Slippers are a symbol of comfort . . . part and parcel of the joys of "home, sweet home."

Slippers, in a way, symbolize the manner in which Fort Industry Stations shape and adjust themselves to fill the needs and desires of the communities they serve!

Important to advertisers, their messages are attentively listened to on these stations which are a part of the everyday home life of their listeners. More, Fort Industry Stations are alert to trends and take the initiative in progressive programming. And it's this progressiveness, plus the fact that they are an integral part of community life, that makes them extra valuable to advertisers.

THE FORT INDUSTRY COMPANY

"You can look on a Fort Industry Station"
NEWTON COUNTY, Indiana, is 100% rural—not a town in it over 2,500 population. Largest is Kentland, then Morocco with 1,608 population, home of the Morocco Electric Hatchery, complete with feeds and other poultry supplies.

It is operated by Mr. and Mrs. Clyde Yoder, with their son, Russell. The Yoders moved to Morocco 21 years ago after farming for 19 years near Pekin, Illinois. They started the hatchery in 1930. Farming is still in the Yoder blood, however; Russell lives on a small poultry farm at the edge of town, with his wife and four-year-old boy.

They are around farm people enough to know that WLS is the leading station in Newton county. BMB shows 92% listening day and night. And the Yoders have had opportunity to feel the impact of this listening. Several times, after a WLS feed advertiser has mentioned Morocco Electric Hatchery to be dealer in this particular brand, as reported by Russell, "Quite a number have come in to say they heard 'our' program on WLS."

Mail, too, shows the high degree of listening to WLS. Last year from the 2,630 radio homes, we received 3,626 letters—138% response.

Here then is evidence of listening...and of response. Yet this is the story of only one county in the four-state Major Coverage Area of WLS. For complete details...on why they listen...where they live...specific stories of how and why they respond, ask your John Blair man.
Down to earth selling through the dealers' home-town station

Every field has to be planted. You don't reap much of a crop if you leave large areas idle.

Sometimes advertisers pick a couple of big markets in New England and expect the rest of New England to hear about it and queue-up at the counters. It doesn't work that way.

If you want to sell New England, you need local co-operation in every market. The way to get it is to give local dealers some local co-operation, too.

The effective medium is the dealer's own Yankee home-town station.

There are 23 of these Yankee stations—each providing direct access to a key market. This is the best one-package buy in New England, because it gives you the most complete coverage of city and suburban trading areas throughout the six states.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Closed Circuit

BENTON & BOWLES, New York, planning to cut audition network show in two months to be submitted to Assn. of American Railroads, Washington.

STRONG move is developing among established telecasters to have FCC pipe down on high-band TV because of depressing effect on low-band set sales and because it's contended several years will elapse before feasible high-band operation can begin. NAB and RMA will be importuned to lead fight.

J. M. MATHES Inc., New York, auditioning program titled Elmer and Elsie (names of Borden cattle) for Borden Co. Designed to interest firm in show for Borden's instant coffee. Account currently handled by Kenyon & Eckhardt, New York. Coffee product not now using radio.

NBC will fight to finish against bootlegging of its TV programs by taverns or hotels which assess cover charges or otherwise solicit trade on basis of TV reception. Importance of economic aspects may be gleaned from NBC's deal on Louis-Walcott fight with Paramount Theatre in New York and Fox in Philadelphia for large-screen pickup. (story page 28). Understood price runs between $2500 and $5000 for each pickup.

GIANT RADIO promotion plan for Borden Co. believed to have been projected at closed luncheon meeting last week of top executives of Borden, Kenyon & Eckhardt, its agency, and William S. Paley, chairman of CBS board, and Frank Stanton, CBS president.

NETWORKS privately fretting over some aspects of NAB Standards of Practice, including contest rules, due to long-term contract commitments with sponsors. Top-level network officials to meet very soon with NAB President Justin Miller to go over problem.

VIDEO CAMPAIGN for RKO Radio pictures using trailers for RKO movies in the works at Flote, Cone & Bolding, but has not yet reached time-buying stage.

ABC WESTERN DIVISION, seeking to bolster its sales position, has set aside 30 quarter-hours weekly which may be offered to would-be sponsors with guarantee against pre-emption. Of 30, ten are currently sponsored.

SO DETERMINED is FCC Chairman Wayne Coy to clean up so-called processing line of applications involving broadcast services that he has served notice he'll personally take over engineering task if work now about year behind, isn't expedited.

WARNER BROS. officials see no difficulty in obtaining FCC approval of their bid for

(Continued on page 94)

Upcoming

June 28-29: CBC Board of Governors, Windsor Hotel, Montreal.


July 12-15: Democratic National Convention, Philadelphia.

(Bullets)

COMPLAINT against Fort Industry Co. by IBEW charging unfair labor practices on ground employee was discharged for union activity was dismissed Friday by National Labor Relations Board. Board also denied union request for oral argument and rehearing.

TELEVISION FUND Inc., new Chicago investment firm, filed registration Friday with Securities & Exchange Commission covering proposed offering of 4,087,000 shares of common stock.

COMPLAINT against Fort Industry Co. by IBEW charging unfair labor practices on ground employee was discharged for union activity was dismissed Friday by National Labor Relations Board. Board also denied union request for oral argument and rehearing.

BENTON & BOWLES SENDS STEELE TO HOLLYWOOD

L. T. STEELE, vice president of Benton & Bowles, who has been serving as radio director of agency's New York office, will transfer Aug. 1 to Hollywood as general manager of B&B operations there. Robert Buckeye, account superintendent of Dancer-Fitzgerald-Sample, joins B&B in New York this week, preparatory to assuming Mr. Steele's duties in radio department. Albert Kay of B&B Hollywood office elected vice president of agency.

L & M ELEVATES TWO

LENSEN & MITCHELL, New York, last Friday elected two vice presidents, Walter M. Swertfager and Hans Sauer, to board of directors, Phlup W. Lennen, board chairman announced.

Business Briefly

TIME TRIAL • General Time Instruments Corp., non-radio user, trying television 13 weeks with one minute movies, featuring Big Ben-Westclox or Seth Thomas clock, on WKBK Chicago starting June 30, Wednesdays 7:28 p.m. Experiment will determine use of video extensively. Agency, BBDO, New York.


MORE LORILLARD • P. Lorillard Co. (Old Gold cigarets) has bought additional 15-minute segment of The Music Box on ABC, June 27, through Aug. 29. Firm already sponsored last quarter hour of show, heard Sundays, 8-9 p.m.

TIDE PROMOTION • Pudter & Gamble expected to promote Tide on new Red Skelton Show starting Oct 1. Fri., 9:30-10 p.m. on NBC. Agency, Benton & Bowles, N. Y.

STRATOCAST OF FIGHT PREVENTED BY ICING

STRATOVISION telecast of Louis-Walcott fight from B-29 experimental plane called off at 9:45 p.m. Friday as ice formed on antenna (Stratovision story page 27). Plane was to have picked up fight telecast from WNBW Washington, Channel 4, outlet, rebroadcasting at height of 25,000 feet over Pittsburgh on Channel 6.

Icing anticipated in Stratovision, Westinghouse officials explained, plans calling for heating device on antennas as well as plane itself. De-icers not used in tests, however.

WLWT Cincinnati, WWJ-TV and WBEN-TV Detroit, Channel 4 outlets, had agreed to stay off air during fight to permit clear pickup from ground plane.

Goldsmith Plan Adds 8 TV Channels

Company has prepared 16-foot map of U.S. showing Commission's proposed allocations and potential interference which would result in many areas, it was learned.

New and startling data promised on distances reached by television signals, designed to show fallacy in "horizon" theory. Actually, according to DuMont exhibits, interferences between co-channel stations are becoming severe as more and more stations get into operation.

DuMont's proposal for additional channels is bedrock of suggestions it will offer for solving "complications" which it foresees in FCC's 12-channel allocation proposal.

Goldsmith Plan Adds 8 TV Channels
CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA VIA WMT

"I've got him in the hollow of my head," says JANE, as mr. ace and JANE resume their nit-witty air adventures

Another Top CBS Show Helps Make WMT Aces High in Reaching Eastern Iowa's Prosperous Millions

goodman ace is in lower case, and JANE is capital as ever in the new half-hour version of the famous Easy Aces program. Writer, producer, director, and co-star of the program, mr. lower-case ace is as talented as WMT when it comes to holding a loyal audience. Sponsored by General Foods, the show is one of many CBS features reaching WMT's prosperous farm-and-industrial market. For ace-in-the-hole dominance of a potential audience of 1,131,782 (within the 2.5 MV line) use WMT—Eastern Iowa's only CBS outlet. Ask the Katz man for full details.
The Peter Paul Candy Company and its advertising agency, Platt-Forbes, are known for being smart time buyers. Back in November, 1940 they bought our 12:30 P.M. news across the board. That was almost eight years ago and the 12:30 news is still selling Peter Paul products. National sponsors and agencies—as well as local—buy WIP because they’ve proven that WIP produces.
WSIX paves the way

A REFINER of gasolines and oils paves the way to his scores of filling station outlets via WSIX . . . For over five years this nationwide distributor has used a strip of programs totaling 3½ hours a week . . . Such a record of renewal is repeated by a long list of national, regional and local sponsors. They count on WSIX for sales coverage of Nashville's rich 51-county retail trade area. Ask your nearest Katz representative about the ways WSIX may help with your sales.

ABC AFFILIATE
5000 W · 980 KC

THE KATZ AGENCY, Inc.
National Representative

AND WSIX-FM · 71,000 W · 97.5 MC

WSIX gives you all three: Market, Coverage, Economy!
For spectacular results, the kind you'd get by dropping a sparkler into a box of pin-wheels, join the Swing to WHB in Kansas City. Operating full time on an excellent, low frequency, WHB is loaded! And with 10,000 watts, we've got more power than a string of cannon crackers. Rates are unchanged. So skyrocket July sales by celebrating your personal independence from advertising worries. Join the Swing to WHB!

See your John Blair man for availabilities.

**Agencies**

CHARLES CURTIN, former manager of WMTW Portland, Me., joins John C. Dowd Inc., Boston, as radio and television director. He formerly was with CBS and Yankee Network.

BETTY POWELL, timebuyer with BBDO, New York, for two years, resigns July 1 to join H. B. Humphrey Co., New York, as chief timebuyer.

NORMAN STROUSE, vice president of J. Walter Thompson Co., named manager of agency's Detroit office effective July 1, succeeding FRED FOY, who has joined Koppers Co., Pittsburgh, as vice president.

LEE M. BARNETT, former head of promotion and publicity for Goldring Inc., New York, joins Chernow Co. Inc., New York, as executive vice president, treasurer, and board member.

ROBERT L. PICKERING Adv. formed at 251 Post St., San Francisco. With Mr. Pickering are: MARY LEWIS, former account executive for Brisacker, Van Norden & Staff, and RUTH LEE HARRINGTON, former freelance writer.

JOHN H. READ, former advertising and sales promotion manager of Williams Oil-O-Matic Corp., Bloomington, Ill., appointed manager of advertising agency division, Keller-Crescent Co., Evansville, Ind.


DAVE TITUS and DON ARVOLD join BBDO, Los Angeles, as account executives. Mr. Titus, who will head all Rexall Drug Co. radio operations, was formerly freelance writer-producer, previously with Young & Rubicam, Hollywood, and before that producer in Hollywood office, BBDO. Mr. Arvold was formerly with Field & Peacock, San Francisco, and previously with Los Angeles office, BBDO.

ROBERT M. CAMPBELL, vice president and director of J. Walter Thompson Co., Toronto, appointed radio director.

TOM CAREY, former purchasing director of Central Division, Atlantic and Pacific Tea Co., joins Powell Grant Adv., Detroit and Cleveland, as vice president and member of board of directors. He will serve as merchandising, sales promotion, research, and marketing director for food and packaged product accounts.

CHARLES R. TANTON, former media and merchandising director of Norman A. Mack Inc., named to similar post with French & Preston Inc., both New York agencies.

WILLIAM J. DENMAN Inc., Detroit, moves its offices from 22d floor to 15th floor of Penobscot Bldg., Detroit.

ELLIS LIND, former chief announcer of KFY San Francisco, joins John M. Gallagher Agency, same city, as account executive.

JAMES E. RYAN appointed research director of Gray & Rogers, Philadelphia.


MAYERS Co., Los Angeles, announces following personnel additions: BEATRICE DAVIES, formerly with Hison-O'Donnell Adv., that city, joins as office manager; ROBERT HOEHN joins media department; LUCILE GIRONA, formerly with McCann-Erickson, Los Angeles; ROBERTA WINCHELL, from Morris F. Swaney, Hollywood, and CAROL HAMILTON join account service department.

JAMES R. LUNKE & Assoc., San Francisco, changes firm name to Lunke-Portman & Assoc., following merger with E. C. Portman & Co., same city. Seattle office of Lunke continues under former name.

DAVID S. HILLMAN, account executive with Mayers Co., Los Angeles, and formerly head of dissolved Hillman-Shane Adv., Los Angeles, re-

(Continued on page 46)
Three Beauties of the Deep South

1. GREENWOOD, near St. Francisville, Louisiana—one of many magnificent ante bellum mansions in the Deep South.

2. EILLEENMERE 260th—International Senior Champion 1941 and Grand Champion Bull, 1940 American Royal—pride of Lloyd Cobb's Marydale Farm, near St. Francisville. Rapid advancement in beef and dairy cattle production is another reason why WWL-land tops national average in increased income, increased buying power, and general prosperity.

3. WWL's COVERAGE OF THE DEEP SOUTH

50,000 watts—high-power, low-cost dominance of this new-rich market.

The Greatest SELLING Power
in the South's Greatest City

WWL PRIMARY NIGHT-TIME COVERAGE
2,000,000 RADIO HOMES

50,000 WATTS CLEAR CHANNEL
CBS AFFILIATE
Represented Nationally by The Katz Agency, Inc.
Feature of the Week

The WCHS Kiddie Ship sails from Portland Harbor.

WCHS Portland, Me., launched its own Marshall Plan June 15 when it sent a shipload of food and clothing to the children of Calais, France. The French fishing trawler, "Lucien Marie," was filled with more than 30 tons of gift cargo contributed by WCHS listeners.

Departure ceremonies for the "Kiddie Relief Ship" were broadcast in French and English and filmed for television by WNBT New York. It was the first time an event in Maine had been televised, according to WCHS.

Decorated with huge pictures of Mother Goose characters and fest-

(Continued on page 78)

On All Accounts

"THE POWER behind the power companies," was the designation recently accorded Edward Dunning, vice president of N. W. Ayer & Son, by a trade executive. Like most catch-phrases the statement was an exaggeration, but it did serve to point up the unique status of the man behind one of the most unusual advertising campaigns in the industry.

Back in 1941, Ed Dunning, N. W. Ayer executive on such diverse accounts as Squibb toothpaste and Rolls Royce Motors, became impressed with the efficient and unheralded services performed by the unrelated power and light companies of America. The impression developed into an obsession, and Mr. Dunning prepared and presented an advertising schedule to 62 electric companies in the United States, urging that they bring their story of "bargain service" before the public in a campaign that was to spotlight radio as the principal medium of enlightenment.

The companies instantly seized on the idea, and after a preliminary period of regional exploitation they expanded their program in 1943 to include a network half hour show. The results of the radio operation were so convincing that the number of electric companies contributing to the advertising program leaped from the original 52 to double that amount, and the number has increased until now there are 165 light and power companies of America contributing to the same advertising program.

The remarkable nature of the enterprise derives from the fact that there are no officers in the association, no headquarters, no chairman or executive secretary or even any letterheads; and every dollar contributed by the companies is an advertising dollar. Meetings of the group are held somewhat like the town-hall meetings, with Ed Dunning officiating while the presidents, vice presidents and officers of contributing companies informally express their views.

As a result of these informal, effective sessions 60% of the advertising budget has been channeled into radio, with the ringing concurrence of Administrator Ed Dunning. The companies currently are sponsoring "Frankie Carle Calling" on CBS Sundays, 5:30-6 p.m., and effective Oct. 3, 1948, they have signed

(Continued on page 78)
The products do not have much in common, but the producers do. Standard Oil, Colgate-Palmolive Peet, and Bulova—smart merchandisers, all three—use all six Westinghouse stations.

They reach the nation's third market through KYW in Philadelphia. They cover the densely-populated New England area through WBZ and WBZA. They penetrate the vast tri-state Pittsburgh market through KDKA. They reach millions of urban and rural listeners with the signal of WOWO, Indiana's most powerful station. And they tap the fast-growing Pacific Northwest through Portland's KEX, now broadcasting with 50,000 watts.

Big markets, these. But easy to reach... on Westinghouse stations. Ask our national representatives for costs and availabilities.
RCA De Luxe Video Console. Everything you need to monitor, control, and switch camera pictures. "Add-a-unit" design enables you to expand these facilities as your station grows.

RCA Camera Control Type TK-10A. Makes it practical to watch and control the picture quality of station camera. Same size and appearance as RCA's switching units, film camera control, and preview- and line-monitoring units. These units can be grouped in any combination to form a video console (shown above).

RCA Studio Consolette Type 76-C4. This flexible and easy-to-operate control unit performs all the audio amplifying, monitoring, and control functions of a TV station—large or small. Can be used for single- or two-studio operation, and for two transcription turntables.

THAT PICTURE you see over there is a studio control room for a medium-size television station—complete by RCA, from sight to sound.

This room virtually puts entire programming under "push-button" supervision. From here you control and monitor studio programs... sound and picture... switch between all cameras, switch to network or remote programs, control and monitor recorded sound, monitor the programs on the air.

In this room are large picture monitors for previewing signals from remotes or networks and from the studio cameras. In this room also is an audio consolette that controls all program sound lines—from the studio microphones, network audio line, studio and announce microphones, and from the turntables shown in the foreground. A program console... with its picture monitor for viewing the studio line and the on-the-air picture... co-ordinates the programming. Nothing included in this room that should not be there. Nothing omitted that should be included.

Why do most TV stations go RCA all the way on studio control-room equipment?

Because RCA control-room equipment has design flexibility to meet every station's need and budget. Because RCA control-room equipment is unit-built... permits easy and economical addition of extra units without a worry about discarding the original equipment. Because a single company makes the entire line... and backs it up!

For professional assistance in planning your television station, call in an RCA Specialist. Or write Dept. 19 FD, RCA Engineering Products, Camden, N.J.

The One Source for Everything in TV—is RCA
entire studio control rooms, for instance—

Typical RCA Control Room for a TV Station
— one of more than 20 possible layouts to meet any station requirement, large or small.

1. Audio Console— for separate channel
2. Audio Consolette
3. Program Directors’ Console
4. Video Console
5. Transcription Turntables
6. Audio Operator Position
7. Program Director Position
8. Technical Director Position
9. Video Operator Position

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

In Canada: RCA VICTOR Company Limited, Montreal
A Popular, Fast-moving Program with Authoritative Kitchen News

Featuring

LOIS THOMPSON—Noted Home Economist and food expert. Formerly household editor Tulsa World, and 20 years as a freelance writer for women's magazines and food journals.

JACK ALEXANDER—KTUL producer-announcer and specialist in clever repartee. He is featured as the inquisitive chap with an ever-ready appetite, who weaves commercials unobtrusively and effectively into the program.

Entire Production Staged in KTUL's Up-to-date Model KITCHEN

RATES:  13 weeks $17.00 per time
4 weeks $10.00 per time
26 weeks $16.00 per time
52 weeks $15.00 per time
52 weeks $14.00 per time

Approximately 100 words—preferable live copy

Write or Wire

KTUL
BOULDER ON THE PARK — TULSA, OKLA
Affiliated with KOMA, Oklahoma City
Avery-Knodel, Inc.
Radio Station Representative  CBS  John Esau
Vice Pres. & Gen. Mgr.

New Business


ADAM HATS, New York, through Madison Adv., New York, planning spot announcement campaign using chain breaks, 30-second and one-minute E.T.s on stations throughout country. Campaign scheduled to start Oct. 1 to run for three or four weeks. DAVID R. GIBSON will handle timebuying.

GROVE LABS, St. Louis, appoints Gardner Adv., St. Louis, to handle advertising for its Bromo Quinine Gold Tablets. CHARLES E. CLAGGETT is account executive.

ROSEFIELD PACKING Co., Alameda, Calif. and GOOD FOODS Inc., Minneapolis, Minn. appoint Young & Rubicam, San Francisco, to handle advertising for Skippy Peanut Butter, effective Sept. 1.

REAL-TANG BEVERAGES, Los Angeles, through Russell M. Seeds Co., that city, using experimental six-week joint television and aural radio spot campaign in Los Angeles. Ten-minute weekly video show started June 23 on KTLA Los Angeles; spot announcements start today (June 28), four daily, on KLAC, KGFJ, KWKW Los Angeles.

AMERICAN FEDERATION OF LABOR appoints Owne & Chappell Inc., New York, effective July 1 to handle $500,000 public relations campaign. Although definite plans not set, it is expected radio will be used.

HALL & RUCKEL, New York (X-Basin, depilatory), is using one-minute transcribed spots on KLAC Los Angeles, WLI, WXYZ, WJK and WKMH all Detroit, effective last week. The 13-week contract placed through Redfield & Johnstone, New York.

THERMODYNE Corp., exclusive distributor of Carrier Air Conditioning in New York, appoints Van Diver & Carlyle, New York, as its advertising agency. Will use major spot campaign in television to run throughout summer, using different spots in different cities for various distributors. WAYNE WIRTH, agency's vice president and director of television, is handling campaign.

ILLINOIS CANNING Co., Hoopeston, Ill. (Joan of Arc canned goods), names Goodkind, Joice & Morgan, Chicago, as its agency. Firm plans to use radio.


FRENCH BEVERAGE Co., Long Island City (bottler of "Dr. Wells" beverages), signs 26 week contract for average of six spots daily on all New York City independent stations, beginning end of July. Agency: Lester "L" Wolff Inc., New York.

CASCADE PRODUCTS, San Leandro, Calif. (automotive lubricants), appoints Ad Fried Adv., Oakland, Calif., to handle advertising. Initial test campaign includes spot announcements on KLOK Oakland, to be extended to Utah, Oregon and Washington in July.

CRAIG of Calif. (Robella chenille products) appoints Anderson Adv., Los Angeles, to handle advertising. Radio may be used.

POWER'S BAKERY, Des Moines, appoints Meneough, Martin & Seymour, that city, to handle advertising. Radio will be used.

SOUTHGATE FOODS, Norfolk, Va. (Red Mill Peanut Butter), and CHALFONTE-HADDON HALL, Atlantic City, appoint W. Wallace Orr Inc., Philadelphia, to handle advertising. Southgate uses radio in

(Continued on page 87)
There is an area served by WGY of which the Capital District of New York State is the hub. In this area, WGY is the station most people listen to most. But this is only one reason advertisers prefer WGY. No other single station can duplicate WGY's coverage, and no group of stations can do so at a price that is at all competitive. Figured on a cost-per-listener basis, popular, pioneer Station WGY is the economical buy.

At WRGB, the General Electric Television Station, a reputation for economical programming is in the making. Ask your nearest NBC Spot Sales office about "44 Practical Television Programs" now available for sponsorship.
Open Mike

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

SS&C&B Says ‘Thanks’
EDITOR, Broadcasting:
On behalf of Messrs. Sullivan, Stauffer, Colwell, Bayles, myself and the other people here at the agency, I want to tell you how much we all appreciate the fine story in the current issue of Broadcasting.

We all enjoyed working with Florence Small on this story, and thought she did a wonderful job of digg- ing out the facts and then putting them together in a very readable, informative article. Again, many thanks to you.

John P. Coane
Vice President & Secretary
Sullivan, Stauffer, Colwell & Bayles Inc.
New York

Want Network Schedule
EDITOR, Broadcasting:
What has happened to the comparative Network Program Sponsor Schedule? These have been extremely helpful and I hope you do not intend to discontinue them permanently.

Robert J. Roth Jr.
Advertising & Promotion Manager
Dyer-Rolnick Co.
Garland, Tex.

EDITOR, Broadcasting:
I would certainly appreciate any information you may give me concerning this Comparative Network Program Schedule that I am trying to locate. (Such as date of issue and page on which it appears.) Thank you very much for your cooperation in this matter.

L. Herschel Graves
Comptroller
WTAL Tallahassee, Fla.

[EDITOR'S Note: We regret that due to space limitations the Comparative Network Program Schedule for June appeared in the May 31 issue. A digest of letters, which of the two above are typical, convinced the Editors that there should be no variation in the scheduled appearance of this feature which is due to run in the first issue each month.]

Uniform Time?
EDITOR, Broadcasting:
Well I'll say! KMAC's coverage on 630 had greater reach than we anticipated—hence the response from Savannah's Harlen Daniel. We knew that KMAC would be big in Texas on 630—with Texas' TALLEST TOWER, 500 feet high—but with a million and a quarter population in 0.5—with 30,000 square miles of primary coverage; but the national advertisers in New York, Chicago and Los Angeles will not give us credit for coverage in Savannah, Georgia—but will give us credit for coverage in Austin, Corpus Christi and other important South Texas markets.

You claim it's 630 in Savannah, Mr. Daniel—but it's always HALF PAST SIX IN TEXAS!

Howard W. Davis
Owner, General Manager
KMAC-KISS San Antonio

Giveaways Condemned
EDITOR, Broadcasting:
My heartiest congratulations on your editorial "Garish Giveaways." It is a sad commentary on so-called Radio Showmen in networks and individual stations, that they cannot develop enough entertainment programs and have to resort to "buying" audiences. I believe the public will soon get wise to these bunko games where the odds are 100-million to one against any individual winning a prize.

Martin B. Campbell
General Manager
WFAA Dallas, Tex.

'American Day' Origin
EDITOR, Broadcasting:
I just thought that your readers might be interested in knowing a sidelight on the part that radio played in making "I Am an American Day" a national celebration.

This day was inspired by my brother, Arthur Pine, now head of the publicity-public relations organization bearing his name, at the time of the New York World's Fair. The writers of a new song called "I Am an American" brought their manuscript to the attention of my brother who was handling publicity for the handle, Gray Gordon, and a music publisher...

He had the song introduced on NBC, Mutual and ABC by the orchestra leader, arranged for an "I Am an American Day" at the World's Fair and had a local New York newspaper tie-in with "I Am an American Day" in this city. The promotion proved so successful that a newspaper chain promoted "I Am an American Day" on a nationwide basis and had President Roosevelt name it as an official day ...

Martin Pine
Arthur Pine Assoc.
New York

New Format Praised
EDITOR, Broadcasting:
Recent issues of Broadcasting, along with its new format, have convinced me that Bourbon and Jolson aren't the only things that improve with age.

Howard M. Paul
Radio Director
W. D. Lyon Co.
Cedar Rapids, Iowa
Business is business and marbles is marbles!

It's good business to buy KFYR,
where morning, noon and night you cover the largest area
of any radio station in the U.S.A. -- and
where the most recent survey*
of local listening shows
65.6% of sets
are tuned to KFYR (Bismarck, North Dakota).
That ain't marbles.
And neither is this: no quarter hour
on KFYR gets less than an 8.8 rating.
Only four get ratings below 11.
Lots of them get well over 20, with a fat
nighttime average of
24.9!

You can't help selling profitably with KFYR's skinny
rates, muscular ratings and robust coverage, com-
bined with the sixth record breaking farm crop in
a row coming up out here.

* ASK ANY JOHN BLAIR MAN TO SHOW YOU
THOSE SURVEY FACTS.
Video Air Time in April*

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<th>Commercial</th>
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<th>Total</th>
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Average Video Air Time Per Station in April

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<th>Commercial</th>
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<td>2</td>
<td>02</td>
<td>1</td>
</tr>
<tr>
<td>3</td>
<td>35</td>
<td>14</td>
</tr>
<tr>
<td>47</td>
<td>43</td>
<td>168</td>
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Average Video Air Time Per Station in March

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Sustaining</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>Minutes</td>
<td>Hours</td>
</tr>
<tr>
<td>Programs</td>
<td>Announcements</td>
<td>Test Patterns</td>
</tr>
<tr>
<td>41</td>
<td>19</td>
<td>80</td>
</tr>
<tr>
<td>1</td>
<td>32</td>
<td>3</td>
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<td>44</td>
<td>53</td>
<td>191</td>
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Average Video Air Time Per Station in February

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Sustaining</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours</td>
<td>Minutes</td>
<td>Hours</td>
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<tr>
<td>Programs</td>
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</tr>
<tr>
<td>30</td>
<td>36</td>
<td>156</td>
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*13 Stations Reporting.

Rank of Video Program Categories in Use of Air Time

<table>
<thead>
<tr>
<th>Category</th>
<th>April</th>
<th>Commercial</th>
</tr>
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<tr>
<td></td>
<td>Apr.'48</td>
<td>Feb.'48</td>
</tr>
<tr>
<td>Sports</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Children</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Variety</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Drama</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>News</td>
<td>5</td>
<td>5</td>
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<tr>
<td>Educational</td>
<td>6</td>
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<tr>
<td>Audience Participation</td>
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<td>Special Events</td>
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<td>Musical</td>
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<td>Discussion</td>
<td>10</td>
<td>10</td>
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<tr>
<td>Commentators</td>
<td>11</td>
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Average Time Devoted to Each Type of Video Program per TV Station

**Service Analysis for April**

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<tr>
<th>Type of Service</th>
<th>Sponsored</th>
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<tr>
<td>Audience Participation</td>
<td>4.59</td>
<td>1.14</td>
<td>5.73</td>
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<td>Childrens</td>
<td>9.00</td>
<td>2.50</td>
<td>11.50</td>
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<tr>
<td>Commentators</td>
<td>0.26</td>
<td>0.06</td>
<td>0.32</td>
</tr>
<tr>
<td>Special Events (Other than sports)</td>
<td>1.30</td>
<td>0.20</td>
<td>1.50</td>
</tr>
<tr>
<td>Variety</td>
<td>12.57</td>
<td>3.14</td>
<td>15.71</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>9.15</td>
<td>1.00</td>
<td>10.15</td>
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<tr>
<td>News Signal</td>
<td>0.54</td>
<td>0.25</td>
<td>0.79</td>
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<tr>
<td>Weather Reports</td>
<td>8.00</td>
<td>1.00</td>
<td>9.00</td>
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<tr>
<td>Other Announcements</td>
<td>11.30</td>
<td>1.40</td>
<td>12.70</td>
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<tr>
<td>Test Pattern</td>
<td>104.26</td>
<td>15.01</td>
<td>119.27</td>
</tr>
</tbody>
</table>

*13 Stations Reporting.

**Average Hours of Operation**

207.34 216.07

BROADCASTING  Telecasting
Services that mean service

Sponsors and teleset owners alike have found there’s a lot more to WMAR-TV than a modern transmitter and an antenna 624 feet up in the air.

For one thing, WMAR-TV owns not one but two mobile television units. But on-the-spot facilities are just part of the WMAR-TV picture.

This station operates its own film department, for quick production and processing of local events. This special equipment includes:

- 8 Cameras
- 1 Houston Film Processor
- 1 Film Printer
- 2 Zoomar Lenses
- 2 RCA 16MM Projectors
- 1 custom-built Beloptican Projector
- 2 Slide Film Projectors
- 1 35MM Film Projector
- Studio & portable lights, camera dollys, etc.

With this equipment, WMAR-TV produces a twice-daily newsreel for television, a Maryland Magazine film feature, a sound-film quiz show, a Curious Camera man-in-the-street interview, and special event films. Since it began operation last October, this film unit has shot and processed 101.78 miles of film!

WMAR-TV captures both the sporting and cultural audiences of Baltimore with superior pickups of baseball, horse races, wrestling, lacrosse, motorboat racing, and other contests for the sports-minded viewers, plus a weekly series of varied programs from the Baltimore Museum of Art. The latter series, televised every Sunday night, makes the Museum Baltimore’s weekend “television center.”

WMAR-TV’s sister station, WMAR-FM, is just as well equipped for FM service.

Both WMAR-TV and WMAR-FM are bringing the entire proceedings of the forthcoming national political conventions to their audiences. FM coverage is being provided through the facilities of the Continental Network, and TV through the facilities of the industry’s television pool, plus special convention programs by CBS, ABC, and the DuMont networks.

With such equipment, WMAR-TV and WMAR-FM are giving Baltimore the finest of local service, in addition to TV network programs from ABC, CBS, DuMont, and off-the-air pickups from WMAL-TV, Washington.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVE. * NEW YORK 18
YOU NEED'NT BE A...
NATURE BOY TO MAKE THE
NATURAL BUY IN CLEVELAND!

A "NATURAL BUY" IS THE
STATION THAT SELLS... AND FAST!

For instance... The Ohio Fruit Products Company had
10,000 cases of canned grapefruit (that's a lot of grapefruit!)
... to sell. They selected (naturally) WHK and
contracted for 52 spots. After using only 21 announcements
at a cost of $338.10... they were forced to cancel
the remaining spots due to results which achieved a fast
SELL-OUT! Good thing to remember when you're
having YOUR morning grapefruit!

IN CLEVELAND IT'S WHK

The Paul H. Raymer Co., National Representative
UNFETTERED RADIO--DEWEY

By SOL TAISHOFF

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IS GOV. THOMAS E. DEWEY, the Republican Presidential nominee, for us or against us on radio? Is he for "freedom of radio on a parity with the press?" Is he opposed to the kind of regulation we've been getting? Does he favor "Blue Books" or bans on sponsorship of news and commentators?

Four years ago, when Gov. Dewey was the GOP standard-bearer, I interviewed him in New York—just before he left for his first nationwide campaign trip. I found him unusually well-informed on all aspects of radio. His answers were forthright and clear. All those in radio, irrespective of party fealty, applauded.

On the basis of that interview, I reached the conclusion that Gov. Dewey was the most radio-minded candidate we have ever had. As Gov. Dewey told me: "I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

The thought of Government ownership or operation of stations is abhorrent to Gov. Dewey and to his party.

In 1944 former Sen. Burton K. Wheeler, Montana Democrat, then chairman of the Senate Interstate Commerce Committee, was pressing hard for legislation to ban sponsorship of news and commentary.

(Continued on page 76)

GOP COVERAGE

By HERMAN BRANDSCHAIN

TELEVISION and radio last week turned the 24th Republican Convention proceedings in Philadelphia's Convention Hall into a gigantic goldfish bowl in which every significant development could be heard and seen in cities, hamlets and farms across the country. The coverage was hailed as a virtual revolution in electronic reporting.

The video medium especially, reaching an audience estimated at over 10,000,000, was regarded as having left its short-pants days for good. The mammoth political spectacle gave it the growing serum radio got by the Dempsey-Carpentier fight. The AM and FM media also stacked up records for themselves unprecedented in the history of convention coverage. Television, however, stole the show.

In brief this was the total picture:

- Eighteen TV stations, reaching nine major markets, carrying words and pictures to the biggest TV audience in history.
- Major networks, their affiliates and independents, with a total estimated at over 1500 stations, carrying AM to first day audiences estimated at 6,000,000. Relays by short-wave sending the coverage to almost every corner of the globe.
- More than 800 working radio and television personnel, including technical men as well as commentators, operating the communications machinery.
- Total expenses to radio set at $200,000 for television and over $2,000,000 for radio, including cancellations, talent charges and losses, line charges, salaries, housing, meals.

