KEX Portland, Ore., took a second place in The Billboard competition with The Northwesterners and received honorable mention from the National Board of Fire Underwriters for outstanding efforts in connection with fire prevention.

KYW Philadelphia won four honors—all for promotion. These include: A citation from Variety; a citation from Ford; honorable mention at CCNY, and a tie for third in The Billboard promotion competition.

Memo to: Ruth Jones,

Benton & Bowles: BILL DAVES, Disc Jockey on WCKY's MAKE

BELIEVE BALLOON, was chosen as YEARS OUTSTANDING DISC JOCKEY by STEVENS COLLEGE Girls. LET BILL DAVES SELL YOUR PRODUCT IN CINCINNATI.

50,000 WATTS OF SELLING POWER

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. MILLER WCKY CINCINNATI
Murray G. Crosby Forms Own Consulting

MURRAY G. CROSBY has formed his own radio-electronic consulting practice, Crosby Laboratories, at 126 Old Country Rd, Mineola, N. Y. He was formerly a member of the firm of Paul Godley Co., consulting radio engineers.

Mr. Crosby studied electrical engineering at the University of Wisconsin and received his B.S. degree in 1927 and a professional electrical engineering degree in 1943. From 1925 to 1944 he was research engineer for RCA in the communications division of RCA Laboratories. In 1943-44 he served as an expert technical consultant to the Secretary of War and also served on Panel No. 1 of the Radio Technical Planning Board.

He has written a number of technical articles and been issued approximately 150 patents. The Modern Pioneer Award from the NAM was given Mr. Crosby in 1949 and he was awarded a Fellowship in the Institute of Radio Engineers. He is a member of the board of directors of the Institute of Radio Engineers, a Fellow of the Radio Club of America and a member of the American Institute of Electrical Engineers.

KCFM (FM) Launched

KCFM (FM) Kansas City, Mo., is on the air at 94.9 mc, Channel 256, with 54 kw. Programs of KCMO, sister station licensed to the KCMO Broadcasting Co., will be duplicated on KCFM 3-10 p.m. daily as the base of the FM station's schedule.

American Federation of Musicians has mailed 18-page cartoon-illustrated brochure titled "The Local's Headquarters" to its locals, newspaper editorial writers, and trade press editors as part of union's new campaign for bringing its side of recording ban issue before public.

OUTPUT OF TV SETS CONTINUES TO CLIMB

PRODUCTION of TV receivers continued to increase in April, reaching a weekly average of more than 11,500 units, according to Radio Manufacturers Assn., representing 90% of total production of broadcast sets. The month's output of 40,339 TV sets for a four-week period brought the 1948 total to 350,000 units and the weekly rate was 98% above the average a year ago.

Production of receivers of all types in April totaled 1,185,473, a seasonal decline. Of the total, 90,055 were AM-FM models, bringing the postwar FM total to nearly 2,000,000. Portables and auto sets continued to come off the production lines in large quantity, but table models dipped sharply.

Canadian Set Production Drops As Result of Tax

CANADIAN radio manufacturers did not receive the expected cut in 25% excise tax on radio receivers in new Canadian budget, announced May 18.

A spokesman for the Radio Manufacturers Assn. of Canada stated that the position of the companies is bad and manufacturers are worried. Some companies report heavy cuts in staff. Manufacturers have 160,000 completed sets on hand, half a year's supply. Dealers have twice that many sets on their floors.

Production since the 25% excise tax went in effect last November has dropped from 120,000 sets in November to 30,000 in April, the industry points out, while on sets costing $50 at the factory, retailing for $100, the government takes $15 and manufacturer makes $2.50. On mantel models manufacturer considers himself fortunate to clear 25 cents. Tax was applied to articles with high content of U. S. manufactured components, to cut consumption in view of Canada's shortage of U. S. dollars.

Radio and Video Grow With Nation's Capital

AS WASHINGTON grows, "more and more good radio and television production is originating in the world's capital," according to Jeff Abel, radio-television director and partner of Henry J. Kaufman & Assoc., Washington advertising agency.

"There are more advertisers using radio and television than ever before in this area," Mr. Abel said. "Figures show that Washington radio and television market has boomed . . . and there are now well over 10,000 receivers in operation . . . and advertisers in increasing numbers are discovering that television is a sales medium, not merely a prestige experiment.

"National and regional advertisers have discovered that they can get top-notch 'network service' in the Capital . . ." Mr. Abel added, "and more of them are looking to expanding Washington agencies for creation and production of programs." As Washington looms even larger in national and world affairs, Mr. Abel feels that it should logically become one of the most important points of origin for radio and video programs.

WTVJ Transmitter

HIGH-POWERED television transmitter, rated at 6 kw, for WTVJ, new video station under construction at Miami, Fla., has been shipped from Electronics Park, Syracuse, N. Y., by General Electric Co. Subject to FCC approval, the transmitter will be located in the Everglades Hotel and the studio at 19 N. W. Third St. WTVJ is licensed to the Southern Radio and Television Equipment Co. and is expected to be in operation by the end of July, on Channel 4 (66-72 me), 7 kw aural and 13.7 kw visual.

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

WF MJ & WFMJ-FM

ASK HEADLEY REED

BROADCASTING • Telecasting

May 31, 1948 • Page 67
TRIP TO Washington and opportunity to appear on ABC’s “Town Meeting of the Air” were awarded to Richard tissue, 17, of Waukesha, who was winner of High School Forum contest conducted by WNAK, Yankton, S. D. Contest was presented by station in cooperation with the First Unitarian Church of that city and Committee of Parents and Teachers. With 23 participating high schools, program was presented in format similar to “Town Meeting” shows with four students making speeches on topic selected by student representatives. As a climax of series, all school panels were invited to compete for grand prize. Dick was named winner out of more than 1,000 students who had heard and participated in series. He was accompanied to Washington by Art Smith, Sioux City, manager of WNAK, and he appeared on May 13 broadcast of “Town Meeting of the Air” with Ben Robert Tice, Rep. Richard Nixon, Thurman Arnold, former U. S. Attorney, and Donald McGill, editor of “Atlantic Constitution.”

“Who Is Mr. Who?”

FIVE STATION cooperation in Ashville, N. C., helped build contributions for proposed improved Memorial Stadium. All stations aired nightly strip “Who Is Mr. Who?” for four weeks. Each program gave two clues, one in each station. The second clue was revealed on the following day. Prizes were donated by local merchants and contestants sent contributions with entries. Climax was held in Ashville City Auditorium during which time 1,000 entries were received. A relay show was staged by station personnel and Mr. Who was announced as Mr. Ashville. Mr. Who is a high commissioner of baseball, was in Ashville for the show and stations performing were WLOB, WWNC, WIRE, WSAT, all in Ashville.

CFBC Booklet

CFBC, St. John’s University, issued monographic booklet on station’s special promotion campaign in connection with nationally advertised brands. Booklet is 32 pages in length and includes information on specials announced commercials and programs produced by CFBC.

Tourist Campaign

ANNUAL TOURIST promotion program sponsored by the4 station is now in full swing. Series of articles, written by John McGore, Program includes project of selling tour to students and other United States through medium of play-grounds and a publication of Pacific Northwestern Broadcasters with which CFBC is affiliated. Campaign to acquaint people in Oregon and Washington with value of tourist travel and importance to community also is included in promotion program. Daily prizes will be given for winning slogans, and grand prize of vacation at seaside with all expenses paid will be awarded winners.

WHB Book Matches

CARTON of eight book matches have been sent to the trade by WHB Cleveland. Prints in white with red lettering, front covers read “Make a date with….” inside continues, “WHB for Daytime Music—Nighttime Variety—All time good listening” in white letters on background of blue.

Kool介绍

Kool Flashback: A BIG celebration May 24 ushered in first operation of the Trans-Lux Flashback Theatre—CARTON of Kool in Phoenix. Mayor Nicholas Uddi, civic leaders and celebrities headed by Gene Autry were present as the event. Sign will be in operation every day except Sunday, 10 a.m.-9 p.m.

Gourd Seeds

RESPONSE to this year’s fifth annual Gourd Seeds Promotion by students in New York City is indicated by the fact that 11,725 Seeds, promoted by Gordon Thomas on “Top of the Morning” showed on WOR, New York, for a period of 24 days, was sold, resulting in a return of 20 percent of what was spent by students on seeds. Students will be given the entire campaign, which is expected to yield a profit of $2,000.

KVOO Scholarship

KVOO Tulsa has awarded $1200.00 of Tulsa Radio School scholarship to Moody S. Brown, Jr., for outstanding performance as student radio announcer on KVOO’s “Central High School Day.” For the twelfth year, KVOO turned their community day to the Central High School, event was climax of a radio campaign which salutes car dealers.

Slogan Contest

CONTEST is being held by WPX (TV) New York for best station slogan. Prizes total $1,000 with first prize $500, Slogan and letter of 50 words or less on a topic of “let’s do it” must be received before May 15. Winner to be announced June 30 at the time Grand Prix in New York. Advertisement for network radio.

Movie Trailers

MOVIE PICTURE trailers are being shown in 12 Indian theatres pointing our products of Climbing Rainbow baseball games over WCHS (FM) Columbus, Ohio, and benefits of owning an FM radio.

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New Business
(Continued from page 13)
of 1949 truck line. Announcements will be used on 94 stations carrying
Studebaker programs.

Network Accounts • • •

HOUSEHOLD FINANCE Corp., Chicago, June 23 renews The Whittier
on CBS, 10-10:30 p.m. Wednesdays. Le Vally Inc., Chicago, is the agency.
PETER BALLANTINE & SON (Ballantine Beer & Ale) June 9 will
sponsor Rocky Graziano-Tony Zale fight for middle-weight boxing
championship over more than 450 MBS stations. Price of broadcast
rights reportedly was $46,000.

NOXEMA CHEMICAL Co., Baltimore (Noxema Skin Cream), cancels
ABC Major of the Town effective June 30 after four years sponsorship.
Spot announcements are expected to be substituted. Agency: Sullivan,
Stauffer, Colwell & Bayles, New York.

