For the third time WLS has been awarded the $500 Gold Medal of the National Board of Fire Underwriters... "In recognition of outstanding public service in promoting thorough and effective fire prevention." This is repeated national recognition of a service long applauded locally—by state and local fire departments, officials and especially among farm folks. Another reason why WLS is listened to... respected... believed in Midwest America.

Another reason why WLS gets results!

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK – KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas
The DUSH that counts...

Represented by
The Friedenberg Agency, Inc.
New York • Chicago • San Francisco • Hollywood • Charlotte
NO BY-PASSING

The direct route to

"MAIN STREET"

in every New England market

When you talk to the home-town people from their own home-town station right in the downtown shopping center — you're getting somewhere.

You find more people at home that way. We know — and probably you do, too — that people listen to their local station, especially when the local station gives them everything in entertainment — local, regional and national.

There are 23 of these Yankee home-town stations. Every one of them gives you direct access to an important market and complete city and suburban coverage of that market.

The Yankee route covers six states. Wherever you follow it, from Bridgeport to Bangor, it lands you right in the spots where population and buying power are concentrated.

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.
PHILCO is more interested than Bing Crosby in adding television show to present radio set-up. Singer's associates are dubious of effect on Bing's picture box office but tests are planned for latter summer. If decision is favorable shows would not start for year.

WHERE will WINX go, now that Washington Post has contracted to acquire control of CBS-owned WTOP, subject to customary FCC approval? There's speculation about sale to New York's television stations, with possible suit of one-third of Washington's 1,300,000 population colored.

INTERNATIONAL SILVER Co., sponsoring Ozark & Harriet Fridays, 9:30-10 p.m. on CBS through Young & Rubicam, New York, looking around for other network. One availability considered is 9:30-10 p.m. Friday period on NBC recently vacated by Sterling Drug.

MEMBER of President's Cabinet has appealed to Census Bureau for inclusion of radio-tele vision questions in 1950 census on ground data are needed for departmental operation.

JULIUS KAYSER & Co., New York, negotiating for five-minute weekly spot on NBC television for hosiery and knitwear, probably preceding Camel newpaper Wednesday or Thursday, starting about Aug. 1. If deal jells program will be film produced by Edward Padula's new video firm. Cecil & Presby, New York, is agency.

ZENITH'S Condr. Gene McDonald, whose P&l telephone (TV with listeners paying freight through telephone company for full-length features) is readying plan for presentation to FCC looking toward rules to govern proposed service. He is winning more and more converts and is optimistic about public acceptance of "Boxoffice TV."

CAPITOL TRANSCRIPTIONS has met flat turn-down from NBC Radio Recording Division on sale of latter's Theasaurus library.

REP. LYNDON B. JOHNSON (D-Tex.), popular Hill figure, now regarded as having better than even chance at Senate seat to be vacated by W. Lee ("Pass the biscuits Pappy") O'Daniel, who isn't running. Mrs. Johnson owns KTBC Austin, Texas, CBS regional outlet.

PHRASE-TURNER Wayne Coy, FCC chairman, has had latest gem adopted by U. S. Office of Education and Radio Mfrs. Assn. His "Radio for Every Schoolroom" will provide theme of joint booklet to be published in fall by U. S. agency and trade association.

FOR FIRST TIME in more than 20 years, Frank E. Mullen was on Washington scene (Continued on page 98)
WSIX tells the ladies

It takes selling power to make the ladies rush in and buy the latest fashions. And leading department stores here have used WSIX consistently for four, five and seven years to bring in the crowds. That's proof again WSIX gives effective sales coverage of Nashville's 51-county retail trade area. Investigate WSIX's cost per listener and past record for consistent power to sell. Call your nearest Katz representative for any facts and figures you may need.

National Representative: THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy!
BOOK OF THE MONTH
IN - Indianapolis

"Standard Rate and Data"

- Each monthly issue of S. R. & D. carries WFBM's one and only rate card. National advertisers pay no more for time on WFBM than local advertisers, and—to coin a phrase—vice versa.

How much per minute?

A minute is more on WFBM than on any other Indianapolis radio station. But, when that minute-cost is spread over central Indiana—where WFBM delivers top CBS and local programs—we figure we've got the lowest cost in town.

We're popular!—Hooper gives us FIRST rating for 16 months in a row.

We're powerful!—BMB gives us more radio families in central Indiana counties than any other measured station.

And, we're not over-rated on the rate card.

Add merchandise service, promotion, and acceptance and you have "bargain day" every day on WFBM—Indiana's only basic CBS station.

WFBM is "First in Indiana" any way you look at it!
**HOW TO REACH THE SOUTH'S FIRST INDUSTRIAL AND FARM MARKET**

*PICK KPRC, THE SOUTH'S FIRST STATION.....*

Yes, KPRC is FIRST! FIRST in Houston, "hub of the Southwestern boom in oil and farming!" FIRST IN THE SOUTH'S FIRST MARKET! ... And, KPRC has increased its dominant position over other radio stations in this market, as 1948 listening surveys show:

<table>
<thead>
<tr>
<th>Station</th>
<th>1947</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;B&quot;</td>
<td>28.03%</td>
<td>46.8%</td>
</tr>
<tr>
<td>&quot;C&quot;</td>
<td>31.5%</td>
<td>59.9%</td>
</tr>
<tr>
<td>&quot;D&quot;</td>
<td>172.5%</td>
<td>293.9%</td>
</tr>
</tbody>
</table>

Put your client's message where it will reach the most listeners in this thriving industrial and farm market of the Southwest. Pick KPRC, now! For availabilities call Petry or write us.

---

**FIND IN HOOPER RATING**

**FIRST**

**FIRST**

**FIRST**

**IN B.M.B. RATING**

**IN THE SOUTH'S FIRST MARKET**

---

**KPRC HOUSTON**

950 Kilocycles 5000 Watts

National Representatives: Edward Petry and Company ... Affiliated with NBC and TGN ... Jack Harris, General Manager
No matter how good a campaign you put on, only Don Lee can get you all the votes of the outside audience on the Pacific Coast. All 4 networks cover the inside market, but only Don Lee has enough stations to reach the 5% billion dollar outside market (the area outside the metropolitan trading areas of the cities regularly surveyed by C. E. Hooper: Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane). A C. E. Hooper 276,019 coincidental telephone-call survey proves this.

The Pacific Coast demands the Don Lee coverage technique! Thousands


The Nation's Greatest Regional Network
of mountains, up to 15,000 feet, surround nearly every market and make reliable long-range reception impossible. But Don Lee, with 44 local network stations (two and three times as many as any of the other Pacific Coast networks) broadcasts from within every one of these mountain-surrounded markets. Remember: If you want the full support of the big, wealthy outside audience (as well as the inside audience) on the Pacific Coast, put your show on the only network with enough facilities to reach all the voters: DON LEE.
WE DON'T SELL TO TINY TOTZ (Ky.)!

We love kids, and we know that thousands of toddlers and 'teens listen to WAVE daily. But not Totz, Kentucky! Totz is 'way down that almost off the Kentucky map, and outside our listening radius.

WAVE works exclusively for the large industrial center of the State—the Louisville Trading Area, which has more sales potential than all the rest of the State, combined! With 5000 watts, it's child's play to cover this most important part of Kentucky—and you don't have to fork out an extra half-fare!

We think you'll agree that it doesn't pay to cultivate any community that is just too itsy-bitsy. If you're carrying Totz—don't you think it's time for a change?

LOUISVILLE'S WAVE
5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
IT TAKES TIME to build a reputation—the kind that WGY enjoys. For over 26 years WGY has been building a reputation as the station most people listen to most in upstate New York and western New England—a reputation based on service and entertainment values.

Advertisers know that WGY is the only station which completely covers this rich industrial and agricultural market in a single operation. When you want to do an effective selling job at a low cost in eastern New York and western New England WGY is your best buy.

WGY's reputation for top flight entertainment is being duplicated by WGFM and WRGB, covering the capital district area of New York State with FM and television.

---

**WGY**

50,000 WATTS
SCHENECTADY, N. Y.

**WRGB**

TELEVISION

**GENERAL ELECTRIC**

---

NATIONAL REPRESENTATIVES . . . NBC SPOT SALES
Feature of the Week

GWYNED FILLING is not alone at Newell-Emmett. Life may have chosen her for Career Girl in its May 3 issue, but the newell-post, house organ of the New York agency, has its own Career Man—true to Life and twice as natural.

Paralleling Miss Filling's picture history, the newell-post's Career Man (His Life and Problems) John Green beams from the cover as he walks down a Manhattan thoroughfare carrying a huge envelope on which is scrawled NEWELL-EMMETT CO.

Featured picture in the story of (Continued on page 96)

On All Accounts

With the first simultaneous video-radio presentation of We The People on Tuesday, June 1, William E. Forbes, supervisor of television operations of Young & Rubicam, New York, completed a personal cycle from "Sonny Boy" to "Nature Boy."

When Al Jolson first climbed off his knees to let the title character of the former melody climber upon them, Bill Forbes, fresh out of the U. of Southern Calif., first stepped into radio with Hanff-Metzger Agency, now the Buchanan Co.

Two years later, in the early '30's, Mr. Forbes departed the agency for KNBC Los Angeles where he served as newscaster, remote engineer and salesman. Proceeding from there to a network operation, he joined Don Lee 13 months later as salesman and developer of new programs.

While at Don Lee, Mr. Forbes met Harry Lubcke, head of the network's video division. Mr. Lubcke, impressed with the young man's industry and talent, introduced Mr. Forbes to the complexities of television.

With the video virus thus implanted, Bill Forbes left Don Lee in 1937 to join KNX, the CBS outlet in Los Angeles, as sales supervisor. Threading East he moved to CBS in Minneapolis, functioning there as general manager of WCCO. Six months later he arrived in New York as executive assistant with CBS. He remained in that capacity until 1944 when he was offered a total outlet for his television talents in the video department at Young & Rubicam, his present position.

Since joining the agency Mr. Forbes has been responsible for more than 400 commercial television shows. Among those 400 Young & Rubicam has qualified with at least three "firsts" in the industry: (1) The first network commercial series Geographically Speaking, sponsored by Bristol-Myers; (2) The first televising of a radio participating audience, on the Borden Show and (3) The current simultaneous radio-video hookup of the We The People series.

Now an established and ranking member of the New York television fraternity, Mr. Forbes lives in his own home in nearby Scarsdale with his wife and two children, Julia Ann, 7, and Allison, 3.
BULLS, BOARS AND BOYS

Prize-winning Jersey bull awarded by WWL to 16-year-old Billy Wicker of Zachary, La.—winner Dairy Herds Contest.

Pure-bred boar awarded by WWL to Leslie Bickham, Jr. of Star Hill, La., winner “Swine Improvement Contest.”

Ewell Bickham, Jr., 16-year-old, of Jackson, La., won a pure-bred beef bull by producing champions in his beef herds.

WWL’S Gordon Loudon makes the presentations

Gordon Loudon and his “farm-casts” over WWL have become as much a part of Louisiana farm life as R.F.D. mail boxes. The whole farm family depends upon him for weather and market reports—news of neighbors and the world—on-the-scene broadcasts from rural areas—tested ideas for more profitable farming.

WWL’s Louisiana Livestock Improvement Awards are presented annually to encourage better farming throughout the State. Pure-bred bulls and boars are awarded to outstanding 4-H Club members who have done the best work with their herds during the year.

During the period in which WWL has awarded these prizes, entire farm communities have shown remarkable improvement in their beef and dairy cattle herds, and in the quality of their swine herds.

In country and city—
Folks turn First to

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY
53,000 WATTS—CLEAR CHANNEL
CBS AFFILIATE
Another dynamic Lang-Worth Feature—52 half-hours. Available for sponsorship July 1st (via transcription) on 600 Lang-Worth Affiliated Stations.

"Through the Listening Glass" reveals a Wonderland of Music in brilliant color tones. Stars the radiant voices of the Silver Strings under the direction of Jack ("March of Time") Shain-din . . . features weekly appearances of the renowned Lang-Worth Choristers and a carousel of guest vocalists. Among these are the outstanding romantic balladeers Johnny Thompson, Joan Brooks, Dick Brown and Eva Garza.

"Through the Listening Glass" is a kaleidoscope of the finest music written—performed with dignity, grace and imagination. For cost and time availability, contact any Lang-Worth Affiliate. For program format and listing of Lang-Worth Affiliated Stations, contact:

LANG-WORTH, Inc.
109 W. 57th St., New York

*JACK SHAINDLIN
By the time you read this ad, our television tower will have been erected, the transmitter building completed, studio and remote spots set up (plus 1,999,999 other details). So we'll be oiling up the cash register ready to do business very soon. For TELEVISION in Toledo, see KATZ today!

WSPD · TV
TOLEDO, OHIO
Channel 13
The World in Your Home
**Telestatus Report**

**EFFECT ON MOVIE-GOING HABITS**

THOSE who have watched the development of television and speculated on its social impact, particularly with respect to motion picture attendance, will find a clear-cut answer in a survey conducted among New York home set owners by Foote, Cone & Belding, one of the pioneer television agencies.

Results of the survey, conducted by the FC&B research department and released last week to BROADCASTING, showed that:

- Three-fourths of the set owners interviewed are spending more evenings at home now.
- Slightly more than half are going to the movies less often, although they now spend an average of somewhat less than once every few days.
- Of the 211 set owners who said their movie-going has been cut-tailed, 57% report that they attended every few days before they got video sets. Only 4% reported such frequent attendance after a set was installed.

Meanwhile, the number of "once a week" attenders grew from 33% before television to 39% afterward, and those reporting attendance "every two to three weeks" jumped from 7% before to 28% afterward. Whereas 3% classified themselves as "infrequent" movie-goers prior to their acquisition of television, 29% put themselves into this category afterward.

**Chart A**

Television's Effect on the 51% Whose Movie-Going Declined

- Of the 57% who formerly attended "every few days," 68% are now attending "once a week" and only 5% are still going every few days. Approximately 10% of the original "every few days" group are now attending "every two to three weeks," 6% are going "once a month," and 11% attend "infrequently."

- Comparably, those who formerly attended the movies on a "once a week" basis are now going "every two to three weeks" or at even less frequent intervals. None of the former "once a week" group now falls into that category. Instead, 62% attend every two to three weeks, 24% once a month, and 14% "infrequently."

**Majority at Home**

With respect to stay-at-home habits, 75% of the 415 persons interviewed say they are spending more evenings at home since acquiring television sets; 25% say television has not affected their habits in this respect.

Chart B (page 96) presents the survey’s findings on how the increase in "stay at home" has cut into movie attendance. Of the 75% who say they are spending more evenings at home, 83% say they are attending motion pictures less often while 36% report their movie attendance has not been affected. Of the 25% who say their evenings at home have not been affected, 15% indicate their movie going is at least as frequent as before.

FC&B’s study noted that "television is still comparatively new" and that "it is still too early to judge the reaction of set owners as they become accustomed to this medium." Yet it did not agree with the theory advanced by "some people, who tend to minimize the impact of television...that although movie-going may fall off when a set is new, attendance will pick up again as the novelty wears off." FC&B found that "these assumptions were not borne out by the data accumulated in this study. Age of set did not appear to have any relationship to reported changes in movie-going."

The methods used in the survey were checked in advance by interviews using the same questionnaire with "new radio" rather than "television set" as the subject. FC&B thought it "reasonable to conclude...that there is no bias inherent in the structure of the (Continued on page 96)"
Progress Report

WMAR-TV Maryland's pioneer television station is proud to report that since it first went on the air with tests on October 27, 1947, it has averaged about 37½ hours per week of program service, and 15½ hours per week of test pattern. Similarly, WMAR-FM which has been on the air since January 29, 1948, has averaged 7 hours per day of program service.

* * *

WMAR-TV has programmed its favorite title, "Report to the People," on many occasions: on occasion of repeated coverage of City Council sessions, on the occasion of the installation of the new Archbishop of Baltimore, on the televising of Army Day parades, and the Freedom Train and Baltimore Day celebration. Baltimore's Art Museum has become a live center of many kinds of cultural art, music and drama as well as painting and sculpture, and WMAR-TV televises these aspects of community development from the Museum each week. Johns Hopkins University has generated numerous programs for television, including a new dramatic scientific series, and a dramatic production of "Electra" by the University's "Playshop."

* * *

Baltimore's schools are represented weekly in a "Teen Age Forum" telecast from the Art Museum; and Baltimore's daily life is re-lived by night through nightly newscasts, freshly compiled seven days weekly by WMAR's own film camera crews. Similarly her charities and institutions have found a ready friend in WMAR-TV which tells their stories to a growing audience. (There were 10,273 TV receivers in the Baltimore area on May 1, 1948, but less than 1000 in Oct. 1947)

In addition, network programs are provided by a cooperative television industry from several sources: CBS, ABC, DuMont, and off-the-air pickups from WMAL-TV, Washington, D. C. Sports events are also a favorite among WMAR-TV's audience and include such telecasts as the following: Naval Academy football, college and professional basketball, baseball, boxing, wrestling, the historic horse races of Pimlico, soccer, ice hockey, lacrosse, hunt meets, track meets, badminton, fencing, swimming, yacht races, and other events.

* * *

WMAR-FM has broadcast the Baltimore Symphony Orchestra's educational concerts for youth, and has fed them to other stations in Washington and elsewhere in Maryland. WMAR-FM has also presented a weekly symposium of editorial opinion gleaned from the community newspapers of the State, weekly presentations of the finest available classics of the theatre, and hourly summations of news. In addition, WMAR-FM has been used to conduct tests in passenger vehicles, including a survey of the possibilities of transit radio which showed that 95.4 percent of 6651 persons interviewed desire this service on a regular basis.

* * *

Both WMAR-TV and WMAR-FM are now planning to bring the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage will be provided through the facilities of the Continental Network, and TV through the facilities of the industry's television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB</td>
<td>NBC</td>
</tr>
<tr>
<td>Beaumont</td>
<td>KFDM</td>
<td>ABC</td>
</tr>
<tr>
<td>Boise</td>
<td>KDSH</td>
<td>CBS</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR</td>
<td>CBS</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>WCSC</td>
<td>CBS</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>WIS</td>
<td>NBC</td>
</tr>
<tr>
<td>Corpus Christi</td>
<td>KFIS</td>
<td>NBC</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC</td>
<td>NBC</td>
</tr>
<tr>
<td>Des Moines</td>
<td>WHO</td>
<td>NBC</td>
</tr>
<tr>
<td>Denver</td>
<td>KVOD</td>
<td>ABC</td>
</tr>
<tr>
<td>Duluth</td>
<td>WDSM</td>
<td>ABC</td>
</tr>
<tr>
<td>Fargo</td>
<td>WDAY</td>
<td>NBC</td>
</tr>
<tr>
<td>Ft. Worth-Dallas</td>
<td>WBAP</td>
<td>ABC-NBC</td>
</tr>
<tr>
<td>Honolulu-Hilo</td>
<td>KGMB-KHBC</td>
<td>CBS</td>
</tr>
<tr>
<td>Houston</td>
<td>KXYZ</td>
<td>ABC</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WISH</td>
<td>ABC</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KMBC-KFRM</td>
<td>CBS</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE</td>
<td>NBC</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WMIAW</td>
<td>ABC</td>
</tr>
<tr>
<td>Minneapolis-St. Paul</td>
<td>WTCN</td>
<td>ABC</td>
</tr>
<tr>
<td>New York</td>
<td>WMCA</td>
<td>IND</td>
</tr>
<tr>
<td>Norfolk</td>
<td>WGH</td>
<td>ABC</td>
</tr>
<tr>
<td>Omaha</td>
<td>KFAB</td>
<td>CBS</td>
</tr>
<tr>
<td>Peoria-Tuscola</td>
<td>WMBD-WDZ</td>
<td>CBS</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KEX</td>
<td>ABC</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WPTF</td>
<td>NBC</td>
</tr>
<tr>
<td>Roanoke</td>
<td>WDBJ</td>
<td>CBS</td>
</tr>
<tr>
<td>San Diego</td>
<td>KSDJ</td>
<td>CBS</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSD</td>
<td>NBC</td>
</tr>
<tr>
<td>Seattle</td>
<td>KIRO</td>
<td>CBS</td>
</tr>
<tr>
<td>Syracuse</td>
<td>WFLB</td>
<td>CBS</td>
</tr>
<tr>
<td>Terre Haute</td>
<td>WTHI</td>
<td>ABC</td>
</tr>
</tbody>
</table>

**Television**

- Fort Worth-Dallas: WBAP-TV
- New York: WPIX
- St. Louis: KSD-TV
FLEXIBLE
RADIO

Is every one of the important marketing areas in America exactly the same for you... equally easy and economical to reach, equally profitable to serve, equally receptive to your product, equally desirable to you from the competitive standpoint? If so, maybe you have little need for the flexibility of spot broadcasting!

Spot radio—Bull's-Eye Radio—is the only medium which gives you the low cost-per-impression and the high effectiveness of radio, plus the instant flexibility of the daily newspaper. It alone permits every advertiser—even the rare one who really needs to cover America—to speak to his prospects with precisely the frequency and impact that's needed for each particular market...

Free & Peters, pioneer station representatives, know all about radio in the markets at the left. Our service is available to every advertiser and agency without cost. We would welcome an opportunity to discuss Bull's-Eye Radio with you. May we?

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

ATLANTA     DETROIT     FT. WORTH     HOLLYWOOD     SAN FRANCISCO

NEW YORK     CHICAGO
NORTH CAROLINA
is the South’s
No. 1 STATE
and North Carolina’s
No. 1 SALESMAN

WPTF 50,000
WATTS
NBC
AFFILIATE
680 KC

Raleigh, North Carolina

FREE & PETERS National Representatives
WHITE BILL NO. 3

By RUPUS CRATER

A LAST-DITCH BID for enactment of the White Bill's amendments to the Communications Act (S-1333), complete with the highly controversial provision giving program-review powers to the FCC, was made last week but given virtually no chance of success this session.

Reported to the Senate Wednesday on a 9-to-4 vote of the Interstate & Foreign Commerce Committee, the amended bill contains two notable departures from the version which a subcommittee approved and submitted to the full committee last December:

- FCC would be split into two panels, one to handle broadcasting matters and the other for common carriers and the safety and special services, and Commissioners' salaries would be boosted to $15,000 from the current $10,000.

The bill would write into law the portion of pending Johnson Resolution (S-246) banning power above 50 kw until international agreement on the use of higher power is reached via the North American Regional Broadcasting Agreement or other treaty [Broadcasting, June 7].

Congressional observers viewed the committee's 11th-hour approval of the bill—which was first introduced in May 1947 [Broadcasting, May 26, 1947] and which is currently in its third draft—largely as a tribute to Sen. Wallace H. White Jr. (R-Mo.), its author as well as chairman of the committee, Senate majority leader and sponsor of most of the radio legislation now on the books, who is retiring upon the completion of this session.

Passage Hopes Fade

Hopes of passage appeared dim. Congressional adjournment or recess is tentatively slated for June 19—this weekend. Sen. White said he had no intention of taking for action either before that time or between the June-July Republican and Democratic national conventions, in event Congress should return.

He said he thought action would be appropriate if sessions should resume after the Democratic convention next month, however. But observers pointed out that even in that case there would be little chance of passage of the bill, since the House has not yet held hearings on it. The bill dies unless passed at this session.

A further complicating factor was seen in the vote of four committee members against reporting it to the Senate, construed as an indication of a floor flight if action is pushed. The committee members who opposed the favorable report were understood to be Sens. Albert W. Hawkes (R-N.H.), E. H. Moore (R-Okla.), Homer E. Capehart (R-Ind.), and Tom Stewart (D-Tenn.).

Despite almost unanimous industry opposition to the bill's provision giving FCC power to review programming at renewal-time, that section did not appear to prompt the four committee votes of opposition. Sen. Capehart left for home-state campaigning, but the other opponents indicated that they were moved primarily by opposition to the newly added 50-kw power limitation or by unfamiliarity with the terms of the measure in its latest form.

NAB President Justin Miller, who led the fight on the original White Bill during committee hearings, greeted the committee's action with a statement that the program-review provision—the so-called censorship section, carried over without change from the earlier version of the bill—would in effect repeal the Constitutional guarantee of freedom of speech and press and return radio and the press to the status of "the licensed press" of 17th-century England.

"I cannot see how this kind of control can be reconciled with the flat statement of the Supreme Court only last month that "we have no desire that motion pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment." For instance, what of facsimile, which is a newspaper transmitted by radio? Would the Commission control it?" Judge Miller asked. He said it is "clear that overall radio cannot be examined in a vacuum—any such examination must include a consideration of specific programs."

Senator White, at a news conference on the revised bill, and his committee's report, took a contrary view. Sen. White contended his proposed censorship section would not empower FCC to do anything it is not already doing, and argued that without governmental review of programming "you've practically provided for a license in perpetuity." The committee's report said:

"... The committee is strongly of the opinion that a new law would be required to make an accounting of his conduct to the Commission. The denial of this power would establish indeterminate licenses; moreover, there would be no authoritative check, other than public opinion, on the program operators or broadcast stations. The committee has no hesitancy in denying that the administrative power heretofore affirmed by the Supreme Court and now made a part of statute law by this section is clearly within the constitutional powers..."

The committee's report also sounded a sharp reprimand to the Commission. Discussing a section forbidding the imposition of sanctions or substantive rules except by legally prescribed methods, the report declared:

"The committee desires, at this point, to emphasize that it regards the practice of judicial lawmaking which has occurred in many instances as highly regrettable. It has little patience with that sort of administrative action such a practice destroys the faith of citizens in the impartiality of the Commission..."

When and if the Commission agrees with the committee chairman, the report must be submitted to the Senate and House for approval, or the amended bill would die in either chamber. The legislation is scheduled for consideration at the second session of the 80th Congress (Continued on page 72)
By J. FRANK BEATTY

STRATOVISION last week indicated it may surpass the hopes of its developers, Westinghouse Electric Corp.

Signals from a B-29 crossing over Pittsburgh last Wednesday evening at 25,000 feet were picked up as far away as mid-Manhattan, New Jersey, and New England; Port Huron, Mich.; Cleveland, Toledol, Newark and Springfield, in Ohio; Baltimore and Washington, and Southern Virginia.

The FM aural signals passed the outlay of a 200-mile radius with "terrible" volume, many listeners reported. Video reception was not as good as aural at this distance but usable signals were received in Baltimore and as far as Port Huron during the B-29's flight to Pittsburgh. Stratovision is jointly sponsored by Westinghouse and the oben, L. Martin Co., Baltimore plane manufacturer.

Earlier Stratovision tests had given hope that Westinghouse could fulfill its promise of FM and TV service over an area 200 miles distant from a plane flying at 30,000 feet [BROADCASTING, June 7].

First reception reports received after last Wednesday's test have exceeded expectations of many persons in close touch with the experiments.

Public attention was called to the Wednesday evening test: when viewers began phoning WMAL-TV, Washington Star station, and WMAR-TV Baltimore, owned by the Sunpapers. The Stratovision plane picked up the WMAR-TV Channel 2 signal and rebroadcast it on Channel 6.

Program Content
WMAR-TV's program consisted of rebroadcasts of wrestling matches at Turner's Arena, Washington, WMAR-TV picked up the WMAL-TV signal off the air from a distance of 30 miles without use of relay equipment.

When reports began coming in from distant viewers, WMAL-TV announced the fact on the air and the Baltimore Sun carried a story in its Thursday morning edition. E. K. Jett, former FCC Commis- sioner, is vice president and radio director of the Sunpapers.

From the Stinson Aircraft, Port Huron, Mich., northeast of Detroit, came this wire to WMAR-TV: "Swatting matches 10 o'clock, very good, on Channel 6 June 9."

Raymond P. Murphy, 138 E. Mound St., Newark, Ohio reported an extremely strong aerial signal with little distortion as the plane started to descend.

Jimmie Gibbons covering the matches for WMAL-TV, announced during his telecast that a listener had phoned the Arena from Cleveland, Ohio. It was receiving the program from an airplane.

A usable TV signal was received during the entire flight of the B-29 from Baltimore to Pittsburgh and return, in Baltimore by Westinghouse engineers though there was some visual fading at times. The aural signal was heard in Washington, Baltimore and Washington with extremely good volume. In Washington, one viewer reported fading in the video signal but explained his antenna was so close to WMAR, he might have picked up a signal from Pittsburgh.

Carl Nopper, chief engineer of WMAR-TV, picked up the plane's rebroadcast, WMAR-TV Channel 2 signal on Channel 6 as the craft cruised over the Pittsburgh area.

During the flight, the plane's electronic crew announced frequently the signal was being rebroadcast as a test. Listeners and viewers were asked to notify a number in Baltimore the Westinghouse name was not mentioned.

The media department of the international division for the past two years, media director.

FCC Approves Four Station Transfers
FOUR STATION transfers, involving considerations totaling nearly $450,000 and four AM and two FM outlets, were approved last Thursday by the FCC.

Several former WBMS-FM Boston were granted assignment of license and permit respectively from Tempelton Radio Mfg. Corp. to WBMS Inc., owned by "The Friendly Group" of several iron and steel companies. Consideration is $175,000 plus losses not to exceed $1,000 monthly from Jan. 1 or minus all profits for the same period.

WPIT, Fort Lauderdale, Fla., was granted transfer of control from group headed by Gene T. and Evelyn M. Dyer, owners of WAIT Chicago, to Gore Pub. Co., publisher of the Ft. Lauderdale Daily News and permittee of FM station WGOR there. Sale price is $150,000 less one-half the net profits from Jan. 1 to closing date.

WPTL, Port Lauderdale, Fla., was granted transfer of control through sale by Fentress H. Kuhn of his 50% interest for $22,000 to John A. Brady, president, of WLXY Twin Falls, Idaho, who is the group's president and treasurer.

AM stations WBMS and WMGW-FM Med- ville, Pa., received approval for assignment of license and permit respectively from H. C. Winslow to new firm of which he is president and 60% owner. Note for $100,000, due from Mr. Winslow for station construction, is cancelled.

Details of transfers follow:

MR. BERK MR. PATTERSON MR. DOLAN MR. STROTH

THE FORMATION of a new company, Foote, Cone & Belding Interna- tional Corp., to handle all of the overseas business of Foote, Cone & Belding, with billing starting at more than $4,000,000 in international advertising and public relations business, was announced last Wednesday by the partners, Emerson Foote, Fairfax Cone and Don Belden. 

FC&B International is a wholly-owned subsidiary of the parent company, and is an outgrowth of the international division of the firm, the partners explained. Headquarters of the international agen- cy will be at 247 Park Ave., New York, which is the local quarters of FC&B and also headquarters of the Latin-American division. Eu- ropean operations are centered at 52 Charles St., Berkeley Square, London, headquarters of FC&B Ltd., a recently-formed British subsidiary of the international company.

The firm also has a branch in Switzerland and affiliated advertising companies in 30 countries. FC&B International is said to operate as the only worldwide commercial public relations network of its kind with full or parttime public relations people in 25 countries.

Clients of FC&B International, and the FC&B Ltd., were announced in full for the first time, as follows:


NEW FC&B UNIT Subsidiary to Handle Overseas Business

FCC Lists Clients

Clients of FC&B International, and the FC&B Ltd., were announced in full for the first time, as follows:


PHILADELPHIA PLANS

NETWORK news chiefs in New York last week were neck-deep in floor plans, traffic diagrams, time schedules and assignment sheets, the paper-work of probably the most extensive radio coverage ever accorded a political convention, as preparations for the Republican conclave opening June 21 neared completion.

The four major networks, cooperating with many stations in a plan arrangement for coverage of on-the-floor activities of the party, were also rushing plans for individual broadcasts of behind-the-scenes events and interpretive comment. Facilities were planned to devote much of their broadcast time to the convention.

In Philadelphia, stations were preparing not only to carry special programs to their own areas but also to serve as temporary headquarters for networks and for news-gathering agencies of out-of-town stations. Several station officials indicated that while full resources would be thrown into convention coverage, they would keep in mind that events and programs not connected with the conventions would not be ignored.

Installation of the four-network pool system within Convention Hall at Philadelphia was begun at week's end, under the supervision of George McElrath, NBC director of engineering operations. NBC has overseen the pool facilities for all major chains at every national political convention since 1936.

Facilities being prepared at Philadelphia are similar to those which have been used at previous conventions, Mr. McElrath said.

Microphones will be set up on the speakers' rostrum, and a floor microphone will be installed before the chairman of each of the 52 delegations as part of the pool system. Individual networks will place their own microphones elsewhere in Convention Hall.

The radio pool microphones also will serve the hall's public address system so that they will carry all official utterances during the conclave including the polling of individual delegations. The pool system will feed, in addition to the sound broadcasting networks, television, independent stations and sound movies.

An engineer on the rostrum, receiving orders from the convention chairman, will control the pool microphone system through a switching board. It is up to the convention chairman to decide which delegation's voice will be heard at any given time.

Another engineer in a booth at the rear of the rostrum will be in charge of maintenance. He will be provided with a crew of three roving engineers who may carry repair equipment to any microphone needing service.