The figures alone do not convey the revolutionary character of the electronics reporting. For not only did the public following the proceedings via air waves, but so did other media covering the convention, and so did the candidates themselves.

Almost every news service and many of the big newspapers and magazines headquartered temporarily on the Philadelphia front, used a television set or radio set in their offices as an important tool in covering the event.

Editors generally were agreed that such receivers were important adjuncts to newsroom equipment. It also was said that they were important checks against reportorial accuracy. The public which saw an event televised could recognize inaccuracies in later written accounts, and thus reporters in other media had to be on their toes as never before.

Actually it was believed that many of the vacant seats often

(Continued on page 75)
TIME LOSSES

Early Coverage Costs
Nets Half Million

Philadelphia Sidelights

A HOOPER Telesting of 60.4 was scored by the GOP Convention in New York television homes on its opening night, June 21, between 9:30 and 10 p.m. According to C. E. Hooper Inc., 95.2% of the sets-in-use (both radio and television) in television homes were tuned to the convention, which was being carried by all TV stations.

ABC's George Hicks (1) arrives in Philadelphia with network's "Mr. Delegate," Dr. Hugh Hoye, of Hunter, Kansas. ABC selected him as typical of average delegate for daily series of broadcasts (AM, TV) with Mr. Hicks.

WOL-Mutual's chief of Washington bureau, Albert Warner (1), and Alan Heffel, MBS commentator, describe the floor activity from their booth high above the Convention Hall platform.

In This Issue...

Dewey for Unfettered Radio.......

GOP-A Radio-TV Show.......

GMS Set Ownership Figures

Hennock Takes Office in July

Network Gross Sales Up

Two FCC Probes Ordered

Stratovision Makes Formal Debut

Transit Radio Merger Planned

NAB Code Is Effective July 29

Paramount TV to Help Movies

Continental Covers Convention

* * *

BROWN & WILLIAMSON Tobacco Co. used the opening and close of every WCAU-TV Philadelphia Convention origination and local color programs to advertise its cigarettes. Ted Bates Inc. placed the account, with CBS Radio Sales representing the stations.

* * *

ONE of the specials of WFLI-TV Philadelphia during the Republican gathering was Convention Sketch Book, which brought John Corcoran, news commentator, and "Mike" Angelo, cartoonist of "Emily and Mabel," together to cover the day's happenings.

* * *

MILT MARDER, photographer for ABC at the convention, was ordered to take a picture during the Henry Morgan telecast of a long-range camera poked out the sixth-floor window of the Bellevue-Stratford Hotel. In the middle of the show, Mr. Marder, a former army combat photographer, climbed out the window, balanced himself on a ledge with one hand and with the other made the shot.

* * *

TED KOOP, CBS Washington news director, bore an even heavier burden (Continued on page 78)

* * *

GOV. DEWEY watches an NBC documentary of his life unfold following an interview on NBC's video network. With him is Niles Trammell (r), NBC president.
One of the pool camera positions for television coverage of the convention is at left center. Camera was above the announcer's booth. Network booths are also pictured at center and right.

**AM-FM COVERAGE**

SOUND RADIO, which has aired its biggest job in the coverage of reporting of the 24th Republican Convention, has demonstrated its ability to blanket a big continuing story with men, brains—and money. For estimates were that the big event would cost radio $2,000,000 in cancelled time, talent charges, salaries, line charges and other expenses.

Listenership during the convention, Research department of CBS estimated the radio audience was 42,000,000 during the key-note session Monday evening, June 21. Doubtless, as the fight for the party's choice nears its climax, listenership climbed to even higher levels. The first night audience alone, however, was said to be the political conventions since 1924, did such gatherings last week in its National Convention.

The big job of carrying the play-by-play developments of the Convention was largely handled by networks. Affiliates made arrangements for special programs to follow the activities of local delegations. Independents did much the same.

One of the big-scale coverage jobs by an independent, however, was the Warner Brothers KFWB Hollywood coverage. That station, with technical arrangements aided by WHAT Philadelphia, piped the whole proceedings, with minor misses, to its West Coast audience on an AT&T line leased at $205 an hour. Clete Roberts and George Lewin knocked themselves out sending back interpretations, interviews and sidelights.

**MOBILE UNITS NUMEROUS**

Mobile units of one kind or another became almost as common as taxicabs in the Quaker City. One which perhaps came farthest was the $25,000 specialty-built truck-trailer unit of KHTT Houston, which provided both remote radio facilities and remote living quarters for its four-man staff headed by Roy Hofheinz, station owner.

Networks planned the Convention coverage as carefully as a master chess player plots his next moves. MBS, for example, was thinking several moves ahead when in the early days of Convention coverage, it assigned Commentator Shirer to cover the relatively unimportant MacArthur headquarters. This left Mr. Shirer free for the bigger assignments later.

NBC used a new principle of pooled information for its moreitung.

(Continued on page 66)

**TV'S COVERAGE**

TELEVISION undertook its toughest job to date in telecasting the 24th Republican National Convention and turned the gathering into the biggest video show in history.

- It was a show carried by wire or relay to eighteen television stations in nine major market areas.
- It was seen by an audience variously estimated as between 10,000,000 and 12,000,000.
- It was an intricate job performed by 250 television people from four networks.
- Its cost was estimated at $500,000.

And it was brought to virgin TV territory in the Midwest by Stratovision (see story page 27).

Facts and figures, however, do not convey the full impact this one week of telecasting had on the leaders of a nation and on the area containing 45,000,000 people which saw the live telecasts.

For reports coming into Convention headquarters told of high interest manifested by street crowds throughout the 13-state area in present Eastern Seaboard coverage facilities who were able to see receivers in operation in store windows, taprooms and other public places.

In Philadelphia itself, many of the GOP delegates saw the medium for the first time and will take back to their homes towns reports that will do television no harm. Seen, too, for the first time by many people, were the faces of many famous voices of radio. This in itself was a tremendous boost for video.

Wherever television carried its gear in covering Philadelphia it was greeted with open arms unprecedented in the not always easy job of news-gathering. No personnel felt himself too important to refuse an appearance before the cameras. Some of the maneuvering by politicians to get themselves televised provided some of the more amusing stories of the Convention.

Operation of the television facilities went well, it was generally agreed. Operation of the pooled facilities, with ABC, CBS, DuMont, and NBC nets forming the TV pool, was until June 21 an untried experiment with no real precedents to guide the Convention planners. The mammoth technical job required.

(Continued on page 68)

**Radio-TV Show**

TV COVERS the Convention—upstairs and down. Top photo shows the pooled camera battery just above the convention floor. Lower photo catches the intensity of the operation as producers watch the pooled telecast from their booth high above the stage. Ed Ingle, radio director of GOP Convention, is the man with the pipe.

June 28, 1948 • Page 23

*Harold E. Stassen site for makeup application by Doug Rodgers, NBC video director, prior to his appearance on NBC television for exclusive interview with "Life" and NBC newsmen. Telecast was aired next night before Convention opening.*
A TOTAL of 37,653,000 U.S. families owned one or more radios in working order as of January 1948, according to Broadcast Measurement Bureau. This represents 94.2% of all U.S. families, while BMB estimated as totaling 39,900,000 in January. In the same month of 1946, BMB calculated radio families as totaling 35,986,000, or 90.4% of the estimated total of 37,606,000 families in the country at that time.

BMB estimates of the total number of U.S. families were made from census data in accordance with a formula developed in cooperation with the U.S. Census Bureau and having the approval of the latter. Personal interview surveys specially conducted for BMB throughout the country by Market Research Co. of America and Alfred Politz provided the radio ownership data.

New York had the most radio homes of any state numerically, with 4,001,700, while Massachusetts led percentagewise, with 98.9% radio ownership. New England ranked first in percent of radio ownership among the nine geographic divisions, with 98.3%, up from 96.9% two years before.

Slight Urban Rise
Radio ownership in urban districts rose slightly in the two-year period, from 95.2% to 95.7%, while rural non-farm (village) ownership climbed from 84.7% to 94.4% and rural farm ownership made the greatest increase of all, from 76.2% to 88.7%, although still ranking third percentagewise.

Massachusetts was top state in percent of urban radio ownership, with 99.1%, as it was in overall set ownership. Utah ranked highest in percent of radio ownership, with 98.6%, and Washington was first in percent ownership among farm families, with 97.0%. Every geographic area showed a gain in town and rural farm families and by nine geographic areas.

Two Volumes Planned
BMB will publish "Radio Families USA—1948" in two volumes, now in preparation. The first will contain automobile, railroad, FM and television ownership by economic status as well as reporting on the extent of listening as disclosed by the field work. Tables in this volume will cover the country as a whole as well as breakdowns by urban, village, and farm families and by nine geographic areas.

Volume Two will show total families and radio families by both number and percent of total for all U.S. counties and for approximate regions. BMB will also make available with this volume a "Radio Families USA—1948" formula that will include Canadian supplements. Volume One will be available without charge as a BMB contribution to radio and advertising industries. Volume Two will be mailed without charge to all BMB subscribers and all members of the AAAA and ANA and be available to others at a nominal charge.

Formula Cited
Commenting on the accuracy of figures in these volumes, John Churchill, BMB director of research, said: "The field work was very carefully planned and meticulously executed by Market Research Co. of America and Alfred Politz. The formula by which the base of total families was estimated is the best that could be devised. We believe these figures to be an accurate reflection of radio ownership subject only to the usual statistical tolerances which apply to such extensive and intensive sampling. "However, it should be borne in mind that no formula or sampling, however excellent, is an entirely reliable basis for the complete census of every home. Such a U.S. census will be made in 1950. We hope that it will include a question on radio ownership to serve as a benchmark for these and future BMB estimates."
SPORTING new laurels after her spectacular battle for confirmation by a Republican-controlled Congress, Miss Frieda B. Hennock, New York attorney and Democratic party worker, tentatively plans to take the oath of office as FCC's first woman commissioner July 1.

Unanimous Senate confirmation, the last of the 10 acts of this Congress before adjournment, came at 7:13 a.m., Sunday, June 20, following a month of weird political gyrations which left veteran observers groggy and confused.

Her confirmation for a seven-year term as the first woman to serve on the Federal regulatory agency since its creation in 1934, came when the previously side-tracked Executive Calendar was called [BROADCASTING, June 21].

Miss Hennock, presently confined to her Park Avenue apartment due to a tooth ailment, expects to take office July 1. The occasion, for which complete arrangements have not been made, will mark the first time that a woman has sat in judgment of issues in the 21 years of radio regulatory history. She will succeed Comr. Clifford J. Durr, Alabama left-winger Democrat, whose term expires June 30 (see story page 57). Comr. Durr earlier declined an offer of reappointment by President Truman.

The late George Henry Payne, a nominal Republican, was the last New Yorker to sit on the FCC bench. He served from 1934 until expiration of his term on June 30, 1943. Miss Hennock will become FCC's 23rd Commissioner. Eleven men in the seven years (1927-1934) served on the former Federal Radio Commission, predecessor to the FCC.

Solid majority opposition to President Truman's appointee had melted before the nomination was considered June 19. The Republican Policy Committee, headed by Sen. Robert Taft, had previously ruled informally that action would be withheld on appointments having terms which extended beyond the incumbency of President Truman.

Anticipated Opposition

In the 11th hour, anticipated opposition of strong party leaders had been mysteriously dissipated. There had been rumblings on Capitol Hill that Sen. Homer E. Capehart (R-Ind.) and two of his colleagues would block the nomination. Chivalry was considered doubtful as the motive for relaxation of the Taft long-term ban. Other considerations, however, remain shrouded in secrecy.

Regardless of behind-the-scenes manipulations, informed observers considered the accomplishment of Miss Hennock tantamount to a legislative miracle.

When the Executive Calendar, on which Miss Hennock's name appeared, was called during the last minutes of Congress, only token resistance was offered. This originated with Senators Joseph W. Ball (R-Minn.) and Milton R. Young (R-N. D.).

Earlier, Minority Leader Alben W. Barkley (D-Ky.) had reminded Sen. Kenneth S. Wherry (R-Nebr.), majority leader, that the nomination had been passed over on an earlier date only after it had been indicated that the Executive Calendar would be brought up later.

As Congress drew toward its close, Sen. Wherry asked consideration of the nomination and was greeted by an immediate objection from Sen. Young, who failed to explain reasons for his opposition.

Parliamentary procedure was protested by Sen. Ball after the majority leader moved that her nomination be confirmed.

"I am opposed to it [the nomination]," shouted Sen. Ball.

He said that the only investigations or hearings on the nomination had been a brief executive session of the Brewer Subcommittee.

(Continued on page 62)
FCC PROBES

By RUFUS CRATER

TWO INVESTIGATIONS were awaiting FCC on Capitol Hill last week—one by a House select committee and one by a Senate Interstate Commerce subcommittee—under separate authorizations issued in the last, jam-packed hours of the 80th Congress.

The inquiries are to be held independently during the Congressional recess this summer and fall. What looms as the more spectacular was authorized by the House late Saturday night, July 19, in passage of the Harness Resolution (H.Res. 619) for a full-fledged select committee probe of the Commission, its personnel and general operations, its licensing and renewal policies, and its treatment of applications filed by alleged underworld front groups [BROADCASTING, June 21].

Even broader in scope is the field assigned for survey by the Senate Commerce subcommittee, which was set up in a surprise order issued by retiring Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee and also of the new subcommittee, a few hours before the FCC session. This inquiry to be conducted by Sens. White, Charles W. Tobey (R-N.H.), and Ernest W. McFarland (D-Ariz.), will deal with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC’s licensing and program review activities so far as broadcasting is concerned. (Text of Sen. White’s order establishing the subcommittee, this page.)

'43 STUDY

THE LAST Congressional select committee investigation of the FCC, instituted in January 1943, lasted two years and cost an estimated quarter of a million dollars in money and man-hours.

Money, Man-Hour Cost Was Quarter-Million

Those who proposed a new subcommittee, reflecting a split along party lines, largely absolved the Commission but recommended Congressional review of the Communications Act and modifications to bring it up to date.

By comparison with the $25,000 set aside for the FCC probe now being undertaken by a House select committee (see story this page), the 1943-44 investigation carried an appropriation of $110,000, of which about $100,000 was spent. FCC itself was said to have spent about $120,000 on its own investigation of personnel and incidental expenses. FCC staff members devoted 49,000 man-hours to the task of digging up files, facts and figures for the House Committee.

The majority report was signed by the Democratic members—Reps. Clarence F. Lea (Calif.), who took over the chairmanship upon the resignation of Rep. E. E. Cox (D-Ga.), and Reps. Alben W. Barkley (D-Ky.), Newbold H. French (D-Ind.), and J. Percy Priest (Tenn.)—with Rep. Richard B. Wigglesworth (R-Mass.) dissenting sharply and Rep. Louis E. Miller (R-Mo.), who went along with the minority’s earlier recommendations, also entering a separate report castigating the Commission.

This time, with the Republicans in control in the House, the party line-up on the committee will be reversed.

The 1943-44 investigation probed into virtually all phases of FCC operations and was constantly commented upon by the FCC itself. For example, the Commission submitted a total of 4,811 items to the committee during that investigation, aside from scores of station files and other Commission data. FCC officials estimated that 6,126 man-days, or approximately 20 man-years, were devoted to the probe by Commission personnel.

White clearly wants preserved for the basis of radio legislation in the next Congress.

On the other hand, it was pointed out, Sen. Tobey has demonstrated a flair for spectacular and aggressive probing and may use the opportunity to renew his fight against RCA and against FCC’s operation of educational television. But in any event committee sources felt there was little chance the subcommittee would act before late summer or early fall. Its report is to be submitted to the Senate ‘has soon after Jan. 3, 1949, as is practicable.’

The approach of the House probers—though they haven’t named yet—appeared certain to be aggressive and largely antagonistic to FCC and its policies. Observers saw several factors contributing to the passage of the last-minute measure: FCC investigation; (1) Its provisions tie in with the Republican anti-communism campaign; (2) it levels charges and complaints which have been directed at FCC frequently and freely from the floor of the House, and (3) it provides an opportunity for the GOP to make its stand before the November elections.

Purpose of Senate Probe

The Senate group’s inquiry, aside from its announced purpose of gathering “additional” information looking to revision of the radio law, was regarded in some quarters as designed to offset some of the apparent House prejudice against FCC policy operations, particularly in the television field.

Whereas the House resolution directed one phase of its investigation squarely at FCC’s Blue Book and what is being dubbed an “underworld” probe, the Senate bill included a proviso, Sen. White and other leaders of the Senate committee have insisted that the Commission not only should but must review its performance. The White Bill contains a provision specifically giving FCC that right.

Sen. White’s decision to head the Senate subcommittee even though he is retiring at the end of this year demonstrates his desire to have a key role in new legislation modernizing the present radio law, of which he is the principal author. At the time the Senate committee he conceded that final action on his bill by this Congress appeared “unlikely,” though he expressed some hope that it would get action if Congress returned after the political conventions [BROADCASTING, June 14].

There remained a question as to the extent of Senate participation in the subcommittee’s work. Because of his frail health, it was believed that most of the activity would be directed by Sens. Tobey and McFarland, a hay-fever (Continued on page 57)

Two Ordered at 80th Congress Climax

Two ordered at 80th Congress climax of FCC policy investigation. This belief may be based on the following:

1. The manner in which the FCC has handled its licensing authority with respect to radio applications; what the Commission means by its recent order on July 18 to the FCC to keep its doors open during the 80th Congress (see story this page) is printed below. The order was issued June 19 by Sen. Wallace H. White Jr. (R-Me.), retiring chairman of the Senate Commerce subcommittee and author of the White Bill (S-1333) to amend the Communications Act. It was addressed to Sens. Charles W. Tobey (R-N.H.) and Ernest W. McFarland (D-Ariz.), who will serve under Sen. White on the subcommittee.

In view of the fact that the Senate Committee on Interstate and Foreign Commerce, of which I am a member, has under its jurisdiction S-1333, has issued a report recommending certain amendments to the Communications Act of 1934, as amended; and in view of the further fact that it now appears unlikely that final action will be taken on these recommendations by the present Congress; and because it appears desirable that these recommendations be given full consideration, it is hereby ordered that these recommendations be considered at the earliest possible time by the Senate, and that the committee of which I am a member, in determining the Senate’s position in the matter of commercial television license applications, be given full consideration of the recommendations of the Senate Committee on Interstate and Foreign Commerce of the 80th Congress, on S-1333, as amended.

TEXT OF FCC ORDER

This order is dated June 22, 1943.

The FCC has said it will consider the Senate’s recommendations on S-1333, as amended, but will take no action on them until another Congress.

The Senate has not had an opportunity to study the FCC’s position on the Senate recommendations, and will study it in the light of the FCC’s position on S-1333, as amended.

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STRATOVISION'S DEBUT

BY J. FRANK BEATTY

STRATOVISION made its formal debut last week.

The party was a decided success, in the opinion of two score technical observers at a private inspection of radio's most glamorous debutante.

It was a heart-warming triumph for a cluster of engineers from Westinghouse Electric Corp. and Glenn L. Martin Co., who have endured the tortures of the pioneer in bringing skyhook television transmission to its new stature.

All who sat around a half-dozen television receivers in the Zanesville (Ohio) Country Club last Wednesday knew without any prompting from Westinghouse and Martin that they were seeing electronic history in the making.

For television service with usable quality was being transmitted over the largest area that ever received a video program.

Public Showing

Stratovision had demonstrated a fortnight before that it could be unveiled for public inspection [BROADCASTING, June 7, 14].

Even so, the new method of scattering visual signals over areas 400 miles in diameter had been tested in the air a total of only 12 hours.

Stratovision's coming-out party was a technical and social success — so much a success that it raised a question to Westinghouse or Martin engineer or executive yet dares to answer.

Where does Stratovision go from here?

Demonstrated last week was the ability of a high-flying plane to rebroadcast with suitable fidelity a visual and sound program over an area more than 300 miles in diameter.

Westinghouse stratovised a 1 kw visual signal from a plane flying 25,000 feet over the Pittsburgh area to Zanesville, over 100 airline miles away.

Reception Quality Varies

The signal viewed in Zanesville receiving sets was poor to satisfactory. That it wasn't excellent wasn't the fault of the experimental apparatus in a B-29 bomber where Stratovision's papa — Charles E. (Chili) Nobles — huddled with several others in the pressurized compartment.

The plane appeared to be delaying everything it could get to its antenna on, but the very height that enabled it to spread visual service over such a broad area served also to enhance interference on the Channel 2, WMR-TV, Baltimore TV signal.

True Stratovision will pick up banded relay signals instead of taking a program off-the-air from Baltimore.

Nerve Center of Stratovision is this monitor for airborne TV and FM received and retransmitted from a B-29 bomber during the GOP Convention last Wednesday evening. Monitoring Westinghouse signal in Stratovision plane is C. E. (Chili) Nobles (11), 30-year-old inventor. At right, Ben Carroll, Glenn L. Martin Co. engineer.

A distance of 197 airline miles, it was explained by Dr. John A. Hutcheson, director of Westinghouse Research Laboratory.

Almost as he spoke, Chili Nobles ordered the B-29 eastward to get a better pickup from Baltimore. The plane rapidly drew away from Zanesville toward Cumberland, Md., reaching an estimated distance of perhaps 150 miles from the Ohio town as it came within the same distance of Baltimore.

The signal improved markedly in quality on the veranda of the little country club, chosen by Westinghouse because of its dining and telephone facilities rather than its antenna efficiency. The picture lost some of its herringbone, and the frequent venetian blind effect became less annoying to those accustomed to the primary signals of metropolitan stations.

Chili Chilly

Nobles Wishes Test Had Been 100%

The eyes of the electronic world were on 30-year-old Chili Nobles last week.

This young scientist appeared to have aged a decade since he came up with the Stratovision dream scarcely three years ago.

From the group of technical and newspaper writers flying over the Pennsylvania hills as these lines are being written to the haunts of hams and engineers—most seem to concede that a plane flying at 25,000 feet can deliver with fidelity a television signal from a ground station to an area over 300, perhaps over 400 miles in diameter.

But was Chili satisfied? No — very definitely not.

He was delighted with performance of the special plane equipment, developed by Westinghouse and installed with the help of Martin plane engineers. It completely lived up to promise.

But Chili bemoaned the New York rains that had caused postponement of the Louis-Walcott fight, an unexpected hitch that found Chili forced to pick up the WMR-TV Baltimore signal at a height of 25,000 feet from a distance of about 200 miles while other Channel 2 stations were operating and interfering too. Also annoying was the fact that the B-29's receiving antenna, located atop the rudder, and pre-set on the ground for Channel 4 reception of WNBW Washington, did not pick up a good WMR-TV signal.

Moreover, he found WMR-TV

Westinghouse and Martin had pulled out all the stops in arranging the Zanesville debut. Washington Evening Star writers and nights had flown to New York in the pride of the Martin fleet, its first 202.

After lunch with a group of New York newsmen, the combined party of 30 took off for Zanesville and arrived there two hours later.

Originally Chilliothe, Ohio, had been chosen for the demonstration, as a town beyond normal reception of a large city TV station. The only available locale had been found to have only a rural 10-party telephone.

The last-minute shift to Zanesville, with better telephone facilities, was justified during the broadcasts when BROADCASTING's reporter phoned around the East and Midwest to check reception.

First call, to a TV fan who had caught a Stratovision test, was en route to 1931 Sturgis and 1400 Stratford Drive, Ann Arbor, Mich., over 200 miles from the plane said reception was "pretty terrible," but added that Detroit (35 miles away) wasn't much better and Cleveland wasn't coming in at all.

The area was getting a stiff working over from a thunderstorm at Wednesday evening.

(Continued on page 68)
PROSPECTS of lengthy strides in radioizing the nation's transportation system have inspired bilateral overtures by two advertising mediums—transit radio and card card advertising—to consolidate both operations under one roof, it was learned authoritatively last week.

Informal amalgamation gestures have been made by representatives of both media but no decisive action is anticipated in the near future, a reliable source advised.

Broadcasting.

Apprehension in card card advertising circles was said to be running as high as optimism in transit broadcasting groups. The source, who preferred anonymity, declared more "feelers" would probably be extended by both groups but declined to comment on possibilities of the media arriving at a mutually satisfactory agreement or arrangement.

Meanwhile Transit Radio Inc., of Cincinnati, assertedly the prime mover in the bus and trolley FM reception field, had launched plans for "The World's Premiere of Radio Program Reception in Busses," scheduled for July 10 in the Ohio city.

Appropriate ceremonies, in which officials of the city, broadcasting and transit industries will participate, will mark completion of installation of receiving sets in a number of Cincinnati buses for permanent and regular service.

The occasion, according to Richard C. Crisler, executive vice president of Transit Radio Inc., will be the first time that reception of radio programs will be available to riders of a transit vehicle on a regular basis.

Plans were being readied by Transit Radio Inc. to provide FM broadcasts regularly to 500 vehicles of three transit firms in two cities by the early part of August. Their fast-moving plans lent weight to reports that card card representatives were deeply concerned over possibilities that proposed FM broadcasts to vehicles posed serious threats of the embryonic venture cutting deep into the card card field.

Approximately 12 million bus and trolley rides monthly in the Cincinnati and Scranton-Wilkes-Barre areas will be cushioned with radio entertainment starting in August, Mr. Crisler announced June 29. The broadcasts will reach an estimated 9 million monthly rides in the Cincinnati region and an estimated 3 million monthly rides in the Wilkes-Barre area, according to Mr. Crisler.

Installations are presently being made at a rate of six a day in vehicles of the Cincinnati, Newport and Covington Railway and its subsidiary, Dixie Traction Co. The latter transit firm, known locally as the Green Line, serves the Northern Kentucky-Cincinnati area. Eventually the installation pace will be stepped up to 12 a day.

An agreement was reached by the CNC line and Transit Radio Inc. last February (Broadcasting, April 5). Third party to the contracts is Radio Cincinnati Inc., licensee of WCTS (FM affiliate of WKRC, Times-Star station), which will originate broadcasts to the buses and trolleys, Hubert Taft, Jr., managing director of Radio Cincinnati Inc., is also president of Transit Radio Inc. WCTS operates on Channel 270, 101.9 mc, with 12.5 kw.

Principals in the Pennsylvania contract are Transit Radio Inc., Wilkes-Barre Transit Corp. and Scranton-Wilkes-Barre-Pittston Broadcasting Co., licensees of FM station WIZZ. Broadcasts by WIZZ will be on Channel 277, 103.3 mc, with 2.5 kw power.

Mr. Crisler said that permanent installation in 115 buses was expected by July 15 and will be completed by Aug. 15, Mr. Crisler said.

Initial programming on WCTS will consist of 15 minutes of music, 15 minutes of new and commercials, in a period of 20 seconds duration, according to Station Manager Taft.

Station officials report an enthusiastic response from advertisers. Seventeen accounts, two of them national, have been signed by WCTS. The local accounts, according to Mr. Crisler, are several department stores, food markets, a dry cleaning establishment, a sausage producer and soft drink firms. The contracts become effective when the station can guarantee 400 radio-equipped vehicles. This will be accomplished by August 1, Mr. Crisler maintained.

Mr. Taft explained that the station has programmed itself especially for transit radio operations during the past 30 days even though receivers were not yet installed, to assure perfect programming operations from the offset since bus riders constitute a major portion of the audience.

Reaction of passengers to musical entertainment was enthusiastic. (Continued on page 74)

TV PICK-UPS

3 Courts Uphold Rights Of Broadcasters

PROPERTY rights of television broadcasters in the material they broadcast were upheld three times last week when courts in New York, Boston and Philadelphia issued orders enjoining four attempts to pick up for the entertainment of admission-paying audiences the NBC video broadcast of the Louis-Walcoit fight.

Plaintiffs in all cases were Joe Louis, Joe Walcoit, Madison Square Garden Corp., Twenty-First Century Sporting Club, Gillette Safety Razor Co. and NBC, the fighters' promoters, sponsor and broadcasting company joining hands to prevent unauthorized use of what they claimed was their property. In Philadelphia, Philo Television Broadcasting Co., operator of WTTZ, which carries the fight telecast in that city, was also a plaintiff.

Defendants in Philadelphia were Willard I. Richman and the Lambar Hotel Co., operating the Broadmoor Hotel in Philadelphia, and Flora and Henry Friedman, operators of the Lawndale Theatre in that city. The theatre had advertised that NBC's fight telecast would be shown by large screen pickup. The hotel advertised large screen reproduction in its ballroom where a minimum cover charge of $2.50 was set for the occasion, with pickups on home-type sets in other public rooms of the hotel.

President Justice Harry S. Mc-Devitt of the Common Pleas Court enjoined the theatre pick-up completely and that of the hotel on the large screen set, but did not forbid the hotel from picking the fight up on smaller sets if no special admission or cover charge was made. He pointed out that the latter prohibition would set a precedent which might be used against the reception of video programs in any bar or grill, stating that he did not want to make such a ruling when the parties who would be affected were not present in court to present their arguments.

Justice McDevitt, in a strongly worded statement, said that such unauthorized pickups as were contemplated by the defendants, would be "theft of a property from the person who bought the television rights."

In the New York case, New York Supreme Court Justice Lloyd Church issued a temporary injunction against California Productions and Audubon Ballroom Inc., licensees of the Audubon Ballroom, (Continued on page 62)

BROADCASTING • Telecasting
BROADCASTING stations belonging to the NAB, and many nonmembers as well, start operating Thursday under a new NAB Standards of Practice.

The code will be observed quietly and with no sudden impact on listeners, but in the opinion of NAB President Justin Miller it will mark "a long stride, but only the first one toward uniformity and continuing improvement in American radio.

The paper work has been done. With addition of a new educational section last week, and the clipping of a couple of commas, the formal document was printed. (Text of code appeared in the May 24 BROADCASTING.) Three copies were mailed to members, and nonmembers, too.

Next comes the vastly more important industry-wide job of operating under the code's provisions. This involves adherence by stations, and development of enforcement procedures. These precedents, like the common law, will evolve from trial and error in specific cases, according to Judge Miller.

The problem is the corollary problem of educating the public on the Standards of Practice.

Judge Miller and Harold Fair, NAB Program Dept. director, will carry the burden of the first phase of enjoining the public of the new code. They will make personal appearances, under the code's provisions. Starting with the annual series of district-area meetings, opening July 26 (see separate story page 71), they will tour the nation. At each meeting they will explain the code, and confer with station executives. On this tour many depend of the degree to which broadcasters live up to the commercial and program provisions of the standards.

Mr. Fair made a trial run in preparation for his tour at meetings of the Florida and South Carolina Associations. The Carolina group was formed last Monday; the Florida association met over the weekend (see story page 89).

Superb Standards

He reported station executives at both meetings substantially behind the standards, which he indicated, centered around fear of "enforcement," but the fears were dispelled by assurance that no club-swinging or disciplinary action was contemplated.

Discussing the standards on the eve of the July 1 enforcement date (its provisions apply to contracts in effect as of May 19, 1948, but in no case later than May 19, 1949), Judge Miller felt...

Listeners should not expect a revolutionary change in programming and commercial practices on July 1. They will notice, however, on the hundreds of station announcements which carry the standards, a more legible balance of commercial copy against program material. They will be conscious of efforts toward higher goals of good taste in mystery and children's programs.

BROADCASTING's endorsement of the standards by member stations of the policy against the spread of American broadcaster to improve conformance to it by holding and strengthening the confidence and approval of the listener. And he could introduce a system of broadcasting out with educational programs.

I have heard and read that members of the former enforcement committee fought against adoption of the standards. Those who heard from the association attributed this to a lack of education. As a matter of fact, applications for membership have increased steadily during the convention. Indeed, in some cases, new stations have formed the association because the code had been adopted.

By 1948 NAB had received about 85% of the stations on the air. We will mail Standards of Practice to nonmember stations as well as invite their cooperation.

None knows better than the listener himself the inadequacy of the American broadcaster in introducing new patterns of programming. The code may change that in programming practices and create a new set of standards. This problem will be constantly before the broadcasters. In the new code, new patterns of the broadcast art—such as television—will affect the future development of standards.

Education Section

A new section covering educational broadcasting, which had been inserted prior to the convention by Judge Miller without special significance, appears in the final version of the standards. It calls on broadcasters to work with educators in perfecting techniques and training personnel.

The Education Articles:

EDUCATIONAL—Every radio program performs an educational function. That is the reason that such a code requires that the broadcasters provide the best educational value. It is the purpose of this article to encourage all broadcasters to cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skilled personnel.

Operation of the code, starting July 1, will arrive in the minds of listeners with a year of planning, drafting and industry controversy.

The NAB Chicago convention in October, 1946, adopted a resolution calling for the formation of a committee to establish a code as an industry guide. First meeting of the Special Standards of Practice Committee was held by President Miller was held March 31, 1947, with Robert D. Sweeney, MBS, as chairman.

Subcommittees Report

Two subcommittees, Commercial Practices and General Program Policies were appointed. A report of their activities was drawn up by the Standards Committee March 30. The Program Executive Committee met April 1-2 to receive the report.

Further subcommittee meetings were held later that month, with recommendations submitted to the Standards Committee May 12-13. The final code of a drafting committee and then reported to the NAB board at its May 21-22 meeting.

The Standards Committee met July 22-23 and drew up a new draft for board action. Revised standards for board action were adopted Aug. 7-8 by the Program Executive Committee.

Meanwhile the industry had been voting by mail on revised By-Laws, which vested the board with full code powers. These By-Laws were adopted overwhelmingly.

LOG CHARGE

IN ANSWER to a notice by daily newspapers in San Antonio, Tex., for running radio program logs, seven San Antonio stations purchased a three-quarter-page advertisement in this week's issue of Tel- Type, weekly, local radio newspaper, Mr. Stone wrote

the newspapers' obligation to promote radio stations. For messages which are aimed at promoting an individual program or feature, we have collectively spent thousands of dollars in advertising space. It should be recognized that it is the newspapers, not the radio stations, which are responsible for the advertising space. The five-point statement by the stations in the ad follows, in part:

1. Naturally, the radio stations recognize that the newspapers have a completely independent business operation, and we have found that we can work together toward the best interests of radio and newspapers.

2. For many years, public interest in radio stations has forced the newspapers to publish complete listings of all stations. In many cases, it is necessary to publish full schedules of radio stations, but in other instances, that same information is published as a free service to radio stations for philanthropic reasons. The problem is not entirely accurate.

3. ... We have never considered the...

San Antonio Stations Answer Newspapers

At Atlantic City Sept. 16 and 18, the convention devoted two half-days to heated code discussion. The board promulgated standards Sept. 19, to go into effect Feb. 1, 1949, but the last industry protest and the board decided in November to start all over again.

Autumn protests had come from the Independent Stations Committee and the FM Executive Committee, which had met Oct. 23 and 24 respectively.

The board's Nov. 13-15 meeting covered mainly the commercial time limit for the station. Between that time and the Feb. 24-26, 1948, board meeting at Hot Springs, Va., a special board drafting committee went over the document and made a number of changes. The board decided at that time to submit a new draft to the membership well ahead of the May 17-19 convention in Los Angeles.

