MAKING SALES FOR SAUER'S

The C. F. Sauer Company of Richmond makes Duke's Home-Made Mayonnaise, Sauer's Prize-Winning Vanilla, and 32 other flavoring extracts. Since 1887, these fine products have won no less than 19 highest awards and gold medals in international competition for their purity, strength, and fine flavor.

And Station W-L-E-E makes sales for Sauer's! This well-known company started on W-L-E-E with an experimental one-hour Sunday afternoon musical prestige program, and six quarter-hours on Harvey Hudson's morning show. They tried these programs for 13 weeks. Both schedules have just been renewed.

The C. F. Sauer Company celebrated its 60th anniversary last October. Its products are nationally known as "the largest selling brand of extracts in the United States."

If you want a sales boost in Richmond, take a tip from Sauer's. Get W-L-E-E on that schedule fast. Call in your Headley-Reed man today.

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

TOM TINSLEY, President  •  IRVIN G. ABELOFF, Gen. Mgr.  •  Rep. by HEADLEY-REED
Again this year, in the “Spirit of 1010”, Mel Allen and Russ Hodges are bringing New York listeners on-the-spot broadcasts of the World Champion New York Yankees.

The 1947 listening trend indicates that 1948 will give WINS its biggest summertime audience in history. We say this after a quick look-see at the WINS audience increase last year of over 25%.

BUT the “Spirit of 1010” means more than just baseball. During this high rating sports season, we complement these Yankee games with the best in music and complete news coverage*. As a result, we are gratified to know that the New York audience is also feeling the “Spirit of 1010”.

*As a special news feature, WINS will give New Yorkers complete on-the-spot coverage of the Republican and Democratic National Conventions.
OVER A MILLION...  
NEW YORK'S TELEVISION AUDIENCE

Latest survey shows the New York area has 174,000 receivers in private homes with an average audience of five, and 12,000 in public places with an average of 20.

OVER HALF TUNED TO WABD...  

A recent survey rated one program at an extraordinary high of 56.4, another 46.8! Both, of course, were originations of WABD, New York, key station of Du Mont Television Network.

TELEVISION’S FIRST THREE YEARS  
as compared with the first three years of radio, shows television is coming up much faster than did its elder brother, radio, at a similar stage of development.

TALK ABOUT AUDIENCE RESPONSE!

First time Du Mont Network’s popular “Charade Quiz” was aired, it pulled 30 letters. Few weeks later the mailman staggered in with 12,000. This consistent response brings total to date to nearly a quarter-million!

Ask Du Mont — For complete information about programs, costs and availabilities, write or wire Du Mont Time Sales Department.

DU MONT TELEVISION NETWORK  
“The Nation’s Window On The World”

515 Madison Avenue, New York 22, N. Y.
Upcoming

June 21: South Carolina Broadcasters Assn., Ocean Front Hotel, Myrtle Beach, S. C.
June 21-25: American Institute of Electrical Engineers, Mexico City, Mex.
June 22-26: Newspaper Adv. Executives Assn., Chateau Frontenac, Quebec.
June 25-26: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.
(Other Upcomings on page 38)

House Rushes Action on Probe of FCC

FULL-DRRESS investigation of FCC by House select committee provided in bombshell resolution introduced Friday afternoon by Rep. Forest A. Harness (R-Ind.) and sped to House floor one hour later by 9-1 vote of Rules Committee.

Reminiscent of far-reaching 1943-44 Cox Committee investigation, probe aimed at FCC Blue Book program activities, its license and renewal policies, whether it has licensed or plans to license subversive or Communist-front applicants, and its general operations and selection of personnel would be launched upon House passage, of which Rep. Harness appeared assured. Measure (H-Res. 619) was slated for House consideration Saturday.

The House Interstate Commerce Committee, which normally handles radio legislation, went into immediate executive session and voted to seek the "most effective" course to block the measure, according to members.

MEMBERS of FCC don't think much of proposed White Bill provision which would separate agency into two panels—one for broadcast services, other for common carrier and related activities. Neither division would be autonomous and since appeals would be permitted from division to full FCC, feeling is

(Continued on page 90)

Business Briefly

SOAP FIRM SPONSORS • White King Soap Co., Los Angeles, June 23 begins for 52 weeks Chandelier, the Magician on 44 Don Lee stations plus KFOL Phoenix and KGO Tucson, Mon. through Fri., 5:15-50 p.m. (PDST). Agency, Raymond R. Morgan Co.

PACKER SEGMENT • Luer Packing Co., Los Angeles (meats) June 19 starts weekly 15-minute segment of Meet the Mississippi on 7 CBS stations, Sat., 12-12:15 p.m. (PDST). Agency, Dan B. Miner Co., Los Angeles.


HENNOCK ACTION AWAITED

SENATE had not acted in early hours Saturday morning on nomination of Friede B. Hennock to FCC, as filibuster by Sen. Taylor (D-Iowa) ran past midnight (early story page 22). If nomination is rejected or passed over before vacancy exists June 30, government records show no precedent as to legality of paying $10,000 FCC salary should President give her interim appointment.
URBAN... SUBURBAN... AND RURAL....

*One* Station
*One* Set of Call Letters
*One* Spot on the Dial
*One* Rate Card

Mid-America presents a diversified market. Inside KCMO's measured ½ millivolt coverage area* are nearly 5½ million people—25% metropolitan—27% suburban—and small town—48% rural (on farms)!

And KCMO, with 50,000 watts daytime non-directional, has both the power and the programming to reach the complete market—Urban, Suburban and Rural. In fact, KCMO’s mail count shows listener response from 415 counties in 6 Mid-America states (shaded areas on map) plus 22 other states not shown.

For ONE STATION coverage of Mid-America, center your selling on KCMO.

National Representative: John E. Pearson Co.

*50,000 Watts Daytime, Non-Directional

. . . 10,000 Watts Night—at 810 Kc.

KCMO

. . . and KCFM—94.9 megacycles

Kansas City, Missouri

Basic ABC Station for Mid-America
Wild Indians couldn't keep 'em from listening to WMT in Tama (IOWA)

... not that they'd try, for even the Indians haven't any reservations about WMT's solid programming. (To tell the truth, the Sac and Foxes who inhabit the nearby Mesquaki Reservation are really tama than they are wild).

When you want to reach Tama's solid citizens—and the 1058 other prosperous farm and industrial communities within WMT's 2.5 MV line, whoop it up on Eastern Iowa's only CBS outlet. Ask the Katz man about WMT's 33,630,000 acre BMB coverage—in one of the richest markets in the world.

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

Page 6 • June 21, 1948
"Always giving something extra!"

*Just ask your Raymer representative*
nizes it as synonymous with Coca-Cola.

We sincerely hope you will not feel that the Coca-Cola Company is out of bounds in bringing this to your attention. Won't you please be good enough in the future to give our trade-mark correct typographical treatment—thus "Coke." Julius R. Lunsford Jr., The Coca-Cola Co., Atlanta, Ga.

(EDITOR'S NOTE: Henceforth it's "Coke" with a capital "C").

[The text continues with various editorial and reader contributions, including:

**Open Mike**

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

---

**Take It Easy**

EDITOR, BROADCASTING:

In line with your editorial, "Take It Easy"—thought you might like to see what I was doing at convention time.

This Kodiak bear was shot on Kodiak Island, Alaska, on May 29, He weighed 1,600 lbs, and his hide squared 10'-6", the largest killed this year on Kodiak. We had a great hunt—saw 88 bear in 5 days. This one was undoubtedly the meanest, orneriest of the lot, as witness the fight scars on his nose and brow. His mate was so grateful to me for shooting him she wanted to wash my face—actually came to within 40 feet of me before turning—oh boy!!

Herb Hollister
President
KBOL, Boulder, Col.

**Bouquet from Trammell**

EDITOR, BROADCASTING:

I have been meaning for some time to compliment you and your associates on the splendid manner in which BROADCASTING (and Telecasting) Magazine is covering the news of television. You are providing the industry with a full, detailed coverage of the ever-increasing flood of television news along with the regular broadcasting news. I think it is most beneficial to have this integrated into the regular body of the magazine rather than in a separate section.

I am indeed glad to know that it was, in some measure, the inspiration for this, but at the same time, let me add that you and your associates have certainly executed with inspiration. I gave you in most laudatory manner.

Niles Trammell
President, NBC
New York

**Market Study Kudos**

EDITOR, BROADCASTING:

I want to offer my congratulations and thanks for the fine article that appeared on the Dallas-Ft. Worth market in your issue of June 7.

The article was exceptionally well-done and an invaluable asset to this great market.

Clide W. Rembert
Managing Director
KRLD & KRLD-FM
Dallas

EDITOR, BROADCASTING:

I would like to express my com-

(Continued on page 60)
**CLASS OF THE POWER-TUBE FIELD FOR FM AND TELEVISION**

**GL-9C24 V-h-f Triode**

- **POWER TO SPARE...** two tubes "under wraps" will put out more than 10 kw in FM—more than 5 kw in television.
- **FREQUENCY UP TO 220 MC** at max plate input.
- All the electrical characteristics of ULTRA-MODERN H-F TUBE DESIGN.
- Sturdy and COMPACT for close side-by-side tube mounting.
- G-E RING SEAL construction gives generous terminal-contact areas.

**RATINGS**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filament voltage</td>
<td>6.3 v</td>
</tr>
<tr>
<td>Filament current</td>
<td>240 amp</td>
</tr>
<tr>
<td>Grid-plate transconductance</td>
<td>11,000 microhmhos</td>
</tr>
<tr>
<td>Inter-electrode capacitance</td>
<td></td>
</tr>
<tr>
<td>Grid-filament</td>
<td>24 microfarads</td>
</tr>
<tr>
<td>Grid-plate</td>
<td>15.7 microfarads</td>
</tr>
<tr>
<td>Plate-filament</td>
<td>0.5 microfarads</td>
</tr>
<tr>
<td>Type of cooling</td>
<td>water and forced air</td>
</tr>
<tr>
<td>Plate ratings per tube, Class B r-f power amplifier (video service, synchronizing peak conditions) Max voltage</td>
<td>5,000 v</td>
</tr>
<tr>
<td>Max current</td>
<td>2 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>10 kw</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>5 kw</td>
</tr>
<tr>
<td>Use power output, typical operation (at 4,000 v and 1.7 amp, band width 3 mc)</td>
<td>3.4 kw</td>
</tr>
<tr>
<td>Plate ratings per tube, Class C r-f power amplifier (key-down conditions without modulation) Max voltage</td>
<td>6,500 v</td>
</tr>
<tr>
<td>Max current</td>
<td>2 amp</td>
</tr>
<tr>
<td>Max input</td>
<td>12 kw</td>
</tr>
<tr>
<td>Max dissipation</td>
<td>5 kw</td>
</tr>
<tr>
<td>Use power output, typical operation (at 6,000 v and 1.3 amp)</td>
<td>6.4 kw</td>
</tr>
</tbody>
</table>

*Includes power transferred from driver to output of grounded-grid amplifier.

**TODAY's** better pictures, in many cases, owe a debt for sharpness and quality to the superior signal put on the air by General Electric's great power triode, GL-9C24. Newest transmitters with finer video performance, use GL-9C24's in push-pull for final output over both low and high-band channels.

In FM work, too, this tube has set noteworthy standards. With ratings in frequency and power that are ideal for the job—plus a wholly new design concept which outmodes earlier v-h-f types—the GL-9C24 is an example of detailed planning for efficiency.

When applied in a properly designed grounded-grid amplifier circuit, no neutralization is necessary. Lead inductance is extremely low. External metal parts are silver-plated, to cut r-f losses and provide better electrical contact surfaces. Fernico metal-to-glass seals are used throughout...this tube is long-lived, sturdy!

If you build transmitters and wish to benefit from the proved brilliant performance of Type GL-9C24, your nearby G-E electronics office gladly will give you further details.

If you are a station operator or engineer, needing replacement tubes of any type—FM, television, or AM—see your local General Electric tube distributor or dealer for alert service! Besides showing the way in tube design, G.E. gets tubes to you fastest when you need them.

**GENERAL ELECTRIC**

FIRST AND GREATEST NAME IN ELECTRONICS
JOHN R. SHEEHAN, recently head of New York office of U. S. State Dept. broadcasting division, joins Buchanan & Co., New York, as director of radio and television. He formerly managed General Electric FM and international broadcasting stations in Schenectady and was active in inauguration and management of WRGB (TV) Schenectady. He succeeds MARTIN JONES, who resigned to form his own television package company fortnight ago. [BROADCASTING, May 31].

CLAIR CALLihan named manager of radio and television production for Leo Burnett Co., Chicago, in line with agency's expanding radio activities. He formerly wrote, announced and produced shows for St. Louis stations, and was account executive for Olian Adv. in Chicago and St. Louis.

KEITH BABCOCK, former manager of San Francisco office of The Biow Co., joins Garfield & Guild, same city, as account executive.

JAMES W. ROBERTSON, formerly with Griswold-Ehshman, Cleveland, for six years as account executive and copy supervisor, joins Buchen Co., Chicago, as account executive. He previously was promotion manager with McGraw-Hill Publishing Co., New York.

MELVILLE H. SMITH Jr., formerly of N. W. Ayer & Son, and recently vice president of Lamb, Smith & Keene, Philadelphia, joins W. Wallace Orr Inc., Philadelphia, as vice president in charge of new business and service.

Mr. Robertson

WICK ADAMES joins Barnard L. Sackett Agency, Philadelphia, as script editor.

WILLIAM R. SIMPSON, with BBDO, San Francisco, transfers to agency's Los Angeles office, as copy chief. FRED MAY, formerly with N. W. Ayer & Son, Philadelphia, joins agency's media department in San Francisco.

SCOTTY MacGREGOR, formerly with CBS-TV, appointed head of newly formed television department of Yorker Adv., New York.

HENRY J. WEIL and STEPHEN GOTTHELF open new advertising agency, H. J. Well Inc., with offices in Walbridge Bldg., Buffalo, N. Y.

Mr. Well had been with Ellis Adv., Buffalo, for 12 years as account executive and Mr. Gotthelf was with Ellis for 3 1/2 years, prior to which he was with Adv. Assoc., Buffalo, and Conklin-Mann Agency, New York.


Mr. Well

Mr. Gotthelf

MACMANUS, JOHN & ADAMS, Detroit, engages Fenton Productions, New York, to handle radio production needs; will produce radio transcriptions, live shows and television.

HILLY SANDERS, with Mitchell-Faust, Chicago for past six and one-half years, four of them as vice president in charge of radio, joins Dan B. Miner Co., Los Angeles, as radio and television director.

JAMES B. LESTER, former head of his own Los Angeles agency and recently in export-import business in Mexico, joins Smith, Bull & McCreaery Hollywood, as account executive.

MRS. BILLIE FARREN, former timebuyer at Lamb, Smith & Keen, Philadelphia, joins W. Wallace Orr Inc., same city.

DANIEL J. O'MEARA, director of merchandising department of Sullivan, Stauffer, Cowell & Bayles, New York, appointed a vice president.

J. NYE DELMAN of Flint Adv. Assoc., New York, appointed administrative supervisor of agency's television department. Will work with

(Continued on page 86)
What Do You Want To Buy?

POSSIBLE LISTENERS OR ACTUAL TUNE-IN

There has been only one complete coincidental telephone survey ever made on radio listening in the Intermountain West to determine the size of the radio audience. This is Hooper's Winter, 1947 survey of 14 Intermountain Network cities, a survey comprised of 58,163 coincidental telephone calls.

This survey does not merely reveal what radio stations can be heard in each area or who listens to these stations once or more a week, but it gives facts on who listens to specific programs at specific times from 8 a.m. to 10 p.m.

Ask Avery-Knodel for complete details by 15 minute periods.

Following however is a brief summary:

HOOPER STATION LISTENING INDEX
14 Intermountain Network Cities
WINTER, 1947

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

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

x Comprised of 15 A network stations.
y Comprised of 10 B network stations.
z Comprised of 15 C network stations.
BROADCASTING • Telecasting

FRANK H. LEE Co. (Lee Hats) signs with DuMont Television Network to sponsor Drew Pearson in series of newscasts during the two Southern political conventions. Series will be aired daily, 8:55-9 p.m., originating at WFIL-TV Philadelphia. Other stations to carry series are WABD New York, WTTG Washington and WNBC-TV New Haven, Conn. William H. Weintraub & Co., New York, is agency.


CURTIS PUBLISHING Co., Philadelphia, made its first test campaign on television June 9-11 on behalf of Saturday Evening Post, when it bought 26 one-minute spots on 10 video stations. Placed through BBDO, New York campaign promoted article on Louis-Walcoff fight. Stations used were WABD and WCBS-TV New York; WATV Newark, N. J.; WFIL-TV. WCAG-TV and WPTZ Philadelphia; WWJ-TV Detroit; WGN-TV Chicago, and KTLA Los Angeles.


GENERAL FOODS Corp., New York, June 24 starts 52-week sponsorship of Tuesday telecast of Small Fry on WABD New York, 8-8:30 p.m., for Post Cereals. Benton & Bowles, New York, is agency [Broadcasting, June 7].

JACK JOHNSON Co., San Francisco (Wishing Well Table Lamps), planning radio campaign in several Pacific Coast markets. Agency: Umland & Co., same city.


CRAFTEX PRODUCTS Corp., Los Angeles (reflex cameras), appoints Bass-Luckoff of Hollywood to handle advertising campaign. Radio may be used.


CONTINENTAL MILLS Inc., Seattle (prepared pie crust), appoints Keene & Keene, same city, to handle advertising. Radio may be used.


LEWIS FOOD Co., Los Angeles (dog and cat food), July 7 starts for 52 weeks Free for All on KNX Hollywood, Wed. 7-7:30 p.m. (PDT);

(Continued on page 87)
BECAUSE this man is talking into the new miniature KB-2C, his audiences hear him... and see him! Hear him—because the KB-2C has "big mike" quality. See him—because the KB-2C is one of the smallest high-quality microphones yet designed. It's ideal for conventions and night clubs. And it's ideal for general station and other indoor uses.

Using highly efficient magnetic material... and a magnet structure that's a part of the microphone case itself, here's a microphone that's as "light as a feather"—and so small it fits into your pocket. Its directional characteristics provide a symmetrical figure eight... with surprisingly uniform frequency response between 80 and 8,000 cps. Hum level, -108 dbm. Effective output level, -56 dbm. Three output impedances provided: 30, 150, and 250 ohms, in accordance with RMA standards.

Plenty of operating conveniences, too. You can tilt the KB-2C backward and forward on its swivel through an angle of about 30 degrees. You can select your bass response by means of a screwdriver-type switch located under the swivel pivot. You can disconnect the cable right at the microphone. For desk positions, use RCA's type KS-5A low-height stand. For other services, use any standard floor stand or collapsible stand.

More about the 12-ounce KB-2C from your RCA Broadcast Sales Engineer. Or write Dept. 19-FC.
Feature of the Week

TO KWSC, the 26-year-old station owned and operated by the State College of Washington at Pullman, educational appeal engendered by non-commercial stations neither begins nor ends with classroom broadcasts. Indeed, somewhere in between lies a comparatively untapped field—adult education, in the perceptive eyes of its manager, Frederic Hayward, who theorizes, “You can’t make them listen.”

KWSC emphasizes the latter exclusively—and because of its deference, not “to the intellectuals, who could understand us” but to “the
(Continued on page 78)

On All Accounts

Television’s supporters are legion, and many of them believe that video’s potentialities as a foremost American industry are limitless. But Fran Harris, director of television and motion pictures for Ruthrauff & Ryan, Chicago, is one enthusiast who reserved a special place on TV’s bandwagon when the infectious medium was “still around the corner.”

Before 1942 Fran had engaged in other activities, including government service, the theatre and radio. Today R&R’s talented TV director handles film and live production for Goodall Co., which sponsors Player of the Day, a pre-game interview-type baseball program on WGN-TV Chicago, and Dugout Dope, a similar one on WLWT Cincinnati for the Greater Cincinnati Dodge Dealers Assn. She returned recently from Colorado, where she directed shooting of spots for both television and motion picture use on behalf of Beltone hearing aids.

And last year Fran had a hand in the extended summer video campaign launched by Griesedieck Bros. Brewing Co. in the St. Louis market via KSD-TV. In addition, she produced what was probably the first full-scale TV commercial program in Chicago, The Amazin’ Adventures of Tumblin’ Tim, for the Acrobat Shoe Co. on WBKB.

Fran was born in New York City Aug. 17, 1915. At the age of six she moved to Minneapolis, where she attended Lincoln High School and the Allied Theatre Arts College. In 1933 she turned momentarily to radio, joining WTCN Minneapolis, then WRHN, where she adapted motion pictures for air presentations in which she played the lead.

Induced to come to Chicago the following year, stage-minded Fran needed little further inducement to try out for a part in “Maedchen in Uniform,” a play which enjoyed subsequent success wherever it toured. Other roles followed in such hits as “Boy Meets Girl,” “Ah, Wilderness” and “The Show-Off.”

In 1939 Fran returned to the air waves in Chicago, playing the ingenue lead in the serial Dad’s Family (on WCFL) and the lead
(Continued on page 78)
American Radio has made a habit of contributing to the success of many worthwhile causes, funds and campaigns. The national and regional networks have donated millions of dollars in time and talent for these purposes.

Even more adaptable to public welfare work on a local level are the local stations, small independents and network affiliates dotting the nation. Each type of station has been able to make contributions to the welfare of its listeners and others outside its sphere.

As a clear channel station serving the middle west, WGN is proud of its participation in hundreds of special programs and thousands upon thousands of announcements supporting a myriad of organizations.

We shall continue to support those which serve the best interests of WGN’s listening audience.
When Uncle Bill Jenkins makes a mistake, it makes the newreels. And everybody makes money.

Like the classic about furrier Zlotnick and the potatoes. You remember the story: a WTOP listener raced into Zlotnick’s with a cabload of spuds and demanded a beaver coat. “Uncle Bill just said so!” he insisted. “Uncle Bill just said the price was 497 potatoes!”

He got the coat. Zlotnick got headlines: a Warner-Pathe newreel feature... and stories in Pathfinder, Business Week, AP, and leading papers. He also got about 497 new customers. As for Uncle Bill, he gets 33% more listeners than any competing program, 6:00 to 7:00 A.M., Monday-Saturday. (Crossley Recall Survey, March 1948)

Getting big results is an old story to sleepy, fluffing, adlibbing Uncle Bill. Renewal sponsor Willys of Washington, Inc. says (for example): “We have received inquiries from as far away as West Virginia, from people who seem to be regular listeners to your program.”

You won’t make a mistake if you sponsor some of Uncle Bill’s “mistakes.” Ask Radio Sales about him—or about any of our other performers who have helped give 50,000-watt WTOP the largest (by 47%) average share of the Washington audience in daytime periods bought by local and national spot advertisers.*

REPORTS from "Videotown—USA" [Broadcasting, June 14], released by Newell-Emmett Co., New York, indicate if current rate of buying television sets continues, number of sets in use will triple by the first of next year.

Newell-Emmett established "Videotown—USA" to study the growth of television and to analyze the present television market for the agency’s clients. The survey is being conducted entirely by Newell-Emmett research staff.

Videotown is located on the fringe of New York’s television service area (the agency does not want to reveal the exact town because it plans to continue to use the same town for future analysis). The town is a self-contained community supported by industry, agriculture and distribution and roughly represents one tenth of one percent of the population served by television today.

A census of television ownership, according to the study, showed that there are 267 sets in 266 locations in Videotown at the present time. This represents about one tenth of one percent of the estimated number of sets in use.

Middle Class Represents 60%

The survey also revealed that television ownership is in the middle socio-economic group. Nearly two out of three sets are in the middle level. The actual breakdown indicates that 60% of the sets are in the middle class; 30% are in the upper and 10% in the lower. These figures compare closely with a survey made by WPIX New York in New York recently.

Nearly four out of five sets are owned by private families in Videotown. 98% are in homes; 17% are in bars and grills; 3% in clubs and 1% in other locations such as fire houses, social clubs etc.

The percentage of home sets is increasing rapidly. During the first half of 1947, 41% of the total sets were commercial installations.

<table>
<thead>
<tr>
<th>TABLE B</th>
<th>Where Are the Sets?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Homes</td>
<td>19%</td>
</tr>
<tr>
<td>Bars &amp; Grills</td>
<td>1%</td>
</tr>
<tr>
<td>Clubs</td>
<td>1%</td>
</tr>
<tr>
<td>Others</td>
<td>1%</td>
</tr>
</tbody>
</table>

By the second part of the year percentage had dropped to 25%. However, the first three months of 1948 home percentage increased to 91% and the commercial installations dropped to 9%.

One fourth of the television sets are located in multiple dwellings, the study showed, while 57% are in one family and 18% are in two family homes.

The study also revealed that the rapid growth of television since Jan. 1 of this year. One third of all installations were made in the first three months of 1948. Only 6% of the sets installed were made before 1947, while 94% were made in that year. These figures follow the set production figures reported by RMA.

If the current rate of buying television sets continues, the agency researchers estimate that the number of sets now in use will be tripled by the first of next year.

Ten-Inch Screen Most Popular

The survey also covered the screen sizes of installed sets. Taking both commercial and home installations the ten-inch screen was the most popular in Videotown, accounting for almost 50% of all sets in use. Next most popular was the 12-inch screen which was in 23% of the locations followed by the seven-inch tube, which was in 13% of the installations. The projection model was reported in 8% of the places while 15- and five-inch had 7% and 1% respectively.

The trend, according to the survey, seemed to be toward smaller screen sizes with the exception of the projection models, as the middle and lower income families came into the market. Ten and 12-inch screens represented three quarters of the number installed. The 15-inch screen represented 9% of the total purchases in 1947 but dropped to 3% in 1948; the 12-inch screen dropped from 22% to 19% in the same period. On the other hand the five and seven-inch tube sets increased in percentage from 12 to 19% of the total purchases. The projector models have also jumped from 4% to 7% in 1948.

The survey will continue to be conducted by Newell-Emmett Co. and will provide a basic pattern for checking methods and procedures in television research, the agency explained.

Currently the agency is continuing the study with a second questionnaire interviewing set owners as to their motives in buying television sets, the families' listening habits, attitudes towards programs and their continued interest in television. Additional findings will be released as they are completed.

TABLE C

<table>
<thead>
<tr>
<th>What Is the Trend in Screen Sizes?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figures at base of bar graphs indicate screen size purchased.</td>
</tr>
</tbody>
</table>

% of Total Purchases

<table>
<thead>
<tr>
<th>Year</th>
<th>5&quot; &amp; 7&quot;</th>
<th>10&quot;</th>
<th>12&quot;</th>
<th>15&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1947</td>
<td>19%</td>
<td>24%</td>
<td>16%</td>
<td>11%</td>
</tr>
<tr>
<td>1948</td>
<td>19%</td>
<td>16%</td>
<td>21%</td>
<td>18%</td>
</tr>
</tbody>
</table>

N. Y. PUB BUSINESS BOOSTED BY TV SETS

TAVERN owners in New York metropolitan area feel that television helps business, that eventually all taverns will be video-equipped, according to a survey by Bell Television Inc., which rents and sells TV sets for public places. Bell is planning a similar survey in Boston.

To the question, "Do you believe all bars will eventually have television sets?" 64% said yes, 19% said no and 17 were undecided.

Fifty-seven percent stated that television increased business profits, the reported increases ranging from 10% to 60% and averaging 16%; 34% reported no change in business; 9% said a decrease had followed installation of a TV set.

Of the tavern owners interviewed, 67% had video sets and of that group 70% owned the sets while 30% used rented receivers. Customers come in before the video programs and tend to stay around afterwards, according to 43% of the respondents.

TABLE D

<table>
<thead>
<tr>
<th>How Does Home Set Distribution Vary by Economic Class?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upper</td>
</tr>
<tr>
<td>Middle</td>
</tr>
<tr>
<td>Lower</td>
</tr>
</tbody>
</table>

Page 18 • June 21, 1948
The time-table for WSB-TV is set. Commitments have been made to Atlanta set distributors and TV sets are being sold and installed right now. We're shooting for late September, and what was to have been a placid summer is now hectic with rehearsals and practice, program planning and contracts, building and buying.

The Atlanta market is ripe for an intelligent, aggressive use of television advertising. If you want in on the ground floor it's not too early to make your wishes known. The same organization which now makes WSB the best buy in the South will call the shots on WSB-TV.
Strange as it seems, America’s No. 1 vacation spot is also one of the nation’s largest milksheds. In 1947 Greater Miami’s milk output totalled 13,578,311 gallons. In addition, the dairy industry produced close to 3,000,000 gallons of ice cream and a variety of other by-products to make this one of the largest single producers in the south or, for that matter, the nation.

Yes, Greater Miami is a greater-than-ever year-round market, with an annual buying income of almost $500,000,000 derived from not one but many key industries. And results show that WQAM, Miami’s First Station, is the effective economical way to reach the great spending power of this active market. For WQAM’s clear signal blankets all the rich trading areas of Greater Miami, and offers important bonus coverage of 15 additional counties within the state.
MAYFLOWER TURNABOUT

By RUFUS CRATER

BROADCASTERS, it appeared certain last week, will move into 1948's feverish national political campaigns with a new freedom to air their own views, but with compounded confusion over the handling of broadcasts by candidates.

In the last stages of its consideration of both cases, FCC was reported in informed quarters to be ready to (1) lift the seven-year-old Mayflower Decision's ban on editorializing by licensees, conditioned only on "fairness," and (2) adopt a final decision hewing to the line of the provocative interpretation of the political-broadcast law enunciated tentatively in the WHLS Port Huron case four months ago.

The Commission, recognizing the importance of the questions involved, plans to hand down decisions in both cases at the earliest possible moment, possibly this week. Both have been discussed in great detail in recent executive sessions.

Present thinking on the Mayflower question was said to indicate victory for the advocates of radio's right to speak its own mind, but not to the completely unregulated extent urged by NAB in its leadership of the fight against the editorializing ban. The Commission (and it appeared that it would be unanimous) feels that recent court opinions buttress its contention that it can take an overall look at programming and that the "fairness" yardstick will permit it to determine whether there has been equitable balance in the discussion of both sides.

Exploratory discussions at the time of FCC's extensive public review of the issue in March and April [Broadcasting, March 8, April 16] indicated that any relaxation of the ban probably would be conditioned on the affording of equal opportunities for opposing viewpoints.

Now it appears that the emphasis will be on fairness in the treatment of opposing views, without any hard-and-fast proviso fixing minimum rebuttal periods or prescribing methods for handling such replies.

The Commission's view, it was indicated, is that stations must try with reasonable diligence to be fair to all sides and provide for a balance of viewpoints, and can hardly be expected to do more.

Licensee Responsibility

While the Commission appeared ready to do a turnabout on the Mayflower question, any substantial modification of its views on licensee responsibility in political broadcasts seemed remote.

As enunciated in the proposed decision in the WHLS case [Broadcasting, Feb. 2], the law on political broadcasts—Sec. 315 of the Communications Act—would be construed to (1) ban censorship for any reason; (2) regard the cancellation of a scheduled political speech as censorship if the cancellation was prompted by anything the speech contained; and (3) relieve broadcasters of legal responsibility in event of damage suits growing out of the uncensored speech.

Except for a slight dilution to permit stations to delete profane, obscene or indecent political passages, it seemed likely that the Commission majority's original views would be retained in substance despite the fiery renunciation which was issued by Comr. Robert F. Jones, the partial defection of Comr. Rosel H. Hyde, and the almost unanimous opposition of industry spokesmen in the oral argument that followed [Broadcasting, May 10].

It appeared that Comr. Hyde (Continued on page 37)

GOP RADIO PLANK

By HERMAN BRANDSCAIN

PHILADELPHIA—As the biggest names in radio and television traveled to Philadelphia last week to prepare for the coverage of the Republican National Convention opening today, the industry itself began to realize that it had a huge stake in the deliberations.

For should platform policy made in Philadelphia become the policy of a successful GOP Presidential candidate, the future of both radio and television regulation might well be determined by the 1948 Republican platform.

In an effort to contribute to the ideal of a free radio and television industry, Broadcasting sent a telegram to Senator Henry Cabot Lodge, chairman of the powerful Resolutions Committee, which has the task of platform molding.