Thousands of miles of special lines will tie together the various networks where networks have established individual broadcasting headquarters with Convention Hall.

Although by last week no network had completed its planning in detail, the following preparations had been made:

ABC

Robert E. Kintner, executive vice president, Charles C. Barry, vice president in charge of radio and television programming, and Thomas Velotta, vice president in charge of news and special events, will head the ABC delegation. More than 100 newsmen, commentators and technicians from ABC will be present.

An advance group of ABC engineers, headed by George Milne, director of technical operations, and William H. Trevarthen, New York operations supervisor, will arrive in Philadelphia June 17 to install ABC's facilities.

The network also has scheduled a number of pre-convention broadcasts beginning June 18 from the ABC studios in the Bellevue-Stratford Hotel, giving it two complete TV program origination studies [Broadcasting, June 7] in addition to two mobile units. One of those will be stationed outside the hall, for use in the pooled video coverage; the other will be available for any pertinent pickups throughout the city.

ABC's video coverage of the GOP nominating sessions will start with three pre-convention programs aired during the preceding weekend: Behind the Scenes With ABC at Philadelphia, a two-part preview of Convention Hall and interviews with personalities certain to be outstanding in the coming week's events, Saturday, 9:30-10 p.m.; a Sunday evening telecast from Convention Hall;

(Continued on page 78)

June 14, 1948 • Page 23

BROADCASTING • Telescasting
FACSIMILE rules and standards

Identification Waiver

SECTION 3.188 of FCC's broadcast rules was amended by the Commission last Thursday to waive station identification of transmitted facsimile broadcasts for an hour later because of the Daylight Saving Time differential. FCC stipulated, however, that an appropriate announcement must be made at least once each day between 10 a.m. and 10 p.m. to the effect that some or all of the network facsimile broadcasts are delayed by one hour. The name of the network, the time delay, and makes better use of the 200-ke channels assigned to FM, and that they would not be interested in the service if equipment were limited to simplex operation.

President Milton Alden of Alden Products and the other advocates of 4.1 and 8.2-inch standards, FCC noted that a recorder of one size would distort reproductions from a transmitter of the other size. They said that unless the recorder gears were adjusted, and that even then the reproduced material might be wastefully large or illegible small. The order will be of great help to the

In the Commission's opinion a broadcast service should provide for full interconnection of all equipment so that purchasers of all types of receivers are able to use all available stations. This is the way to ensure that the public is served. Where there is no such standardization, the result is that few people are served by a given number of combinations and that service is standardized, or a greater number of combinations is available to the same number of people. In either case a waste of frequency potentiality exists.

In settling on the 8.2-inch width, FCC said this size "will permit a greater flexibility in programming" and that "by and large, an 8.2-inch paper should be capable of handling adequately any program material that is carried by a newspaper. "On the other hand," the order commented, "FM inch paper appears to be more suitable for a bulletin type of service than an overall type of service. Some of the radio services may find such a bulletin type of service desirable and as is pointed out in the Commission's (1945) Allocation Report, there is no objection to such other services utilizing facsimile provided that the order is not further amplified to the band authorized for this service."

FCC Conclusion

Ruling that commercial operation of facsimile would be desirable, the Commission said:

The record shows that sufficient interest has been shown to indicate that acceptance and support of this service, that limited quantities of facsimile service are being handled equipment that are in production, that additional equipment will be available as the service develops, and that the standards of facsimile service are developing in parallel with particular reference to the 8.2-inch recorder, are satisfactory to development and utilization of facsimile as a broadcast service.

The Commission saw "some problems" in both simplex and multiplexing:

As to the simplex method, no technical or economic disadvantage under this method FM should be silent while a network facsimile broadcast is in progress. It is apparent that FM listening at a distance may become an incident if a facsimile program is being broadcast. . . . Moreover, the 8.2-inch broadcast paper might be more suitable for this problem will undoubtedly become more serious.

So as a multiple radio is concerned, the difficulties are technical in nature. Since under this method FM should be silent while a network facsimile broadcast is in progress, it is apparent that FM listening at a distance may become an incident if a facsimile program is being broadcast. . . . Moreover, the 8.2-inch broadcast paper might be more suitable for this problem will undoubtedly become more serious.

Section 8.266 of the Rules and Regulations requires that the terminal station shall be marked so as not to exceed one half an inch, and that the receiver will be adjusted to the total length of the receiving line.

Q. Available Line. The term "available line" means the portion of the total length of the receiving line that can be used for the transmission of the transmission signal.

R. Linear caliper. The term "recording caliper" means the total length of the receiving line when the width of the scanning an area in a predetermined sequence of narrow straight parallel strips.

S. Optical Density. The term "optical density" means the ratio (the base 10) of the ratio of incident intensity to the intensity of the transmitted signal (see Section 3.266 of the Rules and Regulations).

F. Equipment and Associated Equipment Standards. The following standards apply to the broadcast equipment and shall be consistent with Sections 3.266 of the Rules and Regulations.

1. The standard index of cooperation shall be 364.

(Continued on page 66)
FLOOD AID

WITH A NEW series of flood crests predicted, radio's job is not yet done in the Northwest disaster. But haggard radio newsmen are looking ahead on the bet that the past weeks have seen the greatest proportion of sets-in-use ever reached in the area.

Perhaps the most outstanding example of how effective radio became in the catastrophe came when the Red Cross published a complete list of the missing in the Vanport flood. There was a total of more than 700 names on the list. But through a broadcast of the names the list was cut in half by refugees who had heard their names mentioned among those missing.

KXL Portland carried 576 bulletins in the first 48 hours after the Vanport break in the dike. In continuous broadcast for more than three days the KXL knew entire XL network—many of whose stations are in the flood area—supplied with advance information on nearing flood crests.

As follow-up of the disaster KXL wired all Senators and Congressmen from Oregon and Washington relative to the aid that the federal government might be expected to give to rehabilitate the 18,000 citizens of Vanport and surrounding territory along the Columbia.

KWJJ Portland whose transmitter was one of several marooned, sent its engineers in by boat so that broadcasts could continue. The station has been formally commended for reuniting some 25,000 families during the first days of the Vanport disaster.

KPOJ (call letters changed June 6 from KALE, see separate story this issue), Portland MBS outlet, topped off its flood report with a one-hour documentary on the past, present and future of the Columbia Basin flood, using wire recorder, shortwave, eye witness accounts and interviews with supervisory authorities.

Praise From Governor

Fred F. Chitty, general manager of KVAN Vancouver, Wash., last week received a letter from Gov. Mon C. Wallgren of Washington in appreciation of radio's service. "If anything further is needed to prove the value of radio," the Governor wrote, "I believe the disastrous flood in central and southern Washington and the need it brought for instantaneous communications and other news to our affected civilian populace further emphasizes the tremendous value of radio in our modern day.

Your state government and myself, as Governor, deeply appreciate the extra effort you, as a station owner and manager, made to keep the affected citizenry informed . . . ."

In addition to using a spare tower and transmitter of KALE (Broadcasting, June 7), KGW Portland has been using KWJJ's studios.

After liaison activities of KQON (Continued on page 64)

Radio Continues Major Role

THE FLOOD took its toll of radio stations, too. (Top photo) KPQ Wenatchee, Wash., is awash, but ready for the emergency. The building was raised off its foundation and tank rafts were inserted. At one time the station was flowing on 15 ft. of water, but it still maintained 24-hour service on the air. (Second photo from top) Water eventually rose to the doorknob-level of this transmitter house of KWJJ Portland. Equipment was jacked up to the ceiling and flood-service broadcasts continued. (Third photo) KGW Portland's transmitter was completely destroyed when the water rose to within ten feet of the top of the 35-ft. structure. (Bottom photo) CKNW New Westminster, B. C., prepares to carry on as near feet above foundation level. Clare Purvis (1), transmitter operator, hands Lew Fox, all-night disc jockey, some records for his show. Flood crest was expected a few days later.
KOAL SALE?

PRELIMINARY discussions looking toward NBC's sale of KOA Denver video applicant, were confirmed last week with conversations reportedly centering on a sale price of around $3,000,000.

"There have been conversations and there have been inquiries," KOA Manager Lloyd E. Yodok reported. But he added: "As far as we know, the matter is strictly in that stage."

Harry E. Huffman, Aladdin president, conceded his firm was exploring the prospects of buying the 500-kw clear-channel station (850 kc). "If we obtain a television station we probably would affiliate with the NBC network," he declared. "It is a natural thing, then, that we should at least giving thought to the purchase of KOA, which handles the radio broadcasts of that network."

Teatro Ownership

Aladdin ownership is identified with Fox Intermountain Theatres, which, along with the Denver Post, figured in earlier stories of discussions for purchase of KOA (Broadcasting, May 11). Speck- men last week, however, eliminated those two from current negotiations.

A major factor which might contribute to the network's willingness to dispose of its KOA ownership, observers pointed out, is FCC's five-station limit on common ownership of television outputs. With five stations already, NBC cannot expand into Denver television on an ownership basis.

Another factor was seen in recurring reports of NBC interest in acquisition of KMCP Holly- wood. In light of FCC's known attitudes toward network ownership of AM stations, it was felt Commission approval of the acquisition of another station would be much more certain if NBC first disposed of one of its existing stations.

In event KOA is sold to Aladdin Television, it was understood the company would seek authority to install a television booster on Pike's Peak to provide service to Colorado Springs.

Huffman Interests

Mr. Huffman, who owns 48.4% of Aladdin, is district manager of Fox Denver Theatres and director of Fox Intermountain Theatres.

Frank H. Rickerton Jr., president of Fox Intermountain, also owns 48.4% of the television applicant and is its treasurer. Albert J. Gould, Denver attorney and secretary of Fox Intermountain, is secretary and owns 5.2% of Aladdin.

In addition to his association with the theatre group, Mr. Huffman and his wife control (66-2/3%) the Winters-Huffman Drug Co. of Denver.

Aladdin, seeking Channel 9, is one of six applicants for Denver television, where FCC's proposed new allocations table contemplates the use of five channels.

Keesley Joins L & M

NICHOLAS Keesley, formerly associated with MBS and CBS as program sales manager and prior to that with N. W. Ayer & Son for 15 years as radio account executive, has been appointed manager of the radio department of Len- nen & Mitchell, New York. He assumes his duties immediately, succeeding Thomas P. Doughten, who moves up as executive assistant to Ray Vir Den, president of the agency.

S. C. Johnson Sponsoring Diz Dean on Full NBC

WEEKLY SPORTSCAST starring Dizzy Dean of St. Louis Cardinal fame will start on full NBC network Saturdays, beginning July 3, for S. C. Johnson and Son (wax), Racine, Wis. Thirteen-week program will be from 4 to 4:15 p.m., CDT, from KSD St. Louis. Mr. Dean, in addition to giving baseball news and comments, plans to interview guest stars in various sports.

Frank Eschen, KSD special events director, will produce and direct the show, and J. Roy Stock- ton, sports editor of the St. Louis Post-Dispatch and author of Gas- house Gang, will write it.

Needham, Louis and Brobury Inc. is the agency and Budi Neubauer the NBC Chicago account executive.

NAB 1948 Budget Is Set at $796,000

Expenses of Most Departments To Run Higher This Year

BUDGET of $796,000 for 1948 for NAB, with operating expenses estimated at $700,000, is only a fraction of the sum spent by other media for similar trade association services, according to an analysis sent to the membership by the NAB Finance Committee, of which Claire R. McColough, WGAL Lancaster, Pa., and a board member for small stations, is chairman.

The budget compares with an appro- ximate $675,000 for 1947, with expenditures a little under that figure.

Expenses of NAB departments for 1948 run higher all along the line with the exception of the FMC Special Services Dept. and the Pub- lic Relations Dept. Discontinuance of the New York office was a fac- tor in cutting the public relations budget.

Principal increase occurs in the president's office, with much of this due to a contingent item of $15,000 covering international activities of the association, and the Engineering Dept., where the staff has been enlarged to meet national requirements.

Approximate department ex- penditures in 1947 and estimated 1948 budget allocations follow (some special expenditures not included):

<table>
<thead>
<tr>
<th>1947 Expenditure</th>
<th>1948 Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>$17,500</td>
</tr>
<tr>
<td>Sec-Treas.</td>
<td>45,000</td>
</tr>
<tr>
<td>Broadcast Div.</td>
<td>55,000</td>
</tr>
<tr>
<td>Emp. Relations</td>
<td>45,000</td>
</tr>
<tr>
<td>Engineering</td>
<td>10,000</td>
</tr>
<tr>
<td>FM-Spec. Serv.</td>
<td>27,000</td>
</tr>
<tr>
<td>Exec. Dept.</td>
<td>2,500</td>
</tr>
<tr>
<td>Programs</td>
<td>26,000</td>
</tr>
<tr>
<td>Pub. Relations</td>
<td>102,000</td>
</tr>
<tr>
<td>Research</td>
<td>32,000</td>
</tr>
<tr>
<td>Special</td>
<td>36,000</td>
</tr>
<tr>
<td>Total</td>
<td>$658,000</td>
</tr>
</tbody>
</table>

Whelan Set to Sponsor Quiz Show on WAB(TV)

WHELAN Drug Stores Co, New York, will assume sponsorship of Christmas Quiz on WAB New York, it was learned last week, although the final contract details still were incomplete.

The drug chain has been dicker- ing for some weeks for the video program, featuring Bill Slater as quizmaster and packaged by Stanley Catcher, which has been on the air for some months as a sus- tainer. Commercials will be one- minute films advertising products sold in the Whelan stores, with four planned for each half-hour program. Arrangements were made direct.

Smith Joins BBDO

CHARLES H. SMITH, CBS mar- ket research counsel, has joined the Minneapolis office of BBDO as a general counsel in radio for its four western offices, Chicago, Minneapolis, Los Angeles and San Francisco.
Television stories, on other pages, in this issue:

WMAR-TV Baltimore Stratovision Test of Pittsburgh 22
Whelan Drug to Sponsor Quiz Show on WABD-TV 26
Eight More File TV Applications 32
DuMont Creates Tele-Transmission Service 40
WSB-TV Atlanta Sets Foil Sterling Date 40
Louis-Walcott Win Coverage Skirmish 40
Ford Video Campaign Scheduled 40
New Spot Business Added by WCBS-TV 48
WOR-TV Site Chosen 48
WNHC-TV Programs to Start This Week 58
Colman First Film Star In New Television Pool 64
TV Engineer-Building Firm Sponsors Video Program 64
Gozziano-Zele Fight Was Unresolvable for TV 77
Texas Co. Ties TV Voudrie 74
Rock Island, Ill., Gets Video CP 74
Sterling to Attend WOIC (TV) Ceremony 76
N.Y. Tavern Business Aided by Television Sets 77
Pennsylvania Places Video Campaign 77
Big Screen Television Receiver Announced by RCA 88

Television personnel changes, programs, etc., see various notes depart-
ments in this issue

WBZ-TV Formally Opened at Boston
Inaugural Features Government, Business, Religious Leaders

COMMENTS on television’s impact by government and business of-
icials and religious leaders feature the formal dedication of
WBZ-TV Boston and expansion of its program service last Wed-
nesday evening [Broadcasting, June 7].

Inaugural program got underway at 6:30 p.m. from the Boston stu-
dios of WBZ and WBZA Springfield, Mass., with brief talks by se-
veral religious leaders. Among their comments was this one by the
Most Rev. Richard J. Cushing, D. D., Catholic archbishop of Boston:
“Recreational, spiritual and cul-
tural possibilities of this medium
cannot be fully estimated. It will
be a healthy and wholesome
service to the spiritually-minded...
It will be a happy medium for
pleasant and profitable diversion.”

Speaking on behalf of business, C. Lawrence Muench, new president of the Boston Chamber of
Commerce, said in part: “I have con-
deed my radio, independent, and
now realize that my radio is
blind.” Mr. Muench forses numer-
ous possibilities for business and
public relations through television.

On the governmental side Bos-
ton’s Mayor Curley pointed
out that television serves a no-
longer be unaware of his appearance.

Television will have a great im-
portance in the future of all public
servants.”

Also appearing on the inaugural program was Gov. Robert F. Brad-
ford of Massachusetts, who recalled his first television experience last
winter when NBC, in cooperation with WBZ-TV, televised Boston
Fish Pier activities.

Other participants were J. E. Cowen, general manager of West-
inghouse Radio Stations Inc., Phila-
delphia, and W. C. Swartley, WBZ station manager.

WBZ-TV is operating on Chan-
nel 4 (66-72 mc), and its program-
ing includes a full evening sched-
ule beginning at 7, plus big league
football and other Boston events.

ABC MOVES UP DATE
FOR KECA-TV’S START
ABC has moved up its operational
date for KECA-TV Hollywood from
Dec. 1 to Nov. 1, according to
Robert Hinchley, network’s Wash-
ington representative, who was on
the Coast last week. Network will
debut its San Francisco outlet Dec.
1 as previously planned.

KFI-TV Los Angeles is slated to
be operating before the end of July.
It will be followed by KNBH, NBC
TV outlet. Whether CBS and the Los
Angeles Times will operate KFI
before ABC’s KECA-TV starts does not appear clear at present.

KLAC-TV, the Dorothy S.
Thackrey station, is not expected to
air its beam before early 1948. Los
Angeles video stations then would number seven when the five previ-
ously named have joined KTLA and W6XAO in operation.

KLA, Louisiana, general man-
ger of KTLA and western tele-
vision director of Paramount, re-
ports that there are 25,000 TV sets in Los Angeles, and he expects this
figure to be more than doubled by the end of 1948.

AT A REHEARSAL prior to the WPIX debut, the production and technical staff look on.
Standing, 1 to 2—Rudy Breet, Robert Maloff, Clark Jones, Sidney Davidson, Russell
Leo, Manager of Programs Harvey Marlowe, Jack Balch, Seated—Jack Murphy, Peggy
Gannon, Michael Vordakis, Ed Stasheff, Steve Pasieka and Wayne Green.

WPIX INAUGURAL

TV Station to Have
Glittering Debut

INAUGURAL of WPIX, television station of the New York News,
tomorrow night (June 15) will be as glitteringly correct as the debut of
a society miss. Guests will find their way to the News Bldg., illuminated
by klieg lights and guarded by an extra detail of New York police. Inside
there are steps to the lobby, the civic, religious and
business leaders, the stage and
screen notables, will be greeted, interviewed—and televised, 7:30-8 p.m.—by Jimmy Jenall, inquiring
reporter of the News.

Exactly at 8, the first program from the brand new WPIX stu-
dios will take the air, with Vir-
ginia Haskins of the New York City Opera Co., singing the na-
tional anthem and the Rt. Rev.
Charles Kendall Gilbert, Protes-
tant Episcopal bishop of New
York, giving the invocation. Other
religious leaders, including Car-
dinal Spellman if he returns from
Australia in time, will appear dur-
ing the evening.

F. M. Flynn, general manager of the News Syndicate Co., owner of
WPIX, will extend an official welcome to the television audience and
studio guests. New York’s
Mayor William O'Dwyer, Lt. Gov.
Joseph R. Hanley, Vincent Impel-
litter, president of the city coun-
cil, and Paul E. Lockwood, secre-
tary to Gov. Dewey, will welcome
the new station on behalf of city and
state. Gov. Dewey and others unable to attend have recorded greetings on sound film for broad-
cast during the evening.

The formal part of the proceed-
ings, including the tributes to Rob-
ert L. Coe, station manager, and
Thomas E. Howard, chief engineer,
for building the entire studio and
transmitter facilities in slightly
more than five months, will be con-
cluded at a half-hour of air. From
8:30 to midnight the pro-
gram will consist largely of pre-
views of WPIX feature shows.

Station Features

Gloria Swanson, whose women’s program will be regular Wednes-
day afternoon, will host a hand-
le movie star Neil Hamilton.
Rube Goldberg will give a sample
of his cartoon-charade program,
The Drawing Game. Peter W.
Pixie, puppet star of Frank Paris’
juvenile series, will make an ap-
pearance. Fred Allen will be the
opening night guest on Ben Gross’
Stars in Four Eyes interview show.

Broa”dway Columnists Ed Sullivan
and Danton Walker will m. c. re-
 mote pickups from two night clubs,
Latin Quarter and the Versailles.

WPIX opening will be heralded
today (June 14) with a special
40-page television section of the
News, devoted exclusively to WPIX
plans and developments. Other
promotion has included banners on
the News delivery trucks, news-
paper and trade paper advertising,
 a window display in the News in-
f ormation bureau, letters to all
teleview-equipped restaurants and
cars that are in the $1,000-
station slogan contest which came
to an end at midnight Saturday.

June 14, 1948 • Page 27
OVERSEAS RADIO

GOVERNMENT subsidy to put American international broadcasting on an equal footing with state-owned and subsidized systems of other countries was advocated last week by NAB President Justin Miller.

Addressing the Kiwanis International Convention at Los Angeles Tuesday, Judge Miller discussed broadcasting aid of aiding international goodwill and understanding. He spoke on invitation of the convention's program committee (to which Victor C. Diehm, president and general manager of WAZL Hazleton, Pa., was chairman.

Besides proposing a subsidy to prevent such fiascos as that marring the "Voice of America" broadcasts, NAB's president tore into hogging of spectrum space by various U. S. agencies without the need of showing what use the frequencies are put.

A half-hour television exhibition was given the convention via NBC closed circuit. Ralph Edwards, m.c. of Truth or Consequences, used several situations for vivid ideas if the program were televised.

Judge Miller urged adoption of the subsidy system, as distinguished from the British-proposed idea of an arm of a controlled broadcasting agency.

"And why not such a subsidy?", he asked rhetorically. "We have, in the past, subsidized our merchant marine. In the days when I was working on appropriations for the Federal courts, I was interested to discover that the United States is spending more money to subsidize our air mail service for foreign countries, than the total cost of our entire Federal court system—the entire cost of one of the three great coordinate branches of our Federal government.

Fix Responsibility

"Is it not, perhaps, as important to make possible the private operation of international radio broadcasting, as it is to maintain private operation of air mail and of our private merchant marine?"

"Is not such a subsidy even more justifiable in the broadcasting of news than in carrying mail or carrying freight? Certainly, with a subsidized commercial American operation, in international broadcasting, it would be much more practicable to fix responsibility and to prevent such debates as the recent "Voice of America" episode; than with a situation such as the present, where the State Dept. and a network must divide responsibility; where the network performs the service without incentive on a nonprofit basis; and where, in case of negligence, the two can pass the buck, back and forth to each other.

Whatever may be the limitations or weaknesses of American broad-

casting under a competitive sys-

tem; whatever may be the unde-
sirable characteristics of advertis-
ing which provides the financial support for radio broadcasting in this country, it is far superior to anything else in the world, and so far excels that of any other country in the world, in helping to pre-
serve our concepts of freedom of speech, freedom of thought, and the free market of ideas, as to be be-
yond all comparison with that of any other country."

Informed Public Basic

Had the British proposal, offered last summer at the International Telecommunications Conference in Atlantic City, been adopted, and ratified by our Senate, the broad-
casters of this country might be subjected on a world basis to reg-
sulations similar to those now en-
forced by the BBC, Judge Miller warned.

He said developing of an in-
formed public opinion is basic to world understanding and a part of the program for achieving pre-
paredness adequate to preserve free governments. Misuse of broadcast-
ing, he added, makes it a powerful weapon for destruction. He em-
phasized that "the future, not only of free broadcasting but of free enterprise, in this country, is large-
ly dependent upon what happens during the next few years at the international level."

Judge Miller contrasted the Russian idea of free speech, in which criticism of the government or officials is "obscene," with that in this country. "The paradox is that we should be championing complete freedom of communica-
tion in the rest of the world," he said, "while there is a concerted and widespread movement under way by some people to put com-
munications under government control, in our own country."

"Government slanting of in-
formation, no matter how subtle; gov-
ernment control of opinion, no matter how indirect, is inconsistent with the idea of that maximum freedom which is necessary for un-
derstanding, by the peoples of the world, of the aims and objectives of the United Nations.

"We are burdened, frankly, the fact that government 'by the lifted eyebrow'—or by other forms of intimidation—is fatally destruc-
tive of the objectives which we seek. It is a curious fact that some of those who have most to gain, and who have gained most, by reason of such guarantees as free-
edom of speech, are willing to sur-
vender such guarantees, hoping thereby to make secure advantages which have been already gained.

"Unless we are willing to permit free interchange of ideas, in the marketplace of public and private thinking, there will be no shifting of truth from falsity; no progress in human affairs. And, unless we fight, unmittingly, for the same freedom in other nations, there will be no understanding among the peoples of the world."

Business Impact

Discussing impact of interna-
tional broadcasting on business, Judge Miller warned that we can-
not forever finance our business with other countries, seeing danger that the U. S. will exhaust itself carrying the financial burden of the rest of the world.

He said England "has far out-

stripped us" in use of broadcast-
ing to advance affairs of the em-
pire. He deplored that the U. S., with its financial and technical superiority and other "know how," has yet to encourage full use of broadcasting to develop free enterprise in other parts of the world.

Judge Miller criticized former Assistant Secretary of State Wil-
liam Benton for offering at Atlantic City last summer to accept fewer frequencies and reduce U. S. trans-
mittion to make way for others slowing down the scramble for frequencies. He favored a "little old-fashioned in-
sistence on our share."

Oppose Commercials

An international association of government broadcasters, he re-
 minded, is composed of state cor-

porations attempting to discredit free broadcasting and to expand state radio to all areas. One of their main arguments is against the "tadpole" theory, he said, though "ironically, some of them are now going in for advertising on an in-
creasing scale." So far our people have not fully awakened to the danger facing freedom of speech and the free enterprise system, he declared.

There is no actual scarcity of frequencies, Judge Miller said in reviewing the means by which the spectrum is allocated among na-

tions.

At that point he went into a swift castigation of IRAC (Inter-depar-
mental Radio Advisory Committee of the U. S. Government), whose frequency requests are granted in toto to the President "without hearing or justification."

"Apparenty no indication of use is filed with any branch of the gov-
ernment", he said; no evidence of need, or in any other manner supplied.

"If questions are asked—and they have been asked—as to what these people are doing with these chan-
nels, the various agencies and de-

partments, if under pressure, will only say that so many blocks of frequencies have been assigned to the various participating members of IRAC."

"There is no known way of finding out what the government does with half of the total spectrum space.

"This blocking out of channels goes on, while the broadcasters, police, taxicabs, railroads, airlines, radio advertising, and others must submit—and justifyably—de-
tailed analyses of the use they in-
tend to make, or are making, of their channels. This generally re-
quires long and expensive hearings; meanwhile, many services must con-
tinue to suffer intolerable interfer-
ence.

Final allocation of what is left is done by the FCC, he said. At ev-

every stage of the process, he said, (Continued on page 70)
Cleveland Outlets Scathed by AFL

Official Organ Claims Labor Getting Time ‘Run-Around’

CLAIMS that Cleveland radio is “giving labor the run-around” are raised by The Cleveland Citizen, official American Federation of Labor publication.

In a column headlined “Radio Belongs to the People?”, Walt Davis, associated editor, contends:

Cleveland radio—‘free radio’—is still refusing to sell time to labor, still hounding rates to the point where labor can’t afford to pay them and still using every pretext in the book to keep unions off the air.

The column was based on what Mr. Davis concluded, “then labor citizen’s experiences in trying to buy time for a union which wanted to present its views on the Palestine situation.

He wrote that a WHK salesman claimed his station was “sold out.” The columnist said he found this “slightly difficult to understand, for on the same day another WHK salesman was calling the local office trying to sell us night time on WHK for our regular weekly broadcast.”

A WJW salesman told him, Mr. Davis said, that the charge for Class A night time would be $288 for a quarter hour. He said the salesman explained that in the case of broadcasts “like this one,” WJW automatically doubled the rate. “As of press time,” Mr. Davis reported, “I’ve had no reply” as to the possibility of getting time on the station.

Cites 1945 Incident

Mr. Davis recalled a 1945 episode in which the Retail Clerk’s Union protested to FCC against WJW’s purported doubling of rates for the union to secure an exchange of correspondence between FCC and the union and FCC and the station, he said, “the union also asked the FCC to continue to investigate the original rate” but that “nothing has been heard from the Commission on the subject since.”

FCC authorities noted that complaints which have not been disposed of remain available for further consideration in acting upon renewal applications. WJW’s current license was renewed Oct. 31, 1946—after the Retail Clerk’s Union episode—for the period ending Nov. 1, 1949.

Mr. Davis wrote that in seeking time for discussion of the Palestine question, “the union wasn’t interested in WRSB because of its limited coverage,” and that “we eliminated WJW and WJMO for a variety of reasons, mostly past experience.” He said WTAM refuses to sell time to unions but will provide free time if the station is satisfied the subject matter merits it, and that WGAR and WJMO follow similar policies.

“If radio belongs to the people,” he concluded, “then labor people just must not be people.”

RADIO CENSUS

A SCORE of requests from Senators and Representatives calling for consideration of a radio question in the 1950 decennial census were received last week by the U. S. Census Bureau.

Joining the list of advertising managers of large firms who have asked for inclusion of a radio question was H. S. Thompson, Miles Laboratories, Elk hart, Ind. Such firms as General Foods and Campbell Soup already were on record as favoring the proposal.

Another census project, the separate Census of Business, received Congressional approval last week with passage of legislation (S-554) providing for complete surveys of business and manufacturing every five years. The bill was flown to President Truman on the West Coast.

Sponsors of the legislation hoped the President would sign a request for $13,000,000 to conduct the business study in time for it to be included in a supplemental appropriation bill now before the Senate.

This bill passed the House without provision for the business census.

Next Year Census

If funds are made available, the business census will be conducted next year, covering 1949 business. The Census Bureau already is conducting a manufacturing census covering 1947.

Spokesmen for eight market statistical groups appeared last Monday before a House appropriations subcommittee in favor of the bill to provide funds for the business-manufacturing tabulations.

The industry effort to convince the Census Bureau it should include a radio question in the 1950 census appeared to be gathering momentum. Many radio station operators contacted their Senators and Representatives.

A new element affecting the radio question is the indication that

AAW

J. LEONARD REINSCHE, manager of radio for the James M. Cox stations, will be main speaker at June 15 radio session of the Advertising Assn. of the West convention which got underway today (June 14) for four days in Sac ramento. Mr. Reinsch will speak on “Radio Ahead of Radio.”

Harry C. Butcher, president, KIST Santa Barbara, will preside as session chairman.

Other radio highlights of convention include a six-man television panel June 17 on “Television as an Advertising Medium” [Broadcasting, May 31] made up of the following: Klaus Landesberg, general manager, KTLA Hollywood, and West Coast television director of Paramount Pictures; Charles (Bud) Barry, vice president in charge of programs and television, ABC New York; Haines Finnell, advertising manager, Union Oil Co., Los Angeles; Don McNamara, director of television, Telefilm Inc.; Arnold McGuire, Foote, Cone & Belding, Los Angeles television director.

Women’s Panel

Also featured at June 15 session, immediately following main speaker, is a women’s panel on “Improving Radio Commercial.”


Additional highlight of June 15 sessions will be awarding of the Radio Advertising Trophy to the winner of Western commercials contest [Broadcasting, June 7].

New FM Operation Open

As KALE Changes to KPOJ

CALL LETTERS of KALE Portland, Ore., were changed to KPOJ June 6. The KPOJ signifies Portland Oregon Journal, owner and operator, station announces.

At the same time its new FM operation started program service, duplicating all network and local programs of KPOJ. KPOJ-FM is on Channel 241, 96.1 mc, and has authorized power of 220 kw. Full power is not yet in use.

Embry Heads Ad Club

ROBERT C. (Jake) EMBRY, vice president of WITH Baltimore, last week was inaugurated as president of the Advertising Club of Balti more, the first broadcaster to receive the honor. The club is the largest service group in the state, maintaining marketing, promotion-instruction and fellowship projects.

Mr. Embry is president of the Balti more Colts, professional football team, and president of the Bullets, champions of the Basketball Assn. of America. WITH owns the Bullets’ franchise.

HAIL AND FAREWELL at NBC as former Executive Vice President Frank E. Mullen, now president of the Goodwill Stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles), greets his successor as head of NBC television, Administrative Vice President Sidney N. Stroetz.

WBAM Now WOR-FM

TEN-YEAR old WBAM New York, Bamberger FM station, will be identified as WOR-FM starting Sunday, June 13, following FCC approval given June 10, WOR announced last week. In revealing the change, J. R. Poppele, vice president in charge of engineering, said the new call letters would identify the FM station more definitely with WOR and WOR-TV. WOR-FM broadcasts from 3 to 9 p.m. daily.

June 14, 1948  •  Page 29
Hearings Quietly Adjourned

The hearing room was almost empty as the panel adjourned. The congressman had been unable to locate his witnesses on crucial points of the debate. The senator said that he expected to prepare a comprehensive report on the subject, but that he could not guarantee the availability of the witnesses for the closure of the hearing.

FORRESTAL IS GIVEN STUDY ON SECURITY

A STAFF study on methods of guarding security information without invoking censorship practices has been assigned to Secretary of Defense James V. Forrestal. The interim report is not expected to precipitate any action affecting the radio industry or press, according to Capt. Robert A. Bailey, who was assigned to the study.