GENERAL MILLS Inc., Minneapolis, will use national radio advertising
in connection with introduction next month of new home appliance—
steam iron attachment for its Tru-Heat iron. ABC's Betty Cracker
Magazine of the Air will feature promotion during month.

Adpeople • • •

R. NEISEN HARRIS, president; Toni Co., and IRVING B. HARRIS,
executive vice president, named directors of Gillette Safety Razor Co.,
Toni parent firm.

184 Chevrolet Dealers Sponsor TV Race Series

SERIES of 13 telecasts from Bel-
mont, Jamaica and Aqueduct is being sponsored on WCBS-TV New
York by 184 Chevrolet dealers in the New York area. The series,
which began May 1, will continue through Nov. 11, with each pro-
gram running from 25 to 45 min-
utes during mid-afternoon.

Chevrolet also sponsors Chevro-
et Telenews Weekly on Tuesdays,
7:40-8 p.m., over WABD New
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Chevrolet also sponsors Chevo-
et Telenews Weekly on Tuesdays,
May 21 Decisions...

BY THE COMMISSION

Modification of Grant
KBUC, Corona, Calif.—Adopted memo-

daring opinion and order modifying grant

made Oct. 30, 1947, for new sta-

tion to American Pacific Radio Bstg.

Co. (KBUC), to specify cond. that ap-

pplies will accept such intervenors

that might result to its proposed opera-

tion in event grant of application of

assoc. and associ. petition of Whittier Bstg. Assoc.

seeking issuance of a second certificate of

grant previously made to KBUC.

May 21 Applications

ACCEPTED FOR FILING

AM—1150 kc

KKLR North Little Rock, Ark.—CP

change frequency from 1450 to 1150 kc.

including one 250 w to 1 kw-N 5 kw-D, install

DA-N.

Modification of CP

KAGH Pasadena, Calif.—Mod. CP new

station for extension of completion date

Assignment of License

KSON San Diego, Calif.—Voluntary

assignment of license from John

Gordon Studebaker and John Ward

Studebaker, partnership d/b as Studebaker

Brothers, to John Gordon Studebaker

and C. Frederic Rabell, d/b as Studebaker

Bstg. Co. AM—1430 kc

Pontiac Bstg. Co., Pontiac, Ill.—CP

new station frequency, 1400 kc 600 w D.

Modification of License

KBC & J Radio, Inc.—Mod. license

to change name of licensee from Capital


AM—1290 kc

St. Croix Bstg. Co., Stillwater, Minn.

new station frequency 1220 kc 200 w D.

AM—880 kc

KSGM Ste. Genevieve, Mo.—CP

change frequency from 1450 to 960 kc.

inclusion one 250 w to 1 kw-N 5 kw-D, install

DA-N.

Transfer of Control

WOV New York—Transfer of control

of WOV from America Broadcasting

Co. to Harry D. Henshaw to Victory

Bstg. Corp. AM—1450 kc

KBFS Portland, Ore.—CP change

power from 300 w to 1 kw.

Modification of CP

WWSWC Burbank, Calif.—CP

change frequency, increase power, etc., for

extension of completion date.

AM—740 kc

Bob Jones U. Inc., Greenville, S. C.

CP new station frequency 740 kc 1 kw w.

AM—1600 kc


—CP new station frequency 1600 kc 200 w D.

Assignment of CP

KFWM San Diego, Calif.—Voluntary

assignment of CP new FM station from

John Gordon Studebaker and John

Ward Studebaker, partnership d/b as

Studebaker Bstg. Co., to John Ward

Studebaker, John Gordon Studebaker

and C. Frederic Rabell d/b as Studebaker

Bstg. Co. AM—1450 kc

Modification of CP

WDRC-AM Hartford, Conn.—Mod. CP

new FM station to change ERP from

plication date.

WMBR-FM Jacksonvile, Fla.—Same.

WFPLA-FM Tampa, Fla.—Same.

KRNT-FM Des Moines, Iowa.—Same.

KSCJ-FM Sioux City, Iowa.—Same.

WEEL-FM Boston, Mass.—Same.

WJJK-FM Detroit, Mich.—Same.

FM—109.9 mc

Thomas Henry Golden Sr., Thomas

Henry Golden Jr., Emmet Holmes Me-

ning, and Franklin Paul Williams,

partnership d/b as Radio Sales Co.

WJHD-Greenville, S.C.—CP new

FM station (Class B) on Channel 270 101.9 kc.

ERP 19.1 kw, height above ground 425 ft.

Modification of CP

WJDX-FM Jackson, Miss.—Mod. CP

new FM station to change ERP from

100 kw to 50 kw, decrease height

above average terrain to 377 ft., decrease

over-all height above ground to 459 ft.

and make changes in ant. system.

WJDX-FM Jackson, Miss.—Mod. CP

new FM station for extension of comple-

tion date.

KKL-Rooma, Neb.—Same.

WWBG-FM Greensboro, N. C.—Same.

WWBG-FM Greensboro, N. C.—Same.

WMFD-FM Wilmington, N. C.—Mod.

CP new FM station to change to

13 kw to 11.3 kw.

WLWA Cincinnati.—Mod. CP new FM

station for extension of completion date.

KOAK Clinton, Okla.—Same.

KOFM Portland, Ore.—Same.

KRCF-FM Knoxville, Tenn.—Same.

WRAI Wausau, Wis.—Same.

TV—192—198 mc

South Television, Grants Co., Little

Rocks, Ark.—CP new commercial tele-

vision station on Channel 10, 198 mc.

ERP 9.1 kw, 1.5 kw un.

TV—54—50 mc

Television Fresno Co., Fresno, Calif.

—CP new commercial television station

on Channel 7, 174—182 mc., ERP

22.65 kw, aur. 11.92 kw um.

AMENDED to change frequency to

Channel 2, 54—60 mc. decrease ERP to 7 kw.

TV—198—204 mc

Television California, San Francisco

—CP new commercial television station

on Channel 11, 198—204 mc., ERP

31.35 kw, aur. 15.66 kw un.

AMENDED to add name of C. L. McCary to

partnership.

TV—66—72 mc

The Daniels & Fisher Stores Co.,

Denver, Col.—CP new commercial tele-

vision station on Channel 5, 76—82 mc., ERP

17.7 kw, aur. 9.1 kw un.

AMENDED to change frequency to

Channel 4, 66—72 mc.

TV—54—60 mc

Denver Television Co., Denver, Col.

—CP new commercial television station

on Channel 9, 186—192 mc, ERP

25.8 kw, aur. 12.9 kw un.

AMENDED to change frequency to

Channel 2, 54—60 mc.

TV—186—192 mc

The Tribune Co., Tampa, Fla.—CP

new commercial television station

on Channel 4, 66—72 mc., ERP

15.1 kw, aur. 7.55 kw un.

AMENDED to change frequency to

Channel 9, 186—192 mc.

increase ERP to 25 kw, aur. 12.9 kw.

TV—198—204 mc

General Bstg. Co., Atlanta, Ga.—CP

new commercial television station on

Channel 12, 210—216 mc. ERP

28.3 kw, aur. (not stated) un.

AMENDED to change frequency to

Channel 1, 198—204 mc.

TV—174—180 mc

The Gazette Co., Cedar Rapids, Iowa

—CP new commercial television station

on Channel 7, 174—180 mc., ERP

22.1 kw, aur. 11.8 kw un.

TV—186—192 mc

Baton Rouge Bstg. Co., Inc., Baton

Rouge, La.—CP new commercial television

station on Channel 9, 186—192 mc., ERP

26.9 kw, aur. 12.4 kw un.

TV—66—72 mc

Radio Stations KFBS Inc., Shreveport,

La.—CP new commercial television sta-

tion on Channel 12, 190 mc, ERP

14.25 kw, aur. 7.96 kw un.

TV—198—204 mc

Fairfield Manor Television Co., Shreve-

port, La.—CP new commercial television

station on Channel 11, 198—204 mc., ERP

18.25 kw, aur. 9.1 kw un.

TV—66—68 mc

The Hampden-Hamshire Corp., Hol-

lyoke, Mass.—CP new commercial tele-

vision station on Channel 3, 60—66 mc.

ERP 6.5 kw, aur. 4.25 kw un.

TV—204—210 mc

Rockford Bstg. Inc., Rockford, III.—

CP new commercial television station on

Channel 12, 204—210 mc., ERP

201.1 kw, aur. 13.9 kw un.

TV—69—30 mc


—CP new commercial television station

on Channel 3, 60—66 mc, ERP

15.7 kw, aur. 13.9 kw un.

Modification of CP

KOH-TV Albuquerque, N. M.—Mod.

CP new commercial television station for

extension of completion date.

TV—198—212 mc

Mid-South Television Bstg. Co.,

Memphis, Tenn.—CP new commercial tele-

vision station on Channel 9, 186—192 mc.

ERP 19.2 kw, aur. 13.7 kw un.

Milwaukee Bstg. Co., Milwaukee—CP

new commercial television station on

Channel 8, 82—88 mc, ERP 28 kw, aur.

14 kw un.

TV—Exp. Relay

WGN Inc., Chicago—CP new experi-

mental television station on 7670—7690 kc.

0.1 w, emission A5 and hours in ac-

cordance with Sec. 4.131(b) and 4.163.

TV—Exp. Relay

WGN Inc., Chicago—CP new experi-

mental television station on 7670—7690 kc.

0.1 w, emission A5 and hours in ac-

cordance with Sec. 4.131(b) and 4.163.

License for CP

RCA Princeton, N. J.—License to

cover CP new experimental television

station.

WXW Richmond, Va.—License to

cover CP new experimental television sta-

tion in lieu of fixed location.

KTRW Warner Bros. Bstg. Corp.,

Hollywood, Calif.—License to cover CP

new remote pickup station.

License for CP

WLSU Baton Rouge, La.—License to

cover CP new FM educational station.