The common session of the convention on May 17 was devoted to discussion of the standards, the convention voting overwhelmingly to endorse the document. The board handed down the code to the May 19 with orders to make a few refinements in language and to draft an educational section.

Titus, Associates Enter Guilty Pleas

PLEAS of guilty to charges of conspiracy to violate the California Corporate Securities Act were entered last week by Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Huband, principals in the North American Broadcasting Service Inc. The defendants withdrew their pleas of not guilty and entered pleas of guilty when they appeared in Superior Court in San Francisco, June 22.

Atmospheric conditions for probation and Superior Court Judge Albert C. Wollenberg set Aug. 9 as the date for hearing of the motion. Meanwhile, Messrs. Titus, Fjellstrom and Huband are on ball.
CONGRESS

AS THE 80th Congress moved toward its place in the pages of history speculation in radio circles was centered on who would be the key legislative figures responsible for radio legislation in the next Congress.

The announced retirement of Sen. Wallace H. White Jr. (R-Me.) (also see other story this page) as chairman of the powerful Senate Interstate and Foreign Commerce Committee guaranteed alterations in the lineup of that committee.

In the event that a Republican majority holds the reins of the 81st Congress: Sen. Charles W. Tobey (R-N.H.) would be the number one choice to fill the vacany created by Senator White's retirement. One of New Hampshire's own is also a candidate for the chairmanship of the influential Senate Banking and Currency Committee. He is allowed only one chairmanship of a standing committee and has declined to state his preference. Should he favor the latter chair, the next Commerce Committee chairman would be Sen. Clyde M. Reed (R-Kansas).

Republican members of the Senate Interstate and Foreign Commerce Committee who have signified interest in the top slot this year include Senators Albert W. Hawkes (N.J.) and E.H. Moore (Okla.).

If the Democrats regain majority control of Congress: Sen. Edwin C. Johnson (D-Colo.) would get the nod as chairman of the Senate Interstate and Foreign Commerce Committee, provided what appears will be a tough race for re-election in a state purportedly going Republican. Sen. Tom Stewart (Iowa.) is the next ranking Democrat on the committee. Rep. Carl Hinoine (R-Calif.), reported opposition of the powerful Crump machine to Senator Stewart's re-election, if effective, would elevate Sen. Ernest W. McFarland (D-Ariz.) to the second ranking Democratic spot. Should Senator Johnson also face a defeat Sen. McFarland would be first in line for the chairmanship.

Should the majority complexion change in November elections: Rep. Robert Crosser (D-Ohio) would succeed to the chair of the House Interstate and Foreign Commerce Committee, if he is re-elected. The ranking Democratic member of the House committee is Rep. Clarence F. Lea (Calif.), who has announced his intentions of retiring.

Bulwinkle's Position

If successful in his re-election efforts, Rep. Alfred L. Bulwinkle (D-N.C.) would, by virtue of Congressman Lea's retirement, be the second ranking Democratic member. In the event Congressman Crosser is defeated, Representative Bulwinkle would be logical successor to the chair if a Democratic majority returns to Congress.

Rep. Charles A. Wolverty (R-N.J.) would remain chairman of the House committee if a Republican majority were to control Congress. In the event of his defeat his possible successors, depending on their own re-election, would be, during a Republican Congress, Rep. Carl Hinoine (R-Calif.), and Leonard W. Hall (R.N.Y.), and Joseph P. O'Hara (R-Minn.), in that respective order.

New Committee Lineup Seen Next Year

Users Service Committee Plans Activities

BROADCAST Measurement Bureau's newly formed Users Service Committee, meeting for the first time June 24 in New York, planned future activities, heard a report from the director of subscriber service, and considered BMB's representation of the organization of district advisory councils.

Committee membership is composed of five delegates each from AAAA, ANA and NAB. The purpose of the group is to "foster the use of the data." Cort Langley, BMB director of subscriber service, in reporting on his work with advertisers, agencies and broadcasters, indicated a need for educating all segments of the industry in the value and use of fundamental research.

Committee members who attended the meeting are: AAAA—Eliza- beth Black, the Joseph Katz Co.; M. H. McDaniel & Rye; and Newman McEvoy, Newell- Emmett. ANA—Sherman Gregory, Campbell Soup; William Koening, R. J. Reynolds Tobacco Co., and Richard Rightig, American Food Products. NAB—Z. C. Barnes,

BMB MEET

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C. E. Hooper, Inc. has just released a Winter, 1948 Listening-Area Coverage Index for the 116-county area which we call "Iowa Plus".

The Index gives percentage of mentions for each station selected by more than 1% of the people polled. A scientifically-selected cross-section of listeners were asked "To what stations do you and your family listen most frequently or the most time?"

MORNINGS, WHO GETS 30%
NEXT STATION GETS 9%

For the period 6:00 AM-12:00 Noon, WHO was rated first by 30% of the respondents. Eight other Iowa commercial stations were selected by 1% or more of the people. The combined rating for all these eight stations totalled 31%.

Top-notch programming, outstanding public service means better values. Write for your copy of the 116-County Area Report—or ask Free & Peters.

WHO
†FOR IOWA PLUS†

DES MOINES ... 50,000 WATTS
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
TWENTIETH CENTURY will help make Paramount films available to home consumption alone.

Mr. Raibourn, who also is president of Paramount Television Productions Inc., operator of video outlet KTLA Los Angeles and one of the TV applicants at San Francisco, predicted the eventual use of feature films on television although some doubt exists whether the feature movie "is the ideal form for television in the home."

Competitive Requests

The San Francisco proceeding involves the competitive requests of KROW Inc., CBS, Television California and Twentieth Century-Fox of California Inc. in addition to Paramount. Considerable testimony already has been taken from all of the applicants through an earlier session held in San Francisco [BROADCASTING, June 7]. However, in view of the scope of direct presentation and cross-examination, the present session is not expected to be completed until Wednesday or Thursday.

One important phase of the hearing—concerning Paramount's interest in Allen B. DuMont Labs., TV station owner in three cities and applicant in two others—already has been completed [BROADCASTING, May 17]. Any ruling FCC may make to limit or grant expansion of the movie firm's multiple video interests will have a direct bearing on the San Francisco competition as well as several other proceedings in which Paramount is involved.

Another overshadowing factor is the questioned effect on movie firm television interests of the recent Supreme Court ruling upholding antitrust charges against the major portion of the film producing industry [BROADCASTING, June 21]. Paramount and Twentieth Century were among those named.

The major portion of the engineering presentation by the various applicants was completed on Monday before Jack P. Blume, hearing examiner for FCC in the entire proceeding. Of principal concern was the question of interference between the San Francisco stations with Stockton and Sacramento assignments.

The full session Tuesday was spent in investigation of the presentation by Klaus Landsberg, general manager of Paramount's KTLA. Mr. Landsberg explained the new construction cost figures introduced by Paramount which showed it would cost an initial $493,150 to build the proposed San Francisco outlet and another $600,000 to operate it for the first year.

Questioned on Cost

Counsel for the other applicants questioned the KTLA manager at great length on the cost estimates, indicating they considered them too high, as well as on his proposal to operate the station 50 hours per week with only some 45 staff members at the first. Mr. Landsberg pointed out that people now in training at KTLA would be moved to San Francisco and within eight to ten months after commencing operation the staff would reach the total of some 75 persons.

 Asked by Samuel Rosenman, special CBS counsel in the hearing, what help Paramount might give in view of KTLA experience, Mr. Landsberg said, "We have had assistance from both Paramount studios in the way of obtaining props, sets, talent, story plots, and from Paramount News in the way of film clips and similar items."

To Judge Rosenman's query if Paramount stars have ever appeared on KTLA on a regular basis (Continued on page 70)
This'll fool you!

They call this a “screen backdrop” in Hollywood. They paint scenes on it for filming landscapes. And the scenes are all fakes, of course, but they fool the movie audiences. Hollywood is full of such make-believe.

Makes us think about some of the claims of high-wattage radio stations. To hear them talk, you'd think everybody in town listens to them all day long. But don't let these claims confuse you in your time-buying.

We make no such claims for W-I-T-H. But we do claim this: W-I-T-H delivers more listeners-per-dollar than any station in Baltimore. It covers 92.3% of the radio homes in the Baltimore trading area.

It costs less to sell more on W-I-T-H, the BIG independent with the BIG audience. Call in your Headley-Reed man today!
most husbands would like their wives to know

HUSBANDS IN GENERAL like their wives to listen to WOR's Martha Deane in particular. The Kinsey report notwithstanding, it has been said that men whose wives are Deane fans, stick close to the family front porch. That's because Martha stirs women towards good conversation and good marital relations. Her influence on women's buying habits are equally happy-making for the 12 advertisers in her fold.

name or woman?

MARTHA DEANE is a name; a WOR property. It is one of the oldest and best-known names in the history of women's shows. But it is more than a name; more than a few syllables. It is a name warmed with charm and friendship and understanding. The women who have worn the name Martha Deane like a corsage of roses, have been great ladies. Mary Margaret McBride, first. Then the late Bessie Beatty. And now, Marian Young.

Today's Martha Deane has so deep a hold on the affections of millions of women, that, given the choice of meeting her or a Hollywood star, most listeners would choose Martha Deane. She's lovely, she's fun, she's sponsored — by some of the shrewdest advertisers in America. That's because Martha Deane and WOR get results. Almost single-handed, she raised a coffee from 8th to 3rd place in the metropolitan area. When she made a sample offer for a fabric company, 32,000 women pelted the posts within 5 days, with requests. Her success stories would fill a dozen file cases!
Former Governor Harold E. Stassen shares the microphone with Martha Deane. People in America's limelight enjoy the privilege of appearing on her WOR program. Press agents for America's most important writers, actors and artists say that few programs are as fruitful for their clients as Martha Deane's. For Martha influences thousands of women to buy books, to see plays, to visit art galleries!

Madame Nicole, the French milliner, adjusts a posy on Martha Deane's chapeau. Scores of fashion big-wigs have been guests on Martha's WOR show. They like the way she talks fashion in every woman's language. A one-time Women's Editor of the world's largest newspaper syndicate, Martha Deane has covered Paris openings, has interviewed every type of woman from Magda Goebbels to Dorothy Lamour.
Governor Dewey thanks Martha Deane for "an intelligent, searching interview." Women in 14 states will cling to Martha's program during the coming months for her sound and intimate interpretation of political events from a woman's angle.

Mrs. Franklin Delano Roosevelt was her most friendly, charming self on Martha Deane's program. Many important men and women who resist the glare of publicity are willing guests on the WOR Deane show. They enjoy the sensitive, informal way Martha interviews. They respect the far-reaching good she accomplishes (listeners sent more than $20,000 to CARE in Martha Deane's name).
**TV CHANNELS**

WITH A LINEUP of approximately 124 present and potential television broadcasters to be heard from, FCC tomorrow (Tuesday) opens hearings on its proposed revision and extension of its nation-wide video channel allocations plan [Broadcasting, May 10].

The hearing is expected to consume at least one full week and perhaps two, and will be held before the Commission en banc. This week's regular Thursday meeting of the Commission has been cancelled.

Announcing the hearing procedure last Wednesday, FCC served notice that evidence which does not come within the scope of the case may be rejected.

Two offers were specifically ruled out: (1) WHDH Boston's plan to create an additional television channel by reallocating frequencies among air navigation, non-commercial FM, and television [Broadcasting, June 7], and (2) WTAD Quincy's proposal that Channel 11 at Iowa City be used east of the city and that No. 10 at Springfield.

**Government Seeks Bids on Equipment**

State Dept. to Award Contracts For $1,600,000 This Week

CONTRACTS totaling $1,600,000 for transmitters, antenna systems, power plants and auxiliary equipment will be let by the State Dept.'s International Broadcasting Division this week, it has been learned.

The $1,600,000 figure is the division's deficiency appropriation for the remainder of the 1948 fiscal year which ends June 30. It must be spent before the expiration date or it cannot be used. For that reason the department has requested bids on equipment it expects to need in the future and will issue contracts to the winning bidders probably this week.

The exact number and type of transmitters and antennas which will be needed has not been definitely determined yet, since some of the desired frequencies have yet to be cleared by the nations involved.

Several bid openings have already been held and several more are scheduled this week before awards are made. Two things will be considered, according to the State Dept., in making the awards. First will be the amount of money, but second and equally important in many cases will be the estimated delivery time. The department expects delivery to be somewhat slow in many instances since the equipment is for export and requires special design.

Bids which have been received so far are running close to government estimates, the department reported. Design of a medium frequency directional antenna system to be used on 59-kw transmitter, for example, reportedly drew bids ranging from about $1,400 to $7,500, with delivery time from 30 to 60 days.

**Allocations Hearing Opens Tomorrow**

*be used north of that city.

*The Commission ruled that both of these proposals are beyond the scope of the hearing. WHDH's re-allocation proposal, FCC said, "may be presented in the form of a petition to the Commission to institute rule-making proceedings with respect thereto." The Iowa City-Springfield proposal was viewed as relating to "station operations and not to channel allocations."

Meanwhile, it was learned that FCC Chairman Wayne Coy will not participate in portions of the hearing relating to WTOP Inc.'s requested changes in Washington (D.C.) allocations, and to proposed revisions in the Bridgeport-Hartford area.

It was understood he is disqualifying himself on the Washington phase because of his former association with the Washington Post, part owner of WTOP Inc., and on the Bridgeport-Hartford portion because it involves the same policy question on directional antennas that is raised by WTOP Inc. at Washington. Similarly, he does not plan to take part in any other phase involving the directional antenna question.

The hearing will proceed on a state-by-state alphabetical basis starting with California, the first in which FCC's proposed channel arrangement was challenged. Within states, the companies involved have been grouped geographically and these, too, will be taken up alphabetically.

In all instances, where the proposed allocations have drawn opposition, testimony will be heard first from FCC counsel, next from persons opposed to the proposals, and last from persons supporting the plan. Where no opposition has been filed, proponents of the plan will be given an opportunity to present evidence but the FCC staff will offer no testimony.

**KXA Appointment**

APPOINTMENT of Lincoln W. Miller, former associate chief of the State Department's International Broadcast Division, as executive vice president of KXA Seattle was announced June 22 by Wesley I. Dumm, president of KXA, Inc.

The appointee was previously associated with Mr. Dumm at KSFO and short wave stations KWD and KWX San Francisco.

**Reaching 4,000,000 PEOPLE**

**K W K W**

Pasadena - Los Angeles

**National Representative: John Blair & Co.**
**American Tobacco Begins Defense**

**WITH THE GHOST OF George Washington Hill presumably hovering overhead, and a little baffled, the American Tobacco Co. last week began its defense against Federal Trade Commission charges of misleading and deceptive advertising on behalf of Lucky Strike fields, Camel's, and Philip Morris cigarettes into the eyes of laboratory rabbits to determine the relative toxicity of each brand.**

The government lawyer admitted this was an interesting procedure, but it was not pertinent because the FTC is not concerned with the effect of cigarettes on rabbits. He was overruled, however, when the witness explained that laboratory animals are customarily used in such experiments because of their sensitive mucous membranes, and that there was no intention of establishing brand preferences among rabbits.

The FTC complaint lists 12 separate examples of alleged misstatements in Lucky Strike advertising, which the American Tobacco Co. attorneys presumably are prepared to refute in forthcoming testimony. These include the familiar claims that Luckies are "toasted," that they are less irritating to the throat than other brands, and that "among independent tobacco experts it's Luckies 2 to 1." Other bulwarks of Lucky Strike advertising in recent years.

American Tobacco's side of the story will take at least "months" to present, according to a legal spokesman for the firm. The New York hearings continued through Friday of last week. Future hearings will be held at locations chosen by the firm. The FTC trial examiner is J. L. Horner.

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** SERVICE Expansion Plans Told by Dunton of CBC**

TWO MORE 50 kw stations and a new 10 kw station in a total of 57 new frequencies, that a 10 kw station is to be built at Windsor, Ont., opposite Detroit, and a 1 kw station will be built at Sydney, N. S. (Windsor station will go on the air as soon as announced by Canadian Broadcasting Co., in rounding out its expansion plans. CBC board chairman David Dunton stated at Ottawa on June 21 that CBM Montreal, and CBR Vancouver, are to be increased in power from 5 kw each to 5 kw each, it was announced by the Canadian Broadcasting Corp. in rounding out its expansion plans. CBC board chairman David Dunton stated at Ottawa on June 21 that CBM Montreal, and CBR Vancouver, are to be increased in power from 5 kw each to 5 kw each, it was announced by the Canadian Broadcasting Corp. in rounding out its expansion plans.

**Kruerger Seeks to Unify Independents in Texas**

**CULPEPER, VA., June 14** -- Lou Kluen, KULP El Campo, Tex., is taking the lead in seeking to form a Texas Independent Broadcasters Assn. He is sending letters of invitation to join such an organization to some 70 Texas stations.

**Non-ABC Outlets Offered Public Service Programs**

IN ANNOUNCING a new policy in public service broadcasting, ABC last week said it will offer these special programs to non-ABC stations in areas not covered by network affiliates.

Programs will be available on a simultaneous broadcast basis, and stations will pay the wire, line, and incidental costs, plus a "nominal" program fee. ABC's previous policy of offering public interest programs covered only Presidential addresses.

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**BLAINE-THOMPSON CO. FORMS TV DEPARTMENT**

FORMATION OF a television department of the group of radio stations owned by Blaine-Thompson Co., Inc., New York, to service the agency's present clients was announced last week by Mario Lewis, executive vice president of the agency.

The appointment of Charles Stark, formerly vice president and general manager of WMCA New York, to head the new department of radio and television for the agency was announced simultaneously. Mr. Stark, prior to his affiliation with WMCA, was associated with J. Walter Thompson, Lennen and Mitchell and was the original director of Radio Sales, CBS division.

Concurrent with Mr. Stark's appointment, Milton H. Farnham, who was copy supervisor for the Celotex Corp. account, was named copy chief of the agency and Richard Ash was elevated to head of promotions department.

W. O. Podges, formerly with Gardner Adv., has been named assistant to Mr. Farnham in the copy department.

**Knoxville Winter-Spring Hooperaing Is Issued**

C. E. HOOPER Inc. has issued Winter-Spring City Hooperaings for Knoxville. The program, following the earlier decision [BROADCASTING, May 24]. Original plan was to withhold report because of alleged distortion owing to special promotion campaign of WROL Knoxville.

WROL has used telephone promotion campaign of "Don't say hello, say WROL." Report contains footnote stating that Hopper regards sets-in-use figures and WROL ratings as possibly inflated and continues that Hopper raises question of promotion but only as to "validity of responses obtained during interviews in a market where listeners are subjected to money reward temptations."

**KQV Off Four Hours**

KQV Pittsburgh was knocked off the air from 5:15 p.m. to 9:15 p.m. June 22 when an electrical storm disrupted phone lines and telephone service in area of transmitter. FM service, which duplicates AM, was undisturbed, however, since transmitter is in different location. Power was resumed, AM broadcasts were picked up at AM transmitter and rebroadcast until telephone lines were returned to service.

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Henry W. Sandberg

HENRY W. SANDBERG, 52, general manager of the Post Cereals Division of the General Foods Corp., died suddenly June 18 at his Battle Creek, Mich. home. Mr. Sandberg joined General Foods in 1921 when he was assistant to the vice president of the Postum Cereal Co., predecessor company of General Foods.
A MODIFICATION of the Storevision technique, with live presentations of product commercials replacing the movie or slide film commercials used in the recent test demonstration at Thalhimers department store in Richmond, Va., will be utilized in the next Storevision demonstration which proved successful in the RCA Allied stores television caravans last year.

Mr. Cuff explained that the demonstration answered many questions that had arisen about Storevision's practicality:

1. The caravan demonstrated the success of intra-store television on a short stay promotional basis, but did it have continuing value? In Richmond the answer was yes. The crowds continued to watch the presentations without appreciable change from week to week.

2. Would Storevision tie up store traffic? At Thalhimers it did not.

3. Would Storevision adversely affect the advertising atmosphere or dignity? It did not appear to do so. Many shoppers commented favorably on the idea. Only one in the four-week test period registered an objection.

Question on Sales

The pay-off question, of course, concerned sales. Would brief commercials on movie or slide film duplicate the sales success of the caravans?[Broadcasting, Feb. 19] with its live demonstrations? The Richmond results were "only fair," Mr. Cuff reported.

Thalhimers felt that the cost of the slides—averaging $6, plus $50 for adding sound—was too expensive for the results obtained, Mr. Cuff reported. The store also felt that the 40 slides a week used during the test period were not enough and that all commercials, both movie and slide, should be changed at least twice a week. "On slides this would have been too costly, on film it would have been impossible," he said.
Motorists know that "THERE ARE HUNDREDS OF GASOLINES . . . BUT ONLY ONE D-X."

Time buyers know there are dozens of radio stations in Iowa . . . but only One KXEL, for the greatest selling impact in Iowa's richest rural area.

Get complete facts. Send for the newest Conlan Radio Survey. Write Josh Higgins Broadcasting Company or ask any Avery-Knodel man.

KXEL
50,000 WATTS
JOSH HIGGINS BROADCASTING COMPANY
WATERLOO, IOWA
Represented by AVERY-KNODEL, Inc.
COVERING THE GREAT "KXEL RURAL CITY"
TWENTY YEARS ago William Kussell, Boston furrier, took a flier into a new medium—radio and bought participating spots on the Caroline Cabot Shopping Service on WEEI Boston. Today's profits hit the $3,000,000 mark, all due to radio, as he used in other medium, says Mr. Kussell. Celebrating are (left to right): Richard Salinger, advertising agency executive; Mr. Kussell; Mrs. Cabot; Harold Fellows, WEEI general manager.

AT FIRST broadcast of this summer's Bob Hope replacement show, "Meet Corliss Archer," were (left to right): Janet West, star; Hugh Davis, executive vp of Foote, Cone & Belding; T.W. Taylor, WEEI vp; Wendell Niles, announcer; Al Capstaff, FC&B Hollywood supervisor of production.

SALES MEETING, Minnesota-style, is held by (left to right): Merle S. Jones, WCCO Minneapolis general manager; John Trent, WCCO sales manager; Mrs. Norma Dawson, wife of WCCO sales manager; Carl Burkland, general manager of CBS.

ATTENDING AME Convention were (left to right): Paul Merzer, WITC Hartford; Guy Hohnet, manager, All-Canada Broadcasting, St. Paul; Karl Kesper, KMKE, Minneapolis; Al Begin, KOMO; John Schilling, WHB, vice president; Ellis Atteberry, KCKN, manager; Donald Davis, WHB, president; Roy Roberts, "Kansas City Star" president; Tom Evans, KCMO, president; Karl Koerper, KMBC, vp; Dean Fitzer, WDAF, general manager, host; Al Stine, Press Assn.; Sam Bennett, KMBC, vp; E.K. Hartenbower, KGMO manager; Arthur Wahlstedt, "Kansas City Star." No tricks in this.

STAND the groove of Columbia's new long-playing LP Microgroove record which he developed is Dr. Peter Goldmark, CBS director of Engineering Research & Development. Assistant Rene Snepvange is at right. Records provide 45 minutes of uninterrupted playing.

NORTHERN presents go to Edwin R. Borroff, left) retiring ABC Central Division vp. Jimmy Neale, Dancer-Fitzgerald-Sample radio director, signs friendship scroll as Don Sareceno, Dorothy Chapman and Anne Meanie, ABC, watch. Presents from friends and employees included a clock, illuminated compass and skipper's cap.
Already credited with having the most comprehensive news coverage... and presenting a wide range of studio productions and remote pick-ups that include help for the homemaker, drama, sports, interviews with prominent personalities, night clubs, beauty, etiquette... a variety to match the most varied interests of viewers... WPIX offers an unusual opportunity to advertisers concerned with creating customer comment and conversation — making more sales, promoting prestige.

And anyone who's interested in the WPIX programs currently available for sponsorship and syndication should get all the facts!... write or phone for program rates and costs!

WPIX • 220 E. 42nd St., New York City
or WPIX representatives outside New York,
Free & Peters, 444 Madison Ave., N.Y.C.
A can of BEANS.....
...with a **WSM** label?

When our 7½ million walk into a store, there’s an invisible label on some of the beans . . . the brand they’ve been hearing about on WSM. That’s the brand in their minds. That’s the brand they ask for and buy. Because our people listen to WSM commercials with special confidence, born of 22 years of sincere broadcasting . . . 22 years in which *their* radio station has never once let them down.

This invisible label—this hard-earned stamp of approval—can mean more business for you in the South.
PERSONNEL CHANGES ANNOUNCED BY CBS

A number of personnel changes were announced last week by CBS for its Radio Sales division, radio stations representative.

George Klaver, former account executive in the network's Chicago office, has joined New York office. Gordon Hayes, former Chicago account executive, and previously assistant sales manager of WTOE, CBS-owned Washington station, has been named assistant Western sales manager of the Radio Sales division. He will be located in Chicago, as will Harvey Strubbers and Gil Johnston, newly named account executives. Mr. Strubbers is former account sales manager of WCFC, CBS-owned Minneapolis-St. Paul station, and Mr. Johnston was account executive with KMOX, CBS-owned St. Louis station.

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

Thats what Hooper says

That's what Leo, J. (“Fitz”) Fitzpatrick
I. R. (“Ike”) Lounsberry

BROADCASTING CORPORATION

PROTEST LAW REVISION

PROPOSED revision of Maryland's legal code to impose a "gag" rule on court news sources was protested last week by the Montgomery and Prince Georges County press associations. The proposed Rule 9 of the code covers contempt of court proceedings for broadcasting as well as publishing or photographing matter on pending cases. The rule was submitted by the Standing Committee on Rules and Practice and Procedure for the Maryland Court of Appeals.

Ticklish Problem

WHEN the power failed at WFBY Baltimore after a recent June thunder storm, Harry Boone, engineer, was notified by a stranger that "two hot wires" lay "steamine" in the street. Mr. Boone promptly notified the power company and police department. A policeman arrived in a few minutes and edged over to the line, wet stick in hand, as Mr. Boone waved frantically for him to backtrack. Finally the cop did. Later he explained, "I just felt a little funny when I got close - sort of tickly all over.

posed contracts, most of the clauses with which they were both in accord. This was particularly true, the findings indicated, with respect to the closed-shop provision insisted upon by IBEW but rejected by Fort Industry as inconsistent with the "anti-closed shop" amendment in the Florida state constitution.

"It is not incompatible with good faith in bargaining to refuse an agreement," Mr. Linder wrote, "to (such a contract) which (Fort Industry) felt might have brought it into conflict with the state legal authorities.

Nub of the bargaining aspect centered around IBEW's complaint that all control room and transmitter technicians employed at WGBS, exclusive of the chief and assistant chief engineer, constitute sufficient numbers for a bargaining unit. Fort Industry, in turn, affirmatively charged that there never has been any bearing to determine what constitutes such a unit. Findings of the trial examiner tended to show, however, that appropriate numbers for such a bargaining unit were and are existent, but, the report added, the company at no time during negotiations sought to terminate bargaining with the union.

Earlier IBEW had filed exceptions to Mr. Linder's Intermediate Report, which found no violation and recommended dismissal of the complaint. Recent decision denies the local's request for oral argument and motion for rehearing, but adds IBEW may file anew if it contends the company has committed fresh unfair practices.

IBEW COMPLAINT Fort Industry Cleared By NLRB

NATIONAL LABOR Relations Board has ordered dismissal of a complaint filed by the International Brotherhood of Electrical Workers Local 1360 (AFL) against the Fort Industry Co. Decision on the charge, which alleged unfair labor practices, was announced June 25 by NLRB Trial Examining Division in Washington.

In its amended complaint, filed Dec. 27, 1946, IBEW charged that Fort Industry's Miami outlet, WGBS, had discharged and "failed or refused to reinstate" Madeleine Forster, station employee, because she "joined and assisted the union and engaged in concerted activities . . . for the purposes of collective bargaining . . . The union also charged the company with refusal thereafter to bargain collectively and consequently engaged in unfair labor practices within the meaning of Section 8 (1), (3)
You can't cover California's Bonanza Beeline without on-the-spot radio

Two billion in buying power, plus more retail sales than San Francisco's and Seattle's combined... equals a market you can't afford to miss. But don't rely on outside radio to cover this part of California and Nevada. Mountain barriers virtually surround the Bonanza Beeline... turn away outside radio signals.

That's why the five BEELINE stations belong on your California schedule. With all five you blanket the whole Beeline... because these are the stations located right in the five major selling centers.

Typical of such coverage is KERN, the Beeline station in Bakersfield. BMB audience reports for the city show KERN daytime 81%, at night 94%. Get the full Beeline story from Raymer.
CUFF, ARONS STRESS TV AT NRDGA MEETING

A PREDICTION that national sponsors will not be able to carry the load of television network programs, because of the high cost of operations, was made by Sam Cuff, New York television consultant, when he addressed the National Retail Dry Goods Assn. convention in New York's Hotel Pennsylvania.

Mr. Cuff, speaking during the radio and television session, said local television stations, who “must carry the load” will turn to local advertisers. And to them, particularly retail stores, the speaker recommended the use of the pool system. A pool of stores, he said, would have the advantage of mass buying of programs, and could purchase top television programs for local broadcast.

David Arons, publicity director of Gimbel Brothers, Philadelphia, traced the background of his company’s use of television advertising and named cost and programming as the two major planning problems. He maintained that “television will sell—even hard-to-sell items.”

“How to Coordinate Sales Promotion with Your Radio Schedule” was discussed by Thomas D. Connolly, assistant manager of CBS Program Sales. He listed promotion methods and summarized their effectiveness.

Julian N. Trivira, sales promotion director of William Hengger and Co., Buffalo, introduced the speakers.

Quick Correction

WHEN Pin Hollinger, manager of KIST Santa Barbara, Calif., was erroneously introduced as manager of another station to members of Ad Club there, he quickly corrected the mistake. Without commenting, Mr. Hollinger strode over to film star Barbara Scott, the guest speaker, and planted a resounding kiss. Amid raised eyebrows he announced: “Corrections. I’m Hollinger of KIST. Everybody in Santa Barbara gets KIST, and it couldn’t happen to anyone nicer than you, Miss Scott!”

Agencies

(Continued from page 8)


ROGER COMBS, former account executive with N. W. Ayer & Son, New York, joins Davis & Co., Los Angeles, in same capacity.

SHORT & BAUM Adv., Portland, Ore., announces resignation of C. L. BAUM as vice president and purchase of firm’s entire capital stock by H. E. SHORT, president. Agency continues to operate under same name.

WAYNE TISS, Hollywood vice president in charge of radio for BBDO, is in New York for 10-day conference.

CLAY E. FORKER, former production manager of Reuben H. Donnelley Corp., and previously with BBDO and Campbell-Ewald Co., New York and Chicago, respectively, joins Victor A. Bennett Co., New York, as account executive.

SIDNEY SLOAN, radio writer and former station manager of WJOR Bangor, Me., joins Ruthrauff & Ryan, New York, as script editor.


AD FRIED Adv., Oakland, Calif., moves to new and larger quarters at 315 Fifteenth St., Oakland, and adds following to staff: DON SANTO, former radio and stage actor, named director of new television department; MRS. GERALDINE HOLDRIDGE, timebuyer.

GEYER, NEWELL & GANGER, New York, adds following new copy writers: WHITTING HALL, former copy chief in advertising department at Plymouth Div., Chrysler Corp., Detroit; DICK GREEN, previously with Continental Oil Co. for 20 years, and WILLIAM T. TODD, formerly with Lennen & Mitchell as vice president in charge of copy.


KENYON & ECKHARDT Ltd. opens office in Toronto at 304 Bay St. W. J. FROST appointed manager.

HOEFFER, DIETRICH & BROWN, San Francisco, announces that agency will be incorporated as of July 1. JAMES W. DIETRICH, controller, leaves firm to become assistant general manager of Clearpoint Paper Co., same city. Agency name remains same.
Each advertising dollar goes farther when KFJZ and WRR carry your sales message in the rich Dallas-Fort Worth market. You use both stations in both cities...with separate or simultaneous schedules...yet you pay only a single price for the double coverage! And KFJZ and WRR have big, loyal audiences in a big market of nearly two million Texans, with money a-plenty jingling in their jeans. ($1,890,148,000 a year to be exact!)

KFJZ and WRR join John Blair's list of fine radio stations July 1st. Your John Blair man has all the facts and figures on the rich Dallas-Fort Worth market, and the best way to reach it. Ask him!
"OPEN HOUSE" with AL ROSS, GLORIA HALLIDAY and guests is one of the WBAL radio programs that has been adapted to television. "Open House" is broadcast twice weekly over WBAL-TV. Gloria has appeared on the NBC radio network as well as NBC television network.

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

THEODORE R. MCKELDIN, former WBAL-TV commentator. His program "This Town of Ours."
WBAL TALENT began rehearsals before the television cameras in August, 1944.

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

WBAL-TV • NBC Affiliate • 2610 N. Charles St., Baltimore, Md.
Radio Won, Radio Lost

Radio did the biggest and best job in history in Philadelphia last week.

Radio fell flat on its face in Philadelphia last week.

Both statements are true.

Radio and television turned all-out in their coverage at a GOP convention that was geared for radio. Many newsmen found it easier to report by getting it over TV than through foraging for themselves. All agreed that radio’s job was superb.

It was in the self-help department that radio was an abysmal flop. There’s no free radio plank in the GOP platform. There was eight years ago, and again four years ago. The Dewey-Bricker platform of 1944 plumped for a new radio law which would define “in clear and unmistakable language, the role of the FCC.” This was implemented by a Dewey hands-off policy on program regulation.

What happened this time? Exactly nothing. The NAB didn’t turn a wheel. Nor the networks, either. The New Theory listeners’ affirmative move was a telegram from this journal to Chairman Henry Cabot Lodge of the Resolutions Committee which “assumed” that the 12-nautical-mile zone would be sustained. And, of course, the NAB lashed out at the Government Affairs Subcommittee. But no preliminary work had been done.

The only ray of sunshine. Chairman Lodge told Broadcasting that he thought there was no issue since, as he understood the First Amendment it covered freedom of all media and that certainly radio is included.

Time as Legal Tender

We are fascinated with the lugubrious significance of an announcement reaching us from Detroit—making a complaint in General Electric about which, heretofore having shunned the medium, is about to undertake a radio campaign. Not the old fashioned, stick-in-the-mud kind of campaign in which a sponsor puts up hard cash to buy time. The New Haven Clock and Watch Co., understandably an up-to-the-minute concern, intends to use radio the new way.

The clock company has set aside an undisclosed quantum of its own merchandise to demonstrate its worth which in fruitful return will mention New Haven Clocks favorably. Other manufacturers have long been engaged in just this sort of practice, but this idea is in its infancy, the knowledge that a manufacturer has admitted that it radio “budget” was confined to merchandise.

One may mournfully forecast an anarchical day when the broadcaster will be paid for all his time in appliances rather than cash. The washing machine and the refrigerator will have become the coin of the realm.

His employees may expect their salaries to be delivered by United Parcel Service (for deliverymen or clerks) or by moving van (for executives). Work diligently and your pay will increase by an automatic toaster.

The apparently irresistible compulsion to give away vast sums of money and quantities of merchandise to radio is a lure to listeners who has already led broadcasters a perilous distance.