The telegram urged a plank in the '48 Republican platform along the theme of the '44 draft, which generally won the approval of broadcasters. It also urged freedom of television as well as of radio and asked for parity of the two media with the press.

In the 1944 plank, penned while the nation was still at war, these statements were set forth as Republican policy:

"In times like these, when whole peoples have found themselves shackled by governments which denied the truth, of worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to (Continued on page 71)

GOP Plank Problem

GOP Resolutions Committee is considering its platform and may have the document ready for submission to the Philadelphia convention late today (Monday), or tomorrow at the latest. Broadcasters are urged to wire the Committee Chairman, Senator Henry Cabot Lodge, (R-Mass.) to ask inclusion of a free radio plank in the platform (see story this page). NAB President Justin Miller said Friday, "I am solidly behind sturdy planks in the platforms of both political parties, guaranteeing freedom of radio."
HENNOCK IN BALANCE

(See Page 1 “At Deadline” for late Story)

SENATE CONFIRMATION of Freda B. Henack for a seven-year term to begin July 1 was in doubt as BROADCASTING went to press Friday.

The nomination was passed over “without prejudice” when her name was reached on the executive calendar Thursday night, on motion of Sen. Wherry of Nebraska, the acting majority leader. Sen. Capehart (R-Ind.), a member of the Interstate Commerce Committee which earlier had approved the nomination, had indicated opposition to a full seven-year term.

It was thought the nomination might be considered again Friday night or prior to the expected recess or adjournment of this session scheduled for Saturday. If there is a recess and no action has been taken, the nomination could be considered upon the reconvening of the Senate following the Philadelphia political conventions.

Should Congress adjourn Sine Die without action, the way would be open for President Truman to give her an interim appointment, which would run until the new Congress convenes in January.

Miss Henack, New York attorney and ardent Democratic party worker, had substantial Republican support along with the expected Democratic backing prior to the unrecorded floor action Thursday.

Usually committee approval is ratified by the Senate, particularly if there’s no objection from the Senators. The Senate actions in the case of Miss Henack’s candidacy. While Sen. Capehart made no public comment, prior to the Thursday action, it is understood he felt that vacancy created by the retirement June 30 of Comr. Clifford J. Dury, Alabama Demo- crat, should be filled on an interim basis only, rather than for a full seven-year term.

Neither Democrats nor Republicans were anxious during the late session last Thursday to incure the wrath of a woman or potentially the fury of the nation’s feminine voters.

Sen. Wherry asked unanimous consent of the Senate to proceed with diplomatic and other nominations on the executive calendar and postponement of the nomination of Miss Henack.

A right to object was reserved by Sen. Barkley (D-Ky.) the minority leader who asked when the nomination would be considered. Sen. Wherry replied that this depended on when the executive calendar is called again. “I cannot answer the question directly,” ex- plained Sen. Wherry. “But we intend to have other executive sessions.”

“I do not think this nominee” retorted Sen. Barkley. “Should be discriminated against because she happens to be a woman. The committee considered the nomination carefully and reported it, and I hope it will not go beyond another call of the executive calendar.”

Sen. Brustorff touched off what almost assumed the proportions of a hot floor fracas among Sena- tors with long hours and short tempers. He told his colleagues that “I will say in justice to this side of the aisle that the great majority of these votes were by Republi- cans.”

The web of political intrigue spun by nominating of the comedy nominee tightened when both par- ties disclaimed any objection. Con- testing a statement by Sen. Brew- ster that the majority of those favorably to report her nomination had been Republicans, Sen. Johnson advised that “there were no Democrats against the confirmation of this very excellent nomination of the President.”

Minority whip Lucas (D-III.) mused: “In view of the fact that there was no opposition to the ap- pointee by Republicans and no op- position by Democrats” (Continued on page 60)

AAW Told Television’s Role in Future

PHENOMENAL growth of television, its immediate future and how advertisers can best use the new medium to attract consumer public engaged attention of delegates at closing session of the Advertising Association of the West’s 45th annual convention in Sacramento last Thursday. Five-man panel on “Television” as a national Medium” highlighted the five-day meeting which was held at Masonic Temple.

Presiding was Mal Boyd, head of Boyd & Associates, Hollywood radio and motion picture public relations counsel. Participants included Arnold Maguire, West Coast television director of Poole, Cordes & Bel; Mr. Smock, vice president of FC&B and executive on the Union Oil Co. of California account; Klaus Landsberg, manager of KTLA Hollywood; Harry McManus, presi- dent, Five Star Productions, and Don McNamara, director of tele- vision, Telefilm Inc., both of Holly- wood.

Television has a lot to live up to in defense of its vocation, Mr. Maguire told delegates. Com- bining the impact of all the other media, he said, television leads advertising into a period of un- precedented growth, providing it is used properly and wisely.

With tightened budgets, adver- tisers and scrutinizing the media more closely today, he reminded.

“In considering merits of the most popular advertising media, Mr. Advertiser today wants to know the contents of the fully copy story? (2) Is the medium adaptable to regional sampling? (3) If needed, can the medium be correlated with spot news immediately? (4) Can the medium illustrate the product? (5) Can the product be demon- strated? (Continued on page 72)

In This Issue...

FCC May Lift Mayflower Ban . . . 21
GOP Radio plank asked . . . 21
Henack Confirmation In Balance . . . 22
AAW Views TV . . . 22
High Court Ruling Could Affect TV . . . 23
AFA Annual Convention . . . 23
TRENDS
Paid Program Logs . . . 24
A Sales Forecast, SSCBB . . . 25
Inter-American Broadcasters to Meet . . . 25
RMA 24th Annual Convention . . . 26
Selling Discussed at AMA Meet . . . 26
Hearing Postponed on TV Line Rates . . . 27
NBC Reconsiders Plan to Sell KOA . . . 28
80th Congress Closing Sessions . . . 29
TV Minimum Scale Adopted . . . 30

Stratovision to Get Spectacular Prevue

GOP Convention, Louis Fight To Feature Formal Debut

STRATOVISION will be gloriously unveiled to the public Wed- nesday, Oct. 27, with the support of the most attention-getting events of the year—the first nominating session of the GOP Convention and the Louis-Walcott fight.

Batman, the Electrix Corp. and Glenn L. Martin Co., Baltimore airplane builder co-sponsoring the system of spraying the nation with networked FM and TV service from a sky-launched, M-23 flying over Pittsburgh. Judging by recent tests from the B-29, the televised signals will be receivable over an area with a radius of some 200 miles from Pittsburgh [BROADCASTING, June 14].

The sponsors will show Stratovision’s coverage at a radio-press demonstration to be held at Chilli- cothe, Ohio, well toward the out-

AAW Views TV Considers Its Growth, Future

Page 22 • June 21, 1948
MOVIE OUSTER?

A STUDY of the Supreme Court's recent motion picture decisions for possible effects on the movie firms' interests in radio, particularly television, has been undertaken by FCC attorneys, while the motion picture industry is conducting an extensive investigation of video's overall effects on the film field.

A Justice Dept. attorney told BROADCASTING that the Supreme Court decisions, upholding anti-trust charges against a major portion of the film-production industry, could have "a serious effect" on these companies' interests in television.

FCC authorities noted that violation of the anti-trust laws is always a subject for Commission consideration in an antitrust case, but may not be used as qualifications of applicants or licensees. There has been speculation whether the Supreme Court's language might be construed to raise a question of the movie firms' right to own television stations.

The lower court—a three-judge tribunal in New York—had enjoined the so-called five major or exhibitor-defendants from further expansion of their theatre holdings. But the Supreme Court, in setting aside certain portions of the lower court's decree, also remanded for further consideration the ban on expansion.

Whatever the direct result, the decision may have indirect effects on the respective companies' radio ownership.

Harry J. Warner, president of Warner Bros., in recent conversations with FCC authorities has indicated concern over what effect the Supreme Court's decision might have on his company in the radio field.

**Paramount Interests**

Reports have circulated that Paramount Pictures, which among the film producers has the most extensive television interests, is considering the sale of its studios to concentrate on the operation of its theatres. These number about 1,500. ABC has denied reports that it might purchase both the Paramount studios and film library (CLOSED CIRCUIT, June 7).

Paramount President Barney Balaban has said he is sure the Supreme Court's decision "will force transformations" within the motion picture industry and that Paramount will be among those affected.

He said he did not know what the outcome would be, but that he felt Paramount's theatre interests will be reduced, with a corresponding reduction in ultimate earning power, and therefore will take steps to compensate for that reduction by shrinking the capital structure.

Theatre station owners and applicants named in the anti-trust suits are:

- Paramount—Owner of WKBV (TV) Chicago and KTLA (TV) Los Angeles; 39% owner of Allen B. DuMont Labs, which has three video stations and is seeking two others; half owner of WMNB New Orleans and its authorized WBTV (TV); acquiring part interest in KBOI Des Moines; owner or interested in video applicants for Boston, San Francisco, Tampa, Detroit, and Des Moines.
- Twentieth Century-Fox—Television applicant for Seattle, San Francisco, and Boston.
- Warner Bros.—Video applicant for Chicago; owner of Los Angeles AM station KFWD, and now acquiring Mrs. Dorothy Thackrey's Los Angeles TV grant along with her AM stations KVA San Francisco and KLMC Los Angeles.

**SCOTUS Ruling Could Affect TV**

Loew's Inc.—Owner of WHN and WMGM-FM New York.

**AFA CONVENTION**

TV Decisive Factor, Says Shouse

**TELEVISION** was viewed as "either the final blow or crowning achievement" in radio by James D. Shouse, president of Crosley Broadcasting Corp., Cincinnati, in an address at the Advertising Federation of America convention in Cincinnati last week. "It depends," said Mr. Shouse, "on whichever frame of mind you wake up in on any given morning."

Broadcasting is in a state of flux after 25 years of "rather steady and consistent development," he told the AFA delegates, adding that "if you were to be faced with an increase in the number of your competitors by 350% in a little less than three years you, too, I believe, might find cause for concern."

Broadcasters' present domination of television is threatened by two competing media, newspapers and motion pictures, Mr. Shouse declared. He pointed out that newspapers already have moved into television "on a broad and very inclusive front" and that "as of June 9 almost half of all the television stations licensed or for which applications are currently before the Commission are owned or controlled by newspapers."

Concerning the threat posed in the field of television by the motion picture industry, Mr. Shouse said: "It is entirely natural that as television has developed, it [the movie industry] should consider that its development under proper auspices would involve an appreciable and perhaps dominant role being played by an industry which has grown to be what it is today through its presentation of moving visual material with sound."

Mr. Shouse considers television a force which may bring about a strengthening of family life. He said that "while the automobile and motion pictures tend to be a distracting, adhesive force" which may serve to bind the members of a family together.

On the business side he asserted that "television adds an increment to our business economy which is constructive and creative. Neither radio in its present form, nor publication advertising—whether newspaper or magazine—nor direct mail advertising, nor billboards, nor car cards can show a prospective customer how to use the product. . . . In television we are dealing literally with a new color in the spectrum."

William Benton, head of the United Nations conference on freedom of information and the press, who addressed the annual AFA dinner, Tuesday, said the use of American advertising techniques to sell the free-enterprise system to the rest of the world would be a

(Continued on page 66)
PAID RADIO LOGS

THERE is an increasing tendency on the part of newspapers to charge for running program logs, Broadcasting Trends finds. According to the tenth survey of station managers' opinion—an inquiry into radio-newspaper relationships—conducted by Audience Surveys Inc., 73% of those charging stations to run their logs, charge full advertising rates for the service.

The stations queried report 85% of the local newspapers carry program logs. Of that figure 54% carry for all stations, while 24% are selective and carry for some stations, and 2% carry newspaper-owned stations only.

A representative cross-section of the managers of commercial AM stations were asked (1) how many daily newspapers are published in their home cities; (2) how many carry station program logs; (3) how many charge for program logs and when the charge began; (4) whether they publish their logs in other publications in their service areas; (5) whether they broadcast the logs; (6) how many newspapers carry radio columns; (7) to what extent accounts use newspapers to plug radio shows; (8) how much newspaper advertising stations do on their own; (9) should newspaper logs be paid advertising; and (10) how well newspapers and stations cooperate.

46% of station cities represented in the panel are served by at least one newspaper, morning and/or evening (see Table I). Only 5% of the stations are located in cities without newspaper service.

Most of the stations are served by at least one morning newspaper published in their home city; 7%.

* A sample of U.S. commercial AM stations in operation September 1, 1944, consulted for proper balance by city size, network affiliation, base hour rate, and geographical area.

Inman Resigns As WNAX Commercial Manager

Resignation of Don E. Inman as commercial manager of WNAX Yankton, S. D., effective July 1 has been announced by Luther L. Hill, general manager of the Cowles Broadcasting Co., owner of WNAX. Mr. Inman, who has been with the Cowles organizations for more than 20 years, came to WNAX in 1944 as vice president and general manager, posts which he held until he was appointed commercial manager in November 1945.

Mr. Inman has not yet announced his plans.

COWLES

APPOINTMENT of Phil Hoffman, vice president of Cowles Broadcasting Co. and manager of KRNT Des Moines, as general manager of WOL Washington was announced last Tuesday by Luther L. Hill, executive vice president of Cowles and vice president and general manager of Advertising Co.

Mr. Hoffman's successor at KRNT as station manager, Gen. Hill announced, is Robert Dillon, commercial manager since 1944. Both appointments take effect immediately.

Comdr. T. A. Craven, who has been acting manager of WOL since the resignation in May 1947 of Merle Jones, now general manager of WCCO, Minneapolis CBS-owned outlet, relinquishes his station duties to devote his entire time in Washington as vice president of Cowles in charge of engineering. Gen. Hill explained that increased activities of Cowles operations in television and FM make it desirable for the former commissioner to intensify his activities in those fields.

Cowles has applications for TV pending in Des Moines and Boston and holds a conditional grant in Minneapolis. It also holds construction permits for three FM stations—in Des Moines, Boston (to be operated in conjunction with WCOP) and Washington. WOL—

the stations are in cities where the newspapers do not carry logs (see Table II).

Examined in terms of the newspapers which are reported to carry program logs, stations reported that the majority (54%) of the newspapers which carry them, carry logs for all stations in the city.

Roughly a quarter (24%) of the newspapers are selective to some degree, carrying some logs but not of all stations. Only 2% of the newspapers which publish logs restrict them to the station owned by the newspaper—in each case this practice was reported only in one-newspaper cities.

Hoffman WOL Manager, Dillon at KRNT

When Was The Charge Instituted?

Within the last 3 months 18% *
" " " 6 " 10% *
" " " year 12% *
More than a year ago 74%

* Percentages add to more than 100 because more than one answer was given in some cities where more than one newspaper charges for program listings.

Most of the stations (74%) reported that newspapers which charge for program listings have been doing so for more than a year (see Table V). 18% of those charging began the practice within the last three months; 10% within the last six months, and 12% within the last year—giving evidence of (Continued on page 69)
A SALES FORMULA: SSC&B

By FLORENCE SMALL

"SULLIVAN, Stauffer, Colwell & Bayles," murmured one advertising executive upon reading of the formation of that agency early in June 1946, "sounds like a man running upstairs."

Today, two years later, that executive's marauding quip has emerged as one of the most accurate, if unintended, prophecies in the advertising industry. SSC&B has been "running" from the first fevered days of its organization, and it gives no evidence of stopping even as it turns into its third year with a six-fold increase in business that has borne its annual billing to nearly $11,000,000 and into the regions of the nation's top advertising firms. And manifestly, that running has always been "upstairs."

But the upward sprint has been only the latest visible effort of a brilliant team that figuratively learned to walk with the industry. And—to apply one last strain to a limping figure of speech—Ray Sullivan and his future partners had already worked up to a fast trot before their current project was even a vagrant doodle.

Formerly at R&R

When Mr. Sullivan and his friends and co-executives, Don Stauffer and Heagan Bayles, first conceived the idea for the new firm, the trio were already entrenched at Rathrauff & Ryan as among the most influential figures in advertising with salaries that reached into the top brackets in the industry.

Early in 1946, fanned equally by circumstances and inspiration, the dormant idea combusted into reality. The partners are still vague about the preceding sequence of events, but they agree that the definitive decision occurred at a luncheon at the Yale Club involving the Messrs. Sullivan, Stauffer and Bayles.

The broad details of partnership preceded the men into the luncheon room. The new agency would be a profit-sharing enterprise with the active returns accruing to the leading active participants. Transfer of shares outside the organization was disallowed, and it was concluded that shares would not be inheritable by family members. Resignation from the firm presupposed resignation of stock.

In accepting terms with the infant agency, Don Stauffer is known to have turned down offers of partnership from two of the leading agencies in the country. Ray Sullivan resigned his post as a director and vice president of Rathrauff & Ryan, and Heagan Bayles, too, turned in his similar position at R & R.

In Mr. Sullivan, the other partners agreed, the new firm had the man they considered the foremost business executive in the industry. The plan then was to balance him with a top creative person in the field. So they approached Bob Colwell. Mr. Colwell at the time was vice president and chairman of the plans board at J. Walter Thompson. After several days and nights of deliberation, Mr. Colwell relinquished his post in the country's number one agency to throw in his copy pencil with the profit-sharing mavericks of Agency Row.

The firm then added a fifth partner to its string, John Cohane, another R & R vice president and one of the most promising figures in the advertising field.

Bill Spire, brilliant young account executive at Rathrauff & Ryan, was enlisted as vice president and member of the plans board, together with Abbott K. Spencer, an 18-year account man at J. Walter Thompson. Cliff Dillon, also of J. W. T., joined the board to serve as vice president and copy chief.

To head its radio department in New York, the new organization reached out for Phil Cohen who has built a spectacularly successful record while with Rathrauff & Ryan and the OWI. Jack Van Nostand, one of the finest radio directors and script editors in the country, was named to supervise radio in Hollywood.

With the selection of five other executives to handle pivotal spots in the agency, the new firm of Sullivan, Stauffer, Colwell & Bayles was ready for launching.

No launching ever took place from a more makeshift harbor and with less promise of a smooth sail. Though the agency did manage to secure shallow quarters at 270 Park Avenue, the formidable weight of its collective advertising acumen proved insufficient to shake loose a switchboard priority from an embattled telephone company. The networks were hastily enlisted to relay calls to the partners. Million dollar deals were negotiated from drug store telephone booths. Partners vied with stenographers in cadging nickels for phone calls. Signals were missed, communications were snarled, and more than one client languished on the ground floor until a charitable porter con

(Continued on page 58)

INTER-AMERICAN

THE BIG STORY on Pall Mall Cigarettes is revealed in this script confab between agency, producer and sponsor shortly before broadcast of American Tobacco Co.'s "Big Story" broadcast on NBC. Seated (1 to r): Don Stauffer, partner and vice president, SSC&B; Paul Hohn, president of American Cigar & Cigarette Co. (Pall Mall); Bill Spire, vice president and account executive, SSC&B. Standing (1 to r): Bob Colwell, vice president in charge of radio; Tom Victor, director of "Big Story," and Bernie Prackler, producer of the program.

UNIFORM legislative standards for guidance of Western Hemisphere nations will be submitted to the First General Assembly of Inter-American Assn. of Broadcasters, to be held June 30-July 9 at Buenos Aires. The assembly will adopt the rights of private broadcasters and oppose commercial broadcasting by governments.

Representing the United States at the assembly will be Gilmore N. Nunn, NAB District 7 director and operator of the Nunn stations [Broadcasting, June 7]. Mr. Nunn, accompanied by Mrs. Nunn, sailed from New Orleans June 10 and is due to arrive at Buenos Aires late this week.

IAB was organized in October 1940 by some 200 station owners from hemisphere nations. The first assembly will be attended by some 200 delegates and observers, according to word from Buenos Aires. The opening session will be greeted by President Peron of Argentina and will be held in the National Postal Savings Palace.

Equipment Installed

Equipment has been installed for simultaneous translations of proceedings in English, Portuguese and Spanish, following the technique used at the Atlantic City conference last year. Delegates have been provided personnel and communications facilities. Entertainment and sight-seeing events are planned.

Greetings will be presented to the assembly on behalf of Wayne Coy, FCC chairman.

Among those slated to attend from the United States are John Royal, NBC vice president, and Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Among topics on the agenda, besides uniform continental broad-

(Continued on page 64)

IAB MEETS IN ARGENTINA

BROADCASTING * Telecasting
Selling Discussed at D. C. Meeting

By J. FRANK BEATTY

NEW techniques in finding what the public wants to buy, as well as where and how to induce this buying, were scrutinized by the nation’s marketing experts at the semi-annual conference of the American Marketing Assn., held June 14-15 at the Hotel Statler, Washington.

* * *

Much of the AMA’s two-day series of meetings was devoted to discussion of the current Census of Manufacturers and plans for the census of distribution and minerals as well as the 1950 decennial census.

Gordon A. Hughes, General Mills market research director, chairman of the AMA Census Advisory Committee, reported to the Committee’s April meeting. He said afterward the committee would meet later in the summer to reconsider its recommendation against inclusion of a radio set question in the 1950 census (see story page 67 on 1950 census plans).

Census Plans

A. Ross Eckler, assistant director of the Census Bureau, outlined plans for the 1950 tabulation. Technical committees are working with the bureau, he said, referring particularly to the AMA Census Advisory Committee headed by Mr. Hughes.

Cost of the census would be at least 100% above the 1940 count, even assuming the population had not increased, Mr. Eckler said. He told of advance planning of maps, questions and field tests. Whole county figures are being considered for cities to aid in comparisons with other data. Income information is to include sources of income in addition to wage and salary payments.

William C. Truppner, chief of the Census Bureau’s Business Division, discussed new legislation covering the censuses of business and manufacturers [BROADCASTING, June 14]. The bureau will emphasize coverage, completeness and accuracy in these tabulations, he said, with distribution, manufacturers and minerals to be counted every five years.

Maxwell R. Conklin, chief of the bureau’s Industry Division, said 214 forms are being used in the first postwar census, which covers manufacturers. Now in the middle of the project, the bureau has three-fourths of the reports. Final results will be a little later than expected, he said.

Howard C. Grieves, like Mr. Eckler an assistant director, presided at the census session, which (Continued on page 87)

Board Okays Mobilization Plan for Radio

By BILL THOMPSON

RMA’s board of directors Thursday approved “in principle” an industrial mobilization plan for the radio and electronics industry at the conclusion of the 24th annual RMA convention at Chicago’s Stevens Hotel.

Acting on recommendations of a special exploratory committee, after being informed that military demands on the industry during the next five years might run as high as a billion dollars, the directors authorized a committee to urge adoption of the plan by government officials in lieu of several proposals which have been made by government agencies.

Special Committee

RMA President Max F. Balcom, who Thursday was re-elected for a second term, will appoint members of a special RMA industrial mobilization committee in the near future, he said. The chairman of the exploratory group which submitted a tentative industry plan was Frederick R. Lack, an RMA director and vice president of Western Electric Co.

As outlined by Mr. Lack, the plan is designed to “spread the job” of meeting radio and electronics requirements of the military services among small and large manufacturers in a manner assuring expeditious fulfillment with a minimum interference with the industry’s civilian production.

“During America’s history we have had eight years of peace in one war,” Mr. Lack told an RMA membership luncheon earlier in the day. “However, Europe is having wars 99% of the time and we seem to be drawn into them. There is no doubt that we are arming now and preparing to fight off an initial attack. We may have two years for preparation this time.”

Mr. Lack said the government should set up a four-man procurement channeling committee—one from each branch of the service and one civilian—plus an industry committee to “back it up.” He urged that the industry have a larger nucleus working on government contracts, pointing out that at the present time only 10 out of 50 major companies in the industry are doing business with the government.

Curb on TV Set Shows

On recommendation of the set division, RMA’s directors voted to continue the association’s past policy of not sponsoring public receiver exhibits and to extend the restrictions to television shows. Individual receiver manufacturers in attendance voted to support this policy by not participating in proposed public shows of new TV, PM and AM sets at this time.

The policy does not apply, however, to trade shows for distributors and dealers.

Thursday Elections

Three new division chairmen were elected by their respective members Thursday morning, and two others were re-elected. Three new directors were elected and 12 were re-elected for three-year terms.

The three new division chairmen are George M. Gardner, president of Wells-Gardner Co., Chicago, who succeeds Paul V. Galvin, president of Motorola Inc., as chairman of the set division; A. D. Flamondon Jr., president of the Indiana Steel Products Co., Chicago, who succeeds J. J. Kahn, president of Standard Transformer Corp., Chicago, as chairman of the parts division, and A. M. Smith, of RCA Victor, who becomes chairman of the transmitter division, succeed—(Continued on page 70)
TV LINE RATES

Hearing Postponed to Sept. 28

FCC's Probe of AT&T and Western Union Telephone rates was postponed last Monday to Sept. 28 after a morning of preliminary skirmishing by the carriers and the opposing federal agencies who reiterated that the rates are disastrously high.

The delay was ordered to permit participants to complete the compilation of what was described as exhaustive data on the subject.

Reports on television broadcasters' current and past use of existing AT&T network facilities in terms of time and money, and a breakdown of the telephone company's construction and maintenance expenditures chargeable to television were offered for the record just before the half-day session was recessed by FCC Examiner J. Fred Johnson, presiding officer.

AT&T also presented a list of "orders" for intercity TV service as of June 5, showing the approximate monthly return expected from each (see listing below).

The company said that some 4,300 circuit miles of channels will be available for television networking by the end of this year; compared to about 1,600 miles assigned to video now.

Besides the present Boston-Richmond link, the report said, "additions now under study will provide a middle-western network during the fall and for connection with the East by the end of the year."

The additional circuits will link New York with St. Louis, passing through Philadelphia, Pittsburgh, Cleveland, Toledo, South Bend, Chicago, and Terre Haute. Further, the company noted, "legs from Cleveland to Buffalo, Toledo to Detroit, Chicago to Milwaukee are also being provided this year."

Costs for the present network were seen as higher than those for the future. AT&T said that in its study "it appeared desirable to look forward at the time when networks have been more completely developed than at present."

The rate investigation was prompted by a petition by Television Broadcasters Assn., which also sought, "but unsuccessfully," to have both AT&T's and Western Union's rates set aside pending the hearing and decision [Broadcasting, May 3]. Appropriate rebates would be made if the rates are found to be too high.

AT&T's cover several categories of use, with $55 per airline mile per month as the regular rate for eight consecutive hours of use daily and $25 per mile per month for four hours daily where there aren't enough channels and time has to be allocated among the users.

Audio channel charges are additional. Western Union rates are $4.70 per month for use of a receivable Philadelphia-New York channel from 4 p.m. to midnight daily.

The list was submitted at the opening session of FCC's inquiry into AT&T and Western Union rates for intercity television facilities (see story above). AT&T also noted that it accepts applications for service "only for routes over which facilities are available or will shortly be available."

The company's list of applications as of June 5 is below.

The company noted, "legs from Cleveland to Buffalo, Toledo to Detroit, Chicago to Milwaukee are also being provided this year."

### Estimated Revenue From Line Use

<table>
<thead>
<tr>
<th>Customer</th>
<th>NBC</th>
<th>Service Requested</th>
<th>Estimated Monthly Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>$1,500</td>
<td>12,000</td>
<td></td>
</tr>
<tr>
<td>Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>3,300</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>4,300</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>700</td>
<td>700</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>11 hours</td>
<td>11 hours</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>800</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>3,500</td>
<td>3,500</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>900</td>
<td>900</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
<tr>
<td>WMAR Interexchange Channel Monthly Service--subject to allocation (N.-Y.-Phil.-Balt.)</td>
<td>1,000</td>
<td>1,000</td>
<td></td>
</tr>
</tbody>
</table>

### Television Stories, on other pages, in this issue:

- Telecasters Report
- N. Y. Bus. Business Boosters Join TV
- TV Prospects Outside Sale of AAW Meet...
- SCOTTUS Ruling May Affect Movie TV...
- Shouse Sees Other Media Competing for TV...
- Theater TV Launched in Los Angeles...
- Campbell Co. to Air Group Network...
- Minimum Hours Scale Is Adopted...
- TV Shows to Continue During GOP Meet...
- NAMM Convention Panel Discusses Video in Chicago...
- DuMont Ready TV Allocations Exhib...
- Telefilm Inc. Boys Sunset's Properties...
- Mosevicov's Loses TV at Boston Ad Club...
- Four More Bids for TV Stations Before FCC...
- Midwest Network TV by Fall Doubtful-
- Moloney...
- USC, UCLA Given Go-Ahead to Negotiate TV Contracts...
- WPIX New York Opens...
- CBS Hollywood Shows Construction on KTVI Building...
- WNIB Set to Install Transmitter, Antenna...
- TY Drama Programs High in May Pulse...

- "SHAKE HANDS and come in fighting" might well have been in the minds of both smiling gentlemen at Frank Stanton press conference. CBS's M. Flynn, president of the New York News Syndicate, opening the News video station, WPIX New York, (see story page 61; Mrs. Stanton looks on.

Reports that AT&T had reduced its rates, or might do so, were disavowed by company officials.

Telephone company's reports on video use of intercity facilities on the existing Boston-Washington link showed, in most cases, a marked decline in facilities that in first months in which AT&T was permitted to charge for service.

NBC's use of video interexchange channels would have cost $13,279 in January, $13,714 in February, $19,751 in March, and $3,918 in April, and station connection charges would have added $3,480 respectively, aside from the audio channel costs, the report showed. In May the charges amounted to $8,492 for intercity charges, and $1,830 for station connections.

Other video use and the charges that were or would have been applicable were listed by AT&T as follows:

- CBS-Interexchange channels $7,106 in January, $5,279 in February, $10,540 in March, $10,075 in April, and $1,403 in May; station connections $379 in January, $3,634 in February, $1,150 in March, and $1,325 in April.
- NBC--Interexchange channels $11,439 in January, $10,918 in February, $13,150 in March, $17,702 in April, and $6,365 in May, station connections $1,058, $1,000, $1,000, $1,000, and $1,000 respectively.
- ABC--Interexchange channels $118, March, $1,580, and $4,775 in April, and $6,950 in May; station connections, $3,940 in January, $2,934 in February, $1,455 in March, $1,610 in April, and $1,610 in May.
- WMAL-TV Washington--Interexchange channels $1,157 in January, $492 in February, $1,766 in March, and $9,684 in April (no service ordered in May); station connections $740 in January and $640 in February (no service ordered in March, April, and May).
- WPIX-TV Philadelphia--Interexchange channels $2,199 in January, $1,540 in February, $2,782 in March, and $5,752 in April (no service ordered in May). Station connections, $610 in January, $500 in February, $1,371 in March, and $1,371 in April.
- WMAR-TV Baltimore--Interexchange channels $120 in January, $1,157 in February, $81 in March, and $1,734 in April (no service ordered in May); station connections $970 in January, $900 in February, $700 in March, $375 in April, and $765 in May.
- WATT-TV Newark, N. J.--No Interexchange channel connection (reception) reported for May at charge of $7,740, seven hours on occasional use basis.

AT&T's cost breakdown was based on an "assumed" network which, after the pattern of the actual one promised for the end of 1948, would link 23 cities in the area bounded by Boston, Richmond, Milwaukee, and St.

(Continued on page 88)

June 21, 1948 • Page 27
NBC Reconsiders Plan to Sell KOA

Decision Partly Due to Failure of Network to Acquire KMPC

NBC has abandoned, at least temporarily, plans to sell its important Denver outlet, KOA, in a decision dictated in part by the network’s failure to acquire KMPC Los Angeles, it became known last week.

The network had held tentative discussions with several interested parties, including the Denver Post and the Aladdin Television Co., Denver, concerning transfer of KOA at a reported asking price of about $3,000,000.

The discussions regarding the sale of KOA were inspired by NBC’s interest in acquiring KMPC to give itself an owned and operated Los Angeles outlet. Since the network already owns the maximum number of stations permitted under FCC rules, it would have to divest itself of one of its properties before acquiring another.

With the appointment of Frank E. Mullen, former executive vice president of NBC, as president of the G. A. Richards stations, one of which is KMPC, it became evident that the network could not buy KMPC, at least in the immediate future. A high network executive explained last week that Mr. Mullen probably intended to settle in Los Angeles and would therefore not be interested in seeing the Richards interests get rid of their only property there.