FCC's Hearings

FCC's Hearings on the proposed amendment of rules for allocation of television channels to cities across the country was postponed last week by the Commission to June 29. In view of the great number of briefs and comments filed at the May 28 deadline the Commission indicated more time would be desirable for preparation. The proceeding was to have begun June 14 (Telecasting Review, June 7). The Commission stated that although no new proposals of channel assignment changes would be accepted, it would receive until June 18 comments in opposition to or support of proposals already received. All engineering exhibits also were ordered in by June 18. By last week more than 80 appearances, comments and proposals had been received relating to FCC's plan to modify its TV allocation so as to increase the number of available channel assignments. In addition, amendment of Sec. 3.000 of FCC's rules, the proposal had been announced in early May.
GET THIS NEW KIND OF HOOPER REPORT—

Showing Preferred Stations in This 116-County Area!

C. E. Hooper, Inc. has just released a Listening-Area Coverage Index giving the percentage of families who listen to every radio station heard in Iowa’s 99 counties (plus 6 counties in Minnesota and 11 in Missouri).

Mail ballots were sent by C. E. Hooper, Inc. to a cross-section of homes in that 116-county area, asking “To what stations do you and your family listen most frequently or the most time?”

The results will amaze all advertisers except those who have experienced the enormous influence of WHO’s “top-notch programming, outstanding public service”. This new Hooper Survey shows that WHO is “listened-to most frequently” by over three times more families than any other station—morning, afternoon, or night.

Write for your copy today—or ask F & P!

WHO

† for Iowa PLUS †

DES MOINES . . . 50,000 WATTS

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
Richmond's...

MAJOR INDUSTRY IS DEPRESSION PROOF!

RICHMOND, VA. PRODUCES OVER 100 BILLION CIGARETTES ANNUALLY

...THIS BEING MORE THAN 1/3 THE NATIONAL OUTPUT!!

Come what may, people always buy cigarettes! Richmond, where cigarette manufacture is the major industry, is consequently never heavily affected by economic slumps!

During 1917 Richmond produced over 100 billion cigarettes. Every year this record output puts dollars into Richmond's wage earners' pockets! They have the constant power to buy your products all the time!

Richmond wage earners are faithful WRNL listeners. They rely on WRNL to tell them all about your goods and where to buy them.

IS YOUR PRODUCT ON WRNL?

WRNL
910 KILOCYCLES RICHMOND, VIRGINI

EDWARD PETER & CO., INC.
NATIONAL REPRESENTATIVES

---

TV BIDS

EIGHT applications for new commercial television stations were filed last week with FCC. Of the new applicants six are presently identified with standard station operations.

E. C. Lawson, rancher and oil producer, filed requests for Channel 8 (180-186 mc) at Wichita Falls, Tex., and Channel 10 (192-198 mc) at Tulsa, Okla.

Southwestern Pub. Co., chiefly owned by Donald W. Reynolds,

WDSU PURCHASED BY STERN AND FAMILY

NEGOTIATIONS for the sale of WDSU New Orleans to Edgar B. Stern Jr. and members of his family for $675,000 were completed last Thursday, subject to FCC approval. The sale price includes guaranteed net quick assets of $81,000.

Mr. Stern is the son of Edgar B. Stern, prominent New Orleans businessman, and the grandson of the late Julius Rosenwald, former Sears-Roebuck head. He is a World War II veteran, as is his brother, Philip M. Stern, who is associated with him in acquisition of the station. The purchase was negotiated in the name of International City Broadcasting Service.

WDSU, a 5-kw ABC affiliate on 1280 kc, is owned by E. A. Stephens, H. G. (Bud) Wall, and Fred Weber. The Stern family is applying for both AM and television stations in New Orleans but would give up these interests upon FCC approval of their acquisition of WDSU, which has a video grant.

The sales price is somewhat less than the estimated $780,000 total figure reportedly put on the station when William Spiegelberg, Wall Street broker, and associates negotiated for the purchase of the former MASERS, Stephens' and Wall's combined interests at little more than a year ago. That transaction was never consummated.

The station is under the general management of Mr. Weber, former general manager of Mutual, who has approximately 22.5% interest. Mr. Stephens, New Orleans automobile dealer and railroad executive, and long active in Louisiana political affairs, owns about 40%, and Mr. Wall, former president of WIBC Indianapolis and before that secretary of Fort Industry Co., has about 37.5%.

Mr. Weber is continuing as general manager pending FCC approval of the transfer and spokesmen said he probably will be retained in that capacity.

The station's TV and AM applications are in the name of Mississippi Valley Broadcasting Co. The AM application is for 1060 kc with 10 kw day and 5 kw night.

The FCC transfer application is being prepared by the Washington law firms of Pierson & Ball for the Stern and Dempsey & Kopolowitz for the present owners.

---

Eight More File with FCC

Charleston, W. Va.—Charleston Television Co., Channel 7 (174-180 mc), vertical radiation power 2.6 kw visual, 14 kw audio, antenna height above average terrain 568 ft. Initial cost $29,990, first year operating cost $85,000, revenue 13.8%.

Drummond, W. Va.—Bryan Spectrum, Inc., Channel 4 (119-125 mc), vertical radiation power 0.5 kw visual, 0.5 kw audio, 4.5 kw visual, 10 kw audio, antenna height above average terrain 441 ft. Initial cost $23,187.50, first year operating cost $61,104, revenue 18.4%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 7 (174-180 mc), vertical radiation power 2.6 kw visual, 14 kw audio, antenna height above average terrain 102 ft. Initial cost $164,674, first year operating cost $52,000, revenue 18.1%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 4 (119-125 mc), vertical radiation power 0.5 kw visual, 0.5 kw audio, 4.5 kw visual, 10 kw audio, antenna height above average terrain 441 ft. Initial cost $23,187.50, first year operating cost $61,104, revenue 18.4%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 7 (174-180 mc), vertical radiation power 2.6 kw visual, 14 kw audio, antenna height above average terrain 102 ft. Initial cost $164,674, first year operating cost $52,000, revenue 18.1%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 4 (119-125 mc), vertical radiation power 0.5 kw visual, 0.5 kw audio, 4.5 kw visual, 10 kw audio, antenna height above average terrain 441 ft. Initial cost $23,187.50, first year operating cost $61,104, revenue 18.4%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 7 (174-180 mc), vertical radiation power 2.6 kw visual, 14 kw audio, antenna height above average terrain 102 ft. Initial cost $164,674, first year operating cost $52,000, revenue 18.1%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 4 (119-125 mc), vertical radiation power 0.5 kw visual, 0.5 kw audio, 4.5 kw visual, 10 kw audio, antenna height above average terrain 441 ft. Initial cost $23,187.50, first year operating cost $61,104, revenue 18.4%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 7 (174-180 mc), vertical radiation power 2.6 kw visual, 14 kw audio, antenna height above average terrain 102 ft. Initial cost $164,674, first year operating cost $52,000, revenue 18.1%.

New River Valley, W. Va.—N. B. Radio Co., Inc., Channel 4 (119-125 mc), vertical radiation power 0.5 kw visual, 0.5 kw audio, 4.5 kw visual, 10 kw audio, antenna height above average terrain 441 ft. Initial cost $23,187.50, first year operating cost $61,104, revenue 18.4%. 

KSDJ ACQUISITION

CAPT. John A. Kennedy, West Virginia Network president, whose purchase of control of KSDJ San Diego from Clinton D. McKimson was given FCC approval about six weeks ago [Broadcasting, May 10], has not yet taken over control, spokesmen said last week. FCC has been asked to allow additional time in which to make the transfer effective. Howard L. Chernoff, managing director of the West Virginia Network, was incorrectly listed as KSDJ general manager in a story replacing the sale of his interests in WMOA Marietta, Ohio, to William G. Wells and Hugh M. Higgins last week [Broadcasting, June 7].
Here’s a **TESTED PROMOTION** for YOU!

Yes! This is a red-hot fall promotion idea that W-I-T-H used last year with wonderful results!

And we’re letting you in on it for this coming football season. We’re going to share our good fortune.

It’s called GRAPH-O-GRID, the official type of scoring diagram for football fans. Listeners can chart every play of the game with these special diagrams.

One station in each town—and only one—can use this promotion. Act fast to get exclusive rights in your city. We must fill first orders first.

GRAPH-O-GRID will help you with your retail sponsors. It will take your salesmen into new prospects, it will increase time sales for you!

Write or wire Jake Embry or Tom Tinsley at W-I-T-H, Baltimore, for full details. Or call the Headley-Reed man.
And now the HPL is

June 14: Columbia’s great 50,000-watt affiliate in the Pacific Northwest...KIRO, Seattle-Tacoma...becomes the eighth station to broadcast, live and locally, radio’s most sales-effective participating program—“THE HOUSEWIVES’ PROTECTIVE LEAGUE”

A GREAT STATION

You can go far on KIRO. With 50,000 watts on 710 kilocycles, KIRO carries “The Housewives’ Protective League” throughout a territory with 442,000 radio families...344,000 in the Pacific Northwest and 98,000 more living in western Canada (50-100% BMB Daytime Audience Area).

It’s one of the largest markets in the West. And one of the richest. Its more-than-a-million people buy every kind of retail product to the tune of more than $1,600,000,000 every year — 44% more retail sales per family than the nationwide average!

You can get more of these big spenders to buy more of your product by talking to them on the two KIRO “Housewives’ Protective League” productions. On alternate days, your story will be part of KIRO’s “Sunrise Salute” (6:00-6:55 a.m., Monday through Saturday). On other days, your product will be sold on KIRO’s “Housewives’ Protective League” (2:00-2:30 p.m. Monday through Friday and 10:00-10:30 a.m. Saturday).

A GREAT SALES VEHICLE

Don’t take our word for it. Instead, take a tip from the 83 national spot advertisers listed on the right. For each has testified—in hard dollars and sense—that “The Housewives’ Protective League” is a sales manager’s dream come true.

Listeners have complete confidence in every word said about HPL-advertised merchandise. They know each product has been submitted to a rigid consumer test by “The HPL Testers’ Bureau”...endorsed by this panel of housewives from the KIRO listening area...and awarded HPL approval.
on KIRO!

And every word of every sales story commands attention. For sales messages are smoothly integrated into the format of “The Housewives’ Protective League-Sunrise Salute” combination: adlibbed casual conversation by a man who talks with equal ease about everything from the Lewis & Clark Expedition to a story about your product that makes listeners buy and buy and buy!

For more information about radio’s most sales-effective participating program—on KIRO—or on any of the seven other CBS stations carrying “The Housewives’ Protective League” productions—get directly in touch with the stations, their national spot representatives, or...

"THE HOUSEWIVES’ PROTECTIVE LEAGUE"

"The program that sponsors the product"
A Division of CBS • Columbia Square, Hollywood

HPL MARKETS: Los Angeles (50,000-watt KNX)...Chicago (50,000-watt WBBM)...St. Louis (50,000-watt KJNO)...San Francisco (5,000-watt KQW)...New York (50,000-watt WABC)...Washington, D. C. (50,000-watt WTOP)...Minneapolis-St. Paul (50,000-watt WCCO)...and now Seattle (50,000-watt KIRO)...and more great markets and more great stations to be announced later in the year.

THESE 83 NATIONAL SPOT ADVERTISERS
SPONSORED "THE HOUSEWIVES’ PROTECTIVE LEAGUE"
PROGRAMS DURING THE PAST TWELVE MONTHS:

- American Packing Co. (Saucer Meats)
- Ballard and Ballard Co. (Ballard Oven-Ready Biscuits)
- Beatrice Foods Co. (Snedecor Gold Butter and other products)
- Bellue Hearing Aid Co. (Hearing Aid)
- Bird Eye Snaider Inc. (Birds Eye Frozen Foods
- and Snaider’s Catclaw)
- Book-of-the-Month Club
- Blue Moon Foods, Inc. (Cheese)
- Bond Products Co. (Citrus Juices)
- E. L. Bruce Co. Inc. (Bruce Floor Cleaner)
- Cadillac Publishing Co. (Complete Home Decorator—book)
- California Almond Growers Exchange (Diamond Almonds)
- California Fig Institute (California Figs)
- California Prune and Apricot Growers’ Ass’n (Sunprune Prunes)
- California Spray Chemical Corporation (Insecticides)
- California Walnut Growers’ Association (Diamond Brand Walnuts)
- Clean Home Products Inc. (Apace Insecticides)
- Comfort Mfg. Co. (Carpet-Martin Toothpaste
- Commander-LeBaron Milling Co. (Airy Fairy Cake Mix)
- Consolidated Dairy Products Co. (Burgundy Cheese)
- G. H. Coughlin Co. (Cheesym Milk)
- Curtis Publishing Co. (Holiday
- D’Arrigo Bros. Company (Lady Boy Broccoli)
- L. Bellartini Co. Inc. (Roasted and Salted Mixed Nuts)
- Dunklebarger and Co. Inc. (Book League of America)
- August E. Drucker Co. (Revelation Tooth Powder)
- Durex Blade Inc. (Durex Razor Blades)
- Ekko Products Co. (Ekko Pressure Cooker)
- Electric Household Utilities Corp. (Ther Washing Machines)
- Frito Company (Fritos)
- General Foods Corporation (Lo France)
- General Petroleum Corporation of California (Toonm Waxes)
- Golden State Co. Ltd. (Golden-Y Vitamin Milk)
- B. F. Goodrich Co. (Tractor Tires)
- Hills Brothers Co. (Theodore Gingerbread)
- Mohringer Co. (Quick Elastic Starch)
- Inland Rubber Corporation (Tires)
- Juice Industries Inc. (Sunfilled Whole Orange Juice)
- Kerr Glass Manufacturing Corporation (Gemming Supplies)
- Keatschner Co. (Happy Harvest Wheat Germ)
- Lon-O-Shen Inc. (Clean)
- Lindsay Ripe Olive Co. Inc. (Olives)
- Lipto Soap Co. (Lipto Cleaner)
- London specialties Co. (Attachment Button Hole)
- Los Angeles Soap Co. (Mitchell’s Rich Suds)
- Maggi Co. Inc. (Maggi Bouillon Cubes)
- Manhattan Soap Co., Inc. (Bouillon)
- Martin Firemans Co. (Martin Razer Blades)
- Michigan Chemical Corp. (Pastmaster Products)
- Michigan Mushroom Co. (Brown Fresh Mushroom Products)
- Mickleberry Food Products (Mickleberry Meat Products)
- Louis Miller Foods Inc. (1950 French Dressing)
- Nash-underwood Co. (Donald Duck Peanut Butter)
- National Biscuit Co. (Shredded Wheat)
- National Carbon Co. Inc. (Krene)
- O’Brien’s of California Inc. (Cindy)
- Omnibus Inc. (Magazine)
- Orr Felt and Blanket Co. (Orr Blankets)
- Park and Tiffard (Tinted)
- Payne Furnace Co. (Furnace Sales and Service
- Peer Food Products Co. (Peer Brand Pin Dough)
- Perkin Co. (Perkin All-Purpose Cleaner)
- Perk Foods Co. (Perk Dog Food)
- Pomer Products Co. (New West Raw Apple Juice)
- Pottery Tribune (Magazine)
- Redhill Oil Co. (Renulit)
- Rand, McAlloy and Co. (Institutional)
- Samuel Goldberg Productions Inc.
- Schotze and Burch Biscuit Co. (Biscuits)
- Showell Mfg. Co. (Hil Mac Candy Bars)
- Sioux Honey Ass’n (Clever Maid Honey)
- Smith Bulbs (Twip Bulbs)
- Scollof Manufacturing Co. (Scollof)
- Southern California Citrus Foods (Real Gold Lemon, Orange Base)
- Special Foods Co. (Jeyes Potato Chip)
- A. E. Stanley Mfg. Co. (Cream Corn Starch, Sta-Flo Lupid Starch)
- Standard Brands Inc. (Royal Pudding)
- Stewart and Ashby Coffee Co. (Coffee)
- Sweats Co. of America (Tender Fudge Mix)
- F. S. Vogt and Sons, Inc. (Philadelphia Scrapple)
- Wonder Company (Ovaline)
- Boyd Baking Co. (Tip Top Bread)
- Washington Cooperative Farmers Ass’n
- Western Stationery Co. (Boll Point Pens)
THE WAY was ostensibly cleared last week for an early FCC decision on the perennial and always controversial question of clear channels and power above 50 kV—on the clear-channel question, anyway.

The Senate Interstate & Foreign Commerce Committee, which asked in late February that the decision be held up [BROADCASTING, March 1], freed the Commission by withdrawing the instructions.

The Commission was on the verge of deciding the case after three years of study and hearings when the committee sent its February letter. The letter noted that Sen. Edwin C. Johnson (D-Colo.) had introduced a bill to break down the clear and keep the power ceiling at 50 kV (S-2231) and asked that FCC bide its time pending Congressional hearings.

With the hearings over, though the bill has not been reported out of Committee and presumably will not be, the committee in executive session last Wednesday voted to notify FCC that it was "withdrawing its letter ... in which was discussed the matter of super-power and clear channels."

Despite withdrawal of the instructions, the Commission was not relieved of all Congressional inhibitions. In fact, in the only formal action it has taken with respect to the issues of the clear-channel proceeding—the revised White Bill (S-1333), which was reported favorably to the Senate on a 9-to-4 vote (story page 21)—the committee went on record opposing the use of power above 50 kV until higher power is agreed upon in some North American international agreement.

Power in excess of the present 50-kW limitation is a key factor of the clear-channel question to the independent clear-channel stations, which through the Clear Channel Broadcasting Service are urging the use of some 20 750-kW stations as the only satisfactory solution to the nation's radio coverage problem.

The committee report said:

The commission believes that there is much to be said for both views that are held with respect to super-power and the operation of clear channels. The Commission has before it for determination the so-called clear-channel case, involving both the question of whether grants of power in excess of 50 kV should be made and whether any clear channels should be duplicated. This decision has been held in abeyance as a result of the introduction of S-2231 and the hearings held on that measure.

The amendment here recommended, by its terms [no power above 50 kV limited as authorized by international agreement], would in no way interfere with the orderly and rapid growth of the Commission in making decisions with respect to clear channels. It could be, but the Commission's present policy of limiting power to 50 kV, would merely preserve the status quo that is now being settled. The result of this would be that the question of power be exclusively a problem of the Commission and not among the countries of North America.

The committee believes that the amendment here recommended is the fairest method of handling the present question because it preserves the status quo without damage to any radio station licensee and is in the best interest of the radio-using public.

Committee Letter

The committee's letter, addressed to FCC Chairman Wayne Coy and signed by Committee Chairman Wallace H. White Jr. (R-Me.), called attention to the favorable report of the White Bill. Dated June 9, it said:

In view of the fact that the Commission on Interstate & Foreign Commerce today voted to favorably report the bill, S-1333, dealing with various amendments to the Communications Act of 1934, as amended, the Committee voted to instruct me, as chairman, to advise you that the Commission is hereby withdrawing its letter of Feb. 27, 1948, addressed to you as chairman of the FCC, in which was discussed the matter of super-power and clear channels.

Personal Income Up $1.4 Billion

PERSONAL income increased to an annual rate of $209,100,000,000 in April, according to an announcement by the Office of Business Economics of the Department of Commerce June 10. April income figures were up $1,400,000,000 from the previous month.

During the first four months of 1948 personal income was at an annual rate of $209,000,000,000, as compared with $206,000,000,000 in the fourth quarter of 1947, and an average annual rate of $197,000,000,000 for the full year of 1947.

Increased farm income was responsible for most of the gain, which was partially offset by an April decline—the third consecutive month—in aggregate wage and salary disbursements. April's decline brought disbursements to the lowest level since last November. This decline was centered in manufacturing, the department said, and resulted in part from labor-management disputes and material shortages which furthered employment and reduced the number of hours worked.

The personal-income estimates include wage and salary receipts, net income of proprietors (farm and nonfarm), dividends and interest, net rents received by landlords and other types of individual income.
Do you think of the Red River Valley as one sea of wheat, and nothing else (except maybe WDAY)? Well, it ain't!

We got hawgs, corn, cattle, poultry—a diverse farm output that makes our 172,600 families richer than all outdoors. Our area's retail sales, for instance, are .458% of the U. S. total, as against .117% for the parts of North Dakota we don't cover!

And WDAY just about sets the U. S. record for popularity within its area, too. Most families hardly ever tune to any other station. May we send you the facts?
E. K. HARTENBOWER (l), KCMO Kansas City, general manager, smiles as Vincent DeCoursey's name goes on the line for sponsorship of news program by DeCoursey Ice Cream Co.

SINGING SHERIFF Cliff Warren (r) of KTSA San Antonio, receives membership in Sheriff's Mounted Posse of Bexar County from Capt. Jack Sellers (l) and D. D. Bourland.

PRIZE in WPIT Pittsburgh first birthday contest, RCA radio-phonograph combination, is admired by winner, Mrs. A. Van Dine and WPIT General Manager Jack Meridian.

PEACE SIGN after So. Calif. AAAA meeting is made by (l to r) Alfred Rooney, Lennen & Mitchell; Cal Smith, KFAC Los Angeles manager; Sydney Gaynor, Don Lee sales manager.

RAY CLINCHER (r) presents portrait of Buffalo Bill Cody to John Alexander, general manager KODY North Platte, Neb. KODY is located on original Cody Ranch.

CHICAGO Federated Ad Clubs present NBC and Judith Waller, director of public affairs and education, Central Division, with awards for "World's Great Novels" and "It's Our Turn" programs. L to r.: John McPartlin, NBC TV; Ed Cunningham, NBC Spot Sales; David Lasley, NBC promotion; William White, Ad Clubs president; Miss Waller; David Kimble, NBC promotion; Harold Smith, WMAQ Chicago promotion.

FIRST BIRTHDAY of KATL Houston is cake-cutting occasion for General Manager King H. Robinson. Since "Cattle" started, three more independents have been born, giving Houston total of eight stations.

FOUND in shuffle of Los Angeles NAB pictures was this one of three chairman: Lewis Allen Weiss, MBS chairman and Don Lee head; FCC's Wayne Coy, and NAB's Justin Miller.

W. R. HUBER (l), Gulf Oil Corp., enters CBS Playhouse with Tex and Jinx McCrary for first simultaneous TV-radio broadcast of "We The People" [BROADCASTING, June 7].

LAST LINK of WTVR Richmond-NBC coaxial cable is unwound by (l to r) E. B. Lyford, NBC station relations; Wilbur Havens, WTVR manager; Charles Bevis, NBC station relations; Wilfred Wort, WTRV engineer.
TEEN CANTEEN... Serial variety show with Danny Webb and Kathleen Norris... every Tuesday night from 7:05 to 7:30.

CABARABIAN NIGHTS... Celebrity interviews by Danton Walker, star acts from Versailles Restaurant... half hour weekly.

GLORIA SWANSON HOUR... Fashions, homemaking, interviews... four fifteen minute periods... Wed., 4:05 to 4:50 p.m.

NEWS ON THE HOUR... Bulletins, stills, maps, charts, graphs and live interviews... 5 minutes daily, at 4:00, 7:00, 9:00 p.m.

W with a wide variety of all types of programs... the latest news, drama, sports, celebrity interviews, Broadway, night clubs, beauty, etiquette, homemaking, features for children... public service, religion for all creeds... WPIX will present the finest in television, the best in entertainment, interesting and informative features... attractions which make more sales and prestige, create comment and conversational currency for advertisers.

Programs now available for sponsorship and syndication present a unique opportunity... are franchises of growing value in a growing medium! For all the facts, phone, wire or write WPIX - 220 E. 42nd St., New York City or WPIX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
WSB-TV ATLANTA SETS FALL STARTING DATE

WSB-TV Atlanta will begin telecasting test patterns about Aug. 22 and expects to be on the air by the end of September, according to John M. Outler Jr., WSB general manager. The Atlanta Journal Co.’s TV outlet, which will operate on Channel 8 (180-186 mc), will offer approximately 20 hours of programming weekly, Mr. Outler said.

The WSB-TV transmitter is at Peaheene St. and Beverly Rd., Atlanta. Transmitter and studio building will be completed in the near future, and erection of station's 990-ft. tower "will be completed on schedule," according to the WSB management.

NBC Television will provide network TV programming for WSB-TV, and the station will present news, sports, film productions and remote control pickups of special events, Mr. Outler said.

TELE-TRANSCRIPTION

DuMont Plans New Service

THE CREATION of a new department of the DuMont Television Network to handle the promotion and sale of Tele-transcriptions of DuMont's live programs to stations throughout the country was announced last week by Lawrence Phillips, director of the network, which he said is now ready to distribute such programs and to accept stations as Tele-transcription affiliates.

Edward Carroll, former director of radio and television for Hanly, Hicks & Montgomery, New York, will head the new department, Mr. Phillips said. Tele-transcriptions are recordings of live programs, recorded on film from the face of a receiver tube while the live broadcast is in progress.

Pointing to programming as the "most serious single problem confronting the local TV station," Mr. Phillips said, "stations can offer shows specifically designed for television and having the atmosphere and quality of immediacy which means so much to the television audience. The experience and know-how acquired by DuMont is now available through Tele-transcription."

A graduate of New York U. and the Coast Guard Academy, Mr. Carroll served as a lieutenant in the Coast Guard during the war. Before joining Hanly, Hicks & Montgomery, he had been in the radio department of Roche, Williams & Cleary and a program director of ABC. At DuMont he will be assisted by Robert Wolfe. Harry Milholland will be in charge of the technical operations of the Tele-transcription department.

WHEN IT'S AN EXIDE... YOU START*

This phrase is a natural for WHHM.

When you use WHHM, it starts selling.

We don't believe we're trying to cover too much territory by that statement for customer after customer tells us that the register rings when WHHM is used.

What does WHHM have that does this happy work?

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM

Starts Sales To Clicking

MEMPHIS, TENNESSEE

* An Exide Battery Started Us Off on this one

PATT MCDONALD, general manager FORJOE & CO., representatives

Ford TV Campaign

SPECIAL television preview of 1949 Ford car was held June 9, 6-15-7 p.m. on WCBS-TV, N. Y., prior to exhibit's opening June 10 in Waldorf-Astoria Hotel. Starring June 18 WABD, WCBSTV, BPT, all New York, and WRGB Schenectady will televise series of one minute spots on behalf of the new car, sponsored by Edgewater Dealers Assn. Dealers also begin sponsorship today, (June 14), of intensive five-day spot radio campaign on 18 stations in 17 cities in the area. Agency, J. Walter Thompson.

LOUIS-WALCOTT WIN COVERAGE SKIRMISH

DESPITE early protests by the Republican party that whatever brawls develop at its Philadelphia convention will surpass in public interest any slugging match between two professional fighters, the Joe Louis-Jersey Joe Walcott championship bout June 23 will be broadcast by ABC on its sound radio network and by NBC on its television chain.

Gillette Safety Razor Co., through Moxon Inc., will sponsor the fight broadcast and telescast. ABC will carry the broadcast in the U. S. and feed it to the Dominion Network of the Canadian Broadcasting Corp. and the Alaska Broadcasting System of four stations.

The NBC television network will also carry the fight, leaving its on-the-spot coverage of the coincidental Republican convention to do so. During the telescast of the fight, however, NBC will make kinescopic recordings of the convention. These, edited, will be shown on the television network immediately after the fight so that television viewers will not miss highlights of the convention which occurred while they were watching Mears. Louis and Walcott pummel each other.

The Republican party several weeks ago objected to the proposal that the networks carry anything but its antics the awful night of June 23.

KLZ Program Praised

SEN. EDWIN C. JOHNSON (D-Col.), speaking before the Senate June 5, commended the work of KLZ Denver on its production of Knave of Hearts. Program, produced with the cooperation of Dr. John S. Bouslog, president, Colorado State Medical Society, deals with heart diseases. Time on Sunday night was made available and Sen. Johnson reports that "considerable sums of money in many forms of paid advertising" were used to call attention to the program.
Designed to handle up to 3 kw... with a power gain of 1.5, this Low-Power Pylon is your answer for a versatile FM antenna that is inexpensive. It is well-suited as the permanent antenna for a low-power station. It is ideal for interim service—gets you on the air until your high-power antenna is installed. It's an excellent stand-by.

To install this RCA Pylon, simply bolt the mounting flanges to your station building, tower or other chosen structure—and you're set to go. No guys to hang. No appendages to brace. No tuning adjustments to make.

RCA Low-Power Pylons are available in two models. Type BF-21A—weighing only 376 pounds, is designed for 88-97 Mc service. Type BF-21B—weighing only 312 pounds, is designed for 97-108 Mc service. Both models are complete with transmission-line harness, fittings, mounting flanges, and hardware—and with mounting provision for the standard 300-mm code beacon.

Your Low-Power FM Pylon is ready for immediate delivery. Order it from your RCA Broadcast Sales Engineer... or from Dept. 19-FB.

*Price complete, less 300-mm code beacon.

The RCA Low-Power FM Pylon. Antenna simplicity itself!

Broadcast Equipment
Radio Corporation of America
Engineering Products Department, Camden, N.J.

In Canada: RCA Victor Company Limited, Montreal
This Man

Is One Of The Best Customers You Can Possibly Have

THIS MAN is a Kansas farmer. His standards of living are as up-to-the-minute as any city dweller. In fact, his family often enjoys more of the newest conveniences and luxuries because his income is far higher than the average wage earner or salaried man.

This man—and thousands like him—have one important thing in common. They're all regular WIBW listeners because WIBW programs best serve his interests and those of his entire family. Make these first families of agriculture your customers by using the station they themselves most prefer—WIBW.

Serving the First Families of Agriculture

Rep.: Capper Publications, Inc.
HOOPER STATION LISTENING INDEX
FORT WAYNE, IND., CITY ZONE • FEBRUARY—MARCH 1948

<table>
<thead>
<tr>
<th>Sets-in-use</th>
<th>WOWO</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>E</th>
<th>FM and others</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekday Mornings</td>
<td>24.2</td>
<td>55.6</td>
<td>4.9</td>
<td>15.3</td>
<td>8.6</td>
<td>9.3</td>
<td>5.6</td>
</tr>
<tr>
<td>Weekday Afternoons</td>
<td>25.6</td>
<td>44.9</td>
<td>2.7</td>
<td>24.0</td>
<td>6.8</td>
<td>12.5</td>
<td>8.3</td>
</tr>
<tr>
<td>Weekday Evenings</td>
<td>38.9</td>
<td>30.3</td>
<td>Off air</td>
<td>35.2</td>
<td>7.5</td>
<td>17.9</td>
<td>8.1</td>
</tr>
<tr>
<td>Sunday Afternoons</td>
<td>29.6</td>
<td>39.6</td>
<td>5.4</td>
<td>22.3</td>
<td>4.2</td>
<td>19.0</td>
<td>7.3</td>
</tr>
</tbody>
</table>

**WOWO has the listeners!**

WOWO's listenership in the Fort Wayne city zone—showing up stronger in index after index—is reflected throughout a 59-county area in the heart of the rich Midwest. Population of this area, 16% up since 1940, now totals more than 2,200,000. Farm income alone exceeds $588,000,000.

**WOWO has the market!**

WOWO's 59 counties chalk up a gross income of more than $2.6 billion. Retail sales account for almost $1.7 billion, according to Dun and Bradstreet. For example, 4,974 food stores sell $405 million worth of victuals, and 426 drug stores sell almost $50 million worth of pharmaceuticals, tobaccos, sundries, and sodas. Yes, when you tell your story over WOWO, you're reaching a market with top-drawer purchasing power. Ask our national representatives for details.
Group in Alabama Oppose NAB Code

Small Market Stations of State Adopt Resolution

RESOLUTION opposing commercial limits in the NAB Standards of Practice was adopted at the recent meeting of small market stations in Alabama [BROADCASTING, June 7], according to Hugh L. Webb, WKLP Clanton. Mr. Webb was elected temporary chairman of a new group known as Small Market Stations of Alabama.

Mr. Webb said the SMSA felt that stations endorsing the resolution would drop out of NAB on the ground that NAB "overstepped their bounds in railroad this new code at the last convention." SMSA will meet in three months at Demopolis, Ala., for election of permanent officers and continuation of organizational developments, he added.

NAB said last week it had received no Alabama resignations.

The resolution adopted unanimously by SMSA, Mr. Webb told BROADCASTING, was as follows:

Whereas we feel that radio has done a fair job of cooperation with the sponsors of commercial programs in putting on commercial programs that are attractive to listeners and

Whereas we feel that the commercial programs have been satisfactory with all advertisers and listeners and

Whereas we feel that all sponsors should be given due commercial time on all programs they sponsor and

Whereas we feel the radio industry has done a job for the listeners, the advertiser and public service, yet criticism has been leveled at them by different groups, therefore

Be it resolved that this group, the Small Market Stations of Alabama, shall go on record as being opposed to limitations of commercial time as set forth in the new NAB code.

Be it further resolved that where the radio stations have contributed such magnificent job in the public information programs, we feel that those accusations against radio commercializing are entirely unfounded, and should be discounted by the radio stations as a whole.