It seems to us that the enormous energies which have been devoted to the collection and disbursment of prizes ought better to have been confined to the creation of entertainment which attracts audiences without other bait.

The responsibility for cutting give-aways down to size lies with nobody but the broadcasters. The first step they might take in that direction is to recognize the responsibility for payment as payment for air credits. Unless, of course, they want to trade themselves out of business.

Our Respects To

BEN STROUSE

ROUND Washington, WWDG’s general manager, Ben Strouse, is known as a “very solid citizen.” To his staff he is known as a “very wonderful guy.” Latest testimony to his ability was his election, May 25, to the presidency of the Washington Ad Club—the first D. C. radio man to be so honored.

The first job Ben Strouse ever held was in radio, in a manner of speaking. While still in high school in his native Baltimore, he wrote a weekly radio column for the old Baltimore Post. Salary: $5 a week. The year was 1926, and a good deal of radio critique then consisted of “DX reports” or how a signal was getting through, amount of static, and other reception problems.

“The static got pretty heavy during the summer,” Mr. Strouse recalls, “so for lack of listenable programs to criticize, I was fired. But the Post rehired me in the fall, at a salary of $7.50 a week.”

During this period, he also remembers taking an audition at WBFR, Baltimore, and failing it miserably. “After hearing a discussion of all that was wrong with my diction, my voice, and any number of other qualifications for being an m. c.” he says, “I decided I never wanted to see another radio station again.”

So he went to work for the Baltimore News, meanwhile going to Johns Hopkins business school to learn economics at night. At 19 he was manager of the merchandising service department of the News. From there he went to an advertising agency in Baltimore. The agency folded in the stock market crash after Mr. Strouse had been there two months.

The following December he went to work for the May Co., Baltimore department store, as a “Christmas extra,”... and remained seven years. He was assistant manager of several departments in the store—merchandising and advertising, among others.

After seven years with the store he wanted to get married, and for some reason, thought Washington offered more opportunities for advancement than Baltimore at the time, so he went to Washington job-seeking. He joined Raleigh Haberdasher as buyer. He also married. His bride was Ruth Katz, daughter of Joe Katz, of Katz Advertising Agency, Baltimore. A year later, 1938, the May Co. recalled him and he went back as buyer for corsets, negligees, lingerie and other feminine dainties.

Mr. Strouse hastens to explain that he “never took care of fittings, or anything like...” (Continued on page 58)

BROADCASTING  Telecasting
SWEET MUSIC FILLS THE AIR  From early morn till late at night ... sweet music fills the air for over half a million loyal WQXR and WQXR-FM families ... families that keep tuned to their favorite station so constantly, no other station can reach them so compellingly. Here is a pre-selected audience ... above-average in income ... discriminating in taste ... responsive to advertising that accompanies the music it loves. That's why more and more advertisers are finding these families their most valuable and profitable customers. For greater sales ... more easily made ... in the world's greatest market ... use WQXR and WQXR-FM ... the stations distinguished for good music and the news bulletins of The New York Times.
that’s in his department.

Father-in-law Katz, meanwhile, had been wanting to get his new son-in-law interested in coming in with him in the agency. He recognized a good business man when he saw one. Shying away from the apparent nepotism, Ben Strouse always said no.

Finally, though, the day arrived when Mr. Strouse could no longer say no. It came in 1941 when Mr. Katz and Ben bought WWDC Washington and asked Ben Strouse to join the station as sales manager. “It was too good to pass up,” he said.

He went to the position with a passkey in his pocket—a thorough knowledge of merchandising. On top of this Mr. Larson taught him what he knew about radio.

Ben Strouse found that his strengths were an asset at times. “I didn’t know what can’t be done,” he says, “so sometimes I did it.” He used to ride around town on streetcars “discovering” streets. He covered the bargain-bought 7th Street of Washington in this way, tapped its advertising resources and turned them into a gold mine.

Direct Selling Pays Dividends

Ben Strouse’s method of selling radio time wasn’t unorthodox, but it was unusual—and direct. His favorite place to talk was into a store with a portable radio under his arm. He would give the manager of the store a short sales talk on what radio could do for him. When the manager would protest that he was too busy or had no radio, Ben Strouse would pull out his radio with a “well, it just so happens…” Holding the manager with one hand he would call the station with the other and tell the announcer to “go ahead” with the previously arranged announcement.

Then to the astonishment of the store manager, the next station break would feature a nicely-worded free spot announcement for his store. “It was his inestimable asset,” says the ingenious ex-salesman.

Retail business now crowded the books of WWDC.

As a man who knows his merchandising, Ben Strouse is a firm believer in selling radio to retailers “more in terms of dresses or suits than in watts and coverage.”

In 1945 Mr. Larson sold his interest in WWDC and Mr. Strouse became general manager. The gross volume of the WWDC business has increased 700% since 1942, and has doubled since 1944. Mr. Strouse quotes these figures with apparent pride.

To him the important part he has played in achieving such a record, in fact he is a very unpretentious, fair-minded man—the type who is referred to by both competitors and customers as a gentleman.

The independent WWDC was the first station in Washington to have a full-power FM station in opera-

HOGG NAMED TO HEAD REVAMPED KOY SETUP

ELEVATION of John L. Hogg, commercial manager of KOY Phoe-

fice, to the presidency of the Salt River Valley Broadcasting Co., station licensee, has been an announced by Al-

bert D. Johnson, KOY manager. The action, which took place June 9 at a spe-

ail meeting of the board of direc-

tors in Phoenix, came as the re-

suit of executive reorganization of the operating company occasioned by the death of Burridge D. Butler, former president and chair-

man of the board.

In addition, Mr. Johnson was elected vice-president and KOY station manager. Other officers named include Glenn Snyder, general manager of WLS Chicago, vice-president; John R. Burt, program director of KOY, secret-

tary, and George R. Cook, of Chicago, treasurer. Mr. Hogg retains his position as commercial manager. Name of the late Mr. Butler was retained, as a tribute, in the post of board chairman.

to usher in WWDC-FM, Mr. Strouse and the station held a "Mr. FM" contest, which drew a volume of response that made the whole industry sit up and take notice. Entries totaled 25,381.

The station promotes heavily through contests—the annual "Miss Washington" contest, WWDC fishing contest, to name a few.

Ben Strouse is extremely conscious of the public service responsibilities inherent in the job of manager—especially a Washington station. "You never know who's listening," he says. "One day the White House called to say Presi-

dent Roosevelt had enjoyed a pro-

gram that had just gone off the air. It gave me a big thrill—and a pretty terrific sense of responsibility."

Indicative of the success of WWDC's traffic safety program, "Death on Wheels," was the remark of the D. C. traffic inspector made to Mr. Strouse one day when he heard the show was going off the air for the summer. "If that program goes off for the summer," he said, "it will mean ten extra traffic deaths this year;" Mr. Strouse is justly proud of WWDC's inter-racial programs, in which no races are singled out as "problems" or "preferred." The 38-year old manager's most outstanding success is commuting. Three hours of each day are taken up in traveling to and from his Baltimore home. His two attractive youngsters, Pat and Mike, account for most of his week-end times. Michael is seven, Patricia two and a half. Mr. Strouse also plays a pretty sharp game of tennis—usually doubles.

In addition to his Ad Club presi-

dency, he is a director of FM Ass'n., past director of the Better Business Bureau, member of Wash-

ington Board of Trade, chairman of Broadcast Industry Committee of the Federal Reports Council (replacing the now FCC Chairman Wayne Croy), the committee which simplifies federal forms pertaining to the industry.

On the social side, he belongs to the Variety Club and Suburban Club of Baltimore. The two cities have built up quite a reputation for himself in both places. And consensus seems to be not so much that Ben Strouse is lucky to have a father-in-law who owns a radio station, but rather that Joe Katz is a lucky man to have such a son-in-law.

KEY FIGURES in census planning of convention of American Marketing Assn. [BROAD-

CASTING, June 21] were (1 to 10): William C. Trupper, chief, Business Division, and A. Ross Eckler, assistant director, Census Bureau, and Gordon A. Hughes, General Mills, chairman of AMA Census Advisory Committee.

Management

EDWARD J. PATRICK, former pro-

gram director and assistant man-

ager of WEDO McKeesport, Pa., has been named general manager of WWDC Charleroi, Pa.

CLARENCE H. DOTE, sales manager of WJZ New York, key ABC outies, has been named executive assistant to MUR-

RAY W. STRAUB, vice-president in charge of ABC owned and operated stations. Mr. Dote also will continue as sales manager of WJZ.

CHARLES A. LARSON, former manager of WNOQ Orangeburg, S. C., and prior to that with WWDB Philadelphia, has been named general manager of WGDG Chester, S. C., new station to go on air in late July.

JACK WILSON, formerly with WHAS Louisville, Ky., has joined WYOR-

ty, N. Y., as station manager. He also will conduct his own two-hour nightly show on station.

GORDON KEEBLE, radio director of F. H. Hayhurst Co., Toronto, has resigned to become manager of CPCF Montreal. He is succeeded at Hayhurst by R . T. D. AMOS, former assistant radio director.

EUGENE CARR, radio director of Brush Mou,r Newspapers Inc., operates in WBSC Canton and WPAY Portsmouth, Ohio. and I. L. L. SHEPPARD, executive vice-president of WING Dayton and WIZE Springfield, Ohio, have been elected directors of independent line of Ohio Chamber of Commerce. Mr. Carr is also a member of the Ohio Chamber of Commerce.

CLAY R. BURRIS, general manager of KOWL Santa Monica, has resigned, an-

nounced C. R. BURRIS.

L. E. SHOEMAKER, NBC vice-president in charge of Central Division, has been appointed a member of U. of Illinois Foundation.

RAY CUMMINS, chief engineer and pro-

gram engineer for WBWE since 1940, has been named manager of WEXW Lincoln, Neb. for 1945 of Sales and Advertising Club of Winnipeg.

J. ARTHUR DUPONT, general manager of CJAD Montreal, is recovering from an operation in Montreal General Hos-

pital.

WILTON COBB, general manager of WGBR, Philadelphia, who was two-weeks Naval Reserve trip to Charlottetown, N. B., has re-

gained his station at and was honored at luncheon banquet of WABE Charlot-

te, E. B. (Buck) CONNELL of WAIC San Juan, P. T. M. H. FRISBIE of Philadelphia, R. F. SAN JUAN, and A. GIMENEZ AGUAYO of WKEF Ponce, Puerto Rico, have rejoined Mr. Cobb in behalf of Puerto Rican Broadcasters Assn.

New S. F. Radio Council Announces Its Officers

FORMATION of a new radio council, Radio Listeners of Northern California, has been announced in San Francisco. The group patterned after the radio councils of Cleveland and Wisconsin, is composed of members and representatives of more than 35 of the city's leading educational, professional and church organizations.

The group announced its board of officers as follows:

President: Mrs. Walter Fell, past president of the Alasoo Mothers Club; vice-president: Mrs. H. A. R. CRAMP, Milwaukee; secretary: Mrs. W. H. HENNESS, Redwood City; treasurer: Mrs. John CORSON, Burlingame; executive secretary and treasurer: Mrs. W. A. STORAH, San Jose; assistant secretary: Mrs. R. C. STORY, radio chairman, California Federation Women's Clubs, North.
Bill Macdonald, KFAB’s Farm Service Director, supplies farmers with a wealth of factual, interesting information daily.

In this BIG area, Farming is BIG business. And every day this BIG business is covered by the BIG radio station, KFAB. For the BIGGEST results in this BIG market, use the BIG radio station, KFAB.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC.

General Manager, HARRY BURKE
**WE KNEW IT WAS HIGH BUT GOSH! LOOK AT THIS!**

**IN MOBILE**

**WALA HAS A 68.5**

SHARE OF AUDIENCE RATING

6:00 P.M. to 10:30 P.M.

Sun. thru Sat.

While we have no authoritative sources to verify the accuracy of the ratings, the station's high rating is certainly impressive.

Let HEADLEY-READ give you the complete WALA story and the facts on the phenomenal growth of the Mobile market.

*HOOPER STATION LISTENING INDEX, OCT. '47-FEB. '48

**Commercial**

L. BERRY LONG Jr., account executive of KXO Denver, has been appointed sales manager, succeeding JAMES R. MACPHERSON, retired (see below). Appointment is effective July 1. Mr. Long joined KXO in 1927, coming from Sperry Flour Div., General Mills. He was associated with Buick Div., General Motors and Goodyear Tire & Rubber Co.

JOHN J. KARABIN, former commercial manager of WEDO Mckeepson, Pa., has joined WABA Columbus, O., as commercial manager.

ROBERT F. BENDER, formerly with Personal Products Corp., has been appointed sales manager of WCBS(PM), Cincinnati. He will have charge of selling advertising messages in the 500 buses and trolley cars now being wired for PM reception by WCBS. Mr. Bender's first association with radio was in 1927 when he sang with the Maple City Four over WLS Chicago.

Mr. Bender has joined sales department of WWL New Orleans.

JAMES R. MACPHERSON, assistant manager in charge of commercial activities of KOA Denver, for 14 years, retires from the station July 1. He plans to conduct his own business as a consultant on broadcasting, public relations, marketing and kindred activities.

JAMES H. WATSON, former member of sales staff of WSB, Atlanta, Ga., has joined Craig Broadcasting Co., which will open WOOD Chester, S. C., in late July.

VIRGIL L. SCHMIT, member of sales staff of WCBS Charleston, W. Va., for seven years, has been named commercial manager.

ROBERT M. BAIRD, formerly with sales department of KRKL Dallas, has been named manager of KKLX San Angelo, Tex. He also has been associated with KXLY Dallas, KVOD Tulsa, KTUL Tulsa, and WZKO Kalamazoo, Mich.

ROBERT MEKER Assoc., New York, has been appointed national representative for WPJS Evansville, Ind., to go on air about Oct. 1, with 5 kw day, 1 kw night on 1130 kc.

ERNIE FOSTER, newsmaster editor at WTH Hartford, Conn., is now member of WTIC's sales staff.

RUSSELL HOSKINS, formerly of Dancer-Pigott-Sampson, Chicago joins WBBM Chicago sales staff.

SLOCUM CHAPIN, account executive in ABC Radio Sales, and veteran of 15 years in radio, has been named Eastern sales manager for ABC television.

RAY BUSHING, formerly with WOWO Fort Wayne, Ind., and DREW KAYE, New York, have joined WPFW and WPFW FM Fort Wayne, as account executives. Mr. Kaye formerly was general manager of Arthur Murray's Dance Studio in Fort Wayne.

WBT Charlotte, N. C., has issued rate card No. 16, effective July 1. Base rates are same but station has eliminated "Dollar Volume Discount." Advertisers with business under contract prior to effective date of card will have rate protection for six months from that date. Rate card may change to new card at any time they desire.

TOO QUIGLEY, formerly with radio department of BRYAN, Chicago, has joined WBBM Chicago sales staff.

Market Research Council Elects Wilson President

ELMO C. WILSON, former CBS director of research and now president of International Public Opinion Research, has been elected president of Market Research Council.

Other officers are: vice president, Vergil D. Reed, associate director of research, J. Walter Thompson Co., and secretary-treasurer, Franklin R. Cawl, director of marketing and research, Kudner Agency.

The council is composed of researchers whose objective is to stimulate scientific study and sound thinking in marketing research.

H. Greig Joins DuMont As WABD Sales Manager

HUMBOLDT J. GREIG, for the past seven years assistant to the vice president in charge of sales of ABC, last week joined WABD New York, Du Mont key video station, as sales manager.

In announcing the appointment, Leonard H. Hole, general manager of WABD, said that Mr. Greig's duties will be much broader than his title indicates and that he will play an active part in the formation of policies and practices for the DuMont Television Network as well as for WABD. He cited Mr. Greig's part in establishing the daytime program policy of ABC which aided materially in building that network's billings to its current six million dollar rate.
"We like to live in glass houses!"

"At last we components can live wherever our jobs say we should—instead of all of us being pushed around to let a few tubes sit behind windows. That's why we like this TRANSVIEW design as much as you do!"

That's right! In the Western Electric line of FM transmitters, the position of each component is determined solely by the requirements of good circuit design. There's no need to stretch leads and extend controls to provide visibility for a few major components, because with TRANSVIEW design, you see the whole works.

This straightforward functional design results naturally in a clean-cut equipment layout—and, with full-length glass doors to show it off, provides an unusually attractive over-all appearance.

A further result of this unique TRANSVIEW design is maximum visibility during operation, accessibility for speedy inspection, maintenance and replacement.

For the full story on TRANSVIEW design, as well as the other unique features of Western Electric FM Transmitters, call your Graybar Broadcast Representative or write Graybar Electric, 420 Lexington Ave., New York 17, N. Y.
San Francisco's Carriage Trade is Practically EVERYBODY*

*Sales Management's latest Survey of Buying Power shows that San Francisco has the biggest per capita net effective buying income of the nation's 200 largest cities!

AND ONE COLUMBIA STATION SERVES THEM ALL

KOW
San Francisco Studios
Palace Hotel

Reprinted Nationally by Edward Petry & Co. Inc.
Pacific Agricultural Foundation, Ltd. 
San Jose, California

Page 56 • June 28, 1948

GRACE WHITING has joined WINS New York continuity department.

JOHN DOYLE has been named producer of WHM Chicago's "That Men May Live," directed in cooperation with Chicago Council of Social Agencies and the Junior League.

DOROTHY KACHADORIAN, former member of script writing class of WTAG Worcester Radio Club, has been added to WTM's staff as script writer. JOHN CLAREY, former rewrite editor of WHAV Haverhill, has joined station as director.

DOUGLAS STONE, former script writer of WHBM Chicago, and newspaperman, has joined staff of WGN Chicago.

JOSEPH HARR, assistant script writer of WSM Nashville, Tenn., has been appointed as announcing director.

EDDIE BIRNDRUY, who resigned as assistant director, is also listing as announcing director.

MARVIN LEVY has been promoted from studio supervisor to production manager of WDFD Flint, Mich. TED TAYLOR, announcer, has been appointed studio supervisor.

FRED LEVINGS, formerly with CBS Chicago, has been named program director of WIBM FM Hollywood.

JACK DALY has joined announcing staff of WCRS Kingston, coming from CJKL Kirkland Lake. He was formerly with CKEY Toronto as operator. PAT McDONELL has joined CKWS as continuity writer.

RO-ZEE, columnist for "P.M." and BICK BROWN have signed with WTOP Liberty, N.Y., to conduct two-hour record show.

JERRY F. HULLIN has resigned as assistant director and executive director of women's programs for WDVA Danville, Va.

BILL PEPPER, program director of WDFD FM Columbus, Ohio, and WTOP Liberty, N.Y., joined announced staff of WIBS Hollywood, as announcer.

NANCY DEWEY, copywriter and writer of radio serials, has joined WIBS Hollywood, as writer.

EARL JENKINS has joined WZAP Covington, Ky., as music librarian, and Bob Respers, formerly with the news department of WACK Cincinnati, has joined production department.

KEN WITHERS, formerly of Montreal, has been announced as the first of the new CFCH Network.

BILL GALBRAITH has been announced as the first of the new CFCH Network.

HERB LIVINGSTON, novelists and freelance detective, western and scientific writer, has joined WDNY Chicago writing staff. He authors "The Billy Leach Show," week, 10:30 to 10:45 p.m. (CDT).

AL JOLSON, star of his own NBC show, has been praised highly by the members of the Chicago Broadcasting Association.

BILLY LAWRENCE, director of CBS "The South Side Stories," has studied studio techniques via assignment as dialogue director of Republic Pictures.

ART SURFACE, sound effects department head of Don Lee Hollywood, and Ruth Liboff have announced their marriage.

CAST additions to their daytime serials include EVERETT SLOANE to CBS "Big Sister," HARVEY STEPHENS to WB "Right to Happiness"; and ALAN ALLEN to NBC "Head to Head." 

JEANNE GRAY, of KMPC Hollywood, will write two weekly columns for "En- cinos News." She left, under name of her radio program, "Woman's Voice." 

PAUL HUGHES, KATX Phoenix announcer, was given a $300 award in recent "Cosmopolitan" magazine short story contest.

DICK DE FREITAS, WINS New York staff announcer, is the father of four girls, born in 1935.

ED WATSON, staff announcer of KEX Portland, Ore., has been awarded bronze golf trophy, to be held at the annual Portland broadcasters' golf tournament.
RADIO DIABLO OPENS 250 KW FM STATION
WITH power of 250 kw KSBR (FM) San Bruno, Calif., has inaugurated regular program service on Channel 263, 100.5 mc. Taking part in the program were California Governor Earl Warren, Louis Hayward, Mrs. Lou Gehrig, Gail Page, Keenan Wynn, and other local and Hollywood celebrities.

Station is licensed to Radio Diablo Inc., affiliated in ownership with Eitel-McCullough Inc., tube manufacturer. Officers of Radio Diablo are O. H. Brown, president; J. A. McHugh, vice-president; Edmund D. Buckley, secretary, and W. W. Eitel, treasurer. Transmitter is located on Mt. Diablo, 3849 feet above sea level, and a studio-transmitter link is used in the 940 mc band.

Station personnel include Franklin Evans, program director; Vic Uebelhoer, commercial manager; Arthur Arrigoni, chief engineer; David Atkins and Tom Curtiss, operators, and Richard Scudder, Mel Fritze, Phil Walker and George Randall, announcers.

WVEC to Begin Thursday
As 250 w Daytime Outlet
WVEC Hampton, Va., new 250 w daytime transmitter on 1050 kc, is slated to begin broadcasting operations Thursday (July 1). Station is owned by the Peninsula Broadcasting Corp., headed by Thomas P. Chisman, president, and general manager; James E. Swafford, vice president and chief engineer, and J. W. Whiting, Chisman, secretary-treasurer.

Other station personnel are Vernon Carter, former with WRWF Washington, N. C., assistant manager; Edith Zavasky, formerly with WHYU Newport News, Va., women's director; Gordon Wahsh, Peter Edman, and Del Durrerette, announcers; Billy Eacho, music librarian, and Pay Kilpatrick, receptionist.

Equipment is Raytheon throughout. Standard transcription service and AP news will be used.

WPAY's New FM Station
Officially Inaugurated
FM broadcasts, including duplication of its regular standard AM programs, were officially inaugurated by WPAY-FM Lancaster, Ohio, June 29th. New station, representing a $50,000 investment of the Scioto Broadcasting Co., will be on the air from 3 to 9 p.m. daily for the first few months, duplicating several programs of CBS, of which WPAY is an affiliate.

Gerald F. Boyd is manager of WPAY and WPAY-FM. WPAY-FM is on Channel 281 (104.1 mc). Transmitting antenna is located in Kentucky, atop the highest hill point along the Ohio River between Pittsburgh and Louisville. Transmitter building was designed and engineered by Maurice Myers, WPAY chief engineer, who also installed equipment.

NEW AUSTIN STATION STARTS OPERATIONS
LOCAL, state and national government officials and civic leaders took part in dedication ceremonies of KFAU Austin, Minn., which went on the air May 30 with 1 kw fulltime on 1483 kc.

Studies of the MBS affiliate are located at 405 North Main St. and the transmitter is situated about 2½ miles south of Austin.

L. L. McCurnin, former manager of KWN0 Winona, Minn., is general manager of the station, owned and operated by Cedar Valley Broadcasting Co. Inc. Staff members include: Glen Klein, formerly of KMA Shenandoah, Iowa, chief engineer; Fred Dufty, formerly with WKBV Richmond, Ind., sports editor; Jim Cairney, Ken Bryant and Bob Abbott, announcers; Frank Potter, Robert Farrell and Robert Schulte, engineers; Tom Steenland and Joe Lake, sales department; Don Richardson, continuity chief; Mrs. Vivian Knudsen, traffic and accounting, and Mrs. Fred Dufty, receptionist.

WFSF WFAS-AM Finish
New Studios and Offices
WFAS and WFAS-AM White Plains, N. Y., have just completed postwar construction with the inauguration of new studios and offices. WFAS' Riverdale Dispatch Bldg. New transmitter plant went into operation last fall.

Station is located in Westchester County and has been in operation for 15 years. Frank Seitz, managing director, reports that programming will continue to stress fine music, civic details, local news, and a complete slate of forums and discussions on local topics.

WASHINGTON STATION STARTS
With 1050 kc in operation, the station is a full time station for the first time in its history.

View of transmitter building and antenna base of WPAY-FM.

WOJK-AM, 99.9 mc
Is Now in Operation
WOJK-AM, Alton, Ill., is now broadcasting on channel 260, 99.9 mc, with a radiated power of 9.1 kw. It is powered by a 3-kw transmitter with a 269-ft. tower.

The station operates from sign-on till 10 p.m. as a dual operation of WOKZ, owned and operated by the Illinois-Alton Broadcasting Co. R. L. Rose and R. C. Goshorn are co-owners and Al Riehl is program director. Thomas F. Payton Jr. is chief engineer. WOKZ has been on the air since Feb. 4.

WFTR Front Royal, Va., Planning July Opening
FINAL plans are being formulated for opening in late July of WFTR Front Royal, Va. The 250-w fulltime station will be on 1450 kc as a Mutual affiliate, according to H. F. Minister, president of Sky Park Broadcasting Corp., licensee.

Warren S. Bell, former engineer at WOL Washington, will be general manager and chief engineer, Gardner D. Beman, former radio production and sales promotion counsel of Birmingham, Ala., and Washington, D. C., has been appointed program director and commercial manager.

Studios and transmitter are east of the city on John Marshall Highway. Washington representatives of the station are Delmar W. Beman Sr. & Assoc.

YOUNGSTOWN was listening in full force when WFMJ broadcast one of its most touching programs. The station and the Youngstown (Ohio) Vindicator went to work making plans as soon as they heard Gene Autry, cowboy radio-screen star, was coming to town. It seems the 4-year-old girl in Youngstown who had been invalid for four years, and her big ambitions were to ride horseback again and to see Gene Autry.

As soon as Mr. Autry arrived, the young girl, Sally Sue Bartholomy, was taken to see him. WFMJ broadcast the interview she had with the cowboy star, and the station told her story on the air. Soon afterwards, Sally Sue grew worse. And a few days later, she died, one of her ambitions, at least, fulfilled.

AYER TV AUDITIONS
AUDITIONS for television announcers will be held at the N. W. Ayer & Son offices in New York and Chicago on August 2 and August 4, respectively. Two announcers will be selected in each city to cover the football telecasts to be sponsored by Lucky Strike cigarettes this fall.

MISSON ACCOMPLISHED
WFMJ Broadcasts Girl's Last
Big Thrill

June 28, 1948 • Page 56A
TV's Trouble

By AL BUFFINGTON

IF you're an agency radio man, chances are you're either put on a television show already or will have to do one in the near future. When the agency starts toasting you with advice don't lose heart. Some day you may be called upon to run the toarded concesJanion on the river Stya—a totally new experience. Remember your contacts with bull frogs as a boy and using your imagination plus a knowledge of your customer's likes in toarded toads (most of them will be radio men anyhow—the customers, not the horned toads) you'll probably do a very creditable job.

And just one television show, mind you, and you, too, are an overnight expert. All you need then is an impressive looking pipe and a carefully rehearsed sentence, "you gotta have action on that television screen—that's what it's all about.

The guys who've been in it for years will solemnly nod their heads, adopt a very knowing look and talk of slide things as 16-mm film clips, fades, dissolves, camera angles, etc. But don't be too impressed, my friend, keep puffing away at that pipe and throwing in that sentence of yours because nobody, and we mean literally nobody, is an expert at this stage of television.

It's true that any dope who's been exposed to the image orthicon and the cathode ray tube has learned certain fundamental techniques of television. He can give you a fast line or two that reads something like this—Remember to deal chiefly in close up, and keep your screen small and long shots lose detail. Use lots of demonstration—it is a great "show-how" medium. Don't ever show a commercial announcer reading a script—news telecasts are bad enough using the "reading" technique. Use a direct eye-to-eye sell from a representative looking salesman from time to time—nothing beats the persuasiveness of a personal sales pitch except a combination of this and showing the product. Have frequent giveaways of the package which fill the entire screen—the televiewer must learn to recognize your product at a glance.

Tactics 'An Insult!'

Well, you see what we mean—this is enough to make it perfectly obvious that the television expert is out to insult your intelligence. He's full of startling revelations about the medium that you can learn from one show or already realized from the plain and simple use of common sense.

Just so we'll recognize them, let's have a look at some of the overnight experts you meet in television today. First, there's the guy who's had his set installed for 24 hours and has just spent an evening soaking in it in order to try to decide whether his wife could set fire to his shot of bourbon and he'd drink it, flame and all.

This chap, not having ever seen television before, has nothing with which to compare the evening's entertainment. He decides it's something like radio only more like the movies and he'll tell you that by his own "expert" standards it's lousy. That singer he saw "just stood there and sang. The guy on the interview talked too much. Yeah, maybe if you liked sports the boxing and basketball were all right," he grudgingly admits.

Deep Down He Likes It

So, boom, he's an overnight expert and doesn't hesitate to let you know about it! And incidentally, he may criticize but he'll watch and watch and watch because deep down he likes it!

Then there's the prettiest of experts—is he the fellow who really has been around television for a good long while, maybe eight or ten years. But the longer he's been the more he's coming to the conclusion that the medium is too big for him. So he covers his feeling of inadequacy by constantly berating the upstarts out of radio advertisers who are coming into TV. Now if he was just smart enough to keep his mouth buttoned, chances are people would see this boy been around a long time. He must know all the answers.

But no, Mr. TV is afraid somebody might forget the fact that he had more experience in this business than DuMont himself. He'll probably sound off about something like this. "You tell that blanket-blank m. c. that this isn't radio. He's in television now! In all my 14 years in TV I never saw a radio m. c. yet you didn't have to draw pictures for to get him to look at the person he's interviewing instead of at the camera." So the 14 years in TV have taught our man the obvious truth that one should give the person speaking a little attention in order not to distract the audience viewing. It seems to me the nice old lady who coached our third grade play made the same thing clear.

Then we come to the nicest of all overnight experts—nirce because he is footing the bill while we're getting familiar with television. He's the local sponsor who takes one look at the classy slides or the $60 colossal film production you made for his commercials and promptly is sorry he hired you. "Look at those Camel commercials," he'll say, "what's the matter, haven't you been watching those film commercials for Lucky Strikes and Kools? Why can't our look like those?" Why indeed—there's a little matter of around $2,500-a-minute spot difference in cost that may have something to do with it.

So you beat your brains out trying to come up with a gimmick that'll take the place of lavish production and costly film optical effects and he tells you what you already know. (Author's note: In case one of our sponsors recognizes himself, we'd like to repeat he's really a nice guy with expert trouble) of his own since both his small children don't hesitate to tell him how bad each of his television shows is.)

There you have a quick run down on a few of the experts you'll meet in television today. From graying veteran to a sponsor's precocious kids, you'll recognize and live with each type. Did you get that? No, you'll get used to and if you have any really tough television problems, don't hesitate to get in touch with me because—well you see, I'm an expert, too!

NEW TV MODELS

Wide Variety of Sets—

NEW MODELS of television sets were announced last week by several manufacturers. Magnavox Co., Chicago, entered the video field by introducing twelve models in a wide variety of furniture styles ranging in price from $299.50 to $1,750. The company has converted its Fort Wayne, Ind., facilities for television set production and expects to reach a capacity of 10,000 units per month by fall.

Stromberg-Carlson announced a new television-FM model with a twelve-inch picture tube. The tuning range takes in the 13 television channels and the 880-108 mc FM band. Price is to be announced later.

Belmont Radio Corp., Chicago, subsidiary of Raytheon Manufacturing Co., has introduced a new two-tube television receiver which operates on AC of any frequency as well as DC, thus eliminating the need for converters in DC areas. The TV tube, seven-inch screen receiver will retail for $175.50. Company officials claim that the new receiver is ideal for use by service dealers.

Croley Division of Avco Manufacturing Corp. will introduce its 1949 line at the July Furniture Market in Chicago. Included will be a TV receiver with a 12-inch picture tube.

Too Many Overnight Experts

Proposal to Increase Capitalization

ALLEN B. DuMONT LABS. has called a special stockholders meeting to vote on a proposal that the company's capital stock be increased from the present $300,000 to $3,300,000. Meeting, called for July 22 at 2 p.m., in the firm's offices at 2 Main Ave., Passaic, N. J., is in lieu of the annual meeting which was called on May 29.

Stockholders will be asked to vote on a provision that not more than one-fifth of the capital stock shall be owned by foreign governments or aliens. This is to comply with the requirements of the Federal Communications Act to that effect for station licensees, as DuMont owns two television stations, WABD New York and WTTG Washington, and is currently constructing another, WDTV Pittsburgh. Officers and directors for the coming year will be elected at the special meeting.

As set forth in the announcement to stockholders, the proposal is "to increase the authorized capital stock of the corporation from $300,000, the amount now authorized, which is divided into 2,440,000 shares of class A common stock and stock of the par value of $0.10 per share and 650,000 shares of class B common stock of the par value of $0.10 per share) to $3,300,000, to be divided into 150,000 shares of..."
DURR HONORED

HIGH REGARD for retiring FCC Comr. Clifford J. Durr as a selfless and courageous public servant was expressed by FCC Chairman Wayne Coy June 19 at an honorary luncheon tendered by the National Lawyers Guild, Washington, D. C., chapter. Some 300 government and industry representatives and Guild members were present.

Heled at the capital's Washington Hotel with former Assistant Attorney General Thurman Arnold as toastmaster, luncheon also included Sen. Claude Pepper (D-Fla.) as a feature speaker. Among other guests at the speakers' table were Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr; Justice Harry W. Edgerton of U. S. Court of Appeals for D. C.; former FCC Chairman Paul A. Porter, now law partner of Mr. Arnold; FCC Comrs. George E. Sterling and Rosel H. Hyde; Joseph J. O'Connell Jr., chairman, and Josh Lee, member, Civil Aeronautics Board. Mrs. Virginia Durr, wife of the commissioner whose term at FCC expires June 30, was seated by Chairman Coy.

The present FCC chairman stated that Comr. Durr “is an exultant believer in democracy” and if he is capable of wrath, “all his wrath would fall upon those reckless sons of America who would sell our nation’s liberty for restraints to be imposed by a few.” Mr. Coy continued: “Today, the name of Clifford J. Durr stands high on the roll of those who have contributed to American broadcasting in the public interest. He has always had before him the vision of broadcasting as a palladium of the people’s liberties.”

Comr. Durr “has envisioned goals of achievement,” Mr. Coy related, “that much of American radio has not yet attained—goals toward which it must move or mock the bright hopes that arise with each new technical advance in this electrical miracle.” He added that Mr. Durr has been “one of the most diligent and one of the most discerning architects of the house of radio” and has been a “consistent rebel against 19th century thinking in 20th century electrical communications.”

“Because of his shining integrity, his keen intellect and his disarming charm,” commented Chairman Coy, “most people who have differed with him have not been able to find it in their hearts to resent him. The few real enemies he has made are of such a stripe that their enmity is a badge of honor.”

Donald Murtha, president of the Washington chapter of the Guild and assistant solicitor for the Dept. of Labor, said Mr. Durr was a man not to “compromise with his own conscience.”