An additional reason given for NBC’s reconsideration of its offer to sell KOA was that the station, in the network’s opinion, would be one of the last to be seriously affected by the growth of television.

KOA throws a signal which covers a wide area where no video is expected for four years.

Asked whether NBC might reverse itself to its original position and reoffer KOA in the event another suitable Los Angeles property became available for sale, an NBC official said, “it is possible.”

Democrats Name Biow

APPOINTMENT of Biow Co. as agency for Democratic National Committee during 1948 political campaign was announced June 15 by Sen. J. Howard McGrath, chairman. No budget has been set yet. Agency will handle placing of commercial newspaper advertising, radio and television programs for the Committee. Biow handled the account during the 1944 campaign.

Kraft’s 18th Year

KRAFT FOODS Co., Chicago, begins its 18th year on NBC July 22, when 52-week renewal of Kraft Music Hall, Thursdays, 8 p.m., Chicago, begins. J. Walter Thompson is the agency, and J. D. Galbraith the NBC account executive.

GROVES LABS DROPS DUANE JONES FIRM

GROVE, LABS, INC., St. Louis (cold tablets) estimated million-dollar-a-year account, and a heavy radio advertiser, is selecting a new agency following the break with Duane Jones & Co., New York.

James H. Grove, president of Grove Labs, told Broadcasting last Thursday that a decision naming a new agency will be forthcoming early this week.

Having resigned this account, Duane Jones Co. will service an advertising campaign for a competitor product, The Whistler Pharmaceutical Co. (Hill’s Cold Tablets) Thursday announced the appointment of Duane Jones to handle that product.

ABC Henry Morgan Show To Be Dropped by Rayve

AFTER 21 weeks on the ABC network, The Henry Morgan Show has been dropped by Rayve Co., Chicago, and program will be taken over by the R. W. Warner Co., New York (Standard Laboratories).

Three weeks ago the account was transferred by Pepsodent to Needham, Louis & Borby from Roche, Williams & Cleary, New York. “Future plans are being presented and discussed by firm officials, and market studies are being conducted,” Mr. Borby said.

New Ad Division of GE To Be Headed by Pettit

ESTABLISHMENT of Advertising Division in Electronics Dept. of General Electric Co. was announced June 18 by E. H. Vogel, manager of marketing for the department. L. E. Pettit, former assistant to the general sales manager of the department, was named manager of the new division which will operate at staff level under manager of marketing.

The department will be responsible for general supervision of all department’s advertising and agency relationships, Mr. Vogel said.

Mr. Pettit joined GE in 1938 when he entered the business training course at Bridgeport, Conn., headquarters of Appliance and Merchandise Dept.
AS THE 80th Congress sprinted into the final lap in its race for recess or adjournment two measures were introduced last week in the House, and a new, last minute attempt to legislate 50 mc spectrum space to FM.

Both measures, authored by Rep. William Lemke (R. N. D.) were introduced in the House June 16 and referred to the House Interstate and Foreign Commerce Committee:

H. J. Res. 430 took cognizance of FCC’s action in jumping FM to the 100 mc band and maintained that this deprived farmers and rural residents of the opportunity to enjoy the benefits of FM service. It proposed that FCC be directed, for a period of five years, to assign FM frequencies in the 47 to 50 mc range with the maximum amount of power FM had ever held.

H. R. 6984 proposed to amend the Communications Act of 1934 to provide, with a right of appeal to the courts for reversal of FCC decisions when it can be established that the appealed decision is based upon, or was influenced by, an error of scientific or technical fact.

The bill would give the courts jurisdiction to determine, if a petition citing the nature of additional evidence were presented to the court within 20 days after the FCC decision was filed, whether the Commission should or should not be given a judgment affirming or reversing the decision. Further, technical hearings might be held, in the discretion of the court.

One of the major contentions of low-band advocates during Congressional hearings on H. J. Res. 78, also by Congressmen Lemke, had been that FCC moved FM up-stairs against the greater weight of technical evidence.

40-50 mc FM

The previous Lemke Resolution also sought to assign a portion of the 40-50 mc band to FM, but the frequencies have since been assigned to mobile emergency service by FCC [Broadcasting, June 7]. This resolution, also, appeared destined for the legislative scrapheap.

From all appearances, both new FM bills, at week’s end, were among the Congress’ futile legislative attempts. The odds were tremendous against the possibility that they could clear committees, both houses of Congress and other legislative hurdles before legislators made their summer exodus. Their introduction, at such a late hour, did, however, signal continuity of interest by the author and persistent efforts by Professor Edwin Armstrong, FM inventor. It was felt that repeal of the FM bills would be thrown into the legislative hopper at the next session or the reconvened session at an early date.

Associates of Congressman Lemke admitted that no hearings on the new measures were planned, and that hopes for passage before Congress closed its doors was very dim. They also acknowledged that, in all probability, the bills would be reviewed at the next session of Congress.

As both chambers of Congress raced toward adjournment or recess by the June 19 target date, many vital measures were bypassed or rejected. Among those falling helplessly by the legislative wayside, doomed simultaneously with the death of the 80th Congress, were many bills affecting the radio industry.

One of the most controversial of these was another late comer—S-1353—by Sen. Wallace H. White Jr. (R. Me.), chairman of the Senate Interstate and Foreign Commerce Committee, which considers radio legislation [Broadcasting, June 14].

The White bill would grant program review powers to FCC and raise Commission June 19 salaries to the current $10,000 to $15,000. It also incorporated portions of S-246, by Sen. Edwin C. Johnson (D. Colo.) banning power above 50 kw pending agreement via the North American Regional Broadcasting Agreement or some other treaty on the use of higher power. Little likelihood of passage this session or Johnson bills was evident on Capitol Hill during closing days.

Another late arrival on the Capitol scene was H. R. 3871 by Rep. Joseph P. O’Hara (R-Minn.) which was introduced June 18 and referred to the House Interstate and Foreign Commerce Committee.

O’Hara Bill

The O’Hara bill, designed to strip the Federal Trade Commission of its power to issue “cease and desist” orders and give the courts authority to enforce those orders, was introduced June 16 and referred to the House Interstate and Foreign Commerce Committee.

Three Senate radio probes appeared also to have died off.

Authoritative sources saw no possibility that investigations of the FCC by Senators Homer E. Capehart (R. Ind.) and Charles W. Tobey (R. N. H.) would be initiated, in the first case, or revived, in the latter, during the 80th Congress.

A bill, S-2841, to award medals to war correspondents, was gathering dust in the Senate Armed Services Committee to which it had been referred.

Measures Tabled

Hearings were also held by Congress on bills to regulate liquor advertising. The measures were later tabled by a 6-5 committee vote [Broadcasting, May 24].

A similar fate was met by measures to establish uniform time.

No action has been taken on H. R. 6373 by Rep. Harry R. Shepard (D. Calif.) to prohibit ownership of radio networks of manufacturers of equipment used in the construction or operation of stations [Broadcasting, May 3].

The bill, which was referred to the House Commerce Committee, would also forbid stations to devote any

(Continued on page 62)

SURVEY MIGHT PROMPT FCC REORGANIZATION

A SURVEY of FCC’s operations which may lead to Congressional recommendations for the reorganization of that agency is under way as part of the government-wide studies of the Herbert Hoover Commission to study Reorganization of the Government.

The study of Commission activities is being handled by William W. Golub, New York attorney, who for several weeks has been sitting in on FCC meetings and interviewing Commission members, staff, executives, and personnel.

He is working under the supervision of the Hoover Commission’s committee for the survey of independent regulatory commissions, which is composed of Robert P. Bowie, Harvard law professor, chairman, and former Sen. Robert LaFollette, and Owen D. Young.

The Hoover Commission’s report will be submitted to the next Congress about Jan. 10. It may result in changes in FCC operations even complete reorganization, depending upon its tenor and the Congressional reaction. Spokesmen said that details of the various surveys will not be divulged until the new Congress convenes, in order to avoid political implications in this fall’s presidential campaigns.

Mr. Golub, a private attorney who specializes in practice before the Securities and Exchange Commission, is familiar with FCC procedures from an earlier survey in which he participated on behalf of the so-called Attorney General’s Committee.

CLOSING SESSIONS GET LEMKE MEASURES

HEINLY GROSSMAN (center), CBS Director of Technical and Building Operations, giving the CBS-TV installations at Philadelphia Convention Hall a final check-up before today’s big event at the Republican National Convention gets underway.

Assisting Mr. Grossman are (l to r) R. G. Thompson, CBS Eastern Division Manager of technical operations; Ovillie Sather, CBS-TV technician; Bob Bendick, WCB-S-TV special events director. [Convention story on page 21]
By LAWRENCE CHRISTOPHER

Washington, with which it is associated in ownership, to conform with the Commission's rule. WINX operates on 1340 kc with 250 w fulltime and operates two 250-w booster stations within the metropolitan area.

Under the CBS-Post agreement, WTOP Inc. will employ its best efforts to obtain grant of a new television station in Washington City's city's channel, and all four allocated channels already assigned, WTOP has petitioned FCC for amendment of its rules to allow use of Channel 12 (200-210 mc) with directional array, at Washington, switching the facility from Fredericksburg, Va., and assigning Channel 2 (84-90 mc) there instead. The proposal, opposed by Baltimore video interests, is to be heard in the Commission's hearing on television allocation modifications scheduled to begin July 31 [Broadcasting, May 21, June 7].

The contract also calls for additional joint investment up to $1,000,000 in the division venture at Washington during the first five years if necessary.

Hayes General Manager
It was announced that John S. Hayes, general manager of WINX, would become general manager of WTOP upon FCC approval of the WTOP transfer, would also be called "The Washington Post Station" so long as the paper retained more than 50% interest. No other "substantial changes" in the present staff of WTOP are proposed, it was stated, and no substantial changes in the station's program policy are contemplated. WTOP Inc. officers include: Eugene Meyer, 93% owner and chairman of the board of the Post, chairman of the board; Mr. Graham, president of the Post and WTOP, president of the WTOP, president, general manager, secretary and treasurer; Mr. Graham, president of the Post, secretary-treasurer; G. Stewart Phillips, assistant secretary-treasurer of the Post, assistant secretary-treasurer; and Directors Floyd R. Harrison and Eugene Meyer III. Mr. Meyer III is director, chairman of the Post, of the Post while Mr. Harrison is treasurer and assistant-secretary of the paper. The senior Mr. Meyer is 93% owner and Agnes E. Meyer is 7% owner of the Eugene E. Meyer & Co., which is 100% stockholder of WINX Broadcasting Co. Mr. Graham, son-in-law of Mr. Meyer, holds 3.8% interest in the company.

The paper listed assets of $2,840,800 on March 30, 1948. Changes in the WTOP deal and the joint television venture are being underwritten by Mr. Meyer through separate agreement made at the same time, according to the terms of the agreement, CBS will keep network news department facilities at WTOP and the station and network will interchange services and facilities for news programs, special events and other programs. Leases on WTOP's quarters in the Warner Bldg., which extend to Oct. 31, 1951, go to WTOP Inc. CBS also agrees to complete installation of WTOP-FM at post expiration of the lease, but it is not to exceed $200,000 should the condition of the grant be overruled by the FCC. The voting trust agreement, which is to be executed on the closing date, places all stock of WTOP Inc, held either by the Post or CBS, under Mr. Graham as trustee to vote as he sees fit. This agreement would be valid until whichever of the following is earlier: 5 years from the closing date; or on which the Post shall cease to own more than 50% interest. If the parties have a 60-day option to purchase at fair market value any interest of the other which they may wish to dispose.

In the event of no definite plans for the disposition of WINX which had been proposed, Mr. Graham told Broadcasting. He said some eight inquiries had been received from prospective owners, of which half were of local origin. Mr. Graham related all were informed the Post was not ready yet to consider offers and each would be advised when all of the proper data were ready. Whether or not this would await FCC action on the WTOP transfer was not known.

In the transfer application of WTOP the parties stated: "It is believed that the assignment will provide additional opportunities for expansion and development of WTOP."
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
VOICE

Only Verbal Spankings Linger

NO LEGISLATIVE correction for operation of "Voice of America" program to Congress prepared to close last weekend but a strong mouthwash had been prescribed for the "Voice" by one investigative body and a verbal spanking was forthcoming from another as the result of allegedly "slanderous" broadcasts.

During the closing hours of Congress the likelihood of reviving hearings into the shortwave broadcasts appeared very remote. Likewise, remedial Congressional action during the 80th session was held, in official quarters, to be most improbable.

Anxious legislators were giving little, if any, attention to the Voice North America series of the State Department's "Voice of America" programs broadcast by NBC. The storms over passages in scripts which were said to be offensive to certain States seemed to have subsided in both Houses of Congress.

Hearings into the controversial programs beamed to Latin America were concluded a fortnight ago by two special subcommittees of Congress [Broadcasting, June 14].

No more hearings are planned by the joint Senate subcommittee composed of subcommittees of the Executive Expenditures and Foreign Relations Committees, under the respective chairmanship of Senators H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.).

More Hearings Unlikely

It was also held highly unlikely that hearings would be resumed this Congress by a special subcommittee of the House Executive Expenditures Committee, headed by Rep. J. Edgar Chennoweth (R-Colo.).

In a report on committee hearings issued June 16, Rep. Chennoweth declared that these studies revealed an urgent need for a full and open investigation of the methods employed in preparing, supervising and conducting these broadcasts.

We are convinced that the persons responsible for conducting these broadcasts, have failed to correctly interpret the spirit and intent of Congress in passing this law, and have not recognized the obligation placed upon them to disseminate information about the United States that accurately portrays life in our country.

Chairman Chennoweth reported that the committee intended to keep those responsible for the program under scrutiny during the next three months to see that they properly discharged their responsibility.

The only alternative, if precautions are not taken to prevent repetitions of broadcasting "vulgar and misleading material," the Chennoweth sub-committee said is "to recommend the amendment or repeal of that portion of the law authorizing these international broadcasts by the United States Government."

Six Recommendations

Six recommendations were made in the report by the subcommittee. They were: (1) Immediate appointment by the President of members of the Advisory Commission authorized by law. (2) Except in extraordinary circumstances, the employment of only American citizens to prepare foreign information broadcasts. (3) No foreign broadcasts be conducted unless scripts are either first written in English or translated into English and accurately checked. (4) Employment of language experts by the State Department to monitor and control all broadcasts as they are going on the air. (5) Place emphasis on quality instead of quantity of all of our foreign broadcasts. (6) Reduce to minimum, or eliminate, our broadcasts to Latin America.

A State Department official advised Broadcasting Wednesday that many of the Chennoweth subcommittee recommendations had been initiated before the report was made public. Still others, he said, were under consideration.

The State Department said difficulty had been encountered in finding capable people to fill positions on the non-compensatory Advisory Commission and that efforts had been underway many months. More than 350 people have been canvassed and interviewed relative to appointment and a slate of candidates is expected within a short time.

No control over the nationality of employees of NBC or CBS is held by State Department, he said. It was explained that State Department employs only three aliens—Koreans—in line with standing policy. The difficulty of securing those who understand the Korean language accounts for the three, he said.

English translations will be furnished under the new programming policies of the government department and a monitoring setup and possible reduction in volume was expedited for foreign underworld consideration, the official explained.

He indicated that quantity would be sacrificed for quality when it became apparent that a particular situation warranted programming reduction.

The subcommittee report said committee members were "puzzled" by the testimony given by Venezuelan Rene Borgia, who wrote the controversial scripts. "He attempted to defend various passages in the scripts when he was asked about them and at the same time admitted the material used was in poor taste," the report said.

Mr. Borgia had testified that he had lifted his material from John Gunther's best selling Inside USA.

33 Hours Daily

It was reported that at the present time our official foreign broadcasts in 22 different languages consume a total air time of approximately 53 hours daily. Of this total output, the State Department has only been able to work under the assumption that the balance is divided almost equally between NBC and CBS, the report said.

Current payments to NBC for programming services are at the rate of $2,233,000 per year, the committee reported, adding that during the fiscal year starting July 1, 1946, approximately $7,500,000 was spent for foreign broadcasting. For the current fiscal year, more than $9,000,000 was appropriated for foreign broadcasts and new relay stations. The committee estimated that the cost of these broadcasts for the coming fiscal year starting July 1, 1948, would be approximately $11,000,000 including the cost of new relay stations.

"By not attempting to provide the ordinary safeguards that it insists on in its domestic broadcasts, the National Broadcasting Co. did not properly discharge the great responsibility which it undertook in its contract with the State Department," the Congressman said.

The highest degree of condemnation in the report was leveled at the State Department.

"Your committee," the report stated, "finds that the State Department did have a responsibility to supervise and check these programs. Had ordinary care been exercised, the situation would have been immediately detected... had the Advisory Committee on Information been appointed promptly as contemplated by the law, the situation might have been averted."

In conclusion, the committee said that "the dual controls exercised by the National Broadcasting Co. are justified.

(Continued on page 60)

POLK'S MOTHER BLAMES POLITICS FOR MURDER

THE MOTHER and younger brother of the late George Polk, chief CBS correspondent in the Middle East, who was slain in Greece in May, said last week that they were convinced it was a political murder despite efforts of Greek investigators to prove there were personal motives behind Mr. Polk's death.

While partying questions as to which political faction she thought was responsible, Mrs. Polk, who granted a mass interview in New York last Thursday after returning from a three-week stay in Greece, said she felt the crime was the work of a well-organized group, had been planned carefully, and was obviously not the isolated act of an individual.

The interview with Mrs. Polk and her 19-year-old son, William Polk, a student at Harvard, was arranged by the newly-formed Newmen's Commission to Investigate the Murder of George Polk. The commission was organized jointly by the four major press groups: America Newspaper Guild and Associated Press, the Newspaper Guild of New York, Foreign Press Assn., and the Standing Committee of United Nations Correspondents.

All four groups previously voted separately for full and impartial investigation of the Polk murder.
ALL OVER AGAIN... NBC's biggest political coverage job drew to a close in the last moments of the Democratic Convention of July, 1948. Philadelphia's cotton-wool heat was settled down for the summer; the Republicans had left a sticky month before. Now, together with the Parties, NBC could relax. America's biggest political show was over—all over until 1952.
190 men—commentators, announcers, reporters, engineers, cameramen and technicians—covered the two conventions for NBC. Now W. F. Brooks, News and Special Events Vice-President in charge of all NBC activities at the conventions, watches briefly as tons of radio and television equipment are carted from the Hall. From here, all the color and excitement of selecting presidential candidates have been beamed to millions of listeners and viewers. Every minute of each convention was covered—and when activities lagged, spot interviews, running descriptions and concise analyses were woven in between all the major speeches and heated balloting, the political explosions and convention upsets.

A new dimension was given to reporting by NBC and Life magazine in their historic television collaboration. NBC handled floor activities, Life prepared 10-minute summary films for viewers, and the talent of both organizations joined to interview celebrities. Result: All phases of the convention sent to an estimated 2,000,000 viewers—more voters with a clearer picture of their representatives than ever before in history.
No one voice dominated the network's reporting. A full 29 top radio newsmen made up NBC's array of broadcasters. Here, a team of three, Robert Trout, John MacVane and W. W. Chaplin rest after their final television news roundup in NBC's Convention Hall newsroom, where they have been talking with convention leaders through busy days of exclusive interviews plus political scoops and news summaries.

Owners of four more of America's most listened-to voices, Morgan Beatty and H. V. Kaltenborn (above), Richard Harkness and Ben Grauer (right) relax in the NBC studio-suite at the Bellevue-Stratford. From here, from the network's master booth, from KYW's Rittenhouse Square headquarters, from mobile units—from all over, they and their colleagues have been pouring out the news, sustained by long experience and news sense—by nerves and coffee.
At the end of the conventions, it was obvious that no more elaborate plans for a
detailed, factual, colorful word picture had ever been carried out in
broadcasting—no more complete television coverage had ever been made.

Carefully detailed planning, put into brilliant action by radio's most experienced staff
of newsmen and technicians, is only indicated by this outline. This one NBC
news-coverage job is another example in a list as long as radio of why NBC is
No. 1 in broadcasting and No. 1 in television. Whatever the event, wherever it
happens, NBC News covers it with the personnel and facilities that mark . . .
TV SHOWS CONTINUE AS GOP MEET OPENS

TELEVISION'S extensive cover-
gage of the Republican conven-
tion can be handled without cancella-
tion of much commercial video busi-
ness, according to advance figuring.
However, TV stations who are getting complete conver-
tion coverage through the televi-
sion pool, declare their intention to carry everything of general interest from the convention, regardless of their regular schedules.

Late last week it appeared as if most video commercials could be broadcast, either at their usual times or with some shifting to accommodate the convention pickups. Firestone Tire & Rubber Co.'s Americana Quiz, Monday program on NBC-TV, is being moved for-
ward a half-hour tonight (June 21) and broadcast 8:30-9 instead of its usual 8:30-9 spot.

NBC has cancelled Kraft Televi-
sion Theatre, 9-10 p.m. Wednesday, and American Tobacco Co.'s J.

ey Blake program, Thursday, 9:30-10 p.m., and has cut Thurs-
day's Swim show from a half-hour program to 14 minutes.

WNBT New York, NBC key sta-
tion, also has cancelled the Tues-
day night baseball game telecast. WCBS-TV New York has cancelled its Thursday afternoon baseball program as that will coincide with the balloting for the GOP presi-
dential nominee.

AAW Views TV

(Continued from page 22)

to record live demonstrations on
film for its clients at a low cost.

More than half of the theatres in the United States have been lay-
ing off their television busi-

To the proposed interpretation of Sec. 315 was pegged the question of license renewal for WHLS. All six Commissioners in the pro-
posed decision voted for renewal. Their differences related to the broad views expressed, so that Messrs. Jones' and Hyde's respective positions were stated in con-
curring rather than dissenting opinions. There has been no indi-
cation of any change in attitude toward renewal for the station.

Supporters of the original WHLS decision, in support of the Senate Interstate Commerce Com-
mittee's favorable report on the White Bill (S-1383), which would revise the present Sec. 315 along
much the same lines [BROADCAST-

ing, June 14]. In its report on that part of the bill, the Committee said in part:
The [present law's] flat prohibition against the license of a station without first obtaining a license from the Federal Communications Com-
mittee would be retained and emphasized. This means that the Commis-
sion may not, in the absence of full public hearing and additional evidence, grant a license to a station.

If anything, FCC authorities noted, the Senate Committee in its approval of the White Bill goes farther that the Commission's in-
terpretation of the law.

The White Bill would make Sec.

Mayflower Turnabout?

(Continued from page 21)

would be joined by Comr. George E. Sterling in his original contention that, although he felt broad-
casting may be the question of license liability in libel or slander suits is one for the courts or Congress to decide and should not be touched by the Commission. It is highly likely that Comr. Jones would back down from his castigation of the entire deci-
sion as "dicta." Chairman Wayne Coy and retiring Comr. Clifford J. Dunbar in the past have understood to be still backing the majority's original views.

But neither the probable modi-
fication in the voting line-up nor the expected retirement of some of the commissioners is out of town was ex-
pected to be sufficient to change the broad course of the overall inter-
pretation.

Currently absent commissio-
ners are E. M. Webster, who did not participate in the original voting, and Vice Chairman Paul A. Walker, both on international assis-
tance missions. The Commission's plan, of course, of the urgency of the issues, to decide both the Port Huron and May-
flower cases without waiting for their return, now slated for July 12.

Predicated on WHLS Question

The proposed interpretation of Sec. 315 was pegged the question of license renewal for WHLS. All six Commissioners in the pro-
posed decision voted for renewal. Their differences related to the broad views expressed, so that Messers. Jones' and Hyde's respective positions were stated in con-
curring rather than dissenting opinions. There has been no indic-
ating of any change in attitude toward renewal for the station.

Supporters of the original WHLS decision, in support of the Senate Interstate Commerce Com-
mittee's favorable report on the White Bill (S-1383), which would revise the present Sec. 315 along
much the same lines [BROADCAST-

ing, June 14]. In its report on that part of the bill, the Committee said in part:
The [present law's] flat prohibition against the license of a station without first obtaining a license from the Federal Communications Com-
mittee would be retained and emphasized. This means that the Commis-
sion may not, in the absence of full public hearing and additional evidence, grant a license to a station. This is, of course, the ideal condition, but even

If anything, FCC authorities noted, the Senate Committee in its approval of the White Bill goes farther that the Commission's in-
terpretation of the law.

The White Bill would make Sec.
WTOP Sale
(Continued from page 30)
radio broadcasting in the Washing-
ton, D. C. area.” The public
notice by CBS, issued last week,
said that while no substantial pro-
gram policy changes are seen, “the
applicant proposes to study the
possibilities of augmenting the
station's current program sched-
ule by the addition of programs of
local interest employing the facili-
ties of The Washington Post, a
newspaper nationally distinguished
for service to its community.”
The release added that WTOP-
FM, when completed, will dupli-
cate the AM schedule and broad-
cast “non-duplicated FM programs
of local interest when and if cir-
cumstances arise which make the
presentation of such programs de-
sirable.”
CBS in the San Francisco trans-
action buys the remaining 1,275
shares (55%) in Pacific Agri-
cultural Foundation Ltd., KQW li-
censee, from the Bruntons with
the $425,000 purchase price, as ad-
justed, being split as follows:
Dorothy Brunton, executrix of es-
tate of Sherwood B. Brunton, de-
ceased, $129,030; Mott Q. and
Ralph R. Brunton, $147,965 each.
KQW listed assets of $219,289.94
as of April 3 with plant replace-
ment value set at $151,204.
The network pointed out that
San Francisco is the second largest
center on the Pacific Coast and
is the terminal and relay point for
all international broadcasting from
the Pacific news area. Improve-
ment of local station service and
national network service was fore-
seen through complete ownership
of a station there.
The network said, “In addition,
if (CBS) is granted a construc-
tion permit for a San Francisco
television station, ownership of
both a television and a standard
broadcast station in the same area
will make it possible for (CBS) to
operate both stations more efficient-
ly to the benefit of both stations
and their audiences.”
The network also has video re-
quests pending for Chicago and
Boston in addition to San Francis-
cio and its Washington proposal.
The network is licensee of WCBS-
TV New York, where it also op-
erates WCBS (AM) and WCBS-
FM. Other CBS-owned outlets
include: AM—WBBM Chicago,
WCCO Minneapolis, WEEI Bos-
ton, KMOX St. Louis and KNX
Los Angeles; FM — WBBM-FM,
WEEI-FM and KNX-FM (latter
two CFs).
The network indicated it would
name its own manager for KQW
but initially would retain and sup-
plement other existing personnel.
CBS on May 1 reported assets
of $39,432,869.02. Net income after
federal taxes for the year ending
Jan. 3, 1948, was $5,926,104, and
for year ending Dec. 28, 1946, was
$5,795,896.

Music Dealer Meet
Holds Video Panel
A “TELEVISION PANEL” was
held Thursday in Chicago in con-
nection with the annual conven-
tion of the National Assn. of Music
Merchants at the Palmer House.
Several hundred of the 6,000 con-
vention delegates heard a discus-
sion by TV dealers, manufacturers,
station operators and the repre-
sentative of a publishing concern.

Stanley H. Manson, public rela-
tions director of Stromberg-Carlson
Co., disclosed that a recent company
survey of all income groups in New
York City and Philadelphia showed
89% of those owning TV sets
“would rather watch television than
listen to radio.” Of 69% who previ-
ously listened to aural programs ex-
clusively 31% now watch video
25 or more hours weekly and 32% from
20 to 25 hours, he said.
The Stromberg-Carlson poll also
revealed that 75% of the owners
have sets with 10-inch tubes, 49% had
only one tube name in mind
when they bought sets, and 73%
chose table models. Ninety-nine per
cent said they were not disappoint-
ed in their sets.

Halpin Predicts
A prediction that coast-to-coast
network television would be a real-
ity by 1953 came from Dan Halpin,
national sales manager for RCA
Victor. He said that for each dol-
lar volume on radio and phono-
ograph sets, RCA Victor realizes $4
on video receivers.

J. W. Strickland of G. Shirrer
Inc., household TV dealers, criti-
cized manufacturers for not allow-
ing dealers more than an average
of 28% profit, and A. C. W. San-
ders of the Howard W. Sands Co.,
Indianapolis publishers, called for
a program to educate the public to
the difference between faulty trans-
mision and trouble in the receiver
proper.

Paul C. Brines, assistant manag-
er of WGN-TV, the Chicago Trib-
une video outlet, described the sta-
tion’s first 70 days of operation,
during which weekly programming
time has grown from 24 to 44 hours.

Upcoming
June 30-July 5: Inter-American Assn.
Broadcasters Congress, Buenos Aires.
July 12-15: Democratic National Con-
vention, Philadelphia.
Aug. 24-27: American Institute of Elec-
trical Engineers, Pacific general meet-
ing, Spokane.
Sept. 18-26: National Television and
Electrical Living Show, Chicago Col-
iseum, Chicago.
Sept. 27-29: PM Assn., annual conven-
tion, Hotel Sheraton, Chicago.

A ONE STATION AUDIENCE in a MANY STATION MARKET!

Central New England Listeners, in Worcester
and fifty-four surrounding cities and
towns, express their preference by quarter-
hours, sign-on to sign-off, Sunday through
Saturday.

Double Barreled! The latest
Hooper figures, Worcester city
only, show the same, consistent
WTAG domination of audience
—morning, afternoon and night!

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

WTAG
WORCESTER
580 KC 5000 Watts

PAUL H. RAYMER CO. National Sales Representatives.
Affiliated with the Worcester Telegram & Gazette.
YOU MIGHT RUN THE 220 YD. HURDLES IN 22.5 SECONDS*—

BUT...

DON'T TRY TO HURDLE THE WALL AROUND WESTERN MICHIGAN WITHOUT WKZO-WJEF!

As far as outside radio is concerned, the “wall of fading” that surrounds Western Michigan is almost insurmountable and impenetrable—so much so, in fact, that hardly anyone in the area even tries to listen to an outside station!

If you want to reach the buying public of this important segment of the State (as who doesn’t!) the stations within the wall are your best bet. Of these, certainly WKZO, Kalamazoo, and WJEF, Grand Rapids, have by far the best combined listenership, as well as an exceedingly attractive combination rate!

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

The new Hooper is yours for the asking. Avery-Knodel, Inc., can supply you—or just write us direct.

Harrison Dillard ran a 220 yd. hurdle race at Delaware, Ohio, June 8, 1946, in 22.5 seconds.

WKZO FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives

BROADCASTING • Telecasting
CELEBRATING seventh anniversary of Radio Programas de Mexico (l to r): Horacio Nino Medina, assistant manager; Adrian Lajous Martinez, manager; Clemente Martinez, president and general manager; Bernardo Sancristobal, sales executive; Rafael Margain, auditor; Antonio Ontiveros, assistant manager.

PICK and shovel work in breaking ground for Bamberger's new Washington outlet, WOIC, last Tuesday. L to r: John A. Willoughby, FCC acting chief engineer; Theodore Streibert, Bamberger president; Comr. George E. Sterling; Jack Poppele, Bamberger vice president and chief engineer.

WHEN FCC Chairman Wayne Coy spoke at commencement exercises at Cincinnati College of Music, all Greater Cincinnati station heads gathered to greet him. Group includes (l to r): C. H. Topmillier; WCKY; Robert M. Sampson; WSAI; Hulbert Taft Jr.; WKRC; James D. Shouse; WLW; host; Martimer C. Walters; WCPO; Mr. Coy; Arthur Eilerman, WZIP.

WINNER in WOV New York's Time Buyers' Quiz, Reggie Scheubel, radio director of Duane Jones, collects $10 in Italian lira from WOV Manager Ralph N. Weil.

PEELING potatoes on Art Linkletter's "GE House Party" is a busman's holiday for Mrs. Charles Crutchfield, wife of the vice president and general manager of WBT Charlotte, N. C.

INSPECTING Mt. Wilson transmitter of KNBH (NBC-TV Hollywood are l to r): Ray Howard, v p of Austin, Co., builders; Raymond Guy, manager of NBC radio facilities and allocations group; O. B. Hanson, NBC engineering v p; John Selbert, engineer in charge of KNBH installation.