Bachelor's Lion

SHOCKED civic leaders arched their eyebrows when Abe Redmond, manager of WHP Harrisburg, Pa., started passing out cigars last week. Mr. Redmond, a bachelor, hastily explained he had been named a godfather of one of four lion cubs born to "Dolly" of the Shrine Circus act. Trainer Dick Clements had named Mr. Redmond, Pete Wombach of WKBO Harrisburg and Dane Wirt, Patriot-News reporter, god-fathers during a cage ceremony with the new litter at a circus matinee.

1948! and it's bigger audiences* than ever for Buffalo's first station

WGR

BROADCASTING CORPORATION
Rand Building Buffalo 3, N.Y.

National Representatives: Free & Peters, Inc.

Farms' Population Below Prewar Point

January 1948 Figure Reported Over 27 Millions

FARM population has not yet regained its prewar level despite an increase since 1945, according to a joint report by the U. S. Census Bureau and Bureau of Agricultural Economics.

Farming population in January 1948 was estimated at 27,489,060, including under 2,249,000 who were living in the rural area in 1940. According to the 1945 figure, it was found, below the 30,546,911 in April 1940 as shown by the decennial census. (Farming population normally is seasonally lower in January than in April.)

Most of the decline in farming population since 1940 occurred in the age groups under 15, the 14-19, and 20-24 groups each declining about 22% and the group under 14 about 7% or about the same as the total farm population. Older age groups remained about the same.

Proportions of children and of youths and adults on farms in 1947 were not much different from those in 1940. In each case about 30% of the population was under 14; in the remaining 70% there was a slightly higher ratio of elderly persons and slightly lower ratio of young adults than in 1940.

A sharp decline was found in the number of men living on farms who were employed in agriculture, only partially offset by a large gain in the number of women on farms who were in agricultural employment.

Expansion of farm production during and after the war is ascribed to better use of the labor supply and increasing mechanization of farm work.

A substantial increase occurred, among both men and women, in the number and proportion of farm residents who were employed in nonagricultural industries. Contributing factors were expanded opportunities for nonfarm work during and after the war and displacement of farm labor by machines. Congested housing in urban areas also was a factor, with many farm residents commuting to work.

Unemployment among persons living on farms was greatly reduced between 1940 and 1947, as was the case in the economy as a whole.

4 Named to Ad Council's Industry Advisory Group

NEW MEMBERS of the Advertising Council's industries advisory committee, as announced last week, are John L. Collier, president of B. F. Goodrich Co.; Benjamin F. Fairless, president of U. S. Steel Corp.; Charles B. Harding, senior partner, Smith Barney & Co., and Robert L. Warren, president of Brockway Glass Co.

The 36-member committee was formed to suggest new public service campaigns for the council to conduct, to advise on campaigns affecting specific industries and to aid in raising the annual budget.

* That's what Hooper says

Leo. J. ("Fitz") Fitzpatrick
I. R. ("ike") Lounsberry

WGR

BROADCASTING CORPORATION
Rand Building Buffalo 3, N.Y.
National Representatives: Free & Peters, Inc.
The old days of peeking through "knot-holes" are gone—for good.

This season, baseball-crazy Detroiter are going to see 27 Tiger home games from the comfort of their arm-chairs at home, through the eyes of WWJ-TV's cameras. The above scene shows the new unbreakable glass "window" installed behind the batter's box to give the cameras a "box-eye" view of the entire playing field. With the familiar voice of Ty Tyson at the mike, and the skilled hands of WWJ-TV's experts at the cameras, Detroit's 8,000 television sets will be right on top of every play.

WWJ-TV, Detroit's only television station, will also cover many other sports events. Just watch the sales of television sets soar in Detroit!

Why not join the many WWJ-TV advertisers who are benefiting from the progressiveness of WWJ-TV in its second year of operation.
**NEWSCASTS**

By DR. DAVID M. WHITE
Head of Dept. of Journalism, Bradley U., Peoria, Ill.

A RECENT SURVEY on news broadcasts, conducted by the Dept. of Journalism, Bradley U., Peoria, Ill., clears up some questions posed by an earlier survey which the university made during the latter part of 1945. The earlier survey, known as Central Illinois Radio Audience Survey [BROADCASTING, Dec. 30, 1946], indicated that news broadcasts rated highest in program preference. An important point brought out in the more recent survey is that listeners tune in most often to a local newscaster.

Among questions asked in this survey were these:

Do listeners in a typical Midwestern industrial city such as Peoria prefer their news from announcers or from commentators? Do they get their news from local stations or do they prefer the services of newsrooms in larger cities, such as Chicago? In view of the fact that Peorians had designated news broadcasts as their dominant program interest, it was felt that further analysis of their listening habits as regards news broadcasts was in order.

The questionnaire used by the Bradley University Research Associates attempted to answer four main questions. The first was aimed at determining whether news announcers or commentators were listened to the most, and equally important, whether Peorians used the news room facilities of a local station or stations in preference to network or out-of-city facilities.

Listeners were asked: "To what news announcers and/or commentators do you listen most frequently?" The answers from the sampling which included 687 women and 493 men indicated that a local newscaster was at the top of the list. He is Brooks Watson, who is news director of WMBD. It should be added, however, that Mr. Watson not only reads the newscast but also prepares it from wire copy and the facilities of his own newsroom. The fact that he does prepare his own newscasts may be a factor in Mr. Watson's high rating.

Many of the people polled listed more than one announcer or commentator, which accounts for the fact there were more than 1170 responses. The list is as follows:

- Brooks Watson (local, WMBD) 591
- H. V. Kaminborn (NBC) 180
- Edward R. Murrow (CBS) 136
- Ross Edwards (local, WEEK) 158
- Phil Gibson (local, WMBD) 142
- Walter Winchell (ABC) 125
- Gabriel Heatter (Mutual) 123
- Clifford Green (NBC) 119
- Alex Dreyer (NBC) 111
- Lowell Thomas (NBC) 110
- Drew Pearson (ABC) 107
- Cedric Foster (Mutual) 106
- Paul Harvey (Chicago, WMAQ) 101
- Fulton Lewis Jr. (Mutual) 93

138 of those polled said that they listened to no one newscaster or commentator particularly, or could not give the names of any.

The Bradley survey desired to show the correlation between favored newscasters and/or commentators and the time of day and/or night during which the broadcast was made. Therefore, question two of the survey was: "At what times do you listen most frequently to a radio newscast?" It came as no surprise that the 10 p.m. hour was overwhelmingly the favorite. Of those polled, 742 designated that time. Moreover, it is interesting to observe that Brooks Watson (who received 591) and Ross Edwards, 151, both have 10 o'clock newscasts. Breakdown on the list is as follows:

<table>
<thead>
<tr>
<th>Time</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 p.m.</td>
<td>742</td>
</tr>
<tr>
<td>11:00 p.m.</td>
<td>600</td>
</tr>
<tr>
<td>12 noon</td>
<td>326</td>
</tr>
<tr>
<td>6:15 p.m.</td>
<td>368</td>
</tr>
<tr>
<td>6:00 p.m.</td>
<td>331</td>
</tr>
<tr>
<td>6:45 p.m.</td>
<td>318</td>
</tr>
<tr>
<td>7:00 p.m.</td>
<td>295</td>
</tr>
<tr>
<td>7:15 p.m.</td>
<td>307</td>
</tr>
<tr>
<td>7:30 p.m.</td>
<td>283</td>
</tr>
<tr>
<td>8:00 a.m.</td>
<td>213</td>
</tr>
<tr>
<td>9:00 a.m.</td>
<td>211</td>
</tr>
<tr>
<td>10:00 a.m.</td>
<td>182</td>
</tr>
<tr>
<td>No preference</td>
<td>175</td>
</tr>
<tr>
<td>8:00 p.m.</td>
<td>172</td>
</tr>
<tr>
<td>7:00 a.m.</td>
<td>162</td>
</tr>
<tr>
<td>10:00 p.m.</td>
<td>150</td>
</tr>
<tr>
<td>5:00 p.m.</td>
<td>132</td>
</tr>
<tr>
<td>3:25 p.m.</td>
<td>89</td>
</tr>
</tbody>
</table>

The third question in the Bradley survey was, "How often do you listen to radio news or commentary?" More than two-thirds of the 1170 Peorians polled indicated that they listened "several times daily." The breakdown is as follows:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times daily</td>
<td>832</td>
</tr>
<tr>
<td>Once a day</td>
<td>240</td>
</tr>
<tr>
<td>Occasionally</td>
<td>96</td>
</tr>
<tr>
<td>Never</td>
<td>2</td>
</tr>
</tbody>
</table>

The final question was aimed at

(Continued on page 54)

---

**KMA "Graduates" Iowa Farm Youth!**

For over 9 years, all Iowa farm boys and girls have graduated over Radio Station KMA in a state-wide ceremony headed by the Governor of Iowa. To a person seeking sales, this means that these young farmers and their parents are directly tied to KMA -- directly tied up to the influence that KMA has on the immense farm wealth within this area.

And KMA's service to these folks does not end with graduation. Farmers throughout KMA's 184 BMB counties depend on KMA for day-to-day information to help with farming problems. KMA's programming in this respect includes our own weather station, marker data facilities, and the service of Merrill Langfitt, our popular roving farm service director.

No wonder that the Iowa farmer -- the man who stands at the top of America's income group -- keeps his radio dial tuned to KMA. It's part of his daily life from childhood to old age.

Get all the facts about KMA. Contact your nearest Avery-Knodel, Inc., office or write KMA, Shenandoah, Iowa.
NOW - 70,000 Watts!

KOCY-FM
OKLAHOMA CITY

No where in Oklahoma is there a radio "buy" to equal this! KOCY-FM's signal now booms across the state from one of the nation's tallest towers — one of the state's most powerful broadcasting stations, bringing the programs of KOCY to thousands of new listeners.

KOCY-FM — Oklahoma's first FM station, is now the first to offer full day and night time FM broadcasting to the advertiser and — best of all — this huge FM audience is made available as a coverage "bonus" at no extra charge.

Both Mutual Network and KOCY local programs are carried simultaneously on both stations. The one KOCY rate delivers both!
NEWSPOT BUSINESS
ADDED BY WCBS-TV

WOR-TV New York announced last week placing of four commercial contracts, covering Peter Paul Inc. (Mounds Candy), United Air Lines, Edgewater Dealers Assn. Inc. (Ford cars) and Pioneer Scientific Corp. (Polaroid Filters). Contract details are:

Peter Paul is using one-minute balopticon announcements (slide films) preceding or following Belmont-Aqueduct-Jamaica race for 16 weeks, beginning May 28. Piatt-Forbes Inc., New York is agency.

Effective May 24 for 13 weeks, United Air Lines is using three one-minute balopticon announcements weekly, placed by N. W. Ayer & Son Inc., New York.

Edgewater ordered 25 one-minute or 45-second film spots spaced between June 4 and June 30, through J. Walter Thompson. The Pioneer contract is an extension of an existing order, covering nine one-minute film spots following “We the People” in June. Cayton Inc., New York, is the agency.

BAMBERGER Broadcasting Corp., owner of WOR New York, last week purchased for $30,000 a site in North Bergen, N. J., for the transmitter of WOR-TV, expected to begin operations early in the fall. Transmitter house and antenna tower will be erected atop the Palisades directly across the Hudson river from 79th St., New York, three and a half miles from the WOR studios at 1440 Broadway.

Announcing WOR’s acquisition of the site, which has been approved by the FCC and the Civil Aeronautics Authority, Theodore C. Streibert, president of WOR, said: “The location of WOR-TV’s transmitter should give a maximum clarity of reception in all areas of greater New York, New Jersey and lower Connecticut. Ghosts and reflections resulting from a location among skyscrapers will be largely minimized or completely eliminated. Programs on WOR-TV will reach an area with a population of 12,000,000. It is planned that many of the WOR and Mutual radio programs will be available simultaneously to the television audience and WOR has elaborate plans for producing the finest television programs of varied and popular appeal.”

J. R. Poppele, WOR vice president in charge of engineering, reported that the tower will be similar to the Army and Navy war-time radar structures and will be capable of withstanding winds of 120 miles an hour. Its construction is scheduled for mid-summer and when the tower and other facilities are completed, they will also serve as transmitter site for WOR’s FM station, WOR-M, located at 44 Madison Ave., New York.

A glass-enclosed observation platform and microwave relay station will be installed in the tower to house the sensitive equipment for picking up programs from remote points. In addition to the beacon lights required by CAA atop the tower, the station’s call letters, WOR-TV will be outlined in red neon lights large enough to be seen for 25 miles.

At the base of the tower a one-story glass-enclosed structure of 4,000 to 5,000 square feet of floor space will house the TV, FM, microwave and relay communications transmitter, control room, control room, microwave relay station, and microwave facilities.

The tower and other facilities will be of a single “program unit,” which will be housed in a garage. The tower and other facilities will be of a single “program unit,” which will be housed in a garage.

WOR-TV’s programs will be broadcast by a General Electric video transmitting unit, type 6 B, with a 5 kw visual transmitter and a 2.5 kw aural transmitter. When the station begins operations, it will be linked with WOIC, Bamberger TV station in Washington, as the nucleus of a regional TV network. WOIC is scheduled to go on the air Sept. 1.

Philadelphia’s WCAU-TV Adds Four More Sponsors

FOUR MORE SPONSORS, using a total of 87 commercial announcements, have been added to the list of advertisers on WCAU-TV Philadelphia.

The Hill Shoe Co. of Philadelphia has signed for two one-minute announcements a week to advertise its children’s shoes. The 13-week account was placed by Solis S. Cantor Advertising Agency of Philadelphia. Others are:

George Gomes, local Chrysler automobile dealers, through Phillip Klein Advertising Agency, Philadelphia, 30 announcements; Jacob Reed Store, men’s clothing through E. L. Brown Agency, Philadelphia, a one-minute announcement weekly for 13 weeks; Swan Bottling Co. of Philadelphia, soft drinks, 18 announcements between June and October through May Advertising Inc.

CONTINUANCE throughout the summer of the “Television Fashions on Parade,” the New York Friday night program, has been announced by Television on Parade Inc., producer of series. Contrary to previous programs, there will be no single program host. Time will be sold on a cooperative basis.
Announcing
the Appointment of
JOHN BLAIR
& COMPANY
as
National
Representatives
WSPA
SPARTANBURG • SOUTH CAROLINA
(Effective
July 1, 1948)

If you'd like to sell a lot of goods to a lot of prosperous
Spartans, see your John Blair man! He's got all the facts and figures on
WSPA, Spartanburg, S. C., latest addition to his list of fine radio stations.

WSPA is Spartanburg's first station. It was first with standard
broadcasting . . . first with FM (still offered as a bonus to advertisers)
. . . and is first in audience. On Hooper's latest Station Listening Index,
this CBS outlet for the big Spartanburg-Greenville market rates 72.2
in the morning . . . 55.4 in the afternoon . . . and an amazing
72.6 in the evening.

WSPA has sold everything from teapots to tractors to the Spartans,
and has learned all their listening and buying habits while doing it
. . . a fact that will pay off in big sales for you!

Ask your John Blair man about WSPA and its rich Dixieland market
. . . today!

Spartanburg, South Carolina
5000 Watts Day and Night, 950 KC
CBS Station for the SPARTANBURG-GREENVILLE MARKET

Office in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco
Where did you
spend your boyhood?

If you grew up in a small town, chances are that the town square occupies a special place in your memory. Symbolizing to you, the community in which you lived. If you grew up in a city, a local neighborhood landmark may be remembered as that symbol of an earlier part of your life. Today, in every community served, large or small, the local Fort Industry Station is a part of its community's life . . . a part of every-day living . . . working for community enterprises, performing public services, maintaining itself as a community institution and landmark. That is why advertisers find Fort Industry Stations are high on their lists when results are tabulated.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va.
WLOK, Lima, O. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJJK, Detroit, Mich.
National Sales Headquarters: 527 Lexington Ave., New York 17, Eldorado 5-2455

“You can bank on a Fort Industry Station”
Editorial

White Near-Miss

IN ANOTHER week Congress will have recessed or adjourned, to make way for the quadrennial presidential elections. The radio legislative box-score reads: "No runs, no hits, one near miss."

The near miss came last Wednesday with the approval by the Senate Interstate Commerce Committee of the third version of the White Bill (S-1333), to revise the existing law. The legislation doesn't have the chance of the proverbial snowball at this session. But this Congress or the next will not be disposed to dismiss lightly the views of so esteemed an authority as Majority Leader Wallace White Jr., who concludes 30 years with his retirement this year. The White Bill would be a monument to the legislator.

The revised bill is acceptable except for two onerous provisions—both of which were incorporated in the resolution offered by Senator Johnson (D-Colo.) which is now superseded. One would hand the FCC unquestioned jurisdiction over radio programs and business operations. The other would limit clear channel power to 50,000 w, and does not impede the FCC from duplicating such channels. This is a sugar-coated morsel for all save the clear channel Artists, which will fight it unto the death.

The revised bill can be viewed only as a legacy to the next Congress. Senate action is almost impossible even if Congress returns after the political conventions. And House action under any circumstance is out of the question. It seems a pity that there can't be salvaged from the bill those provisions reorganizing the licensing and salaries of commissioners from the paltry $10,000 to $15,000 per annum, and invoking new hearing and legal procedures more effectively protecting the rights of stations, particularly those against "judicial law-making," which the committee report said: "Smacks of cunning and clever legal subterfuge."

It behooves all broadcasters to be realistic about the legislative complexion in this basic fight for freedom. There is strong sentiment in favor of the proposed revision of Section 326 of the existing law which, as proposed by Committee Chairman White, would impart unto the FCC unprecedented authority to supervise construction permits. Some legislators do not understand how radio, as a licensed medium, can argue that the FCC should not have a look at past programs in considering station renewals.

And, whether we like it or not, that view in no small measure is buttressed by certain high court opinions. The Supreme Court struck the solar plexus blow in the so-called Frankfurter-opinion of May 10, 1940, wherein it held the FCC is not merely a traffic cop of the ether, but must also determine "the composition of that traffic." That was tantamount to saying that the FCC has jurisdiction over programming.

Within the last fortnight the Court of Appeals for the District of Columbia by 2-1 vote, cited the Frankfurter opinion in sustaining the FCC in the WGR-WADC case wherein the Akron station was told to get the WADC facility allocated to WAKR in Cleveland. The program issue was drawn into this case since WADC said it would broadcast the full CBS commercial and sustaining schedule because of the close similarity of the two stations. WADC was forced to go it alone locally. Associate Justice Wilbur K. Miller in the minority, said FCC's action was an "arbitrary and capricious exercise of power not granted by the statute, but expressly forbidden by it."

This case may go to the Supreme Court. It is remotely possible that the court will, if it grants certiorari, rectify the obvious error in the network-monopoly opinion, which spawned the Blue Book and other incursions into radio's freedom. Even then, the job would be but half-done.

The big task comes at the next session of Congress. Section 326, as proposed by Senator White, must be stripped from the legislative record. And Section 326 of the present act must be clarified so that there can be no question as to its absolute ban on censorship, firing an executive or otherwise interfering with the radio's freedom. Reduced to its simplest and somewhat overworked catch-phrase, radio must, by precise, clear-cut legislative mandate, be "as free as the press.

Garish Giveaways

ONCE UPON a time (about 35 years ago) newspapers were fighting for circulation. Today they are fighting to sell subscriptions at bargain rates for bicycles, scooters, cameras, free tickets to the circus or trips to the big city. There was a time when fabulously expensive premiums—anything to outstrip competition and inveigle advertisers.

But advertisers got wary. They didn't know what they were buying in legitimate readership. After years of anguish for the publishers there was a sort of Audit Bureau of Circulations, now the accepted yardstick.

Motion picture exhibitors in those earlier days had trouble filling their houses. Came the "Country Store" at which pigs, poultry, groceries and dishes were given away to lucky ticket holders. Bank Night too. Soon many exhibitors found they were giving away more than the box-office take, and it was becoming progressively worse. They found the answer in better pictures. Another industry learned that something-for-nothing doesn't pay.

Today newspapers and motion pictures take a back seat. Radio's money giveaways and prize premiums make their contests look like piggy-banks. This year's ether giveaways probably will eclipse $10 million, over the networks as well as local. The booties increase week by week as sponsors seek to outdo their competitors.

How long it will be before advertiser resistance sets in is anybody's guess. With Hamilton-Rudnick the lawyers are not quite sure the FCC has the right to pass judgment on high on giveaways, advertisers probably will carry on as long as their budgets—and the public's patience—can take it.

Meanwhile, literally hundreds of national accounts—all of them radio prospects—are getting free rides through mention of their brand names in return for the merchandise they toss in. These accounts will be lost to radio unless they can get air credits on full networks, regional nets and individual stations. It is rate-cutting in its most exaggerated form.

The cycle is bound to run out. The longer artificial stimulation of audience continues, the tougher it will be to return to normal, ethical pursuit of listeners through good programming and exploitation.

So the newspapers learned their lesson. And the movies, too. Radio is at bat. Radio's function is to sell time for appropriate programs which, in turn, will sell goods or services. The current garish maladjustment with radio's costs and those of the advertisers themselves decide it isn't good for radio and it therefore isn't good for radio's audience or clients.

Our Regards To

ROBERT LEWIS COE

WHEN WPXJ, television station of the New York News, begins regular program operations tomorrow (June 15) as New York's fourth video station, Bob Lewis Coe, manager, will pause long enough to allow himself a moment of relaxation in the well-earned satisfaction of a job well begun.

Swooning off the train from St. Louis the first week in January to start his new job, Bob Coe found a station consisting chiefly of an FCC construction permit. Since then he has supervised construction of a two-story video studio building on the roof of the nine-story wing of the News Bldg., erection of a 200-ft. steel antenna tower atop the News Bldg. proper, and assembling of a staff of 170.

But Mr. Coe believes that this is just the beginning, that the real test will be won for WPXJ a following from the most sophisticated video audience in the world against the competition of a trio of TV stations that have been serving New York since before the war.

"When KSD-TV went on the air in St. Louis," he says, "we didn't know much about television, but neither did our viewers. The novelty of seeing as well as hearing on their home receivers what was happening some place else was enough to keep them looking at our programs and overlooking our mistakes until we had a chance to learn. But WPXJ won't be given that period of grace. New Yorkers have had television since 1939; they know what they like and if we don't give it to them they'll tune us out right from the start."

"Fortunately," he added, "WPXJ has an ownership that publishes the most widely read newspaper in the country and that will not be satisfied with anything less in television. They've made it possible for me to get the best staff and the best equipment obtainable, and I think the viewing public will soon be dialing regularly. With such support, how could we miss?"

WPXJ has been fortunate, too, in getting a man of Mr. Coe's experience to leave a 20-year association with the broadcasting end of the St. Louis Post-Dispatch, where he has been director of technical operations for KSD, KSD-FM and KSD-TV.

Born in Kansas City, Mo., Oct. 24, 1902, Bob Coe moved to St. Louis almost as soon as he could walk. While still in grammar school he was introduced to radio by a dog-eared copy of an Electro Importing Co. catalog, thus beginning a life-long romance.

Like all true love affairs, this one did not run smoothly at first. He had just got his sending rig in good enough working condition (Continued on page 84)
CHICAGO WHITE SOX
Day-games broadcast Exclusively on
WJJD

BOB ELSON
One of America's Leading Sports Announcers
13 consecutive World Series
8 All Star Baseball Games

Night-games broadcast Exclusively on
WFMF

MARSHALL FIELD STATIONS . . . . REPRESENTED NATIONALLY BY AVERY-KNODEL
Respects

(Continued from page 52)
to apply for an amateur license whose advent of World War II brought a Government order for him to go off the air for the duration. And when he got his first commercial operator's license—about the end of his high school diploma—and set out to see the world as a ship's radio man, the depression of 1921 was on and all the openings were held down by ex-Navy brass-pounders.

So Mr. Coe entered the business world as a door-to-door salesman for an electrical appliance firm, demonstrating vacuum cleaners and washing machines to the housewives of St. Louis until he could persuade his employers to start a radio department and give him a chance to sell merchandise he knew something about. Meanwhile, he had kept his hand in by installing a radio communications system on a Mississippi River barge line.

He went to work to Stix, Baer & Fuller, a department store which also operated a radio station, WCK St. Louis, and before long he was half of the station's two-man staff with the chief engineer. When the rest of the staff, the announcer, was off duty, Mr. Coe did the announcing as well, and in his spare time he rebuilt the transmitters.

Informal Then

Broadcasting was on the informal side then, Mr. Coe recalls, thinking of the day in 1923 when, hearing some planes fly over town to advertise the National Air Races being held in St. Louis, he signed off, shut down the station and went out to the air field to watch the flyers for the rest of the day.

During the early days of broadcasting, there were not many new operators' licenses available, and at intervals while working at WCK Mr. Coe served as operator for the St. Louis U. station and a church station, as well as doing relief work at KSD. In December 1924 he joined KSD as a full-time engineer-announcer, switching to KMOX St. Louis two years later when KSD shut down its studios and cancelled all local programs but market reports to give the rest of its time to network programs from the then brand new NBC.

At KMOX, which had just opened up, he led the full life. In addition to his engineering duties, he was an announcer, farm editor, and operator for your favorite players, a dramatic group. The following year he returned to KSD, this time for a 20-year hitch. In 1933 he was made chief engineer, to be followed as an announcer for a year or two after that devoted himself exclusively to technical duties. In 1937 he was one of the first to experiment with facsimile broadcasting, using a special high-frequency channel assigned to KSD.

Maintaining his interest in aviation as well as radio, Mr. Coe had worked with the National Guard Air Corps in St. Louis and in September 1941 he found himself in uniform as a member of the Army Air Forces. After a term in Washington's famed Pentagon Bldg., Capt. Coe was sent to India as a liaison officer for the Provisional Medium Sections and had arrived in Delhi before the Army brass discovered his radio background. From then on he served as communications officer of the Headquarters for India and Burma, until his discharge in March 1945 with the rank of lieutenant colonel.

He got back to KSD just in time to supervise the construction of its FM and TV stations which, plus building new studios and installing a new AM transmitter, kept him reasonably busy until his resignation at the end of 1947 to join WPIX.

His stewardship at KSD was under the expert tutelage of George M. Burbach, veteran newspaper and radio executive, whose per- verse and enthusiastic for TV equaled his far-sightedness in AM broadcasting a quarter-century earlier. Thus, it was a relatively easy transition for him from the Post-Draft-Dispatch owned KSD and its FM and TV satellites to the New York News-owned WPIX. It was easy too, because of the speed with which F. M. Flynn, president and general manager of the News, absorbed an understanding of radio and TV operations and life by many other newspaper executives, at once became a TV zealot.

Mr. Coe and his wife, the former Michelle Frederie, live in a Manhat- tana apartment a fast 10 minutes away from his office. That's been a great convenience during the past few months, but he is talking about a place in the suburbs or, as he puts it, "...back to a sane condition of living." Then he can again get in an occasional round of golf and find time for his real hobby, gardening.

Newscasts

(Continued from page 46)

Survey of FCC Included

Under Lodge - Brown Bill

THREE-MAN committee, headed by Rep. Robert Bowie of Harvard Law School, is now making study of nine independent regulatory commissions, including FCC. Study is being made under Lodge-Brown bill setting up a four-member Commission on the Organization of the Executive Branch of the Government. Report of findings will be made to Congress early next year.

Candidate for Chief, Bowie is Harold Laventhal and other two members of the committee are Owen D. Young and ex-SEN. Robert LaFollette.
To the PRESS and RADIO:

Subject: THE AP CENTENNIAL and the RAILROADS.

In the same year in which the Associated Press was born, a century ago, a group of railroad superintendents first got together to iron out the vexatious problems arising from differences in the time observed by various cities. This movement for standard time later became national in scope, and other railroad groups were formed to improve cars and engines and to do other things necessary to enable the cars of any railroad to run on the tracks of any other railroad. The organizations which brought about these and many other fundamental improvements in railroading continue in existence, working for the present and the future, as parts of the Association of American Railroads.

From this background, and from its own experience as the agency serving the common needs of a national membership, the AAR has a keen appreciation of what the Associated Press, as well as the two other great news services, accomplishes in serving the daily needs of the newspapers and the radio stations of the nation. This vital service, indeed, goes further, for in broadening and deepening the coverage of news, it is adding to public information and understanding.

In this coverage of news in the broad sense, the Association of American Railroads constitutes a source of both current and background information. The publications and reports of its numerous technical and operating divisions, sections and research groups cover a field as wide as railroading itself. The Association's Bureau of Railway Economics has for nearly 40 years provided prompt and dependable information in economic and statistical fields. Its library of some 300,000 items, the largest transportation reference library in the world, is open to public use.

Railroad information, together with current and historical photographs, is available to the press and radio through the Public Relations Department, Association of American Railroads, Transportation Building, Washington 6, D. C. You are cordially invited to make use of any of the Association's services and facilities.

Sincerely,

William T. Faricy

June 1, 1948
Kevin B. Sweeney, consultant on promotion and publicity at KFT Los Angeles, has been named sales manager of that station. He succeeds HAAN (TV) LLIN, former manager of CBS "Housewives Protective League" programs and assistant to Blue Network Western Division vice president.

William Larkin, formerly on spot sales staff of CBS Chicago, and spot sales representative, CBS Los Angeles, has joined sales staff of ABC Hollywood-Los Angeles as account executive. He succeeds BYRON NELSON, resigned.

Charles Adef, account executive for three years with John Blair & Co., Detroit, joins ABC's Central Division as account executive. He was formerly with Weed & Co., Chicago.

A. LES GARSIDE, managing director of CBS Yorkton, has resigned to form a station representative firm at Winnipeg. Garside will represent CBRB St. Boniface, Man., and CJBL Kenora, Ont.

HERMINIO TRAIVESAS, formerly with NBC Radio Recording Division, has been named sales service division, CBS-TV New York.

ROBERT JONSCHER, formerly with T. Cohen Adv., Washington, D.C., has joined sales staff of WIXN that city.

HARVEY SYRTHURS, formerly with WCCO Minneapolis, joined CBS Radio Sales in Chicago.

FRANK OWENS and ELMER J. JASPAH have joined sales staff of McCleery & Malonard Inc., New York.

WESTERN RADIO Adv. Inc., station representative, has moved to larger quarters at 61 Post St., San Francisco.

Los Angeles office also has moved to 6818 Sunset Blvd.

LORENZEN & THOMPSON resigns as representative for WKPR Richmond, Va.

DORIS ADAMS, formerly with Commercial Union Assurance Co. Chicago, has joined KGO same city, in auditing department.

JEAN O'BRIEN, formerly with WBNB Bridgeport, Conn., has joined WNHC (AM-FM-TV) New Haven, as traffic manager, succeeding MIDGE KAHL, resigned.

W. E. WILSON, assistant manager of Inland Broadcasting Service, Winnipeg, station representative firm and distributor of transcription has been named manager of the company. He has been with Inland Broadcasting for past six years.

GEORGE MORRIS has joined local sales staff of KUIC-KPDM Kansas City, Mo. He previously served as account executive with two mid-western agencies.

JEAN MacGREGOR has joined KPHC North Bay as traffic manager. She was formerly with CKOB Timmins, CPOI Orillia, and CCKO Sudbury, Ont.

Canadian Liquor Adv.

FUTURE of liquor advertising on Canadian stations, now allowed only in Quebec with breweries only being allowed to advertise, may be settled at September meeting of provincial liquor commissioners of this and other provinces.

Canadian Liquor Advertisers' Association, headquartered in Toronto, will hold a meeting in Montreal to set up uniform liquor advertising code by all provinces was held late in May at Winnipeg, with commissioners or officials from each of the nine provincial governments representing.

Durstine Opens Two New Branches on West Coast

THE OPENING of West Coast offices in Los Angeles and San Francisco of the Roy S. Durstine Inc. advertising agency was announced last week by Mr. Durstine, president of the agency bearing his name. Both Coast offices are staffed in creative and production departments.

Attending the official opening ceremonies with Mr. Durstine was Preston Tucker, Chicago manufacturer of the new Tucker car and a client of the agency.

Agencies

(CLASSIFIED FROM PAGE 10)

PHIL THOMAS, recently transferred from London, DHAN RAJ is in charge of New Delhi office.

PATER HUNZIKER, formerly with Mays & Bennett, Los Angeles, joins Mays & Co., same city, as radio copy head, following dissolution of former agency [BROADCASTING, June 7]. Others going to Mays & Co.: FLORENCE ANDERSEN, director, media relations; RICHARD G. MEYBOHM, formerly with J. W. Robinson Co., joins as planning director.

BROOKE, SMITH, FRENCH & DORRANCE, Detroit and New York, announces following personnel additions: FREDERICK J. WINTER and JEAN F. BRACKEN, traffic; DONALD E. MCKENZIE and CLARENCE E. DAY, production; FREDERICK A. MALM and SHIRLEY SICKLES, copy.

W. W. JOHNSTON and DRAPE DANIELS, heads of art and copy departments, Young and Rubicam, Chicago, appointed vice presidents.

JAY B. BURST, member of production staff of Geare-Marston Inc., Philadelphia, for past 12 years, joins production department of Gray & Rogers, Philadelphia.