Mr. Arnold, in light vein, mused that after Comr. Durr left FCC we would have 45 minute commercials and television by Minsky. Seriously he asserted Comr. Durr has been the “conscience of the broadcasting business.”

Senator Pepper, viewing the present political trend as that of retrogression, stated the country will be “easily impoverished” as Comr. Durr leaves public service. The Congressman then read excerpts from a number of published articles and news stories commending Comr. Durr and his work. A number of these stories were inserted by Senator Pepper in the Congressional Record for June 22.

Group Honors Durr

A TESTIMONIAL luncheon to Clifford J. Durr, retiring FCC commissioner, will be given July 1 at the Hotel Astor in New York by a group of his friends among top broadcasting executives. Arrangements are being made by the Radio Committee of the American Civil Liberties Union.

ENJOYING good anodeot of National Lawyers Guild luncheon, Washington chapter, is guest of honor himself, Comr. Durr (lll), and to r1: Thurman Arnold, former Assistant Attorney General of U. S.; now Washington attorney; Supreme Court Justice Hugo L. Black, brother-in-law of Comr. Durr, and Josh Lee, member, Civil Aeronautics Board.

FCC Probes

(Continued from page 26)

sufferer, normally does not remain in Washington during the summer pollen season.

The House select committee's plans were not expected to take shape until after the wind-up of last week's Republican Convention, and there was some feeling that the committee would not get down to business until after the Democratic Convention next month.

With the GOP leadership engrossed in the party Convention, there was only speculation as to the ultimate membership of the special committee, and little of that. The five-committee man is to be named by Speaker Joseph W. Martin Jr.

Rep. Forest A. Harness (R-Ind.), who introduced the resolution, would head the committee if normal procedure is followed. In view of the surprise stand taken by Rep. Charles A. Wolverten (R-Ill.) in support of the measure after his Interstate Commerce Committee voted to fight it on jurisdictional grounds, it seemed likely that either he or one or more of his designates also would be named.

Rep. E. E. Cox (D-Ga.), who headed the 1943-44 select committee probe of the FCC until he resigned after what he called a “smear campaign” against him, was one of the forces behind the Harness resolution, but his office said he would refuse to serve on the investigating committee.

The committee carries a $25,000 appropriation but authorities noted that additional funds will be available after Jan. 1 if needed.

It was opposed on the floor principally by Rep. Adolph J. Sabath (R-Ill.), the only dissenter in the Rules Committee's favorable action on it, and to a lesser extent by Minority Leader Sam Rayburn (D-Tex.) and Rep. Mike Monroney (D-Okla.).

Majority Leader Charles A. Halleck (R-Ind.) actively supported it in the floor debate, along with Reps. Horns, Wolverten, Cox, and F. Edward Hébert (D-La.), an outspoken critic of FCC's grants (Continued on page 60)

VA Series Being Carried

By Over 1,500 Stations

VETERANS Administration series, Here's to Veterans, is now carried by 1,505 AM and FM stations, according to Charles E. Dillon, assistant director of information for VA radio and television. Figures apply to the seventh series of 13-quarter-hour platters. The eighth series has just been distributed to stations; the ninth is in production.

A total of 24 television stations are currently carrying the VA film spot series, Your VA Visitor. Production is also beginning on a series of five-minute films. On June 10 VA held a television conference in Washington for the Eastern Seaboard to study the development of local TV shows conveying current information to veterans and their families.

Paging Service

TELANSERPHONE Inc., New York, was granted construction permit last week by FCC for a Class I experimental radio station to test feasibility of a radio paging service for doctors. Use of 72-76 mc band for test is allowed provided that no interference to television Channels 4 (66-72 mc) and 5 (76-82 mc) results. Doctors are to carry small portable receivers and a fixed transmitter would send code signals until doctor called responded by telephone.

June 28, 1948 • Page 57
DuMont

(Continued from page 56-B)

"business has greatly expanded and larger inventories are being carried and greater amounts of working capital used," the announcement states, "it is contemplated that part of the proceeds from the new financing and from current profits will be devoted to these and other general business purposes.

"The facilities for the production of television receivers, transmitting equipment and cathode-ray tubes are not extensive enough to meet present demands and it is contemplated that some of the funds becoming available will be used to enlarge and improve those facilities," the announcement continues. "To that end the corporation is negotiating for the purchase of a large plant in which, it is hoped, to center the production facilities. Part of these funds may also be used to finance the construction and equipment of the corporation's television broadcast station WDTV Pittsburgh."

Holders of the preferred stock, if authorized, will receive preferential dividends at the fixed rate of 5% a year, payable quarterly, before dividends are paid to any other stockholders. In event of liquidation of the corporation, preferred stockholders are to receive $22 a share if the dissolution is voluntary, or $20 if it is involuntary, with the entire assets of the corporation to be divided among the holders of preferred stock on a pro rata basis if the assets are not sufficient to meet the $20-a-share figure.

The company reserves the right to redeem the preferred stock at any time for $22 a share, in lots of not less than 10% of the outstanding shares at any one time. Starting June 30, 1949, the company will set aside at the end of each quarter a sum which would be equal to 2½% of the consolidated net income for the preceding fiscal year for the retirement of the preferred stock. An amount equal to each of these retirement installments shall also be applied from time to time to the purchase of preferred stock on the open market, as available, at not more than $22 a share. If the fund required to be set aside for retiring preferred stock equals or exceeds $150,000, the company is required to put into the fund only enough to bring it up to $150,000 on the fund retirement date, with no retirement installment called for if the bid price of the stock on the day before the installment date is $24 or more.

The preferred stock may also be converted into class A common at a sum to be fixed by the board, but with the initial price to be not less than $18.18 per share. The company is required at all times to keep available out of its authorized and unissued class A common stock enough shares for the complete conversion of the outstanding preferred stock.

Franco and Pat Fennell Were Married in March

Mr. Franco and Mrs. Franco CARLOS FRANCO, manager of station relations and associate director for Young & Rubicam, New York, and Patricia Fennell, time buyer with Dancer-Fitzgerald-Sample, New York, were married on March 4 in New York City. The couple delayed public announcement of their marriage until last week because of the recent death of Miss Fennell's father.

Mr. Franco, who has been associated with Y & R for the past 15 years, is currently celebrating his 25th anniversary in radio. Miss Fennell has recently joined D F & S and was formerly associated with the Blow Co. for five years.

CFCL London, Ont., is expected to change to 1080 kc from 1570 kc this autumn.

WBT HAS A GOOD TIME

HOOPER

12.0
10.0
8.0
6.0
4.0
2.0
0.0

WHAT'S COOKIN?

YOU-KNOW- WHICH COMPETING NETWORK SHOW

Page 58 • June 28, 1948

BROADCASTING • Telecasting
FLORIDA, SOUTH CAROLINA ASK CENSUS SET QUESTION

RESOLUTIONS calling on the U. S. Census Bureau to include a radio set ownership question in the 1950 decennial census were passed at meetings of the Florida and South Carolina broadcasters' associations (see story Florida meeting page 89).

The South Carolina group elected G. Richard Shafto, WIS Columbia, as president. Mr. Shafto is an NAB director-at-large representing medium stations.

Eight stations were represented by 25 broadcasters at the one-day session in South Carolina. Other officers elected were John M. Rivers, WCSC Charleston, vice president; Melvin Purvis, WOLS Florence, secretary-treasurer. Elected directors for two years were Robert E. Bradham, WTMA Charleston, and T. Douglas Youngblood, WFIG Sumter; for one-year terms, B. T. Whitmire, WPBC Greenville, and James W. Hicks, WCOS Columbia.

Speakers included Frank Silverman, BBDO New York, who also had addressed the Florida meeting; John Willoughby, FCC acting chief engineer; Harold Pair, NAB, and J. Allen Brown, NAB.

Routine business rounded out the session of the meeting.

TELEVISION'S first "personal" receiving set, offering direct-view reception on a three-inch tube and priced to retail at $99.50, has now had its debut. Pilot Radio Corp. spokesmen said it would be on sale in retail stores by the end of July.

Weighing less than 15 pounds, about the same as a portable radio, the "Candid T-V," as it is named, can be carried easily from room to room or place to place, freeing television of the "fixed location" requirements of larger sets, Pilot officials said. They also pointed to the simple inside doublet wire furnished with the set will give perfect reception in most locations, eliminating the need for a complicated outside antenna system.

The "Candid T-V" chassis contains 21 tubes, including the picture tube and three rectifiers, and covers the complete TV band from Channel 1 to 13. It is contained in a modern cabinet with a "Velveta-Wrinkle" finish and has only four controls, for tuning, brilliance, contrast and volume. It was stated that all component parts except the viewing tube are standard radio units so that the set can be mass-produced. The tube is an RCA model 3KP4.

Dr. Werner Auerbacher, engineer-designer for Pilot, explained that in designing the "Candid T-V" he had tried to eliminate the two major faults with seven-inch video sets he had seen: that the pictures were too small and that their selectivity was not good enough. The first point is not a contradiction, he stated, as the proper size depends on the viewing distance, and where most people sit back and look at the seven-inch screens from too far away for that size of picture, the three-inch set will be treated as a book and viewed from close-up, with not more than two or three viewers at a time.

On the second point, Dr. Auerbacher said that the Pilot set has five IF stages, giving full band width and full definition, affording a picture as clear as that of the largest sets.

ACCA FACES CONTEMPT CHARGES IN WFIL CASE

THE American Communications Assn. (CIO) and 15 members were ordered last week to show cause why they should not be held in contempt of court for allegedly violating an injunction restricting picketing at WFIL Philadelphia.

The union must file an answer by tomorrow (June 29). The station claimed the union violated a temporary injunction limiting the number of pickets and barring coercion, intimidation and other unlawful tactics. Meanwhile, in an NLRB election to determine whether the ACA or International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators (AFL) represented the station's TV engineers, IATSE got seven votes while 35 others by ACA members were contested. The ACA was denied a place on the ballot because its national officers have failed to file non-Communist affidavits.

and makes the most of it

WBT averages an 8.0 Charlotte hooperating from 9:00 to 10:00 a.m.* .57% better than the nearest competitor (one of network radio's top shows)! That's good in any league.

But on WBT—where the average of all daytime rated periods all week long is a 12.8 rating—beating the best competition has to offer by only .57% isn't good enough. So we built a new 9:00-10:00 a.m. audience participation show for housewives. Called "What's Cookin'?" With guests, giveaways and gimmicks. Starring Kurt Webster, whose solo feat of reviving 'Heartaches'? created a national sensation and sold more than 3,000,000 records.

And look what you have now: a nationally-known, locally-idolized personality... with a topnotch show... in a period where WBT already is head-and-shoulders above all competition. On 50,000-watt WBT, serving 3,500,000 people in 95 Carolina counties. So... if you're looking for a good time—and want to make the most of it—grab a share of "What's Cookin'?" before it's all gone.

*10/10/48**

C. E. Hooper—Charl. 1947-Feb. 1948
†See TIME, March 10 and 24, 1947

JEFFERSON STANDARD WBT BROADCASTING COMPANY CHARLOTTE, N. C. 50,000 WATTS Represented by RADIO SALES

June 28, 1948 • Page 59
FCC Probes
(Continued from page 57)

to Edward Lamb, whom he accuses of Communism association.
The House voted 174 to 50 to consider the measure and passed it by voice vote without a count after Rep. Sabath was over-ruled on his demand for "the floor is closed." A motion to reconsider was tabled.
The decision to put the investigation into the hands of a select committee was regarded generally as a slap at Rep. Wolverton and the Commerce Committee, despite the New Jersey legislator's insistence, in floor debate, that "I do not consider that this resolution will diminish the jurisdiction of the Committee on Interstate & Foreign Commerce."

Rep. Wolverton, whose committee had earlier voted to fight the resolution on grounds that it has jurisdiction over radio legislation [Broadcasting, June 21], conceded that it would have been "pleased" if the Rules Committee had chosen to report out his own long-pending investigation resolution instead. But he said the Harness resolution was "unnecessary unless his own was acted upon, "because it does provide the authority which the regular committee does not have."

He said he was "of the opinion that in the formation of a special committee—and maybe the wish is father of the thought—the Speaker will take into consideration the high caliber of the men on the Committee on Interstate & Foreign Commerce and recognize that fact in connection with whomever he will appoint to this committee."

He refused to be drawn into opposition to the Harness measure on jurisdictional grounds, although Rep. Rayburn and other opponents repeatedly raised the issue.

Says Not Aware
Rep. Harness told the House he was not aware that the Wolverton resolution or any other measure to investigate the FCC was pending.

Rep. Sabath, protesting the speed with which the Harness resolution was pushed through the Rules Committee, said the only testimony was a statement by Rep. Cox, and that "from the brief statement that was made...the country would be made to believe that the members of the Commission was composed of Reds or with men affiliated with Communist fronts."

Rep. Cox interjected that the members of FCC "are not all Reds, of course."

He referred to Rep. Hebert's protest of FCC's issuance of five grants to Mr. Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks: "Think of it—five licenses to one man in two weeks and he a man with Communist connections."

Rep. Sabath wondered whether Mr. Lamb's filing of the first portal-to-portal pay suit wasn't the "underlying reason for the attack being made against him." He said both FCC and FBI had investigated, and that "personally I feel there is no evidence that either of his operating stations has been or will be used by left-wingers or Communist-front organizations because it is a known fact that he has been opposing Republican candidates for Congress in radio districts in Ohio and, if I am not mistaken, in broadcasts in one of his stations in Pennsylvania."

Mr. Sabath said he was "confident that when the [loyalty] investigations have been completed, the record of personnel loyalty of the Commission will rank with the top governmental agencies."

Mr. Lamb, who is associated with WTOD Toledo and several grantees companies, meanwhile issued a statement saying he was "highly pleased" with the prospects that the grants to him would be investigated. He said the probe would give him his first opportunity to present his side and that Congress will be interested in hearing the connection between the attacks made upon him, and his business competitors. He said an Eastern publicity firm is engaged solely in "attempting to smear Lamb."

One of Mr. Lamb's rivals, the Mansfield (Ohio) News-Journal, also lauded news of the investigation, declaring: "The facts behind Lamb and his communist writings, and his associations and affiliations with communist-connected groups and 'front' organizations was big factor in bringing the situation to a head."

Rep. Rayburn, who reportedly was miffed when FCC refused last year to grant an application of his nephew, Robert Bartley, told the House that he is "not in love with this Commission," but that "I do not believe in persecuting anybody." He continued:

I think it is a better Commission now than it was five or six years ago. I think that when we had on that Commission some men, not a majority of them, who were cowards and weaklings. I do not know what kind of a chairman Wayne Coy is going to make. I think he is a very good and a very able man. But whatever he is, he is a better man and a better chairman than the man he succeeded was capable of being.

Majority Leader Hallege, agreeing with Rep. Cox in his opposition to some of the tactics employed against the 1943-44 FCC investigation, maintained that the new probe "is something that needs to be done...I take it that this resolution is not intended to go back into matters of that day but, rather, is to inquire into some of the things that are presently alleged to be going on."

Rep. Hébert protested at one point that Chairman Wolverton of the Interstate Commerce Committee had received a reply from FCC on his inquiry about the grants to Mr. Lamb but had not informed him of the FCC answer. Mr. Wolverton asserted that "the committee...has not closed the matter."

Eight AFL Unions Discussing Merger
THE ASSOCIATED Actors and Artists of America concluded a week-long series of conferences in New York on Friday, aimed at physical merger of the eight AFL entertainment unions of which it is the parent.

George Heller, national executive secretary of AFRA, who is vice president of the 4-A's and a strong contender for the presidency of the parent body, said after Thursday's meeting in the Hotel Roosevelt that a draft of their merger plan will be presented for consideration of the 4-A affiliates. These are: AFRA (American Federation of Radio Artists), Actors Equity Assn., Chorus Equity Assn., Screen Actors Guild, American Guild of Musical Artists, American Guild of Variety Artists, Screen Extras Guild, and Screen Actors Union.

There are many factors supporting the proposed merger—which has been in the talking stage for some years — union spokesmen pointed out. Foremost among these are reduction in individual overhead and operating expenses through unified administration, the long-sought—single membership card for members of all AFL talent unions, and the advantages of presenting a solidified labor front, deemed especially vital since passage of the Taft-Hartley Law.

The complex matter of television talent fees and working conditions also is understood to be playing a vital role in the current 4-A talks. The 4-A video committee, with Mr. Heller as chairman, has been working for some months on a video code for AFL talent unions.
Names that are making music history are yours to sell sponsors on CAPITOL TRANSCRIPTIONS

Not just band leaders, singers, musicians...but artists that are the talk of the musical world!

Peggy Lee made history with "Golden Earrings" and "Manana". Always in great demand, her popularity zoomed to SRO proportions. You've got her, on Capitol Transcriptions...along with special voice introductions by Peggy.

The King Cole Trio, tops in the country, are Cap-Trans artists. Nat Cole recently hit the jackpot with the amazing "Nature Boy" scoop. It makes Nat NEWS. And he makes good music.

Frank DeVol, radio and recording star, did the magnificent musical arrangement on "Nature Boy". His orchestra and delightful arrangements are on Cap-Trans., with his vocal introductions.

These, and many more like them, help you build listeners and sell sponsors. The coupon below will bring you full recorded, printed and illustrated details.

Capitol Transcriptions
Sunset and Vine
Hollywood 28, California
Please send me without cost...
1. Demonstration Transcription describing Service.
2. Complete details and cost.
Name___________________________
Position________________________
Station________________________
Street and No____________________
City and State___________________

FREE!
Hennock

(Continued from page 35)

mmittee of the Senate Interstate and Foreign Commerce Committee.

"For several weeks," Sen. Ball declared, "the reports were that the nomination would never get out of committee. Then all of a sudden it was reported, with, I may say, somewhat suspicious haste... I do not know the wisdom of the nomination one way or the other."

Sen. Ball told the Senate he had observed some "rather disturbing things" about the FCC and had heard additional disturbing reports since the nomination was given committee approval.

A report which he had heard from "a reliable authority" was to the effect that "certain interest groups, who are greatly interested in this nomination, have a direct pipe line to the Federal Communications Commission, which we would certainly not want to have occur." The report, Sen. Ball acknowledged, had not been investigated nor did he purport to know the measure of truth it contained.

"So far as I can determine," Sen. Ball explained, "Miss Hennock is a lawyer from New York, and I might point out that the late President Roosevelt never appointed a member of the FCC from New York City, for the simple reason that New York City is the center of the radio industry, and he wanted to avoid any possibility of the industry itself having too much influence on the Commission."

Sen. Owen Brewster (R-Me.), who headed the subcommittee which favorably reported the nomination, acknowledged that Miss Hennock had no experience in radio. He described the absence of experience as "most fortunate, because one who had been in radio work, representing radio clients, would, by that very fact, come in under somewhat of a cloud."

Cites Record

It was pointed out by Senator Brewster that Miss Hennock had "a brilliant record at the bar. She is a member now, which is somewhat unusual for a woman, of the third largest law firm in New York city, one of the most highly respected and distinguished, one composed almost exclusively of Republicans.

Many quarters had offered testimonials to the character and competency of Miss Hennock, the Maine Senator said. He explained that "the committee took into consideration her breadth of experience and training and recognized abilities.""

"Obviously only the future can tell how well she can fulfill these responsibilities." Sen. Brewster admitted. "I can say that we in our committee share the concern that the Senator from Minnesota has experienced concerning the functioning of the FCC. We therefore need new blood, and it was the consensus of those of us who became familiar with this matter through contact with Miss Hennock were acquainted with her and through various representations, that she would be well qualified to fit into this position, and we believe her nomination was warranted and wise."

Miss Hennock's stock began to rise in Congress after a surprise two and one half hour appearance before the Senate and Miss Hennock in the office of the Senate Sergeant-at-Arms, rather than in the regular committee room on the gallery floor. Confirmation hearings normally are held by committees at open sessions.

The full Senate Interstate and Foreign Commerce Committee, in another unheralded meeting June 14, favorably reported her nomination by a 6-3 vote. Sen. Capehart then voted "present," a move to reserve the right to oppose the nomination from the floor [BROADCASTING, June 14].

Sen. Capehart was conspicuous by his silence when the nomination was mentioned on the floor. This led observers to believe that headstrong majority leaders had been persuaded to alter their policy on at least this long-term appointment.

Miss Hennock, who is in her forties, had substantial Republican support along with the anticipated Democratic backing. Both New York Senators—Robert F. Wagner (D) and Irving M. Ives (R)—were ready supporters of her candidacy.

Unique Position

An avid worker for both New York State and national Democratic slates, specializing in campaign activities, Miss Hennock presently holds the unique position of serving as a corporation attorney and partner in the Republican law firm of Choate, Mitchell & Ely of Broad Street in New York City. Friends regard her as a middle-of-the-road Democrat.

Washington observers advanced two major reasons for mitigation of Republican opposition to the nomination:

(1) Unfavorable action by the majority party in consideration of a woman for an important government post threatened serious repercussions during balloting by female voters in November.

(2) Republican criticism of the Truman Administration for failure to appoint women to important Federal office might backfire.

Confirmation of Miss Hennock leaves the political balance of the FCC undisturbed. The Commission will be divided with three Democrats—Chairman Ov, Vice-Chairman Walker and Miss Hennock; three Republicans—Comr. Hyde, Jones and Sterling, and an independent, Comr. Webster. The next vacancy occurs June 30, 1949 when the term of Comr. Webster expires. A fourth Republican could be named at that time if the GOP wins the November elections.

LARGE INDEPENDENTS

PLAN EXCHANGE UNIT

PLANS for setting up an active cooperative exchange between large city independent stations on matters of management, programs, sales, promotion, and any topics except legislation were announced last week in St. Louis.

A meeting of leading Midwest and Southern independent stations, to be held in St Louis at KSTL on July 7, has been called by a committee composed of Frank E. Pellegrin, president of KSTL; Patt McDonald, general manager, WHHM Memphis and Steve Cisler, vice president, WKYW Louisville and WXWLN Indianapolis. Invitations were sent to a number of metropolitan independents.

By limiting the participating stations to non-network, large city operations only, it is believed that detailed attention can be given simultaneously to the group of stations with similar problems, the announcement stated. Among topics set for discussion are cooperative exchange programs, group purchasing of syndicated transcription shows and group market packaging.

Name of Assn. of Metropolitan Independents (AIM) is being used temporarily by the group, which plans no officers, dues, or formal organization. Invitations to attend the first meeting were sent to stations in Milwaukee, Kansas City, Dallas, Cleveland, Cincinnati, Tulsa, New Orleans, Houston, Birmingham, Atlanta, Des Moines, Los Angeles, San Francisco and Fort Wayne.

Seek Permit

PARTTIME outlet at Montclair, N. J., on 1360 ke with 40 w night and 50 w day is sought in application filed with FCC last week by Montclair Broadcasting Co. Firm is co-partnership of four students: Stanley Jay Meltzer, C. Frederick Kellers, Ralph W. Walton Jr. and George J. Helmer 3d. Proposed outlet would broadcast 7-9 p.m., weekdays and longer periods Saturday and Sunday. Technical details were not given.
Stratovision
(Continued from page 27)

the moment, he said.

The next call was a beauty.

"Are you receiving television from the Westinghouse airplane station W10XVB?" Mrs. Birdie Jackson, 108 Tennessee Ave., Martinsburg, W. Va., was asked.

"Yes. It's very good. I am getting a wonderful signal. It's better than WMAR-TV," Martinsburg was 80 to 90 miles from the plane at the moment.

Other calls were being placed by Westinghouse and Martin officials at the same time. Their faces beamed as good reports began to come in from distant points:

Buffalo; Johnstown, Lewisburg and Carlisle in Central Pennsylvania; Cleveland and dozens of other Ohio towns; Olean, N. Y.; Zanesville itself, which had a virtual Stratovision holiday; Baltimore, where a party of 75 was viewing the WMAR-TV signal as rebroadcast from the B-29 cruising in a 10-mile circle over Mt. Pleasant, 50 to 20 miles southeast of Pittsburgh.

Pin-pointed on a map, the reception area was revealed at the ex- tension of the test as a circle with a general diameter of 400 miles.


The Stratovision hosts appeared quite easy as they opened a half-hour briefing session at 8:50 p.m., after dinner on the country club veranda. And no wonder! A sneak peek at two engineers at 7:55 p.m. had revealed a fair picture from the plane though it was flying over Pittsburgh at only 20,000 feet, 5,000 feet under the demonstration level and 10,000 feet under the normal Stratovision service level. Edward T. Morris, assistant to the vice president of Westinghouse, opened the briefing period with a resume of Stratovision progress, recalling that it was "little more than a dream in 1845."

Dr. Hutcheson recalled another historic Westinghouse broadcast: the Harding-Cox election in November 1920. He termed Stratovision "a new form of communication of intelligence by sound and pictures," adding that it is technically possible to provide a large share of the U. S. population with television. He predicted Stratovision would cover an area with a radius of 250 miles instead of the predicted 200.

"Stratovision has been successful beyond our highest hopes," he said.

Ben Carroll, in charge of new development and project engineering for Martin, explained disadvantages of the B-29, only high-altitude craft available at the time the current series of tests was planned. Martin will modify the 202 passenger plane to carry an 8,000-pound load at 30,000 feet for four hours of stratovision.

Mr. Carroll gave Martin's answers to weather and reliability challenges that constantly are hurled at Stratovision developers. He said 100% standby facilities would be available, with four planes at one base. Two would be on the ground, he said, with two in the air. One of the two craft in flight would be doing a four-hour stretch as the other did a standby role.

"It is inconceivable that both planes will be forced down at the same time," he said, explaining how aeronautical engineers have progressed in conquering weather.

Describes Problems

He described platform characteristics and special problems of serving as carriers for Stratovision gear.

M. M. Gouger, Martin vice president in charge of personnel and public relations, and M. W. Smith, Westinghouse vice president in charge of engineering, briefly detailed the steps taken in solving other phases of Stratovision's development.

The formal debut of Stratovision at 8:50 p.m. presented a fair but obviously encouraging signal. On the screen was the familiar physiognomy of Bryson Rash, WMAL Washington, ABC's Presidential announcer. He was speaking from the GOP convention in Philadelphia. The signal came from WMAR-TV.

The big moment had arrived. History was being made, just as the Westinghouse-Martin engineers had promised. There in easy view was the fabulous electronic innovation that had been promised, but it all looked so simple—nothing but another television picture.

The hovering citizenry of Zanesville, watching the biggest show that has hit the town in ages, sensed the impact of the moment as they gate-crashed to see the picture.

Even in the twilight of the Zanesville veranda the signal was bright, though marked by herringbone and some venetian blind interference. This varied in marked degree depending on the receiver,
STATION SALES

Four Applications Get Approval

SALE of WBHB Fitzgerald, Ga., a change in control of KCOL Fort Collins, Col., and sales of minority interests in KSON and KWFM (FM) San Diego were approved by FCC last Wednesday. The sales prices totaled $84,004.

The Commission meanwhile refused to permit an amendment reflecting a local group's acquisition of KFBF Wichita. Refusal was on grounds that the amendment was submitted after expiration of the time limit under the Avco open-bidding rule governing station sales.

KFBF Inc., seeking the station at a $350,000 sale price, is principally owned by R. J. Lauben- gayer, president and part owner of KSAL Salina, Kans.; John P. Harris, part owner of KSAL; Clem Randau, former vice president of the Marshall Field radio and newspaper interests and of UP; Howard Lane, Marshall Field director of radio, and Horace L. Lohnes, Washington radio attorney. The amendment which FCC rejected would add six new Wichita stockholders. A competing bid for acquisition of KFBF, filed by John R. Griffith and Evart Mills, attorney, also is pending before FCC.

All Established Recently

The four stations which won approval of stock transfers were all established within the past two years.

WBHB, 250-w Mutual affiliation on 1240 kc, was sold by J. Paul Stone and General Manager R. M. Ware Jr. to Bonn Hill Broadcasting Corp., principally owned by Arthur Carpenter Jr., part owner of a milling company at Eaton, Ga. Sales price: $42,000. Mr. Carpenter, president and treasurer of Bonn Hill, owns 76.2% while Thomas R. Hansen, engineering announcer of WWGS Tifton, Ga., and Herbert Wolin, WWGS program director, own 11.9% each. Mr. Wolin will be general manager.

In the KCOL transfer, J. Herbert Hollister, 20% owner, acquires control by purchase of Wil-
FM GRANTS

CONSTRUCTION PERMITS for five commercial FM applicants were announced by FCC Thursday, while five others received permits in lieu of previous conditions and expired permits.

The new permittees are Chronicle Publishing Co.'s WMRI Marion, Ind., Northern Allegheny Broadcasting Co.'s WNWA-FM Venetia, Pa., and Republican Rep. Alvin E. O'Kenski's WLIN Merrill, Wis., all of which already had conditional grants, and Red Wing Broadcasting Co., Minneapolis, and Marion Broadcasting Co., Mullin, S. C.

Meanwhile a second New York FM case foisted with FCC's action setting for hearing five applications for the four New York area channels which were in reserved status at the time of the highly controversial first proceeding.

The new case, however, seemed unlikely to approach the firework of the first, when 17 applicants were battling over five channels.

Two of the present applicants were in the first proceeding: WEVD and the Radio Corp. of the Board of Missions and Church Extension of the Methodist Church.

Others are WINS and WHOM, and the Brooklyn Dodgers (Ebbets-McKeeber Exhibition Co.).

Along with the permits for new commercial stations FCC granted the U. of Minnesota's application for a non-commercial educational FM outlet, on Channel 219 (91.7 mc) with 4.4 kw power and antenna height 210 feet above average terrain.

Construction cost was estimated at $22,659.

KDFY Salt Lake City received a construction permit to replace its expired grant for Channel 254, and KBSO Ardmore, Okla., was given a similar replacement for its grant for No. 229. Both replacements were conditioned on completion of construction by Sept. 1.

Southeastern Broadcasting Co., Sylacauga, Ala., was given authority for interim operation on Channel 270 for 90 days.

McPherson Broadcasting Co., McPherson, Kans., was given a six-month extension of time in which to file an application showing new transmitter site, on condition it commits to interim operation within that period.

Red Wing, Minn., Minneapolis permittee, is headed by Fred C. Clarke, stockholder and executive of KROC and KROC-FM Rochester, who has 15% of common stock and less than 5% of preferred.

Other stockholders: L. C. Miller, businessman, 24% of common and 5.5% preferred; Glenn S. Withers, principal owner of the Rochester Post-Bulletin, 26% of common and 8.5% of preferred.

The grant is for a Class A station on Channel 254 (102.7 mc) with 850 w and a 390-foot antenna height. Estimated cost: $8,663.

Mullins & Marion Principals

Mullins & Marion Broadcasting, permittee for Mullin, is owned in equal shares by W. H. Daniel Jr., in the tobacco business; W. L. Harrelson, attorney, and T. G. Smyth, bookkeeper. The station, a Class A outlet expected to cost $44,200, will use Channel 240 (95.6 mc) with 600 w and 240-foot antenna height.

Other new permittees and their assignments:

WMRI Marion, Ind., Class B on Channel 296 (106.9 mc) with 4.2 kw, and antenna height of 345 feet; WNWA-FM Warren, Pa., Class A on Channel 251 (92.1 mc) with 520 w and antenna height minus 370 feet, and WLIN Merrill, Wis., Class B on Channel 254 (100.7 mc) with 21 kw and 210-foot antenna height.

The following received construction permits in lieu of previous conditions:

WIBW-FM in Topeka, Kans., was extended from G. A. Miller, WIBW-AM in Topeka, Kans., was extended from G. A. Miller, 382 w and antenna height of 150 feet, Channel 286 in Topeka, Kans., was extended from G. A. Miller, and WLIN Merrill, Wis., Class A, Channel 256 (100.7 mc) with 21 kw and 210-foot antenna height.

Agriculture

We've been programmed for the farmer for 24 years. That's why WIBW advertised goods sell so well in Kansas and adjoining states.

WIBW - The Voice of Kansas in Topeka

Broadcasting • Telecasting
AM-FM Coverage
(Continued from page 22)

than 40 radio and television reporters who worked the Philadelphia beat. The new system, based on the "news desk" idea, made all information gathered by each commentator instantly available for the full staff. Previously, reporters and commentators gathered news primarily for airing their own programs. Actually, operation of the system was simple—requiring the phoning of all items to one of the two main news desks in Convention Hall and the Bellevue-Stratford.

ABC strategy included much explanatory material on the whys and wherefores of procedure before the convention, on the theory that the public was not apt to know the significance of steps in the quadrennial meeting.

CBS, with its big names headed by Edward R. Murrow and Lowell Thomas, plowed around town in its new torpedo-shaped, Plexiglas-top mobile unit and disregard reporters in streets and Convention Hall with the 12-pound walkie-talkie developed by John Denham Gilbert, the CBS supervisor of FM and shortwave. The walkie-talkie is said to be the first of its weight of broadcast quality.

Thus each of the networks came armed with a weapon or an idea to give them an advantage. Many stations duplicated their AM programs on FM stations. The

TEST FLIGHT for CBS' new shortwave and audio mobile unit was at the GOP Convention. That's Margaret Arlen, WCBS New York women's commentator, in the turret. The streamline studio has facilities equal to those in a modern broadcasting studio, plus shortwave transmitting equipment for relaying programs to the nearest wire point.

Continental FM network made available the entire proceedings piped with the aid of WPEC Philadelphia. Twenty-five stations of the group took the entire proceedings, including commentary by Joe McCaffrey, Paul R. Green and John Corcoran. About 15 other stations came in for partial pickups (see separate story page 67).

Engineering preparations for the coverage ranged from the work of NBC, which claimed to have marshalled the greatest technical setup for the coverage of a single event, to the relatively simple plan of MBS. MBS, without having television to worry about cut the Gordian knot that tied up the engineering problem by using as far as possible the facilities and men of its local affiliate, WIP. MBS executives said the system worked smoothly. NBC on the other hand, moved in no less than 15 tons of equipment and made use of the master control board of the local KYW as the over-all control point for Philadelphia operations.

And while the engineering aspects of the convention coverage were largely anonymous undertakings, it can be said credit lines for the technical men might well be written in boldface type. The engineering side of the coverage worked smoother than any of the nine Conventions he has worked since 1932.

All equipment, except readily moveable gear, will be left intact for the Democratic gathering in July. With the Republican hurdle cleared, broadcasters were looking forward to the job of cleaning that up—then going on vacation.

FCC AUTHORIZES NEW OUTLET IN TENNESSEE
REGIONAL OPERATIONS for WIL St. Louis, a new daytime regional for Clarksville, Tenn., and a power boost for KGHF Pueblo, Colo., were authorized by FCC in grants announced last Thursday.

The new-station grant went to Leaf Chronicle Co., publisher of Clarksville's daily Leaf-Chronicle, for daytime use of 850 ke with 1 kw power.

WIL, now on 1230 kc with 250 w, was authorized to move to 1450 kc and increase power to 5 kw full-time, using a directional antenna. The grant came after the application, formerly set for hearing, was amended to show changes in the proposed nighttime directional pattern.

KGHF won authority to boost power on 1350 kc from its present 1 kw day and 500 w night, to 5 kw day and 1 kw night.