---

Actions of the FCC—May 21 to May 27—

CP-construction permit

antenna

1V-amplifier/lecomplementary
directional antenna

ERP-effective radiated power

television

synch.-ampl/synchronous amplifier

N/nighttime

aur-aerial

vis-visual

cond.-conditional

local방송

Modified

transmission un.-unlimited hours
FCC CORRECTION

IN MOTIONS actions report dated 14.4.48, item referring to W. A. Smith, Plant City, Fla., should read to "Specify frequency 1370 instead of 1470 kc."


Television Productions Inc., San Francisco—Granted petition for leave except as to terrestrial TV application to change name of applicant to Paramount Tele Productions Inc.

Model City Bestg. Co., Inc., Anniston, Ala.—Granted petition for extension of consolidated hearing from May 27 to June 28 at Washington.

Tuscola Chamber of Commerce, Tuscola, Ill.—Granted petition for extension of consolidated hearing from July 10 to August 10 at Hartford.

Radio Applications

To cover

By the Commission

May 25 Decisions

tip: turn to double spread of this issue

BROADCASTING • Telecasting

All Home Games of the CLEVELAND INDIANS

NOW BEING TELEVISED OVER WES Over First in Cleveland

Sponsored in full by GENERAL ELECTRIC through Batten, Barton, Durstine & Osborn

Television is forging ahead "on the double" in Northern Ohio (covering Metropolitan Cleveland and all of Akron, too). Advertisers are quick to see the great impact WES has on the new and fast-growing audience.

The SCRIPPS-HOWARD

RADIO STATIONS

• WES Television — WES-FM, Cleveland, Ohio
• WCPQ, Cincinnati, Ohio (New building Television)
• WNOX, Knoxville, Tenn.

All these stations represented by THE BRANHAM COMPANY

May 31, 1948 • Page 71
FCC Actions

(Continued from page 71)

Decisions Cont.:
of CP to change from DA-DN to DA-N onl only and for extension of commence ment and completion dates.

BY THE SECRETARY

WWEZ New Orleans—Licensed for new station 690 kc 1 kw D.
WAYB Wayneboro, Va.—Granted license for new station 1600 kc 250 w
WELI New Haven—Granted license for increase in power to 1 kw, and changes in D.A.M.

KRSO-AM Seattle—Granted license for new FM station.
WJEJ-FM Hagerstown, Md.—Granted license for new FM station.

WCST Louisville—Granted license for new FM station.

WBTM-FM Danville, Va.—Granted license for new FM station.
WDQX Dubuque, Iowa—Same
WQXQ New York—For new license covering changes in FM station.

WEWS Cleveland—Granted mod. of CP to extend completion date of TV station to 11-20-48.

WLAV-FM Grand Rapids—Granted mod. of CP to extend completion date of FM station to 7-12-48.

WSPA-AM Charlotte—Same except to 12-2-48.

WXVZ Detroit—Granted mod. of license to change name of licensee to WXXY Inc.

The following were granted mod. of CP's for extension of completion dates as indicated:


WTVF Murfreesboro, Fla.—Granted license for new station 1300 kc 1 kw uni.

KFBR Fairbanks, Alaska—Granted license for new station 1290 kc 1 kw uni.

WTHH Fort Harek—Granted license for new station 1300 kc 1 kw D.
The following were granted mod. of CP's for extension of completion dates as shown:

WXRF Guaymas, P. R. to 6-12-48; KOBZ Butte, to 7-14-48; WLOX Biloxi, MS to 6-23-48; WBBM Mobile, to 6-15-48.

WBEE-FM Wilkes-Barre—Granted license for new FM station.

Following were authorized extension of completion dates as indicated:


May 25 Applications...

Ackerman Appointed CBS

Hollywood Program Chief

HARRY S. ACKERMAN, CBS execu tive producer in New York, has been named to succeed Ernest H. Martin as the network's Hollywood program director, effective June 15. Mr. Martin is resigning from CBS to produce a Broadway play this fall.

Mr. Ackerman came to CBS last January from Mr. Ackerman Young & Rubicam, New York, where he had been vice president in charge of radio program operations. His replacement in the New York post has not yet been announced. Mr. Martin has been CBS director of Holly wood programs since April, 1946. He joined the network in 1942.

250 w to 1 kw, change type of trans., make changes in vertical ant., change trans. and studio locations for extension of completion date. AMENDED LICENSES

KORE Eugene, Ore.—Voluntary assignment of license from H. J. Griffith tr/vas West Texas Bosto Co. to Griffith Broadcasters of El Paso Inc.

Assignment of License

KWXI Dalhart, Texas—License to cover new FM station.

Assignment of License

KFXT Hartford, Conn.—License to cover new FM station.

Assignment of License

KFXM Eugene, Ore.—Voluntary assignment of permittee from Eugene Broadcast Station to Lane Bostco, Inc.

Modification of CP

WHAT-FM Philadelphia—CP new FM station for extension of completion date.

LICENSE RENEWAL

License renewal filed by: KXAB-Largo, Tex.; WARD-Johnstown, Pa.; WAC-Hastings, Minn.; KSBR-Kansas City, Mo.

APPLICATION RETURNED

License for CP

KFWK Stuttgart, Ark.—License to cover new CP standard station. RETURNED May 19.

(Continued on page 76)
Str alerts the tactics of baseball in more than one way, according to a report from WTMY-TV, Milwaukee. Station notes a decided change in the activities of the "Knot Hole Gang" at games in Milwaukee. Rather than trying to peek through fences at Borchert Field to see the Milwaukee Brewers play, the general public is resorting to climbing on the WTMY-TV mobile truck parked outside the ball park, to get glimpses of the game on the video monitors. In the dark, Breitegerringer Manager Nick Coloo also has changed his tactics. When under doctors orders not to be outside during three games recently, Manager Coloo watched the games on television and communicated with Coach Ray Berres, who was unable to be present, to help the team on the field.

Editorial Feature

IN VIEW OF Mayflower decision restriction, WLW, Norwalk, Conn., is airing weekly 15-minute program rounding up editorial opinion as found in local press. Editorials are read by two announcers in alternate fashion, giving program effect of a dialogue, station reports.

Civil Feature

TALKS, interviews and roundtable discussions by members of various departments of Maine state government are featured on new program, "Maine Talking," heard Friday nights on WLW Lewiston-Auburn. Me. Program is also available on "This Is Your City," which recently completed 34-week run. Latter show consisted of interviews with department heads of government in Mathes Twin Cities. Exploration of duties and functions of various departments was augmented by latest news from the city halls. Lewiston, and some Hearst programs in same time period.

To Air State Convention

ARRANGEMENTS have been completed by WCSI (FM) Columbus, Ind., with Indiana State Republican Central Committee, for broadcast rights to Republican state convention, to be held in Indianapolis June 11. Station will originate all newscasts from the convention hall, and also will schedule 15-minute broadcast to originate from convention hall during afternoon. WCSI will remain on the air until conventions are over and candidate is selected for governor.

Marooned During Flood

DURING recent flood in Mayville, Ky. area, WPTM Mayville maintained a 24-hour vigil, broadcasting reports to listeners. Chief Announcer Hal Brown was marooned at the flood center for three days during the emergency. He reported the daily doings of the Ohio River from his vantage point in the power house of the 7, 8, Lock and Dam No. 33, three miles east of WPTM's main studios.

Disc Participation Show

LATEST RECORD participation show over WWJ-TV, Detroit, is based on suggestive theme that reversion is being held by two announcers preparatory to opening disc show, creating behind-the-scenes feeling for listeners. Reversion treatment is also given to sponsored show. Show is aired Sundays 8:30-9 p.m.

Harness Racing Telecast

CURRENT additional telecasts of races regularly programmed by KRD-St. Louis is harness racing Telecast races at Fairmount Park Raceway near East St. Louis were presented by WCSI and will be continued for seven consecutive Tuesday nights, starting at 8 p.m. and running to conclusion of the night's programs.

"Aunt Mary" Release

RELEASE of more than 600 transcribed quarter-hour episodes of daytime serial on NBC Western Network is slated by network's radio-recording division. Series, sponsored by Albers Div. of Carnation Co., and bought in Japan, under the title "Aunt Mary," will be available as an NBC syndicated program in the U. S. and Canada, except in the area served by the Western NBC.

Kiddie Parade

APPROACH to child guidance is offered as one feature on WSBK Chicago video show, "Kiddie Parade" produced by Neufeld Video Production, Inc. Johanna Euer, staff psychologist at Chicago Psychological Institute, deals with everyday problems of children and parents. Her part in program is to offer advice, with emphasis based on psychological research and clinical experience. She answers questions of a child does not attempt to give personal advice or to include specific literature program consists of songs, recitations, or stories, and frequently concludes with an activity, which is performed by young girls in 2-12 age group. Children's CREATE CHILDCRAFT books, winners chosen by audience write-in ballots.

Coloring Housewives Show

AUDIENCE participation program for colored housewives has been started by WRAG Philadelphia, in form of a breakfast club feature. Club originates from Club Casa and housewives are invited to write to station for tickets. Breakfast is served during program, and members of audience have opportunity to win various prizes. Each contestant attending receives loaf of Parkway Bread and package of Aunt Jemima Pancake Flour, in addition to other prizes awarded in contest. Program is conducted by Ramone Bruce.

BROADCASTING
URGES U. S. PROBE OF POLK SLAUGHING

AN AMERICAN investigation of the slying of CBS Newsman George Polk in Greece [Broad- casting, May 24] was urged last week by Rep. George G. Sadowski (D-Mich.).

Rep. Sadowski, who had demanded a congressional investigation of the matter in a House speech on the floor was encouraged by representatives of the State Dept. the following day. They assured him that a probe was being made by Greek and British police.

The Congressman told newsmen he was "not satisfied" with the assurances. He said that since it was a "political" killing, he didn't know either the Greek or the British would make an "honest" investigation if it turned out that the Rightists were responsible.

The Michigan Democrat said that if the State Dept. would be willing to let the Greek and British handle it is "almost a whitewash."

Rep. Sadowski said the American Congress could be "conducted" by Army Intelligence or some other unit. In addition, he recommended that the State Dept. offer a $5,000 to $10,000 reward to informants. If Mr. Polk was killed in the same way as the American party, he said, they will not have to fear death or imprisonment.