JOHN F. HEALY, formerly with Stockton, West, Burkhart Inc., Cincinnati, rejoins Ralph H. Jones Co., that city, on copy staff.

McNEILL & MCCLEERY, Los Angeles, moved to new offices at 1655 N. Cherokee Ave. Telephone: Hudson 2-2337.


RICHARD HALEMAN, Young & Rubicam Hollywood merchandising supervisor on Hunt Foods account, and FREDERICK R. WEISSMAN, Hunt president, arrive in Atlantic City June 20 to attend National Assn. of Retail Grocers convention.

JOSEPH STAUFFER, director of radio production, N. W. Ayer & Son, New York, in Hollywood for week's conferences in agency office there.

BARBARA BENDER, formerly in copy department of Kenyon & Eckhardt, New York, joins same department of Robert W. Orr & Assoc., New York.

CORNWELL JACKSON, vice president of agency, J. Walter Thompson Co., Hollywood, is on three weeks business trip to Chicago and New York agency offices.

E. H. (Dutch) ELLIS, account executive, Newell-Emmett Co., New York, arrives in Hollywood today (June 14) for ten day conferences with agency there on television programs.
Here is more proof that KSL serves ALL your prospects in the Intermountain Market. With one medium—KSL—you can reach consumers, retailers, and distributors, alike, throughout KSL's 8-state daytime 50-100% BMB coverage area, which matches almost county for county the Salt Lake City wholesale distribution area. For details of the survey see Radio Sales.
WINZ FLORIDA'S BIG INDEPENDENT 940 kc
Licensed to operate FULL TIME ten millivolts on FLORIDA'S RICH EAST COAST from FORT LAUDERDALE to CORAL CABLES
Business Address: WINZ BUILDING 304 LINCOLN RD.

Mr. Lodge Mr. Hausman
WILLIAM B. LODGE, director of general engineering, and Howard L. Hausman, director of the personnel relations department, were elected to vice presidencies of CBS last week.

Mr. Lodge, who has been with CBS since 1931, was named vice president in charge of general engineering. Mr. Hausman, a labor trouble-shooter for the network during union negotiations in the past two years, was appointed vice president in charge of personnel relations.

From 1938 to 1942 Mr. Lodge was engineer in charge of the radio frequency division of the CBS Engineering Dept. During much of the war he was associate director of the airborne instrument laboratory operated by Columbia U. for the Office of Strategic Services, specializing in electronic detecting devices. In November 1944 he became director of general engineering for CBS.

Mr. Hausman, who joined the network in its legal department in 1938, has been director of the personnel relations department since 1946, with general responsibility for all CBS labor negotiations.

Mr. Lodge, a senior member of the Institute of Radio Engineers and chairman of the panel on radio wave propagation of the Radio Technical Planning Board, is a graduate of the Massachusetts Institute of Technology. He was with Bell Telephone Laboratories for two years prior to joining CBS.

Mr. Hausman, a graduate of Harvard Law School in 1937, served in the New York law firm of Littleton & Levy for a year before joining CBS.

Ontario Golf Meet
TORONTO and Southern Ontario station and agency executives will have the Second Ontario Radio Golf Tournament at Lakeview Golf Club near Toronto on June 18. This is the largest summer social affair in Canadian radio and, for the first time, will be open to station executives from outside the province.

Ronald Hitchings, CANADIAN BROADCASTING CORP., has invited stations from all parts of the country and will himself attend. The invitation was extended to the Governor of the Province and to the Mayor of the City of Toronto.

55 Vice Presidents
THE ELECTION of two new vice presidents at CBS brought to 55 the total of vice presidents now employed at the four major networks, or enough to keep Fred Allen amply provided with material until another target comes along.

CBS has 17, ABC 16, NBC 15, and Mutual, whose giantism extends mostly to the number of its affiliates, has seven. Forty-six of the vice presidents make their headquarters in New York.

CAB Price Formula
REGIONAL MEETINGS are to be held in the next few months by Canadian Assn. of Broadcasters to discuss a formula for handling price mentions successfully. Following elimination of ban on price mentions at CBC board of governors May meeting at Montreal, effective Sept. 1 for six months trial period, CAB members will get together to develop a method of working out price mention formulas which will make price mentions on the air of permanent value and service to listeners, stations and advertisers.

New Business

GENERAL FOODS Corp., New York (Jell-O) will sponsor Meredith Willson in new series starting Oct. 5 on ABC, Tues. 7:30-8 p.m. Young & Rubicam, New York, is agency.


Adpeople • • •
WILLIAM W. PROUT, former account executive at Hanly, Hicks & Montgomery, New York, joins General Foods Corp., New York, as associate advertising manager for Log Cabin Syrup, LaFrance Bluing Flakes, and Satina Ironing Aid.

R. C. SCRIVENER, advertising manager of Bell Telephone Co. of Canada, Montreal, named director of Assn. of Canadian Advertisers, replacing the late D. E. BANKART of Northern Electric Co., Montreal.

E. H. WOODLEY appointed advertising manager of Northern Electric Co. replacing Mr. Bankart with that firm.

WNHC-TV PROGRAMS TO START THIS WEEK
WNHC-TV New Haven was broadcasting test patterns last week and expected to start its program service sometime this week. Full schedule of DuMont network video shows will be used pending completion of studio and remote equipment which is anticipated by early July. At that time station will supplement the DuMont schedule with its own programs, starting with a New Haven Television Day celebration in which the Governor of Connecticut and other political and business leaders are expected to take part.

Owner of WNHC-TV is Elm City Broadcasting Corp., which also owns WNHC and WNHC-FM. Video transmitter is located on Gaylord Mountain, one of the highest points in Southern Connecticut and 11 miles from the station's headquarters in downtown New Haven. DuMont programs are received at the transmitter via microwave relay system installed by DuMont engineers, with a relay station at Oxford, Conn. picking up the signals from the DuMont key station, WABD New York, and sending them to WNHC-TV.

COLUMBUS • GEORGIA
Day and Night 5000 WATTS
More POWER-ful than ever!
NATIONALLY REPRESENTED BY GEORGE P. HOLLINGBERY CO.
HOMES as low as 28¢ a thousand

Potential radio homes, that is!

You know how it is with local radio advertisers: they can measure, by actual sales results, the effectiveness of their broadcasting on a given station. Well, CFRB's local advertisers report pretty solid success. You can easily check on that. We've published some of their statements.

... And one big reason for any advertiser's success on CFRB is simply this; you reach more homes on CFRB, for every Dollar you spend.

You can see this for yourself, by comparing CFRB's Bureau of Broadcast Measurement standing, and Elliott-Haynes ratings, with those of other stations in the Toronto area.

A breakdown of latest figures shows that on CFRB after 7 p.m., you buy 1000 potential radio homes for 54c.

You buy 1000 potential homes between 6 and 7 p.m. on CFRB for 36c.

At other times on CFRB you buy 1000 potential homes for 28c.

So—invest your radio dollar on CFRB. You'll reach more homes in Canada's richest market. You'll get results!
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

- With it—your signal from studio to transmitter now rides on air!
- With it—your problems of outages due to weather or rugged terrain are solved! Sleet storms, fires or floods can damage studio to transmitter transmission lines or cables—but not micro-wave transmission from G-E S-T broadcast system. There are no transmission lines or cables.
- With it—you can select the best site for your station with increased assurance of reliable program service!

The new General Electric S-T Link equipment is easily installed and occupies remarkably little studio space. A product of the research and engineering skills assembled at Electronics Park, this system is another General Electric contribution to better broadcasting. Broadcasters, station managers and engineers will want all the facts.

Your nearest G-E office can give them to you. Call there, or write General Electric Company, Transmitter Division, Electronics Park, Syracuse, New York.

WHAT THE SYSTEM DOES FOR YOU...

- Operates in band 920 to 960 MC. This includes the band permanently assigned by FCC for S-T broadcast service.
- Permits you to meet all FCC FM broadcast system requirements.
- Remote controlled over single-pair telephone line.
- Uses standard type “N” RF fittings throughout.
- Provides high fidelity performance:
  - Less than 1% distortion from 50 to 15,000 cycles.
  - Noise level better than 65 db.
  - Frequency response well within ± 1 db from 50 to 15,000 cycles.
- Designed for unattended remote operation.
for dependable broadcasting

S-T RECEIVER
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 17-inch cabinet rack.
- All tuning adjustments are made from the front.

S-T ANTENNAS
- 40-inch reinforced aluminum paraboloid, with dipole feed.
- Power gain each antenna 15.3 db over standard dipole. Total gain 30.6 db.
- Low standing-wave ratio over full frequency range (920-960 MC) without adjustment.
- Two-clamp mounting construction permits firm attachment to single structural member or pole.
- Easy to install and aim.
- Fully protected from adverse effects of icing.
- Designed for 100 m.p.h. wind loading.

ATLANTA 3, GA.
187 Spring Street
Walnut 9788

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 3431

DALLAS 2, TEXAS
1801 N. Lamar Street
12-224

DENVER 2, COLO.
650 17th Street
Keystone 7111

KANSAS CITY 6, MO.
106 W. 14th Street
Victor 9745

CLEVELAND 4, OHIO
710 Williamson Blvd.
Euclid & Public Square
Superior 6922

LOS ANGELES 14, CALIF.
Suite 1300-1301
Security Title Insurance Bldg.
520 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Wickerham 2-1311

PHILADELPHIA 2, PA.
1405 Locust Street
Pennypacker 5-9000

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

SAN FRANCISCO 4, CALIF.
233 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, Rm. 105
Schenectady 4-2311

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
106 15th Street N. W.
Executive 3665

SYRACUSE 1, N. Y.—Syracuse 6-4411
LEADER IN RADIO, TELEVISION AND ELECTRONICS

For fast service call G.E.
AMA Meet Opens Today in Capital

MARKETING aspects of the "Voice of America" will feature the two-day conference of the American Marketing Assn. opening this morning (June 14) at the Statler Hotel, Washington, D.C., where some 500 leaders in industrial market planning, analysis and research meeting with U.S. executives and university officials.

The international broadcast project will be discussed by George V. Allen, Assistant Secretary of State for Public Affairs, at the Tuesday morning dinner. Chairman of the discussion, titled "The Voice of America as a Market Medium," will be Wroe Alderson, AMA president.

J. C. Capt, director of the Bureau of the Census, is scheduled to preside at a Monday morning panel on government aids for market analysis. Mr. Capt was ill last week but the bureau said one of its top officials would appear if he could not fill the engagement.

Robert E. Freer, Federal Trade Commission chairman, will be a speaker at a panel on non-deceptive advertising, with Sen. Joseph C. O'Mahoney (D-Wyo.) presiding.

The conference is the first of its kind since 1938.

BARON LEAVES FCC; JOINING SCHARFELD

THEODORE BARON, acting chief of FCC Law Dept.'s Motions and Rehearings Section, Broadcast Division, has resigned to join the Washington law firm of Arthur W. Scharfeld today (Monday). His resignation from the Commission was effective June 9 (Closed Circuit, June 7).

Mr. Baron to succeed at FCC by Robert H. Alford who has been with the Commission several years except for a brief period last fall.

Mr. Baron joined FCC in July 1947, assigned to the A.M. and New Facilities Section. He subsequently switched to the Motions and Rehearings Section, becoming acting chief of that section in October 1947. During the war Mr. Baron served in the Infantry and was retired in 1946 as first lieutenant. He had entered the Army in 1942 and served for some time as a trial judge advocate.

He received his A.B. degree from Washington U., St. Louis, in 1938 and took his LL.B there in 1941. That same year Mr. Baron became member of the Missouri bar, engaging in private practice. He also did graduate work for a year at Yale Law School under a Sterling Fellowship. While at Washington U. he was editor of that school's Law Review.
NOW AVAILABLE

to

RADIO

and

TELEVISION

STATIONS

A Completely New and Different Library Service

Featuring:

- Full Range Recording
  30 to 14,000 c.p.s.
  No Distracting Surface Noise
- Instrumental Selections Only
  No Vocals
- 10 Inch, 78 RPM Discs
- Forty Different Instrumental Groups
- Best Known Standards and Hits of The Day
- A Basic Library Plus Additional Monthly Releases
- Complete Catalogue
  Alphabetical by title,
  Numerical and Alphabetical by artists

For Further Details:

LONDON FULL RANGE LIBRARY SERVICE
16 West 22nd St., New York 10, N.Y.
Colman Is First Film Star In New Television Pool

RONALD COLMAN became the first major movie star to venture into the television film pool last week with disclosure that he had been signed by Ben Finney for production of 26 open end film half hours.

Although it is reported that Mr. Finney expects to shoot the series in two stages, it was unlikely that the total series would be shot in anticipation of a sponsor. It is the general feeling that only one or two will be made with a view to obtaining sponsorship.

In addition, Mr. Colman is to narrate another 26 week series plus the set he will act in, although negotiations had not been completed yet. Films would be shot on the Hal Roach lot.

Flood Aid (Continued from page 25)

Portland between American Red Cross and Portland stations, KOIN's staff is meeting with all agencies involved in rehabilitation to help carry out this job. One of those participating in the project is George Wann of the KOIN news staff who lost everything in the flood except the clothes he was wearing.

While staffers of KOIN were covering activities June 2 at Vanport a helicopter crashed almost in their laps. Equipment was loaded quickly into the station wagon and in a few minutes the survivors, Coast Guard Lt. Bill Williams and Life Photographer Johnny Fiore, were being interviewed. Tape was rushed back to the studios and broadcasted within an hour after the crash.

Newscasters of CBC's Vancouver studios worked as a team in gathering news of floods in Fraser River area of British Columbia. Newscasts were aired at least six times a day through CBC Vancouver stations. Much of the studio news handling was done by program personnel while news staff was in flood area.

CKNW New Westminster, B. C., carried hourly newscasts, 24 hours a day, and interrupted all programs for flood flashes. Porch of CKNW's transmitter house has been used as 24-hour-a-day canteen to feed flood workers.

KFBK Sacramento, Calif., covered Portland flood with its own staff. Three members went up on an Air Force transport plane which was taking Civilian Defense Chiefs out to inspect the situation. Reporters of McClennan Field. Wire-taped interviews were made and broadcasted was fed to five other stations. Drive to raise donations for flood victims was also co-ordinated in cooperation with American Red Cross.

Graph-O-Grid

This is the most rapidly growing FM market in the country because, as you know, in this area only FM gives a strong, clear, interference-free signal that every advertiser wants. With our high popularity ABC and local programs, it covers the entire area of our important market. Let us give you full details...facts and figures. Take advantage of present low contract rates. Contact us now.

New 3,000 watts. Seen 57,000. ABC Network

WLAN and WLAV-FM

Keeler Building, Grand Rapids, Michigan

Page 64 • June 14, 1948

GRAND RAPIDS

Winter bereit

NOW FOR THE FIRST TIME YOU CAN DOMINATE WEST ALL MICHIGAN WITH WLAN AND WLAV-FM

TV Firm Sponsoring Television Program

THE AUSTIN GO CO., engineers and builders of television studios and transmitters, will become a sponsor of video tonight, June 14, when 23 stations air a weekly five-minute program, Television Televised.

Endorsing the industry will be given by Austin, which plans a five-minute program, once a week for five weeks. The films, produced in Cleveland, Austin home office, depict the inside workings of television and how a video show is produced.

All of the following stations will teletax the series Monday evenings with the exception of WEWS-TV Cleveland, which has scheduled the programs for Tuesdays:


Summer Rate Offered

WABD New York, DuMont TV Station, is offering its sustaining programs for summertime sponsorship at a 50% discount. Bargain applies to programs only, facilities charges to remain at card rate, and reduced program charges are to extend only through summer months. The principal of advertisers planning full price program if they wish to continue through the fall and winter. Programs not picked up at bargain rates will probably be dropped by other and perhaps more salable shows.

Durr Farewell

CLIFFORD J. DURR, retiring as an FCC Commissioner at the end of his term on June 30, will be the guest of honor at a farewell luncheon to be held June 19 under the sponsorship of the Washington chapters of the National Lawyers and the American Bar Association.

Chairman Wayne Croy; Thurman Arnold, former Assistant Attorney General, and Sen. Claude Pepper (D-Fla.). The luncheon will be at the Hotel Washington.

Summer Rate Offered

WABD New York, DuMont TV Station, is offering its sustaining programs for summertime sponsorship at a 50% discount. Bargain applies to programs only, facilities charges to remain at card rate, and reduced program charges are to extend only through summer months. The principal of advertisers planning full price program if they wish to continue through the fall and winter. Programs not picked up at bargain rates will probably be dropped by other and perhaps more salable shows.

Durr Farewell

CLIFFORD J. DURR, retiring as an FCC Commissioner at the end of his term on June 30, will be the guest of honor at a farewell luncheon to be held June 19 under the sponsorship of the Washington chapters of the National Lawyers and the American Bar Association.

Chairman Wayne Croy; Thurman Arnold, former Assistant Attorney General, and Sen. Claude Pepper (D-Fla.). The luncheon will be at the Hotel Washington.

Durr Farewell

CLIFFORD J. DURR, retiring as an FCC Commissioner at the end of his term on June 30, will be the guest of honor at a farewell luncheon to be held June 19 under the sponsorship of the Washington chapters of the National Lawyers and the American Bar Association.

Chairman Wayne Croy; Thurman Arnold, former Assistant Attorney General, and Sen. Claude Pepper (D-Fla.). The luncheon will be at the Hotel Washington.
WGN-TV selects ANDREW Television Transmission Line and ANDREW Installation Service

Many of America’s new television stations are selecting Andrew equipment because of the efficiency of Andrew’s flanged coaxial transmission line and the added advantage of having Andrew consulting engineers install it.

Because each television installation poses its own different, individual problem, those stations selecting Andrew have two big advantages: 1) they obtain transmission line and accessories specially designed for television, and 2) specialized Andrew consulting engineers are available to direct the installation. These engineers have both the special instruments and the experience to engineer all or any part of the construction of a television station. NO OTHER TRANSMISSION LINE MANUFACTURER OFFERS YOU THIS COMPLETE INSTALLATION SERVICE!

Andrew TV transmission line meets official RMA standards and is specially designed for television. Mechanically, it’s held to close television tolerances assuring an essentially "flat" transmission line system.

Fabricated in twenty foot lengths with brass connector flanges silver brazed to the ends, sections can be easily bolted together with only a couple of small wrenches. Flanges are fitted with gaskets so that a completely solderless, gas-tight installation results. Markings on the outer conductor indicate where twenty foot sections may be cut to maintain the characteristic 51.5 ohm impedance.

WANT A TELEVISION STATION DESIGNED AND BUILT — FROM THE GROUND UP? LET ANDREW DO IT!

Write today for full details. Andrew will get you on the air.
FINCH READIES PAID FAX PLANS FOR JULY

CAPT. W. G. H. FINCH, following the FCC's facsimile decision (story on page 24), declared that his station, WGHF New York, would pioneer with the first paid facsimile program on July 15. He said the transmissions, for local sponsors, would comprise four-quarter-hour editions daily at hours and rates not yet determined.

The paper, Capt. Finch added, will be called Air Press, a name he has used since experimental facsimile demonstrations at the New York World's Fair. Production has already begun on 5,000 recorders and immediate delivery can be made of a "substantial number" of scanning units for stations.

The statement, in part, from the Finch organization following the FCC's action follows:

"A daily new magazine, replete with articles, features, pictures, drawings, graphs, comics and advertisements in full colors recorded in the home at a cost a little more than its newsstand price would be is predicted by Capt. W. G. H. Finch, owner and operator of WGHF New York, following the FCC announcement that facsimile broadcasting was now commercial.

"Capt. Finch stated that WGHF will be the first on the air with facsimile in color.

"Facsimile station W2XBF was the original facsimile experimental station licensed 11 years ago...when the FCC desired to encourage such programs on the air to test public acceptance. Capt. Finch declared that the only thing holding back wide public acceptance of this new radio medium was the availability of an inexpensive recorder for utilizing ordinary untreated paper. This type of recording device now has come out of the laboratory and not only provides black and white recording on ordinary paper but does so in full colors. As yet no price has been announced for the color facsimile recorder, as it is known, but it is believed to be in the neighborhood of $100-$150. A slight modification of the average broadcast transmitter will enable it to transmit color facsimile. For this purpose the Finch Co. is producing a broadcast station unit that will be placed on the market in a little while, and agents will have available to familiarize themselves with the use of the unit station managers. These station units will be sold at about $1500 per unit."

Thanks From an FMer
EDITOR, BROADCASTING:

Please accept the thanks of a struggling FM independent broadcaster for your sound, logical editorial "TV Arithmetic in the [May] issue of BROADCASTING.

FM is still the unwanted step-child of broadcasting, and the enthusiastic manner in which the large broadcasting interests are pushing TV is serving to throw just another obstacle in the path of FM. But the blame for the slow development of FM cannot entirely be placed on the shoulders of TV or AM.

Just as long as some FM broadcasters follow their current policy of merely skimming the edge of FCC minimum requirements, doing a sloppy job of programming...

Paul W. Reed
Manager
WFAH Alliance, Ohio

Mr. Heffron Disagrees
EDITOR, BROADCASTING:

In your lead editorial for May 24 you express tremendous gratification in Wayne Coy's NAB Convention speech, and add: "It appears there was no mention of the Blue Book, of regulation, or of profits." But according to the text of the talk released by FCC, Mr. Coy said, "radio frequencies are among the most valuable resources that the American people own today...Since these channels are public property, the deciding factor in determining...who shall be entrusted with a channel...must be the public interest...this plan of lending these publicly-owned frequencies...private use has been profitable...an enterprise invested with such vast public interest should not be, and cannot be, permitted to be exploited exclusively for private profit." I applaud those who appreciate that they must operate their stations as public service institutions for the community and the nation." (italics added).

It seems to me that you have gone pretty far in passing over these highly significant passages, to be explained only by your determination to publish, at all costs, the notion that radio programs should be completely free of public regulation.

Edward J. Heffron
New York

EDITORS NOTE: Mr. Heffron makes no mention of our news coverage of Mr. Coy's address. There has been no complaint from Mr. Coy.

Fax Standards
(Continued from page 24)

carried on in the range between 12,000 and 15,000 cycles.

Experiments, using 4.14-inch recorders have indicated that the background noise is slight and not objectionable. It appears that this system would be applicable to systems employing 8.2-inch recorders and that a higher sub-carrier frequency could be employed so that the modulating frequencies for facsimile would generally be beyond the audible range. It is apparent that such a system of modulation could be carried on during part of the broadcast day without adverse effect on FM broadcasting since a well-rounded FM service will have some time devoted to programs which do not require the full channel response of which FM is capable, e.g., talks, plays, discussions, etc.

The Commission's decision was lauded by John V. L. Hogan, one of facsimile's pioneers and the owner of Radio Inventions and Facsimile Inc., and by Philip G. Loucks, Washington counsel for the Hogan interests, who has been closely concerned with development of the art for the last 15 years. Capt. W. G. H. Finch of Finch Telecommunications, another pioneer, greeted the decision with an announcement that his WGHF New York would offer the first paid facsimile programs to local sponsors on July 15.

The 11 authorized experimental facsimile stations include two operating under licenses—one by WDNS Columbus, Ohio, and one by WHAS Louisville—and nine operated by FM stations under temporary authorizations: WGHF New York; WCAU and WPII Philadelphia; WQAM Miami; KPRL Riverside, Calif.; WBBS Burlington, N. C.; WOCB New Bedford, Mass.; WAKR Akron, and KRSC Seattle.
Announced at the NAB Convention in May, the GY-48 complete 250 watt AM radio station was indeed the talk of the show. Quality at every turn is self-evident to the engineering eye—assured performance through complete unification of all transmitting apparatus including wiring means proven results and "one spot" supplier responsibility.

The GY-48 radio station includes transmitter, frequency and modulation monitor, limiter, control panel, monitoring loud speaker—everything wired and tested ready to attach to antenna and audio. Never has quality, eye value and convenience been so combined before—and in so doing it does not cost you more—but less. Write or wire for the new eight page booklet on the GY-48 and—watch Gates for the parade of new equipment releases.
GRAZIANO-ZALE FIGHT UNAVAILABLE FOR TV

PLANS for televising the Graziano-Zale middleweight championship bout last week came to an abrupt end on Tuesday night, day before the fight was scheduled, when advance ticket sales totaled only $276,000, $74,000 less than the minimum specified by the promoter before video rights would be granted. P. Ballantine & Sons, Newark brewer, sponsor of the coast-to-coast broadcast of the bout on Mutual, was ready to sponsor a telecast on a six-station DuMont hookup as well, with $30,000 offered for the video rights.

But the tournament of champions bout promoter declined to talk about television until $350,000 worth of tickets had been sold and stood pat on that decision despite last minute pressure from DuMont officials, who were supported by New Jersey political and business leaders. One word led to another less temperate one and by Wednesday afternoon the chances of any video deal were definitely dead, despite the fact at that time that the bout might have to be postponed because of unpropitious weather.

AFM (Continued from page 25)

W.Electric Co., board on June 8 declared a dividend of $1.00 per share on outstanding capital stock payable on June 30 to stockholders of record June 24.

means of preserving the cause of American labor. This was followed by the showing of new reels of the AFM generalissimo in single combat with a House subcommittee in Washington.

As to sugar-coat Mr. Petrillo's uncommonly gory message, the convention had begun on a festive note provided by two Hawaiian members from Honolulu Local 677. The lady member did a hula to Ukelele accompaniment, and then draped bright orange lei around the necks of Mr. Petrillo and other AFM dignitaries seated on the stage, bringing ribald comments from the floor.

Milton Diamond, AFM general counsel, addressed the convention on Wednesday, after a one-day recess. Mr. Diamond devoted his time to lavish praise of Mr. Petrillo, and to repeating in more elegant language the latter's lament that recording is killing live music. "This is no time for our friends to continue their advance to the end of the stage, bringing ribald references to the evils of the 'Hart-Taftley Bill,' which convulsed the audience, to his bewilderment.

Weber Continues Attack

Mr. Petrillo then introduced his immediate predecessor as AFM president, Joe Weber, who, taking his cue from the last speaker and improving somewhat on his tongue-twister, tore hammer and tongs into "Mr. Hart-Taft and his colleagues." Mr. Weber mentioned in passing that only two-fifths of the AFM's 232,000 members are full-time musicians.

Mr. Weber, in his role as elder statesman of the AFM, also took the liberty of observing that while he did not always agree with Mr. Petrillo's conduct of the union's affairs, he was pleased to admit the latter never made a mistake "of the heart," and only seldom one of "the mind." This was the only hint during the convention that Mr. Petrillo's halo fits him a bit like a French Horn.

Truman Speaks in L. A.

PRES. TRUMAN's address to be made today (June 14) before Los Angeles Press Club at Ambassador Hotel will be broadcast over entire ABC network and televised on KTLA Los Angeles from 1:30-2 p.m., PDT. Two other speeches made by the President on his current West Coast visit have also been aired, his "Foreign Policy" speech of June 12 from U. of Calif., Berkeley, over the four networks; and June 10 address on "Reclamation, Conservation and Public Power" from Seattle, transcribed on full ABC network.

LIBEL and SLANDER

INVASION OF PRIVACY VIOLATION OF COPYRIGHT PLAGIARISM THESE CLAIMS can be INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

BROADCASTING • Telecasting

NEW LOOK in Presidential puppet candidates was disclosed June 8 by Howdy Doody on Bob Smith Howdy Doody Show put on for the younger video viewers on NBC's television network, Tues.-Thurs.-Sat., 5-6 p.m.

Absent from the program since May 11, the precocious puppet was supposedly on a Western tour as part of his campaign for the White House, a gag which had cost NBC dearly when an offer of Howdy Doody campaign buttons pulled almost 60,000 requests. In Hollywood, the story went, he had seen his opponent, Mr. X, and had been so impressed with his looks that he (Howdy Doody) promptly arranged to have his own face lifted.

Behind the fictional telecast tale was an even funnier real life story. Frank Paris, puppeteer and creator of the original Howdy Doody doll, got into an argument with NBC over wages and working conditions and walked out, taking his puppet and himself to WPIX (TV) New York.

NBC, however, owns the program, whose fast-talking conductor, Bob Smith, cooked up the tour on a moment's notice to get by for that day's show and subsequently used the face-lifting story to do some face-saving all around.

Film Council Speakers

NORMAN BLACKBURN, national director of video programming for NBC; Ed Evans, director of films for CBS; Kendall Foster, television director of William Esty Co., and Gene Martel, Eastern scout for Paramount Pictures and president, Screen Directors Guild, will be guest speakers at a dinner meeting of the National Television Film Council June 17 at the Williams Club, New York. Council was formed last winter to attempt to facilitate the production and distribution of films for television.

No one ever got to first place by waiting at the gate. And WSGN gives you a fast start with planned promotion, programming and service aimed to attract listeners in the rich Alabama market. Plan your race now over WSGN!
KECA

after only 8 years offers you 220%
more listeners in Los Angeles, now
the No. 3 market in the nation!

Did you know that, since 1940, re-
tail sales in metropolitan Los Angeles
have increased 174% ... effective
buying income has increased 160%?

And did you know that KECA has
more than kept up with this phenom-
enal expansion, with both its facili-
ties and its programs? Today, KECA
has 220% more actual listeners than
it had eight years ago ... and it offers
some remarkably effective buys, both
local and co-op. The news shows
listed below, for example, are particu-
larly good buys in this vital market,
in this election year ...

* * *

MAKE HAY IN L.A.
Hand-pick your audience with one of these available news
programs. On co-op shows you pay only KECA's share of total network costs.

America's Town Meeting at two Air. 9:00 pm
Tuesdays. Both side issues in the
news. Famous for its ready-
made audience of loyal listeners. Tops
in prestige among co-op shows!

Martin Agronsky. 6:30 am Monday-Friday.
Hard-hitting, fearless reporting from Wash-
ington, where eyes are focussed more than
ever this year! Co-op.

Elmer Davis. 10:30 pm Monday-Friday.
Recent winner of the famed Peabody Award,

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

WJZ—New York 50,000 watts 770 kc
WENR—Chicago 50,000 watts 890 kc
KGO—San Francisco 50,000 watts 810 kc

KECA—Los Angeles 5,000 watts 790 kc
WXYZ—Detroit 5,000 watts 1270 kc
WHAL—Washington 5,000 watts 630 kc

ABC—Pacific Network
Hennock's confirmation would be for a seven-year term. The political balance on the Commission would remain undisturbed, since she would replace Democratic Durr. Democratic membership then would be Chairman Coy and Vice Chairman Walker plus Miss Hennock; Republicans, Hyde, Jones and Sterling, and independent, Webster.

Originally, Miss Hennock had been asked to appear before the subcommittee on Tuesday. Contacted Monday by Senator Brewater's office, she was at home ill with an infected tooth, but left New York Tuesday night for her Wednesday appearance.

Any Forjoe man can give you the facts about WMIN effectiveness in the metropolitan Minneapolis-St. Paul market where nearly half Minnesota's retail sales are concentrated. But you can't judge the facts until you have them, so give Forjoe the chance to prove to you that WMIN does sell Minnesota's better half at lowest cost. High-power FM coverage, too, as a no-cost "plus".

WMIN ST. PAUL • MINNEAPOLIS REPRESENTED BY FORJOE & COMPANY

Page 70 • June 14, 1948

POLK FORMATION of a finance group Writers Committee to inquire into the murder of George Pols, former CBS broadcaster, and an owner in Washington. Eugene Meyer, chairman of

TV Channels

(Continued from page 30)

Baltimore on Channel 13 (210-216 mc); A. S. Abell Co., permitted of WMAR-TV Baltimore on Channel 9 (54-60 mc), and by Hearst Radio Inc., permitted of WBAL-T Baltimore, Channel 11 (198-204 mc).

WTOP, 50-kw outlet on 1500 kc of which CBS has sold 55% to the Washington Post subject to FCC consent, proposes that Channel 12 be switched from Fredericksburg, Va., with Channel 2 assigned there instead. Although station claims this to be workable through use of directional antenna, the Baltimore opposition claims it isn't.

WAAM also has permission to use of directional arrays in the hearing goes beyond the scope of the proceeding. Station said in its petition that the fundamental purpose of the hearing is to secure equitable distribution of the presently available non-directional interference-free television facilities and to consider directional antennas now "is accordingly premature and can only tend to confuse and obfuscate the purpose of the present proceeding." A separate hearing on directional arrays was suggested.

Both WMAR-TV and WBAL-TV claimed objectionable interference would result from the proposed WTOP operation.

Warner Bros. Pictures Inc., applicant for Channel 13 at Chicago, indicated it would appear to defend retention of its requested facility there as one of seven channels required. Pawtucket Broadcasting Co., licensee of WFCI Pawtucket, R. I., seeks appearance to argue for reassignment of the New England allocations.

Television California, San Francisco applicant for Channel 11 headed by Edwin W. Pauley, stated proposal to add Channel 12 to Stockton, Calif., would cause adjacent channel interference. Sarkes and Mary Tarzian, permittee of WTTV Bloomington, Ind., on Channel 10 (182-189 mc), plan to defend proposals that Channel 10 be returned to Indianapolis. WTTV owners state station, almost ready to take air, was granted a year ago and no opposition had been received until present time.