The Leaf-Chronicle, a free-line service for Clarksville's second station, is controlled (50.10%) by M. S. Foster, part owner of the Nashville Record, a law publication. The remaining stock is held (24.95% each) by James E. Charlet, who will be general manager, and E. P. Charlet, who is associated with WNYM (FM) Nashville. Construction costs for the new station were estimated at $96,500.

Gen. Harrison Replaces Behn as IT&T President

GEN. WILLIAM H. HARRISON, U. S. A. Ret., AT&T vice president in charge of operations and engineering, has been elected president of International Telephone and Telegraph Co. effective Sept. 1.

Gen. Harrison was named to succeed Col. Sosthenes Behn at a special IT&T directors meeting in New York June 24. Col. Behn continues as chairman and chief executive officer of IT&T. Gen. Harrison is to retain the AT&T vice presidency until he assumes his new post in the fall.

Gen. Harrison joined AT&T in 1908, and resigned in 1945 to enter the Army. He rejoined the firm in 1945 and was elected a vice president.

and now the needed

WCOG

1000 WATTS—FULL TIME ABC AFFILIATE REPRESENTATIVE: AVERY-KNODEL

geared to reach the

GREENSBORO NORTH CAROLINA MARKET

A Notable Addition to the INTRA-CITY GROUP WAYS WKIX WCOG

Charlotte, N. C. Columbia, S. C. Greensboro, N. C.

Page 66 • June 28, 1948

5000 WATTS — DAY AND NIGHT Covers Northwest Georgia and Northwest Alabama

MUTUAL BROADCASTING SYSTEM

Managed by THE WALKER COMPANY

ROME, GEORGIA

BROADCASTING • Teletesting
Continental Covers Convention

FM Network Services 35 Stations, FM and AM;
Uses 16-Hour Daily Schedule

Gop Convention coverage last week by the Continental FM Network was serviced to upwards of 35 stations, both FM and AM, largely through the cooperation of Allied stations, newspapers and a radio press service, all of whom made available to Continental portions of their respective staffs.

Contributing personnel or staff assistance were the Baltimore Sun and Providence Journal, WFMZ Allentown, Pa., WDDN New Brunswick, N. J., WPBJ Providence, FM stations, and Trans- Radio Press.

Continental's service hours on the network line (for wire-conduction services) runs through a 16-hour period, beginning at 10:30 a.m. and ending at 2:30 a.m. the following morning. The network aired daily periodic newscasts (at 6:15, 9:30 and 11:30 p.m.) and a special round-up analysis each convention night by Maj. Hamilton Owens, editor-in-chief of Baltimore Sunpapers, 6:15 p.m. West time. The program was designed primarily for Maryland listeners.

The FM network coverage was piped from Convention Hall through WPEN Philadelphia, from whence it was carried toward opposite legs of the chain. Continental utilized the 15 kc line to shunt its programs northward to Alpine, N. J., and an 8 kc circuit carried the signal from Philadelphia through Baltimore to Washington. The 8 kc circuit was turned off for a 5 kc line primarily had been used but reports indicate stronger line effective cleaner reception and higher fidelity at stations carrying continental broadcasts. Continental also used the 8 kc line to fan out signal from its Alpine relay center.

The 5 kc line was pressed into use however between WHLD-FM Niagara Falls and WHGH (FM) and between the Niagara Falls AM and Hornell FM stations.

Close of Purchase Deal
For KcSB Reported Near

Sale of KSRS San Bernardino, Calif., to Sam Kerner and John Rider, subject to FCC approval, appeared likely last week. Although Woodrow Miller, station owner, did not disclose sales tag, it is understood to be approximately $30,000.

Mr. Kerner is already owner of WSKU Burbank, Calif., and Mr. Rider resigned as manager of KAGH Pasadena to join forces with former. KSRS is currently operating on 1950 kc with 500 w daytime and plan to apply for 1 kw.

ALL THE SIGNS POINT TO

Nine Grants for FM Are Deleted by FCC

Conditional grants of two FM stations were deleted by FCC last week "for failure of prosecution," while licenses of five others were deleted with no reasons assigned.

One of the deletions opened up a Class B channel availability for Chicago.

Balboa Radio Corp., San Diego, meanwhile received authority for deletion of its grant for 5 kw daytime on 740 kc (KLIK) and its FM construction permit for Channel 223 (KLIK) for which it would withdraw its television application. Apparently, however, the firm intends to prosecute its application for 250 w on 1450 kc.

The Commission ruled that withdrawal of Balboa's television application must be handled by formal petition to dismiss, since it already has been heard with seven others in the fight over San Diego's three available channels. Balboa is headed by Emil Klicka, president of the San Diego Harbor Commission.

FM conditional grants dismissed "for failure of prosecution" were those of Elmer A. Benson, St. Paul, Minn. (Channel 262), and Springtime City Broadcasting Co., Clearwater, Fla. (No. 261).

The seven grants deleted without explanation—but presumably at the request of the grantees, according to FCC spokesmen—were as follows:

TV's Coverage
(Continued from page 28)

One of the operations were many months of work by the general committee for pooled television coverage of major political conventions. Through its work, when the opening day's coverage fell, four television cameras, each fitted with a turret of four lenses, permitting 16 different angles of coverage, were installed in Convention Hall, while a fifth was outside the building operated by ABC.

Two cameras to the left of the speakers' rostrum were manned by NBC and DuMont Television Network, a single camera to the right was manned by CBS and a fourth was above the TV announcer's booth near the left prosenium of the Convention Hall's stage.

Images from the four inside cameras and the one outside were carried to a master control room where a producer-director had the views of the five cameras before him on five monitors and could select the picture best depicting the action taking place inside and outside Convention Hall. Operation of the master control room was on a daily alternating basis, with personnel from ABC, CBS, DuMont and NBC in charge alternately.

Pool Participants

Participating in the pool were:


Boston — WBZ-TV Westinghouse Radio Stations Inc.; WNAC-TV, Yankee Network.

Newark — WATV Bremer Broadcasting Corp.

New York City — WABD, DuMont Television Network; WCBS-TV, CBS; WNBC, NBC; WPIX, New York Daily News.

Philadelphia — WCAU-TV, Philadelphia Bulletin; WFIL-TV, Philadelphia Inquirer; WPTZ, Philco Corporation.

Richmond — WTVR, Havens & Martin.

Schenectady — WRGB, General Electric Co.

Washington — WMAL-TV, Evening Star; WNAV, NBC; WTTG, DuMont Television Network.

The cost to these stations for the entire job of handling both conventions will be somewhere in the neighborhood of $300,000, according to Bill Balltin, secretary of the General Television Committee.

The feeds to these stations from the pool were transmitted over AT&T lines south to Baltimore, Washington and Richmond and north to Newark and New York. Microwave relay of AT&T carried the images from New York to Boston while the GE relay transmitted the pictures to Schenectady and the DuMont relay carried them to New Haven. TV stations beyond reach of coaxial cables and radio relays budget television films of the Convention which were flown to them for quick presentation. NBC also used the Philco micro-wave relay to New York.

This was the set-up when every television station set to carry the pool was ready to go on the air Monday, June 21. But the gathering was almost half an hour late getting started. This caused some energetic extemporizing by commentators who had a half-hour fill-in during this time. Quincy Howe, for example, CBS commentator, was one of the unlucky commentators caught out on the television limbo. While TV cameras chased down images around the hall he had the job of supplying the commentary. After the Convention started, of course, the pooled voice took over the sound.

"Like Caption Writing"

"That job of filling in," he said, "was very much like caption writing. Taking that point of view I had little trouble supplying the commentary." Mr. Howe, like many other nationally known radio names, had little TV experience prior to the Convention.

When the Convention got under way, several minor accidents occurred—with the opening day's shake-down in the hands of ABC people. The giant floodlights beamed on the crowd floor shot directly into the monitor booth, killing the images. This was quickly remedied by drawing a screen across the plate glass window looking out on the hall.

A few minutes later a monitor blew out with a bang, like an electric iron blowing a fuse. Three minutes later a substitute monitor was in its place, and viewers never knew there was a mishap. All during the first day, however, there were reports of trouble on the AT&T lines. These mechanical difficulties were pretty well straightened out after the first day and operations were regarded as having reached routine.

There then followed a series of television programs which showed the flexibility of TV, despite its cumbersome equipment. Studios were set up by the networks not only in Convention Hall but in the Bellevue-Stratford Hotel, hub of Convention activity, while pick-ups were made from various Philadelphia hotels and even one from the sacrosanct Union League.

On these programs, the networks had the best known names of radio newscasting to draw upon. A sample of some of the names served up to the television audience indicates what kind of fare the television audience heard; For NBC—assigned exclusively to TV were Ben Grauer, Bob Stanton and John Batchelder. With Jan Cameron Swayze, Alex Dreier and Nancy Osgood also appearing frequently.

For DuMont—Fulton Lewis, Mrs. Raymond Clapper, Ernest Lindley, Raymond Moley, Kenneth Crawford.

For CBS—Edward R. Murrow, Lowell Thomas, Eric Sevareid, Quincy Howe, John Daly and Joseph C. Harach.

For ABC—Elmer Davis, Harrison Wood, Baukhage, Martin Agronsky.

These lists are by no means complete, but indicate that the television public were given a super all-star coverage—biggest news boost in the medium's history.

Every TV network, WPIX New York and Philadelphia's local stations, WFIL-TV, WCAU-TV and WPTZ, all had other pick-ups to add to their day's programming, all of which served to bring almost everyone who was anybody, from captain of bellhops to the ultimate Presidential candidate, to the television camera.

Pool Success

It was generally agreed that the pool functioned well.

F. A. Wanke, assistant director of television engineering operation for NBC, called the cooperative arrangement the first real pool in television's history. He pointed out that in previous so-called pools the pool had been in the distribution of a program and not in the making of it. The Convention had the networks participating in the production and in the use of equipment...
for the first time, he said.  

"It is amazing that it went off as well as it did," he said, "considering the fact that the equipment was by no means standardized or readily interchangeable."

Mr. Wanke, however, much as he praised the operation of the pool, said he preferred to see individual operation of facilities rather than a pooled setup, if that were possible. Under the circumstances, he acknowledged, the pool was a good alternative.

Paul Wittig, manager of technical operations for WCBS-TV, said there were many lessons to be learned from the pooled operation. Biggest lesson, however, he believed, was the need for more time in making preliminary preparations, that felt that routine installations like air conditioning, communications and the like should be completed before moving in the television equipment. He also felt more use of space and large control room facilities would be desirable, if it was possible to obtain them.

It can be said, however, that despite some changes that telecasters would like to see made, the present facilities will be little changed for the Democratic Convention next month.

**TV and Electrical Show Set for Chicago in Sept.**

**DAILY TELECASTS** will be produced and shown in a special video theatre at the National Television and Electrical Living Show of the Electric Assn. in Chicago's Coliseum Sept. 18 through 26. Directors of the association, meeting last week with representatives of WJBC, WGN-TV, and ABC and NBC in Chicago, laid plans for a variety of shows.

Live programs will be produced in the video theatre, which seats more than 3,300 persons. Stations will present established programs as well as new special features. In another hall of the Coliseum, which can be used, life-size reproductions of live shows from the large theatre will be projected on a screen.

**TV BIDS**

BIDS for six new commercial television stations, including two by Central Pennsylvania Corp., State College, Pa., for outlets in that state, were filed last week with FCC.

The Pennsylvania corporation filed simultaneously for stations near Altoona and Williamsport, Pa., listing Paul J. Newton as president and director of, and 70% stockholder in, Central Pennsylvania Broadcasting Co. In addition, 13 other principals are listed with interests ranging from 5% to 15%. Mr. Newton has 10%, while Claude G. Sauer, a director in the corporation, holds 15%, largest single share. Six of the principals are officials of Shoemaker Bros. Inc., of State College, Pa. Applicant seeks Channel 8 (186-192 mc) at Altoona and 13 (210-216 mc) at Williamsport.

Seeks Fort Wayne Video

Northeastern Indiana Broadcasting Co. Inc., is seeking Channel 4 (66-72 mc) for its proposed TV commercial station in Fort Wayne, where it operates WJKJ. William A. Kunkel Jr., president of the company and chief owner of the Journal-Gazette Co., publisher of the Fort Wayne Journal-Gezzette, holds 17.5% ownership in the company. Others include Robert H. Hinckley and Frank E. McKinney, whose holdings in WJKJ and WJKJ-AM are being sold to Mr. Kunkel, subject to FCC approval [Broadcasting, June 7].

Greensboro Broadcasting Co., licensee of WGBG and WGBG-FM Greensboro, N. C., filed for Channel 10 (192-198 mc). President and general manager is Ralph M. Lambeth.


Congress Square Hotel Co., Portland, Me., licensee of WCHS Portland, seeks Channel 11 (198-204 mc) in that city. Adeline B. Rines, who owns and operates WRDO Augusta (Maine) Inc., and WLBZ Bangor (Maine Broadcasting Co.), and Kenneth M. Peterson are presidential and vice president, respectively, of the applicant.

New applicants, facilities requested and ownership include:

Altoona, Pa. — Central Pennsylvania Corp., State College, Pa., Channel 9 (186-192 mc), effective radiated power 3,11 kw visual, 1,35 kw audio, antenna height above average terrain, 471 ft. Initial cost $97,000, first year $25,000, income $25,000. Principal applicant is the president (director, Central Pennsylvania Broadcasting Co.), president and 70% stockholder in (directors, State College, Pa.), members of board of directors, Joseph B. Craig, (Page 2, director, Titan Metal Mfg. Co., Bellefonte, Pa., director, 10%; Chester D. Dahlie, (director, Centre Three Corp., president, Williamsport, Pa.), director 5%; George R. Lamade, (president and director, Williamsport School board), no income, trustee, Howard R. Lamade (V-p, Ort Publishing Co., Williamsport, Pa.), also are trustees, Branch Bank & Trust Co. and Williamsport National Bank (State College), no office, 5%; Martin C. McHenry, (director, Centre Three Corp., also director, Centre Three Corp.), 10%; Ralph E. Reilly, (associate publisher, Centre Gazette (interest, College), (interest, State College, director), 5%; Martin J. Rothrock, (director, Shoemaker Bros. Inc., 10%; Joseph C. and William C. Shoemaker, (president and director, Shoemaker Bros. Inc.), directors, 5% each; Roy D. Shoemaker, (director, Shoemaker Bros. Inc.), V-p and director, Williamsport National Bank, also is director, Williamsport Federal Savings and Loan Association, no income, 0%; Hailie D. Good & Brown, Inc. 5%.

Paramount TV
(Continued from page 38)

since the start of commercial operation in January 1947, Mr. Landsberg said there have been none but recall several series earlier while operating experimentally. No Para-
mount feature film, of either old or new vintage, has been telecast, he said.

Mr. Raibour, on the stand most of Wednesday, testified that Para-
mount through subsidiary firms operates some 1,500 theatres in the U.S. While movies are in the major-
ity, some have legitimate shows and vaudeville and at least one shows television, he said.

To a question by Judge Rosen-
man, Mr. Raibour indicated he did not see any conflict between the own-
ership of these theatres and the own-
ership of television stations. Although recognizing that both movies and television take up the leisure time of the public, Mr. Raibour said he still did not consider this as a conflict since the movies compete against each great many things.

Mr. Raibour, when asked if Paramount planned to use tele-
vision to exploit its movies, said "We work on television as a great new medium to help our business." He explained that television can be used most effectively to induce people to go to the movies but that such exploitation was only a minor part of the firm's purposes in entering video. Stations other than those of Paramount would be used.

He said TV also can be "used in the theatre to portray things which are not shown in the the-
ares now and which have an in-
tensity from the standpoint of speed of portrayal." Mr. Raibour related plans to use station tele-
casts in theatres as well as special television shows.

For Home Telecasting

The Paramount official pointed out the San Francisco channel would be used for telecasting to the homes of viewers and that other channels or coaxial cable fa-
cilities would be secured for other video purposes.

Regarding the use of feature films on television Mr. Raibour explained Paramount would use them after their use in the the-
aire. He said such use would be determined by the competition rather than competition with the theatre.

Concerning his talks with Bar-
ney Balaban, Paramount pres-
ident, on video competition with the movie box office, Mr. Raibour said, "The result of the discussions has invariably been that television is with us, it is a useful instru-
ment in the portrayal of entertain-
ment and information to the pub-
ic, and that we should use it for that purpose to all extents that we can.

He commented that when Pres-
ident Roosevelt gave his first fire-
side chat that the movie box office that night "was a complete bust" because the people were home listening to their radios. In such special events television could do a better portrayal job than radio, Mr. Raibourn indicated.

Questioned if feature films would not help to develop tele-
vision, Mr. Raibourn said, "Certainly we are quite certain that if we take all our feature pictures and put them on television, the tele-
vision set manufacturers would sell a lot more sets than they have sold at the present time, and I must say they are doing wonder-
fully well."

To inquiry by Joseph Brenner, FCC counsel in the hearing, as to why movie talent has not been used at KTAL to help boost video, Mr. Raibourn explained the talent cost is still too high for the medium to meet. When Mr. Brenner asked if that "has not been a payment that you felt you were willing to make in order to contribute to the development of television," Mr. Raibour replied, "We are losing enough there right now."

Eddy Testifies

Capt. William C. Eddy, general manager of WKBK Chicago, li-
censed to Paramount's Balaban & Katz, testified on television opera-
tion experience at WKBK. He pre-
sented an exhibit which summed up the activities since 1940.

Capt. Eddy related the Navy ra-
dio technician training program in which Balaban & Katz participated and gave considerable detail on the WKBK microwave relay operations. He said 6000 me relays have been used successfully up to 47 miles from Chicago with consistent use at 25 miles.

Asked what investment had been made to date since inception as W9XKB, Capt. Eddy related that as of the previous week $1,898,780.88 had been invested, disregarding a recent $500,000 appropriation for modernization yet to be effected. He said no income was received for the years 1940-1946. In 1946 $30,000 was received and $337,000 the next year. In 1947 income amounted to $254 and outlay was $555,000. The first quarter of 1948 saw income of $94,195 and expenses of $187,606. Capt. Eddy stated this results in a net loss to date of $1,475,411.77.

Under questioning by Mr. Bren-
ner, Capt. Eddy indicated that Paramount exhibitors have acted as counsel in the selection of film subjects for shows on television.

The entire session Thursday was devoted to testimony of Wilton Gunzendorfer, general manager of KROW Oakland, who related plans for KROW's proposed video outlet. Most of the time was spent in cross examination on proposed staff and other details. KROW em-
phasized plans for a special local tele-
vision service to meet the needs of Oakland.

Sheldon F. Sackett, KROW presi-
dent, and Richard C. D. Bell, assistant general manager of the station, were to testify Friday.

Delayed Scoop

PAULINE FREDERICK, ABC reporter, probably can claim the delayed scoop of the GOP Convention. Before the Convention even had gotten steam up Monday, she inter-
viewed Sen. and McGrath, of Rhode Island, Democratic National Committee chair-
man, on Taylor Grant's "Headline Edition," Said Sen. McGrath in response to Paul-
ine's perils and penetrating questions: "The nomination will come on Thursday, about 10 or 11 p.m., on the 4th or 5th ballot."

4 Key Video Posts

Are Filled by CBS

CBS last Thursday announced four major executive appointments in television, in line with that net-
work's continued "intensive expans-
ion in the video field. All four are new positions.

Charles Matthew Underhill, pro-
duction manager of RKO-Path's com-
mercial department, has been named director of programs for CBS-TV.

David Sutton, account executive in CBS network sales, becomes televi-
sion sales manager.

George M. C. Sherry, commercial manager of WCBS-TV New York, was appointed manager of the net-
work's television sales development department.

Worthington Miner, director of television for CBS, becomes manger of program development for CBS television. The appointments were announced by J. L. Van Volkenburg, CBS vice president and director of television opera-

tions.

William Edge Mason

WILLIAM EDGE MASON, 66, owner CKSO Sudbury and Sud-
bury Star and North Bay Nugget died after an attack at Sudbury June 22. Heart failure followed in-
tensive work in the recent Ontario provincial election campaign.
NAB DISTRICTS

OPERATION under the new NAB code, sales problems, labor relations, research, music and legal angles of broadcasting will head agendas at the annual series of NAB district-area meetings to open July 26 and run into October (see code story page 29).

A. D. Willard Jr., executive vice president, and Mr. Arney will attend some of the sessions.

Staff Attending
Staff officials who will take part include Harold Thomas, Dept. director and code specialist; Richard P. Doherty, director, Employee-Employer Relations Dept.; Don Petty, general counsel; Dr. Kenneth H. Baker, Research Dept. director; Hugh M. P. Higgins, assistant director, Dept. of Broadcast Advertising.

Details of several meetings were clearing up last week (first eight meetings listed in March 22 Broadcasting).

District 14 (Mountain States) will meet Sept. 8-10 at the Mammoth Hotel, Yellowstone National Park. First day-and-a-half will be devoted to NAB staff members, the rest to local discussions. Judge Miller may not attend because of a prior commitment. Messrs. Fair, Doherty and Higgins will attend.

District 17 (Ore., Wash., Alaska) will meet Sept. 13-14 at the Davenport Hotel, Spokane, Wash. Messrs. Fair, Doherty and Higgins will attend in addition to Judge Miller and Mr. Petty.

District 15 (N. Calif., Nev., Hawaii) will meet Sept. 16-17 at the St. Francis Hotel, San Francisco, with same staff members.

District 16 (S. Calif., and parts of Southwest) will meet Sept. 20-21 at Los Angeles, with same staff members.

After the NBC affiliate meeting during the week of Sept. 26 at Sun Valley, Ida., the schedule resumes Oct. 4-5 in District 13 (Texas). Site is the Blackstone Hotel, Fort Worth. Personnel not named.

District 6 (Ark., La., Miss., Tenn.) will meet Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss.

District 5 (Ala., Fla., Ga., P. R.) will meet Oct. 14-15 at the Biltmore Hotel, Atlanta.

Previously announced meetings, with names of staff members who will take part, follow:


FCC Plans Engineering Conference on Aug. 10

AN INFORMAL engineering conference was called by FCC last week for Aug. 10 to gather information on harmonic and spurious emissions from all types of radio transmitters operating between 10 and 30,000,000 kc.

The Commission's announcement stressed that "an important measure of the conservation of the radio spectrum is the degree of freedom" from such emissions, and that "many radio services are being accomplished with field strengths on the order of one-half microvolt per meter." FCC's Bureau of Engineering, the announcement said, has found that often a greater degree of suppression is necessary than is found in present-day practice, and is "attempting to develop a table of harmonic and spurious limitations which could be used as a basis for regulation throughout the radio spectrum."

EVER IN THE LEAD

WAIR stands ready always to back up its claim that more people listen to its programs than listen to any other station in or out of its market. Listeners in this area like the way we play up to their interests . . . and they respond easily to WAIR commercials.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

BROADCASTING • Telecasting
LEE NAMED PRESIDENT AT AIEE CONVENTION

EVERETT S. LEE, engineer in the general engineering and consulting laboratory, Geophysical Co., was elected president of the American Institute of Electrical Engineers at the annual meeting June 23 in Mexico City.

Other officers elected were: Vice presidents, Victor Seifried, Electrical Cable Works, American Steel and Wire Co.; John L. Callahan, RCA; Ira A. Terry, GE; George N. Tschirhart, GE; Richard Marino, Washington Water Power Co.

Directors: Clarence W. Fick, GE; Morris D. Hoover, Public Service Electric and Gas Co.; F. O. McMillan, electrical engineering department, Oregon State College. W. I. Slichter, engineering, Columbia U., was reelected treasurer.

These officers, together with the following holdover officers, constitute the board.


Lever Bros. Purchasing Jelke Margarine Firm

ACQUISITION of the John F. Jelke Co., Chicago, was announced last week by Charles Luckman, president of Lever Bros. Co.

Annual sales of Jelke, manufacturers of Good Luck Margarine, are said to be nearly $25,000,000. Advertising plans for the firm have not been announced by the new parent firm. Young & Rubicam, Chicago, currently handles the Jelke account.

Other firms acquired by Lever in its expansion program during the past year include Harriet Hubbard Ayer Inc. and Luxor, both cosmetics; Rayve, hair preparations, and Hedy Home Wave Permanent.

appoints Gardner

DEPT. OF the Army announced June 23 the appointment of the Gardner Advertising Agency, St. Louis, to handle recruiting advertising account for the Army and Air Force. The appointment is effective Oct. 1. N. W. Ayer & Son, Philadelphia, formerly handled the account. Seven agencies, each with a billing of $10,000,000 or more for 1947, made presentations, the department said.

RAVE, HEDY BUDGET STILL IS UNSETTLED

ALTHOUGH LEVER BROS, executives are still analyzing the firm's Rayve and Hedy accounts with agencies, no radio plans have yet been made, it was learned in Chicago Thursday.

Melvin J. Brorby, vice president of Needham, Louis and Brorby, and Kenneth Ward of J. Walter Thompson, Chicago account executives for Rayve Creme Shampoo and Hedy Home Wave Products, are studying the accounts and advertising potentials.

Mr. Brorby feels that any Rayve campaign should be highly diversified. He plans to replace the Henry Morgan Show "principally" with commercial spots. Morgan's program was dropped Thursday after 21 weeks on the ABC network, "and we do not plan to renew it," Mr. Brorby said.

Mr. Ward, Hedy account executive, said "radio will undoubtedly be used, but what form we will use has not been decided."

Pepsonnet division of Lever Bros. transferred the accounts in mid-March from Rogers, Williams and Cleary Inc., New York.

Rules Proposed Revision Is Issued By Commission

FCC's proposed revision of Part 2 of its Rules and Regulations to bring it into line with "existing treaties, conventions and the Atlantic City radio regulations" [BROADCASTING, June 14] was released last week. Under the proposal, Part 2 would be limited to frequency allocation and radio treaty matters, and portions of the existing Part 2 which deal with other subjects would be incorporated elsewhere in the rules.

This and other recently proposed regulations relating to public radio services, public safety radio services and land transportation radio services were published together in the Federal Register last Wednesday—June 22—and copies of the Register may be secured at 20e each from the Superintendent of Documents, Government Printing Office. Copies are not available at FCC.

MEMORANDUM

WCKY HAS A LARGER SHARE OF AUDIENCE THAN ANY INDEPENDENT STATION IN THE 25 TOP MARKETS, 8:00 A.M. TO 8:00 P.M.*

S.B. Wilson

CINCINNATI

50,000 WATTS

OF SELLING POWER

THE AIR EVERYWHERE 24 HOURS A DAY
burden than did his harassed associates during the Convention. Mr. Koep looks like Sen. Taft. An eager Republican, trapping Mr. Koep in a restaurant Tuesday evening, promised him the votes of his whole family before the CBS man could persuade him he was not the candidate. * *

HOUSING and meals were no problem to KTHT Houston, which sent its brand new mobile unit to the Convention. This made-to-order truck and trailer unit, built in KTHT shops, was parked right on the pavement in front of Convention Hall and it housed Roy Hoffmeins, station owner; John Stephen and Ed Yuhl, commentators, and O. B. Johnson, engineer. They made their own meals in the vehicle's galley. Mr. Hoffmeins claimed the longest leased wire—from Philadelphia to Houston—unshared and operated by any single station. After the convention, he planned to take the $25,000 mobile unit to New York to call on agency time-buyers and other executives, returning to Philadelphia in time for the Democratic Convention. * *

ANOTHER mobile unit which attracted much attention in Philadelphia was the new CBS torpedoshaped, Plexiglass-top vehicle which looked like an interplanetary spaceship. Lowell Thomas interviewed Gov. Earl Warren of California in the vehicle while on a tour of the city. The program was routed as follows: By FM shortwave to special receiver atop PSF Building; then by land line to CBS control booth in Convention Hall; then by line to WCAU Philadelphia, which fed it to the network. The broadcast went off flawlessly. * *

WILL BALTIN, secretary of the Television Broadcasters Assn. and secretary of the General Committee for Pooled Television Coverage of the Convention, became indignant at repeated newspaper digs that Convention Hall was so hot because of the lights needed for TV cameras. In fact, Mr. Baltin became so hot about the digs he sat down and typed out a release to the effect the bright lights served the newscast and not the TV cameras. While he was busy hustling around from news desk to news desk with the release, a West Coast announcer for an independent ad-libbed about the heat—and before Mr. Baltin could reach him, blamed it on the lights for the TV cameras. * *

INTENSIVE planning went into the TV preparations of Convention Hall. But at the start of Convention, a real bug developed—no image on any of the monitor screens in the control room. Reason was that the giant floodlights of the hall knocked out the pictures. Remedy was quickly found—screening the control booth. * *

ONE of the most ambitious projects undertaken by an independent at the GOP Convention was the coverage of the Warner Brothers' KPFW Los Angeles. Line charges alone were $265 an hour. Station sent Clete Roberts, who was the "pooled voice" of the first Bikini test, and George Lewin, staff commentator. They programmed most of the agenda and added many hours of commentary. At very start of the convention, their platform line went dead. Until the line could be fixed, Messrs. Roberts and Lewin spent a hectic 2 hours and 5 minutes ad-libbing, bringing a parade of delegates and others to the mike for interviews for the entire 120 minutes. For their pains, they received much high praise over the teletype from their home office. * *

FIRST sight to greet Convention-goers as they approached Convention Hall at the start of the gathering was a radio packet line—engineer members of the American Communications Association, who struck the WFIL stations of Philadelphia on May 1. The packet lines did not disburse many from entering the hall—and, indeed, many of the union members went in themselves and went to work for radio organizations needing extra technicians for the Convention. * *

ON HAND, to keep an eye on his video operations was Sid Stroitz, recently promoted to administrative vice president of NBC in charge of television. He returns to his Hollywood headquarters on July 7 for "about two months." Thence back to New York for an indeterminate stay, but eventually to Hollywood permanently, he says. * *

THE NEW TV technique of Convention coverage had newsmen agog. For example, when Clare Booth Luce referred to Sen. Van denburg in her Monday night address, the Michigan delegate immediately set up a demonstration. Television cameras swung into action. Within minutes, many newsmen were queried by home offices for leads on the big "Van denburg demonstration." They had seen it on TV and figured the whole Convention was in an uproar. * *

WHEN EX-PRESIDENT Hoover arrived at the Bellevue-Stratford Monday, he wanted a television receiver placed in his suite so he could observe Convention activities prior to his grand entry at Convention Hall for his Tuesday night speech. Hotel management, however, couldn't follow through because wiring in Mr. Hoover's quarters was not satisfactory for installation. * *

CLARE BOOTH LUCE didn't go for television makeup including purple lipstick. Result was that while she looked good to Convention Hall audience, her TV image was ashen grey. * *

THERE were plenty of accidents during the Convention, but one of the most unusual was the storm damage day before the convention started. The TV link receiver of CBS ato Convention Hall blew (Continued on page 76)
SYMPHONY ON ONE RECORD

New Disc That Plays 22½ Minutes on Each Side Shown
—By Columbia Records in New York—

The playing of entire symphonies from a single record was demonstrated in New York June 18 by Columbia Records Inc., wholly-owned CBS subsidiary.

By use of a new record known as the Columbia LP (long playing) Microgroove, up to 22½ minutes of music or other material can be reproduced on each side of the disc.

The record speed is 33 rpm instead of the usual 78 rpm. The records must be played, however, on a new record player to be produced by the Philco Corp. and marketed by Philco and Columbia Records.

The average 12-inch double-faced record now in use plays about eight minutes, it was pointed out. The new Columbia Microgroove, made of nonbreakable vinylite, is to retail for $4.85 for a 12-inch and $3.85 for a 10-inch Masterworks. Popular 10-inch records will cost $2.85. These prices are said to be substantially lower than those of similar works on conventional records. The Philco M-15 record player, adapted to play the new records, will retail for $29.95 plus tax. It may be attached to present radio and radio-phonograph models, firm officials said.

Columbia Records has been developing its Microgroove disc since 1939, according to Edward Wallerstein, president. The technical details were worked out under the supervision of Dr. Peter Goldmark, CBS research director, Rene Sneppen, a recording engineer for the network, and William Bachman, Columbia Records research director.

TV Receiver Output Up 38% Over First Quarter

TELEVISION receiver output in May ran 38% above the average weekly rate in the first quarter of the year. Radio Mfrs. Assn. announced last week. May TV set production was 50,177, or an average of more than 12,500 units per week.

The production last month brought output of RMA member companies to 214,513 TV sets for the first five months of 1948 and over 400,000 since the war.

A seasonal decline in May affected all types of set production except TV models. Total output, including AM-FM and TV, amounted to 1,096,780 units compared to 1,182,473 in April. AM-FM output totaled 76,458 compared to 90,635 in April.

BMB Sub-Units to Handle Net Tabulations, Forms

Two sub-committees to handle report forms and network tabulations, have been formed by Broadcast Measurement Bureau as subsidiaries to the Technical Committee. Members are:

Network Tabulation: Edward Evans, ABC, chairman, and Harry Carrayne, CBS; Kenneth Greene of NBC and Richard Puff of MBS will serve as guest members.

Report Forms: Charles Pooler, Benton and Bowles, chairman; Mr. Carrayne, and Harry Wolfe, Colgate-Palmolive Co.; Daniel Denholz, The Katz Agency, and Edward Shurick, Free and Peters, will serve as guest members.
GOP Coverage
(Continued from page 21)

seen in the sections given to 1200
news experts from 450 newspapers
and news services were the result
of television and radio coverage.
A report on an event with many
enlightening, including the Hall itself
could well be writing one story
while following the proceedings
via a television set in his office.
Convention goers of many years
standing said never had they seen
so many empty places in press
sections.

Radio also made it possible for
Western Union to handle what
might be the greatest volume of
press rate messages in its history.
Radio beam carried an enormous
amount of the 300,000-an-hour
rate from Convention Hall.

The candidates, too, sat in their
hotel headquarters and kept their
fingers on the pulse of Convention
Hall via television.

It must be said that AM radio
would not have followed the message
just as avidly. The MBS head-
quarters at the Bellevue-Stratford
for example, the only one of the
four major networks not in TV, provided
receiver for its com-
mentators who admitted it was a
great help.

Coverage Effects Plans

The significance of radio and
TV were on every tongue at the
Convention. Many believed the me-
dia were drastically changing the
character of the convention insti-
tution.

The thinking along such lines
was to the effect that speakers and
Convention planners were taking
the spontaneity from such gather-
ings. Delegates had to chart their
courses with the thought in mind
that they were being checked on
minute by minute. Others felt that the ma-
chine of coverage, with 50 to
60 floor miles, television positions,
booths, setup for coverage and the
like, were destroying the mean-
ingful aspect of the Conven-
tions.

There was considerable talk that
as the future of radio and televi-
sion coverage develops and be-
comes ever more important, pro-
vision will have to be made in the
design of convention halls to al-
low for hidden facilities—so that
meetings can retain their character
without the obvious radio and TV
equipment, yet still making it
possible for full coverage for the
media.

While all that was in the future,
the radio and television people
who had the immediate job of
covering the Convention were strug-
gling with the present. Despite the
size of the job, it was generally
agreed that after initial problems,
boobs and accidents were over-
come, and there were many, the
whole machine began to work
in almost a routine manner.