CHARLIE ZEANAH, sports director of WSFA Montgomery, Ala. on leave for operation on a fractured thigh, looks at his mail as result of "Charlie Zeanah Night" at Montgomery's Cramton Bowl, and 25-station salute to him.

SWINGING to the tune of new full-time operation for WHB Kansas City on 10 kw are John T. Schilling (l), vice president and general manager, and Don Davis, president. Swing, familiar symbol of WHB, was in ballroom where "Preview Party" was held.
ALL WPX programs are pre-tested on closed circuits...adapted to the most exacting audience demands...With a wide range of every type of television presentation, drama, sports, celebrity interviews, night clubs, beauty, etiquette, homemaking, cooking, children’s features—plus the best of News pictorial reporting—New York’s most modern television station presents a unique opportunity for alert sponsors. Interested advertisers—write or phone for program costs and rates!

WPX • 220 E. 42nd St., New York City or WPX representatives outside New York, Free & Peters, 444 Madison Ave., N. Y. C.
DuMont Readies Exhibits On FCC Proposals

TO ASSIST the FCC in arriving at the best solution to the television allocations problem, Allen B. DuMont Laboratories is preparing an extensive series of exhibits dealing with the overall nationwide situation.

Chief of the DuMont exhibits is a huge map of the United States, 10 smaller cities would actually receive much less video program service than is intended, due to lack of adequate separation of stations on adjoining frequencies, and that DuMont will propose a plan for correcting this situation.

DuMont will also propose the addition of six or eight further channels to the television spectrum beyond the 12 already allocated for black-and-white video service, Dr. Goldsmith announced. This, he said, would permit most cities to have two or three interference-free stations which would benefit the public by increasing the number of competitive situations and, through the competition, improving the quality of the program service.

Wallace to Use Radio

THE NATIONAL Wallace for President Committee, which has appointed Frederick-Clinton Co., New York, anticipates an extensive spot and network program campaign, to be set up after the New Party (Wallace’s) convention in Philadelphia, July 23-25.

WBZ-FM Increases Hours And Plans Power Boost

EXPANSION of operating schedule for WBZ-FM Boston was announced last week by W. C. Swartley, WBZ manager. Plans call for duplication of NBC network and WBZ local programs from 8:30 a.m. to 10 p.m.

Mr. Swartley also stated that station would increase power to 10 kw early in July. At that time WBZ-FM will move to new location in WBZ Radio and Television Center. A Westinghouse FM-10 transmitter will be used and antenna will be atop new 656-ft. tower used by WBZ-TV. WBZ-FM is on Channel 225, 92.9 mc.

Radio Executives Club Of Boston Being Formed

FORMATION of Radio Executives Club of Boston is now under way using as a model constitution and by-laws of Radio Executives Club of New York. Spearheaded by Nona Kirby, regional sales manager of WLAW Lawrence, Mass., initial steps call for preliminary meeting of Boston radio executives who have expressed interest in the undertaking.

Present plans are reported to include a “first call” mail invitation with actual start of the club set for early September. Headquarters already have been established in Hotel Touraine.

Aids Plotkin

DAVID H. DEIBLER, chief of Transfer Section, FCC Law Dept. Broadcast Division, has been named assistant to the Commission’s assistant general counsel in charge of Broadcast Division. He becomes aid to Harry M. Plotkin, presently acting as the Broadcast Division assistant general counsel, and not to Joseph M. Kittner, assistant to Commission’s general counsel, as incorrectly reported in Broadcasting, June 14. Mr. Deibler takes post of Mrs. Hilda Shea who switches to chief of Broadcast Division’s FM Section, now called FM Branch under Commission staff realignment and nomenclature change announced fortnight ago.
Yes sir! for good sales luck join the smart advertisers who are swinging to WCON in Atlanta. Alert and consistent promotion has secured one of the South's largest listening audiences for your sales message. Call Headly-Reed for availabilities NOW!

250 INTERNATIONAL EVENTS NEWSPICUTURE DISPLAYS ARE PLACED IN PROMINENT WINDOWS IN ATLANTA AND WCON'S LISTENING AREA

IN ATLANTA THEY START YOUNG—SEEING AND HEARING WCON PROMOTION

David Sturgis, 3 year old member number 5,127 of the famous WCON "Rabbit Foot Club" is caught in the act of making his daily check of WCON INTERNATIONAL EVENTS NEWSPICUTURES in neighborhood Drug Store Window. The picture shows Bing Crosby, ABC and Movie Star, playing Baseball.

This is just one phase of WCON's promotion program to deliver to its advertisers the best listening audience in Georgia! Other activities include Our Own Newspaper, The Atlanta Constitution, Our Own Air, Billboards, The Rabbit Foot Club, Audience Participation Programs, WCON Contest, Special Events Promotions and Transitads.

THE ATLANTA CONSTITUTION STATION
5000 WATTS 550 KC
Affiliated, American Broadcasting Company

National Representatives HEADLEY-REED COMPANY
**COLLEGE BY RADIO**

**NBC Experiment Begins Today**

AS A PART of a vast adult education project combining radio and college facilities, and perhaps eventually television, NBC today (June 21) will launch a controlled experiment in home-study at the U. of Louisville and WAVE Louisville.

Institutions of higher learning are being invited to join NBC and its affiliates in the plan which will provide home-study courses built around network-produced programs, supplementary guidance broadcasts by local affiliates and university stations, and assigned reading. Sterling W. Fisher, manager of NBC Public Affairs and Education Dept., will supervise the project.

Several of the network's top educational broadcasts will be used in the courses, such as World's Great Novels, University of Chicago Round Table, Living—1948, Public Affairs, Pro and Con, America United, Doctors Today, The NBC Symphony Orchestra and Orchestras of the Nation. Others may be added later.

**Results Available in Fall**

The Louisville experiment is to start with two network programs, World's Great Novels and University of Chicago Round Table. Results of the case study will be made available in the fall to NBC affiliates and colleges and universities throughout the country.

Directing the experiment are Mayor Charles P. Farnsley of Louisville, Dr. John W. Taylor, president of the U. of Louisville, and George W. Norton Jr., president of WAVE.

In explaining the course, Mr. Fisher said listeners may register for a course in current events, music, literature, or a like field, at a nominal fee, through a participating university. "The registrant," he said, "will be expected to tune in regularly both to the appropriate network program and supplementary guidance broadcasts. He will submit reports on his listening and on assigned reading. At stated intervals and at the end of the course he will take an examination prepared by the college with which he is registered."

**Two Awards**

Two kinds of certificates will be awarded for work successfully completed—one for students not interested in or not qualified to seek college degree credits, and the other for wider more concentrated study, for students desiring college credits.

President Taylor said "...it is quite probable also that in the not too distant future another sense, that of seeing, can be added to this experience by the use of television."

Endorsement of the project was given by U. S. Commissioner of Education John W. Studebaker, who said "the NBC college-by-radio plan will be a great forward step in strengthening and elevating American life."

**HOOPER STATION LISTENING INDEX**

December, 1947 - January, 1948

<table>
<thead>
<tr>
<th>TIME</th>
<th>WSBT</th>
<th>STATION &quot;P&quot;</th>
<th>STATION &quot;Q&quot;</th>
<th>STATION &quot;R&quot;</th>
<th>STATION &quot;S&quot;</th>
<th>STATION &quot;T&quot;</th>
<th>STATION &quot;U&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORNING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MON. - THU.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MON. - THU.</td>
<td>51.9</td>
<td>7.9</td>
<td>5.1</td>
<td>23.4</td>
<td>3.5</td>
<td>4.5</td>
<td>3.9</td>
</tr>
<tr>
<td>MON. - THU.</td>
<td>47.3</td>
<td>10.5</td>
<td>7.8</td>
<td>17.5</td>
<td>9.0</td>
<td>2.2</td>
<td>7.4</td>
</tr>
<tr>
<td><strong>EVENING</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN. - THU.</td>
<td>43.7</td>
<td>3.6</td>
<td>7.5</td>
<td>13.6</td>
<td>Signs Off</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SUN. - THU.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**WSBT REMAINS THE OVERWHELMING CHOICE OF THE SOUTH BEND AUDIENCE**

Today, with two competing stations in South Bend, WSBT continues to hold by far the largest audience. Note, too, that no out-of-town station comes close to WSBT in listener loyalty. Throughout the nation very few stations can match the audience allegiance earned and maintained by WSBT. For the above December-January period—among all Hooper-rated Columbia stations—WSBT ranked 2nd in the morning, 4th in the afternoon, and 6th in the evening in share of audience.

**Mayor Takes Over**

**CAB Board Holds Meeting**

**PRICE MENTION, agency franchises and other business of Canadian Association of Broadcasters will come up at meeting of management committee of CAB board of directors being held at London, Ont., June 22. Meeting follows immediately that of Ontario region member stations at Hotel London, London, Ont., on June 21, at which price mention will be thoroughly discussed.**

Canadian stations will be able to use price mentions for first time on Sept. 1, for a trial period of six months, and various aspects of the problem will be discussed at the Ontario regional meeting. Other regional meetings across Canada are planned during the next month so that adoption of price mentions will meet with approval from listening public, advertisers and stations when it goes into effect.

**Women's Ad Club Elects Officers in St. Louis Meet**

ANNUAL dinner meeting for the election of officers was held June 7 by Women's Advertising Club of St. Louis. Mary Louise Bohn, home service director of Laclede Gas & Light Co., St. Louis, was elected president for coming year.

Other new officers are Clarissa Start Davidson, feature writer for Post Dispatch, vice president; Helen Prange, advertising manager of Selbe Jewelry Co., secretary, and Gertrude Pfeffer, partner in St. Louis Crayon & Handle Co., treasurer.

---

**Paul H. Raymer Company • National Representative**

Page 44 • June 21, 1948
FOR SALE!

If you are looking for a kid show that's really different and can actually guarantee

• A PROVEN AUDIENCE
• PARENTAL SUPPORT
• UNLIMITED PROMOTION POSSIBILITIES

You'll want to know more about WFAA's

"Daddy Ringtail"

FOR FULL INFORMATION WRITE WFAA DALLAS OR CALL YOUR NEAREST PETRY OFFICE.

"Daddy Ringtail"

The Most Sensational Kid Show on the Air Today!

... WITHOUT BLOOD-AND-THUNDER
... WITHOUT LOSING ANY JUVENILE APPEAL!

They said it couldn't be done... but with "Daddy Ringtail" WFAA-570 came up with an answer to the kid show critics that was an overnight success.

Here are just a few of the results of its first year on the air:

13,000 "Daddy Ringtail" color books sold on the air in less than 10 days!
Last Hooper topped all kid show competition in town.
An estimated half of the potential kid audience listens regularly in Dallas alone.

And the kid show critics are changing their tune. Parents, teachers, ministers have only praise for "Daddy Ringtail!"

NOW AVAILABLE FOR NETWORK OR LOCAL SPONSORSHIP
LOOKING FOR A RURAL AUDIENCE ..........
OF OVER 2,000,000 RADIO HOMES?

WCKY Gives You a Responsive Rural Audience ..........
IN 827 RURAL COUNTIES IN 12 STATES!

A Rural Audience Confirmed* by Mail Responses ..........
OF OVER 1/2 MILLION LETTERS IN 5 MONTHS!

* Verified by BMB

INVEST YOUR AD DOLLAR WCKY'S-LY
MAKE YOUR RURAL CAMPAIGN A SUCCESS!
USE WCKY FOR PROVEN RURAL COVERAGE!

LOOK WHAT MR. HERBERT NACHMAN, OF NACHMAN-RHODES, INC., OF AUGUSTA, GEORGIA, SAYS:

"As you know, Lightner's Chicks started using WCKY around the last of January and terminated May 22nd. During that interval our WCKY schedule resulted in the sale of pretty close to ONE-HALF MILLION CHICKS.

"Naturally, we and our client both appreciate the actual sales job which WCKY did. More than that, we appreciate just as much the complete cooperation which you and your staff gave us on this account.

"We certainly hope to be back on WCKY next season with a sizeable schedule."

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

J.B. Wilson
WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
**Editorial**

**In GOP We Trust?**

FOUR YEARS ago, the Republicans, in national convention assembled, adopted a "Free Press" and Radio-Broadcasting plank in their party platform. A war was on. Dewey and Bricker had been nominated.

The plank in part:

> it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans at all times. There must be no censorship except to the extent required by the war-emergency regulations, and there must be no tendency to regard the press or the radio as instruments of the administration. We need a new radio law which will define, in clear and unmistakable language the role of the FCC.

Three weeks later, the Democrats met in national convention assembled. There was nary a mention of radio freedom. It was ignored in the platform.

So the GOP meets again to nominate and to draft a platform. Will there be a free radio plank? And if there is one, will anything be done about it?

The only manifestation of GOP policy on radio has been a brief in opposition to the White Bill (S-188)—the last reported to the Republican-controlled Senate on the eve of the Convention and under the perennial authorship of Majority Leader Wallace H. White Jr., of Maine.

The bill does not provide for radio’s freedom on a parity with the press. It would hand to the FCC on a silver platter the right to censor radio via regulation of program content upon license renewal.

Democrats voted along with Republicans to report the White Bill, so the onus doesn’t fall on the GOP alone. And remember, four years ago, there were not even waseel words about radio freedom in the Democratic platform.

We’re not taking sides. We’re neither Republican nor Democrat. Based on past performances there’s little to choose between them.

We do venture, however, that the party which comes out resolutely and unequivocally for full-fledged freedom for radio will win the unbridled support of those legion who love, of and by the microphone; who humbly recognize the responsibility they shoulder in their mending crusade for good will among men; who beseech the nation’s law-makers to lift them above their half-free, half-slave stigma.

PRESIDENT TRUMAN, on his "non-political" tour, now has lashed out against both newspapers and radio, alleging distortion. Thus he adds the fourth and fifth estates to his crusade against Congress. Certainly this is no way to make influential friends and influence influential people, FDR, his predecessor, and a masterful phrase-turner, used a totally different technique. He attacked the newspapers (which presumably were against him) and clutched radio (which had no political opinion) to his bosom. Radio, he once said, could "overact the half-truths and inanities" of the newspapers. We hazard Mr. Truman wouldn’t have gone overboard on these media if he had had advisors of the calibre of Paul A. Porter and J. Leonard Reinach at his elbow.

---

**Stop-Watch Politics**

BEGINNING today, Philadelphia is the radio hub of the nation. It will remain so until the Republican national convention nominates its choice as the next President of the United States, and the Democrats follow suit next month.

There are 885 radio and television men covering the convention newswise and technically—the largest force assigned to a single event in radio annals.

The convention is radio streamlined. Unless there’s an unforeseen change, the convention at its opening session today will adopt a resolution limiting nominating speeches to 15 minutes, and succeeding speeches to five minutes, with a limit of four succeeding speeches for each candidate. That is a far cry from the old-fashioned, swash-buckling harangues of other years, when speeches ran without limit.

The political gentry learned long ago that arm-waving and gesticulating didn’t get votes via the "iron" and "more" market, and so Mike-straddling "My friends" era. He won four elections—largely by dint of his radio campaigning. Since then, almost all politicians first cultivate the dulcet voice technique.

Now, with television, good looks along with the melodious voice will figure in the vote-swaying. The conventions this year will bring out the best-groomed crop of delegates of all time.

Radio can take a bow for delivering the radio and TV audiences from the ordeal of unrestricted speech-making and uncontrolled demonstrations.

**Sell the Seller First**

SHIRT-SLEEVE selling among the competitive advertising media is proceeding full-tilt. Newspapers and magazines are bellowing their greatness. Radio, competing within its own ranks because of the doubled AM station population, the introduction of FM and the presence of TV in half the cities, will also must battle the foot-selling and the grandiose presentations of the opposition media.

And the advertiser sits on the side-lines, enjoying the benefits of this first orgy of sure selling in many a year. He bemoans the high cost of all media. As a prudent businessman, he is out to get the maximum for his dollar and is voting.

Some far-sighted broadcasters saw this situation coming. They devised the All-Radio Presentation Plan, unfolded at the NAB convention in Los Angeles last month. It was well received. Upwards of 100 stations had subscribed with nearly $100,000 of the $200,000 goal committed. The newspapers alone plan a $1,000,000 war chest, and the national magazines probably an amount in excess of that.

Since the Los Angeles presentation of the "Radio has been strangely silent" theme, we’ve heard disconcerting reports from the radio hinterland. Station owners are wondering whether a 25-40 minute color film designed to tell the story of radio’s effectiveness, isn’t geared more for the larger markets and the national accounts.

The Plan, from where we sit, needs better selling. It is to broaden radio’s advertising base; to add new customers locally, regionally and nationally. That job should be done at the upcoming NAB district meetings by the most formidible team that can be assembled. To sell to the new customer on radio’s sales and merchandising prowess, let’s make sure the broadcaster is not only sold but is also inspired.

---

**Our Respect to—**

THOMAS D’ARCY BROPHY

O N AUG. 23, 1933, in his 39th year, Thomas D’Arcy Brophy, now president of Kenyon & Eckhardt Inc., New York, and newly-elected chairman of the board of American Assn. of Advertising Agencies, was caught in a tragic automobile accident. He never saw daylight on his 40th birthday.

Blinded and seared, he suffered 13 major operations over a period of 18 months before he regained the use of his eyes. Yet, despite his months of groping in darkness, Mr. Brophy never faltered in the deeper sight that goes by the name of vision.

Putting his adversity to practical use, Mr. Brophy, then vice president of K & E, seized on his confinement to embark on a thorough and scientific study of radio. For two years he listened to every program on the air, charting each for quality and effectiveness, studying trends, forecasting developments, seeking meanings, and devising formulae, and generally saturating himself with radio.

When, in 1935, he returned to Kenyon & Eckhardt, he took with him from his sick-bed this heightened knowledge of the medium—a knowledge that helped win for him the presidency of the firm only three years later.

Mr. Brophy was born in Butte, Mont., on Oct. 18, 1893. He went to school in Butte, got an A.B. degree from Gonzaga College, Spokane, in 1912. While there he was editor-in-chief of the Gonzaga Magazine, a literary publication. He received his B.S. in architecture at Massachusetts Institute of Technology in 1916. Shortly before he graduated Mr. Brophy was chairman of the undergraduate committee in charge of the transfer of the then Boston Tech, which moved to Cambridge and became M. I. T.

Ralph Adams Cram, architect, was general chairman of the same committee. After graduation Mr. Brophy joined Mr. Cram’s firm, Ralph, Adams & Cram, as a general architect. He remained in that capacity for a short time and then joined the Army during the first World War as a second lieutenant in the coast artillery.

At the end of his two-year war service he was discharged as a major, and returned to Butte. There he joined the Anaconda Copper Co. and was sent to the company’s New York office to organize sales promotion and research and to develop new uses for copper and brass.

Two years later Anaconda bought American Brass Co., and Mr. Brophy became sales promotion director of all of Anaconda’s manufacturing. In 1923 he was named vice president of the Anaconda Sales Co.

Six years later he switched firms and (Continued on page 50)
**WHO IS LISTENING?** Facts in radio are as important as facts over radio.

WOV knows who is listening.

WOV knows where they live and shop.

WOV knows what they earn and spend and what they like and dislike.

WOV knows their age, sex and buying habits.

WOV knows how many have telephones and the average size of their families.

WOV knows how they live today and what they plan for tomorrow.

Say goodbye to costly guess-work and program experimenting.

Get the facts on **5 AUDITED AUDIENCES** today. See how you too can take the guess out of buying. It pays to know...

**WOV’s 5 AUDITED AUDIENCES**

Ralph N. Weil, General Manager, The Rollin Company, National Representative

- **WAKE UP NEW YORK** with Bill Williams
- **1280 CLUB** with Fred Robbins
- **BAND PARADE** with Bill Gordon
- **PRAIRIE STARS** with Rosalie Allen
- **ITALIAN MARKET** of 2,100,000 Italian-speaking Americans, Larger than Pittsburgh.
LANDRY LEAVES CBS PROGRAM BOARD POST

CBS indicated last week that post of secretary to the network's program board, vacated by abrupt departure of Robert J. Landry on June 11, will not be filled. The network confirmed Mr. Landry's leaving with terse statement that he is "no longer with CBS."

Mr. Landry himself was more informative. He said his exit from the network was "invitational" and the climax of a "feud of long standing, presumably over network program policies and planning."

Mr. Landry joined CBS in December 1942, as director of the division of program writing. Among the many shows he supervised were the full-hour Studio One dramatic series and Columbia Workshop. Before joining CBS Mr. Landry spent 12 years on the staff of Variety, becoming its first radio editor. He is the author of This Fascinating Radio Business, published in 1946 by Bobbs-Merrill.

Mr. Landry said his withdrawal from CBS was so sudden that his plans for the future were not yet solidified.

True Named Manager At WMOH Hamilton, O.

APPOINTMENT of Joseph E. True as general manager of WMOH Hamilton, Ohio, has been announced by The Fort Hamilton Broadcasting Co., owner and operator.

Mr. True joined Fort Hamilton Broadcasting in June of 1944 and two months later when WMOH went on the air became commercial and promotion manager. Before entering radio, Mr. True was assistant to the advertising manager of a local newspaper.

WMOH is on 1450 kc with 250 w. It is a Mutual affiliate and has an FM operation which is scheduled to go on the air the end of this month. Studios and offices are in the Second National Bank Bldg.

Respects

(Continued from page 48)

joined another copper and brass manufacturer, Revere Copper & Brass, as vice president.

He remained with Revere through the stock market crash of 1929. The company's agency was the then young Kenyon & Eckhardt firm, and in 1931 Mr. Brophy joined the agency as a vice president. He has been associated with it ever since. In 1938 he was named K & E president. K & E has among its impressive list of clients such radio veterans as the Borden Co. (County Fair and Your Song & Mine), and Al Schacht on television; the Ford Motor Co. (Ford Theatre of the Keloys); (Breakfast in Hollywood and Galen Drake); Westinghouse Oil and Snowdrift Sales Co. (Paul Whitman and Noel Webster); Chesapeake & Ohio (Information Please); Richard Hudnut (spot campaign) and White Rock Corp. (spot announcements).

During the past 10 years Mr. Brophy has devoted himself to many civic and patriotic functions aside from being one of the driving forces within AAAA. He is an active member of the Advertising Council and president of American Institute of Television, which is sponsoring the Freedom Train, a director of National Outdoor Adv. Bureau and a member of the Corp. of Massachusetts Institute of Technology. During World War II he was director and chairman of public information of the USO, and director and member of the executive committee and chairman of the public information committee of the National War Fund.

In 1947 Mr. Brophy was appointed an honorary commander of the Order of the British Empire. In 1948 he was awarded the Gold Medal for Americana by the American Legion, Wall St. Post.

The Brophys—she is the former Jessie Stewart Milligan—will celebrate their 24th wedding anniversary on Oct. 9. They have two daughters, Cynthia Ann and Joan Stewart. The only son, Thomas D'Arcy Jr., Ensign USNR, was killed a few weeks before V-J Day when the Japanese torpedoed the Cruiser Indianapolis on which he was serving.

Mr. Brophy is a member of the following clubs: University, New York, Technology of New York (of which he was president from 1925 to 1929), Chi Phi, Scarsdale Golf Club, Fox Meadow Country Club, American Yacht, Shenorock Shore.

The Brophys live in Scarsdale, N. Y.
This Great 4-State Market in the Palm of Your Hand

Reach It With ONE Station
ONE Cost, ONE Billing

What makes it a great market? More than eight million people who live and work and listen in this primary steel-and-coal belt of the nation. More important, they spend Four and One-Half Billion Dollars Annually. You can have the bulk of this potent sales market with one station, one cost, one billing—with WWVA, the station with the friendly programming that reaches the hearts of these people who have the power to buy. Your Petry man has the details; ask him today!

WWVA has guaranteed bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.

WWVA
50,000 WATTS • CBS • WHEELING, W. VA.
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
McFadden Named Manager of WNBC

THOMAS B. McFADDEN, who joined NBC as a page in 1934 and worked his way through the ranks until he became assistant manager of WNBC New York a year ago, has been named to succeed James M. Gaines as manager.

Mr. Gaines, who announced the appointment last week, has resigned to devote his full time to other network executive posts. He is director of NBC owned and operated stations, and assistant to Charles C. Hoy, administrative vice president in charge of sales and station relations.

McFadden, after breaking in as a page, became a writer in the NBC New York newsroom in 1935. In 1938 and 1939 he served as news broadcaster for WGY Schenectady and WRC Washington, NBC outlets. Serving in the Army and Navy from Dec. 7, 1941 to 1945, Mr. McFadden returned to NBC following his discharge, and resumed his duties in the newsroom in the famed news and special events director of WNBC in 1946. He is 31 years old.


First thing in the morning?

- Here's a sight that time buyers seldom see...the harried head of the conductor of an early program almost buried behind a mountain of morning mail. Don Gabriel, producer of By Dawn's Early Light...across the board at WJW...has proven so popular with listeners that his program has been extended another 15 minutes — from 7:45 to 8:00 A.M.

This new segment of By Dawn's Early Light also should prove popular with some aggressive manufacturer who wants added coverage in the great Cleveland market.

BILL O'NEIL, President

WJW

ABC Network

CLEVELAND 850 WC

5000 Watts

BROADCASTING • Telecasting
"finger-tip" reach for all tubes!

... in the Westinghouse FM-3

Whether you are visually inspecting the tubes while in operation, test-checking them, or actually replacing them... you can do it quickly and easily in the Westinghouse FM-3 because they are all within "finger-tip reach" of the transmitter front. The tubes are all readily accessible through clear glass panels which are electrically interlocked for the safety of the operator. Furthermore, spare tube storage space in the upper right-hand compartment... is also within "finger-tip" reach.

This is another of the many important elements... found in all Westinghouse FM transmitters that protects your investment... simplifies maintenance and inspection, and keeps you on the air.

Your Westinghouse salesman is anxious to show you more completely how this feature benefits you... or write us, Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania.

Here are more features...
- Only one control to adjust output power
- All key circuits contained in two drawer-type chassies
- FM-3 is complete driver cubicle for FM-10 and FM-50
- R.F. voltmeter indicates transmission-line volts
- Glass-insulated wire with a lead sheath*

This service... anywhere!
... on 24-hour call, as close as your telephone. Westinghouse field service engineers are backed by 35 repair plants and 17 warehouses nationwide!

*A Westinghouse exclusive

Mr. M. Brassier can help you in the Midwestern area. It's his job to work with your Westinghouse transmitter salesman in helping you with all of your broadcast problems... from planning to operation. Mr. Brassier, one of several Westinghouse electronic sales engineers, has had wide experience with Westinghouse since 1923. The last twelve years he has specialized in broadcast and communications sales engineering... now supervising all Westinghouse broadcast sales activities in the Midwestern area.

Mr. M. Brassier

IN BROADCASTING
Westinghouse
PLANTS IN 25 CITIES... OFFICES EVERYWHERE

[Image of a Westinghouse FM-3 transmitter]
GOOD LISTENIN' MAKES GOOD READIN'!

Miami Hooper - December through April
It's the Same Sweet Story - WIOD first...
Right down the line!

All WIOD programs are now duplicated on WIOD-FM
Sign On To Sign Off!

Gunn, who has left for a summer music course at Boston, has joined B. E. Martin, JOSEPH KAY-NAH joined station as announcer. GENE DeMARCO, formerly with WMFR-TV, Detroit, has joined station as announcer. CARL MURPHY, formerly of CKFI, Fort Frances, and CFCO, Chatham, Ont., has joined station.

CHARLOTTE HALE has joined the TV department and JOSEPH KAY-NAH has joined the TV department as announcer. CHARLOTTE HALE has joined the TV department as announcer.

**Teletfilm Inc. Buys Sunset's Property**

DEAL for Sunset Radio Network, Hollywood, was consummated last week between Frank Burke Sr. and Joseph Thomas for sale of property to Teletfilm Inc. for $340,000 in stock of latter firm plus $100,000 in cash. All told building covers approximately 50,000 square feet.

Building at 6000 Sunset Blvd., Hollywood, will be known as Telefilm and will be used as studio facilities as starter according to Mr. Thomas, Teletfilm president. All leases with tenants will be honored, he stated, and, further, that Telefilm would be managed to house operations concerned with television as matter of future policy.

Sale of building will mean that J. Frank Burke Sr. will become holder of 34,000 shares of stock in Teletfilm Corp. Total stock outstanding is 150,000 shares, according to Mr. Thomas.

Effective July 1, Telefilm will open a second studio of its building and its radio recording facilities will be expanded with addition of film recording equipment. In addition, studio will be adapted to live radio broadcasts.

Telefilm will be the first studio for use of the 300 seat audience studio will remain in effect, with contract undered to extend through November of this year. Beyond that Mr. Thomas said it is probable that CBS might continue to lease the facility.

Telefilm will also continue to occupy its present space at 6009 Hollywood Blvd.

**TWO GENERAL MILLS ABC SHOWS DROPPED**

GENERAL MILLS announced cancellation last Monday of Famous and Sons, a 20-week series of programs, and a 15-week series, beginning Aug. 16 for 8 weeks, was expected to counteract these cancellations. Product to be promoted, Kiss (corn cereal), was shifted recently from Dancer-Fitzgerald-Sample to Tatham-Laird, Chicago [BROADCASTING, June 14].

Decision that directly competitive products should not be handled by same agency was made by General Mills officials "several months ago," according to C. S. Samuelson, manager of grocery products advertising. Several account shufflings have taken place since that time.

"The net result is to give agencies from whom products have been switched total General Mills billions exceeding that in effect prior to the time of the switch," Mr. Samuelson said. "It also enables the company to obtain the benefits of independent operations on competitive grounds."
if YOU HAVE THIS ON YOUR MASTER ACETATE

YOU GET THIS ON YOUR ALLIED PRESSING!

Allied for full fidelity reproduction
Silver nitrate processing of superior quality...
Genuine "Vinylite" brand plastic pressings...
Non-flexible phonograph records handled specially for speedy delivery

ALLIED RECORD MANUFACTURING CO., INC.
1041 N. Los Palmas Avenue, Hollywood 38, California - HOllwood 5107
MOSCOWICS LAUDS TV AT BOSTON AD CLUB

GEORGE L. MOSCOWICS, commercial manager of CBS television, presented strong arguments for television sponsorship at a meeting of the Advertising Club of Boston Inc. One of the more salient points brought out in Mr. Moscovich's talk June 1 was the 900% increase in commercial sponsorship since the beginning of 1948.

Many records were cited during Mr. Moscovich's talk, including Hooper Top-ratings that brought out the effectiveness of TV commercials, the high number of viewers per set and the phenomenal growth in the number of sets installed. These facts, said, all play their part in giving the advertiser his money's worth.

Mr. Moscovich pointed out that TV's greatest strength lies in its ability to cause viewers to identify themselves with the commercial message, and that only TV, among all other media of general circulation, makes possible demonstration of products. Harold E. Fellows, general manager of CBS in New England and WEII Boston, president of the club, outlined the plans of the program. Among the guests were W. C. Swartwout, WBZ Boston general manager, and Linus Travers, executive vice president, Yankee Network.

Friendly Group Meeting Held at Atlantic City

MEETING of Friendly Group stations was held June 19-20 at Atlantic City. Session was opened by John Laval, president of Friendly Group, and Irving F. Teetsell, general manager WPGF Atlantic City, outlined the program. Stimulating programming, engineering and management conferences were held. Group also was taken to site of new WFPG tower. Several recreation events were held, including a luncheon and beach party.

Friendly Group stations include WPFG; WSTV Steubenville, Ohio; WPIT Pittsburgh, and WKNY Kingston, N. Y.

Turntable

COLUMBIA RECORDS Inc. has established children's Artistic and Repertoire Dept. under direction of BEN SELVIN, director of Artists and Repertoire. Popular Records Div. Foreign Language Div. Artists and Repertoire Dept. has been transferred from Mastering to Popular. Div. under direction of MITCHELL AYERS, music director in Popular Div.

RCA VICTOR, Camden, N. J., is making into its new plant portable disc and record transcription equipment featuring new design which employs use of two motors operating independently for accurate speed control.