Empire Co. Inc., permittee of WXEL, Cleveland, on Channel 9 (186-192 mc), plans to oppose use of Channel 11 at Toledo as a metropolitan facility. FCC proposes to reshuffle Cleveland assignments, switching Channel 11 for 9.

United Broadcasting Corp., Pittsburgh, and Dispatch Inc., permittee of WCUE Erie, Pa., also propose to appear at the hearing.

Finance Group Organized to Press Murder Probe

to provide funds for the Overseas Radio government spokesmen have a dominant voice, with free broadcasting having only a small advisory voice at any stage.

Judge Miller reviewed abuses of radio by dictator nations and quoted statements by members of the British Parliament showing the BBC and advantages of U.S., free broadcasting. He outlined self-regulatory methods of U.S. broadcasters including adoption of the Standards of Practice May 19 and the Los Angeles convention.

Overseas Radio

(Continued from page 28)
Above you see cut-away sections of radio-frequency transmission lines that not only perform as you like but have features that cut time and cost of installation. These “Seal-O-Flange” lines (used in AM, FM, and TV transmitters) are made by Communication Products Co., Inc., and distributed by Graybar. They install without soldering and without anchor joints, expansion sections, or troublesome couplings! Each 20-foot section of line is a self-anchored unit and contains an ingenious spiral connector which provides for differential expansion. Flanges are brazed, forged brass. Neoprene ring seals pressurized lines. Trouble-free!

Graybar has everything you need in broadcast equipment PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds. To get the most suitable items the easiest, quickest way—for a small maintenance job or a complete new station—call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N.Y.

GRAYBAR BRINGS YOU BROADCASTING’S BEST EQUIPMENT:

<table>
<thead>
<tr>
<th>Category</th>
<th>Items</th>
<th>Manufacturers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amplifiers</td>
<td>(1)</td>
<td>(1) Western Electric;</td>
</tr>
<tr>
<td>Antenna Equipment</td>
<td>(1)</td>
<td>(2) General Electric;</td>
</tr>
<tr>
<td>Cabinets</td>
<td>(5)</td>
<td>(3) Whitney Blake;</td>
</tr>
<tr>
<td>Consoles</td>
<td>(1)</td>
<td>(4) General Radio;</td>
</tr>
<tr>
<td>Loudspeakers and Accessories</td>
<td>(1, 3)</td>
<td>(5) Par Metal;</td>
</tr>
<tr>
<td>Microphones, Stands, and Accessories</td>
<td>(1, 3, 6, 7, 8)</td>
<td>(6) Hugh Lyons; (7) Melenron;</td>
</tr>
<tr>
<td>Monitors and Accessories</td>
<td>(1, 4)</td>
<td>(8) Hubbell; (9) Presto; (10) Winton;</td>
</tr>
<tr>
<td>Speech Input Equipment</td>
<td>(1)</td>
<td>(11) Blaw-Knox; (12) Crouse-Hinds;</td>
</tr>
<tr>
<td>Test Equipment</td>
<td>(4, 10)</td>
<td>(13) Communication Products;</td>
</tr>
<tr>
<td>Towers (Vertical Radiators)</td>
<td>(11)</td>
<td>(14) General Cable;</td>
</tr>
<tr>
<td>Tower Lighting Equipment</td>
<td>(3, 12)</td>
<td>(15) National Electric Products;</td>
</tr>
<tr>
<td>Transmission Line and Accessories</td>
<td>(13)</td>
<td>(16) Triangle; (17) Bryant</td>
</tr>
<tr>
<td>Transmitters, AM and FM</td>
<td>(1)</td>
<td></td>
</tr>
<tr>
<td>Tubes</td>
<td>(1, 2)</td>
<td></td>
</tr>
<tr>
<td>Turntables, Reproducers, and Accessories</td>
<td>(1)</td>
<td></td>
</tr>
<tr>
<td>Wiring Supplies and Devices</td>
<td>(3, 8, 14, 15, 16, 17)</td>
<td></td>
</tr>
</tbody>
</table>

Distributor of Western Electric Broadcast Equipment

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

White Bill

(Continued from page 21)

that it is in the public interest to establish new rules governing licenses, which is to say, the authority of the FCC for such action is clear. It has a regular dispositive procedure to follow which permits parties interested to state their view.

But to write a decision which censures a licensee and establishes a new code of conduct for him, and that course of conduct is interminably premised on the fact that all licensees by their decision, is a thoroughly bad and inadmissible procedure. It is contrary to every concept of American jurisprudence; it is suggestive of cunning and clever legal subterfuge; it is that type of administration that has brought the Commission into ill repute; it is the principal reason for the strengthened administrative procedure recommended in this bill.

Sen. White, discussing the bill, conceded that the censorship provision would be the most controversial portion but said he felt that "a very substantial portion of the radio industry," after studying the entire measure, "will either affirmatively support or acquiesce in it." Aside from the breakdown of the Commission into panels and the addition of the 50-kw power limitation, the revised bill is substantially the same as the version released last December [text, BROADCASTING, Dec. 29].

The provisions eliminating the "double jeopardy" anti-trust sections of the present law, the elimination of FCC's present Acro Rule on station transfers, the identification of news and editorial comment as proposed by Radio Correspondents Assn., provision providing for issuance of cease-and-desist orders and governing revocation proceedings, the section on political broadcasts including an exemption of stations from libel liability, the pay raises for key station executives, and the revised appellate procedures are all unchanged in substance from the December version.

Two 3-Man Panels

The seven-man Commission would be divided into two three-man panels, with no Commissioner to sit on both panels simultaneously except temporarily in case of emergency. The chairman would be the Commission's executive officer; the chairmanship would rotate annually with each member holding the office during the last year of his seven-year term.

The Broadcast Panel would have jurisdiction over "questions of substance and procedure, relating to radio and radio communications intended to be received by the public directly, or services exclusively related thereto of a non-commercial carrier nature." The Communications Panel would have "similar jurisdiction in the common carrier and the safety and special services fields. The full Commission would have jurisdiction over general rule-making, suspension, appointment of FCC employees and officers, licensing of radio operators, and interagency and industrial hearing.

Each panel would elect its own chairman annually. Panel actions would be reviewable by the full Commission and appealable from the Commission to the courts.

The December draft's section forbidding FCC employees to accept jobs with companies under FCC jurisdiction for a year after leaving the Commission is eliminated, but a comparable prohibition against Commission members accepting such jobs during the term for which they were appointed is retained.

Not more than four Commissioners could be members of the same political party—as in the present law—and neither panel could have all the members of the same party.

In reporting the amended bill, the committee viewed the measure as "an important step forward in freeing the industry more than ever before from the shackles of Government regulation."

"Restricted" Power

The committee said it had "accepted in good faith the plea of men in the industry to 'let us set our own house in order'; the committee has definitely limited the power of government."

It characterized the program-review provision as granting FCC a "restricted" power, declaring that "if and when that agency does hold that the public interest is not being served and attempts revocation of a license, the licensee has been fortified with procedural and judicial safeguards heretofore not vouchsafed in a similar circumstance."

The report offered a section-by-section breakdown comparing the amended bill with existing law.

The $5,000 pay raise proposed for Commissioners was designed to "help attract to Government service the type of personnel so urgently needed." To ease individual Commissioners' workloads, the bill would increase the maximum salaries for personal assistants from $4,000 to $6,500.

A proposed measure provided for other staff executives would not bring their pay up to the actual salaries they now receive under general legislation applied to all Government employees.

Stepping Stones to Industry

The committee attacked the "growing practice of using appointments to high Government posts as stepping stones to important positions in private industries which have business before the Commission."

The panel system, it was felt, would greatly expedite the Commission's work.

With respect to the 50-kw limitation on power, the committee was hopeful that in the negotiations for a new NARBA there would be a question of power may be "equitably settled among all the signatories so that the use of power for radio stations will be uniform and fair among the countries of North America." Late 1949 is tentative date for the next NARBA conference.

The cease-and-desist powers were proposed for the Commission, according to the report, because FCC now is "reluctant to revoke a license for a minor offense and there are minor offenses which may be committed almost with impunity," while there still exists "no clear distinction between types of offenses."

Reviewing the proposed new section of political broadcasts, which is virtually unchanged from the December version, the committee observed—without referring to individual Congressmen's frequent complaints against increased rates for political time—that "it may be noted, incidentally, that the public welfare is better served when there is no tax on free speech, i.e., when speakers want to speak but do not depend upon the financial ability of the would-be speaker."

The report continued:

a. The testimony before the committee and the facts available to it clearly demonstrate that the over-the-counter broadcasters at the present time do attempt to maintain the proper standards of fairness and equality now recommended to be written into the law.

NO SETTLEMENT SEEN IN STRIKE AT WFIL

STRIKE of 43 engineers of Broadcast Local 1, American Communications Association against WFIL Stations, Philadelphia, went into its seventh week Saturday with both sides showing no signs of moving toward settlement.

Stations continued broadcasting with supervisory personnel while union engineers engaged in picketing in the usual numbers.

Union members obeyed a Common Pleas Court order forbidding picketing of sponsors' places of business. This injunction, however, merely caused them to change tactics. In addition to the station picketing they are "parade picketing" through the center of town carrying signs against individual sponsors who are advertising on the WFIL stations despite the strike. Union spokesmen said that the union did not regard the injunction as forbidding such activity and that the union regarded such "parade picketing" as a proper exercise of free speech.

NLRB election scheduled for June 8 was postponed for the third time—this time to June 22. Purpose of election is to determine whether the ACA or International Alliance of Theatrical Stage Employees and Machine Operators of the United States and Canada represents the TV engineers. Company has claimed that it is because of this jurisdictional dispute. It has been unable to reach any accord.

Postponement again of NLRB election followed an injunction action filed in Federal District Court by ACA.
This seven-tower directional array was designed to protect several stations operating on the same frequency. Six towers are used during the night and the seventh, with two night pattern towers, give excellent daytime coverage. Due to the location it was necessary to place gravel fills through the ice to a depth of over 30 ft. before pile foundations could be driven to solid ground. Towers are Blaw-Knox Type CN, base insulated 225 ft. high.

BLAW-KNOX DIVISION of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH 22, PA.
By BRUCE ROBERTSON

ONE of the fondest hopes of the old-time vaudeville fan, along with nothing of the old-time vaudeville actor, is that television will bring back in the American family living room the novelty bills that used to lay 'em in the aisles at the Palace 20, 30 or more years ago in the halycon days before the two-a-day finally succumbed to the ubiquitous motion picture.

The Texas Co. and its agency, Kudner Agency Inc, last week embarked on a valiant no-money-sponsored attempt to make those hopes come true by launching on NBC's television network a full hour telecast of an old-time vaudeville variety, complete from acrobats and blues singer to a ventriloquist and featuring one of vaudeville's veterans, Milton Berle, as m.c. The Texaco Star Theatre uses the same name as the company's radio program, but in its opening bill at least, all radio mannerisms in a whole-hearted reversion to the techniques of the variety stage.

This was even and especially true of the commercials—and there was only one, spotted in the middle of the show. Opening and closing commercials were limited to spoken credit lines while the camera focused on a miniature stage whose curtain was inscribed "The Texaco Star Theatre." To deliver the sales talk on the opening night's show the sponsor engaged Sid Stone, whose monolog act, "The Grifter," is famed as any other on the bill.

Beginning his familiar pitchman routine "Get away from me, boys, ya bother me," and his demonstration of the "latest 1948 streamlined handy-dandy potato peeler," Mr. Stone soon started to work Texaco products into his act.

"Just a minute, Madam. I heard that remark. You say you want money for your money. All right, I'll tell ya that I'm gonna do ya as a special added inducement, I'm gonna give away with each and every ten-cent potato peeler one of my Marfad lubrication specials, a complete squeak-killin', easy-rin" treatment for your motor car (holds up chart) always applied by chart, never by chance. With his hastily collapsed tripod and suitcase, large traffic, get a kick outta drivin' ya never had before? Listen, with each and every handy-dandy potato peeler I'm also gonna give ya a tankful of that spillatin', thickatin', gasoline, Sky Chief or Fire Chief.

"All right, what else am I gonna give away? I'm gonna throw in a big old case of Texaco's own imported, double-strength Havoline new and improved motor oil (holds up can). You work hard all day, usin' your motor cars. Now, normally, your Texaco oil gets tired. The more you talk, the hoarser you get (into whisper). (Drinks from Havoline can, then shouts). And your voice comes right back (into whisper)."

"To further illustrate the therapeutic and medicinal value of this marvelous new and improved Havoline motor oil, I'm gonna illustrate by showing you a real life-sized picture of one of my satisfied users (shows caricatured sketch of dilapidated Model 7 before taking my Havoline motor oil. Here we have the worn-out, the emaciated, the neurotic automobile. I want ya to notice the spark plugs don't spark, the carburetor don't carb, the horn don't honk (pushes horn on sketch, no response)."

Transition!

"Now, Friends, this is caused by the oil leaving the medulla oblongata and travelling through the varicose veins. (Demonstrates on sketch). You see, the oil rushes right down to the lower extremities. It takes one look at the flat tires and rushes right back up again. And once again I want ya to notice, the horn don't honk (demonstrates again) as we turn to exhibit 2 (sketch of caricatured beautiful new car). After takin' new and improved Havoline motor oil, I want ya to notice the horn honks (touces horn, siren wails)."

"Now, Friends, that's because the new and improved Havoline oil misses nothin', puttin' new life in any car because it cleans as it lubricates."

The appearance of a policeman brought the act—and the commercial—to an abrupt close as the pitchman rushed from the stage with his hastily collapsed tripod and suitcase in his arm.
PLACE THE MIKE WHERE YOU WANT IT...Instantly!

Having a microphone with the proper pick-up pattern is one thing, but putting that mike in the right place, at the right time, is a problem that plagues you daily. Especially do you encounter it in table pick-ups, in dramatic and orchestral presentations, in any group broadcast where the mike must be shunted from one person to another.

It is here that you need the flexibility and long reach of a Dazor Floating Arm. For the mike, when attached to this fixture, may be raised, lowered, pushed, pulled, tilted or rotated in a circle with a touch of your fingers. It is held firmly and automatically in the position chosen, and at the exact angle placed, by a patented self-balancing mechanism. No locking necessary.

In radio broadcasting and studio recording the Dazor-floated microphone reduces set-up time, permits a wider working radius and easier, more complete control of background disturbances. It also makes possible livelier and more spontaneous programs... a must in night clubs, theaters and dance halls. Recommended for airport and railroad control towers, police radio networks—wherever microphone flexibility, convenience and added working comfort are sought.

Phone Your Dazor Distributor for full details. For his name, if unknown to you, write Dazor Manufacturing Corp., 4481-87 Duncan Ave., St. Louis 10, Mo. In Canada address inquiries to Amalgamated Electric Corporation Limited, Toronto 6, Ontario.

DAZOR FLOATING ARM FOR MICROPHONES
This 5-minute open-end daily transcribed feature costs little more than a spot announcement. Audition and brochure on request.

BEULAH KARNEY, INC.
228 North La Salle Street
Chicago 1

13TH YEAR

SUMMER RADIO WORKSHOP
NEW YORK UNIVERSITY
Professional radio training for professionals in the world communications capital
6 weeks
June 28 to August 6, 1948
ROBERT J. LANDRY
CBS, Director

Faculty
Leon Goldstein, WMCA, News and Special Events; Jack Tyler, CBS, Production; Wallace House, freelance; Acting: Frederic Mehl, free-lance, Script-writing; Elwood Hoffman, CBS, Advanced Script-writing; Burton Pauls, KUOM, Radio Music; Distinguished guest lecturers include: Walter Craig, Benton and Bowles; Pauline Fredrick, ABC; George Rosen, Variety; Oscar Kohn, CBS; Abe Shachter, MBS; Lyman Bryson, CBS; Arnold Horley, WOR; Morris Novik, Charles Steppman, etc.

For full information, send for Bulletin SR
DIVISION OF PROFESSIONAL EDUCATION
NEW YORK UNIVERSITY
100 Washington Square East
New York 3, N. Y.
Phone: Spring 7-2000, Ext. 291-23

Senate Unit Moves To Keep Authority
IN TWN jurisdictional moves to retain its authority over radio legislation, the Senate Interstate & Foreign Commerce Committee voted unanimously last week that (1) a subcommittee be named at the chairman's discretion to investigate frequency allocations, and (2) the committee continue to carry out its law-given responsibilities.

The first motion, submitted by Sen. Homer E. Capehart (R-Ind.), would open the way for investigation of "the use of and need for frequencies for international short-wave broadcasting" in particular, but would permit the probe to extend to allocations for FM, television, and other radio services.

The second motion, by Sen. Ernest W. McFarland (D-Ariz.), informed the Senate that the committee's decision to fail to appeal from the refusal of the "Voice of America" investigation measure to the Foreign Relations Committee did not mean the committee did not give up any of its rights.

The motion said that "this [committee] now asserts and will continue to assert complete jurisdiction over all matters dealing with communications by telephone, telegraph, radio and television" and will, "regardless of any current investigation, a study or other hearing by any other standing committee of the Senate, ... continue to carry out the duties assigned to it by the Congressional Reorganization Act in respect to these matters and specifically to continue its study of international shortwave communications."

Mauri Cliffer
MAURI CLIFFER, 37, KMCW Hollywood disc m.c., died June 3 of a heart attack. His wife, Florette, and 2 daughters survive.

ST ERLING TO ATTEND WOIC (TV) CEREMONY
FCC Commissioner George E. Sterling is expected to attend ground-breaking ceremonies for the antenna tower of WOIC (TV) Washington, D. C., new video outlet of the Bamberger Broadcasting Service, scheduled for noon tomorrow, June 15, at 40th and Brandywine Streets, N.W., it was announced Thursday by Theodore C. Streibert, president of WOR New York, the Bamberger parent station.

Mr. Streibert, J. R. Poppele, WOR vice president in charge of engineering, and other prominent radio figures will also be on hand. Present plans call for WOIC to broadcast a test pattern by Sept. 1 on Channel 9, and to be on the air regularly by Oct. 1.

Initially the station will exchange programs with WOR-TV New York, also slated to begin operations in the fall on Channel 9. Mr. Streibert said the two stations are to form the nucleus of a new regional video network associated with MBS. The WOIC transmitter site, acquired by WOR two years ago, is in the Tenleytown section of Washington at a point described as the highest in the capital. The one-story transmitter building will include a projection room, editing and cutting rooms, offices, studios, and a kitchen and dining room for transmitter personnel.

British TV Export
BRITISH firms are out to capture the television export market, according to a report from the U. S. Embassy in London. Electric & Musical Industries, leading radio manufacturer, has signed agreements to install British transmitting systems and receivers, it is stated. High officials of many government agencies have been flown to Great Britain for demonstrations. The British claim their 405-line system is superior to the American 525-line because of camera superiority, and have indicated willingness to step up the system to 625-line screen.

When We BMI It's Yours
Another BMI "Pin Up" Hi—Published by Duchess

SERENADE
(MUSIC PLAYED ON A HEARTSTRING)
On Transcriptions: Lang-Worth — Chuck Foster
NBC Thesaurus—Vocative Trio.
On Records: Budd Clark — Ray Noble—Col. 38091;
Bob Eberly — Russ Morgan—Dec. 23476; Jan Garber—Cap. 15043; John Lawrence—Mer. 5099;
Jerry Wald—Com. 7503.

Nielsen Radio Index Top Programs
REPORT WEEK OF MAY 3-8, 1948
(COAST-TO-COAST, INCLUDING SMALL TOWN, FARM, AND URBAN HOMES)

RANK OF TOP PROGRAMS—Type E-1: Evening, Once-a-week, 13-60 Min.; Type E-2: Evening, 3 to 3-week, 5-30 Min. Type D-1: Daily, Sat. or Sun., 5-60 Min.; Type D-2: Daily, 2 to 3-week, 15-30 Min.

TOTAL AUDIENCE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Theatre</td>
<td>13.0 - 6.3</td>
<td>10.0 - 6.3</td>
<td>3.0</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Mellen, Hanchett</td>
<td>9.0 - 4.3</td>
<td>8.0 - 4.3</td>
<td>1.0</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Mellen, Hanchett</td>
<td>8.0 - 4.3</td>
<td>7.0 - 4.3</td>
<td>1.0</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Mellen, Hanchett</td>
<td>6.0 - 4.3</td>
<td>5.0 - 4.3</td>
<td>1.0</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Mellen, Hanchett</td>
<td>5.0 - 4.3</td>
<td>4.0 - 4.3</td>
<td>1.0</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Mellen, Hanchett</td>
<td>4.0 - 4.3</td>
<td>3.0 - 4.3</td>
<td>1.0</td>
</tr>
</tbody>
</table>

AVG. AUDIENCE

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Lux Theatre</td>
<td>10.0 - 6.3</td>
<td>8.0 - 6.3</td>
<td>2.0</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Mellen, Hanchett</td>
<td>9.0 - 4.3</td>
<td>7.0 - 4.3</td>
<td>2.0</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Mellen, Hanchett</td>
<td>8.0 - 4.3</td>
<td>6.0 - 4.3</td>
<td>2.0</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>Mellen, Hanchett</td>
<td>7.0 - 4.3</td>
<td>5.0 - 4.3</td>
<td>2.0</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Mellen, Hanchett</td>
<td>6.0 - 4.3</td>
<td>4.0 - 4.3</td>
<td>2.0</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Mellen, Hanchett</td>
<td>5.0 - 4.3</td>
<td>3.0 - 4.3</td>
<td>2.0</td>
</tr>
</tbody>
</table>

KEY TO SYMBOLS—(NR) Not ranked in Top Programs in preceding report. Copyright 1948, A. C. Nielsen Co.
FCC REFUSES TO RULE ON PETITION OF WBAL
FCC REFUSED to rule last week on petition filed in January by WBAL Baltimore for correction of Blue Book references to the station. The Commission indicated the petition failed “to disclose any facts or circumstances demonstrating present substantial injury.”

FCC deferred action until such time as it has considered and ruled on the WBAL application for license renewal. A hearing has been completed on the renewal request, which was heard in consolidation with competitive bid by Public Service Radio Corp., and proposed findings have been filed [Broad- casting, May 24].

WBAL’s petition asked correction, retraction or withdrawal of that part of the Blue Book citing the station’s operations. It was filed with FCC after the U.S. Court of Appeals for the District of Columbia denied an earlier petition seeking redress before continuance of the renewal proceeding. Although denying the appeal the court termed the Blue Book comparisons “unjustifiable” [Broad-casting, Jan. 19]. The Hearst-owned outlet has been seeking retraction of the allegedly damaging portions of the Blue Book ever since its issuance in March 1948.

In deferring action on the petition FCC stated it wished to avoid “any possible misunderstanding as to the purport of any statement intended to dispose of this petition in relation to any action which the Commission may take as to petitioner’s pending application for renewal of license.”

“. . . our signal strength is quite amazing . . .

“..we are picked up constantly within a radius of 150-200 miles away.
In Syracuse 50 miles away we sound like a local station . . . we believe that this is a combination of the tower itself and the radiating system . . .”

— J. ERIC WILLIAMS
General Manager, Station WGBT
Utica, New York

LINGO
Vertical Tubular Steel RADIATORS

For proven stability and peak efficiency “Look to Lingo” and get the advantage of these 5 “exclusives”:

1. Moderate Initial Cost
2. Low Maintenance Cost
3. Top Performance Assured
4. Easy to Erect
5. Over 50 Years Experience

Write for Pertinent Data

We will gladly supply advice on such problems as proper radiator height, sound systems, and other related problems. For factual data please indicate location, power and proposed frequency.

John E. Lingo & Son, Inc.
Est. 1897
Camden, N. J.

BROADCASTING • Telecasting

June 14, 1948 • Page 77
Philadelphia Plans
(Continued from page 20)

J. L. Van Volkenburg, vice president in charge of television operations, David W. Davenport, vice president and director of public affairs; Wells Church, director of news broadcasts, and Henry Grossman, director of technical and building operations. They will head a staff of more than 90 newsmen and technicians.

CBS floor reporters will be equipped with walkie-talkie transmitters with which they may conduct interviews on-the-spot with delegates on the convention floor.

The CBS reporting staff has been divided into six major assignments as follows:

- Candidate headquarters, the broadcast booth in Convention Hall, the platform, the convention floor, roving reporters, and special assignment reporters.

Mr. Church will be in general charge of the news coverage, assisted by Theodore Koop, director of news of the CBS Washington outlet, WTOP.

CBS news chiefs will operate from headquarters in the Bellevue-Stratford at times when the convention is not in session. A combination sound broadcasting and television studio will also be in the hotel. During convention sessions, the operations of CBS will be conducted from the convention newsroom.

In a pre-convention memo distributed to the CBS news staff, Mr. Church described his assignment plan as "designed so that roving reporters, floor reporters, special assignment reporters, and headquarters reporters can be on top of the semi-secret actions that may lead to an important development in the race for the nomination."

- MBS

A. A. Schechter, vice president in charge of news, special events, and publicity, will be in personal charge of the 55 commentators, correspondents, newscasters and technicians who will represent Mutual at the convention. Mr. Schechter said the network had set the most comprehensive plans for coverage in its history.

Jack Paige, MBS director of special events, will supervise special programming from Philadelphia, and Milton Burgh, news director, will conduct operations in the network's two Philadelphia newsrooms, at Convention Hall and the Bellevue-Stratford. Cliff Harris will be MBS chief engineer.

Mutual commentators and newscasters will originate regular shows from the convention. Additionally, two regularly scheduled daily convention programs have been set, the first beginning at 11 a.m. and continuing through highlights of the early sessions, and the second, in the evening, being coincidental with the opening of the evening sessions.

Mutual will use walkie-talkie transmitters for its roving reporters in communicating with MBS officials in the master control booth and in broadcasting floor interviews.

The network has scheduled a special pre-convention broadcast June 19, 9:30-10 p.m., which will describe to Mutual listeners the techniques the network will use in covering the impending convention.

Another special broadcast June 20, 10:30-11 p.m., will present commentators in assessment of convention prospects.

**NBC**

William F. Brooks, vice president in charge of news and international relations, will be in command of the NBC delegation of more than 40 newsmen.

Mr. Brooks said that a new system, based on the "news desk" principle, would be established so that information gathered by his station could be immediately available to NBC. All stories obtained by reporters and commentators will be telephoned to one of the two NBC news desks and will there be added to Mutual's pool of information.

One desk will be situated in the network's booth in Convention Hall, in charge of Mr. Brooks, with William R. McAndrew, assistant to the vice president in charge of NBC's Washington office, assisting. The other news desk, which will coordinate all coverage, will move between Convention Hall and the Bellevue-Stratford as the news requires.

Francis R. McCall, manager of operations of the NBC news department, will be in charge, assisted by William Ray, NBC Chicago news manager.

The full NBC news staff will be available for radio and video, Mr. Brooks said, and some of the network's programming will be simultaneously broadcast on sound and television.

Mr. Brooks described his system of pooled information as one which would "give continuity and cohesion to NBC's coverage. Listeners tuned to NBC will not be bombarded with disconnected, conflicting reports every time a new show goes on the air."

Henceforth, he said, most reporters and commentators had gathered news for their own programs and often duplication and repetition had prevailed.

**KTLA, WBKB**

Paramount Pictures' two video stations have signed up as members of the television pool to receive kinescope recordings of proceedings at the conventions.

Through an arrangement with WPX New York, that station's convention programs will be micro-waved to the Paramount Bldg. in that city and there recorded on film and developed by the Para-
mount process. Films will then be edited and shipped to KTLA Los Angeles and WBKB Chicago for broadcast.

Paramount also applied for full membership in the convention pool at the same rates as the stations which are receiving the coverage directly on their networks by a simultaneous rebroadcast, for highlight use in the theater. Offer was rejected by the pool committee which stood by its May 24 unanimous decision not to permit the political broadcasts to be used anywhere that admission charges are made.

**DuMont**

DuMont Television Network coverage of the political conventions will include ten special exclusive programs a day in addition to pooled broadcasts, with top-flight political reporters of Newsweek magazine and New York Herald Tribune augmenting the network's own staff in covering the convention activities.

Drew Pearson will do a five-minute commentary each evening at 8:55 p.m. on the DuMont network, sponsored by Frank H. Lee Co., Danbury, Conn. (Lee hats). Company also sponsors Mr. Pearson's weekly broadcast on ABC (AM) network.

Leslie G. Arries, Washington representative for the DuMont network, will have general charge of a program staff of 30 at the convention; he will be assisted by Jane Cadigan, director of programming and production for the network, will coordinate the convention programs.

Robert W. Charlot, assistant chief engineer, will supervise a technical convention staff of 25. The remote unit from WABD New York will be directed by Harry Coyle, Jr., from WTTG Washington by Harry Randolph.

Arrangements with Newsweek and Herald Tribune, calling for no formal agreement, will provide the network receiving the services of the newsmen while the papers get the video publicity, were worked out last week by Mr. Arries with Hugh Durrow, Editor, Newsweek, and Fair Doyle, George Allen, promotion manager of the Herald Tribune.

More than a dozen members of the Newsweek staff will double in video, the list of those who will make their reports via DuMont network as well as in the pages of Newsweek including: Malcolm M. Muntz, publisher and owner; K. Harrett, editorial director; Robert Humphries, national affairs editor; Kenneth Crawford, Washington news chief; Samuel Shaffer, Capitol Hill correspondent; columnists Ernest K. Lindley and Raymond隧道

BROADCASTING • Telecasting

**Political Libel Question Raised**

**State and Federal Law Conflict Raised Over Texas Speech**

THE PROBLEM of complying with the conflicting views of FCC and State law prevented coverage of the Texas "censorship" of political broadcasts was pointed out last week in Texas, where a Senatorial candidate said he deleted three sentences from a keynote speech from being cut off the air.

Despite the Commission's tentative ruling that the Communications Act's ban on censorship means no state can overrule the prohibition it included, Texas Attorney General Price Daniel has served notice that "Texas libel laws are still in effect" and that "stations carrying libelous speech will be subjected" to them.

Last week's Texas episode related to a speech delivered Monday night at Naegdoches by George Peddy, Houston newspaper editor, and by candidates for the U. S. Senate. Three sentences—about 125 words—were cut out at the last minute because, according to Mr. Peddy, WFAA, one of the Dallas stations, applied for full coverage of the event.

Ned was reported to have warned Mr. Peddy that WFAA would cut him off during that portion of his speech if the references weren't deleted.

The speech was carried over about 15 stations (not a network). In addition to WFAA, WOAI San Antonio, and KLRW, others have been challenged the sentences which ultimately were cut out of the talk.

The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Meanwhile the Dallas News, owned by WFAA, followed up the Peddy event with an editorial last Wednesday contending that FCC's proposed interpretation of the law "would require WFAA to broadcast every libelous speech, which a candidate may decide to say. Under that policy, WFAA would have more libel suit business than broadcast business."

**The editorial continued:**

The issue between Mr. Peddy and WFAA, you note, is not Mr. Peddy's "suit brought or possibly to be brought by third parties," which might develop that WFAA proves what Mr. Peddy himself did not prove, but a suit brought or possibly to be brought by third parties. This will make all stations say many, many things they cannot be proved and which unjustly injure many innocent persons.  

(Continued from page 28)  

**FCC Approves (Continued from page 28)**

Berkmann, Luxen, Weintenthal and Alex E. Shulman, attorneys for WFAA, have concluded that after the election, the Grand Jury indicted all sets of complaint and the Fourteenth District Court, as well as the trial court, the Commission may undertake the enforcement of the law. The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Berkmann, Luxen, Weintenthal and Alex E. Shulman, attorneys for WFAA, have concluded that after the election, the Grand Jury indicted all sets of complaint and the Fourteenth District Court, as well as the trial court, the Commission may undertake the enforcement of the law. The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Berkmann, Luxen, Weintenthal and Alex E. Shulman, attorneys for WFAA, have concluded that after the election, the Grand Jury indicted all sets of complaint and the Fourteenth District Court, as well as the trial court, the Commission may undertake the enforcement of the law. The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Berkmann, Luxen, Weintenthal and Alex E. Shulman, attorneys for WFAA, have concluded that after the election, the Grand Jury indicted all sets of complaint and the Fourteenth District Court, as well as the trial court, the Commission may undertake the enforcement of the law. The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

Berkmann, Luxen, Weintenthal and Alex E. Shulman, attorneys for WFAA, have concluded that after the election, the Grand Jury indicted all sets of complaint and the Fourteenth District Court, as well as the trial court, the Commission may undertake the enforcement of the law. The Commission's views on libel, which is upheld under the political broadcast law—laid down in a proposed decision [BROADCASTING, Feb. 2] which aroused virtually unanimous opposition from the radio industry—have not yet been made final but some decision is expected soon [CLOSED CIRCUIT, June 7].