It seems certain that when the
Democrats meet in July, coverage
will be even smoother. F. A. Wank-
el, assistant director of televi-
sion engineering operations for
NBC, who was one of the king-
pins in the television pool setup,
gave an evaluation of the Democratic
Convention handling will be better.

The whole idea of a pooled setup
was another matter given; consid-
erable thought by radio execu-
tives. Wankel expressed the view
that he would prefer to see each
network on its own in TV, rather than
each taking a turn (see television story, page 23) at
the Convention.

It may be conceded that cover-
age might be better if circum-
stances made it possible to do
without the pool. The job done,
however, both in AM and in TV,
was regarded as having exceeded
the expectations of all the con-
vention planners, in both political
and radio fields.

Even tireless engineer, hoarse
commentator and radio writer
could go home after the gavel fell
for adjournment sure that radio and
videotapes had done an unce-
dentedly fine job in which listener
interest was high. They could go
home feeling that the 24th Re-
publican National Convention was
a "broadcasters" political conven-
tion.

DEWEY'S VOICE

Newsmen Say He is Effective
Campaigner Via Radio

NEWCASTERS and radio people
who have heard the Dewey voice on
the radio claim he will make an
effective campaigner via the me-
dium.

Helen Sioussat, director of talks
department, CBS, who helped Mr.
Dewey years ago in mike technique,
called him a perfectionist. "I was
afraid he might become too per-
fected— and sound like an announcer
reading a commercial," she said.
She praised his ability to think
himself to the second. She said that
at one time Mr. Dewey had a
tendency to weave back from and
through the mike, giving engine-
ers a hard time, but that much
practice has cured him of this.
She also said he makes an attrac-
tive tele-image.

Bill Hilman of MBS and Presi-
dential announcer for PDR and
Pres. Truman, said of Mr. Dewey:
"Most improved voice of any poli-
citian in years."

Other commentators' remarks—
Cedric Foster: "Dewey as a radio
personality possesses a strong,
rich, resonant voice with depth and
carrying impact." Martha Deane:
"Good and getting better all the
time." Bob Harleigh: "He carries
sincerity." Bob Wilson, MBS pub-
licity, who polled the man-on-the-
street: "They like his voice."

FCC Grants 500 mc
TV Outlet to NBC

FIRST GRANT for a 500-mc te-
levision station which will duplica-
te commercial video programs was
issued by FCC last Thursday to
NBC.

The network filed for the station,
to be operated in conjunction with its
WNBC Washington, in late
May [BROADCASTING, May 31] for
the purpose of compiling data on
"upstairs" video transmission.

RCA-NBC said the station would
be ready to begin operations about
Sept. 1 and that information
gathered in the tests would be pre-
sented to the FCC in the course of
its high-band television hearings,
now slated to start Sept. 20.

The station will operate on 504-
510 mc with an effective radiated
power up to 25 kw, according to
preliminary plans.

To permit comparisons of 500-mc
performance with present low-band
commercial operation, converters
for reception of the high-band
transmissions on regular television
sets will be distributed to "engi-
ners and other observers."
The high-band station, using WNBC's
antenna tower, will duplicate the
commercial station's programming
on a regular basis.

RMA COMMITTEE

Named To Further Industry Plan

CREATION of a eight-man government-industry committee to
coor-
dinate the purchase of radio and electronic items for defense
purposes will be sought by the Industry Mobilization Policy Committee formed
last week by Radio Mfrs. Assn.

The RMA committee was au-
thorized by the RMA board during the association's Chicago
conven-
tion [BROADCASTING, June 1]

Members of the RMA group
were
RMA President Max F.
Balcom, Sylvia V.
Galvin, Motorola
Inc., vice chair-
man; Frank M.
Pulson, RCA Vic-
tor Division; Harry A.
Ehle, International Re-
sistance Co.;
George R.
Haase, Operadio Mfg.
Co.; H. L. Hoff-
man, Hoffman
Radio Corp.; W.
A. McDonald, Hazeltine Elec-
tronics Corp.; R. C. Sprague, Sprague
Electric Co.

The RMA board took its action
after learning that intensified
military needs for radio and elec-
tronics items may reach a billion
dollars annually.

First objective of the RMA com-
mittee will be to induce govern-
ment officials to set up the coor-
dinating group. This would cen-
tralize procurement of radio
and electronic equipment and com-
ponents starting July 1. It would
consist of a high-ranking officer
from Army, Navy and Air Force,
along with a civilian to represent
industry.

Language objectives will be
sought by the RMA committee,
including spreading of military work
among all segments of the indus-
try including large and small manu-
facturers, and equally throughout
major producing areas.

The radio manufacturing indus-
try is the first major segment of
the American economy to develop
its own plan for industry mobil-
ization as a counter-proposal to
several plans announced by gov-
ernment agencies.

MOBILIZATION was theme of Radio
Mfrs. Assn. convention in Chicago, where
committee to study defense measures was authorized (see committee story this
week).

Key address was given by RMA Presi-
dent Max F. Balcom (top photo, right),
who received traveling cases from board.
RMA area chairmen were left, E. H. Muter, Muter Co.,
and in Chicago.

New chairman of RMA Set Division is
G. M. Gardner (center photo, left), who
is being congratulated by Paul V.
Galvin, Motorola, Inc., right.

T. A. Smith (right, bottom photo),
RCA Victor Division, succeeded S. P.
Tower, Western Electric Co., as chairman
of the RMA Transmitter Division.

June 28, 1948 - Page 75
Sidelights
(Continued from page 72)
down, its parabolic reflector was bent and receiver head damaged. R. G. Thompson, manager of technical operations for CBS, rushed back to New York for the only spare to be had, and had it back in operation in five hours. The original equipment was on loan to CBS by WCAU-TV.

AT ONE time the speakers’ platform area of the convention looked like a session of the NAB, with the following radio figures there: Niles Trammell, president of NBC; Joseph Ford, executive vice president of CBS; Mark Woods, president of ABC; Bob Kinntner, executive vice president of ABC, and A. A. Schechter, vice president of MBS, and a couple score of nationally-known commentators.

SMARTER showman at Conven- tion Wednesday night was Morton Downey, NBC singer. Between numbers he took large swigs of Coca-Cola from the bottle in full view of the TV cameras. Coca-Cola is his sponsor.

TELENEWS motion picture camera crews, which were shooting 5,000 feet of film daily in preconvention chores for its clients, had its hourly shipments of celluloid to New York disrupted as soon as the Convention started because of the almost half-hour delay in the bang of the opening gavel.

WHEN NBC-Life television went on the air with their telecast of the Gov. Dewey press conference, there was a CBS mike smack in the middle of every picture. Ed Scrib, CBS special events director in Washington, had planted the mike there to pick up the Governor’s remarks for Columbia’s tape recorder.

LESLIE ARRIES, director of special events and arrangements for DuMont Television Network, doubled his brass with two badges. One got him in as a radio man, the other got him in as a GOP delegate from Belveda.

PROCEEDINGS of the GOP presidential convention were trans- mitted for the first time into Alaska through arrangements completed between CBS and the Alaska Broadcasting System, the Pan American Broadcasting Co., New York office of the Alaskan stations, said last week. Army Communication System lines in Seattle transmitted to Anchorage stations in Juneau, Ketchikan, Fairbanks and Anchorage. A similar arrangement is planned for the Democratic Convention.

CONTINENTAL (FM) Network’s chief Convention correspondent, Joe McCaffrey, was the first patient at the Convention’s First Aid room Tuesday morning. The plot was the CBS complaining that blisters on his feet. “Three years in the Infantry,” he moaned, “and not a blister. Now look at me after one day in Convention Hall.”

CBS CLAIMED a nation-wide two-minute beat on the dramatic switch of the California delegation to Dewey, Ted Church, director of news, noticed from his booth that the California delegation was cau- cusing in its seats. He ordered Larry Lesueur a walkie-talkie to mosey around. Mr. Lesueur got there just in time to get a couple of a note from Sen. William S. Knowland written by Gov. Earl Warren, who released the California delegation in favor of Dewey. Mr. Lesueur had it on the air, both ABC and NBC. Delegate Knowland on AM before the latter made the announcement to the entire convention.

BURKE CROTTY, ace TV producer, and ABC’s video production chief, directed the first day’s pool’s pickup. Things went well except for AT&T coaxial difficulties which resulted in video but no sound for nearly two hours of the morning session on the south feed.

IN COMMERCIAL Museum, adjacent to Convention Hall, scores of TV receivers were set up by manu- facturers. Many reporters, who found the sweltering stadium too much to take, repaired to the Museum and to lounges and bars equipped with TV receivers to do their first-hand reporting of con- vention. Almost every Philadelphia radio dealer had TV sets in his window to attract spectators. Gimbel department store actually used 19 windows and 19 TV sets to bring the convention to street crowds.

GEORGE HICKS, ABC commenta- tor, learned that a country prac- titioner of medicine can perform surgery on the socketbone. Hicks had the job of following a typical delegate, Dr. Hugh Hope of Hunter, Kansas, through the country for dispatches and TV programs called "Mr. Delegate." To while away the time during the train ride from Kansas, the Doctor picked up several dollars en route.

BOB TROUT (l) and W. W. Chap- man, NBC known taking returns of NBC poll of delegates early be- fore convention opened. Program, "Roll Call of the States," originating at network’s Bellevue-Stratford studio, brought delegation heads to microphone for comments on how their states would vote, playing Hollywood Gin with Mr. Hicks.

ABC headquarters in the Bellevue-Stratford consisted of several ad- joining rooms separated by short hallways, off which were neatly- spaced bathrooms. The clamor of ABC’s huge staff of newsmen was such a thought-defyin g din that some of the most important staff conferences were held in bath- rooms, with execs using the wash- bowls as a desk and the bathtub rims as seats. A locked bathroom door at ABC’s Bellevue-Stratford headquarters, often meant a big news show in the making.

NEWSCASTERS of WIXN Wash- ington couldn’t be stopped the first night of the convention by a mere power failure, which knocked out the lights in the MBS booth they were using. In utter darkness they continued to the end of their broad- cast until a flashlight was toted in just in time to provide light for reading the running commercial.

A PRE-CONVENTION poll among ABC news experts gave the Repul- bican nomination for president to Thomas E. Dewey, with the pred- iction it would happen on the fourth to sixth ballot. Second place went to Senator Arthur Vandenberg with Harold E. Stassen in third place.

FROM same Convention Hall where his father won the 1940 Republican Presidential nomination, 28-year- old Philip Willkie, an attorney, made his radio debut over WHAS Louisville facilies June 23. Mr. Willkie, a Republican nominee for the Indiana legislature, appeared on a night commentary program originated from Philadelphia by Dick Oiber, WHAS news director.

ELROY McCAW, an owner of KROA Honolulu, was on hand to see that the island outlet let what its delegates were doing via radio. Mr. McCaw, also represent- ing KBLA in Centralia-Chalalis.

Unfettered Radio-Dewey
(Continued from page 21)
tators, I asked Gov. Dewey about that.
"It is as bad for Congress to legis- late in this field as it is for the FCC to regulate program content," was his response.

Gov. Dewey took cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving it free radio time—and which is destined to play a part in the upcoming cam- paign. He said it should provide all points of view and that it should "guard free speech zealously." But he added:
"No one nomination that is a rump part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

Talking about television and FM, Gov. Dewey feels they offer "great potentials for service to the public and the stimulation of business." He commented:
"The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempts to apply new social con- cepts that would hamstring those developments."

"The development of these new media is up to private enterprise. The role of Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what, and how, it is outside the province of Govern- ment."

Gov. Dewey had no set ideas on FCC operations. He said his views on "efficient government" are well known, "I think it is highly im- portant," he added, "that the per- sonnel of all government commis- sions should be of the highest calibre and these are the kinds of appointments I would make."

As for international broadcasting, Gov. Dewey felt there’s an important job ahead, and one to be determined by mutual agreement among nations.

"The dissemination of news, in- formation, knowledge and culture among the nations of the world is one of the most important tasks ahead of us. International broadcasting should play an important role in this field."

I believe every nation should try to impose its ideologies on any- one against the wishes of its neigh- bors. Consequently international broadcasting should be on a high plane to play a clear understanding and peaceful relations.

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real use-fulness."

Wash. soul west three types of programs: MBS pickup of Conven- tion proceedings; the commentary and color wired by KFWB Los Angeles, and special shots on Hawaiian delegates.

Broadcasting • Telecasting
CONVENIENCE WHERE IT COUNTS

THIS SA-50 DUAL CHANNEL CONSOLE GIVES YOU ——— More Flexibility ——— Better Identification of Control Functions ——— VU Meter in Each Program Circuit ——— Easier Maintenance

"Well styled, easy to use," —— that's always the first comment about the SA-50 Console, —— you can see it's well stated from the above illustration.

The SA-50 Console is your answer to good program handling, —— because more and better control facilities are at your operator's fingertips.

High fidelity amplifiers housed in the "tip-back" cast aluminum cabinet and matched in the best manner assure the highest quality, low noise and distortion and long life.

Words say so little, —— get the complete picture on the SA-50 Console, write today and get complete information on this better way of studio control.
**Technical**

J. R. DUNCAN, acting director of television operation of Crosley Broadcasting Corp., has been appointed director of television engineering of WLOW Cincinnati. Mr. Duncan began his work in television with RCA at Camden, N. J. He invented a blocking tube oscillator that is covered by patents in some 15 foreign countries and used extensively in electronic circuits, particularly those of television. From 1934 to 1938 he was employed by Philco Radio and Television Corp. of Philadelphia, and in 1938 moved to Midland Television Co. of Kansas City, Mo., as chief television engineer. He then joined Crosley Broadcasting Corp., but left shortly to work with War Dept. during war, returning to WLOW as chief television engineer.

RCA TUBE Dept., Camden, N. J., has announced new electronic voltmeter called "Master Voltomhsym," featuring circuit innovations providing for capacitance and current measurements over an extremely wide range. It weighs only 18 pounds and is housed in cobalt green chromium case with satin aluminum panels and is available from RCA test equipment distributors.

VELDAS LIAPPAS, studio control engineer at WQBS Miami, and Jasmin Augusta have announced their marriage.

**Tony Maggiorre**
engineer of WLW New Orleans, has been admitted into the WWL Ten Year Club.

**WSAV Truscon Radio Tower STANDS UP**

On October 15, 1946, a tropical hurricane struck with tremendous force on Whitemarsh Island, Savannah, Ga., location of WSAV's FM installation. Wind velocities were estimated in excess of 100 miles per hour. Inspection of the Truscon Radio Tower immediately after the storm showed there was no damage to the antenna or tower. The surrounding area suffered great damage. The ability of this structure to STAND UP under such severe punishment is a fitting tribute to the balanced design, quality materials and skilled workmanship built into the Truscon Radio Towers. Truscon experience engineers have no more radio tower need. There are hundreds of Truscon Radio Towers in Alaska, Hawaii and Florida, operating in a wide range of wind, temperature and humidity conditions. The knowledge gained from such a diversity of installations assures you highly competent engineering service.

**TRUSCON SELF-SUPPORTING AND UNIFORM CROSS SECTION GUYED TOWERS**

*Truscon Radio Towers are available in gored or self-supporting types, either rapped or uniform cross section, for AM and FM broadcasting. Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.*

**FCC Mulls Claim Raised by WLOW**

FCC last week was pondering the argument of WLOW Norfolk, Va., that in a decision it recently made, the Commission proposed to deny WLOW's 1010-kc application had been raised earlier in the same proceeding and that FCC at that time had failed to rule that the point was applicable.

The contention was contained in a petition for reconsideration and oral argument on the Commission's decision proposing to grant WLOW's application for a new Baltimore daytime station on 1010 kc with 1 kw and to deny WLOW's request to switch from 1 kw daytime on 1590 kc to 3 kw fulltime on 1010 kc.

FCC's decision held that the WLOW application should be denied because the station's separation from the Canadian border is less than the 650 miles required by the North American Regional Broadcasting Agreement with respect to use of 1010 kc.

WLOW's petition argued that the 650-mile rule was raised shortly after the application was filed but that the Commission nevertheless "accepted the application and specifically granted" WLOW's request that it be set for hearing with the Baltimore application.

Further, the petition claimed Canada "has already authorized the use of 1010 kc in such a manner as to render inapplicable the 650-mile rule" by changing, in effect, the channel's classification from 1-A to 1-B. Nor did the 650-mile rule prevent FCC from granting WINS use of 1010 kc in New York City, the petition added.

**Feature of Week**

(Continued from page 10)

Tooned with balloons, the boat was descriptive ceremonies in Portland, state pier. John F. Hogan, WCSI news director and origina- tor of the project, reviewed the three-week drive to fill the ship, and William H. Rines, station manager, formally turned over the cargo to the vessel's skipper, Capt. Albert Grissaut of St. Malo, France.

Staff Announcer Ellis O'Brien broadcast the ceremonies in both French and English. The French broadcast was recorded and used by the State Dept.'s "Voice of America" and by Radiodiffusion France.

The 20-day promotion, accomplished exclusively by radio spots and program plugs on the station, brought in $3,200 in cash and more than ten tons of clothing and toys. Cash contributions were used to purchase non-perishable food in wholesale quantities. American Aid to France Inc. is distributing the gift cargo to the needy children of Calais.
****

**Programs**

Institute Cooperative Broadcasting Council that have medical schools. They included Massachusetts General, Harvard, and Boston.

"Dollars for Drivers" "DOLLARS FOR DRIVERS" is a new disc jockey show heard now over WJZ Detroit. Under general title of "The-Strangle-Spiny Z", program is designed to be highly entertaining to listeners with American political history, and reminds them of importance of the ballot. Programs show how comparatively few votes, changed course of American political party and the candidates, a "Vote." Show is aired Sun. 4:30 p.m.

Treasurer Hunt BURIED TREASURE: "The lost in store for WGN Chicago listeners who hear 'Let's Have Fun,' which starts today (June 30) 12:00 to 12:30 p.m. (CDT). Sponsored by Goldblatt's Department Store, show offers contest, containing merchandise certificates, the prizes, the details of which are secret. "Marmaduke" Sponsoring "Marmaduke" program, WDBC EAC 3. Program is designed to be highly entertaining to listeners with American political history, and reminds them of importance of the ballot. Shows show how comparatively few votes, changed course of American political party and the candidates, a "Vote." Show is aired Sun. 4:30 p.m.

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Children's Contest on TV "HELP YOUR NEIGHBOR CAMPAIGN" contest is now featured on "The Kids Program" over WMAR Baltimore. Program aired for first time on Saturday, June 29, and is to be repeated each week. The program is called "Help Your Neighbor," and invites children to submit letters on how they can help their neighbors. Each week, letters will be read on the program, and the winner will be announced on the following week's broadcast.

WBDC Welcomes Prince WHEN PRINCE CHARMING AND Swedan and Swedish delegation visited Eacana, Mich., recently, on hand to greet him at airport was large welcoming group, including crew from WBDC Eacana. Tony Flynn of WBDC Eacana interviewed the Prince and gave commentary on television broadcast by city and county officials.

"Cuckoo Clock House" BECAUSE PRINCE CHARMING ALLOWED to stay up later in the evening with school season over, WBDC Wichete produce Saturday evening "Cuckoo Clock House" half-hour program, a children's audience show for summer months. Stories and songs heard from the radio audience will be acted by children during group singing by youngsters in the audience also will be featured on summer show.

One Hickory Hill of Bedford (Ind.) Limestone Centennial, which was covered by WBNL Bloomington, Ind., and presentation of limestone statue of Joe Palooka, well-known comic strip char- acter, when completed statue will be placed on Inland over- looking Bedford, Ham Fisher, creator of Joe Palooka, was present for the ceremonies.

Regal Television Signs With WPX for Films AUGMENTING its contract with Alexander Korda for exclusive rights to televise 24 feature films, WPX New York, a new video station, last week concluded arrangements with Regal Tele- vision for several movie short features, and feature comedies. The contract calls for feature rights in New York to 15 full- length United Artist films, 16 feature shorts, seven Laurel and Hardy comedies, and 44 shorts.
TID HUDES RADIO Productions has been organized with offices at 17 E. 42nd St., New York to produce public service packages for radio and television. Head of new group is TID HUDES, who has produced several programs for Citizens Committee on Displaced Persons. LILLIAN BARAI, vice president in charge of publicity, was formerly with Information Branch of State Dept.

LERON BELLE, former assistant business manager and director of foreign features division, United Press, has been appointed general sales manager. He succeeds JACK BISCO, who has been named U-P general manager. In addition to newspaper and radio sales, Mr. BELL will continue direction of television activities.

WARREN-HARWOOD PRODUCTIONS, Philadelphia (radio package company), is co-producing musical stage show with CANADA LADY PRODUCTIONS, New York.

POWELL ENTERPRISES (Dick Powell) has opened offices at 14450 Sunset Blvd., Hollywood. Firm handles Mr. Powell's interests in radio, television, commercial films and his distributorship of Beechcraft airplanes. HAROLD C. LUND is general manager.

ARMED FORCES RADIO SERVICE, Los Angeles, is now located at 1306 North McCadden Place. Telephone: Hudson 2-3100.

LARRY FINLEY PRODUCTIONS, Hollywood, announces release of new television film series, "Musical Miniatures," to be produced for use as programmed music on radio and television.

JAMES WHIPPLE, former production manager at WCWE New York, has been engaged by National Academy of Broadcasting, Washington, to give intensive summer course in radio script writing and production technique.

HARRIS HUEY, research consultant for Lowell Institute Cooperative Broadcasting, Boston, has been named field director of voting study being conducted by International Opinion Research Corp. of New York.

ELBERT (Bert) HALING, formerly with WNYC, WPAA, KRLD Dallas has transferred from Veteran Administration's information division to Dallas office, W. S. Dept. of Agriculture's Production Marketing Administration.

JAMES PARKS, Hollywood vice president, Broadcasters' Guild, is the father of a girl, Nancy Shaw, born June 11.

Equipment

HARTFORD. Common Branch of BELL TELEVISION Inc., New York, to specialize in sales and rentals of video units to public places and hotels, has been opened at 190 Trumbull St. Chicago office is expected to be opened late by Bell, with Boston and New York City offices already operating.

PHILADELPHIA ASSOCIATED DISPLAY INDUSTRIES, Philadelphia, has appointed special committee to do research work on development and application of new display materials for television. Those appointed to serve on committee include JOSEPH E. PODGOR, of Joseph E. Podgor Co.; IRVING SEGALL, of Segall & Son; MARCH BEILER, of Bonwit Teller; and HERMAN HEIDELBERG, of Gunel Bros., Philadelphia.

WBKB Set to Boost Rates $300 Per Hour This Week

WBKB Chicago, Balaban & Katz video station, is expected to boost advertisers' rates from $500 to $800 an hour this week. Late count of Chicago TV sets, on which station bases rates, totaled nearly 25,000. When 35,000 is reached, weekly figures will be boosted to $1,000, station officials say. Last increase was in March (Broadcasting, March 8).

Two TV Bids Top Agenda At Ottawa CBC Meeting

Two MONTREAL stations, CKAC and CFCF, have applied to the Canadian Department of Transport, Ottawa, for television licenses. Their applications will be heard along with those of CKEY Toronto, and Al Leary, Toronto, and any others received by the Department of Transport by Sept. 15, at the October meeting of the Canadian Broadcasting Corp. board of governors.

CBC board holds its June meeting at the Windsor Hotel, Montreal, June 25-29, and will hear applications for AM and FM stations. AM stations requested:

A. E. Dobbs for 250 watts on 1240 kc at Smith Falls, Ont.; and C. W. Warner and associates for Smith Falls, Ont., for 250 watts on 1240 kc; and Fern Levesque for 250 watts on 1240 kc at Berthier, Que. by Department of National Defence for 100 watts at Norman Wells, Northwest Territories. New FM station application is to be heard from Board of Education, Hamilton, for 390 watts educational station.

CHUM-FM Toronto is requesting unlimited time of operations for sustaining and commercial programs. CHUM being licensed only as a dawn to dusk station.

CVRR Rimouski, Que., is asking for increase to 10 kw on 900 kc, and CHAT Medicine Hat, and CJEM Edmonton, are asking for share transfers. Broadcast pick-up license applications are to be heard from CFRA Ottawa, and CKRN Rouyn, Que.

CKVL Verdun, Que., has opened an office in Paris, France, where interviews with motion picture stars and other celebrities are recorded for use on the station, and flown to Montreal.

WORK ON WBAP-TV, FM UNITS NEARS FINISH

CONSTRUCTION work on WBAP Fort Worth's new $1,500,000 building to house AM, FM and TV facilities is currently being pushed, and installation of transmitters for the latter two systems is slated for completion this month.

Harold Hough, director of radio for Carter Publications Inc., owner of WBAP, has set Sept. 15 as the date for the station to start television. Operation will inaugurate video in the Dallas-Fort Worth market.

WBAP's new building is going up on the eastern outskirts of downtown Fort Worth, facing Dallas to the east. Station plans heavily on Dallas coverage for TV, terrain and equipment auguring in its favor. New structure, a four-story, unit plant, will house television operation first, and eventually WBAP's overall radio activities. A 502-ft transmitter tower for TV and FM adjoins the building.

Cleveland TV Growth

TELEVISE sets in the Cleveland-Akron area numbered 6,133 as of June 17, distributors report. On basis of previous six-month period, television in Cleveland has grown faster than in any other city with only one TV station, according to James C. Hanrahan, WEWS vice president and general manager. Area has estimated 2,300,000 population.
Peanuts ain't "peanuts"!

TO PEOPLE who know the peanut business the use of the word "peanuts" to mean something trifling or picayune makes no sense at all. For peanuts are the basis of a business which literally makes use of everything but the crunch! Peanuts rank tenth among all crops of the nation... and VIRGINIA's 1946 crop value of $19,688,000 placed it fifth among the thirteen states in which the entire money crop is grown! Home of the Jumbo, the largest of all peanuts, Virginia has a Jumbo voice reaching its billion-dollar market... WRVA... 50,000 watts... represented by Radio Sales.
TENDERED AGAINST FILING
TV-204-210 kc
KPOI Inc., Portland, Ore.—CP new station at 204-210 kc. ERP via line, 3.22 kw; aux. 1.42 kw.
AM-960 kc
WELI New Haven, Conn.—CP increase power from 1 kw unlit to 1 kw W-N D—DA
AM-1210 kc
L.C. Harrison d/b/a Lawrence Best, Co., Lawrence, Kan.—CP new standard station 1210 kc 600 w D.
AM-990 kc
WSTL Southern Pines, N. C.—CP increase power from 250 w to 1 kw D.

AM-1260 kc
Visita Best, Co., partnership of Arth V. B. Welsch, James Welsch, Office Tidwell and Russell Bissell, Visita, O.—CP new standard station 1260 kc 250 w D.
AM-1260 kc
What Philadelphia, PA.—CP increase power from 100 w to 250 w.

June 21 Decisions

AM-1260 kc
Visita Best, Co., partnership of Arth V. B. Welsch, James Welsch, Office Tidwell and Russell Bissell, Visita, O.—CP new standard station 1260 kc 250 w D.

June 22 Decisions

BY THE SECRETARY

WIRE Enterprise, Ala.—Licensed license for new station 2350 kc 250 v unlit.

WOX Dayton, Ga.—CP new station 2350 kc 250 uni.

Hearst Radio Inc., Baltimore—Granted petition for leave to amend application for FM station to change proposed antenna, system, to permit coordination with facilities of WEAR and add engineering exhibit. Record was referred intact to the docket of received exhibits, and hereafter closed.

WDRF Newark, N. J.—Granted petition for postponement of oral argument scheduled for June 27, 1948, in its application and same was continued to July 13 at Washington, D. C.

WCMJ Washington, D. C.—Granted petition for indefinite continuance of hearing which is scheduled to begin on June 27, 1948, pending action on petition for reconsideration and grant.

WGBI San Diego, Calif.—Passed over item requested leave to amend and strike issues in re December 4, 1947.

June 26 Decisions

BY THE SECRETARY

WIRE Enterprise, Ala.—Licensed license for new station 2350 kc 250 v unlit.

WOX Dayton, Ga.—CP new station 2350 kc 250 uni.

KBAN Omaha—Licensed grant CM's petition for dis. of FM station on condition that it be made subject to mandatory minimum schedule.

KCTV Tucson, Ariz.—Granted involuntary transfer of control of license from Mr. R. F. King Co. to Mr. James F. E. Williams, co-executors of will of Burridge D. Butler, deceased.

WLS Chicago—Same except for AM station WLS and remote pickup station WML.

WEMC Milwaukee—Granted CP inst. aux. at present location of main tran., to operate with 250 v w.

WHO Dayton—Granted CP inst. aux. tran. at present site of main tran., to operate with 1 kw DA.

WAZL Hazelton, Pa.—Granted CP made on condition that it remain as a licensed FM antenna.

KCOX Atlantic City, N. J.—Granted petition to cease and desist from the operation of a TV station in violation of the conditions of the license.

WEWS-FM Cleveland—Licensed for new FM station.

WNYC New York, N. Y.—Licensed for new AM station.

VEWY-FMKent, Ohio—Licensed for new FM station.

The New York Times, June 21, 1948
CONSULTING RADIO ENGINEERS

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Offices and Laboratories
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WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

RUSSELL P. MAY
1452 F St., N.W.
Kellogg Bldg.
Washington, D. C.
Republic 3994

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6-1400

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MANAGEMENT TRAINING ASSOCIATES
2308 16th St., N. W.
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LYNCE S. SMEBY
820 13th St. N. W., EX. 8073
Washington 5, D. C.

June 28, 1948 • Page 83
Help Wanted
Salesmen
Aggressive salesmen-Top all others in radio—small, independent, progress.
Continuity writer—Capable gal with experience, versatility, ideas, seeks permanent placement with live wire metropolitan station. Box 737, BROADCAST-
ing.

Versatile writer-producer. Seeking opportunity in special events or television division alert station. Former foreign correspondent, handled own script material. Proven network distribution program. Excellent background news, special events, dramatic scripts, publicity. Female. Write Box 691, BROADCASTING.

Program director, experienced. Real idea man. Address Box 711, BROADCASTING.

News editor of 5 kw station now available. Five years experience, including three years on newspapers. Am United Press correspondent. Am sober, reliable, single. Best references. Write Box 866, BROADCASTING.

Graduate School of Journalism, University of Missouri wants opportunity to work in any or all phases of radio. Advertising major with background in continuity, promotion, scriptwriting, news and selling. Announcing ability. Age 23. Married. Excellent references. Box 863, BROADCASTING.

Competent writer-producer. Young veteran with 2 years experience in writing and producing programs for large O&I network. Have handled all types of programs from popular music continuity to large-cast dramatic shows. Single, industrious, will travel anywhere. Photo and sample scripts on request Box 881, BROADCASTING.

TV can build new organization or fit into your present staff as operator or on-air director. Seven years radio as general manager, commercial manager and chief engineer. Experienced in documentary film and spot production. Know radio design and control techniques. Newspaper and magazine promotion and layout. TV engineering experience, good education. Requires. Single, married, now west. No TV. $7000, prefer west. TV and phone. Box 890, BROADCASTING.

Looking for a single-unit speaker with the power and punch required for audience participation studios and theatres?

You'll find it in the 728B!

Here's why the 728B is ideal for this and any other broadcasting application calling for high power handling capacity:

1. It handles 30 watts continuously. . . . with ease.
2. It's outstanding for quality of reproduction over a wide frequency range.
3. It's only 3/4 inches in depth . . . requires little space and is simple to install.

Before you buy any loudspeakers for your studio or transmitter building, investigate the 728B and the other speakers in Western's Electric's new line—the 8-watt 755A, the 20-watt 756A and the dual-unit 30-watt 757A.

For the full story, ask your local Graybar Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Western Electric
728B LOUDSPEAKER

QUALITY COUNTS


June 28, 1948 • Page 85
**STATION MANAGERS!**

Need Trained Personnel?

**BROADCASTERS!**

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Send seal Information concerning

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Name

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**Employment Services**

Trained personnel for all types of radio work. Prompt service from our convenient central location. Tell us your needs. Wilson Employment Service, 907 Commerce Building, Cleveland, Ohio.

---

**WANTED TO BUY**

$250,000 to $300,000 Radio Station

Qualified buyer interested in purchasing a regional station—network affiliation—good earning record—medium-sized market located in any area other than New England or vicinity New York City, TV and FM development or possibilities unimpaired. Confidential negotiations. Contact the nearest office of BLACKHAM-ALTIMORE COMPANY, INC.

**WANTED TO BUY**

$250,000 to $300,000 Radio Station

Qualified buyer interested in purchasing a regional station—network affiliation—good earning record—medium-sized market located in any area other than New England or vicinity New York City, TV and FM development or possibilities unimpaired. Confidential negotiations. Contact the nearest office of BLACKHUM-ALTIMORE COMPANY, INC.

**BANK VIDEO MINDED**

Launches TV Programs,

Set-Buying Plan.

ACTIVE support of television as "another fledging industry" is currently being tended by the Bank of America and NBC, which pioneered in automobile installment financing. The 112-year-old institution is not offering a blank check for potential TV set buyers—it likewise has taken on sponsorship of several regular video programs on WBZ-TV Boston.

For sale again in the Bank ran full-page ads for a week in Boston newspapers stressing the "hear and see" appeal of film and news shows "right in your own home." It sponsors a five-minute segment of news pictures, Wednesday through Sunday; a 10-minute period of newswrel highlights, Sundays, and an hour and half motion picture feature in the Alexander Korda "classics" series, also Sundays.

Firm, which also pioneered in use of radio, devotes remained to such "microblazing" ideas and projects and its plan for financing TV set purchases.

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**Walter Lemmon Favors Foreign Advertising Use**

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, last week told members of the Advertising Men's Post 209, American Legion, New York, that advertisers should identify themselves abroad, as a factor in promoting international goodwill.

International radio will eventually move into its proper place as a media of expressing American ideals, he added. Mr. Lemmon spoke on "How to Achieve International Goodwill," at the luncheon meeting held June 21 in New York's Hotel Lexington.

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**STATION DEDICATED AT ORANGEBURG, S. C.**

DEDICATION was held June 13 at WTNB, Orangeburg, S. C. The 1 kw daytime station is on 1270 kc and licensed to Telecasting Publishing Co., publishers of The Times and Democrat.

Participating on the opening program were Gov. J. Strom Thurmond; Mayor Robert H. Jennings Jr. of Orangeburg; T. G. Strange, president of Chamber of Commerce; Hugo S. Sims, vice president of Sims Publishing Co.; Nat Royster, general manager of WTNB, and local notables.

In addition to Mr. Royster, who has been in radio for 12 years and was with WAYS Charlotte, N. C., before joining WTNB, the staff includes: Perry Herrington, chief engineer; Wallace Styles, assistant chief engineer; W. R. Jones Jr., sales department; Sam E. Gunn, continuity director; Eric Fields, program director; Hugh Coburn, Bob Brown and Larry Hord, announcers; Grace Thompson, special features department and Barbara Cantwell, traffic.

**FOR SALE**

Ground wire, 2 B & S solid, soft, high resistance. New, in sections of 10'. 5000 feet calls—$250,000. Sale or rent, $300,000.