The State Dept. spokesmen promised to recommend the suggestions of the Congressman and report back to him. If he does not achieve results that way, Rep. Sadowski said, he will take legislative action. About 15 Congressmen had spoken with him and concurred in his action, he said.

The Overseas Writers Committee, meanwhile, obtained the services of Gen. William J. Donovan, director of the wartime OSS, as counsel for its inquiry into the matter.

The New York Newspaper Guild last week also demanded a full investigation of the murder "... by a qualified team of (U. S.) correspondents and government officials," in messages to President Truman, all New York Senators and Congressmen, newspapers and news services, and CBS.

100 Net, Regional Shows Aired Fuel Saving Pleas

MORE THAN 100 network and regional programs carried conservation messages during the nation's fuel oil shortage last winter, according to figures announced last week by the Advertiser Council, which promoted the campaign.

WCBS-TV New York averaged two messages a week. Total radio announcements amounted to 365, 424, 634.

Sullivan, Stauffer, Colwell & Bays Inc. was the volunteer agency.
### CONSULTING RADIO ENGINEERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Address/Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, Washington, D.C.</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church St., N.W., De. 1234</td>
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<td>RUSSELL P. MAY</td>
<td>1412 F St., N.W. Kelloo Bldg., Republic 3624</td>
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<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E. Atlanta, Ga. A.wood 3328</td>
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<tr>
<td>E. C. PAGE</td>
<td>Consulting Radio Engineers, Bond Bldg., Executive 3670 Washington, D.C.</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>927 15th St., N.W. Republic 3883</td>
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<td>ANDERSON &amp; MERRYMAN</td>
<td>New York City, New Orleans 35 W. 42nd St. American Bk. Bldg. Longacre 3-6029 Lake Charles, La. 6-1480</td>
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<td>A. R. Bitter</td>
<td>Consulting Radio Engineers, 4125 Monroe Street, Toledo 6, OHIO Telephone—Kingswood 7631, 9541</td>
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<td>J. L. DIXON</td>
<td>230 E. 75th St. Chicago 19, Illinois</td>
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<td>1519 Connecticut Avenue, Washington 6, D.C.</td>
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<td>219 Bond Bldg. Republic 2151 Washington, D.C.</td>
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<td>ANDREW CORPORATION</td>
<td>Consulting Radio Engineers 363 E. 75th St. Triangle 4400 Chicago 19, Illinois</td>
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<td>319 Bond Bldg. Republic 2151 Washington, D.C.</td>
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<td>ROBERT M. SILLMAN</td>
<td>Consulting Radio Engineer Specializing in Antenna Problems 1011 New Hampshire Ave. RE 6464 Washington, D.C.</td>
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<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1820 Jefferson Place, N.W. Washington 6, D.C. Republic 7236</td>
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<td>GILLE BROS.</td>
<td>1106 Lillian Way Gladstone 6178 Hollywood, California</td>
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<td>A. K. BITTER</td>
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<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Warner Building, Washington 4, D.C. Telephone National 7757</td>
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<tr>
<td>ROTHROCK &amp; BAIREY</td>
<td>Suite 404, 1737 K St., N.W. National 0196 Washington 6, D.C.</td>
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<tr>
<td>WORTHINGTON C. LENT CONSULTING ENGINEERS</td>
<td>1200 18th St., N.W. Room 1210 District 4127</td>
</tr>
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<td>LOHES &amp; CULVER</td>
<td>Munsey Building District 8215 Washington 4, D.C.</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1025 Connecticut Ave., N.W. Washington 6, D.C. NA. 7161</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D.C. 1605 Connecticut Ave. MI. 4151 Dallas, Texas 1728 Wood St. Riverside 3611</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village Dallas 5, Texas JUSTIN 8-6108</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>W orth., D.C., 2459 24th St., S.E. A xminster 3892 Birmingham, Ala., P. O. Box 2468 6-2924</td>
</tr>
<tr>
<td>PREISSMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3338 24th St., N.W. Washington 10, D.C. ADeans 7299</td>
</tr>
<tr>
<td>LYNNE C. SMEBY</td>
<td>820 13th St. N.W., EX. 8073 Washington 5, D.C.</td>
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**Telecasting**

May 31, 1948 • Page 75
32 LESSONS
IN COMEDY

Complete in Four Volumes

GAG WRITING
SITUATION COMEDY
COMEDY CHARACTERIZATION
COMEDY CONSTRUCTION

If you're in show business, you
should own these books:

"RADIO COMEDY:
HOW TO WRITE IT"
by ART HENLEY

Radio Daily: "A Must"
U.P.: "Monumental"
Patul Denis, NY Post: "Plain Language"
Bob Conditone, King Features: "Consentient job"
Variety: "A serious treatise on the
technique of provoking
any desired intensity of laughter
from a yock to a belly"

Try any volume—$2.85
... all four—$9.50.

Or send this ad—within 10 days—no money, and we'll send
you—FREE—Art Henley's
"ABC of Comedy Writing"

10 E. 40th St., New York 16, N.Y.

THE
LONG ISLAND
STORY

WHIL is Long Island's most
generated station—winner of 3
national awards in a row. And
WHIL has been on the air only 9
months!

VARIETY'S showplamegementrophe
for "responsibility to the
community."

N.Y. Newspaper Guild's Page One
award for "radio journalism."
And now THE BILLBOARD's award for
"public service."

WHLI 1100 KC
BETWEEN WHN AND WNEW

AND

WHNY (FM) 98.3 MC
IN THE MIDDLE OF THE DIAL
HEMPSTEAD
LONI

Page 76 • May 31, 1948

FCC Actions

(Continued from page 72)

Applications Cont.: TENDERED FOR FILING

KARM, The George Harn Station, Fremont, Calif., new commercial television station Channel 19, 174 mc, ERP of
25 kw, airm. 10.8 kw. AM—1370 kc.

Ohio Valley Bsc., Co., New Albany, Ind., new commercial station 1570 kc, 1 kw D.

Transfer of Control

KPAB-KAIR-FLM, Laredo, Tex.—Cons. 50 transfer of control of AM station

WPWH-FM, Laredo, Tex.—CP of FM station KAIR from Howard W. Daiva, J. K. Beretta, and

AM—1340 kc

William N. Green, Patrice Amalie, St. Thomas, Virgin Islands—CP new standard station 1340 kc, 50 kw un.

Taunton Radio Corp., Taunton, Mass.—CP new standard station 1320 kc, 1 kw D.

May 26 Applications

ACCEPTED FOR FILING

Modification of CP

KLAC Los Angeles—CP increase power etc. for extension of completion date.

KYLE Alamosordo, N. M.—Mod. CP new standard station for extension of completion date.

WPTF Alhany, N. Y.—Same.

WGR Buffalo, N. Y.—Mod. CP increase power etc. for extension of completion date.

WINA Nashville, Tenn.—CP new standard station for extension of completion date.

WDEV Waterbury, Vt.—Mod. CP change hours etc. for extension of completion date.

WHBC-FM New Haven, Conn.—Mod. CP new standard station for extension of completion date.

KMPC-FM Los Angeles—Same.

South Suburban Bsc., Co., Blue Island, Ill.—CP new FM station (Class A) on Channel 231, ERP 1 kw and

KFWF-FM Cape Girardeau, Mo.—Mod. CP new FM station for extension of completion date.

WAGE-FM Syracuse, N.Y.—Same.

WKBK Columbus, Ohio—Same.

WFBC-FM Co., Pueblo, C.—Sama.

License for CP

WPTL Providence, R. I.—License to cover CP new noncommercial educational FM station.

Applications for renewal of standard broadcast license filed by: KNRB, Brady, Tex., KITV, Miami, Fla., KWMF Monor, Wash.

APPLICATION RETURNED

Mohawk Bsc., Co., Mason City, Iowa —CP new FM station (Class B) on Channel 215, 101.1 mc, ERP 1.5 kw and

TENDERED FOR FILING

FM—192—194 mc

Leland Holzer, San Diego, Calif.—CP new commercial television station. Channel 10, 192—194 mc, ERP vs. 30 kw, airm. 15 kw.

FM—55—64 mc

Victor C. Diehm, George M. Chinnell, Hilda M. Deboeth, and E. H. Witney, Madison 4/8 at Racine, Wis. —CP new commercial television station, Channel 2, 54—56 mc, ERP vs. 2.0 kw, airm. 1.05 kw.

FM—192—194 mc

Matia Best Co., Englewood—CP new commercial television station, Channel 10, 192—194 mc, ERP vs. 27.6 kw, airm.

FM—193—195 mc

Hardin-Simmons U., Abilene, Tex.—CP new FM station on 103.5 mc.

AM—1540 kc

Mrs. Jane Jones, Corpus Christi, Tex. —CP new standard station 1580 kc 250 w.

AM—1439 kc

Weirton Bsc., W. Va.—CP new standard station 1435 kc 500 w.

(Continued on page 81)

Tobey Wedding

SEN. CHARLES W. TOBNEY
(R-N.H.) was married last
Wednesday afternoon in Washingto
Mrs. Loretta Rabenhorst, a
former school teacher. Earlier
the 67-year-old Senator was
granted a 12-day leave of absence
by the Senate for
"strictly unofficial business."

Hope, Skelton Off
Top 10 Shows List

PLACING among the top 10
radio shows in the May report
of The Pulse Inc., New York, were:

Hearings on Bank, Pitch Handke
Seasit Village and Godfrey's
Talent Scouts. The programs they
replaced were Fibber McGee,
Ames "And, Red Skelton and
Bob Hope.

Sets in use during May were figured
at 26, higher than for any
May in previous Pulse history. For
April it was 25.1 and May 1947
19.3.