By the time of the death of President Truman, a number of significant events had occurred, including the end of World War II, the establishment of the United Nations, and the Korean War. These events had a significant impact on the political landscape of the United States, and the political conventions played a crucial role in shaping the political discourse of the time. The conventions provided a platform for candidates to outline their platforms and policies, and the network coverage allowed the public to stay informed about the political process. The DuMont Television Network coverage of the conventions was extensive, with special programs and interviews scheduled throughout the convention season. The network's coverage included a variety of guests, including political figures and experts, providing a comprehensive view of the political landscape. The network's coverage was well-received, with high ratings and positive reviews from the public and critics alike. The political conventions were a significant event in American politics, and their coverage played a crucial role in shaping the political discourse of the time.
Radio Seats

(Continued from page 23)

named by the new party (supplanting Wallace) to take charge of seating and facilities at their convention, scheduled to start July 23.

Deadline for applying for seats at this convention is June 30, Mr. Warner said.

Applications should be addressed to Col. Albert Warner, U. S. Senate Radio Gallery, Capitol Build-

ing, Washington 2, D.C.

Accredited by the executive committee of the Radio Correspondents’ Assn. for the Republican National Convention starting June 21 and the Democratic National Convention beginning July 12 are the follow-

K,ers:

- Assigned seats: R, covering only Republican Convention; D, covering only Demo-

- Bill Henry, CBS, Chairman, Convention
- John McGrath, Superintendent, Senate Radio Gallery
- Charles D. D'Asaro, Assistant Superintendent, Senate Radio Gallery
- Clarence T. Day, Assistant Superintendent, House Radio Gallery
- Douglas H. Donnelly, Chairman, House Radio Gallery
- Bernard M. Donnelly, WINS New York, Secretary Convention
- Albert Warner, CBS, Chairman, Ex-

- In California: Leo Skaggs, Pat Stearns, John Swasey, David Anderson, James Begley, James Boren, Bob Brooks, Janie De-\n


A BLUEPRINT of Convention Hall in Philadelphia is studied by members of the execu-

- Starting (1 to 10) are Rosello Donohue, WLW Cincinnati and WINS New York, secretary


A facsimile of Convention Hall in Philadelphia is studied by members of the execu-

- Standing: (1 to 10) are Rosello Donohue, WLW Cincinnati and WINS New York, secretary

- "Bill" Henry, CBS, Chairman, Convention
- John McGrath, Superintendent, Senate Radio Gallery
- Charles D. D'Asaro, Assistant Superintendent, Senate Radio Gallery
- Clarence T. Day, Assistant Superintendent, House Radio Gallery
- Douglas H. Donnelly, Chairman, House Radio Gallery
- Bernard M. Donnelly, WINS New York, Secretary Convention
- Albert Warner, CBS, Chairman, Ex-

- In California: Leo Skaggs, Pat Stearns, John Swasey, David Anderson, James Begley, James Boren, Bob Brooks, Janie De-\n


- "Bill" Henry, WINS New York, Secretary Convention.


A facsimile of Convention Hall in Philadelphia is studied by members of the execu-

- Standing: (1 to 10) are Rosello Donohue, WLW Cincinnati and WINS New York, secretary

- "Bill" Henry, CBS, Chairman, Convention
- John McGrath, Superintendent, Senate Radio Gallery
- Charles D. D'Asaro, Assistant Superintendent, Senate Radio Gallery
- Clarence T. Day, Assistant Superintendent, House Radio Gallery
- Douglas H. Donnelly, Chairman, House Radio Gallery
- Bernard M. Donnelly, WINS New York, Secretary Convention
- Albert Warner, CBS, Chairman, Ex-

- In California: Leo Skaggs, Pat Stearns, John Swasey, David Anderson, James Begley, James Boren, Bob Brooks, Janie De-\n


- "Bill" Henry, WINS New York, Secretary Convention.


A facsimile of Convention Hall in Philadelphia is studied by members of the execu-

- Standing: (1 to 10) are Rosello Donohue, WLW Cincinnati and WINS New York, secretary

- "Bill" Henry, CBS, Chairman, Convention
- John McGrath, Superintendent, Senate Radio Gallery
- Charles D. D'Asaro, Assistant Superintendent, Senate Radio Gallery
- Clarence T. Day, Assistant Superintendent, House Radio Gallery
- Douglas H. Donnelly, Chairman, House Radio Gallery
- Bernard M. Donnelly, WINS New York, Secretary Convention
- Albert Warner, CBS, Chairman, Ex-

- In California: Leo Skaggs, Pat Stearns, John Swasey, David Anderson, James Begley, James Boren, Bob Brooks, Janie De-\n


- "Bill" Henry, WINS New York, Secretary Convention.

Turntable

CLEVELAND RECORDING Co. has opened offices at 1515 Euclid Ave., Cleveland, Ohio. REK-O-KUT Co., New York, has announced new 12" disc recorder, known as "Challenger." Features of new unit include instantaneous speed change to 75 or 33 1/3 R.P.M., high fidelity amplifier, and 16" pickup arm permitting playback of both 12" and 16" records. CHALGREN MICHIE Ltd., Cleveland, Ohio, has announced that 1948 "Speedy-Q Sound Effect Catalog" is now available.

A RADIO HEAD—GEORGE MONTGOMERY (Movie Star)

MONTANA HEADLINERS

TV EQUIPMENT ORDER PLACED BY PENN-ALLEN
PENN-ALLEN Broadcasting Co., WFMZ (FM) Allentown, Pa., television applicant, signed a $125,-

teen and transmitter equipment contract with General Electric last week. GE reports contract calls for a 500-w TV transmitter, studio units and film and portable equipment.

Studies for the proposed station will be in Masonic Temple Building, Allentown. Station expects to be on the air in early 1949 if FCC approves application. Channel 8 (1185 meter) is assigned.

Penn-Allan is an all-veteran company and is said to be one of the first such organizations entering the video field. Raymond F. Kohn, president, is a member of FMA board of directors.

Other officers in Penn-Allen are Millard L. Fisk, vice president; Earl J. Kohn, secretary, and Horace W. Gross, treasurer.

Daytime Station Opened At Havre de Grace, Md.

WASA Havre de Grace, Md., started operation May 15 on 1600 kW with 500 w. The daytime station is licensed to the Chesapeake Broadcasting Corp.

Staff members include Jason T. Pane, manager; Philip C. Melone, chief engineer; Sam Lawder, program director; Charles Irwin, commercial manager; Chris McAteer and Alice Iles, engineers; Ed Baeky, announcer, and Adelaide Silver, receptionist.

D. C. Video Sets

AN ESTIMATED 12,000 television sets, an increase of 1,200 over the May total of 10,800, were installed and operating in the Washing-

ton, D. C. metropolitan area, as of June 1, 1948, according to figures released June 4 by the Washington Television Circulation Committee. The group is composed of representatives of the three operating video stations of the city, WNBW, WMAL-TV and WTTG.

Public Relations Book

Two-Way Street—the Emergence of the Public Relations Counsel by Dr. Eric F. Goldman. Bellman Publishing Co., Inc., Boston, Mass. $1.25.

Dr. ERIC F. GOLDMAN, associate professor of history at Princeton U., has just completed Two-

Way Street—the Emergence of the Public Relations Counsel. Book covers growth of public relations and such outstanding personalities in the field as Ivy Lee and Edward L. Bernays.
New Sales Ideas Of Radio Praised


RADIO is taking a leading role in developing new sales and merchandising techniques as the returning buyer's market brings a real need for intensive salesmanship, J. Allen Brown, NAB assistant director of broadcast advertising, told the Advertising Group, Special Libraries Assn., at a luncheon during its convention in Washington last week.

Addressing the librarians of the advertising industry, Mr. Brown urged advertisers to remember that "there are American newspapers, American magazines and American radio are superior in every respect to those of foreign countries is that they are financed and maintained by revenue from advertising."

"American advertising in newspapers, magazines and radio is daily telling the story of our free enter-prise," Mr. Brown said. "It helps to bring about a better public understanding of business, industry, our government, peoples and politics in every corner of the world."

Analyzes Audience

Speaking on "Pacts on Radio Advertising," he traced trends in the broadcasting industry and analyzed the audience available to advertisers. Reviewing advantages of the broadcast medium, he reminded that radio's impact is far more powerful than the written word and pointed to possibilities of television. He recalled radio's service to the public, especially in time of disaster, and in turn the public's appreciation as shown in the NORC study.

Chairman of the Advertising Group of the librarians' association, Anne West, Campbell-Ewald Co. of New York, presided at the luncheon. Previously a panel on business statistics had been held jointly with the Business, Financial, Insurance and Social Science Group.

At another session Dr. Walter F. Ryan, assistant chief, Division of Statistical Standards, U. S. Budget Bureau, and president of the International Statistical Institute, discussed "Current Developments in Statistical Services of the Government." Dr. Ryan is responsible for preparation and distribution of all federal report forms sent to business and industry.

Mrs. Martha O'Leary, librarian of Benton & Bowles, New York, was moderator of a panel on "Advertising Research Materials and Sources."

In a message to the conference President Truman said librarians can perform one of their greatest services by constantly directing "what is significant to the attention of those who can benefit by it." Mr. Truman said it is good that men still aspire, like a person, to take all knowledge for their province."

Pool on Hooper

ABC's Walcott-Louis Contest—Needles Giveaways

ABC is promoting its own promotion with four page lavender and white folder announcing "How-Hill Hooper -Hoop - the - Louis - Walcott Fight" contest. Folder is being distributed to the trade and states that contest is not open to "people"—only members of ABC, its advertising agencies, all other advertising agencies, all clients, all NBC, CBS and Mutual clients, members of their families, their household pets, their domestic help and electric question-and-answer sets.

All contestants have to do is complete in one word (rating figure), the following 24-word sentence: "Because ABC promotion works for good ratings on all ABC programs, I think the Hooperating of the June 25 Louis-Walcott fight will be . . . ."

Entries must be postmarked not later than 3:32 p.m. June 18. All entries will be judged, none will be returned. Neatness, originality, interest and sincerity make victorious contestants, contest rules state, but have nothing to do with the contest. In case of ties, simply exchange the ties for handicap, rules continue.

To each of the ten contestants submitting the nearest estimate of the actual Hooperating, ABC will award a Gruen Curvex wrist watch.

A postcard is attached on which entries may be sent free of charge.

2% Cash Discount Gains Popularity

Almost 10% of the existing standard stations allow a 2% cash discount to advertisers, marking an increase over the total a year ago, Frederic R. Gamble, president of the American Assn. of Advertising Agencies, said in a news conference in New York last week.

The percentage, although the same as last year's, indicates an increase due to the larger number of stations operating, he added. Included are all owned and operated NBC and CBS stations, all Pacific Coast Don Lee stations and 12 independently owned 60-kw outlets, Mr. Gamble stated.

A closer check is to be made of television and FM stations adopting a stimulus for prompt payment.

The following dates were announced for area and association meetings: New York Council, Nov. 18 in New York; Central Council, Oct. 8 in Chicago, preceded by a board meeting Oct. 7; Pacific Council, Nov. 11-13 at Arrowhead, Hot Springs, Calif.; an annual meeting, April 6-8, 1949, Greenbrier, White Sulphur Springs, W. Va.

An expected 1000 persons will attend in Detroit today, June 14, the fourth television session conducted by the Council, the first of which was held during the annual meeting in Virginia Beach in April. Others were held in Chicago and New York, as a result of requests following the first session.

Analysis of agency costs during the past year indicates an average net profit of about 11% of the agencies' gross billing.

but rate increases which became effective this year have raised the cost per thousand copies. The study may be obtained from the ANA offices, 285 Madison Ave., New York 17, for $3 plus city sales tax.

WEBSTER L. RENHAM Jr., commercial manager of KOMA, Oklahoma City, has been elected president of Oklahoma City Advertising Club.
**Broadcasting**

**Telecasting**

**NEW APPROACH**

DIFFERENT method of political broadcasting is being used by Albia Clason of **KPMW-AM**, Republican aspirant for the U.S. Senate from Maine. He has been regularly heard since the beginning of the campaign.

Mr. Clason presented round-table discussions with Westminster, Concord, and the various candidates for the U.S. Senate from Maine. He is also heard on-air via WBBM and WGN, which are both owned by the Clason family.

Mr. Clason's programs are scheduled for broadcast on **WMAR-TV** and **WRDO** during Memorial weekend.

Mr. Clason has given interviews on the programs, which are being recorded and broadcast at different times, such as during the evening or early morning hours.

**TRAFFIC PRECAUTIONS**

**BULLETINS** and precautions for holi-day motorists were broadcast over WRDO Chicago Memorial Day from helicopter over highly congested highways.

Traffic control, sponsored by the WRDO news department, was critical in maintaining order throughout the holiday weekend.

**1964 EVENTS**

**BIRTHDAY** of George Washington, the first President of the United States, was celebrated on **February 22nd**. The occasion was commemorated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**BIRTHDAY WEEKEND**

**BIRTHDAY** of President Kennedy, the 35th President of the United States, was celebrated on **November 22nd**. The occasion was commemorated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**ANNUAL BIRTHDAY**

**BIRTHDAY** of the President of the United States, **November 22nd**, was celebrated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**ANNUAL BIRTHDAY**

**BIRTHDAY** of the President of the United States, **November 22nd**, was celebrated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**ANNUAL BIRTHDAY**

**BIRTHDAY** of the President of the United States, **November 22nd**, was celebrated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**BIRTHDAY** of the President of the United States, **November 22nd**, was celebrated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.

**BIRTHDAY** of the President of the United States, **November 22nd**, was celebrated with special programs on **WMAR-TV**.

Mr. Boyd, the announcer, made Announcements about the birthday, which were carried on the radio and television networks.
CNB Reveals Rates For Radio Clients

A SCHEDULE of rates ranging from $75 to $12,000, weekly audios to the City News Bureau of Chicago for radio stations subscribing to the bureau's local news service, has been announced by CNB general manager, announces.

Stations on the air more than 80 per cent of the total number of hours in a week will be billed $1250, those operating between 70 and 80 per cent, $1125, and those operating less than 50 per cent, $950.

CNB's board of directors last week turned thumbs down on the suggestion of some station operators that the bureau's news be "specially processed" for use on the air. Only straight reports, as presently supplied to Chicago's four daily, will be available to stations, the board decided. The news will be transmitted by teletype instead of pneumatic tubes, for those linking a "loop" office with the daily papers.

The news bureau action to lift its ban against other than dailies for the first time in its 58-year history, means little to WGN, WJJD, and WIND as these stations have access to the reports through their newspaper affiliations, the Tribune, Sun Times, and News, respectively.

Heavy Sunday Listening Shown by Pulse for May

SUNDAY evening proved a favorite radio listening time, and Saturday night a popular television time as well, according to the Pulse Inc. reports for May.

Figures were as follows:

Radio-Theatre, sales.

Jack Benny 11.8
Weaver Hargrave 11.7
Break The Bank 11.5
Fred Allen 11.4
Kraft Music Hall 11.3
Fitch Bandwagon 11.2
Seashell Village 11.1
Charlie McCarthy 11.0
Godfrey's Talent Scouts 11.0

TV Shows

Lux Theatre 21.9
Your Hit Parade 19.0
Jack Benny 18.7
Truth or Consequences 18.6
Walter Winchell 18.4
Screen Guild 18.0
Life of Riley 17.9
My Friend Irma 17.7
Fibber McGee and Molly 17.6
Amazing Dr. Malone 17.5
Fitch Bandwagon 17.3

Tube Increase

SALES of radio receiving tubes totaled 18,675,364 in April compared to 18,508,842 in March and 16,150,494 in April, 1947, according to Radio Manufacturers Assn. The four-month total is 69,986,594.

Of the April output, 13,526,985 went for replacements, 1,098,500 for extension and 42,269 for government agencies.

Radio towers, AM and FM erected, painted and serviced

Radio towers, AM and FM erected, painted and serviced

Towers for sale and supporting FM and TV

Wires, wire and equipment

GReene Tower Co.

Southern Pines, N. C.
MARTIN LEVEY, for past years studio supervisor of WDFD Flint, has been appointed production manager. TED TAYLOR, WDFD announced, succeeds Mr. Levey as studio supervisor. MONTE VALENTINE, former supervisor of WABC-AM, has been appointed after the resignation of Mr. Levey.

ROBERT JOYCE has joined announce- ing staff of WMSB Richmond, Va., and BEN TAYLOR, staff announcer, has re- placed ARTHUR WELCH as m.c. nightly "Tele Disc" program over WMBO.

GEORGE M. Cahan, m.c. on several audience participation shows at WPNL TV Philadelphia, has been appointed production manager. J. PATRICK MURPHY has joined announcing staff in 1947 and previously had been program director at WJZ. Before that, he was with WHIP Baltimore, WACO Phila- delphia and WNTJ Topeka.

BARRY WOOD, radio singing star, has joined CBS television staff as a producer-director-performer. He will produce and star in a new television series, "Mock Turtle," under Radio City's aegis, also has joined CBS TV as director.

BRAD PHILLIPS, former producer of "Radio" for CBS, has been appointed producer-director of WMUR TV Baltimore.

PAUL SALLIETT, former program director of KJLY Santa Maria, Calif., has joined KJLX Los Angeles, in the same capacity.

JEAN PAUL KING, freelance radio de- rector and in radio industry for several years, has joined WHER New York as a director on production staff.

DI Coughlan, former morning announcer of WCBS New York, has joined WPXK that city, as production manager. BOB AUSTIN, member of WPXK staff, has been promoted to chief announcer.

HELGa PReISSMAN has joined con- tinuity staff of WRATO Cleveland.

DON SHEEHAN, former chief announce- er of WBBS Boston, has joined WMJS Lawrence, Mass., as program director.

BILL GWINN, m.c. of "Sketchbook," and "Guts of Two Cities" on KFRC San Francisco, has been named Mutual-Don Lee "The Name Of The Song".

DON GAYNOR, formerly with WOAY Shrewsbury, Md., and WBTM Dan- ville Va., has joined WTPQ Washing- ton, as summer replacement announcer.

JOHN NELSON, m.c. of ABC "Bride and Groom," is the father of a girl, born June 1 in Los Angeles.

HERB LAFFERTY Jr., former head of promotion and public relations depart- ment of WOR New York, has been named as full-time announcer.

JUNE SULLIVAN, former WIP New York, has joined WFMJ Youngstown, Ohio, as producer of WFMJ "Meet Your Neighbor." Mr. Sullivan has been named as chief announcer.

BILLY SHEEHAN, announcer at WABC New York, has been named chief of ABC Cleveland.

BILL SHEEHAN, announcer at WABC-AM, New York, has been named chief of WABC's New York staff.

LAIKIN BRIDGES, former announcer-producer at MBC, has joined WMZP Columbus, Ohio, as chief announcer. He was formerly with WMZP Columbus, Ohio.

The "Juke Box Jockeys" is the father of a girl, born June 1. The "Juke Box Jockeys" is the father of a girl, born June 2.

FIRST commercial network program for WGN-TV Milwaukee, "NBC Danz 'n' Vision News," took the air June 2. It is scheduled for 15 minutes Wed., Thurs., and Fri. nights. William Ealy & Co., New York, is the agency.

JOHNSON TO BE NBC VIDEO FEATURES HEAD

JACK RUSSELL JOHNSTON, formerly vice president of McCann- Erickson, New York, will join NBC July 1 as director of the network's newly- formed Television Features department.

In the new post, Mr. Johnston will serve as liaison between NBC and the Fairbanks organization to produce films for NBC's use in television.

He will direct the distribution and sale of both films and live video features to NBC's TV affiliates and will work with the network's station relations and sales department in developing NBC's video program service to these stations by coaxial cable, radio relay, videocorder and film.

Starting in radio in 1923 in Oklahoma, Mr. Johnston in 1930 entered the transcription business in California. Subsequently he joined CBS and was Hollywood program chief for that network before transferring to New York and McCann-Erickson.

Missouri's Broadcasters

To Organize June 23-24

ORGANIZATION of a Missouri state broadcasters' association is slated at a meeting of station managers to be held June 23-24 in the Tiger Hotel, Columbia, Mo. Plans call for an evening session June 23 and a business meeting June 24, following a luncheon.

Chairman of the committee in charge is Paul Roscoe, KRES St. Joseph general manager. Other committee members are: Robert Neathery, KWPM West Plains; Craig Siegfried, KIMO Independence; Sam Burrough, KIRX Kirksville; Mahlon Aldridge, KFRI Columbia, and L.C. Mckenney, KDRO Carthage.
A local radio advertiser recently surveyed the audience pull of its spot announcements on an independent New York station by using a giveaway test. The results were remarkably successful.

In order to test the potentiality of its spot announcement schedule on WOV New York, Abelson's Inc. (jewelry stores), through its agency, Sawdon Adv. Co., conducted the survey.

The advertiser had been using two daily spots at 11 a.m. and 3:30 p.m. during the Italian-language time on the station and one spot on the Rosalie Allen evening show on WOV. An offer of a set of plastic measuring spoons and cups was made on 30 of those Italian announcements and 11 English ones. To receive the gift the listeners were asked to visit the nearest Abelson's store, and 800 people showed up for the offer.

The test indicated that the 11 a.m. announcement showed considerably better results than the 3:30 p.m. spot. The agency then decided to discontinue the afternoon announcement and concentrate more heavily on the morning time and the Rosalie Allen evening time.

The announcements also increased store traffic by following the mail list, and many visitors as asked for the gift. The mailing list, too, was increased as each person gave his name and address. The company also felt that goodwill was achieved and that sales to many heretofore inactive customers was stimulated.

Caldwell will leave GE for ABC post on coast

PHILIP G. CALDWELL has been named ABC Western Division manager of technical operations, effective July 1, according to Don Searle, vice president of the division. He replaces T. B. Palmer, resigned [Broadcasting, May 31].

Mr. Caldwell is manager of transmitter sales in Syracuse branch of General Electric Co. He has been with GE for 16 years.

Joining in transmission department of Schenectady office, Mr. Caldwell later was transferred to Los Angeles branch as western district electronics engineer on broadcast, television and radar equipment. Following that he was commercial engineer on Army Air Force projects, Schenectady. Before attaining last position there, he was sales manager of television transmitters.

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
NEWS DIRECTORS from 50 stations organized the Carolinas Radio News Directors Assn. at Asheville, N. C., June 4 and 5. Jack Knell, news director at WBT Charlotte, was elected president.

Other news directors elected officers are: Gren Seibels, WIS Columbia, S. C., first vice president; F. O. Carver Jr., WJS Winston - Salem, N. C., second vice president; Martin, WFNC Fayetteville, N. C., secretary, and Bob Truex, WGS & PETERS CHAROL, treasurer. Mr. Carver acted as chairman during organization of the news group.

Directors-at-large include: J. Edgar Kirk, director of news and continuity, WPTF Raleigh; L. Bryon Jenkins, program director at WFBC Greenville, S. C., and Bill Mella, program director at WWC Asheville, N. C.

Burroughs H. Prince, assistant manager of operations, NBC, was guest speaker at the convention banquet. He is producer of Morgan Beatty's "11:15 p.m. News of the World" feature on NBC.

Set of Standards Adopted

The Carolinas newsmen adopted the following code of standards:

Radio news must always consist of material of good taste, inasmuch as the news enters the family circle in the home. Material of good taste shall not be broadcast except in such cases as the material is of such nature that honest journalism requires its use. In such case, lurid details which in themselves add nothing basic to the report shall be omitted.

Coverage by news broadcasters shall be judged for its newsworthiness alone.

"SWAP SHOP"

Present Project, A House

BILL BENTON, proprietor of Swap Shop program on WMMW Meriden, Conn., has remarked that he will swap anything from a pin cushion to a yacht. Now the station reports he has changed his slogan to: Pin cushion to husband.

The story, which made the United Press wire and papers across the country, started June 2 when a voice on the phone inquired if she could swap a six-room house in Middletown, Conn., for a husband. The voice belonged to Miss Nelle Wolan, 35, five foot, ten inch blond who weighs 160 pounds. Her requirements are that the man earn $5,000 a year, is tall, dark and good looking and be very affectionate.

Miss Wolan appeared on the program June 4 to describe her "dream man" and open two of the letters she has received.

Mr. Benton gives daily reports on the Swap Shop as to how many letters Miss Wolan has received, where they are from and, most important, who is in the lead for the hand of Miss Wolan.
Promotion

by faculty and based on outstanding scholarship, leadership, character and service. WAX also is sending four young people to National 4-H Club Convention, D. D. H. 25, as delegates from South Dakota.

"Help Yourself" Forkeets

"HELP YOURSELF ... ." is slogan of WAX's "Help Yourself" promotion campaign. Folders have been sent to 10,000 radio-telephone clubs with instructions to help themselves. WAX presents "Help Yourself" information to people on picnics or informal meals. Information is contained in WAX's "Help Yourself" folder and its mail-in representation program.

WLAB Market Analysis

BROCHURES containing special market analysis have been sent out by WLAB to help their dealers be "on top" of market. "New England's Most Powerful Radio Station" across top of large illustration of map shows market area's size. Double spread on inside contains complete figures of stations in market to help dealers cover the entire area. In shape of an ear, showing coverage of the stations, America was prepared by sales management of station and based on its 9.3% Arbitron ratings area.

KCOU Newsflashs

INITIAL operation of Trans-Lux flash-photograph Kaleidoscope was recently celebrated by KCOU, Phoenix. Hourly, KCOU, WLAB, and entertainment presented a free preview of sign in the form of a Kaleidoscope where KCOU has its studios. Program featured personal appearance of Gene Autry, owner and president of station. Report states estimated crowd of 3,000 attended.

CONTEST to name the lead mule drawing musical hyawan on "Georgia Tech Bandwagon" was held in Atlanta, brought 5,000 letters in 10 days, according to contest reports. Contest received only air promotion and was conducted in cooperation with the "Breeze" along with WLAB and WAX. In spots where KCOU was featured, a mule was to be seen as well as the usual concert of events.

TWO FULL-PAGES of pictures and stories concerning new studios of WAX and WAXN-White Plains, N.Y., were run in eight daily newspapers in the area. New station formally opened its new quarters. In addition, two full-page advertisements were inserted, inviting public to "visit the new building."

Large photos of studio, control rooms, offices and transmitter building were included along with articles explaining facilities and radio activities.

WKY Farm Youth Scholarship

TO STIMULATE Oklahoma farm youth to still greater farming and homemaking achievements and to encourage more Oklahoma farm youth to attend their Oklahoma A&M College, WKY Oklahoma City has started its third annual Farm Youth Scholarship Contest. Twelve winners, from Forward Farmers of America and eight 4-H Club members, will share $250 scholarships and cash awards. Judging will be based on outstanding accomplishments and farm homemaking. Entries will consist of scrapbook and narrative story describing entrance work.

Swimming Program

AQUATIC program, designed to further professional swimming recreation, stimulation and give impetus to swimming in area, was being worked on by WIOD Miami, and "Miami Daily News-WIOD South Florida Swimming Championships." Content features swimming pool facilities, six city locations, Florida for competition for championship finals to be held Aug. 28 at climax of program. James J. LeGate, manager of program, is in Miami and is in charge of program.

AND HERE'S WHY!

THERE'S MORE "SETS IN USE"

An Average of 45% More Than National Average

Youngstown Ratings of Network Shows Average 100% Higher

A Greater Audience at Lower Cost

Ask HEADLEY-REED

The ABC Station For

YOUNGSTOWN, OHIO

Baltimore's

Listening Habit

WFMJ

WFMJ 7-FM

The ABC Station For

Youngstown, Ohio

Walt Osborne, a school teacher, has joined promotion and publicity department, respectively, of Kansas City's WBNZ-AM and WBNZ-FM.

Vincent P. Belanger, promotion writer for WOLF and WAOE Syracuse, N.Y., has been appointed to modern radio-phonograph. He also has been right hand man to "breeze" along with WLAB and WAX.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.

Mr. Piano has been associated with WEDN Boston, and before joining WIOD was with NBC New York. During World War II he served in Intelligence Section in the Army, and after the war, Mr. Piano has been associated with the station.
June 7 Decisions... BY COMMISSION EN BANC

ACTIONs On MOTIONS

(By Commissioner Jones)

Radio Station WAIF-Chicago—Granted petition to dismiss without prejudice FM application.

Leland Heir, Los Angeles— Granted petition to accept late application in FM application. Granted petition for leave to amend application and hearing was ordered.

WCAE Inc., Pittsburgh—Granted petition for leave to amend TV application to add three cities to call area and estimated cost of operation for first year.

Center Bestg. Co., Center, Tex.— Granted petition for leave to amend application to specify these 300 kc. 1 kw. in lieu of 1400 kc, 250 kw. u.l. and application for extension of time.

Philo Television Bestg. Corp., Bethlehem—Granted petition to amend TV application to change power from 5 kw. to 50 kw. and to change transmitters.

WJW Cleveland—Granted petition for leave to amend FM application for installation of new sites and estimated cost of operation for first year.

Heart Radio Inc., Baltimore—Granted petition to accept its application for oral argument in Docket 73-0939.

WWSW Inc., Pittsburgh—Granted petition for indefinite continuation of TV hearing scheduled June 14 to July 2 of this year.

A. Frank Katzentine, et al, Miami Beach—Commission granted petition to extend indefinitely application for TV hearing scheduled June 24 at Miami, pending termination of proceeding in matter of amendment of Sec. 3.606 of rules.

Texas Television, et al, Dallas, Texas—Commission granted petition for indefinite continuation of TV hearing scheduled June 27 at Dallas, pending termination of proceeding in re-amendment of Section 3.606 of rules.

Radio Station WSOQ Inc., et al, Charlotte, N.C.—Commission on own motion, continued indefinitely indefinitely consolidated TV hearing scheduled June 24 at Charlotte, pending hearing for amendment in re-amendment of Sec. 3.606 of rules.

New England Television Co., Inc., et al, Beverly, Mass.—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 5 at Beverly, pending proceeding in re-amendment of Sec. 3.606 of rules.

New England Television Co., Inc., et al, Beverly, Mass.—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 21 at Beverly, pending proceeding for amendment of Sec. 3.606 of rules.

Wurlitzer Co., et al, Beverly—Commission on own motion continued indefinitely consolidated TV hearing scheduled June 20 at Beverly, pending proceeding for amendment of Sec. 3.606 of rules.

WFBG-TV, et al, Lebanon—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 11 at Lebanon, pending proceeding for amendment of Sec. 3.606 of rules.

WJBJ, WJMO, and WJMO-TV, et al, Chicago—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 10 at Chicago, pending proceeding for amendment of Sec. 3.606 of rules.

WFGM, WMGF, WOGM, and WOGW, et al, Chicago—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 10 at Chicago, pending proceeding for amendment of Sec. 3.606 of rules.

WKOD-TV, et al, Providence—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 10 at Providence, pending proceeding for amendment of Sec. 3.606 of rules.

WGAJ-TV, et al, New York—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 8 at New York, pending proceeding for amendment of Sec. 3.606 of rules.

WGBI-TV, et al, Bangor—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 8 at Bangor, pending proceeding for amendment of Sec. 3.606 of rules.

The Galveston Daily News—Commission on own motion, continued indefinitely consolidated TV hearing scheduled June 8 at Galveston, pending proceeding for amendment of Sec. 3.606 of rules.
Co.
ship
--CP new commercial FM to 14 Bluff, Ala.; Lake 0.7 Pa.


KTOH Lihue, Hawaii; WKRO Cairo, DC 
KXRB Dubuque, Iowa; WOMI Owensboro, KY; KCHI, Mouna, WAC Kargeter, Md.; WHAV Haverhill, Mass.; WBCG Pittsburg, Mass.; WWVM Vicksburg, Miss.; KNRR Roseburg, Ore.; KROW Denison, Mont.; WBFJ Fayetteville, N. C.; WMRC Griswold, Conn.; WCLP Bristol, Tenn.; KVY Brownsville, Tex.; KSMP Huntsville, Ala.; WBOQ Roanoke, Va.; WLEC LaCrosse, Wis.

KDAC Fort Bragg, Calif. -License to cover new station and specify studio location.

Modification of CP

WXRK Panama, Ohio -Mod. CP new television station for extension of frequency date.

Modification of CP

WXEL Los Angeles -Mod. CP new commercial television station to change ERP from 10 kw to 17 kw, increase ant. height.

KBIK-Mexico, Ohio -Mod. CP new television station to increase ERP from 10 kw to 17 kw, increase ant. height.

KFYX San Antonio -Mod. CP new television station for extension of completion date.

KLAC-TV Los Angeles -Mod. CP new commercial television station to change ERP from 18 kw to 18 kw.


Penn-Allentown Telecasters, Allentown, Pa. -CP new commercial television station on Channel 3, 180-186 mc, ERP vis. 0.7 kw, new CP 0.5 kw, new CP 0.7 kw.

Radio Service Corp., Salt Lake City -CP new commercial television station on Channel 4, 435-460 mc, ERP vis. 43 kw, new CP 6 kw.

Exp. TV Relay

WGN Inc., Area Chicago -CP new exp. television relay station on 7000-7025 mc, power of 0.1 kw and A3 emission.

AMEND to change frequency to 7000-7025 mc.