GENERAL ELECTRIC Co., Revere Div., Waukegan, Ill., has announced new tone arm No. UPA-002, equipped with variable reluctance pick-up for playback of 10 and 12-inch records, and new transcription arm. Type PA-21-A for professional use.

PAUL E. LEAKE, former West Coast radio executive, has been appointed director of engineering to handle technical operations and expansion program of KROY-TV, WATF-TV and KKOA-FM Sacramento and KXOB Stockton. Chief Engineer.

JACK ICKER of engineering staff of WQMG and WQMG-FM WCFW-Dallas has been appointed assistant chief engineer.

LOUIS SUMNER BOOKWALTER, chief engineer at KOIN Portland, Ore., has been named director of engineering for KOIN and KJINK. Washington, both owned by Field Enterprises Inc. He joined KOIN in 1931 after having served with RCA chief engineer with WOR, Palm Beach, Fla., years with NBC in New York, and division engineer with CBS New York from 1929 to 1931. He has made many contributions to broadcasting engineering including design of pre-set channel switching control system which has been employed by networks, and design of first 5-kw transmitter employing high frequency multiplication with all AC operation. He previously has served on NAB engineering committee.

JUS M. VETY, EDWARD J. HAN- PER, and WILLIAM USSELL have joined Mid-America Radio in Chicago under direction of ERWIN FELLER, former chief engineer of WCTU-TV, Phila- delphia. Mr. Verty, formerly with WCTU, Mr. Hanper, U. S. Army, and Mr. Ussell, former with WPIT Philadelphia, is vacation relief technician.

VICTOR CHENNOCO, former design engi- neer of Nibbiti-Sparks Industries, Columbus, Ind., has joined technical department of WOR (FM) Columbus.

ROBERT BLOOM and WILLIS MAR- SHALL have joined WOAK (FM) Oak Park, III., as engineers.

AMPEREX ELECTRO n Corp., Brook- lyn, N. Y., has announced Ampex 492 and 492B high frequency water cooled and air cooled triode amplifier and oscillator tubes. Maximum rating of 5 kw plate dissipations applies up to frequency of 150 mc. The 492B radiator is capable of dissipating full power with a flow of 170 cfm. The 492B is capable of dissipating 5 kw power with a flow of 3-5 gallons per minute.

ROBERT W. SELVIN, CHARLES SCHMITT have joined WHAM Seattle as transmitter engineers. B. J. DUNN has joined WMAQ Chicago as transmitter engineer, and HARLEY RILEY joined as maintenance engineer.

GEORGE WATSON and MELVIN HOSA have joined engineering staff of ELZ Denver.

JOHN GIBSON, control operator of CKY Wilmington and WAGINATEN of commer- cial department of CKY, have announced their resignation.

KENNETH J. GARDNER, technical su- pervisor of WHAM and WRFM Rochester for 25 years, was recently elected chairman of Rochester section of Institute of Electrical Engineers for 1948-49.

Technical

FM Channel Changes

AMENDMENT of FCC's revised tentative allocation plan for Class B FM stations was ordered last week by the Commission to delete Channel 227 (93.3 mc) at Hazleton, Pa., substituting Channel 250 (97.3 mc), and to switch Channel 274 (102.7 mc) from Sumter to Florence, S. C.
At the show, they know...

Lots of radio folks stopped in to see us at the NAB Convention in Los Angeles...we had a little display in one of the rooms — nothing elaborate, but some charts that gave some idea of the growth of Capitol Transcriptions in a few scant years, the top artists available on CT, and the quality of the recordings. We thought everybody knew about all this. But lots didn’t. They seemed surprised, and interested. In fact a good batch of them signed on the dotted line!

If you didn’t attend the convention, or we missed you, the whole Capitol Transcriptions story is available in booklet form, yours for a postcard. We’d be mighty happy to send it. Maybe you’d be surprised too...and interested!
Sales Formula

(Continued from page 25)

sented to bring him up on a swaying freight elevator.

Into this physical welter the firm brought its two "meal ticket" accounts, Noxzema Chemical Co. and Smith Bros. Cough Drops, with total billing around $2,000,000.

Less than a month later, however, that total was swelled when Carter Products (Arrid) appointed the agency to conduct its advertising. The firm's handling of the account has become one of the radio success stories of the year. Embarking on its "Don't Be Half-Safe" campaign, S&CB soon rocketed the sales of Arrid in a strongly competitive market, coupling a shrewdly placed spot campaign with intensified work on Carter's regular weekly presentations, Jimmie Fidler and Gabriel Heather.

Increasing Returns

Two and a half months later Whitehall Pharmaceutical Co. named the agency to handle the advertising campaign for some of its products with an estimated billing of $900,000. The agency placed the Whitehall program for its client on NBC, where the program has continued to be sponsored with increasing returns to the advertiser.

Striking tribute to S&CB's versatility came on April 1, 1947, when an association account, the American Petroleum Institute, placed its estimated $1,250,000 budget with the agency.

Thirty days later J. H. Filbert Inc., Baltimore, named the agency to service its products, margarine, mayonnaise, salad dressing and relish spread. Billing is said to be $300,000. This account has consistently increased in sales since the agency has handled it. It is also expanding in distribution, and it is expected that it will be a national item in the not too distant future. The firm is currently using spots and participations on the East Coast in its present distribution area.

McCormick Account

On June 1, 1947, another client, McCormick & Co. (teas, spices and insecticides) became associated with S&CB. Its billings, like those of the Filbert account, are estimated at approximately $300,000 a year.

Thus, in less than a year, the young firm had increased its billing from $2,000,000 to a figure approaching $6,000,000.

In October of the next year, radio-wise Lever Bros. acknowledged the ascending status of S&CB by assigning first Silver Dust and later Lifebuoy Health Soap. With the Lever all-brand contest prepared by the agency, the billing is estimated at $2,700,-

500. The agency is currently conducting a $750,000 spot radio announcement campaign in behalf of the client.

But perhaps the most significant recognition for the agency occurred in April 1948, when the American Tobacco Co. — traditional client of Old agency in the industry — cast about competitively for a successor to Foote, Cone & Belding, finally settling on the S&CB outfit. Estimated $1,500,000 Pall Mall portion of the business. The account is currently sponsoring a half-hour network show, The Big Story, on NBC.

Two weeks later, S&CB added its 10th client when Yale & Towne Mfg. named the firm to service its estimated $300,000 advertising budget for Tip Toe Iron, bringing the total billing for the agency to its present figure of nearly $11,-

000,000.

Many theories have advanced to explain the spectacular progress of the young organization, yet the broad answer is fairly obvious: the firm from which the S&CB copy department might describe as "a perfect blending of tested personnel ingredients."

Sullivan Is Dean

Ray Sullivan, president of the agency and acknowledged dean of the partners, is at 50 one of the youngest chief executives of any of the major advertising firms. But for all his comparatively youth he has been a factor in advertising for over 20 years. He began his career as a copy cub under Wilbur Ruthrauff and eventually became one of the first vice presidents to be appointed at Ruthrauff & Ryan. He has been a representative or supervisor on 17 accounts, including Lever Bros. Spry, Brono-Seltzer, American Home Products, and Blue Cross.

Mr. Sullivan has also had complete charge of the Noxema Chemical Co. operation for the past 24 years, dating from the time that company operated outside of Baltimore with total sales of $80,000 in one recent year its gross profits alone ran more than a million.

Prior to the establishment of S&CB Mr. Sullivan was wartime chairman of the R & R plans board and a member of the board of directors, the finance committee and the management committee.

Second to Mr. Sullivan on the company masthead but first in the field of radio is Don Stauffer. "Secret Weapon"

The president of a large company reflected the radio industry's estimate of Mr. Stauffer when he said a number of years ago, "Mr. Hill of American Tobacco got the Jack Benny show when we were bidding for it because he had a secret weapon in his arsenal which we could not match — he had Don Stauffer."

During Mr. Stauffer's 17 years in radio, he has played a decisive part in building and discovering more than 40 successful network shows.

While a vice president at R & R, and prior to that, head of radio at Young & Rubicam, Mr. Stauffer was the person perhaps chiefly responsible for the airing of such programs as the Eddie Cantor show, My, You, The People, Kate Smith, Burns and Allen, Screen Guild, Jack Benny, Mr. District Attorney, The Aldrich Family, Fred Allen and Amos 'n Andy.

During the war he received tacit acknowledgment of his status as principal figure in radio when Elmer Davis appointed him domestic radio head of the OWI.

The Colwell Slogans

Another former official in the OWI and creative balance wheel of the agency is Bob Colwell. Mr. Colwell's brain children have become part of the language and culture of America. While at J. Walter Thompson, it was he who conceived the Old Gold slogan, "Something new has been added." When it was decided to change the name of Chase & Sanborn Tea, so that that product would not always live in the shadow of Chase & Sanborn Coffee he devised the name, Tender Leaf Tea. He was active for 15 years in the copy and radio work on Chase & Sanborn Coffee.

Perhaps the classic of his slogans was coined (but unhappily never used) during the war when he served as radio head of 12th Army Psychological Warfare Unit in Europe operating out of Radio Luxembourg. Exhorting the German soldiers to give themselves up, he poured all the persuasion of his advertising experience into his copy and wistfully suggested that it would be nice to say, "In surrendering, please mention this station."

After returning from overseas Mr. Colwell was named chairman of the plans board for J. Walter Thompson, which position he held until the formation of the new agency.

Besides his commercial inventiveness Mr. Colwell also helped

Page 58 • June 21, 1948

LAREDO'S ONLY RADIO STATION

SEVERING 2 NATIONS

The Circus is always thrilling, educational, musical — every minute is packed with exciting action, acts and personalities!

THE MUTUAL STATION

Laredo Broadcasting Co.
Howard W. Davis, President
Laredo, Texas

KPAB

5000 WATTS—NOW!
worked himself

plan many of the Thompson radio hits—Maurice Chevalier, Eddie Cantor, Rudy Vallee, Bing Crosby, Charlie McCarthy.

Heagan Bayles, fourth name on the door panel of the agency is another, who, like Richard Sullivan, worked himself up from mail boy to vice president and director of Ruthrauff & Ryan.

For many years at R & R he was radio liaison on the Lever Bros. account and an acknowledged authority on radio and copy problems involving such products as Spyr, Rinso and Lifebuoy. He was also overall executive for Auto-Lite and American Tobacco.

Working closely with Don Stauffer, he was responsible for a substantial portion of the agency's copy and radio output. Together, Mr. Bayles and Mr. Stauffer created many of the celebrated radio spots for Lifebuoy, Rinso, Gillette, Ironized Yeast, Dal Mal, Spyr, Ruppert and Virginia Dare on the New Haven Register. Upon his graduation in 1934 he enlisted with J. Walter Thompson to receive his grooming in agency advertising, departing in 1938 to take over the Dayton office of Lord and Thomas as account executive on Frigidaire. In 1940 he moved to Blackett, Sample & Hummert where for three years, he served as vice president and account executive on Dreft.

In 1943 he was elected vice president by Ruthrauff & Ryan to spearhead its campaign on five food and drug products. He held that post until his departure to join the new firm in 1946.

Varying in backgrounds, dissimilar in specialties, the five principals of the agency present the paradox of youth and experience. The average age of the quintet is 42, with Mr. Bayles and Mr. Cohane still in their thirties; yet the mean advertising tenure of the group exceeds 20 years.

It is a pattern that repeats itself at every important level in the agency. Of the 11 persons, besides the partners, who own shares in the firm, nearly half are under 40, whereas none has had less than 15 years of successful experience in the industry. Typical in that respect is the radio department under Phil Cohen and Jack Van Nostrand, where the combined experience of both probably exceeds the individual age of either. Chief account executives Bill Spire and Abbott Spencer, representing American Tobacco and Lever Bros. respectively, are but a shade beyond the 35 mark, with records in the industry that place them in the front ranks of their craft.

Thus, as the agency moves into its third year with soaring billing, rising status, and expanding quarters that house more than 110 employees, there remains little doubt in the industry that SSSC&B—in literal fulfillment of a jocular prophecy—is indeed running upstairs. And breaking records for the distance.

TAKING OVER KTSA San Antonio General Manager George W. Johnson's desk for a day is Linnea Nelson, chief timebuyer for J. Walter Thompson Co. Miss Nelson detoured via San Antonio on way back to New York from West Coast.

TEXAS MERGER GETS APPROVAL FROM FCC

MERGER of the AM and FM outlets of Times Pub. Co. and Texoma Broadcasting Co., Wichita Falls, Texas, was approved last Thursday by FCC. Consent was given at the same time to assignment of license of KLOK San Jose, Calif., and transfer of control of WILX North Wilkesboro, N. C.

In the Wichita Falls case, the Times Pub. Co., publisher of the daily Times and Record-News, sells its FM outlet, KTRN, to Texoma, permitted of KTEN, for consideration of $50,000. The paper also acquires 49% interest in Texoma for $24,500 and Texoma surrenders its FM permit for KWFA. KTEN is assigned 1 kw fulltime on 1290 kc, directional night.

Texoma has been owned 40% each by M. Bernard Hanks and Houston Harte with 15% held by William D. Cline and 25% by A. Boyd Karr. Texoma sells 49% of its holdings to Times Pub. Co. Their remaining interest is placed in a voting trust administered by the two newspaper holders, Messrs. Hanks and Harte. Mr. Kelley is general manager of KFZE, Paris, Tex.

KLOK is granted assignment of license from Valley Broadcasting Co. to new partnership of same name and including same individuals except Charles M. O'Brien Jr., Mr. O'Brien for financial reasons retires from the partnership and sells his 15% interest for $15,961.68, slightly more than original cost.

Ownership now includes E. L. and Claribel Barker, general partners, 50%; E. H. Canfield, 15%, and Mr. Hanks, 15%, limited partners. Permit for KLOK FM is also subject to transfer. KLOK facilities are 5 kw day on 1170 kc.

WILX, 250 kw fulltime on 1450 kc, is granted transfer of control from Hadley and Carrie Brewer Hayes to Edney Ridge through sale to Mr. Ridge of his 45% interest. Consideration includes cancellation of $10,000 promissory note and $3,000 cash. Mr. Ridge, president of the station, presently owns 49.5% interest.

Radio News 'Distortion' Charge Made by Truman

NO immediate industry reaction was evidenced to Pres. Truman's charge June 16 that it was almost impossible for him to get the facts across to the people through newspapers or radio because of "distortion." In a rear-platform talk at Dodge City, Kan., the President said: "It is almost impossible to get definitely the facts before the people for the simple reason that there are certain people in the newspaper business and in the radio business who have a disinterested view of what people ought to know and ought to think."

Several Washington radio newsmen felt that the overwhelming number of news broadcasts do tell the complete story and that broadcasters who deviate from the facts are an exception. Although there are some extreme commentaries and some exaggerations in the business, most interpretations it was felt are based on fact.
Open Mike
(Continued from page 8)

tments for the excellent study of the Dallas-Fort Worth market contained in the June 7 Broad-

casting.
I think this section has been very objectively approached and certainly will give anyone interested a good picture of the Dallas-

Fort Worth market and its relationship to radio coverage.
Charles B. Jordan
Vice President
Texas State Network Inc.
Fort Worth

**

AM-FM Mortality Rate

EDITOR, BROADCASTING:
Within the week I have read to my amazement in several newspapers that in 1948 AM-FM station mortality is at the rate of 6 AM and 8 FM stations per month.

These stories apparently trace back to Ken Baker’s recent speech at Los Angeles, reported in the May 24 issue of Broadcasting as follows:

Referring to stations which he said “remodeled or shut down last year at the rate of 25 per month, 30 a month. This year, however, there has been 6 AM outlets and 4 FM outlets a month.”

Except for an isolated case or two, I personally have no knowledge of any AM station in actual operation which turned in its license this year. There have been a few deletions of call-letters, but in practically all cases, these were the results of mergers, etc.

Where are the eight FM stations that give up every month? I know of only two actually operating FM stations that ever turned in their permits: WPIT Alexandria, Va., and KTSJ Tepeka, Kan. Neither had a license and both were operating under temporary permits. The Tepeka station is now on the air under new ownership.

Can Mr. Baker furnish a list of the 36 AM and 48 FM stations that have signed off this year and turned in their licenses? I will venture to say that he was referring to CP’s turned back and applications withdrawn—not operating stations.

It is true that a few CP’s are turned in, as well as applications withdrawn, but neither have any substantial “going” business status. One is merely a permit to go into business, the other an application for permission to do business. There is a vast difference between CP’s and applications as compared to already-operating stations.

I cannot help but feel that such statements, subject to misinterpre-
tation, are harmful to the business of broadcasting, and that as a result thereof both AM and FM have received unwarranted and unfortunate publicity so far as the public is concerned. Let us not forget that aural broadcasting rang the cash register last year to the tune of $356,000,000—biggest in history.

There is always enough con-

fusión in any business—let’s keep our own facts straight.

Everett L. Dilard,
General Manager
WASH-FM Washington

**

‘PI’ Warning Sounded

EDITOR, BROADCASTING:

Not long ago I read an article in Broadcasting on the “PI” offer of Mr. A. S. Foster of LeBlanc Laboratories Inc.

Of course, we too received the “PI” offer and I wrote Mr. Foster explaining that I am not in the “PI” business. One is merely a permit to go into business, the other an application for permission to do business. There is a vast difference between CP’s and applications as compared to already-operating stations.

I cannot help but feel that such statements, subject to misinterpre-
tation, are harmful to the business of broadcasting, and that as a result thereof both AM and FM have received unwarranted and unfortunate publicity so far as the public is concerned. Let us not forget that aural broadcasting rang the cash register last year to the tune of $356,000,000—biggest in history.

There is always enough con-

fusión in any business—let’s keep our own facts straight.

Everett L. Dilard,
General Manager
WASH-FM Washington

**

YOUR NEW CHEVROLET OR BUICK

STARTS HERE

FLINT... world's 2nd automobile city

FLINT, Bay City and Saginaw do most of the business for E. Central Michigan. Until WTCP, Flint and six surrounding coun-

ties had no adequate NBC coverage. Now, WTCP-NBC covers Michigan's 2nd market. It is the million listeners with the bil-

lion dollar income.

TRENDS-CAMPELL BROADCASTING CORP.

1000 Watts Day — 500 Night

Paul H. Roymer, Representative

Page 60 - June 21, 1948

BROADCASTING * Telecasting
...to bring both conventions to almost
30,000,000 listeners of the Mutual Broadcasting System

In order to provide complete coverage of the two national conventions for listeners throughout the nation, the Mutual Broadcasting System and Station WIP have installed a Western Electric 25B Speech Input Console and 639 Type Microphones at the Philadelphia Convention Hall. Through this console convention programs will be fed to the more than 500 Mutual stations.

Mutual chose the 25B because it has everything it takes to handle an assignment like this—highest quality performance; flexibility; ease of operation; ease and economy of installation (plug-in cables for all external leads).

The same advantages have led to more than 225 installations of the 25B in AM, FM and TV stations.

You can get immediate delivery on a 25B. Call your Graybar Broadcast Representative about it, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
—QUALITY COUNTS—

TV BIDS

FOUR REQUESTS for new commercial television stations, all from present operators of standard stations, were filed last week with FCC.

New experimental television station on 480-500 mc band is sought in application also presented the Commission last week by Eugene O'Fallon, Inc., licensee of KFEL Denver. Installation investigation would include pulse transmissions with peak power up to 200 kw used. Surplus military radar equipment is to be employed.

Farnsworth Television and Radio Corp., licensee of WGL Fort Wayne, seeks Channel 4 (66-72 mc) in that city with effective radiated power of 16 kw visual and 10 kw aural. Antenna height above average terrain of 280.5 ft. is specified. Farnsworth has operated experimental video output W9XPT since 1936 on 66-72 mc, firm indicated. Commercial TV outlet would cost an estimated initial $194,500 with first year's operating cost totaling $107,000. First year revenue is set at $50,000.

Plough Inc., owner of WMPS Memphis, seeks Channel 9 (186-192 mc) in Memphis with power of 25.8 kw visual and 12.9 kw aural. Television station is to be housed on fourth floor of new WMPS Bldg. under construction there, with studios and studio equipment costing about $200,000. Overall initial cost will be $459,500. First year operation cost estimated at $100,000; revenue $25,000. WMPS will occupy the third floor of the

VOCALIST

DULUTH, MINN.—Auditioned by KDAL for a singing spot, Otto Mattick flubbed but good. His voice sounded like a rusty fingernail on a rough blackboard.

But Otto sounds better singing about KDAL's solid dominance of the Duluth-Superior audience. Then he has the Fall-Winter Hooper playing a convincing accompaniment. Check it and see.

Or better still, contact Avery-Knodel Inc. and let them give you the new KDAL story form the 5000 watt 3-state coverage right through the last Hooper. It's sweet music for any time-buyer's ears.

48th Congress

(Continued from page 29)

two consecutive hours to network programs.

The House Rules Committee has failed to grant the House Commerce Committee authority to conduct an investigatory hearing of a Committee chairman Walter Winchell. The resolution, introduced by Rep. William J. Miller (R-Conn.) , sought to bring Mr. Winchell before a Congressional committee to explain the sources of his statements.

A plan embodying a "token" revenue from stations and juke box owners to provide a musicians' welfare fund was suggested by Rep. Carroll D. Keans (R-Pa.), chairman of the House Labor Subcommittee which conducted an investigation of AFM and its president, James C. Petrillo [BROADCASTING, Jan. 12]. According to Rep. Keans' office the Congress is still investigating the matter and may, at a subsequent Congress, produce a bill advocating such a plan.

Rep. F. Edward Hebert (D-La.), who had promised an "expose" of FCC and its reason for granting five permits to Edward Lamb, Toledolawyer [BROADCASTING, May 10], was active continuing his investigations.

Congressman Hebert said the files of the House Un-American Activities Committee, of which he is a member, lists Mr. Lamb's record as "one of the most expansive records of association with the Communist Party in America."

Confirmation of Miss Frieda B. Hennock to the FCC post being vacated June 30 by Comr. Clifford Durr, was a thorny problem during the final days of the session (see story page 22).

With the bulk of radio legislation disposed of, attention was being directed to the non-inclusion of Congress next year. Drastic changes were expected. Sen. White, chairman of the Senate Interstate and Foreign Commerce Committee, plans to fight for a pro-Rubin majority returns to Congress, Sen. Tobey, ranking majority member of the Commerce Committee, will have his choice of Sen. White's chair or, the leadership of the powerful Senate Banking and Currency Committee. Senators Albert W. Hawkes (R-N. J.) and Edwin C. Johnson (D-Col.), both members of the Commerce Committee, do not intend to seek re-election. Sen. Clyde M. Reed (R-Kans.) ranks next to Sen. Tobey on the committee.

WATG Ashland Surveys Area FM Set Ownership

WATG-FM Ashland, Ohio, has completed a survey of FM set ownership in the area showing that between 20 and 25% of the population own FM sets. The survey, supervised by Ashland College, used telephone and postcard questionnaires. The results of the telephone survey of 300 calls showed 19.5% FM ownership. A 500-postcard study revealed 29.35% FM ownership.

Broadcasting • Telecasting
"GAVEL TO GAVEL" COVERAGE
OF THE REPUBLICAN AND
DEMOCRATIC NAT'L CONVENTIONS

WARNER BROS.
KFWB 980 KILOCYCLES
HOLLYWOOD, CALIFORNIA

"PUBLIC SERVICE IS A PUBLIC TRUST"

DIRECT WIRE FROM PHILADELPHIA
TO CALIFORNIA

Clete Roberts, noted national commentator, assisted
by his Warner Bros. KFWB staff, will "take the
people of Southern California to Convention Hall"
for a full on-the-spot account of Democracy in Action!
Inter-American
(Continued from page 25)
casting legislation are election of directors; operating program and budget; relations with United Nations Org., UNESCO; International Telecommunications Union and Pan-American Union; membership; quotas; freedom of information; BBC activities in the Western Hemisphere; selection of site for 1949 meeting.

Report on uniform legislation was prepared by Dr. Justino Jimenez de Arechaga, IAR general di-
rector. The principles take into ac-
count actual development of radio legislation in American nations.

A standard definition of broadcast-
ing includes FM, TV and fac-
simile, with statement that these activities are "of public interest as well as an "instrument of culture and recreation."

The proposal specifies that broadcasting "is a private activity . . . and does not constitute a public utility, nor can it be monopolized by the state or by any legal en-
tities recognized by either public or private law."

Free Within Limits

This proposal, of course, in-
cludes a provision that broadcast-
ing is free "within the limits estab-
lished by national laws and inter-
national regulations." It is made clear, however, that restrictions on freedom can only be legally enacted by formal laws and not by admin-
istrative decisions.

The proposed uniform legislation specifies that principles protecting freedom of thought expressed through the press also apply to broadcasting. This matter should be regulated through rules of in-
ternational law and not by domes-
tic regulations, it is proposed.

Government control over broad-
casting should be designed to avoid inordinate control abuse of freedom and check use of assigned frequencies, according to the sug-
gested rules, with regulation by military authorities opposed.

The proposal includes the re-
mark that "the period of assign-
ment will have no limit other than that determined by the fact that the assignee may eventually use the frequency in a manner in-
vendient to the public interest."

Broadcasters' Work Cited

The statement adds, "It is the work of broadcasters that make a frequency in the spectrum worth its money.

Rights of broadcasters in keep-
ing offensive material off the air are recognized.

Levy of tax on ownership of radio receivers is opposed, along with taxes on importation of equip-
ment.

Final provision specifies that no government-owned station handle commercial advertising or in any other way compete with pri-

tate stations. "Any form of com-
petition, whether direct or indirect, between the state and the assignee in the field of commercial adver-
tising must necessarily be con-
demned," it is stated.

Evelyn Lebhar

MRS. EVELYN LEBHar, 39, wife of Bertram Lebhar, vice presi-
dent and director of Evident, Inc., a

SWORN off冰d last Wednesday at the Rochelle Hospital in New York after a brief illness. Mrs. Lebhar was one of the fore-

months of industry makes up the country as is her husband. Surviving are her husband and five children.

Groundwork Progresses

Left Chicago Video City

FINANCING and negotiation of leases for the proposed Chicago television City, being promoted by Walter Butler Co., St. Paul con-
tractor, will be handled by L. J. Sheridan & Co., Chicago real estate firm, it was revealed last week. Frank C. Wells, vice president of Sheridan Co. said he met with officials of Illinois Central Rail-
road Wednesday regarding acquisition of "air rights" over I.C. tracks at the lakeside site for the pro-
tected TV center. He described the conference as "preliminary and exploratory.

"The Sheridan Co. decided to handle preliminary details of the proposed Television City after be-
ing convinced that the idea is sound and that financial support is available," Mr. Wells said.

L. A. Abstracts

ABSTRACTS of papers presented at the NAB Broadcast Engineer-
ning Conference, held May 20-21 in Los Angeles, are available at the association headquarters, accord-
ning to Neal McNaughten, NAB as-
sistant director of engineering.

FCC RULES
AND REGULATIONS

Ports 1 to 64 now avail-
ble. Complete set in binder. $21.00. Amendment service, 1 yr., $25.00. Ports 1-2-3-4-5-

Grades of Good Engineer-
ing A-M-F-Television

$15.00 in $100.00 Amendment service, 1 yr., $15.00.

HARRY C. RAND CO.

1507 M St., N. W.

WASHINGTON, D. C.

Page 64 • June 21, 1948

Now 5000 Watts
Day and Night

delivers the richest
market in upstate New York
at less cost per listener

...covering a population area of 1,089,783 by day; 977,755 by night—spending $834,352,000 annually in retail purchases.*

Proof of sales results? Ask the many WEBR advertisers who renew year after year. For example, one of Buffalo's leading department stores is now in its ninth consecutive year as WEBR advertiser.

*Sales Management Estimate Figures — January 1, 1948
HERE ARE THE ANSWERS TO
Your Questions About TELEVISION!

These and many more vital questions get a quick and complete answer in a set of four informative bulletins just produced by Raytheon. First released at the recent N. A. B. Convention, their practical, factual approach to the basic problems of television was hailed alike by executives, engineers and countless others interested in the tremendous possibilities of this new industry.

Write for your copies today. They are yours for the asking — with the compliments of Raytheon, makers of complete equipment for AM, FM and TV stations.

RAYTHEON MANUFACTURING COMPANY
Waltham 54, Massachusetts
Please send me your Bulletins DL-T-804, 805, 806 and 807 on equipment required for new television stations.

Name ..................................................
Title ..................................................
Affiliation ..........................................
Address ..............................................
City .................................................. Zone State .............................
AFA Convention (Continued from page 23)

"great mistake" at the present time, he said.

Such a high-pressure approach, he said, would make us look like salesmen who, with our military and economic force, were trying to "force our cultural and political ideas down the reluctant throats of other countries."

Mr. Benton called for a news- 
time presentation. To carry out this approach effectively, he said, this country should bring "tens of thousands" of students, professors and journalists into the U. S. each year. He said he would extend this invitation to Russia and its satel- lites with the qualification that the people sent here be bona fide stu- dents and journalists. He declared he did not believe, as some members of Congress do, that such students would "pollute us."

"It is tragic," said Mr. Benton, "that the United States seems to be preparing to spend as much as $25,000,000 a year to bolster its international position by mili- tary and economic measures, while it ignores its interest in the dis- semination of ideas in terms of one- thousandth of that amount—and with misgivings about that much."

Radio was a "relatively new promotion tool" for retailers was dis- cussed by Howard P. Abraham, manager of the sales promotion division of the National Retail Dry Goods Assn. Speaking on "How to Get the Most Out of the Adver- tising Budget," Mr. Abraham pointed out that "most of us grew into the advertising business through a knowledge of space and not time advertising." He sug- gested that advertisers using ra- dio ask themselves these questions:

1. Is my radio effort doing a definite job for me or is it dupli- cating another media?

2. Do I have too many pro- grams?

3. Am I using so little radio that it does not even make a dent?

4. Am I beaming my radio to the right audience at the right time on the right station?

Thomas Heads Panel

Eugene S. Thomas, manager of WOR New York, was panel chairman at the convention and spoke on "Training for Advertising." He pointed out that while there were 186 colleges teaching advertising and selling in 1951, there are now at least 266, an increase of 58%.

"Whereas 40 years ago there was no formal advertising educa- tion, today we have many thou- sands of students and their teach- ers devoting approximately half a million college class hours each year to this preparation," Mr. Thomas said.

The convention opened June 13 and ended June 16.

U. A. Latham, sales manager of WKRC Cincinnati, was chairman of the convention entertainment committee.

Hubert Taft Jr., managing di- rector, and Herman Fast, manager of WKRC, and Robert Sampson of WSAL, were at the speakers' table at Tuesday's luncheon meeting. Officials of all of the Cincinnati stations are members of the Cin- cinnati Advertising Club which acted as host to the convention.

Kastner for McLean

ALTON KASTNER, NBC press department column editor, has been appointed acting magazine editor. He succeeds Jim McLean, who re- signed as magazine editor to open a press agency at 10 E. 44th St., New York. Mr. Kastner has been with NBC in 1939, will continue as column editor in addition to his new duties, the network said
consumed all of Monday morning and included the report of Mr. Hughes on the Census Advisory Committee’s work.

Robert E. Freer, chairman of the Federal Trade Commission, described how the FTC deals with false and misleading advertising, and described the trade practice conference procedure by which industries adopt rules of self-regulation.

In question period, he said 95% of formal FTC cases originate in sources outside the Commission though a sample survey of broadcasts and periodicals which is maintained throughout the year. Asked about complaints from listeners, Chairman Freer cited an example of a complaint that a shampoo “stinks” instead of smelling like the announcer said. Referring to questions about “this cigarette is 42% cooler” with no basis cited for such, he said each particular case is considered on the fact at hand.

Registration benefits for broadcasters under the Lanham Act, revising trade-mark laws, were explained by Lawrence C. Kingsland, Commissioner of Patents.

“Distinguishing features of radio advertising which may now be registered,” he said, “are obviously limited to marks and emblems used by those who are in the business of offering services rather than selling merchandise.

May Register

“In other words, a radio station may perhaps register the name of one of its programs as a service mark, but a song or a jingle or a jingle would be registered by a commercial manufacturer in order to advertise their products would not qualify even under this broad definition.”