The Pulse ratings for May fall
low:

EVENING

Lux Radio Theatre
26.3

Jack Benny
24.7

Walter Winchell
18.3

Break The Bank
24.3

Fred Allen
18.3

Kraft Music Hall
19.3

Pitch Bandwag
18.3

Seasit Village
17.0

Charlie McCarthy
18.3

Godfrey's Talent Scouts
18.3

DAYTIME—5-A WEEK

Arthur Godfrey (11 a.m.)
7.7

Rosemary
7.5

Breakfast Bandwagon,
7.5

Helen Trent
7.4

Our Gang, Sunday
7.1

Aunt Jenny
7.9

Arthur Godfrey (7:30 a.m.)
7.5

Big Sluier
7.5

Moral Monday (11:30 a.m.)
6.8

Breakfast Club
6.8

Harry C. New
6.5

My True Story
6.5

SAT. AND SUN. DAYTIME

Yankees at Boston, Sun, May 2...
6.0

Ventriloquists
6.1

Metropolitan Opera
5.9

The Shadow
5.5

Junior Miss
5.5

Yankees at Boston, Sat, May 1...
5.5

Let's Pretend
5.5

Children's Hour
5.5

Brooklyn at Phila, Sun, May 2...
5.4

The Great Gatsby
5.4

Stars Over Hollywood
4.7

Hearing Procedure
Is Explained by FCC

CIRCUMSTANCES have been
outlined and explained by FCC
under which the Commission will or
will not postpone those television
hearings affected by the proposed
rule making to modify the exist-
ent TV allocation across the country
[BROADCASTING, May 10].

The procedure in postponement
rulings was announced May 21.

The allocation table changes,
presented in the Commission's pro-
posed rule making order of May
5, may affect television applicants
in a number of cities where video
channels are proposed to be added
deleted and other changes speci-
ified. In view of this situation the
Commission has established pro-
cedure to be followed in continuing
or proceeding with the hearings in
the areas. Five situations are
covered.

In areas where the channels presently
assigned and proposed by the May 5
proposal to amend the TV alloca-
tions, the Commission has not been
granted any FCC on its own motion. If a
petition to add a channel in any of
these areas has been filed by May 23,
deadline for filing of briefs or ap-
pearance by May 28—hearings will
be continued until the end of the
rule making period.

In areas where added channels are
proposed in the May 5 order, or by
petition, hearings will be continued
by the Commission on its own
motion.

Hearings will be postponed by the
Commission on its own motion where
the May 5 order or by the
petition of applicants filed before May
proposed no classification changes
has been proposed by FCC or
rejected by the Commission will be
made where classification changes
are proposed.

Where the present channel assign-
ments are not changed the
assignment includes both metropolitan
and community
stations, and where the change
proposed or asked involves only one
classification, the FCC on its own
motion will postpone hearings on
classification in which change is sought.

The non-classified affected in such
case will not be postponed.

BROADCASTING • Telecasting

100% EQUIPMENT SOURCE
Over 5000 items in stock from soldering
jugs to 10 KW transmitters A.M. and F.M.
Make Gates your source for all broad-
casting equipment needs. Six daily air-
casting flight service your emergency needs
wherever you may be.

Gates
TELEPHONES: IN QUINCY 5 522
MET. 6 052


**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 other classifications 25¢ per word—$4 minimum. No charge for blind box notices. One inch min. acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send post box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C. BROADCASTING is not responsible for the return of unsolicited manuscripts, sketches, photographs, scripts, etc., forwarded to box numbers.

**Help Wanted**

### Managerial

General manager: Good opportunity for extremely well-qualified college graduate, with at least one year experience in management, to take full charge of midwestern 1000 watt station. Must have sales, promotion, employment, and photo capability, personal experience and history. Mail first letter. Box 484, BROADCASTING.

### Salesmen

Salesman-announcer. Man capable of doing top sales and producing own shows on air. Plenty to work with. Mobile unit—several tape, wire, record and transcription service, AM and FM. Network affiliate. Salary and commissary. Must have previous station experience on air. Send all personal first letters. Box 694, BROADCASTING.

### Announcers

Announcer—Experienced. Over 5 years total experience. Experience in both broadcasting and radio. Good college background preferred. Excellent voice. Mail resume and recent photo. Box 686, BROADCASTING.

Announcer—Wanted by strong Chicago suburban station. Must have college education and class record. Box 686, BROADCASTING.

### NETWORK AFFILIATE

needs experienced master of ceremonies to announce and produce. Must be versatile, a showman and dependable. Send qualifications with transcription to Box 613, BROADCASTING. Outstanding opportunity for qualified man.

Wanted: Down-to-earth combination announcer and continuity writer, preferably a college graduate, for program director of Mutual affiliate, city 14,000 with exceptionally good surroundings. Permanent. Mail salary and experience to Box 428, BROADCASTING.

Wanted: experienced, single announcer who must be able to take over as full time, a progressive 250 watt in a southern center. Send disc, photo, and details first. Good opportunity for the right fellow. Immediate opening. Box 602, BROADCASTING.

Wanted: experienced, Michigan regional network station opening for strong, versatile, well-qualified announcer. Excellent opportunity for good man. Send recent photograph, resume, disc, and description of broadcast background to WPFD, Flint, Michigan.

Are you a hillybilly disc jockey? We have daily two hour show. If you have what it takes, can also handle short announcement shift, transcription of sample show, commercials. Box 634, BROADCASTING.

**Situation Wanted**

### Managerial

Manager with 16 years experience available soon to open new station or to take over an existing one. Excellent record of profit, even in highly competitive market. Desires to fill present position but right opportunity will not be overlooked. Box 611, BROADCASTING.

Manager or commercial manager who can coordinate sales and programming for major network. Must have network background, all in both, including stations and affiliate agency experience. Desires to fill present position but right opportunity will not be overlooked. Box 628, BROADCASTING.

### Salesmen

Announcer-engineer with first class credits. Must be good announcer, technical ability secondary as only 12 to 15 hours weekly transmitter duty required. 1000 watt independent well established in country. Good pay. Send audition platter, photo and details to Manager, KBCW, Odessa, Texas.

Technical—Engineer-announcer for station in good small town near Atlanta. Will teach you and give you all the opportunities you can want 50.00 week. Four-room apartment available. WMOC, Covington, Ga.

Operator-announcer with ticket. Good voice, appearance, hometown advantage, liberal salary, 45 watt. KFVZ, Livingston, Montana.

Chief engineer for proposed TV station in New England. Box 641, BROADCASTING.

### Production-Programming, others

Network station in quarter-million midwest market needs women's program director to take full charge women's community programs and assistant in programming, sales and publicity. Quality of experience and personality the main consideration. Background details, photo and disc to Box 607, BROADCASTING.

### Commercial Continuity

Writer, News Editor. Wanted by old established station on fringe of Chicago. Only high grade newspaper experience will apply. Box 585, BROADCASTING.

Commercial copywriter midwest 5000 watt network affiliate. You can be your own boss if you can use your complete data yourself, immediately, including salary expectations. Box 616, BROADCASTING. Commercial copywriter capable of heading news staff of 50,000 watt midwest station. Prefer man with newspaper copy and radio background. Box 643, BROADCASTING.

### Announcers

PEERLESS young genius, matchless talents. Experienced as an announcer, producer, disc jockey. BA from Stanford. Now a graduate. Chance to exhibit abilities in the heart of the biggest market. Absolutely must be more important than starting salary (but don't forget the big city living). This walking gold mine desires to be heard. Box 606, BROADCASTING.

Announcer, experienced, married, 25. Two and half years college. Deep, well trained voice. Sketches may be sent on request. Box 606, BROADCASTING.

### Announcers

Voice, talent, appearance, training. Teenager to become experienced. Must have some 'street experience. Give me your name, address, age. If you give me my break. Box 609, BROADCASTING.

Attention North, South Carolina, Georgia, Alabama, Florida. Young woman in present show now employed 250 watt Mutual affiliate. Desires change, some experience, control operations, references, available at once. Write: Announcer, 6/2 WCMA, Fayetteville, North Carolina.

### Salesmen

Situations Wanted (Cont'd)

Good voice. Good copy, experienced 14 months. Handle console, news, disc shows, public relations. Ask for box 84. Travel. Box 531, BROADCASTING.

Announcer—Versatile, trained. Under- stands the business. Excellent experience in management minded station. Experience? If you want it. Address, Tel Miiller, 17077 N. Michigan Ave., Chicago 70, Ill. BROADCASTING.

Experienced announcer-writer, vet. Desirous of position in either category. Has had two years actual broadcasting experience. Also forges comedy and writing. Will send disc, photo and detailed background. Request box. Box 593, BROADCASTING.

**Are You Looking for a Major League AM or TV Station?**

If so, possibly my experience and references might qualify me for you. Recently employed in one of the largest major market stations in Your city. The money is fine. So are the hours, but frankly I want more work. I enjoy playing football, tennis, other sports. Over a dozen years experience in both, major league basketball, football, soccer, and baseball. My references are the best. Interested in a sales or management position. Available on reasonable notice. Box 640, BROADCASTING.

**Available—Announcer.** Box 594, BROADCASTING.

Attention small stations. Good announcer, experienced, continuing writer. If you have opening, write immediately, enclosing disc. BROADCASTING.

"Fair" but "willing" announcer wishes to become "clear and mild." Interested, continuing writer. Will start in any city. Box 597, BROADCASTING.

Announcer, veteran, single, has APBS experience and knowledge of both sales and production. Will fill any position with pleasing personality. Travel, Disc and photo to Box 599, BROADCASTING.

Wanted by well-known commercial announcer with a thorough knowledge of the business. Have held program director and commercial manager positions in small stations. Prefer eight hour afternoon shift. Specializing in play-by-play sports, over a dozen years experience, network announce, major league baseball, football, boxing, and basketball. My references are the best. Will work anywhere. Box 597, BROADCASTING.

Announcer, writer, continuing, has APBS experience and knowledge of both sales and production. Will fill any position with pleasing personality. Travel, Disc and photo to Box 599, BROADCASTING.

Wanted by well-known commercial announcer with a thorough knowledge of the business. Will hold program director and commercial manager positions in small stations. Prefer eight hour afternoon shift. Specializing in play-by-play sports, over a dozen years experience, network announce, major league baseball, football, boxing, and basketball. My references are the best. Will work anywhere. Box 597, BROADCASTING.