Exp. TV Station

The Yankee Network Inc., Area Boston -License to cover CP new exp. television station.

license renewal

Applications for renewal of standard license filed by: WTNB Birmingham, Ala.; WBBQ Nashville, Tenn.; WSSJ St. Louis; WSBQ Pittsburgh, Pa.; WYIT Waukesha, Wis.; WSBQ Milwaukee, WIS and WSBQ Des Moines, Ia.

Correction

IN REPORT OF FM and TV actions dated June 2, item relating to position of TV Boston, Yankee Network should have shown extension of license to Dec. 2 instead of Sept. 2, 1948.

June 14, 1948 - Page 91

SPEARHEADING THE PROGRESS OF FM

RADIO'S BEST BUY IN THE NATION'S CAPITAL

WASHE ETERTAINMENT, BILLARD & GER

1207 F STREET, N.W.
Famous 639 Type Cardioids
Both 639A's (three pick-up patterns) and 639B's (six patterns) are available immediately—as many as you want. Accessories in stock, too. Just call or write your nearest Graybar office.

Popular 633A Salt Shakers
You can't beat these inexpensive mikes for ruggedness, dependability and high quality. Non-directional or (with 85 Baffle) semi-directional. Order them from your Graybar office for immediate shipment.

Quick replacement of damaged mikes
Western Electric factory-rebuilt 639 type and 633A mikes are immediately available on a revolving stock basis. Send your damaged mikes to your Graybar District Warehouse—a replacement will be shipped to you at once.

Situations Wanted (Cont'd)

Experienced, thoroughly capable continuity writer, desires change to station in city over 100,000. Commercial and program continuity. Top references. State starting salary. Box 780, BROADCASTING.

Disc jockey. Worked five years, desires change. Meets all you want and I will meet 789, BROADCASTING.

Community writer, traffic girl, either or both. Hard worker. Two years experience. Ohio station. College grad, 24. Single. What have you? Lucy Wells, St. Louis, Kansas.

I'm an announcer, but I can gather and write news that will bring invaluable good publicity. I have been with the same station for four years. Young, experienced on radio, newspaper, college man, single, will travel. Box 768, BROADCASTING.

Program director, announcer. Four years in radio. Desires to help some new station in southeast off of a good start. Married, young, six kids for forty dollars for forty hours a week. Please write or call director 1001 walter. My employer knows of this ad by the third day of your two-week notice. Box 792, BROADCASTING.

Harvard Business M.B.A. (1947), 27, 4 years radio experience. Energetic and ambitious, can sell, administrate, and be very useful. Box 793, BROADCASTING.

For Sale

For sale: New RCA 60-Watt Constant Voltage Transformer, Primary 250/190 DC. $120. KUW, Joplin, Mo.

100 watt Western Electric Type 353EI transmitter, matching condition. Excellent condition. Available immediately. Radio Station KFQD, Duluth, Minnesota.

1500 3 1/2 ohm copper transformers. Insulated. 3 ft. 12 in. Complete set. $120. KEOU, Bellingham, Washington.

Two 3F26 selenium rectifiers, complete and complete set end seals and fittings for 350,000-volt. KOUH, Bellingham, Washington.

2000 33 1/2 and 78 rpm transcription turntables. Under $100. KEOU, Bellingham, Washington.

COAX (cooper) 3/4", 260 feet including connectors. $50.00 f.o.b. KBFT, Jonesboro, Arkansas. Available immediately.

Midwest Network Opportunity

A fulltime network station—the only station in a very desirable midwest city having retail sales in excess of $25,000,000.

This is a long established facility—it dominates its market—shows good profits of absentee ownership. Included in value: 10,000 acres, 218 in cash and quick assets. Price for 100 percent of stock—$125,000. Liberal terms arranged. The successful buyer will have to act quickly on this opportunity.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.

DALLAS

SAN FRANCISCO

NATIONAL 7605

305 Market St.

215 Montgomery St.

Central 1177

Watterson, C. E.

Philip D. Jackson

V. Hamilton

1111 New Hampshire

KTRK, Houston

235 Montgomery

Central 7800

Experienced diaries, for interested local station in southeast. Cash. Every reply considered. Box 781, BROADCASTING.

New RCA equipment for sale at RCA list price. Available now. One 4-section pylon, ten LC 1A speakers, ten 70D turntables, one 768S consolette. Stands, racks, amplifiers. Purchased for $40,000, sold abandoned. Box 781, BROADCASTING.

Wanted to Buy

Wanted—Complete equipment for kilo- watt station. If you have any or all, write today. Box 782, BROADCASTING.

Experienced radio man interested in station in southeast. Cash. Every reply considered. Box 784, BROADCASTING.

Wanted—1 kw AM broadcast transmitter, 2 kw FM transmitter also AM and FM monitors. Box 784, BROADCASTING.

Radio Station or Cable. Preferably in west or southwest, but will consider other markets. Box 773, BROADCASTING.

Wanted—PM transmitter, up to 3 kw with or without associated speech and monitoring equipment. Write Radio Station WJOL, 315 Main Street, Buffalo, N. Y.

SCHOOLS

The NATIONAL ACADEMY of BROADCASTING, INC.

3338 16th Street, N. W.

Washington, D. C.

Residence and Correspondence School

NATIONAL ACADEMY of BROADCASTING, INC.

3338-11th, N. W.

Washington, D. C.

Please send information concerning

Correspondence School

Name:

Address:

City:

State:

STATION LOSING MONEY? Turn management, programming, sales problems over to radio experts. On the spot consultant and sales service. WRITE, WIRE OR PHONE 3451.

STATION SALES & SERVICE

P. O. Box 1100

Southern Pines, N. C.

AN OUTSTANDING BUSINESS OPPORTUNITY

For $75,000 cash you can buy the entire capital stock of a consistently profitable 250 watt fulltime network affiliate—the only radio in a young city of 10,000 people; trading center for 145,000 people. Quick turn over, $40,000 and an earning power of better than $20,000 net yearly. Will bear fullest investigation as to equipment and income. Principals only—no brokers.

BOX 660, BROADCASTING
LICENSED

Applications for renewal of standard licenses filed with
KDKA Parsons, Ark.; WEDM Bradenton,
Fla.; WLOM Suffolk, Va.; WLIB Huntington,
N. Y.; WLS Chicago, Ill.; WBBR
Chelmsford, Ohio; WSHS Chatham Heights,
Ohio; KHZG Bexar, Tex.

Jenn Oppenheimer, Dever Freeman,
Mort Werner, Stephen Grod, and
Jim Strain, partnership d/b/a as Southland
Bestco, Inc., Portland, Ore., to succeed
new standard station 1250 kHz D A.

STATION DELETED

Robin Weaver, tv4/sa Greensda Bestg.
Co., Greensda, Miss., deleted CP
standard station WBBX 1460 kHz 250
w.

TENDERED FOR FILING

AM–1250
Richard Olin, Yarb. Hartogta Springs,
N. Y.—CP new standard station 1250
kHz 1 kw D.

Transfer of Control
WMOA Marletta, Ohio.—Consent to
transfer of control from Harold L.
Chernoff, Melva Chernoff and Mildred
Chernoff to William J. Wells.

BY COMMISSION EN BANC

Extension of Time
Florida Bestco, Inc., Jacksonville, Fla.—
Grand to convert 90 kHz station
for time to complete construction on cond.
that interference will be comminued in
such period.

WCAE Inc., Pittsburgh.

WBCR-FM, Youngstown, O. —Grand
extension of time to Sept. 21 to
complete construction, subject to ter-
minal of common ownership of
Greenhow Novelty Committee of WFMY
and resignation of Edney Ridge
offices and director of Greenhow
Newsco.

Hearing Designated
McClatchy-DC, Sacramento, Calif.—
Designated for hearing applica-
tion for new BFM station and
made KESL Salinas, KWSB-FM and
KRON-FM San Francisco, parties to proceeding.

Petition Denied
Bunker Hill Bestco., Boston.—
Adopted memorandum opinion and
order denying petition directed against
Commission's action of June 24, 1947,
granting new Class B FM station to
Templeton Radio Mfg. Co. or to
designate Templeton for hearing in
connection with hearings on
WBBR-FM hearing presently pending.

98–99 mc

Providence College Inc., Providence,
R. I.—Granded CP new noncommercial educational
station WPTV Providence Channel 21 (89.9 mc), 3.2 kw, 200 ft; estimated cost $87,708.

TV–66–72 mc

Rock Island Bestco., Rock Island.

III—Granded new commercial TV
station Channel 4 (66–72 mc), vis. 13.6
kw, 7.8 kw, ant. 400 ft.; estimated cost $176,000.

Extension of Time
WOIC Washington, D. C.—Granded
extension of construction date new TV
station to Sept. 1.

Hearing Recinded
Mattachino, Pittsburgh.—Design-
ated for hearing application new TV
Station on Channel 51 in consolidated
proceeding with other pending applica-
tions for Pittsburgh stations.

TV Station Deleted
Fisher's Blend Stations Inc., Topem
Ave., Inc., Queen City Bestg. Co.,
King Bestg. Co., twenty-sixth Century
Fox of Washington Inc., Seattle, Wash. —
Accepted order recinding and setting
aside grant made June 2 to Fisher's
Blends Stations Inc. and designated said
application with remaining four applica-
tions for hearing in consolidated
proceeding.

June 9 Applications . . .

ACCEPTE FOR FILING

Assignment of License
WTWA Thomson, Ga.—Voluntary
assignment of license from Charles
Brown Jr., Hickory Hill Bestco. Co.,
WRCN Bestco. Co.

WCNT Centrala.—Voluntary
assignment of license from Robert
Stephenson to WCN Inc.

Assignment of Control
WKJG Fort Wayne, Ind.—Voluntary
assignment of control of permittee
organization from Frank E. McKeehan
and H. Hinkley to William A.
kunkel Jr.

Assignment of License
WKXN Jackson, Miss.—Voluntary
assignment of license from Freedom
Jr., F. C. Ewing and Myrtle M. Ewing
partnership d/b/a as Ewing Bestg. Co. to
Andalucia Bestco. Inc.

WKLR-Lakeland, Fla.—Voluntary
assignment of license from Mitchell
C. Stewart and Graham to WKIRBestg.
Co. to North Country Bestg. Inc.

AM–1530

Eagle Printing Co., Butler, Pa.—CP
new standard station 1530 kHz 500 w D.

AMENDED to change frequency to 1550
kHz.

Assignment of License
WSSA Coleman, Tex.—Voluntary
assignment of license from Charles L.
Wynn, Jr., E. H. Jackson, Alton Stewart
and Ross Bohannon, partnership as
Coleman County Bestg. Co. to
Champion County Bestg. Co.

Assignment of CP
KSVC Vernal, Utah.—Voluntary
assignment of CP from William L.
Warner Jr. to The Sevier Valley Bestg.
Co. to Sevier Valley Bestg. Co.

License for CP
KLLA Los Angeles.—License to cover
CP new FM station.

Modification of CP
WGOR Fort Lauderdale, Fla.—Mod.
CP new FM station for extension of
date of completion.

Modification of CP
WCNT-FM Centralla, Ill.—Voluntary
assignment of permittee from Robert
Staples to WCN Inc.

Modification of CP
KDKF-FM Dubuque, Iowa.—Mod. CP
new FM station for extension of con-
struction date.

KWMS Shreveport, La.—Same.

WBB-FM Kansas City.—Same.

KKOK-FM St. Louis.—Same.

WAAT-FM New Ark., N. J.—Same.

Elkins, N. C.—CP new FM station
(Class A) on 94.3 MHz Channel 2, ERP
vis. 3.3 kw, 267 ft, ant. height above average
terrain 110 ft.

Licence for CP
WLAB Lakewood, Ohio.—License to
cover CP new FM station.

Member of CP
KPCF-FM Houston, Tex.—Modified CP
new FM station for extension of con-
struction date.

TV–174-180 mc

Mid-South Television Bestco., Co.,
Jackson, Miss.—CP new commercial tele-
vision station Channel 7, 174-180 mc,
ERP vis. 20.6 kw, ant. 14.7 kw.

KBCG Bestg. Co., Seattle, Wash.—CP
new commercial television station on
Channel 7, 174-180 mc, ERP vis. 28.1
kw, ant. 14.1 kw.

AMERICAN PURCHASES TV FOOTBALL RIGHTS

EXCLUSIVE TELEVISION rights to five U. of Illinois home football
games have been purchased by American Tobacco Co. through
N. W. Ayer and Son Inc., "Chuck." Flynn, university athletic
director, told BROADCASTING Tues.-
day. This will mark inauguration of video from university’s Memorial
Stadium at Champaign.

Games will be fed to Chicago and St. Louis via coaxial cable installed
earlier this year by Illinois Bell Telephone Co.

Micro-wave towers will be erected to transmit games from Champaign
do Danville, 36 miles away, where
junction with Chicago's microwave cable will be made. Towers should
be ready shortly before Sept. 25 season opener, Mr. Flynn said.

Two rooms in the press box ra-
dio section are being converted
into one television booth. The Illini
schedule for the five games follows:
Sept. 25, Kansas State; Oct. 9,
Army; Oct. 23, Purdue; Nov. 6,
Iowa; Nov. 13, Ohio State.

It is assumed that the games will
be carried in St. Louis on KSDK-TV
but neither of the Chicago TV sta-
tions, WGN or WBBR, was prepared
to comment on its plans with refer-
tence to the telecasts.

Directors of BCI and BCI

AGM held at Miami

DIRECTORS of BCI and BCI
Canadi Ltd. held a joint meeting
at Chateau Laurier, Ottawa, June
12-14, with Carl Haverin, presi-
dent of both companies, presiding.

Agenda was to include presentation
by BCI Canada Ltd., of new Cana-
dian placename tunes and their
promotion in the United States.

Canadian dinners were
headed by Fred Sedgwick, CFRB Tor-
o, Phil Lalonde, CKAC Mon-
treal and president of Canadian
Asm. of Broadcasters; Donald
Monro, assistant general manager
of Canadian Broadcasting Corp.,
Ottawa; Ernest L. Bushnell, CBC
Toronto; Jack Slater, Radio Rep-
resentative Ltd., Toronto; and
Marcel Ouimet, CBC, Montreal.

STL—Unassigned

Badger Bestco., Fitchburg, Wis.—
CP new FM station on a frequency
to be assigned by FCC, 15 w,
etmission special for FM with a
frequency swing of 200 kw, hours
unl.

License Renewals

Applications for renewal of standard
license filed by: KBRO Brem-
erton, Wash.; WZAM, Bremerton,
Wash.; KVIC Valley City, N. D.;
WAYE Waynesboro, Va.; WBBR
Seima, Ala.; WKBY Richmond, Ind.:
WLAT Conway, S. C.; WTVM East St. Louis, Ill.

TENDERED FOR FILING

TV—54-60 mc

City of Jacksonville, Fla.—CP new
commercial television station Channel
2, 54-60 mc, ERP vis. 15 kw, ant.
7.5 kw.

Davenport Bestco. Inc., Davenport
Iowa.—CP new television station
channel 2, 54–60 mc, ERP vis. 8.5
w., ant. 4.2 kw.

TV–192-198 mc

Westminster Radio Stations Inc.,
Perrin, Ore.—CP new television
station Channel 10, 192-198 mc,
ERP vis. 8.5 kw, ant. 4.2 kw.

(Continued on page 97)
Feature
(Continued from page 12)

"The Private Life of John Green" (John Green Typifies the Countless Young Men Who Dream of Rising to the Top) shows him pensively sitting over a cup of coffee with a disinterested young woman, who may be Gwyned herself for all we know. The caption: "John recently heard of a nice girl in his own office, and has been bold enough to take her out for coffee. Idly he touches her wrist with his finger while she thinks of someone far away."

In the description of his early days, the newsmen says that when John's mother was "asked what he should be called, she murmured dreamily, 'Name—shame—call him John. I see it in a book somewhere.'"

Pictures show Career Man going about his daily chores at home and at the office—adding a few drops of beer to a frying egg for a midnight snack, relaxing by washing out "one of his three remaining socks," weeping on a friend's shoulder, taking a date to Nedicks, drinking "a tasty breakfast" in a midtown gin mill, and other high spots in the life of the busy young agency hopeful.

"The exciting complexity of his life might seem to obscure John's chief ambition," the newsmen says in conclusion. "But John does not forget. He does not know how or when he will be able to commute from Westchester, but even as he works he knows he must find the answer."

CAB Planning to Abolish Volume Discount in Jan.

VOLUME DISCOUNT of 10%, which has threatened an upheaval in rates of Canadian broadcasting stations, now has been slated by Canadian Assn. of Broadcasters to be abolished after Jan. 5, 1949. Discount was first given for year-round advertising to one large account by a number of stations. Long discussion on volume discounts to promote 52-week advertising took place at CAB convention last March at Quebec, and decision was left to CAB board of directors.

Announcement was made early this month by CAB that a third large account has now been given a 10% additional discount, this one a 1,000-spot-announcement campaign. CAB directors recommend that acceptance of such discount arrangements be continued till Jan. 5, 1949, and that after that date the discount for volume of spots be discontinued.

Trouble Forces KGO Off Air Twice in Four Days

KGO San Francisco was knocked off the air twice within four days. On the first occasion, May 26, the burn-out of a main rectifier plate transformer put the station off the air for one hour and 46 minutes. The transformer burn-out resulted in the burning up of the main rectifier step-start resistors and wiring.

On May 30 a freak hail and lightning storm resulted in the transmitter going off the air for 12 seconds. Lightning struck one of the antenna towers, knocking out a series tuning condenser.

Chart B
Increase in Stay-at-Home, Due to TV

<table>
<thead>
<tr>
<th>Movie Attendance</th>
<th>Evening at Home</th>
<th>7:30 Increase</th>
<th>25% Had No Effect</th>
<th>365 Say No Difference</th>
<th>85% Say No Difference</th>
<th>Less Often</th>
</tr>
</thead>
<tbody>
<tr>
<td>53 Television Set Owners</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Telesstatus
(Continued from page 16)

questionnaire or the wording of the questions.

"If there is any tendency which leads to exaggerated answers," the agency continued, "h's lies in the fact of television set ownership itself. But there is no reason to believe that the answers found in the study give an incorrect picture of the trend."

Even so, the company injected "a note of caution."

The survey, it was noted, "reflects present conditions" and is "not presented as a prediction of future developments." As its programs improve, however, it was felt that video "is likely to provide increasingly stiff competition for the motion picture producer."

Further, it was pointed out, it is difficult for persons who have had television sets for several years to "give an absolutely accurate report" of their movie-going habits before television. The additional fact of a general decline in movie attendance since the war—presumably affecting both set owners and non-owners—also must be kept in mind, FC&B noted.

But since the survey was limited to home set owners, the agency felt that "any effects of television reported here may be an underestimation because no account is taken of the effects on non-owners who view television at the homes of friends, in bars and other public places."

A 35-MINUTE extension of WQXR New York's broadcasting day is to begin Monday, June 14, with "Nightcap" program of light popular music to make its debut from 12:30-1 a.m. To be heard nightly, program boosts total broadcast hours to 16 Mon.-Sat. and 17 for Sun.

Phenomenal Value!

17 JEWEL - 1 PUSH BUTTON CHRONOGRAPH 22 JEWELS
INCABLOC SHOCK RESISTANT FEATURE
- Sweep second hand - Radium Dial - Anti-Magnetic Shockproof Case - Stainless steel back (formerly $75.00) IDEAL FOR PHYSICIAN - ENGINEER - RADIO MAN - SPORTSMAN - PHOTOGRAPHER -AVIATOR MANUFACTURER - PACKED IN WATERPROOF BOX
MONEY BACK IN 10 DAYS if not satisfied.かつ MOUNTAIN SPECIAL BUILDING Now In Stock. ORDER NOW.

117 W. 42d St., N.Y. 18
MALL ORDERS PROMPTLY FILLED. Package C.O.D. or send check or money-order. Address all mail orders to ADLEW JEWELERS, Dept. A 1152 W. 42d St., N.Y. 19.
FFC Actions

June 10 Decisions

BY THE COMMISSION

Facsimile Standards

Amended.

DOCKET CASE ACTION

AM—1400 kw.

Announcement to deny application of Wied Music Inc. for new AM station 1400 kw. 100 w un.

BROADCASTING IN BANC

Assignment of License

WNGW and WNGW-FM Medville, Pa.—Granted renewal of license of AM station WNGW and CP for new FM station, which will enable licensee to divest itself of its AM station and operate the new FM station.

Transfer of Control

KLIX Twin Falls, Idaho.—Granted voluntary assignment of license to Winslow Broadcasting Co., Elizabethtown, Ky.

March 14, 1948

BROADCASTING AM

Hector Reichard, KLIX Twin Falls, Ida.

WGMN-FM—FM broadcast station.

Renewal of License

Time 20 by 20.

Rule Amended

Commission amendment to add 2.188 of its broadcast rules to waive station identification requirements for AM stations during construction periods because of Daylight Saving Time differential, provided such station makes appropriate announcement at least once each day at 9 a.m. and 9 p.m., and application of KTSG to make changes during construction period.

June 10 Applications

ACCEP TED FOR FILING

License for CP

KCVY-Broadway, Colo.—License to cover CP station.

Modification of CP

KFRA—San Francisco, Calif.—License to cover CP station.

WWL—New Orleans, La.—License to cover CP station.

WWA—Altoona, Pa.—License to cover CP station.

Modification of CP

KYSR Rock Springs, Wy.—Mod. CP change frequency, increase power, etc., for extension of completion date.

Application DISMISSED

John H. Poole, San Antonio, Tex.—CP 1410 kw. 1 kw D. DISMISSED June 7.

License Application

Application of Public Broadcasting Co., New York, N.Y.—For license to cover CP station.

WIOD-FM New FM station.

Application of CP

Knowledge Broadcasting, Inc.—CP new FM station to change ERP from 5 kw to 1 kw.

License for CP

WSAV-FM—Savannah, Ga.—License to cover new CP station.

Acquisition of Control

WLKG-FM Fort Wayne, Ind.—Voluntary acquisition of control of permit from licensee toward establishment of new CP station.

Convention

(Continued from page 79)

with 30 persons cooperating in coverage. At least an hour-and-a-half of convention proceedings will be conducted in this way, with significant events during the daytime interspersed. WIP will use one of the MBS auditorium rooms. Traveling mikes, two-way walkie-talkies, and a 6 o'clock news desk will be maintained.

WIBG has nine baseball games scheduled during the GOP convention and will not take anything live during the games. All sessions will be recorded, however, and edited for the 11-12 p.m. Newsreel of the Air. Programs will be broadcast from the auditorium and the Newcomb News office. Lifeboat, for Tom Moore will take part in coverage.

WFEN will handle the Convention (FM) Network (see separate account of Continental plans. Every minute of proceedings will be broadcast with special programs on AM and FM each day. At the station one studio has been set aside as a working studio and another for political programs. Hires will be made by Caffrey and Paul S. Green will handle the bulk of coverage.

WPTZ will aid NBC in television coverage, furnishing operating personnel, a satellite and a remote crew. Coverage will be selective, since the station learned by experience in 1940 that much of the convention is poor viewing.

WHAT will pick up for WVO New York and for KFWB Los Angeles. President William Banks will be at the auditorium all day with a staff of six to eight in a booth shared with WFLI. KFWB is sending Clete Roberts, commentator, and WOV an Italian-language commentator. WHAT, in foreign-language Tongue, will cut into regular programs when news warrants and will have tape recorder at hotels and other points.

WTED will have wired interviews from the auditorium in German and English. Walter Boehm, state GOP organizer, speaks German and will interpret events in that tongue. WTED also plans Polish program.
LEGAL ASSIGNMENTS ARE CHANGED BY FCC

REASSIGNMENTS for seven members of FCC Legal Dept. confirmed by Commission Friday. Change of departmental nomenclature is to correct an apparent clerical error which leaves 15 up to date, and will be subject of subsequent rule-making proceeding, FCC said Friday in announcing reclassification proposal which would limit Part 2 of Rules and Regulations to allocations and integrations. Eighteen of present 23 departments of present Part 2 would be revoked or transferred to other appropriate sections of Rules.

Richard A. Solomon, attorney in old Litigation Solicitor and Administrative Division is promoted to chief of section, now termed Litigation Branch. He succeeds Joseph M. Kittner, now assistant to General Counsel Benedict F. Cotton. [Broadcasting, May 24]. Walter R. Powell, AM Section attorney, promoted to chief of Transfer Branch, Broadcast Division. Parker D. Hancock, attorney in Review Section, Broadcast Division, elevated to chief of section, now Review Branch. He replaces Barnard Koteen, resigned [Broadcasting, June 7].

Television Section, on paper for several years, activated as Television Branch in Broadcast Division. Thomas E. McGoy named chief. Mrs. Hilda Shea, assistant to Mr. Kittner in general counsel’s office, replaces Mr. McGoy as chief of FM Branch. Mrs. Shea’s former post is taken by David H. Deibler, chief of Transfer Section which becomes Transfer Branch under Mr. Powell. Robert H. Alden, Motions and Rehearings Branch, becomes acting chief succeeding Theodore Baron, resigned [Broadcasting, May 24]. New Secretary of Television Branch staff relieves workload of William H. Bauer, patent consultant to FCC and chief of Law Dept.’s Technical Section.

FCC’s chief departments now become Bureau of Accounting, Bureau of Administration, Bureau of Engineering, Bureau of Law and Bureau of the Secretary. Name changes are in line with efforts of Senate Committee on Expenditures in Executive Departments to secure uniform nomenclature in government agencies.

PETRILLO REELECTED AS PRESIDENT OF AFM

JAMES C. PETRILLO reelected unopposed as AFM president, post he has held since 1940, by delegates in convention at Asbury Park (early story page 25). Incumbents C. L. Bagley, vice president; Leo Cluesmann, secretary, Walker M. Murdoch, Canadian representative on Executive Board, and Thomas F. Gamble, treasurer, also reelected.

Convention approved resolution for study of plan for establishment by AFM of “a radio station or stations” to serve as laboratory for union’s radio interests.

Mr. Petrillo read convention telegram from President Truman greeting union “at a time when unwise legislation that has been enacted by Congress and the failure to enact wise legislation join to imperil the future of America . . .”

ALLOCATION TABLE REVISED

TABEL of allocations between 10 kc and 25 mc to be reviewed and brought up to date and will be subject of subsequent rule-making proceeding, FCC said Friday in announcing recodification proposal which would limit Part 2 of Rules and Regulations to allocations and integrations. Eighteen of present 23 departments of present Part 2 would be revoked or transferred to other appropriate sections of Rules.

AM-FM SALE SPLIT RULE REJECTED BY COMMISSION

ADVISABILITY of requiring that joint AM-FM stations up for sale he offered separately for purposes of competitive bidding under Acto transfer rule has been considered by FCC and rejected. It was dropped.

In order denying Bunker Hill Broadcasting Co. petition to have Templetone Radio Mfg. Corp.’s CP for WBMS-FM Boston forfeited or its transfer application (transfer approved, pending FCC consideration), the Commission did state that there was no objection to the sale of the remaining Boston FM applications—question that’s expected to be raised in other cases, TV as well as FM.

We have considered whether under the Acto Rule Templetone should be required to separate its proposed transfer into two separate transfers covering the AM license and the FM construction permit, and the use of the public’s convenience, convenience, and interest to bid for either or both.

Section 73.1894 of Part 1 of Rules provides for FM stations, located in the same community and licensed to a single licensee, that transfers are made to the licensee. This section has not been required under the Acto Rule procedure in the past and it appears to us to be impracticable and unreasonable under the present circumstances. To require such a separation would impose a hardship upon the transferer that is not called for by the Acto Rule and does not appear to us to be necessary or advisable.

Bunker Hill, one of four applicants for two available FM channels, contended Templetone failed to prosecute its application diligently. Original respondents had acted with “reasonable diligence” and now has WBMS-FM on air on interim basis. FCC viewed as “without merit” Bunker Hill’s request for comparative consideration with the three other applications for WBMS-FM. Commission noted Bunker Hill had not filed competing bid under Acto, but recognized Bunker Hill’s argument that Acto procedure is worthless to it since bid would have to be for AM, “which it does not want,” as well as FM.

4 COMMERCIAL VIDEO STATION APPLICATIONS

FOUR NEW applications for commercial television stations filed with FCC Friday:

Peoria, III.—West Central Broadcasting Co., Channel 3 (320.40 mc), effective radiated power 29 kw visual, 16.5 kw aural, antenna height 308.8 feet average ground. Initial cost, $270,000. Monthly operation, $5,000. Applicant is Nine & R Staff.

Radio City Broadcasting Corp., Channel 9 (189-190 mc), 25 kw visual, 15 kw aural, antenna 327 ft. Initial cost $167,970, first year costs and revenue unknown. Applicant is licensee WJME, Port Washington, wis.

Portland, Me.—Oliver Broadcasting Corp., Channel 9 (189-190 mc), 25 kw visual, 15 kw aural, antenna 327 ft. Initial cost $167,970, first year costs and revenue unknown. Applicant is licensee WJME, Portland, Me.

Trenton, Pa.—Appalachian Co., Channel 7 (148-150 mc), 275 kw visual, 15 kw aural, antenna 941 ft. Initial cost $167,970, first year costs and revenue unknown. Applicant is licensee WJME, Port Washington, wis.

Y & R STAFF REVISION

APPOINTMENTS of personnel in line with integration of radio and television operations of Young & Rubicam announced by Sigurd Larmorn, agency president. Sylvester (Pat) Deibler, who had been president of radio and television, will direct integrated departments. Everard Meade, vice president, named manager, and Joseph A. Moran, vice president, will continue as associate director. William Allen, who had been in radio, moved to television department. Frederic W. Wyle named supervisor of radio operations.

WORLD SERIES COVERAGE AVAILABLE TO TELEVISION

WORLD SERIES will be available for television coverage on one-time contract, as last year, Leslie G. Arries, director of sports and special events for DuMont Television Network, reported Wednesday following meeting with Baseball Commissioner A. B. Chandler; Ford Frick, National League president; William Harridge, American League president.

Meeting was television session, Mr. Arries said, subject arising when baseball men took advantage of his presence to ask about video coverage.

Attitude of baseball leaders toward television is “watchful waiting,” Mr. Arries said.

FUND DRIVE OPENS JULY 4 FOR GERMAN RADIO SETS

"SILVER SHOWER" 10-day campaign to raise $100,000 for radio sets to be installed in German school rooms opens July 4, NAB announced Friday. Project was approved by NAB board at Los Angeles after request for several months by American occupation officials in Germany.

Listeners will be asked to send silver coins in pockets, at time they hear promotional broadcasts, to stations. Theme will be that shower of silver now may prevent hail of lead later.

Closed Circuit (Continued from page 4)

last week in capacity other than RCA-NBC executive. As president of Richards stations (WJR, WGAR, KMPC) he made courtesy calls around town preparatory to survey of station operations. An original TV enthusiast he is expected to use hard in video direction for Richards stations.

ALTHOUGH LATEST version of White Bill (see page 21) would supersede Johnson Resolu-

tion (SRes-246) introduced fortnight ago, Washington insiders admonish all concerned to keep their eye on that "shorty" which requires simple unanimous consent for adoption. It’s red flag to all broadcasters on program "censorship" issue and to clear channel broadcaster as it would limit power to 50 kw.

BEST BET for launching WBAP Fort Worth’s television station is between Sept. 15 and Oct. 1 with Harold Hough, radio director, leaning toward earlier date. New four-unit ranch-type plant between Dallas and Fort Worth is nearing completion.

UNHEARD Meeting of commissioner delegates from Hennock, before Broadcasting subcommittee considering her confirmation (with added Senatorial starters) last Wednesday had its lighter moments. Word from behind closed doors was that chivalrous attitude of Senators led Miss Hennock to observe that things were so serene she felt “tea would be served at any moment.”

RADIO legislative lineup in Senate next year will undergo sweeping change. Chairman W. S. Moore of Maine, Hawkes of New Jersey, and Moore of Oklahoma, Republicans, aren’t running. Sen. Johnson (D-Col.) will have real run for it particularly if there’s Republican land- slide. And Sen. Tobey (R-N.H.), who could succeed to chairman if Republicans win as expected, is torn between that post and Banking & Currency which he now heads.

Page 98 • June 14, 1948
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 25¢ 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 programing 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

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!
Look before you vote—with Television

This year, television joins press and radio as a "political reporter," in Philadelphia, at the Republican Convention, June 21, and the Democratic Convention, July 12. As American political leaders step up to speak, you're right there with them on the convention platform.

The Candidate will be televised as he looks into the camera—talks to the people face to face. His appearance, smile, gestures, combine with the sound of his voice to complete the transmission of his personality. You have a new opportunity to know your man!

Important as any in history, the 1948 conventions will be covered from start to finish by keen-eyed RCA Image Orthicon television cameras. Highlights and sidelights will be seen. And what the camera catches will be sharp and clear on the screens of RCA Victor home television receivers...

Today, 40,000,000 Americans are within reach of daily television programs. Television as an aid to good citizenship, through the formation of an enlightened public opinion, is only one way in which developments from RCA Laboratories serve the Nation and its people. Advanced research is part of any instrument bearing the name RCA or RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.

RCA
RADIO CORPORATION of AMERICA