In discussing the impact of government policy on advertising, Leon H. Keyserling, vice chairman of the President’s Council of Economic Advisers, said that in general private action is preferable where other things are equal. When public action is necessary, he added, “we should strive to make that action so consistent and so sound that it clearly contributes to the long-run stability of the economy as a whole.”

Television’s effect on marketing drew only one or two references during the conference. In a forum on the psychological approach to marketing research, Wallace Wulfeck, vice president and research director of Federal Adv. Agency, New York, observed that TV provides another medium for consumer attention, although its sound impact, television will have a terrific effect on buying habits,” he declared.

Discussing the music market, Oppo.

SET CENSUS

OPPOSITION of the American Marketing Asso. to the radio set question in the 1950 U. S. Decennial Census, as expressed in an adverse vote by AMA’s Census Advisory Committee, will be reconsidered by the committee at its next meeting to be held later in the summer.

Members of the committee who attended AMA’s Washington convention last week (see accompanying story page 26) were told by Gordon A. Hughes, General Mills market research director and committee chairman that a growing demand for a radio question in the 1950 census has appeared in recent weeks.

The committee is an advisory body formed a year-and-a-half ago by AMA to discuss many of its problems concerning the census bureau, and its programs are considered by its members as being a part of the marketing process. The committee’s recommendations are considered by the Census Bureau and are part of the Bureau’s plans for the 1950 census.

Hughes and included theconsumed all of Monday morning and included the report of Mr. Hughes on the Census Advisory Committee’s work.

Robert E. Freer, chairman of the Federal Trade Commission, described how the FTC deals with false and misleading advertising, and described the trade practice conference procedure by which industries adopt rules of self-regulation.

In question period, he said 95% of formal FTC cases originate in sources outside the Commission though a sample survey of broadcasts and periodicals which is maintained throughout the year. Asked about complaints from listeners, Chairman Freer cited an example of a complaint that a shampoo “stinks” instead of smelling like the announcer said. Referring to questions about “this cigarette is 42% cooler” with no basis cited for such, he said each particular case is considered on the fact at hand.

Registration benefits for broadcasters under the Lanham Act, revising trade-mark laws, were explained by Lawrence C. Kingsland, Commissioner of Patents.

“Distinguishing features of radio advertising which may now be registered,” he said, “are obviously limited to marks and emblems used by those who are in the business of offering services rather than selling merchandise.

May Register

“In other words, a radio station may perhaps register the name of one of its programs as a service mark, but a song or a jingle or a jingle would be registered by a commercial manufacturer in order to advertise their products would not qualify even under this broad definition.”

In discussing the impact of government policy on advertising, Leon H. Keyserling, vice chairman of the President’s Council of Economic Advisers, said that in general private action is preferable where other things are equal. When public action is necessary, he added, “we should strive to make that action so consistent and so sound that it clearly contributes to the long-run stability of the economy as a whole.”

Television’s effect on marketing drew only one or two references during the conference. In a forum on the psychological approach to marketing research, Wallace Wulfeck, vice president and research director of Federal Adv. Agency, New York, observed that TV provides another medium for consumer attention, although its sound impact, television will have a terrific effect on buying habits,” he declared.

Discussing the music market, Oppo.

SET CENSUS

OPPOSITION of the American Marketing Asso. to the radio set question in the 1950 U. S. Decennial Census, as expressed in an adverse vote by AMA’s Census Advisory Committee, will be reconsidered by the committee at its next meeting to be held later in the summer.

Members of the committee who attended AMA’s Washington convention last week (see accompanying story page 26) were told by Gordon A. Hughes, General Mills market research director and committee chairman that a growing demand for a radio question in the 1950 census has appeared in recent weeks.

The committee is an advisory body formed a year-and-a-half ago by AMA to discuss many of its problems concerning the census bureau, and its programs are considered by its members as being a part of the marketing process. The committee’s recommendations are considered by the Census Bureau and are part of the Bureau’s plans for the 1950 census.

Hughes and included the consumed all of Monday morning and included the report of Mr. Hughes on the Census Advisory Committee’s work.

Robert E. Freer, chairman of the Federal Trade Commission, described how the FTC deals with false and misleading advertising, and described the trade practice conference procedure by which industries adopt rules of self-regulation.

In question period, he said 95% of formal FTC cases originate in sources outside the Commission though a sample survey of broadcasts and periodicals which is maintained throughout the year. Asked about complaints from listeners, Chairman Freer cited an example of a complaint that a shampoo “stinks” instead of smelling like the announcer said. Referring to questions about “this cigarette is 42% cooler” with no basis cited for such, he said each particular case is considered on the fact at hand.

Registration benefits for broadcasters under the Lanham Act, revising trade-mark laws, were explained by Lawrence C. Kingsland, Commissioner of Patents.

“Distinguishing features of radio advertising which may now be registered,” he said, “are obviously limited to marks and emblems used by those who are in the business of offering services rather than selling merchandise.

May Register

“In other words, a radio station may perhaps register the name of one of its programs as a service mark, but a song or a jingle or a jingle would be registered by a commercial manufacturer in order to advertise their products would not qualify even under this broad definition.”

In discussing the impact of government policy on advertising, Leon H. Keyserling, vice chairman of the President’s Council of Economic Advisers, said that in general private action is preferable where other things are equal. When public action is necessary, he added, “we should strive to make that action so consistent and so sound that it clearly contributes to the long-run stability of the economy as a whole.”

Television’s effect on marketing drew only one or two references during the conference. In a forum on the psychological approach to marketing research, Wallace Wulfeck, vice president and research director of Federal Adv. Agency, New York, observed that TV provides another medium for consumer attention, although its sound impact, television will have a terrific effect on buying habits,” he declared.

Discussing the music market,
**THESE ARE THE PRODUCTS THAT GROW A HALF-BILLION INCOME**

**IN THE LUBBOCK TRADING AREA**

Reach it with... **KCBD**

**POT**

Lubbock, the number one dressed poultry market of Texas. Annual shipments of dressed poultry total more than 3,500,000 pounds.

**DARY PROD.**

Lubbock ... the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

**COTTON**

Lubbock ... the center in Texas. Lubbock 15th in the nation. Five cheese plants manufacture 20% of total cheese output of Texas.

**LIVESTOCK**

Lubbock ... the second largest inland livestock market in the nation. A $100,000,000 crop produced in 1947.

**GRAIN**

Lubbock ... the third largest inland cotton market in the nation. A $100,000,000 crop produced in 1947.

**OIL**

5,000 oil wells, producing annually 100,000,000,000,000 barrels of oil in the world.

**GRAIN**

Over 170,000 head of cattle, 200,000 sheep and 250,000 hogs marketed annually in the KCBD trade territory.

**OIL**

A $30 million grain sorghum crop—over 1/4 the nation's output. Plus $60 million wheat crop and $10 million in Sudan, milo, millet and other grains.

*Within the 30 counties of KCBD's coverage area, ranch and oil income will top a half-billlon. Per capita retail sales $650.79—more than double the national average. Population: 396,000 consumers. More local merchants use KCBD than use the other two stations combined.*

**KCBD 1000 WATTS UNLIMITED**

LUBBOCK, TEXAS

Joe H. Bryant, Gen. Mgr.

Rep. by JOHN E. PEARSON CO.

---

**TV Line Rates (Continued from page 27)**

Louis. Counting segments where several channels were assigned as available in each direction, it covered about 10,000 route miles of cities and facilities for connecting 77 stations. It was estimated 75% of the channel mileage would be served by radio relay and 25% by coaxial cable.

Video's share of the plant investment for the assumed network was estimated at $24,320,000 for channels and $1,786,000 for station connections. Its portion of the operating expenses was placed at $8,500 for channels and $655,000 for connections.

The estimates assumed the use of "improved" types of both coaxial cable and radio relay:

- In the coaxial sections an improved type of coaxial carrier system now under development was assumed used. This system is expected to provide two similar directly directed broad-band channels on each coaxial cable. Such an arrangement would provide for one direction of transmission of two groups of four transmit in one such group and a 4-mc video channel on an opposite transmission of eight transmit coaxial would provide transmission for the entire system on a twin cable with a video channel in the opposite direction.

- A radio relay would usually contain five coaxial cables in six fully equipped, would be arranged so that the transmit in each direction. Three of these coaxial cables in each direction would be available for regular use for television or other services, while the remaining two would be equipped for service protection and maintenance.

Radio equipment of the type being developed, according to the use on the New York-Chicago radio system was assumed used in all areas where video channels were provided by means of radio relay. This system is basically similar to that described but incorporates a number of improvements in its design and operation. It is designed to operate in the 370-450 mc band and will provide for the production of each channel which is suitable for 200 telephone messages or a video transmission channel.

In last week's brief session, Thad H. Brown Jr., TBA counsel, characterized the rates as "of a staggering nature."

**WPIX OPENS**

SIX television stations, including all three in New York City, joined civic, business and religious leaders last week in welcoming WPIX, television station of the New York News, to the air. Each of the six provided a special related program to WPIX for broadcast during station's four-hour inaugural broadcast the evening of June 15.

WMAL-TV Washington brought Wayne Coy, FCC chairman, to its studios to broadcast greetings to the new video station, and also gave the WPIX audience a cartoon-and-music review of the news highlights since the New York News started its own career in June 1919. WFIL-TV Philadelphia put on a special studio program for WPIX, and WMAR-TV Baltimore gave New York viewers a look at wrestling matches.

In New York, WNBX fed its regular television Screen Magazine show to WPIX for simulcast broadcast; WCBS-TV produced a special musical salute in its studios and piped it to WPIX for broadcast by the latter alone. WABD utilized its Tele-transcription service in making arrangements to send WPIX a salute show which opened and closed with a live duplicate of the camera-man symbol of the News. WPIX's achievement of getting would pay for only 23 hours of occasional consecutive time.

The DuMont counsel noted that the ultimate meaning of intercity transmission appears to lie in the "direction of microwave," and challenged the notion of "strict" interpretations in FCC's hints that common carriers eventually will provide all such service.

**To Represent Radio**

Two representatives of radio will attend meeting June 29 of New York State Law Revision Commission covering problem of providing legislation enabling newcomers to protect sources of information. Representatives will be Michael R. Hanna, general manager of WHCU Ithaca and District 2 NAB director, and E. K. Vanhorne, vice president of WSYR Syracuse.

Salutes Presented by Six Operating Stations

As well known in Central Ohio as the state capital building, he has the highest ticker tape of any local newsroom. scoops. A privilege of his "Closing Thoughts" pulfed 3,000 reports in the last nine days. Chick's air popularity is another demonstration of the closeness of the news.
**BUILDING**

CBS Hollywood has started construction of a building to house KTTV Los Angeles television transmitter atop Mt. Wilson. Work is reported to be under direction of Barnes Compton, member of network's construction and building operations department.

Building, which is to be completed within approximately 60 days, will contain 1,900 square feet of floor space to accommodate main transmitter room, terminal room, shop, generator room, storage room and two bedrooms for engineers.

William Simpson Construction Co., Los Angeles, is general contractor. Shift to CBS Mt. Wilson site from originally projected location of Los Angeles Times was approved by FCC two weeks ago. Station is jointly owned by network and Times Mirror Co.

---

**Trends**

*(Continued on page 24)*

*a continuing growth of the policy.*

**TABLE VI**

<table>
<thead>
<tr>
<th>Do They Charge The Full Advertising Rate?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>73%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Approximately three out of four stations report that newspapers charge the full rate—compared to 27% who say that this is not the case in their cities. (See Table VI.)

**TABLE VII**

*(Is This Charge) Payable in Cash or in Radio Time?*

<table>
<thead>
<tr>
<th>Payable in cash</th>
<th>86%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payable in radio time</td>
<td>14%</td>
</tr>
</tbody>
</table>

The great majority (88%) of stations report that newspapers making a charge for radio program listings are paid in cash, compared with 15% who report that the charge is paid for in radio time.

---

**FCC Issues Ruling On Educational Stations**

**RULES CHANGES to permit the operation of noncommercial educational FM stations with powers of 10 or less were proposed by FCC last Thursday, bringing from educational radio officials a prediction that school broadcasting is "on the verge of a big boom."**

Dr. Franklin Dunham, radio chief of the U.S. Office of Education, which has advocated the use of low-power FM for school systems, greeted FCC's announcement with a forecast that the next five years will see 1,000 educational FM stations on the air.

The Commission, announcing its proposal, said it felt this "will give a further impetus to development of non-profit educational FM." For "a few thousand dollars," FCC said, a low-powered station could get on the air and in general provide service over distances of from two to five miles. The power minimum hereafter has been 250 w.

**Syrecuse U., which has operated an experimental station of this type for the past year, and DePauw U. are both applicants for a 2½-w noncommercial educational FM station, and "other institutions have expressed interest," FCC reported.**

Such stations would operate in the 88-92 mc portion of the FM band set aside for noncommercial educational systems. Normally 88.1 mc would be used by those with 10 w or less. If operation on 88.1 would cause objectionable interference, "the next higher frequency that would not cause objectionable interference" would be used, according to the proposal.

The Commission proposed appropriate changes in its rules to accommodate the operation of low-power stations. Statements on the proposed changes will be accepted until July 25, after which oral arguments will be called if the statements appear to warrant it.

Dr. Dunham, who hailed FCC's action as "a worthy thing," is leaving today (Monday) for an extended tour which will encompass 30 schools representing the many institutions in which he said some 3,000 teachers and students are being trained this summer in broadcasting techniques and procedures.

Under FCC's proposals, applications for low-power educational stations will be considered in the light of the area served by the applicant's existing educational facilities, and the provisions of any statewide plan which may be on file with the Commission.

---

**Reinsch**

*(Continued from page 22)*

with the limited ownership of video receivers "it costs only three and one-half cents per person per demonstration" in New York.

Mr. Reinsch said that he was a "confirmed television zealot" and then continued by presenting facts on the growth of the number of television stations and the prediction of FCC Chairman Coy that "all channels in the 140 top markets will be gone by the end of this year."

The fact that when television stations are in operation the top-rated evening shows in radio homes drop sharply in their audience pull was presented to show that it "is foolhardy for standard broadcasters to cling smugly to the notion that their mode of service will reign supreme and inviolate forever." However, he did point out it was foolish to assume that standard broadcasting would die next month or next year since the public has more than a billion dollars in standard broadcast receivers.

**Effect of Set Prices**

"Standard broadcasting did not hit its stride until there was a low price set on the market," he said, and then it made radio "the most potent advertising medium with mass circulation and the public's confidence." Video set cost figures were then cited and the trend toward lower prices pointed up.

"We in radio recognize that there are evolutionary changes ahead, that readjustments are in the offing," he said, "but that various radio media will find a leveling off point." Readjustments in other media were also mentioned as he noted the growing tendency to listen rather than read and "now they look and listen. It will be a gradual transition and may never be a complete one."

With the decline of the percentage of national income being spent for advertising, Mr. Reinsch said, "there is ample opportunity to secure additional advertising" for the new medium.

In closing Mr. Reinsch stated: "Television? Certainly, it will set the world on fire. It will put every man- jack of you in the advertising business on the alert. You'll come up with the answer."

---

**KTTV'S TRANSMITTER BUILDING STARTED**

**POWER INCREASE**

**TRANSMITTER Now Being Installed**

---

**June 21, 1948 • Page 69**
SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

with WDBJ alone

YOU CAN OPEN WIDE THE DOOR

to the rich market of Roanoke and Southwest Virginia...

Surveys prove WDBJ is by far the most popular station throughout its coverage area of nearly 1,000,000 population. Buy WDBJ and you get not only this loyal listenership but an effective combination of wide coverage, prestige and service that sells.

Ask Free & Peters!

WDBJ CBS • 5000 WATTS • 960 KC

FREE & PETERS, INC., National Representatives

BROADCASTING • TELECASTING
Candidate Review

THE TELEVISION audience will be able to see and hear 19 possible candidates including every favorite son candidate in an exclusive telecast from 4 to 5 today (Monday). It originated in the Republican stronghold of the Lincoln Room of the Union League, Philadelphia by WCAU-TV, Philadelphia. The telecast is being looked on by politicians in the convention city as a test tube to tell which candidates are telegenic.

A representative of BROADCASTING called attention of the committee to the freedom of radio and television issue, thus giving the matter its second step toward becoming a platform plank.

Next step was expected at press time, when the subcommittee, an 11-man group, was scheduled to go into executive session to discuss the issues along with the other matters submitted for its consideration.

Members of this committee, all of whom are voting members of the 104-man Resolutions Committee, were drawn from all parts of the United States. In addition to Chairman Davis, its members are: H. C. Blancs, Puerto Rico; Mrs. Mary Cramer, Fla.; Judge G. R. Dollar, Ala.; Mrs. Helen Eby, Wis.; Reginaldo Espinosa, N. M.; Mrs. Mabel S. Frazer, Ind.; Mrs. C. H. Kelly, Mo.; Miss S. E. Thompson, Me.; Kenneth Tuggie, Ky.; Melvin H'ness, Mont.

Should the General Governmental Affairs Subcommittee act favorably, it would send a report on the issues to the Drafting Subcommittee as well as the Resolutions Committee. The Drafting Subcommittee was expected to complete its work Sunday or today. Its report will be considered by the entire Resolutions Committee. Late today or tomorrow it is expected that Sen. Lodge, acting for the whole committee, will present the platform to the entire convention.

Meanwhile, as matters of high policy in radio and television were up for consideration, radio and television personnel had moved into the convention city in a force outnumbering the delegates themselves. They made Philadelphia the communications hub of the country as the big networks switched controls from home offices to the Quaker City.

By week's end, the complicated task of wiring Convention Hall, setting up engineering equipment and other facilities for the radio and television reporters was virtually completed according to plans. Readers of trade paper reports of microphone, television, studio and other positions would read-and understand the set-up on entering the hall. Moreover an inspection of radio positions reveals them as ideal from the standpoint of observers all action—superior, perhaps, to the positions of delegates themselves.

Not previously detailed, however, was the new sound system installed on radio principles in Convention Hall. This installation, by Raymond Rosen Co., RCA distributor in the Philadelphia area, provides loudspeaker facilities to every portion of the convention site, including restaurant, banquet hall, exhibition hall below the main arena and to the adjacent Commercial Museum. Thus a radio reporter will be able to follow the agenda as he takes off for corridors to interview subjects.

The sound system, which included a three-band radio tuner (FM, AM, shortwave) and numerous advances in such installations, will remain a permanent feature of Convention Hall.

Also set up were the latest television receivers of Farnsworth, General Electric, Motorola, Philco, RCA Victor and Westinghouse in the exhibition hall of Commercial Museum, adjacent to Convention Hall.

Philadelphia stations, meanwhile, were making the most of their convention opportunities. Several were planning to boost the city as "The Convention City," with WIBG and WCAU already carrying such announcements on station breaks. Famous commentators were scheduled to use the microphones of local stations to originate their programs.

Out In Amarillo, Texas

KFDA's "Voice will soon Be Changing"

• Yes—changing to a more powerful, for reaching voice. KFDA will tell your message to the thousands of buyers in the Amarillo market most efficiently and at an economical cost.

Amarillo, Texas

NOTE: Ask a John E. Pearson representative—or write Howard Roberson, KFDA Manager, for the facts.

ABC Affiliate

WNEW New York collected its fifth citation last week for "Little Songs on Big Subjects," stations transcribed tolerance jingles. The much-honored series received one of six "democracy awards" for advertising campaigns presented by New York Advertising Chapter, American Veterans Committees, at a dinner Wednesday June 16, in New York's Hotel Plaza.

WNEW's citation, for "... effective use of a familiar technique of radio advertising—musical spots—to educate its audience on good citizenship, tolerance and world understanding, and for successfully merchandising these spot campaigns throughout the country in other stations and through education brochures," was accepted for the station by Ted Cott, vice president and program director.

Other citations went to the Advertising Council, General Mills Inc.; Royal Metal Mfg. Co.; Sachs Quality Stores, and the city of New York. Entries were judged by Eldridge Peterson, editor of Printer's Ink; Mary McClung, general manager, New York Post; George B. Hotchkiss, head of New York U. Marketing Department, and Herbert Bayard Swope, publicist. The awards are first in an annual series to be given by the AVC Advertising Chapter.
Hennock In Balance
(Continued from page 28)

position by Democrats, who is opposed to the nomination?"

Sen. Wherry parried the thrust and threatened a Senate recess if the body fails to grant consent to carry over
the nomination. He asked that consent be given "without any
further ado about this matter, and let us take a recess and get
this over with. After that, and when we return we probably will
not have any argument over this nomination."

New York Sen. Ives asked that it be definitely understood that there was no opposition on the part of
his state.

As an open challenge was offered by Sonney and partner, in the law firm was opposed to the nomination to
"stand up and say so."

After consent to pass the nomination over without prejudice the Senate heard Sen. Hawes pay tribute to the very feminine
nomination.

The nomination," declared Sen. Hawes, was the "highest compliment of an distinguished Senator from New York
(Mr. Ives). It has the approval of many prominent Republicans in
New York State. It has the approval of the most distinguished
members of the Bar who have been friends of mine for many
years . . . they all give this ad a clean bill of health, and
recommend her very highly. The Committee on Interstate & Foreign
Commerce voted eight to nothing in favor of her confirmation. It is
my personal hope that, regardless of the party with which she is
associated, her nomination may have the approval of the Senate at
a subsequent executive session.""!

Reported 8-0

Miss Hennock's nomination had been reported by a 9-0 vote of the Senate Interstate Commerce Com-
mittee the preceding Monday. Sen. Capenart then voted "present," a
sort of nulla contende re position wherein he could reserve his right to
oppose the nomination on the floor.

Miss Hennock, a corporation attorney, is a member of the law firm of Cloate, Mitchell & Ely, of Broad
Street, is regarded as a middle-of-the-road Democrat, but one who has worked avidly for both the
New York and the national Democratic slates. Her forte has been campaign contributions.

In her forties, Miss Hennock was nominated for the Commission post by President Truman on May 24.
Shortly thereafter, the Republican Policy Committee, headed by Sen. Taft of Ohio, decreed that no "con-
troversial" appointments to important agencies would be
approved in view of the upcoming presidential elections, and the
prospects of a Republican adminis-
tration in January. Miss Hennock immediately became a member of the Senate Interstate Commerce
Committee named to consider her nomination on June 9, but Sen.
Capenart, a committee member was
absent, and left his proxy with
Chairman Brewster (R-Me.). Both
Sen. Brewster and chairman
(D-Colo.) favored her nomination, and the 8-0 action of the full
committee came last Monday.

During the subcommittee hear-
ing, held in the office of the se-
gren-tarms of the Senate—an
unnatural procedure—Miss Hennock
was introduced to more than a
dozens of members of the Senate.
[REDACTED] of the subcommittee
was no indication of opposition at
that time, and subsequently the
committee policy is believed to
have withdrawn its objection to her
confirmation.

Miss Hennock had conferred with Sen. Taft last week, as well as with other senators.

During the subcommittee hearing in Wash-
ington, officialdom that the ap-
pointment of Miss Hennock to the seven-man FCC probably will mean that henceforth there will be
at least one woman member of the commission. The importance of the woman's viewpoint in radio affairs
has been stressed. Republican opposition
was strong, contrary to con-
sistent with the Truman admin-
istration for failure to appoint women to important Fed-
eral office.

Miss Hennock, an attorney since
1926, is not of the "club set." She
describes herself as a professional
woman (See "Our Respects To."
May 31 issue).

Ewing Intercession

It was learned authoritatively that
Oscar R. Ewing, Federal Se-
curity Administrator, spearheaded
Miss Hennock's appointment. This
was contrary to earlier reports that
Mayor William O'Dwyer of New
York had first recommended the
appointment.

Miss Hennock had been consult-
ed with other federal appoint-
ments in recent years but she said the FCC post "intrigues me" be-
cause of the many opportunities
presented for public service in a
field in which experience and
desire is most vitally interested.

She said she felt that steward-
ship on the FCC would "round out
my career" of more than 20 years
in legal work. Some 15 years ago she
was on the Washington legal
staff of Judge Ferdinand Pecon, 
Senate prosecutor in the Albert Fall trials.

Mr. Ewing, an old political as-
sociate, dating back to the early
New Deal, arranged for Miss
Hennock to meet FCC chairman
Coy in early May. She saw Presi-
dent Truman afterward with Mrs.
India Edwards, chairman of the
women's division of the Democratic
National Committee.

Subsequently Miss Hennock con-
ferred with Sen. Harold D.
McGrath, chairman of the Demo-
cratic Committee, who, it is under-
stood, advised her that the ap-
pointment probably would go to
someone in Alabama or in the
south, because the outgoing Mr.
Durr is an Alabaman. Miss Hennock,
however, pointed out that New
York, the nation's radio hub, had
no representation on the FCC.
Her candidacy was actively sup-
ported within the committee by Paul Fitzpatrick, chairman of the
New York State committee and
identified with the ownership of
WEBR Buffalo and the Buffalo
Courier-Express.

Stratovision
(Continued from page 28)

side of the 200-mile radius it is
designed to cover. The B-29 will
pick up TV signals off-the-air
from a commercial television station, it is understood, and relay them on
Channel 6 while cruising at a
height of 25,000 to 30,000 feet over
Pittsburgh.

In recent tests Westinghouse has
been getting signals from WMAR-
TV Baltimore and rebroadcasting
them on Channel 6.

The radio-press party will open
with a luncheon at the Hotel Bilt-
more, New York. In the afternoon a
Martin 202 will fly the party to
Chillicoot, located roughly be-
 tween Columbus and Cincinnati.

The town was selected as typical
of an area beyond the normal range
of any metropolitan TV station.

The convention and fight TV
programs stratosverted from the
B-29 will be viewed at Chillicoot,
following a dinner at which West-
inghouse officials will explain the
whole Stratovision project.

That night the party will be
taken to Columbus and Thursday
morning will inspect the Strat-
ovision plane at Columbus airport.

The group will be flown back to
New York Thursday.

NBC is mailing audience promotion kits this week of "NBC Life" convention coverage to seven East Coast video
affiliates.

NANCY OSGOOD, women's commenta-
tor of WRC Washington, models the latest thing in conventional
special hand-painted sun suit dress
with bolero, designed by Charles Latshaw. The scenes are of Washington, Philadel-
phia and NBC radio towers with little
placed-carrying delegations padding the
hem of bolero and skirt. While covering
the conventions, Miss Osgood will ap-
pear on NBC television features from
Convention Hall. Her announcer, Charlie Batchelder, will "spud" the tie in the same
pattern.

Three New AM's
Granted by FCC

THREE NEW AM stations were authorized last Thursday by FCC
including 1 kw daytime outlet on
730 kc at Merrill, Wis., to Rep.
Alvin E. O'Konski (R-Wis.), Wis-
sconsin broadcaster.

Power designations were given
WOTM Bloomington, Ind., and
WLDY Ladysmith, Wis., from 100
w to 250 w. WOTM frequency is
1490 kc, WLDY 1340 kc.

Inland Broadcasting Corp., Charles City, Iowa, received a
construction permit for 250 w
daytime on 1580 kc. Principals are:
Dean W. Hollingsworth, salesman of
Rent Mfg. Co., Cedar Rapids, president and 60% owner; Robert J. Holland, salesman for Raytheon
Mfg. Co. and Collins Radio Co.,
vice president and 22%; Lee K.
Beznor, Milwaukee attorney and
19.6% owner of WEXT that city,
secretary-treasurer .05%; John B.
Heffelfinger, director of Midwest
Engineering and Development Co.,
Kansas City, 0.2%; Lorraine A.
Crenshaw, owner WEXT, 17.2% owner.
Estimated cost of new station is $11,450.

Highland Broadcasting Corp.,
Peekskill, N. Y., was granted 500 w
daytime on 1420 kc. Firm in-
cludes five individuals each owning
19.1%. They are: Peter C. House-
keeper, physics teacher and 50%
owner Focus Antenna Co., maker of amateur antennas, president;
Irving Cottrell, manager, magazine sales manager WEXT; Singer Sewing Machine Co. plant,
vice president; Joel Blake, WPAT
Patterson, N. Y., announcer; Fran-
cis Vincent Lough, assistant to Mr. Cottrell, treasurer; and Mae
H. Levine of New York. Estimated
cost is $14,056.

Congressman O'Konski is per-
mitter of WLIN-FM Merrill and is
publisher of the weekly Montic
eal Democrat & Tribune.

The AM outlet will cost an estimated $18,750.

Time Sponsors TV Films
From Philly Conventions

TIME INC., New York, will spon-
sor a series of films covering the
Republican and Democratic na-
tional conventions for Life maga-
 zine on stations outside the East
Coast video network zone in ad-
 dition to its sponsorship of NBC's
off-the-floor convention coverage.

Daily 15-minute newreels of
convention highlights and daily
kinetoscopic recordings with
interviews with convention celebrities by Time and
Life reporters will be processed in Philadelphia and flown to sta-
 tions throughout the country.

Daily ten-minute documentary films
plus two special documentaries of
15- and 20-minute duration, will be
shipped to the stations in advance
for broadcast the same day as
on NBC in the East.

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

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

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

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.
Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris

they speak for themselves audiodiscs
WMBD continues its leadership in the rich Peoria market as graphically shown in the latest Hooper Station Listening Index (March-April, 1948). WMBD is the ONTL Peoria station to show a large share of the audience in any time period over the previous report... and WMBD shows an increase in all time periods.

The following figures have been compiled by the WMBD listening index committee and compiled by the WMBD listening index committee:

**MORNINGS (Mon. thru Fri.)**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>6.1</td>
</tr>
<tr>
<td>CBS</td>
<td>2.6</td>
</tr>
<tr>
<td>NBC</td>
<td>2.2</td>
</tr>
<tr>
<td>All outside stations</td>
<td>22.8</td>
</tr>
</tbody>
</table>

**AFTERNOONS (Mon. thru Fri.)**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>5.5</td>
</tr>
<tr>
<td>CBS</td>
<td>3.1</td>
</tr>
<tr>
<td>NBC</td>
<td>2.5</td>
</tr>
<tr>
<td>All outside stations</td>
<td>30.0</td>
</tr>
</tbody>
</table>

**EVENINGS (Sun. thru Sat.)**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>8.9</td>
</tr>
<tr>
<td>CBS</td>
<td>8.9</td>
</tr>
<tr>
<td>NBC</td>
<td>7.1</td>
</tr>
<tr>
<td>All outside stations</td>
<td>16.1</td>
</tr>
</tbody>
</table>

OPENING in early fall is planned by WOR-TV New York from building at North Bergen, N. J. The one story glass-enclosed structure will house TV, FM and relay transmitters, kitchen, work shop, machine shop and garage for mobile broadcasting units. Station will be on Channel 9 (116-192 mc).

**WOIC, WOR-TV**

(See other picture page 40)

**STREIBERT OUTLINES PLANS**

PLANS for linking WOIC, Washington's newest television station, with WOR-TV New York and other key eastern cities, and subsequent program exchange within Mutual's proposed eastern regional TV network were outlined last Tuesday by Theodore C. Streibert, WOR president.

Mr. Streibert revealed the plans at ground breaking ceremonies for the transmitter building of WOIC, which is scheduled to start operation Oct. 1 on Channel 9. George Sterling, FCC commissioner, and other officials of WOR, which owns and will operate the Washington station, also took part in the ceremonies.

Mr. Streibert said WOR will open its New York studio—WOR-TV, "soon after WOIC's debut."

**MBS-TV NUCLEUS**

"These stations," he said, "will become the nucleus of the Mutual eastern regional television network. The programs originated by the two stations will be furnished as Mutual program service to the members and affiliates of Mutual which operate television stations. Also film recordings of these programs will be offered to affiliates not connected by the coaxial cable or microwave relay." Plans call for it to be readied for a chassis, and then to be prepared for a program exchange at a later time, with the studios and relay facilities, eventually to be expanded to a network of Mutual stations.

**WALTER CRAIG HEADS NEW AAAA COMMITTEE**

WALTER CRAIG, vice president of Benton & Bowles Inc., New York, has been named chairman of radio and television production committee, established by American Assn. of Advertising Agencies. New group, formed to correspond the radio broadcasting committee, will deal with talent and other relations in the two fields. R. J. Scott, president of Schwimmer & Scott Inc., Chicago, is vice president. Other members are:


Kenneth Godfrey of the AAAA is committee secretary.