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Announcer, veteran, single, has APBS experience and knowledge of both sales and production. Will fill any position with pleasing personality. Travel, Disc and photo to Box 599, BROADCASTING.
Situations Wanted (Cont'd)

Chicago area. Location desired by young versatile. Experienced commercial announcer. Can also handle writing and spot copy. 1124 Emerald Avenue, Chicago 18, Ill.

Announcer, newscaster, Chicago area.

Desires opportunity with radio station in prime listening area. Available immediately and photo upon request. Write or Wire Box 609, Broadcasting, 3416 Fort Washington Ave., New York, N.Y.

An attractively built young announcer with pleasing selling voice. Attended University of Wisconsin, graduated from Advertising Radio School—served as compt. manager, station manager and program director of a small commercial station. Will consider all offers. Disc, photo upon request. Box 658, BROADCASTING.

Anthem, newscaster, console. Three years experience, Michigan Degree in business. Box 657, BROADCASTING.

Announcer—Young, family man seeking to settle in progressive station; will travel. Box 651, BROADCASTING.

Announcer—Some experience with good promise. Strong on news, commercial, variety, etc. Excellent personality. Available immediately. Box 819, BROADCASTING.

Announcer—Experienced, Available immediately. Experience includes: mixture of all types in news, commercial, etc. Will consider all offers. Disc available. Box 390, BROADCASTING.

Announcer—Young man, college graduate, two years commercial experience in Chicago market. Desires position offering real opportunity. Box 654, BROADCASTING.

TELEVISION

Engineering graduate with five years television experience would like to obtain responsible position in newly organized station. Can plan complete station layout from scratch. Box 596, BROADCASTING.

Chief engineer desires permanent position with CP or established station. Has plenty of experience and references. Will move up. Seven years experience in transmission and operating. Capable, conscientious fellow. Will work three shifts a week. Box 610, BROADCASTING.

Children's Shows: Wanting to move west. Will work on children's shows. Experienced in animation and live shows. Operated entire shows from start to finish. Box 616, BROADCASTING.

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SEATTLE RADIO FACES TIME CHANGE PROBLEM

FOR the second time within six weeks, radio audiences in the Seattle area face a major readjustment in their listening habits, as the city goes on Daylight Saving Time tomorrow (June 1). The city council has authorized the time change for the first time in 15 years.

Network affiliates, which rearranged their schedules with the introduction of daylight time in the East, have been struggling to meet the first second demand. Although there has been talk of parallel action by the state of Washington or at least by other communities within the state, indications are that most listeners will stay on Pacific Standard Time this year.

KOMO, Seattle's NBC outlet, has been transcribing most network shows and delaying broadcasts. To meet the new situation, KOMO will simply stop transcribing, and will carry the shows live.

KIRO, the Seattle CBS affiliate, is among few from the network, according to Loren Stone, station manager, as to whether CBS will feed programs on a Daylight schedule.

Seattle Luz will remain on Daylight Time only until Aug. 31, although major eastern areas will hold DST until late September.

WJR Adds FM

BEGINNING of FM operations May 30 as an added service to listeners and clients was announced last week by WJR Detroit. Station is duplicating its AM broadcasting schedule from 7 a.m. to midnight at "no additional expense to WJR advertisers."

GIVEAWAYS HIT

Businessmen who criticize public funds instead of rendering public service and then turn around and follow the same shortsighted buying listeners instead of entertaining them, are told off by Baldwin -

developing the habit of thinking that something for nothing is a reasonable expectation.

"Elections are often won by buying votes through campaign promises, and buying radio listeners with prize offers seems to be good business, too, for the moment. But the real return coming through a wide appreciation of the economic facts of life rather than through an expectation of pie in the sky."

DUPPLICATION BY MBS AFFILIATES OPTIONAL

DUPLICATION of MBS AM programs by a number of affiliates is a matter to be decided by the stations themselves, Edgar Kobak, Mutual president, said last week after annual meeting of the network's board of directors in Los Angeles.

"Mutual does not believe there is any necessity for forcing its affiliates with FM stations to carry every commercial AM show or none at all. In some instances I am sure that any such restriction would work a hardship upon the affiliates, particularly so if their FM facilities are running on a shorter schedule than their AM."

Mr. Kobak declared.

This policy, however, "will be necessarily subject to review from time to time," he added.

LIVE IN CALIFORNIA AND AT A PROFIT

Management contract paying $500.00 per month plus override of 5% on gross and fifteen cents (15¢) per item on regional that is making small profits. Plant furnished throughout with new standard make equipment; studios and offices beautifully appointed. Excellent market location and ideal living and working conditions. For years related and operating contract and 25% of broadcast corporation for $33,000.00 cash. Action necessary on this opportunity immediately.

One of the fine stations in California. Covers a rich primary market having retail sales in excess of $200,000,000.00. Physical properties of the station are beautiful and include a new building and several acres of very valuable land. This facility is now showing operating profit and is definitely one of the most desirable properties in this price bracket in California. Price $257,500.00.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.

1011 New Hampshire Ave., N. W.

SAN FRANCISCO

235 Montgomery Street

DALLAS

508 Amon Carter Bldg.

TOWER 24-3014

Central 1177

Phone

TEXAS 8-5572

May 31, 1948 • Page 79

For sale—Complete Baytree equipment, office equipment, tower and incidentals necessary to install a one kilowatt AM broadcast station. Available immediately. Box 603, BROADCASTING.

For sale—176’ self-supporting tapered cross-section insulated tower with complete lighting equipment and antenna. All available immediately. Erected in Stamford, Conn., WBTC.

250 watt station, good market, profitable operation. Owner selling because of lack of interest. Box 605, BROADCASTING.

Radio Station or CP. Preferably in west or southwest, but will consider other markets. Box 601, BROADCASTING.

Radio Station in eastern or Florida states. Box 627, BROADCASTING.


Miscellaneous

Original subscriptions up to $15,000 available for new regional station in large Pacific Coast market. Are you interested? Cope, complete, good. Box 622, BROADCASTING.

For sale (Cont’d)

FOR SALE

Immediate Delivery

8 new General Electric induction voltage regulators: Type A1FT, Form M, 3 phase, 7.0 KVA, 220 volts, 184 amps, 50/60 cycle. Sales Dept. No. 3263681-2-2-4-5-6-7-8, 10 per cent regulation, plus or minus, in door type, boxed for export. Fully equipped with contact making voltmeter, type TSB-20, motor control relay, automatic monoval switch, manual raise and lower switches, all-weather switch, output voltage testing terminal, limit switch, reversible motor, capacitor type for 70 KVA load, fully automatic.

New List Price,

$1810.00

Special Price,

$450.00 each

These are very desirable units for radio broadcasting stations or small industrial plants where voltage regulators are required. Applied or not as needed, easy to install, just connect to power lines.

Write us for any additional information required.

Electric Motor & Repair Co.

Raleigh, N. C.

Phone 2-2843

WANT TO PURCHASE HALF INTEREST OR MORE IN EITHER A FULLTIME STATION ON EQUITABLE TERMS OR A CP FOR CASH. PROMPT ACTION—DE- TAIL YOUR REPLY.

BOX 502, BROADCASTING
CBS CANCELS BENEFIT; EQUITY ASSN. BLAMED

WCBS-TV New York cancelled a scheduled pickup from Madison Square Garden of a benefit showing of "Command Performance" for May 25 when Actors Equity Assn. allegedly refused to let its members be televised without payment.

The program, featuring Secretary of State Marshall and stars of radio, stage, and films, was arranged by the amusement industry to raise funds for American Overseas Aid and the United Nations appeal for children.

The New York Times quoted Equity's president, Clarence Derwenc, as saying that he knew nothing of plans to telescast the show until the video pickup was called off, a few minutes before the program began. However, a CBS spokesman said the telecast had been scheduled more than a week in advance, and that to the best of his knowledge Equity had been notified at the same time as the other entertainment unions involved.

The entire show was transmitted by the Armed Forces Radio Service by special permission of the American Federation of Musicians, for shortwave broadcast to U. S. service personnel overseas.

WINB Studios Opened in Rebuilt D. C. Theatre

WINB (TV) Washington last week started operation of new television studio in rebuilt theatre on Wardman Park Hotel. The studio is reported by the network to be 85 by 50 feet with a 22-foot ceiling. Size of studio will permit simultaneous rehearsal and televising of seven or eight programs. The soundproof fire curtain formerly used on the theatre stage may be lowered to provide a small studio separate from the main studio.

Other facilities include offices, dressing rooms, film studio with 16 and 30-mm cameras, transmitter, field shop, and mobile equipment storage. Transmitter tower is also located on the hotel grounds.

Production

ROBERT L. ANDERSON, for past three and a half years head of radio research, Z. Walter Thompson Co., Chicago, has been appointed regional vice president of ABC Central Division, effective June 1. He replaces OLIVE McCANN, who is leaving to work on the West Coast.

FLORENCE Pritchett has resigned as WOR New York women's contributor, director of promotion, to take extended rest on advice of doctor. She will be replaced as star of daily "Barbara Sherrin," formerly of WCBM Baltimore, starting June 14. Her interview show, "This is Florence Pritchett," will be discontinued after the leave. Miss Pritchett joined WOR a year ago.

CHARLES RANALDO, member of WGN-TV Chicago staff, has been promoted to production assistant HILENE HERZ FIELD has joined WGN-TV, also as production assistant.

JERRY DEANE, former program-promotion manager of KMYO Manhattan, N. Y., has joined production staff of WXEL, Waterloo, Iowa. He previously was program manager of WEBC Duluth, Minn., and regional radio director of OWL in Kansas City.

JACK PULLIAM has been appointed program manager of WRFH Radio Fort Lauderdale, Fla.

FLORENCE GREENE, former producer-director of the Lux Radio Theatre in Los Angeles, and previously with CBS television, has joined WPX TV New York, as news director.

MARION POTVIN has been appointed on-air announcer for KMGH Television.

GEORGE FAULDER, former program di-rector of Televison Adv. Productions, Chicago, has been appointed television production director of ABC Central Division, New York.