**All Radio Presentation Plan Endorsed by NARS**

NATIONAL ASSN. of Radio Station Representatives at its quarterly meeting in New York June 9 approved unanimously a resolution which "... heartily endorses the plan of the All Industry Radio Committee and recommends to its membership that they participate in the All Radio Presentation individually on the same basis as radio stations."

If association's 27 members do not participate in the All-industry presentation in sufficient numbers individually, NARS itself will take appropriate endorsing action, it was indicated by a spokesman for the group said, however, it was his belief that the response of member firms will make such action unnecessary.
ANONYMOUS operator of an earth moving machine at work on a construction project in the hamlet of Chappell, Neb., last week became the man least likely ever to get a job in radio. In a spasm of unbridled digging, he ripped up the transcontinental cables of all four networks, silencing in part more than a dozen shows.

At 2:19 p.m. last Monday each of the four networks was suddenly cut in two. Shows originating in the West could not travel East past Chappell and shows from the East could not reach the West. The situation prevailed until approximately 3:45 p.m. by which time the A T & T had managed to reroute all network lines around the break.

A total of 15 programs on all four networks were affected in some parts of the country.

Agency's Dallas Branch Bought By Ad Executive

DALLAS office of Glenn Advertising Inc. has been purchased by Ted A. Workman, vice president and for the past 11 years its manager. New firm will operate under the name of Ted Workman Advertising and remain at 1342 Liberty Bank Bldg.

Mr. Workman's accounts include Taylor-Howe-Snowden, Dallas, radio representative; T-H-S stations, Lone Star Chain, Oklahoma Network and other individual stations. Ray K. Glenn, president, will continue to operate Glen Advertising offices in Fort Worth and Hollywood. He takes the Frito corn chip account with him.

FM Slogan Contest

CONTEST among FM Assn. member station personnel to devise a slogan describing superiority of FM as a medium will be conducted by FMA, with prize winners to be announced Sept. 29 at the FMA convention in Chicago. Five Stromberg-Carlson radios will be awarded winners.

WNBQ SET TO INSTALL ITS VIDEO FACILITIES

PLANS for the Sept. 1 video debut of WNBQ, NBC's Chicago outlet, were advanced last week by arrival of the television transmitter and preparation for erection of the antenna soon after Labor Day.

Although a shortage of steel caused delay in shipment of the antenna and its base, Chicago network officials last Wednesday expected delivery before the week's end. The antenna, 70 feet high and 631 feet above ground level, will serve both TV and FM stations from the roof of the Civic Opera Bldg.

NBC's original plan to convert space into one huge two-floor room has been altered to include two rooms of one story each. Television and FM transmitters, now in storage until construction work is completed, will be housed in one room. Headquarters for both operations will be located on the 42nd and 43rd floors of the building.

Meanwhile, electrical contracts have been let, and installation of power cables and other lines will begin soon. A special video cable from the transmitter site to Illinois Bell Telephone Co. headquarters nearby will be laid to connect with existing cable between the Merchandise Mart, NBC AM studio site, and the phone company office.

A. H. Green Appointed KHON General Manager

APPOINTMENT of A. H. Green, general manager and co-owner of KIPA Hilo, Hawaii, as general manager of KHON Honolulu was announced last week by Ralph M. Fitkin, president of the Honolulu MBS outlet.

Mr. Green succeeds Webley Edwards, veteran Islands station executive, who resigned recently to devote his entire time to programming operations.

Mr. Edwards is the producer of Hawaii Calls, a weekly sustaining program originating in Honolulu and relayed to MBS. The program has been on the air since 1935 except for a break during a portion of the war period. Mr. Edwards was CBS correspondent in the Pacific area during World War II.

Mr. Fitkin and Mr. Green are in the United States on station and Alaska Network business and plan to return to Hawaii by July 1.

NEW KDKA-FM TOWER

NEW FM-TV tower of KDKA Pittsburgh has been completed and is now being used by KDKA-FM, station announces. All KDKA programs from 10 a.m. to midnight are being duplicated on KDKA-FM. New Westinghouse transmitter was put in use at the same time. Station is on Channel 225, 92.9 mc, and will also continue to use low band frequency of 47.5 mc.

QUESTION:

What in Washington, D. C. tops the elevation of the Washington Monument.

ANSWER:

The new WASH-FM antenna—more than 200 feet higher than the top of the Washington Monument.

RESULT:

That's why WASH-FM covers lots of people and produces Sales RESULTS in the Nation's Capital.

National Reps:

FM REPS, INC.

"A Dillard Station"

Hudson Eldridge, Mgr.

June 21, 1948 • Page 75
"Wallflower Party"  "Wallflower Breakfast Party" was held recently by KAY Pittsburgh in local theatre on tie-in with Warner Brothers' Coffee and donuts were served to guests at 8 a.m. followed by three hours of entertainment. Show was the "Pigeon of Iowa," the story of a young girl and her fight for freedom in 1863. Misses Helen Coatsen and Miss Genevieve Koster, local radio personalities, narrated the story and provided music.

KAY's "Wallflower" was sponsored by KAY's "Wallflower Coffee". The coffee was featured in the show and in KAY's "Wallflower" newspaper insert. The show was broadcast on KAY's "Wallflower Radio."

"KJOE" Is Born
MYTHICAL Godfather was role of KJOE St. Joseph, Mo., during Freedom Train week when Station first reared another station. "KJOE" idea started with a suggestion of William C. Voce of Great Joes, for which the city is famous. The sons of some of the civic leaders were pointed in all directions and sponsored and promoted by St. Joseph Krug Park Board as a civic project. The station, a series of loud speakers, pointed in all directions, operated effectively for many blocks. The station was financed by the civic leaders, dressed up with transcriptions of Liberty Bell and patriotic songs.

Gorilla Fund
NEW GORIIS, A gorilla, street visitors to Cincinnati Zoo, thanks to combined efforts of Ruth Leonard, KIOC, "Cincinnati Enquirer" and KRO. Known as "Gogi" or "Gogi," the five-year-old gorilla who died last winter, was shot at 116 Columbia St., on Monday night by Edward D. Strope of the Cincinnati Enquirer. Mrs. Strope, who was the gorilla's mother, said the gorilla died of a heart attack. Mrs. Strope said the gorilla had been ill for several days and that she had been taken to the Cincinnati Zoo for treatment.

KWTO Freedom Float
AS CLIMAX of week-long salute to World War II veterans, early this month mile-long parade to welcome Freedom Train. Parade of floats was opened by KWTO Springfield, which had presented special broadcasts all week. The parade included a band and flat-bed trailer decorated with American flags, a group of veterans and their families, and a float depicting the KCET television station. The parade ended with a mass rally at the World War II memorial. The parade was attended by Governor Reeder and Mayor Hertzberg, who spoke to the spectators.

KYO V Receipes
KYO V, the local television station, has several receipes that are perfect for the holiday season. They are:

1. "Snickers Bar" Cake
   - Ingredients: 1 Snickers Bar, 1 cup flour, 1 cup sugar, 1/2 cup butter, 2 eggs, 1 teaspoon baking powder, 1/2 teaspoon salt.
   - Instructions: Preheat oven to 350°F. Grease an 8-inch square pan. In a mixing bowl, combine flour, sugar, butter, eggs, baking powder, and salt. Stir until smooth. Add Snickers Bar, and mix well. Pour into prepared pan. Bake for 25-30 minutes or until a toothpick inserted into the center comes out clean. Cool before cutting into squares.

2. "Peppermint Fudge"
   - Ingredients: 2 cups sugar, 1 cup butter, 1 cup evaporated milk, 3 cups marshmallows, 3 cups graham cracker crumbs, 1/2 cup cocoa.
   - Instructions: In a saucepan, combine sugar, butter, and evaporated milk. Cook over medium heat until a thermometer reads 234°F. Stir in marshmallows and graham cracker crumbs. Press mixture into a buttered 9-inch pan. Spread cocoa over the top. Chill for 2 hours before cutting into squares.

Promotion
BROADCASTING ● Telecasting
Page 76 ● June 21, 1948

Fire Institute Commends Cooperation in Syracuse
FIVE SYRACUSE, N. Y., stations, WJHP, WBFJ-WOLF, and WSYR, were commended by Paul W. Eberhardt, President of the Fire Protection Institute, for their cooperation in the fire safety campaign held there May 16-22.

The stations provided time for an intensive spot announcement schedule and appearances of "Fiery Fred," a pointy-nosed fire menace, played by Larry Harding, former New York radio director.

Following requests from 11 cities for information on the Syracuse drive, the Fire Protection Institute sent 300 special radio scripts and other material.

LIONS International honors to Charles Beardsey, chairman of the New York City Flames, Inc., Chicago, for his service to American youth. Beardsey noted the importance of "Quiz Kids" and "The World of Radio America" to the development of better education in the annual Best Teachers Contest.
America's most get-at-able
250 watt AM transmitter

The vertical chassis design of the Collins 300G transmitter provides complete accessibility for servicing.

The front door opens to all tubes, and to the two separate and complete plug-in oscillators which are standard equipment. Either oscillator can be selected instantly by means of a convenient switch, after which the other can be unplugged and lifted out with a single motion, for adjustment or repair. Readily removable tube spar covers give complete access to front compartment components and wiring.

All of the transmitter's other components are exposed by opening the rear doors. Removal and replacement, if ever necessary, are quick, one-man jobs. The 300G is soundly engineered throughout, featuring high fidelity, low noise and distortion, high safety factors, low power consumption, and thoroughly reliable operation. Only 8 tube types are used, thus minimizing replacement spares. Your staff will find this fine transmitter easy to live with, and will take pride in its performance. Ask us for complete details.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

June 21, 1948 • Page 77
Feature

(Continued from page 14)
plain folks," it invented "cyclical" programming to "subtly educate Pullman's 4,000 booted and flannel-shirted inhabitants."

Cyclical programming is merely progressive programming devoid of the sudden or sharp transitions which sometimes send listeners scurrying for other frequencies. With KWSC it works this way: First, either popular music or news is aired for two hours as a "warm-up." Then the musical cycle progresses through familiar, novelty, semi-popular concert, semi-classical and classical veins. Cycles usually take two hours to complete.

On Tuesdays, Fridays and Saturdays cyclical programming ends with the 6 to 7 p.m. period when the station switches to the back-to-back block technique. But on Mondays and Wednesdays it is carried into the evening hours. In any event, from 6 to 7, KWSC plugs its nighttime programs, which include sports remotes, public interest events (by means of tape corders) and popular comedy and educational dramatic shows.

Combating Competition

Because it must compete with the networks, the station slots its best entertainment offerings in what it considers the heart of collective network - the 9:30-10 p.m. and 6-6:30 p.m. stanzas. Immediately before and after those periods program emphasis is slanted to educational fare.

KWSC draws on State College student personnel for station operation at all levels. The system augurs for a constant influx of new programming ideas, according to Mr. Hayward. Nor does it end there. Early this month KWSC extended awards sponsored by Edward R. Murrow, CBS commentator, to two of State College's radio students at a banquet of the National Collegiate Radio Guild (an honorary society of students).

The station plans to place 15 of its crack radio specialists in commercial stations this month.

Canada RMA Officers

F. R. DEAKINS, president of RCA Victor Co. Ltd., Montreal, was elected president of Radio Manufacturers Assn. of Canada at 19th annual meeting held at Toronto June 15. R. A. Hackbusch, vice president and managing director of Stromberg-Carlson Co. Ltd., Toronto, was elected vice president. S. D. Brownlee was re-appointed executive secretary. Prior to going to Canada in 1944 as president of RCA Victor, Mr. Deakins was manager of apparatus division of RCA, Camden, N.J. Mr. Hackbusch is chairman of RMAC tariff committee and FM and TV committee.

Sponsors of Co-ops

On ABC Rise 21.5%

ABC last week announced that it has sold remaining unsponsored segments of Stop the Music and the Breakfast Club, and that the number of its co-operative program sponsors has increased 21.5% since a year ago.

The network's leading advertiser, General Mills, has signed to sponsor the first quarter-hour segment on the Breakfast Club for 41 weeks, effective Aug. 16, on behalf of Kix. Tatham Laird, Chicago, is the agency. The weekday series is heard from 9-10 a.m.

Eversharp rejoins ABC's sponsor roster Sept. 19 when it will begin sponsorship of the second 15-minute portion of Stop the Music, Sunday night series heard from 8-9 p.m. The 52-week contract was placed through Biow Co., New York.

Other General Mills-sponsored programs are Lone Ranger, Green Hornet, Famous Jury Trials, Betty Crocker Magazine of the Air and Jack Armstrong.

Other Stop the Music sponsors, in addition to Eversharp, are Smith Bros. (cough drops and cough syrup); Spidel Corp. (wrist-watch bands) and P. Lorillard Co. (Old Gold cigarettes). Swift & Co. and the Philco Corp. are other sponsors on the Breakfast Club.

ABC pointed out that automobile dealers jumped from second to first place during the past year with a gain of 74.1% in sponsors for 14 co-op programs. ABC now has a total of 784 sponsors for 14 co-op programs, as compared with 648 advertisers on 12 such programs, a sponsor increase of 21.5%.

Reflecting the increase, the network's billings for the talent on such programs are running at the rate of $1,000,000 a year, and co-op time sales on ABC affiliates are expected to exceed $3,000,000.

Martin Aronson, with 136 advertisers, tops the list of ABC co-op programs. He had 96 sponsors last year.

Lightning Troubles

LIGHTNING caused double trouble at WLAW Lawrence, Mass., when it silenced both the AM and FM transmitters. First bolt scored by knocking both operations off the air, power lines failing in both instances. A 5-kw emergency AM transmitter was put in service but a defective circuit breaker halted that operation. Trouble there was repaired just in time for a second bolt to cause another power failure.

On All Accounts

(Continued from page 14)

in the Adams' Family (on WLS). She also did assorted commercials on WBBM Chicago and NBC, as well as a Spanish by Radio series on WEDC Chicago.

A year before the war Fran was asked to join a special government service, an emergency setup which antedated all USO activity. Its purpose was to organize service-men's recreation centers in Illinois. When USO took over in 1942, Fran switched exclusively and permanently to television. (Actually her interest was kindled as far back as 1934 at a TV demonstration at Chicago's World Fair.)

Fran was with WBBK Chicago from 1942 to 1945. She accepted several free-lance assignments from R&R and later was appointed to her present position. This month marks her third year with the agency.

Fran is unmarried and lives on Chicago's north side. Her hobbies are Paul Bunyan folk lore, collecting material for children's programs—and the theatre, of course. One of the prime movers behind the Chicago Television Council, she recently was elected secretary of the newly-formed organization.

REGISTRATION for the seventh annual NBC and Northwestern U. Summer Radio Institute will take place on the university campus in Evanston, Ill., June 25. Classes will begin Monday, June 28.

KWMB sells SAN DIEGO

...better than ever!

Now 1000 watts on 550 kc

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

KFMB *Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO

Page 78 * June 21, 1948

BROADCASTING * Telecasting

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
**Programs**

**Mystery Sound effect show is new telephone gimmick of WJW Cleveland. Three telephone numbers are called during fifteen minute show (1:00-1:15 P.M.) titled "You Name It." Sound effect is supplied by the studio of the show. Listeners are identified individually by the quality of sound received. Three people--who generated the sounds--are called "Catchers." They are: Smith and John Patton. Program is heard on KGO, a broadcast station of the show.**

**WCLT Program Awards**

In less than one year on the air, WCLT (FM) in New York, through cooperation of National League Foundation, Mr. Randall, publisher of "Humor Business," is the m.d. of the show and is assisted by members of the Theatre of Comedy and Gagwriters Institute. Housewife listeners are invited to participate in contests and win--Gagwriters Institute members--who are at the bell and call to radio. Baby-sitting, dishwashing, etc.

**WCLT Program Awards**

In less than one year on the air, WCLT (FM) in New York, through cooperation of National League Foundation, Mr. Randall, publisher of "Humor Business," is the m.d. of the show and is assisted by members of the Theatre of Comedy and Gagwriters Institute. Housewife listeners are invited to participate in contests and win--Gagwriters Institute members--who are at the bell and call to radio. Baby-sitting, dishwashing, etc.

**WCLT Program Awards**

In less than one year on the air, WCLT (FM) in New York, through cooperation of National League Foundation, Mr. Randall, publisher of "Humor Business," is the m.d. of the show and is assisted by members of the Theatre of Comedy and Gagwriters Institute. Housewife listeners are invited to participate in contests and win--Gagwriters Institute members--who are at the bell and call to radio. Baby-sitting, dishwashing, etc.

**WCLT Program Awards**

In less than one year on the air, WCLT (FM) in New York, through cooperation of National League Foundation, Mr. Randall, publisher of "Humor Business," is the m.d. of the show and is assisted by members of the Theatre of Comedy and Gagwriters Institute. Housewife listeners are invited to participate in contests and win--Gagwriters Institute members--who are at the bell and call to radio. Baby-sitting, dishwashing, etc.
U. of Denver Offers Summer Radio Clinic

SECOND annual Radio Clinic on Small Market Station Operation will be held July 26 to Aug. 27 at U. of Denver. The five one-week clinics will cover radio law, radio and public relations, radio advertising, radio and retailers and radio journalism.

Neville Miller, former president of NAB, will be director of the week on radio law. Problems of FCC regulations, laws of libel, invasion of privacy, PTC regulations, etc., will be covered.

Radio and public relations will be directed by Rex Howell, KFJK Grand Junction, Col. Acceptance of the station by a community, and how to bring it about, will be main theme.

The experience of J. Allen Brown, assistant director of Broadcast Advertising, NAB, will be brought to U. of Denver for the week on radio advertising.

Howard Abrahams, manager, sales promotion division, National Retail Dry Goods Assn., will present the retailers' point of view concerning radio advertising Aug. 16-20 during week on radio and retailers.

Last week of clinic will cover radio journalism. Arthur Stringer, director of FM for NAB and consultant on radio news problems, will cover local news and related subjects.

Remarks on Pearson

IN REVIEWING the Senate investigation of Plane Builder Howard Hughes, Sen. Owen Brewster (R-Me) June 12 on the Senate floor introduced into the Congressional Record statements of authors, legislators and government officials questioning the authenticity of many of Radio Commentator Drew Pearson's public charges.

CJOY Guelpb, Ont., new 250-w station on 1450 kc, is to officially go on the air on June 14 with special programs.

U. OF DENVER OFFERS SUMMER RADIO CLINIC

INDIANA U. OPENING RADIO MEET JULY 29

WAYNE COY, Sterling Fisher, Ben H. Watt and Ben Park are slated to be principal speakers at Second Annual Conference on Radio in Education at Indiana U. July 29 and 30. In making the announcement, George C. Johnson, director of educational programs at the university and chairman of the conference, said each would address one of the four general meetings planned.

Mr. Coy, chairman of FCC, will speak at an all-university convocation July 29. Mr. Fisher, an advisor in Public Affairs and Education Dept. of NABC, will talk on "Radio and the Democratic Way of Life" the same day.

On July 30, Mr. Park, former producer of Report Uncensored and recent winner of several awards for public service broadcasts, will discuss "Radio in a World of Tension." Mr. Watt, superintendent of public instruction in Indiana, will have "The Role of Radio in the Schools of Democracy" as his topic at the final meeting.

Discussions at the conference will be conducted by panels made up of broadcasters, practicing educators and representatives of organized service groups.

How radio can serve the needs and interests of each age group, how radio in the curriculum can help adolescents a better understanding of themselves and their environment and how radio councils can organize listener groups can help broadcasters to serve the public will be discussed.

NBC, NORTHWESTERN U. PLAN RADIO INSTITUTE

MEN AND WOMEN broadcasters comprise the largest group of registrants for the NBC-Northwestern U. Summer Radio Institute which opens Monday, June 29. Registrations are expected to total 400.

Other groups enrolling for the six-week session, which offers professional level radio training, include students to be trained for broadcasting jobs and faculty members from colleges and universities.

Registration begins Friday at the Evanston, Ill., campus of the school. Courses covering all non-technical phases of broadcasting and six symposiums will be offered in NBC's Merchandise Mart studies in Chicago.

ASCAP Appeals Board

ALL six members of ASCAP's Board of Appeals have been re-elected for another year, according to an announcement last week by the society. They are: Peter De Rose, Abel Baker and Douglas Moore, writer members; Max Mayer, John Sengstack and Sam Stept, publisher members.

ALLIED ARTS

SELEZNIK TELEVISION Corp. has been organized by David O. Selznick to produce television film. No details disclosed but plans understood to contemplate production for networks and national sponsor.

WORLD VIDEO Inc., New York, has announced new European cooking show on film, featuring well-known restaurants and chefs on the continent in dishes produced by firm's Paris office.

LONG & HUGHES, formerly financial editor of San Francisco Examiner and FARRELL BARBER, formerly public relations expert, have joined established public relations firm in Hobart Bldg., San Francisco.

ROBERT McDEVITT, former manager of publicity for Westinghouse's Home Appliance Div., has been elected to partership in public relations firm of Pendray & Seibert, New York.

MRS. FLORENCE WARNER, former Midwest education director for CBS in Chicago, is working in Radio Division of Republican National Committee at national convention in Philadelphia. She assists in direction of women's radio and television activities.

EQUIPMENT

ZENITH RADIO Corp., Chicago, completed negotiations last week with FARNWORTH TELEVISION AND RADIO Corp. for acquisition of paid-up rights to solid tube video receivers under all Farnsworth patents and pending applications for life of patents involved.

E. H. VOGEL, who recently joined execs of General Electric Co. [BROADCASTING, June 7], has been appointed to newly-created position of manager of marketing on staff of Vice President W. R. G. BAKER. Dr. Baker also announced establishment of General Sales Div. as one of seven operating Divisions of the Electronics Dept. A. BRANDT will continue as general sales manager of that division.

ZENITH RADIO Corp., Chicago, has announced non-directional FM antenna, designed to provide reception in all directions in areas of secondary signal strength. Suggested price is $69.25.

TV Set Sales Up

LESS than two weeks after formal opening of WBEN-TV Buffalo, N. Y., there were more than 30,000 video sets in city, station reports. As of May 30 Buffalo Niagara Electric Co. reported residential installation at 1,371 sets and commercial installations totaled 832. There also were 80 sets on display in dealers' stores.
June 11 Applications...

ACCEP TED FOR FILING
License for CP
KXVR Anchorage, Ala.—License to cover CP new standard station.
KOWL Santa Monica, Calif.—License to cover CP new standard station. AMENDED to change name of appli-
cant from ABC to Croghan to KOWL.

AM—1280 kc
KAYX Waterloo, Iowa—CP change frequency, increase power, etc., for extension of commencement and completion dates.

Licence for CP
WLOI East Liverpool, Ohio—License to cover CP new standard station.

Modification of CP
WDOI Elyria, Ohio—Mod. CP new FM station for extension of completion date.

AM—190 kc
WCCH Cleveland, Ohio—CP change frequency from 1460 to 1450 kc, increase 250 to 1 kc.

Modification of CP
WABB-FM Mobile, Ala.—Mod. CP new FM station for extension of completion date.

KRRD Eureka, Calif.—Same.

License for CP
KMKM Los Angeles—License to cover CP new standard station.

Modification of CP
WBhv New Haven, Conn.—Mod. CP new FM station for extension of completion date.

WBMY New York—Mod. CP new FM station to change ERP from 18.2 kw to 4.2 kw, decrease ant. height above average terrain to 344 ft.

WRBZ-FM Muskegon, Mich.—Mod. CP new FM station for extension of completion date.

License for CP
KXFM-FM Mankato, Minn.—License to cover CP new FM station.

Modification of CP
WAFB New York—Mod. CP changes in FM station to increase ERP from 15 kw to 28 kw, decrease ant. height above average terrain to 322 ft.

WXSW Spartanburg, S. C.—Mod. CP new FM station for extension of completion date.

WHBL-FM Sheboygan, Wis.—Same.

KOAK Clinton, Ohio—Mod. CP new FM station to change ERP from 1.2 kw to 9.55 kw, decrease ant. height above average terrain to 398 ft.

WLIE-FM Richmond, Va.—Mod. CP new FM station for extension of completion date.

License for CP
WABZ-FM New York—License to cover CP new FM station.

Modification of CP
WHSF Madison, Wis.—Mod. CP new commercial educational FM station to change FM station from 91.9 mc to 91.3 mc.

TV—54-60 mc

WJW Inc., Cleveland—CP new commercial television station to Channel 2. ERP via 54-60 mc, ERP via 14.3 kw, curt. 1253 kw, AMENDED to increase ERP to vis. 15.3 kw.

TV—186-192 mc

Southwestern Bell Telephone Co.—CP new commercial television station to Channel 6. ERP via 29.52 kw, curt. 14.9 kw.

TV—192-198 mc

Westinghouse Broadcasting Stations Inc., Portland, Ore.—CP new commercial television station to Channel 2. ERP via 8.5 kw, curt. 4.2 kw, curt.

License for CP
WZFT Philadelphia apply to change CP to cover ERP, change ERP from vis. 10.37 kw to 5.86 kw, curt. 10.7 kw to 6.6 kw.

Application for CP
KQVK Tucson, Ariz.—Radio and TV station license filed by: KAPT Hakamol Inc. at 2800 W. Wadsworth Blvd., Los Angeles, Calif. 
KBBA, El Paso, Tex.—KTOP Topka, Kan.—ETFY Etten, Meza, Ariz. 
WARR, Waverly, Iowa—KBBA Des Moines, Iowa. 
WHUG, Topeka, Kan.—KQVQ Springfield, Ill. 
WDBD, Ft. Lauderdale, Fla.—WQW Savannah, Ga.— 
WHUJ, Portland, Me.—KQVQ Springfield, Ill. 
WHIL, Milwaukee, Wis.—KQVQ Cleveland, Ohio. 
WIBL, Baltimore, Md.—KQVQ Buffalo, N. Y. 
WYAF, Miami, Fla.—KQVQ Philadelphia, Pa. 
WQXK, Princeton, N. J.—KQVQ Kansas City, Mo. 

License for CP
KWQR Watertown, S. D.—Grant of license.

Modification of CP
WTOI Toledo, Ohio—Grant of CP to change frequency from 850 mc to 820 mc, relocation.

License for CP
KXIV El Centro, Calif.—Grant of license to WPXK Inc.

Modification of CP
WTPX-TV Cincinnati, Ohi0—Grant of CP to change license to WPXK Inc. to WPXK Inc.

FILING CP-AM

KWPTW Tallahassee, Fla.—Grant of CP to WPXK Inc.

 gazette: New CP

KOKX Des Moines, Iowa—Grant of CP to change license.

WDBT Winchester, Tenn.—Granted CP new station 1340 kw at 12:30-48.

Wish-FM Wish-Indianapolis—Granted CP to WPXK Inc., to AM license to WPXK Inc., to WPXK Inc.

KAGM KAGM Pasadena, Calif.—Granted CP to WPXK Inc., to AM license to WPXK Inc.

WJAI Greenfield, Mass.—Granted CP for propagation of ant. and trans. loc. and to specify studio location.

Following were granted mod. CPs for extension of completion dates as shown: WRSS Ware, Mass., to 12-30-48; WCYX Syracuse to 6-30-48; WIPR San Juan, P. R., to 12-30-48; WISN Milwaukee, Wis., to 8-26-48; WKRK-AM Rome, N. Y., to 9-5-48; WHTZ-AM Springfield, Ill., to 9-30-48; WAMN-AM Savannah, Ga., to 12-18-48; WHTZ-FM Hartford, Conn., to 8-2-48; WQAO-AM Athens, Ga., to 7-20-48; EFMV-FM Los Angeles to 7-15-48; KQV-FM Pittsburgh to 12-28-48; WARP New York to 12-21-48; WKBZ-FM Oklahoma to 7-12-48; WCGB-FM Montgomery, Ala., to 7-22-48; WJBS-FM Hammond, Ind., to 8-16-48; KPCI Portland, Ore., to 9-18-48; WCAG-FM Baltimore to 8-10-48; WDYM-FM Chicago to 1-9-48; KRCB-FM Clinton, Iowa, to 9-1-48; WMGY-FM Montgomery, Ala., to 8-4-48.

WGBK WGBM Atlantic City, N. J.—Grant of CP for new exp. television relay station.

WTKA WTXW New Haven, Conn.—Same.

WXMJ WTXW New York—Grant of CP for new exp. television relay station.

WBBF WTXW New York—Grant of CP to change studio name to WTXX.

Columbia Besty, Inc. System, Inc. of New York—Grant of CP and license to cover, for new exp. television relay station.

(Continued on page 38)
Help Wanted

Executive Director

Commercial manager for major market station midwest. Earnings of $7000. Will consider experienced manager for the right man. Must be willing to travel and have a proven ability to grab. Must be a willing reader unless you can qualify. Population of town 15,000. Trading area, 25,000. Box 808, BROADCASTING.

Commercial manager for network affiliate in southwest. Must be experienced in success sales record, plenty of ideas. Desire experienced individual for permanence. Market is small, but very rich, and there is still money to be gotten in. Also, must be good man and able to handle community and work events and sports broadcasts. For this job, good car is essential. Nice base pay will be offered. You should have an eye on the local scene and should make the right man in excess of $3600 per month. Write for application and if you can't be earning $6000 per year, we won't want you. Don't wire. Tell all.

Box 242, BROADCASTING.

Assistant Director

Chief Engineer or Carpenter - Veteran, 38, interested in staff work, commercial work for leaving. Personal reference. Immediate opening. North Carolina.

Box 590, BROADCASTING.

Assistant Engineer


Box 590, BROADCASTING.

Assistant Engineer

Operator

New 250 Michigan station on air August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.

SALES MANAGER

A top position for a top salesman. Great opportunity for an experienced commercial manager's job at network affiliate station. Desires the best for the station. Must be interested in building for a small regional network which makes sales. Imperial position. Must be a leader in the field. Large salary. Box 635, BROADCASTING.

PROVED-TALENT sportscasters. AM-TV. WANTS Job with progressive western, AM-TF. Large city with which to work in TV. Ten years network experience play-by-play, play-by-play, play-by-play. Radio experience. In addition, TV work experience. Immediate opening. Box 816, BROADCASTING.

CONTINUITY DIRECTOR

Largest regional in middle west has immediate opening for experienced writer. Earnings of $4500. Full details first letter, including resume and writing samples. Box 751, BROADCASTING.

NEW 250 MICHIGAN STATION ON AIR August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.

SALES MANAGER

A top position for a top salesman. Great opportunity for an experienced commercial manager's job at network affiliate station. Desires the best for the station. Must be interested in building for a small regional network which makes sales. Imperial position. Must be a leader in the field. Large salary. Box 635, BROADCASTING.

PROVED-TALENT sportscasters. AM-TV. WANTS Job with progressive western, AM-TF. Large city with which to work in TV. Ten years network experience play-by-play, play-by-play, play-by-play. Radio experience. In addition, TV work experience. Immediate opening. Box 816, BROADCASTING.

CONTINUITY DIRECTOR

Largest regional in middle west has immediate opening for experienced writer. Earnings of $4500. Full details first letter, including resume and writing samples. Box 751, BROADCASTING.

NEW 250 MICHIGAN STATION ON AIR August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.

SALES MANAGER

A top position for a top salesman. Great opportunity for an experienced commercial manager's job at network affiliate station. Desires the best for the station. Must be interested in building for a small regional network which makes sales. Imperial position. Must be a leader in the field. Large salary. Box 635, BROADCASTING.

PROVED-TALENT sportscasters. AM-TV. WANTS Job with progressive western, AM-TF. Large city with which to work in TV. Ten years network experience play-by-play, play-by-play, play-by-play. Radio experience. In addition, TV work experience. Immediate opening. Box 816, BROADCASTING.

CONTINUITY DIRECTOR

Largest regional in middle west has immediate opening for experienced writer. Earnings of $4500. Full details first letter, including resume and writing samples. Box 751, BROADCASTING.

NEW 250 MICHIGAN STATION ON AIR August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.

SALES MANAGER

A top position for a top salesman. Great opportunity for an experienced commercial manager's job at network affiliate station. Desires the best for the station. Must be interested in building for a small regional network which makes sales. Imperial position. Must be a leader in the field. Large salary. Box 635, BROADCASTING.