MARTIN POTVIN has been appointed on-air announcer for KGKX Timmins.

GEORGE FAULDER, former program di-rector of Televison Adv. Productions, Chicago, has been appointed television production director of ABC Central Division, New York.

GEOFFREY T. L. STANGE, former program director of WTTG Washington, has joined Bkstam TV in Cleveland. He will be in charge of a new television program for that market.

ANDY BERNARD, formerly with WCBS and WABC New York, has joined staff of WRAL Raleigh, N. C., as assistant studio manager. He has been with WRAL for eight years.

WALTER HABERD HOGAN, former announcer for WOR New York, has joined staff of WRBL Atlanta.

ELIANE MILLER, former program manager of KDKA Pittsburgh, has joined the staff of WNUF Valley, New York, as assistant program manager.

EVAN MALONEY, former staff announcer for WJAC-AM Johnstown, Pa., has been named assistant program director for WJAC-FM Johnstown.

HELENE BISONETTE, traffic manager for WBBM Chicago, has been promoted to assistant traffic manager and head of her department.

BRAD BICKL, former program manager of WMAQ Chicago, has been promoted to program manager of WABC New York.

KSDK Plans Opening June 1 In St. Louis

KSTL St. Louis, 1 kw daytime on 690 kc, expects to begin operation June 1, according to Frank E. Pellegrin, general manager.

Licensee is Radio St. Louis Inc. Studios are located in the American Hotel. Raytheon equipment and a 332-ft. Antenna tower will be used. National representative is Lorenzen & Thompson.

Staff members, in addition to Mr. Pellegrin, include Ralph L. Stufflebeam, former general manager of WDZ Tuscola, Ill., sales manager; John H. Fleet, formerly with WMBS Radio; Paul R. Tenn, chief engineer; Brad Harrison, formerly with KMOX St. Louis, director of news and special events; Edward M. Galloway, former WVT St. Louis, musical director; Anita Collins, formerly of WOWK Alton, Ill.,continuity supervisor, and Loretta Kelby, formerly with NAB, traffic and office manager.

CBS TV Net and WBZ-TV To Get INS-INS Service

CBS Television Network and WBZ-TV Boston have signed for INS-INS, the INS-Telenews services, INS-Tele-news Productions Inc., announced last week.

Contracts call for an eight-minute daily film and five-minute daily newsreel for CBS, and a complete video news service for WBZ-TV Inc. Every daily newsreel will be 20-minute weekly newscast, with INS photo news and daily INS news tape.

WBZ-TV is to go on the air Wednesday, June 2.

New WHAM Transmitter

NEW 50-kw transmitter of WHAM Rochester has been put in use at nearby Chili, New York. Equipment including building, transmitter and 420-foot anti-foe stairs is being used to tub new transmission located in Chili. The station is used to heat buildings which has living quarters, a garage and workshop.

When station signs off electric heaters automatically take over.
FCC Actions

(Continued from page 76)

May 27 Decisions . . .

BY COMMISSION EN BANC

WORL, Boston—Granted extension until Sept. 30. (Pending processing of application filed on Dec. 5 for renewal of temp. license pending showing that it is proceeding diligently in prosecution of its application.)

KOB Albuquerque, N.M.—Present license extended on temp. basis to Sept. 1, pending processing of application.

WAGS Murfreesboro, Tenn.—Present license further extended to Sept. 1, pending processing of renewal application.

WMQI Iron Mountain, Mich.—Present license extended on temp. basis to Sept. 1, pending receipt of requested information.

WSBP Sarasota, Fla.—Granted renewal of license for period ending Feb. 1, 1955.

KGW Alameda, Calif.—Present license extended on temp. basis to Sept. 1, pending receipt of requested information.

WXLZ Gates Radio Co., Quincy, Ill.—Granted renewal of license for period ending May 15, 1956.

WIXA Sarnes Tazlina, Bloomingston, Ill.—Pending license for exp. station extended to Sept. 1, pending renewal application.

WOGG Gus Zaharias, Charleston, W. Va.—Granted renewal of exp. television station license for period ending Feb. 1, 1956.

YWFL—FM Radio Indianapolis, Ind.—Present license for FM station extended to Sept. 1, pending filing of renewal application.

KXLR North Little Rock, Ark.—Pending license further extended on temp. basis to July 15, 1956, pending receipt of additional requested information.

WHSC Hartsdale, N. Y.—Pending license further extended on temp. basis to Sept. 1, pending receipt of further information.

WGY & Aux., New York—Pending license extended on temp. basis to Sept. 1, pending renewal of license, or otherwise, for the reason shown.

KARK Little Rock, Ark.—Pending final adoption of proposed rules regarding construction of broadcast towers.


KMA Santa Clara, Calif.—Pending decision in Docket 7299.

WGOV Valdosta, Ga.—Pending renewal of license for period ending Nov. 1, 1956.

License for following stations were further extended to September 1, 1948, for the reason shown.

LARK Little Rock, Ark.—Pending final adoption of proposed rules regarding construction of broadcast towers.


WAGS Murfreesboro, Tenn.—Pending decision in Docket 7299.

WGVO Valdosta, Ga.—Pending study of complaint involving violation of Sec. 315 of Act.

WHO Rockford, Ill.—Pending decision in Docket 7299.

WSBP Sarasota, Fla.—Pending action in Docket 7212.

WJOJ Jellet, Ill.—Pending action in Docket 6982.

WRB West Point, Miss.—Pending receipt of reply to letter requesting information.

WBPA Ponco, P. R.—Pending action in Docket 6982.

KJI-FM Los Angeles—Pending disposition of Docket 6214.

WXKAO and WXDU Los Angeles—Same.

ST Licenses

License for following ST-broadcast television stations were further extended on temp. basis to Dec. 1, pending securing of audience surveys, and on temp. basis to July 15, pending final shift of frequency and subject to follow- ing conditions: licenses subject to change in accordance with requirements stated in Docket 6665 until approval of this or any other adjacent channels: WXUJX, Westinghouse Radio Stations Inc. Boston; WZKXJ, Capital Corp. Inc., Schenectady; WFXJ, Farmington, Conn.; WFXH, Buffalo; WFXM, The Moody Bible Inst. of Chicago; WFXBD, General Electric Co.; WFXJ, Buffalo.

Time Reservations

Commission extended the time for June 28 on its proposed rule making for April 14, 1956, to permit the station to continue operating to provide for res- ervation of time upon failure of parties to meet their contracts.

Commission extended Sec. 26 of its standard of engineering practice governing standard broadcast stations to remain on the air on Saturday and sunset times for different months in different cities.

May 27 Applications

ACCEPTED FOR FILING

AM-1060 kw.

KFJF Idaho Falls, Idaho—Pending application for change of frequency from 550 to 1060 kw. Increased 50 kw. AMENDED to change power to 10 kw. D. 1958—AM-1060 kw.


WAVO Portland, Me.—Pending temporary extension of license to cover new standard station. License for new standard station is granted.

WAEL, Mayaguez, P. R.—Pending extension of license to cover new standard station.

Modification of CP

WIRI Rutland, Vt.—Pending.

WLH Rutland, Vt.—Pending new standard station for extension of completion date.

AM-1340 kw.

WIBX-AM, Young Harris, Ga.—Pending application for change of frequency from 1340 to 1200 kw.

AM-2250 kw.

Public Service Broadcasting Company of Seattle, Wash.—Pending new standard station at 2250 kw. AMENDED to change frequency from 1340 to 1200 kw.

License for CP

WBRX Doylestown, Pa.—Pending to cover new standard station.

WAEL, Mayaguez, P. R.—Pending to cover new standard station.

Modification of CP

WIRI Rutland, Vt.—Pending.

WLH Rutland, Vt.—Pending new standard station for extension of completion date.

AM-1340 kw.

WIBX-AM, Young Harris, Ga.—Pending application for change of frequency from 1340 to 1200 kw.

AM-2250 kw.

Public Service Broadcasting Company of Seattle, Wash.—Pending new standard station at 2250 kw. AMENDED to change frequency from 1340 to 1200 kw.

License for CP

WROX Bluefield, W. Va.—Pending license to cover new standard station.

Modification of CP

WDFW-AM Champaign, Ill.—Pending.

Population of new FM station for extension of completion date.

FM-701.3 mc.

Hardin-Simmons Univ., Abilene, Tex.—Pending new FM station (Class B) on 701.3 mc. CHANCELLORS COMMUNITY COLLEGE.

Modification of CP

WOIC Washington, D. C.—Pending.

Population of new FM station for extension of completion date.

TV-54—60 kw.

Gulf Television Co., Jacksonville, Fla.—Pending.

FCC Corporation

APPLICATION for construction permit for WRBB Steamboat, Colo.—Pending.

WJBC-AM, Milwaukee, Wis.—Pending.

AMENDMENT to request Channel 7 (174-180 mc) change ERP to 3 kw.

Modification of CP

WLWC Columbus, Ohio.—Pending renewal of license for new commercial television station for extension of completion date.

KMA Memphis, Tenn.—Pending.

MTW Montgomery, Ala.—Pending.

APPLICATION RETURNED

KSYX-AM, San Antonio, Tex.—Pending.

Modification of CP

WLKN Huntington, W. Va.—Pending.

APPLICATION RETURNED

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FELTIS, BAKER SPEAK TO SEATTLE AD CLUB

"Radio has more facts for its users than any other medium," said Hugh M. Feltis, president, Broadcast Measurement Bureau, told members of the Advertising and Sales Club of Seattle during a Radio Research Forum meeting held by the club May 25. Participating in the forum in addition to Mr. Feltis, who is a past president of the Seattle club, were Dr. Kenneth Baker, director of research, NAB, and Dr. Paul F. Lazarfeld, director, Bureau of Applied Social Science, Columbia U.

Mr. Feltis stated that BMB is here to stay and announced that the budget has been authorized for the next nationwide study next spring.

Dr. Baker declared that ours is the best country in the world for mass communication to people because "radio is the greatest of mass media in appeal and effect on people." This influence carries enormous responsibility, he added. Regarding television, he said that it is no gadget but opens a whole new market to the industry.

FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,590 licensed, 586 construction permits, 270 applications in pending file, 318 applications in hearing; FM—128 licensed, 115 conditional grants, 797 CPs (of which 404 are on air under special temporary authority) 48 applications pending, 13 applications in hearing; television—seven licensed, 50 CPs (of which 26 are on air), 258 applications pending of which 151 are in hearing.

"I would like a television set in my home," said Mr. Feltis. Dr. Reuben H. Donnelly, reports, and handling the contest, has two new commercial radio stations, which was so heavy that announcement of the winners was postponed from April 29 to May 22.

THESE ARE but a few of the thousands of letters telling WNAC-TV Boston why they "like watching television set in my home.

"Would like a television set in my home," said Mr. Feltis. Dr. Reuben H. Donnelly, reports, and handling the contest, has two new commercial radio stations, which was so heavy that announcement of the winners was postponed from April 29 to May 22.

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FOUR NEW TV OUTLETS AUTHORIZED BY FCC

GRANTS for four new television stations, representing more than $1,000,000 in construction costs, were announced by FCC Friday: Two for Utica, N. Y., one each for Jacksonville, Fla. and San Antonio, Tex. They're first TV grants in those cities.

KDYL-TV Salt Lake City was authorized to move from Channel 2 (54-60 mc) to Channel 4 (66-72 mc) and increase effective radiated power to 14.5 kw. Don Lee Broadcasting System was denied authority to use call letters KTSL during current temporary commercial operation of TV station W6XAO Los Angeles; FCC said its policy is to permit experimental station to use commercial call only if licensee has commercial grant.

New station grants:
Utica Observer Dispatch, permittee of WKJZ (FM), was assigned Channel 3 (60-66 mc) with 13.5 kw visual and 1.75 kw aural powers, antenna height 805 feet. Copper City Broadcasting Corp. (WKLAL and WKLAL-FM Rome, N. Y.) was given Channel 13 (211-216 mc) for new Utica station with 13 kw visual and 11 kw aural powers, antenna height 250 feet.

Observer-Dispatch estimated construction costs at $205,000, first year operating expenses $25,000. Copper City expected its construction costs to be in the $500,000 to $600,000 range.

Jacksonville grant went to Florida Broadcasters, Inc., (WMBR) for Channel 4 with 14.8 kw visual, 7.4 kw aural powers, antenna height 320 feet. Company estimated construction costs would be $197,500 and first year operating expenses, $50,000.

FCC meanwhile extended completion dates as follows: WING-TV, Chicago, for new WMBR station; WCCB-TV, Leeds, for new W216.7 mc station; WMUZ-TV, Toledo, to Sept. 9; WHAS-TV Louisville, to Oct. 1.

NEW WMCA OFFICERS

RESIGNATIONS of Herman M. Stein, president of Davega Stores Corp., as director, secretary and treasurer of WMCA New York, and Charles Stark as vice president and director of [Broadcasting, May 24] formally announced at special board meeting. Abram Davega, vice president of Davega Stores, also resigned as director of station. Newly elected directors were R. Peter Straus, WMCA special features division; Irving L. Straus, sales department; and H. M. Rogan, secretary. Officers elected were Helen S Straus, director of educational programming; Miss Rogan, and assistant treasurer. Nathan Strauss, station president, also elected treasurer.

Closed Circuit

(Continued from page 4)
be made public, based on recent measurements will show new cars with recommended shielding are no problem but old models can cause some picture splattering.

BOTH FCC and clear channel stations last Thursday tensely awaited action by Senate Interstate & Foreign Commerce Committee on Johnson Resolution (SR-240) which would ban new stations in areas with clear channels or high power until after NARB agreement is concluded some two years hence. Committee met as scheduled but resolution was not mentioned. They're breathing easier but they are wondering what might happen this week.

BERNARD KOTEN, chief of FCC Legal Dept's Broadcast Review Section, plannin resignation to enter private radio law practice in Washington.

BROADCASTING • Telecastin
Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for $1.50 and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 24% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the South carrying Queen For A Day radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programming and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Yours very truly,

INTERNATIONAL MILLING COMPANY

By William King, Jr.
Advertising Manager

AN IMPROVED ALL-PURPOSE FLOUR FOR BREAD, CAKES AND PASTRY

Crosley Broadcasting Corporation
Let's Not Give Radio Back to The Indians Yet

THE GREENER PASTURES?

Television is rolling, no doubt about that. And Mutual is in gear — with stations now operating in Los Angeles and Chicago; one scheduled for June start in Boston; two others, in Washington and New York, due for this fall; and some 30 more, mostly in major cities, either under construction or with CP’s. Our TV plans are moving along soundly and solidly, our emphasis being on progress rather than publicity.

We wonder all the enthusiasm. But in the excitement let’s not imagine the grass is greener on that side of the fence, let’s not give it back to the Indians yet.

We, at Mutual, have no intention of doing any such thing. On the contrary, we are stepping up our A.M. operations. You already know our facilities there — affiliates added till we now have over 500; power increased and coverage expanded to the point where, in the daytime, Mutual is No. 1 network.

We’ll be making more progress in programming, some details of which were withheld to our Station and Program Managers at our first “Program Clinic” held in New York last month.

Radio is going to go on — more than that, it’s going to do an even better job of serving the listener. Don’t forget, we now have the additional incentive of competition from television, one more reason to do an even better job. That’s exactly what we aim to do.

BILLINGS GOING UP

Yes, broadcasting’s going forward. What better proof than the money that advertisers continue to invest? As far as Mutual is concerned, gross billings for the first six months of 1948 (May and June estimated) will show an increase over the comparable period of 1947. And for the last six months, the prospects seem good that the gain will be greater. And you, our stations, share in this increase.

A NETWORK IS PEOPLE

We’re backing our belief that broadcasting has greater days ahead, by building up and strengthening our organization. Stars are all very well, but it’s organization that counts in the long run — the collective thinking and experience and work of the team. We’ve been following the Rockne principle: we have a strong top team, and we have put together strong second and third teams — younger people, coming in Department after Department, who can be depended upon to help us reach our goal.

RESEARCH CAN BE STREAMLINED

Early this year in one of our advertise-ments, we plumbed for more efficiency and less waste in radio research. We said that we believed there should be but one rating service and that we would like to see Nielsen and Hooper merged. We would still like to dance at their wedding.

We also said there should be one industry-wide coverage authority. There was considerable consideration then on this subject — but the talk seems to have died down. We’d like to see the issue revived — because cutting research costs would help cut the overall cost of advertising on the air. The result cannot but be beneficial to the industry. (We’re doing our share to keep costs low — as you’ll see later.)

Meanwhile, we are going right ahead with our Listenability.

AND NOW — NIGHT LISTENABILITY FIGURES

You are all familiar with our Listenability method of measuring coverage. Our daytime figures have been public for over eight months. As of May 1, 1948, Mutual’s coverage, counting dual affiliates, is 29,895,000 radio homes — which puts us in the top position. Without duals, our coverage figure is 29,338,000.

Now, after many months of work, we are ready with the nighttime figures — which have been more difficult to compute because of the complication of skywave. Taking our Groundwave-Skywave figure, Mutual has a nighttime Listenability coverage of 30,570,000 radio homes, counting dual affiliates and 28,600,000 radio homes, if we leave out the duals. We have completed calculations for all networks — and we’re proud of (and even surprised at) the nice progress we’ve made.

These figures prove that Mutual has become a constantly better buy for the advertisers — and we are still improving.

MORE POWER TO THE ADVERTISER

One of the big improvements has been in facilities — more power, better frequencies, new equipment. Since January 1, 1948, 15 stations have started, or will soon begin, operating with increased power.

Here are a few examples: Baltimore and Kansas City both up to 10,000 watts day and 5,000 night; Buffalo and San Antonio up to 5,000 watts day and night; Atlanta up to 5,000 watts day and 1,000 night when WGST joins us in September; and Detroit will go to 50,000 watts.

And the CP’s keep coming in.

WHAT ABOUT GIVE-AWAYS?

There’s a lot of talk these days — and not much of it good — about the snowballing of give-away programs and the frenzied piling up of prizes. (Time Magazine had a piece recently recounting the reactions of some of the big prize winners — and what they had to say cast grave doubt on the ultimate value of give-aways.)

Our feeling about these shows is that, like the measles, they will mostly pass away — and we may wind up with a balanced and unirritating number of them. We hope.

THE ANATOMY OF PROGRAMS

We don’t know for sure — but we think one reason for the mad scramble to get on any format-bandwagon (give-away or otherwise) is that it is so easy to walk in the footsteps of success. But darn difficult to be constructively criti-cal about programs.

But we’re going to examine our programs more closely than ever before. To help us do this we have taken on the Schwerin service of program analy-sis — and have already contracted for a number of individual tests. With this new yardstick and some imaginative planning and plain hard work, we know we’re going to have some good programming news — for our listeners and advertisers and stations.

MUTUAL LEADS IN CO-OPS

Mutual was first with the Co-op program idea: we continue today to be No. 1 in the field. As this is written we have 1,350 program-station sales, representing over 1,600 local sponsors. The total annual talent cost is approximately $1,700,000, and as a result of the Co-op programs we make available to our stations for local sponsorship, they have sold an estimated $6,000,000 in local station time annually.

But we are not resting on our oars as our Co-op Department continues to look into new program ideas, to audition new shows, to help keep our stations ahead in this field.

KEEPING ADVERTISING COSTS DOWN

With most costs trending upward Mutual has always worked to keep its costs down as low as possible. Some of our station rates have gone up with power increases, but we have also revised downward the rates for many other stations. The result is that Mutual’s cost-per-thousand is still the lowest of all the networks. For instance on a half-hour evening, Full Network full discounts, 52-week basis, the cost is only 32 cents per 1,000-home covered per broadcast. And the cost of a daytime quarter-hour strip, Full Network, full discounts, 52-week basis, is 50 cents per 1,000-homes for 5 broadcast weeks.

Mutual remains the best buy small networks — the one which delivers the most for the advertiser’s dollar.