PROVED-TALENT sportscasters. AM-TV. WANTS Job with progressive western, AM-TF. Large city with which to work in TV. Ten years network experience play-by-play, play-by-play, play-by-play. Radio experience. In addition, TV work experience. Immediate opening. Box 816, BROADCASTING.

CONTINUITY DIRECTOR

Largest regional in middle west has immediate opening for experienced writer. Earnings of $4500. Full details first letter, including resume and writing samples. Box 751, BROADCASTING.

NEW 250 MICHIGAN STATION ON AIR August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.

SALES MANAGER

A top position for a top salesman. Great opportunity for an experienced commercial manager's job at network affiliate station. Desires the best for the station. Must be interested in building for a small regional network which makes sales. Imperial position. Must be a leader in the field. Large salary. Box 635, BROADCASTING.

PROVED-TALENT sportscasters. AM-TV. WANTS Job with progressive western, AM-TF. Large city with which to work in TV. Ten years network experience play-by-play, play-by-play, play-by-play. Radio experience. In addition, TV work experience. Immediate opening. Box 816, BROADCASTING.

CONTINUITY DIRECTOR

Largest regional in middle west has immediate opening for experienced writer. Earnings of $4500. Full details first letter, including resume and writing samples. Box 751, BROADCASTING.

NEW 250 MICHIGAN STATION ON AIR August needs station personnel. Box 704, BROADCASTING.

COPYWRITER

An experienced commercial copywriter wanted by network station in New England.

BOX 796, BROADCASTING.

Texas station in beautiful resort city wants proficient secretary also capable person selling spotting copy. Box 722, BROADCASTING.

WANTED

Program Manager and program director - Programmer and office manager for midwest station. Must have five years experience. Immediate availability must be ideal man. Write Box 822, BROADCASTING.

WANTED

Radio Engineer; 38, college grad. Seeking progressive position with good opportunities. specialize in ENG work. Available immediately. Box 799, BROADCASTING.
Situations Wanted (Cont'd)


Chief engineer or chief engineer of local. Married. Experienced. References to interested radio station. First class engineer or well qualified engineer. 

Program director-announcer employed 31 years in phase radio. College graduate. Available in two weeks. Starting salary $400.00. Box 850, BROADCASTING.

N. Y. scriptwriter, editor, director for present New York agency staff, college graduate, experience and samples available on request. Box 850, BROADCASTING.

Television position desired by young woman presently employed in radio, pre- ferably in Eastern or Midwestern area. Extensive radio experience includes announcing, writing, production, management, and oversees other phases. Interest regards prospective future advancement to coincide with the future growth of the medium. Will start salary in a capacity where any amount of combination of the above-mentioned abilities is required. For details, let's get in touch. Address Box 807, BROADCASTING.

Program director. Available first time alternate. References included. Will bypo Hooper with previous experience and references. Will consider entire program. Box 813, BROADCASTING.

Continuity writer, traffic girl either or both. High school graduate. Some experience Florida station. College graduate, 26, single. What have you Lucy Wells, 20-386-4404.

Chief engineer, degree 7 years in broadcast- ing. 5 years as chief, FM construction and 5 kw AM, married again. References to present employer available. Box 794, BROADCASTING.

Chief engineer, 8 years varied radio experience. Recently built four tower, 5 kw, 20 kw, now supervising large station. College education, single. References to previous employer available. Box 802, BROADCASTING.

Chief engineer, 7 years in broadcast- ing. Married. References to employer available. Box 794, BROADCASTING.

Chief engineer or assistant and studio production. Location must have startup system for boy or girl. Age 36. Fifteen years broadcasting and engineering background, college education. Enjoys working with people. Opportunity to make a difference as technical director by a major network affiliate. Box 803, BROADCASTING.

Chief engineer, 10 years varied radio experience. Recently built four tower, 5 kw, 20 kw, now supervising large station. College education, single. References to previous employer available. Box 802, BROADCASTING.

Chief engineer, 8 years in broadcast- ing. Married. References to employer available. Box 803, BROADCASTING.

Opener with first class ticket washer job on west coast. Any size station. Disc sent on request. Write: Lewis Heiloom, 43 Kar Avenue, Hoblum, Washington.

Fepflight television engineering executive desires position in east or south- ern United States. Box 836, BROADCASTING.

Chief engineer, wants position as chief engineer with Canadian broadcasting station. Experienced in every phase in- cluding constant frequency. Full time. Wife experienced operator. Frequently employed as assistant in engineering changes. Box 843, BROADCASTING.

Engineer—Recent graduate RCA Insti- tute, 4 years experience. College years Army service. Box 847, BROADCASTING.

Production—Programming, others

Versatile writer-producer. Seeking opportunity in special events or tele- vision division of broadcasting. Former foreign correspondent, has handled own shows for Washington newspaper network discussion program. Excellent background in dramatic, dramatic scripts, public relations. Write Box 850, BROADCASTING.

Seek broadcasting position. Metropolitan station desires change. Years of news, business, background known. Have been newspaper and reporter for two major networks, East or west coast of America. Box 850, BROADCASTING.

Continuity writer—Capable gal with experience, versatility, ideas seeks opportunity with metro- politan station. Box 737, BROADCASTING.

I'M A GIRL . . . BUT—

I can do anything the average on- nouncer can do plus a lot of things.

I'm good, imaginative, happy. Where I am, but won't go any more. Can... offer the same. Box 638, BROADCASTING.

The SCHOOL OF RADIO TECHNICE

NEW YORK 20, N.Y.: RADIO CITY, N. Y., 3 Bldg.

HOLLYWOOD, CALIF.: COLUMBIA, 1126 S. Western Avenue

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by New York's Most Experienced Professionals. Moderate rates.

Send for free booklet A. Approved for G.I. Training.

For Sale

New York 20, N.Y.: Radio City, N. Y., 3 Bldg.

Hollywood, Calif.: Columbia, 1126 S. Western Avenue

L. A., CALIF.: Drose Radio School, 2518 Hillside Avenue, Holly- wood 34, Calif.

For Sale: $70,000, Radio station. Covers all major markets. WIRE OR WRITE FOR SALE REPRESENTATIVE—RADIO STATION BROKERS, BLACKHAM-HAMILTON COMPANY, INC. NEW YORK 14, W. 40TH STREET, AT SIXTH AVENUE.

Situations Wanted (Cont'd)

-50 and more, including the sale of some of the South's most attractive and important markets.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

SOUTHERN INDEPENDENT $70,000

COVERS A MAJOR MARKET

Here is an opportunity for good radio management to take advantage of a situation with an unusual potential. Station is making some money now, but a capable operator can double the business. Physical properties are excellent one of the best transmitter buildings and land. Covers one of the South's most attractive and important markets.

SOUTHERN INDEPENDENT $70,000

COVERS A MAJOR MARKET

-50 and more, including the sale of some of the South's most attractive and important markets.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

SOUTHERN INDEPENDENT $70,000

COVERS A MAJOR MARKET

-50 and more, including the sale of some of the South's most attractive and important markets.

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

SOUTHERN INDEPENDENT $70,000

COVERS A MAJOR MARKET

-50 and more, including the sale of some of the South's most attractive and important markets.
POLICY CHANGE
Code Influences WWJ

Radio Broadcasting

TRANSCRIPTION FIRMS
Are you looking for sales results in transcription? Our salesmen bring results! They represent your
Charles Productions
79 Eastland Avenue
Rochester 7, New York

COMPLETE TOWER ERCTION AND MAINTENANCE
AM-AM, TV, FM, CB Radio Towers
Construction Co., 121 Broad St., Rome, Ga.

Radio Broadcast Stations
Buyers’ Sellers’ List
With Us Prompt Service
National Radio Station Brokers
2001 Sunset Blvd., Hollywood 7484
Los Angeles 28, California

Agencies

ROBERT P. KaUCK, director of television, on series of TV shows agency is preparing for fall presentation.

GEORGE T. SEWELL, formerly in charge of market research division of Young & Rubicam, New York, appointed manager of research department. He has been with Y&R nearly 15 years.

JOHN C. CORNELIUS, executive vice president of BBDO New York, named to board of Red Owl Stores Inc.

WILLIAM TYLER, formerly with Dancer-Fitzgerald-Sample, and Doherty, Clifford & Shenfeld, New York, appointed creative chief of Leo Burnett Co. July 1. He also has been with Young & Rubicam and Foote, Cone & Belding, New York.

BILL BERNBACH, copy chief at Grey Adv., New York, appointed vice president in charge of creative department.

SIDNEY COPELAND, former Seattle bureau chief for Time Inc, joins MacWilkins, Cole & Weber, that city, as news bureau chief.


ROBERT A. McNALY and DALE JOSEPHSON open advertising agency as McNally & Josephson in Guardian Bldg., Portland, Ore.

MOE MARTINDALE joins as agency artist.

FRANCIS X. McFADDEN, former advertising production manager of Creative Artist Co, joins production department of Flint Adv., New York.

BOONE, SUGG & TEVIS, San Francisco, changed name to Boone, Sugg, Tevis & Walden, with admission of Charles K. Walden as full partner.

RAYMOND REEVES, formerly with New York office and before that with Pacific Coast offices of J. Walter Thompson Co. as research director, appointed research director of San Francisco Bay Area Council.

REUBEN H. DONNELLEY Corp., San Francisco, moves to new quarters at 593 Market Street.

ABBOTT KIMBALL Co., Los Angeles, making temporary headquarters in offices of former Dunn-Fenwick Agency with which it has merged, at 4015 Wilshire Blvd., Los Angeles, as address, said to be permanent, and mutually profitable. Give me information regarding personal habits, family, education, business experience and radio.

BOONE, SUGG & TEVIS, San Francisco, changed name to Boone, Sugg, Tevis & Walden, with admission of Charles K. Walden as full partner.

LATE CLASSIFIEDS

Manager

Help Wanted

Manager for midwestern FM station owned by a newspaper still enthusiastic about long term bet on future of FM. Station on air for years and soon to increase to 40 kw. Prefer experienced young man with keen interest in station operation and individual programming rather than super-salesman. Fair starting salary and increases commensurate with station development. Send picture and full past experience to Box 854, BROADCASTING.

SALES

WANTED

New Business
(Continued from page 12)

FINAL arrangements were completed last week for sponsorship of Charade Quiz on WABD New York, by WELAN DRUG STORES Inc. [BROADCASTING, June 14]. Series is heard Thurs., 8-8:30 p.m. Contract for 52 weeks placed direct, is effective in July, exact date still unannounced.

AMERICAN DRUGGIST SYNDICATE Inc., DRUG PRODUCTS Co. and PURITY DRUG Co., which have appointed Wesley Assoc., New York, anticipate spot radio test campaign. Starting date not set.

Network Accounts • • • • •

MANHATTAN SOAP Co. (Sweetheart Soap) June 28 starts We Love and Learn on NBC as replacement for Katie’s Daughter, same time period, 11:15-11:30 a.m. Mon.-Fri. Agency: Duane Jones Co., New York.

BORDEN Co. last week signed 52-week renewals with CBS, for Your Song and Mine, effective July 7, and County Fair, effective July 3. County Fair is heard Sat., 1:30-2 p.m., and Your Song and Mine on Wed. 9-9:30 p.m. Agency: Kenyon & Eckhardt, New York.

MINNESOTA VALLEY CANNING Co. (canned vegetables) July 16 renews for 52 weeks The Fridge Wading Show Fridays on NBC. Program aired 9:00-9:30 a.m. (CDT) Mon.-Fri. Leo Burnett Co. is agency. GENE HOGE is NBC account executive.

WHITE KING SOAP Co., Los Angeles, June 28 renews for 52 weeks Frank Hemingway’s Breakfast News three weekly (7:00-7:15 a.m. PDST) on full Don Lee Network and 17 stations of Mutual Intermountain group, and KRAM Las Vegas, New. Agency: Raymond R. Morgan, Los Angeles.

STERLING DRUG Inc., Windsor Ont. (Phillips Milk of Magnesia toothpaste and Bayers Aspirin), June 29 starts Mystery Theatre on 25 Trans-Canada Network stations, Tues. 8-8:30 p.m., with repeat to West Coast 11:30-12 midnight. Program replaces Big Town, aired for Canadian Ironized Yeast Co., Sterling’s subsidiary which was cancelled June 22. Agency: Dancer-Fitzgerald-Sample, Chicago.

NOXEMA CHEMICAL Co., Baltimore, through Sullivan, Stauffer, Collwell & Bayles, New York, July 9 renews Gabriel Heather newscasts (6:00-6:15 p.m. PDST) on 13 Don Lee stations for 52 weeks.

PAHST BLUE RIBBON (beer) announces effective in October, NBC Eddie Cantor Show moves from Thursday to Friday evening 9-9:30 p.m. Agency: Warwick & Legler, New York.

Adpeople • • •

HERBERT WARD named advertising manager of Bireley’s Division, General Foods Corp., Hollywood. He was recently with Walgreen Co., Chicago, and before that with Sears, Roebuck & Co., Chicago, and Ervin, Wasey Co., Los Angeles.

JOHN BOBB, with American Tobacco Co., New York, for past ten years, named assistant advertising manager of the company.

KENNETH W. SICKINGER appointed assistant advertising manager of Zenith Radio Corp., Chicago. He was formerly with Western Adv., Racine, Wis., and Belmont Radio Corp., Chicago.

When It’s BMI It’s Yours

Another BMI “Pin Up” Hit—Published by Campbell-Forgie

SOMEONE CARES

On Transcriptions: NBC Thesaurus—Novatime Trio; Standard—David LeWinter, Associated—Art Mooney.

On Records: Vaughn Monroe—Vic. 20-2671; Art Lund—MGM 10170; Frankie Carle—Col. 38130; Mills Brothers—Dec. 24409; John Laurenz—Mer. 5144.

BROADCAST MUSIC INC. 180 FIFTH AVENUE NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

BROADCASTING • Telecasting

TV DRAMA PROGRAMS HIGH IN MAY PULSE

DRAMATIC programs were the most popular video fare with New York audiences in May, according to The Pulse Telereport for that month, which covered 292 quarter-hours of telecasts. Although dramas checked on account for only 12 quarter-hours, or 4.1% of the total video time, their average rating was 36.2. Sample included broadcasts of Kraft Television Theatre, Theatre Guild, Tonight on Broadway and Barbara Blake, Crime Reporter.

Sports telecasts, which led in the amount of air time, 88 quarter-hours or 30.1% of the total, ranked second from the standpoint of ratings, with an average of 24.4. Evening sports programs, including 88 quarter-hours of boxing and wrestling, achieved an average rating of 28.0; daytime sports telecasts, including 46 quarter-hours of baseball and four of racing, averaged 29.6. No night baseball games were telecast during the checking period but they would undoubtedly get high ratings, Pulse opines, pointing out that the 22 quarter-hours of Saturday and Sunday baseball on television got an average rating of 37.5.

Breakdown of The Pulse Telereport for May follows:

Quarter- Average hours rating

Visual sports (baseball, boxing, wrestling)

Pulins

68

24.4

Blood shows

62

15.8

News

20

19.5

Comedy-variety

20

29.2

Drama

12

36.2

Sports news

11

21.5

Quiz shows

6

12.5

Food & Cookery

5

13.8

Music

5

16.1

Misc. (Including hobby shows, fashions, special events, etc.)

26

12.6

5000 watts at 800 watt.

WCHS

Charleston W. Va.

In OMAHA

Wise advertisers choose the station the people choose...

WOW...nationally represented for 15 years by

JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit
St. Louis • Los Angeles • San Francisco

June 21, 1948 • Page 87
UPHOLDS TV

REFUTING arguments in an article is having upon aural broadcasting, George B. Storer, The Fort Industry Co. president, May 31 advised The Wall Street Journal that compensating features outweighed any temporary

In letters to Bernard Kilgore and William H. Grimes, president and editor, respectively, of the Wall Street Journal, Mr. Storer described an article by Joseph W. Taylor which appeared in the Journal's May 21 editions as being "not very interesting but somewhat over-drawn."

Providing coverage of the NAB convention in Los Angeles, the Journal's staff correspondent wrote:

The promising problem child of the amusement world, television, is being thoroughly examined by its worried big brothers, the radio and movie industries.

For one thing, this popular infant already is losing fans away from the living room radio sets and the neighborhood movie house. What one might fairly put a much bigger dent in the movie business which is nursing it along—to think of a huge bill—until it can manage alone.

"It is apparent," Mr. Storer wrote, that Mr. Taylor has been exposed to a great deal of convention conversation at the National Assn. of Broadcasters' meeting in Los Angeles. Evidently a gloomy picture of the future of radio broadcasting has been paint-
ed for his benefit.

Mr. Storer said it was also ap-

parent that "any temporary disc-
ong of radio broadcasting is more than offset by the enhanced opportunities offered by television.

The author quoted several sta-

tion officials as bemoaning the high equipment and operating costs. The quoted were James D. Mc-

Leen of WPTZ Philadelphia, Capt. William C. Eddy, WKBK Chicago and Harry Bannister, WWJ Det-

roit.

Anticipated Complaints

Complaints were to be expected from "certain broadcasters who have enjoyed substantial earnings and, in many cases, not too much competition in the past," Mr. Storer said.

"Being a so-called old-timer (21 years)," Mr. Storer continued, "I can well remember the early vicissitudes of our present radio broadcasting system, and I am much more enthusiastic about the potential opportunities for service and profit in the field of television than I was in the early days of radio. This is largely due to the present day acceptance which radio has developed with advertisers.

Many late comers in the radio broadcasting business do not know the uphill road we pioneered early licensees of radio stations."

Mr. Storer also pointed out that not only radio would have its advertising funds siphoned from it by television. He said that the combination of the elements of sight, sound and motion into a single means of mass communication has already demonstrated its "tremendous impact upon audiences and should prove to be "one of the most effective advertising vehicles ever de-

dveloped."

"It is, also, quite possible," warned Mr. Storer, "that the de-

velopment of television as an advertising medium will not adversely affect radio advertising budgets alone, but, also, may seriously re-

duce budgets allocated to other ad-

vertising media."

Wrote Mr. Taylor:

A bitter pill for broadcasters is the fac-

t that a television set owner gained is a radio listener practically lost. Movie men, too, have found television luring away some of their most faithful

patrons. The minute a television set goes in, complains one radio official says. "After a television set is turned on, it is impossible to make the radio set owner gain-

ed the television."

Mr. Storer said it was his opinion that "ultimately television receiv-

ers will be used to receive regular radio broadcasting on the sound channel of the television set or part of the day and, during

appropriate periods, television will be added; thus combining both sight and sound, communication and entertainment from a single instrument."

The Fort Industry Co., headed by Mr. Storer, is licensee of WPSP Toledo, Ohio; WWV Wheeling, W. Va.; WMMN Fairmont, W. Va.; WLOK Lima, Ohio; WJJB Detroit; WAGA Atlanta, Ga. and WGBS Miami, Fla.

"Journal" Story Refuted By Storer

B I L L W A T T S has been promoted to news director of WBBM and WSCR- FM, Cleveland.

GRIFFING BANCROFT, WTOP Wash-

ington newspaper, has succeeded News-

paper first to WBBM "News From Washington" series, Saturdays 6-6:15 a.m. Mr. Bancroft is now heard on WTOP newcast at 6:15 p.m. Satur-

days.

PAUL B. MCGEE, well-known newspaper-

man and WBBM radio correspon-

dent, has been selected as daily commentator for the National Review. He will furnish news for some 12 stations in upper Midwest.

HENRY HOYLAND has joined farm de-

partment staff of WHO Des Moines.

School Reporters

SPORTS CORPS has been or-

ganized at East Atlanta, Ga., by Sports Director Thad Horton, and comprises each of the Atlanta Public Schools which has been selected for corps and will furnish Mr. Horton with first-hand in-
formation for "Sports Corps." A show to be included on his "Scoreboard" show over WBBM Members of Sports Corps will be granted free admission to box at all high school athletic events.

MILT MILLER, sportscaster heard over WWR, Woodlaid, New York, and WIBB New York in soccer programs, has been

named radio and television director of National Soccer League's agency, Soccer Assoc., New York. League has granted permission to broadcast and televise its soccer games in circuit composed of 10 teams in New York area and one in Bridgeport, Conn.

PRICE OWEN, sports news correspon-

dent, editor and news commentator, WIRE, has become a Mon.-Fri. newscaster series over WBBF Philadelphia, under sponsorship of Philadelphia's Philadelphia auto-

mobile dealer's.

BERT WINN, newscaster of KCKX Stockton, Calif., is the father of a boy.

WPI Transfer

TRANSFER of three television construction permits from the News Syndicate Co., Inc., to its wholly owned subsidiary, WPI Inc., both New York, has been

granted by the FCC. Permits are for WPI, which went on the air June 15, and for two remote mobile units. The latter permits and facilities will be separate from News Syndicate, officials announced last week.
June 16 Decisions

BY COMMISSION EN BANC

AM-1600 kc

William Howard Payne d/b/a Payne County B.Csta., Cushing, Okla.—CP new standard station 1200 kw 1 kw d, 7 kw D, E.N., A.M., and FM.

Assignment of License

KVID-FM amphibian, Calif.—Grant new FM station for extension of completion date.

June 17 Applications

ACCEPTED FOR FILING

KXKX-FM Oklahoma City, Okla.—Grant new FM station for extension of completion date.

Modification of CP

WACL-FM Austin, Texas.—CP new FM station for extension of completion date.

To Reinstate

KWAP-AM Waterbury, Conn.—Grant new FM station which was expired Sept. 16, 1959.

FHJ-53.9 mc

Betheasa Electric Grounds Inc., Anaheim, Calif.—CP new FM station.

Modification of CP

WRDG-AM Englewood, Colo.—Grant new FM station for extension of completion date.

June 18 Decisions

BY COMMISSION EN BANC


Approval of Hearing

KTNW-Wichita Falls, Tex.—Grant new FM increase power from 1 kw to 1 kw, N 5 kw-D, D.A-N, on 1290 kc.

June 19 Decisions

BY COMMISSION EN BANC


Approval of Hearing

KTNW-Wichita Falls, Tex.—Grant new FM increase power from 1 kw to 1 kw, N 5 kw-D, D.A-N, on 1290 kc.

June 20 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Granted new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 21 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Granted new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 22 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 23 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 24 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 25 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 26 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 27 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 28 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 29 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

June 30 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.

July 1 Decisions

BY COMMISSION EN BANC

KLOC-FM San Jose, Calif.—Approved new standard station and license of convenience for AM station KLOC.

Modification of CP

KRTK-TV San Antonio, Tex.—Assign license to San Antonio B.Csta., pa.
At Deadline...

CHANGES IN APPLICATION FORMS MADE FINAL

FCC MADE FINAL its proposed changes in broadcast application forms [BROADCASTING, May 17], effective Aug. 1, but spokesmen said Thursday that final order and new forms won't be available until after customary approval by Budget Bureau.

Changes will result in "considerable" savings of time for applicants but will not materially affect nature of information to be supplied, officials reported. As in May proposal, major changes will include:

1. Elimination of commercial-sustaining percentage breakdowns on program types (but similar information would still be required in program log analysis);
2. Deletion of requirement that network affiliates list network sustaining they detected during "composite week"; and
3. Stations would no longer be required to report performance characteristics in renewal applications (but would still have to make measurements and keep records); (4) any qualified engineer could make determinations of precise geographical locations of antenna sites (now limited to engineers licensed by FCC) blue book definition, so "non-commercial spot announcement" would be amended.

Otherwise, changes were described as "largely editorial and clarifying in nature."

PLANS TO BE COMPLETED FOR DISTRICT 4 SESSION

PLANS for NAB District 4 convention to be held July 26-27 at Greenbrier Hotel, White Sulphur Springs, W. Va., to be completed Friday week with WAFB, Baltimore, WTAL, Norfolk, and WPOR, Richmond, directors, after conference with NAB President Justin Miller in Washington.

Mr. Arnoux met last week with John S. Phillips, WOR, New York, WOKY and William E. Blake, WRN Ronceverte, W. Va., on plans, Virginia Assn. of Broadcasters to meet at Greenbrier July 25, 3 p.m., prior to district session. W. Va. Assn. of Broadcasters will have May evening cocktail party and Sunday golf tournament.

HEADLINER AWARDS

NATIONAL Headliners Club, at its annual awards dinner Saturday in Atlantic City's Trump Taj Mahal, presented medals to Edward R. Murrow of CBS, Al Warner of MBS and Morgan Beatty of NBC, with special TV award, first in history of club, going to WPIT-TV, Philadelphia, for its daily televised newshc [BROADCASTING, March 22].

HEADS SALES GROUP

ROBERT A. WHITNEY, executive director of National Federation of Sales Executives, elected president Friday at convention in Waldorf-Astoria, New York. Alfred Schindler, St. Louis, elected board chairman; Arthur H. Moty named first vice chairman; James J. Nace, named second vice chairman; John W. Evans, reelected treasurer.

KELLOGG CANCELS

KELLOGG Co., Battle Creek, Mich., will cancel $1.5 million radio budget including Breakfast in Hollywood and Galen Drake programs. on ABC, effective July 23. Cancellation made in interests of greater advertising flexibility and billings will be shifted to other media, said an executive at Kenyon & Eckhardt, agency for Kellogg.

LIT BROS. AIMS SERIES

AT MORNING TV AUDIENCE

LIT BROS. large Philadelphia department store, backed by Admiral, Philco and RCA, making first major bid for morning TV audience on regularly scheduled basis. Store June 22 starts Lit's Have Fun, hour-long audience participation show on WCAU-TV, Tuesday at 10 a.m., with three radio firms rotating sponsorship on tri-weekly basis. (Lit retails sets of each firm.)

Program is video version of store's daily 15-minute radio feature on WCAU and awards merchandise prizes to studio contestants and chance at jackpot. WCAU-TV officials hopeful show will mushroom daytime television, plan to use it as springboard for increased morning programming.

STATE DEPT., NBC CHIDED FOR 'VOICE' BROADCASTS

IN ORAL REPORTS to Senate (June 17) Sens. H. Alexander Smith (R-N.J.) and Homer Ferguson (R-Mich.), co-chairman of Senate committee which investigated "Voice of America" broadcasts, both placed blame for controversial passages on State Dept.; claimed NBC had not met its responsibility; and pledged continuation of investigations (see story page 32).

Lloyd A. Lehrbas, recently executive editor of World Report, named director of State Dept's Office of Information late Friday. Mr. Lehrbas will be in charge of Department's "Voice of America" broadcasts, international press and publications, and movies. He succeeds William T. Stone, assigned as special assistant to Assistant Secretary of State George V. Allen.

LUCKIES TO USE TV

AMERICAN TOBACCO Co., planning extensive video football schedule for Lucky Strikes in fall, following successful gridiron telecasts last season on east coast and in Chicago, N. W. Ayer & Son, New York, in charge of company's television advertising, now working out details.

ANTHONY OUT OF BOSTON TV

E. ANTHONY & SONS withdrawal of Boston television application approved by FCC Friday, leaving seven applicants for one channel which would be available there under FCC's proposed new allocation plan. Withdrawal was without prejudice to filing new application later.

WAFF DENIAL PROPOSED

MORE THAN "expectation" of technical performance is needed in tight interference cases, FCC indicated Friday in decision proposing to deny WAAF Chicago switch on 950 kc from 1 kw day to 5 kw fulltime using four element directional day and six element array night. Protection of WWJ Detroit involved.

KTHT MOBILE STUDIO SHOWN

MOBILE STUDIO of KTHT Houston given private showings to FCC members and staff and other radio authorities in Washington Friday, en route to Philadelphia for direct broadcast in focus of Republican national convention this week and Democratic Convention next month.

FOUR NEW VIDEO APPLICATIONS FILED

FOUR NEW commercial television station applications filed yesterday [BROADCASTING, June 17].

Raleigh, N. C.—WPFT Radio Co., Channel 5 (762-82 mc), effective radiated power 16.6 kw visual, 3.5 kw audio, effective antenna height 217 ft., initial cost $249,850,111, first year operating cost $50,000, revenue unknown. Applicant WPFF Raleigh.

Atlantic City—Press-Union Pub. Co., Channel 8 (716-742 mc), effective radiated power 10 kw visual, 1.9 kw audio, antenna height 137 ft., initial cost $128,000, first year cost $60,000, revenue unknown. Applicant WHAB Atlantic City.

Denver—Gillard Phillips, Channel 9 (166-192 mc), 27.5 kw visual, 3.9 kw audio, antenna height 314 ft. Initial cost $163,000, first year cost $65,000, revenue unknown. Applicant TVA Detroit.

Corning, N. Y.—Corning Leader Inc., Channel 9 (188-214 mc), 22 kw visual, 4.0 kw audio, antenna height 595 ft. Initial cost $105,032, first year cost $50,000, revenue unknown. Firm is licensee WKNP (FM) Corning.

Closed Circuit

(Continued from page 4)

plan would double FCC's work, rather than reduce it.

CUBA still holding back consent to post-umption of August NARBA. Understood Canada, as host nation, won't consent until Cuba agrees. Cubans said to desire spectral tribute in return for its consent.

In ITS budgetary calculations, FCC has concluded that with its present funds and shortage of engineers, at least one year would be entailed cleaning up its present "processing line" on broadcast applications (AM, FM, TV).

HOUSE

(Continued from page 4)

House to be appointed by the Speaker one of whom he shall designate as chairman, Any vacancy occurring in the membership of the committee shall be filled in the same manner in which the original appointment was made.

The committee is authorized, empowered, and directed to conduct a study and investigation of the organization, personnel and activities of the FCC with a view to determining whether or not such Commission is fulfilling its functions and the selection and appointment of personnel, and in the conduct of its business, in the public interest, in accordance with law and public interest, in accordance with law, and in the public interest, in accordance with law.

The Commission's power and authority, if any, to promulgate and issue its so-called "Blue Book," and the extent to which, if any, the same has been, or is being, used as the basis or excuse for regulation by the Commission, directly or indirectly, of radio program content at licensed radio stations; whether the Commission has licensed or proposed to license, any radio station or stations owned or controlled by the company, and is, or may be, in doing in accordance with law and the public interest, in accordance with law, and in the public interest, in accordance with law.

The Commission's power and authority, if any, to promulgate and issue its so-called "Blue Book," and the extent to which, if any, the same has been, or is being, used as the basis or excuse for regulation by the Commission, directly or indirectly, of radio program content at licensed radio stations; whether the Commission has licensed or proposed to license, any radio station or stations owned or controlled by the company, and is, or may be, in doing in accordance with law and the public interest, in accordance with law, and in the public interest, in accordance with law.

The Commission's power and authority, if any, to promulgate and issue its so-called "Blue Book," and the extent to which, if any, the same has been, or is being, used as the basis or excuse for regulation by the Commission, directly or indirectly, of radio program content at licensed radio stations; whether the Commission has licensed or proposed to license, any radio station or stations owned or controlled by the company, and is, or may be, in doing in accordance with law and the public interest, in accordance with law, and in the public interest, in accordance with law.

For the purposes of this resolution the committee is authorized to sit and act during the present Congress but not in session, at the earliest practicable date following the first session of the next Congress, but not later than the close of its investigation and the result of its investigation together with such recommendations as it deems desirable.

Page 90 • June 21, 1948
No guesswork here! Dr. W. D. Bryant, former Director of the Department of Research and Information for the city of Kansas City, spent many months investigating and classifying all the factors which determine the limits of primary interest. From the findings of this nationally recognized expert, Kansas City's trading area has been clearly set down as encompassing all of the State of Kansas, the western half of Missouri, and small parts of Iowa, Nebraska, Oklahoma and Arkansas*.

Before the institution of the KMBC-KFRM Team, no one Kansas City broadcaster could provide blanket coverage of the entire area.

*The Study is Available on request
Month after Month...

WKY Leads

ALL OKLAHOMA CITY STATIONS
IN SHARE OF AUDIENCE
DAY and NIGHT

WKY OKLAHOMA CITY

930 KC. — NBC AFFILIATE

See Oklahoma City Hooper Station Listening Indexes from November-December, 1947, through March-April, 1948. During this period, WKY topped all Oklahoma City stations in Share of Audience during EVERY day-part on week-days, Saturdays and Sundays.