**FOR SALE**

Complete 250 watt complete transmission rack and panel, 1 set of tubes, FCC approved. First check for $1,000 gets it. WESL, Preston, Maryland.

**FOR SALE**

KWAQ (FM) increasing power to 36 kw. Have available 230 watt GE FM transmitter, 4 bay antenna, both tuned to 96.7, best Class B channel; fitted to other channel. Write BOX 578, BROADCASTING.

**FOR SALE**

Presto model k, electro voice 950 microphone. Both, new $300 or best offer. BOX 55, BROADCASTING.

H. H. Scott Dynamic Noise Suppressor including latest type 810-C control circuit. $450. J. M. McDonald, WLW, Cincinnati.

**FOR SALE**

Station in good midwest market. Showing profit. Owner selling because of other business interests. BOX 891, BROADCASTING.

Complete 1 kw transmitter house equipment. Available $750. WESL, BROADCASTING.

**FOR SALE**

RCA type ROX and Gates Model 20 console. In good condition. J. D. Bloom Jr., Engineer, Station WWL, New Orleans, La.

For sale—Field intensity meter, RCA-TMV-785 complete. WDBC, Hartford 4, Conn.

**FOR SALE**

5000 watt Western Electric Type 353MA transmitter. In excellent condition. Available immediately. Radio Station EDAL, Duluth, Minnesota.

**FOR SALE**

RADIO TOWERS, AM and FM erected, painted and serviced coast to coast.

TOWERS FOR SALE—AM, supporting FM and TV.

Write, wire or phone 5563 John Greene

GREENE TOWER COMPANY

Southern Pines, N. C.

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**FOR SALE**

Complete 30" gyped tower and lighting, composite 500 watt broadcast transmitter, all new considered. Byram Broadcasting Corporation, 2813 Hillside Avenue, Dayton, Ohio.

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**FOR SALE (Cont'd)**

For sale—Complete equipment for a 1000-watt installation Collins 20-G transmitter, 180 cases, Tower antenna tuning unit; colorcon; two line; limiting, line and monitor amplifiers; complete control, audio tubes and equipment; no frequency or modulation monitors. Installation, now done, is guaranteed reliable and trouble-free. Will be available July 15 August 15. Write Radio Station WHIS, Bluefield, W. Va., Attention P. T. Planagan, Manager.

19 kw transmitter. Unusual bargain. New, complete. Complete with all site work, design. Wire or phone Mark Bullock, Chief Engineer, KPB, Lincoln, Nebraska.

For sale—Lehigh 204 ft. tower, designed for four section pylon, not installed. $3,500.00 FOB Harrsburg, Penna. Box 787, BROADCASTING.

New RCA equipment for sale at RCL list price. Available: One 4-section pylon, ten LC 1A speakers, four 750-B console. Sale or rent, $200.00. Write BOX 347, BROADCASTING.

For sale—250 watt complete transmission rack and panel, 1 set of tubes, FCC approved. First check for $1,000 gets it. WESL, Preston, Maryland.

Limiting amplifier, frequency monitor, console and 250 watt transmitter, all new. Write BOX 1123, Stamford, Texas.

For sale—Emeater, 5 kw output. In excellent condition. Write Box 1123, Stamford, Texas.

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NOW IS THE TIME FOR LICENSING.

Forlicensing NOW—need.

Hellas, Royster, Chief engineers, audio smitters, telecasters, control engineers, production manager, copywriters; senior personality announcers, program directors, tech rater, Erectors, (TV and radio).

Broadcasters have been using the Alexander Korda "classics" and half hour Specials, and the National Shawmut Bank, which pioneered in automobile installment financing.

The 112-year-old institution is not offering a blank check for potential TV set buyers—it likewise has taken on sponsorship of seven regular video programs on WBZ-TV Boston.

For sale again in the Bank ran full-page ads for a week in Boston newspapers stressing the "hear and see" appeal of film and news shows "right in your own home." It sponsors a five-minute segment of news pictures, Wednesday through Sunday; a 10-minute period of newswrel highlights, Sundays, and an hour and half motion picture feature in the Alexander Korda "classics" series, also Sundays.

Firm, which also pioneered in use of radio, devotes remained to such "microblazing" ideas and projects and its plan for financing TV set purchases.
New Business
(Continued from page 14)

Virginia and North Carolina; Chalfonte-Haddon Hall plans use of television spots.

STANDARD OIL Co. of Indiana, for second straight year, will sponsor all Colorado U. football games over KOA Denver, starting Sept. 25.

THEATRE GUILD enters video spot announcement field with purchase of 20-second spot on Wednesdays, WPIX New York, starting June 30, to promote “Allegro,” Guild-sponsored play. Believed to be first time spots bought to promote theatrical production. Contract, length of which not disclosed, placed through Blaine Thompson, New York.

CHASE & CAPRA PIPE FACTORY, Berkeley, Calif. (imported briar pipes), appoints Ad Fried Adv, Oakland, Calif., to handle advertising. Initial campaign includes announcements on KRE Berkeley, with additional stations to be added later.

E. FOUGERA, New York, (Cal-Rinex, medicine for hay fever), Aug. 8 starts six-weeks spot campaign on KMA Shenandoah, Iowa, WDBJ Roanoke, Va., and other stations not yet determined. Contract calls for at least 10 one-minute spots a week; was placed through Redfield & Johnstone, New York.

Network Accounts

COLGATE-PALMOLIVE-PEET, New York, not renewing Kay Kysershow, Sat. 10-10:30 p.m. on NBC, beyond current season. Retaining sponsorship of Judy Canova Sat. 9:30-10 p.m. on NBC, and Can You Top This? Fri. on NBC. Canova shows change to Kyser time and Top This to Sat. 9:30-10 p.m.

DENALAN Co., San Francisco (Dental Plate Cleanser), renews Fulton Levis, jr. sponsorship on eight Don Lee stations, Tues. and Thurs., 4-5:00-4:15 p.m. (PDST) for 13 weeks. Agency: Rhoades & Davis Adv., San Francisco.

CHARLES HIRES Co. July 18 cancels Here’s to You Sun., 5:15-5:30 p.m. on CBS. N. W. Ayer & Son, New York, is agency. Reason for cancellation said to be curtailment in advertising budget.


Adpeople

SAMUEL H. CUFF, television consultant for Adam J. Young Jr., Inc., appointed to similar position at Allied Stores Corp., department store chain. Former manager of WABD New York, he last summer organized and supervised television caravan which visited 22 department stores throughout country under joint sponsorship of Allied Stores and RCA.

HERBERT H. HYMAN joins International Latex Corp., New York, as director of radio advertising and promotion, following his resignation as director of advertising for New Haven Clock & Watch Co.

HUGH W. HITCHCOCK, director of advertising and public relations, Packard Motor Car Co., elected chairman of Public Relations Committee, Automobile Manufacturers Assn., succeeding PAUL GARRETT, vice president and public relations director, General Motors Corp.

Turntable

WILLIAM WALLACE, former midwestern sales manager for John E. Pearson Co., Chicago, now area representative, has been appointed to represent Frederick W. Elv Co., Cincinnati, in Minnesota. Mr. Wallace has been associated with WLQI Minneapolis, as account executive, and with WEE & Co., Chicago. He also was national sales manager of KFBB Great Falls, Mont. manager of KOVC Valley City, N. D. He will make his headquarters in Minneapolis.

BRUCE ELLIS, president of Bruce Bells & Sons, Hollywood, packaging firm, is currently on three-months tour of stations throughout the country, in connection with transcribed “Layman’s Call to Prayer” and other program properties.

FREDERIC W. ZIV Co., New York, has signed the Guy Leavor Show to the following: Skee’s Jewelry Co. on KJON Eugene, Ore.; Bemidji Beauticians on KBUN Bemidji, Minn.; Warren Jewelry Co., on WCTT Corbin, Ky.; People Bank, on WKCI Hazard, Ky., and KWAT Watertown, S. D., and KRIQ McAleny, Tex.

Volupte Sponsors

VOLUPTÉ Compacts, New York, through its agency, Hirshon-Garfield, is planning to sponsor a quiz program on MBS, Thursdays, 8:30-9 p.m., starting about Sept. 16. Contract will be for $2,500 and specific program has not been decided upon as yet.

On All Accounts

(Continued from page 10)

Helen Hayes is to appear regularly on The Electric Theatre, taking over the Sunday, 5:9-6 p.m. period on CBS. The network show, incidentally, is signed off locally in each area so that the company in that region will have the opportunity of establishing its sponsorship of the program in its community.

Rich in background experience, Ed Dunnings’ career includes a 22 year tenure at N. W. Ayer & Son, preceded by a seven year stint as Eastern advertising manager of Crowell-Collier’s Woman’s Home Companion. Prior to that he was “Guy Leavor” for 13 years with the sales and advertising function of the F. W. Dodge Co. Construction Reports.

The Dunngs have four children and four grandchildren. Mr. and Mrs. Dunnng live with their youngest son Johnny, 7, in their own home in Greenwich, Conn.

Hobby-les — for a hobby suggests a passing adeptness — Ed Dunning is a master at the piano and the spark at any social function. “He can make copy ‘sing’,” said one of his co-workers, “and he can do the same with people.”

Practical Shop Training in

RADIO-Television or ELECTRICITY

In the Great Shops of COYNE in CHICAGO

Oldest, Largest, Best Equipped School of Its Kind in U. S.

COYNE trains you for steady, well-paid jobs in Radio Manufacturing, Servicing, Sound Systems, P. M. and Television. Hundreds of Graduates in the Industry. Also shop courses in Electircity, including Motors, Power Forms, Wires, Etc. Enroll now for FREE BOOK on field you prefer.

NOT "HOME-STUDY" COURSES! All Coyne training is given in our shops. You work on actual full-size equipment under friendly instructors. Quick, Easy, Practical. GI Approved—finance plan for non-veterans.

FREE BOOK Check coupon below for big FREE gift. See coupon.

Send for FREE book and details on courses checker:
□ RADIO-TELEVISION □ ELECTRICITY

NAME ____________________________
ADDRESS ____________________________
CITY _______ STATE ____

"VIC" DIEHM SAYS:

"We Dominate Our Coverage Area"

Here are the results of a survey recently conducted by Rahb, 5, Central and Associates.

WAZL 67.5%

Station A 2.6
Station B 2.3
Station C 7.0
Station D 9.2
Station E 1.9
Station F 2.4
Others .7

For further information write to
Vic Diehm c/o WAZL

Rahb, Mosher Assoc.,
521 First Ave.,
N. Y. C.

WAZL
Established 1932 • Hazleton, Pa.
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC • MBS
INDIANA FM NETWORK

PLANS FALL SERVICE

INCORPORATION papers for Hoosier Network, new FM hookup, were filed with Henry County auditor June 18 following filing of articles of incorporation with Indiana secretary of state.

Incorporators of the network are Gardner J. Thomas, publisher of The Marion Chronicle, and holder of construction permit for WMEI, Marion president; Paul R. Bauman, editor and publisher of Washington Herald and owner of WFML Washington, vice president; Ed Oglesby, manager of WCTN New Castle, The Courier-Times station, secretary-treasurer, and Theodore Williams of the Warsaw Times-Union, holder of a construction permit in Warsaw; George S. Tatman, publisher of Connersville News-Examiner and head of WCNB Connersville; W. A. Vance of Crawfordsville Journal-Review and WFMU Crawfordsville; John C. DePrez of Shelbyville News and WSRK Shelbyville.

Network announces it expects to begin tests this summer with regular service available by fall. Plans now call for broadcasting of features of particular interest to Indiana listeners, including athletic events, musical presentations and special features.

Membership to the network will not necessarily be confined to outlets affiliated with newspapers, Mr. Ogborne said, and a number of other FM stations probably will be added later.
FORD SPOTS
KOMO Dubbs Transcription
For 64 Stations

TO HERALD arrival of 1949 Ford in Pacific Northwest, Ford Motor Co., through J. Walter Thompson, placed schedule of spots on 64 stations in Washington, Oregon and Idaho. When transcription was late in arriving as deadline approached, Richard E. Green, manager of national sales and sales services for KOMO Seattle, called Seattle office of agency to find it had only one master copy of transcription. KOMO was asked by agency to dub off spots and within three hours all 64 discs were ready.

GAB’S SUMMER MEET SET FOR JULY 20-21
Georgia Assn. of Broadcasters has scheduled its summer meeting for July 20-21 in Atlanta, according to Ed Mullinax, WSAC Columbus, secretary-treasurer of the GAB. Headquarters will be at the Henry Grady Hotel.

The two-day meeting includes addresses by J. Leonard Reinsch, managing director of Cox Radio Stations; Neville Miller, former NAB president, now a Washington attorney; Cy Langlois, president of Lang Worth Feature Programs; Lou Avery, Avery-Knodel Agency; Ben Akerman, consulting engineer; Warren Foster, Coca Cola Co.

Installation of new officers will take place at the July 21 meeting. They are: John Fulton, WGST Atlanta, president; Dean Covington, WHOM Rome, vice president; Tom Carr, WIBB Macon, secretary-treasurer.

Gaith Wins Award
ARTHUR GAITH, ABC commentator sponsored by United Electrical, Radio and Machine Workers, has won the 1948 Radio Award of the Voice of Freedom Committee. The presentation will be made tonight (June 28) at the Hotel McAlpin in New York. Mr. Gaith’s commentaries for UE are the first to be sponsored by a labor union on a year-round network basis.

FAB PROTEST
PROTEST to the State Dept., FCC interference from Cuban stations was directed at the Feb. 19 meeting of the Florida Assn. of Broadcasters, held at Orange Court Hotel, Orlando.

Interference is “growing worse as a result of loud signals emanating from Cuban stations,” it is stated, on local regional, semi-clear and Canadian shared channels.

Cuban stations are putting directional antennas into operation, “some of which are defective and do not maintain their approved patterns as reported by NARBA,” according to the resolution.

The association recommended that an FCC engineer be assigned to the U. S. Consulate at Havana “with instructions to work with all Cuban authorities for the purpose of promoting the best interests of American and Cuban broadcasters because Cuban stations erect and maintain directional antennas for the protection of Florida stations and that the representatives of the U. S. Government at the next session of NARBA take such steps and do everything possible to encourage or require such protection to the Florida stations.”

The resolution was proposed by W. Walter Tison, WALT Tampa.

New officers elected by the association were: William G. McBride, WBDO Orlando, president; W. Wright Esch, WMJF Daytona Beach, first vice president; Garland Powell, WRUF Gainesville, second vice president; Jack Rathburn, WORZ Orlando, secretary-treasurer; Reggie Martin, WFMA Fort Lauderdale, and Tom Culough, WMBM Miami Beach were elected directors.

Next semi-annual meeting will be held in December at Tampa. The invitation was extended by Mr. Tison.

Glenn Marshall, WMIB Jackson, retiring president of FAB, was awarded a plaque for outstanding service.

Importance of radio’s audience in the “possibly more competitive future” was brought out at a session addressed by Harold Fair, NAB.
AM—1200 kc
KW1K Hutchinson, Kan.—CP to change hours from D to un., frequency from 1180 to 1180 kw, change direction, install DA-N using power of 1 kw.

AM—1490 kc
Chester City Better Co., a partnership of David Ginsburg, Morris Singer, William H. Halberst and Louis N. Seitter, Coatesville, Pa.—CP new standard station on 1490 kc, 1 kw on.

AM—1340 kc

June 23 Decisions
BY A BOARD
License Renewal
WRDB West Point, Miss.—Same for period ending May 1, 1951.
KYOR San Diego, Calif.—Same for period ending May 1, 1951.
WJWD Chicago—Same for aux. trans. for period ending May 1, 1951.

A RADIO HEAD—Liner
MONTANA HEADLINERS
Montana-bom, educated
WENDELL NILES
CBS Announcer

BOWERY VIDEO
Alcohol Won't Reign
In SA Borroon—

WORLD-WARY residents of New York’s Bowery, who have a little too much of everything, haven’t really seen anything yet. Any day now they may see a sign in the window of the Salvation Army’s Red Shield Club reading: “Repent Ye, and Be Saved—Wrestling Matches on Television Every Wednesday Night.”

The Army, continually at odds with Demon Rum, last week announced plans to fight the Devil with his own weapons by installing a video receiver in the Bowery Club—out of public donations.

Strict rule of the Club is that no one who has been drinking anything more potent than ginger beer may enter—thus eliminating attendant alcoholic hazards.

“The Cops Reporter,” official newsletter of the New York Salvation Army, reasoned: “...many a sincere man, determined not to drink, has been lured into the barroom with the lure of the television, and has ended up, days later, seeing...snakes.”

WZXPO WPIX Inc., New York—License to cover CP new television relay station and to add A-5 emission.

AM—550 kc
KAFY Bakersfield, Calif.—CP change frequency from 1400 to 550 kc, increase power from 250 w-D to kw-DW, install DA-N.

AM—1490 kc
KKTR Taft, Calif.—CP change frequency from 1310 to 1490 kc and change power and hours of operation from 500 w-D to 250 w-DN. (Contingent upon RAOY being closed charging of facilities.)

AM—1240 kc
Parish Bctg. Corp., Minden, La.—CP new standard station 1240 kc, 250 w unil, AMENDED to officers, directors and stockholders.

License for CP
WEJW-FM Medford, Pa.—Same.

TV—66-72 mc
Farnsworth Television and Radio Corp., Fort Wayne, Ind.—CP new commercial television station Channel 4, 66-72 mc, 8 kw, aur. 10 kw unil.

TV—204-210 mc
KPOJ Inc., Portland, Ore.—CP new commercial television station Channel 13, 204-210 mc, ERP 8 kw, aur. 1.6 kw. License for CP.

WZXMB WPIX Inc., New York—License to cover CP new television station, and to add A-5 emission.

GERMAN SCHOOL SET DRIVE STARTS JULY 4
NAB’s “Shower of Silver” campaign to raise funds for the purchase of radio sets for German schools in U. S.-occupied areas will begin July 4. The project was authorized by the association’s board at the request of occupation authorities.

Package of one-minute and five-minute scripts has been sent to stations. The scripts urge listeners to contribute silver coins, and to wrap them in a dollar bill if a piece of paper doesn’t happen to be handy. Money is to be sent to stations.

Endorsement of the NAB fundraising campaign has been given by Kenneth C. Royall, Secretary of the Army, and Gen. Lucius Clay, in charge of occupation forces. Radio Mfrs. Assn. will cooperate in making available receiver models capable of handling desired New Wave equipment. The campaign is, “A shower of silver now may prevent a hail of later.”

AM—1600 kc
Payne County Bctrs., Cushing, Okla.—CP new standard station 1600 kc 500 w-D.

Modification of CP
KTEN Wichita Falls, Tex.—CP new standard station to increase power from 1 kw-DW to 5 kw-DW.

Modification of CP
WBT-FM Harvard, Conn.—CP changes in FM station for extension of completion date.

修改 of CP
WFGA-FM Rome, Ga.—CP new FM station for extension of completion date.

WFAM Lafayette, Ind.—Same.

KCKN-FM Kansas City, Kan.—Same.

WBET-FM Brockton, Mass.—Same.

WSAR-FM Fall River, Mass.—Same.

WHYN-FM Holyoke, Mass.—Same.

WCMF-FM Canton, Ohio—Same.

KONO-FM San Antonio, Tex.—Same.

TV—82-88 mc
Jacksonville Bctg. Corp., Jacksonville, Fla.—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 28 kw, aur. 10.5 kw unil. CHANGE to ERP vis. 19.4 kw, aur. 10 kw.

Modification of CP
WFIL-TY Philadelphia—CP new commercial television station to make ERP changes from vis. 17.2 kw, aur. 8.3 kw to vis. 27 kw, aur. 13.4 kw.

TV—82-88 mc
Corpus Christi Telecasting Co., Corpus Christi, Tex.—CP new commercial television station Channel 6, 82-88 mc, ERP vis. 26 kw, aura. 9.8 kw, unil. AMENDED to change ERP vis. 19.7 kw and aur. 9.8 kw.

APPLICATION RETURNED
Assignment of License
KVOW Littlefield, Tex.—Voluntary assignment of license from J. C. Rotwell to Western Bctrs., Bctrs. assigned to C. J. Rotwell and J. B. McShan.

RETURNED June 22

TENDERED FOR FILING
Assignment of License
KSMC Santa Maria, Calif.—Consent to assignment of license to John H. Poole.

AM—1300 kc

Modification of CP
WBEL Belfis, Wis.—CP increase power from 500 w to 1 kw-D (1300 kc).

A PAGING PROPOSITION

Revision of FMA By-Laws To Be Voted on in Sept.

ReVISION of FM Assn. by-laws under terms of a board resolution will be undertaken by a five-man committee which will report to the board by July 27, since amendments must be circulated to the membership 30 days in advance. The membership will vote on proposed changes at the Sept. 27-29 FMA convention in Chicago.

Members of the committee are George Arnold Jr., WTAD-FM Quincy, Ill.; Matthew H. Bonebrake, KOY-FM Oklahoma City; Thomas F. McNulty, WMCP Baltimore; Ray E. Daye, KFW-FM St. Louis; Frank A. Gunther. Radio Engineering Labs. Resolutions calling for by-laws revision were adopted at two regional meetings earlier in the year.

FM—104.1 mc
Monawk Bctg. Co., Mason City, Iowa—CP new FM station on 104.1 mc Channel 281, and ERP 1.15 kw.

TV—107-72 mc
Northeast Indiana Bctg. Co., Inc., Fort Wayne, Ind.—CP new commercial television station on Channel 4, 107-72 mc, ERP vis. 16 kw, aur. 5 kw.

TV—118-186 mc
Tulsa Bctg. Co., Tulsa, Okla.—CP new commercial television station on Channel 4, 118-186 mc, ERP vis. 18.5 kw, aur. 9.25 kw.

Acquisition of Control
WGEM Quincy, Ill.—Acquisition of control of one-third interest of permittee company by Quincy Newspapers Inc. and one-third interest by Illmo. Bctg. Corp. 

(Continued on page 92)
Screen Guild Head Hits TV 'Sheostring' Economy

"PRESENT sheostring economy of video operators seems incongruous," in view of TV's revenue potentialities, Gene Martel, chief of the New York Directors Guild, declared in an address June 17 before the newly-formed National Film Council.

Deporting the "continued televising of old fans" and the "garbage collecting that has been going on" as harmful to television, Mr. Martel said, "The sooner television people realize (it) is a cinematic museum and start charging for their product's economy accordingly, the better off they will be."

Kendall Foster, TV director for William Esty & Co., New York, stressed the importance of television film producers adjusting their prices to advertisers' budgets. He said that in the present stage of video development, there was a need for new products in films.

Other speakers at the meeting were Norman Blackburn, NBC director of television programming, and Ed Evans, CBS film director. Melvin L. Gold, director of advertising, and publisher for National Screen Service, was elected chairman of the Film Council, and Bob Wormhoudt, of Telecast Films Inc., was named secretary-treasurer. Both will hold office until next fall.

WNAC-TV Boston Starts Experimental Programs

WNAC-TV has announced plans for formal opening August 15 with a full schedule of video programs.

First test pattern was carried June 19 according to Linus Trav- ers, general manager. Experimental programming last week included pooled broadcasts from Republican National Convention and one show with leading candidates which were filmed by Life magazine.

WNAC-TV is on Channel 7 (174-180 mc), with transmitter and tower located at Medford, Mass. Licensee is the Yankee Network.

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FCC Actions
(Continued from page 91)

June 24 Decisions... By A BOARD

FM Authorizations
Graded Cps for three Class A and two Class B stations; and, for Class C \(d_{\text{p}}\) lieu of previous cond., for five Class B stations.

Extensions Granted
WGNJ Morgantown, N. C. — Granted extension of construction date and for new FM station.

McFerrin Besty, Co., Inc., McFer- sen, Kan.—Ordered 9.6 mo. extension of time in which to submit application showing new site conf. to applicant commer inter- operation within alt.

FM-101.9 mc
Southeastern Besty, Co., Inc., Syla- cuse, N. Y.—Ordered to file for interim operation on Channel 270.

Hearing Designated
Debs Memory Radio Fund, Inc., Ra- dio Corp. of Board of Missions and Church Extension of Methodist Church, Crosby Besty, Co., Atlantic Besty Co., and Sheehan McKeeher Exhibition Co., Inc., New York.—Designated for consolidated hearing five applications for Class B stations.

CP Replaced
Intermont Besty, Co., Salt Lake City.—Granted CP to replace expired permit which authorized extension, subject to completion of construction by Sept. 1.

Modification of CP
WHO, Inc., Olean, N. Y. — Granted CP to replace expired permit which authorized addition of new station, subject to completion of construction by Sept. 1.

Modification of Authorization
F. Easley, 222.

Assignment of License
F. Easley, 222.

AM-1250
Leaf Chronicle Co., Columbus, Tenn.—Granted CP new station 950 k.w. 1 kw. engineering cond.; estimated cost: 950.00

AM-1250
KGHF Pueblo, Col.—Granted CP increase from 500 w to 1 kw-LA to FM-1250 for existing station and install DA-N; engineering cond.

Petition Granted
KLK San Diego, Calif.—Granted petition for increase of 10 kw. (d) operating of CP to operate on 740 kw. 5 kw-D and (b) 350 kw. for new application. Time and (c) CP for AM from 500 kw. to 1 kw.-LA to FM-1250 for existing station and install DA-N; engineering cond.

Petition Granted
WILL San Jose, Calif.—Granted petition in full for leave to amend application and grant increase to further hearing, to hearing operating as- signment of station WILL from 1250 kw. for radio station to existing station.

Modification of CP
KXRX San Jose, Calif.—Granted mod. CP to make changes in DA.

ACCEPTANCES OF APPLICATIONS (By Commissioner Jones)

F. Easley, 222.

Amendment Disallowed
KFBI Wichita, Kan.—Disallowed amendment to application for assignment of license of station KFBI. Granted CP after it died under time limit under AVC0 rule expired.

AM-950

Modification of CP
WCLT Newark, Ohio.—Granted new standard for extension of completion date.

AM-1240

WHAT Philadelphia, PA.—CP new standard for extension of completion date.

AM-1240

Modification of CP
WLAD Danbury, Conn.—CP new standard for extension of completion date.

AM-1240

Modification of CP
WBFQ-Harrisburg, Pa.—Granted CP to operate on 1370 at 3 kw.-LA to FM-3200 for existing station and install DA-N; engineering cond.

Semi-Annual Reports

BROADCASTING • Telecasting

FCC Box Score

FCC BOX SCORE of actions of general interest for week as follows: Standard stations—1,681 licensed, 355 construction permits, 284 applications in pending file, 301 applications in hearing. (See box below.) AM stations—1,018 licensed, 108 conditional grants, 785 CPs (of which 417 are on air under special temporary authority) 425 applications pending, 45 applications in hearing; television—seven licensed, 101 CPs (of which 30 are on air), 283 applications pending of which 184 are in hearing.

Hearings Before FCC...

AM Hearing
KRES Springville, Utah.—CP 550 kc untl DA.

Oral Argument

In matter of promulgation of Secs. 1.309, 1.304, 3.641 containing special rules relating to contracts providing for reservation of time upon sale of stations.

AM Hearing
WJOL Chicago.—On petition for reconsideration of Commission’s rules and regulations.

AM Hearing

In matter of Commission’s rules and regulations.

TV-Hearing

On petition for reconsideration of Commission’s rules and regulations.

AM Hearing

Charles Wilbur Larson Jr., Morgan City, La.—CP 1450 kc 100 kw unlt.

Oral Argument

Party responding to petition for renewal.

L. A. Speech by Oxnard

To EVALUATE radio properly there is the necessity for evaluation of a program in terms of 1,000 families rather than "ratings, Frank Oxnard, CBS Holly- wood network sales director, last week advised Southern California Advertising Agencies Assn., Los Angeles in an interview of "How to Make Radio Payoff." "A net- work is to a radio program," said Mr. Oxnard, "what tracks are to a train."

In explaining the CBS use of Nielsen, he said it was a truer reflection of national listening, because it cut across all types of homes rather than restricting itself to the reaches of the uncored network. All four networks are represented. The speaker also showed the comparative coverage of all four networks as re- flected by BMB studies. Based on these studies, Mr. Oxnard concluded that there are two kinds of networks insofar as coverage is concerned—CBS and NBC and ABC and MBS.

June 28, 1948 • Page 99
BROADCASTING

BAR GROUP WOULD UPSET FCC TV ALLOCATION TABLE

Drive to upset FCC's new policy on changes in television channel-allocation table was launched by Federal Communications Bar Assn. Friday in petition for chance to be heard in connection with proceedings which start tomorrow (Tuesday) on proposed new video allocations (see story page 38).

FCBA spokesmen contend new policy, which would call for separate rule-making proceedings to pass upon proposed departures from established allocation table (BROADCASTING, March 29), as written would give FCC too much discretion over whether or not persons seeking changes will be heard. They argue allocation table should be used only as a guide, and that new policy in present form could nullify Supreme Court's Ashbacker ruling that mutually exclusive applications are entitled to comparative consideration.

Resolution opposing new procedure was adopted by FCBA Executive Committee, and special committee headed by Elliot Lovett drew up petition and is preparing brief. Mr. Lovett predicted FCC would consent to hear bar group, and said several members of his committee were prepared to present arguments. Named by FCBA President Carl I. Wheat, committee is composed of Chairman Lovett, Guilford S. Jameson, William C. Koplovitz, Philip G. Loucks, Neville Miller, and W. Theodore Pierson.

NETWORK LOSSES LISTED

STEP upward revisions in early estimates of commercial time sales lost during GOP convention reported Friday by major networks. Latest totals: CBS, $155,000; MBS, $25,000; ABC, $25,779. NBC had spent $101,000 through Wednesday night; actual figures unavailable (earlier story page 22).

MAGNAVOX TV LINE

MAGNAVOX Co. Fort Wayne, Ind., announced entry into video field at trade showing in New York Friday, held to display new television sets, priced from $299.50 to $750. Line features Magnascope screen, with 12½ in. flat-faced, aluminized tube.

UP TO EXPERTS

GOV. THOMAS E. DEWEY has definite ideas on radio regulation (story on page 21) but he hasn't made up his mind on all phases of television. At news conference in Philadelphia Friday, he was asked what part TV will play in Presidential campaign. GOP nominee said, "I'm afraid that's a question I can't answer. I'll have to leave that to the experts. I'm only one of the victims." That he relied on radio for convention news was borne out when he declared he had no knowledge that other candidate planned to withdraw until hearing Sen. Bricker on the radio. "It was one of the most moving experiences of my life," Gov. Dewey said.

KROW QUESTIONED ON PROMISES VS. PERFORMANCE

SHELDON F. SACKETT, president of KROW Oakland, Calif., questioned extensively on variances of AM-FM application promises and performance at further FCC hearing Friday in Washington on San Francisco television applications (early story page 32). Richard C. D. Bell, assistant general manager of station, related proposal to buy $100,000 in stock if TV is granted. Money would come from trust provided by father.

Hearing to resume Monday with CBS to present Adrian Murphy, vice president and general executive, and D. W. Thornburgh, vice president in charge Western Division. Television California to present data on experimental operation through George P. Adair, Washington consulting engineer.

CBS SEeks exception to 5-station TV limit

CBS ASKED FCC to rule that five-station limit on common ownership in television not apply to CBS minority interests in Washington, D.C., and Los Angeles. Alternative: that minority holdings be considered equivalent of one station.

Subject to FCC consent, CBS has acquired 49% interest in Los Angeles video outlet of The Times-Mirror Co. (KTTV) and sold 55% interest to WTOP Washington to Washington Post. CBS retains 45% non-voting interest in WTNP Inc., new operating firm, which is seeking TV outlet in Capital. Network is licensee WCBS-TV New York and has applications pending for Boston, Chicago and San Francisco (see story page 38).

KANSAS CITY, WILLIAMSPORT TV APPLICATIONS FILED

TWO new commerical television applications filed with FCC Friday:

KANSAS CITY—Twentieth Century-Fox Co. of Missouri has applied for effective radiated power 27.5 kW visual, 13.7 kW aural, antenna height above average (terrains) 503 ft. Initial cost $720,000, first year cost of operation $170,000, revenue $300,000. Applicant, Fox Telecasting Co., plans to radiate to Kansas City, Topeka, Wichita, and Atchison.

WILLIAMSPORT—Sharon-Fox Williamsport, Pa., has applied for effective radiated power 27.5 kW visual, 13.7 kW aural, antenna height 523 ft. Initial cost $720,000, first year operating cost $95,000, revenue $100,000. Applicant is a subsidiary of Sharon-Shores, Inc.

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NAB ADOPTS PLAN TO AID GERMAN SET FUND DRIVE

PO Box in Washington for contributions in $100,000 campaign for purchase of radio sets for German schoolrooms arranged by NAB. Purpose is to simplify collection of donations by listeners to member stations, also to contravene possible station policy forbidding direct collection. In emergency cases, listeners may send donations to Silver-Shores, Post Office Box 7810, Washington, D. C.

DEMOCRATS CHOOSE RADIO

RADIO will be used heavily by Democratic Party through The Biow Co., it was learned last week. Exact budget is unknown, but understood Hatch Act 3 million dollar maximum is critical factor.

PAY IS HIGHER

TWO FCC officials to get higher pay than Commissioners under new pay increase of $350 per year for federal employees. William J. Nordeit, chief account, and Benedict P. Cottone, general counsel, to get $10,305 compared to $10,000 specified by law for Commissioners. Post of FCC executive officer, specially created after war, also pays $10,305 but post is vacant. It formerly was held by Charles S. Heineeman, once director of Foreign Broadcast Intelligence Service and now at Northwestern U.

GIANTS NIGHT GAMES MOVED

NIGHT games of New York Giants, starting July 6, will be telecast by WPIX New York instead of WNBT New York, which will continue to broadcast Giants afternoon home contests. Liggett & Myers Tobacco Co., New York, sponsor of all video coverage of Giants. Agency is Newell-Emmett Co., New York. Move Fred W. Thornburgh, key station of NBC-TV network, from conflicts between ball games and regular weekly network evening video shows.

TRUMAN WAS WATCHING

PRESIDENT TRUMAN had "ringside" seat to witness nomination of Gov. Thomas E. Dewey, who will oppose him during November elections, White House divulged Friday. President watched Republican convention name his challenger over television set in his White House study after dinner Thursday. He also heard and viewed Mr. Dewey as he made acceptance speech.

Closed Circuit

(Continued from page 4)

KLAC-TV Los Angeles. They contend $1,000,000 price is worth of two standard stations (KTLA and KJA) and no attempt is being made to buy video license; also that their demonstrated public service record with KFWB Los Angeles is example of what they will do in video.

DON'T COUNT Sen. Clyde M. Reed (R-Kans.) out of running as successor to retiring Sen. Wallace H. White Jr. (R-Me.) in chairmanship of radio-interested Senate Interstate Commerce Committee. Sen. Charles W. Tobey (R-N.H.) has appeared slated to get but hasn't committed himself on whether he's willing to give up important Banking & Currency Committee chairmanship. Sen. Reed wants it. He and Sen. Tobey have identical service in Senate (since January 1939), though New Hampshire fireball also has had six years in House. If contest develops it will be up to Senate to select chairman, and it's believed regular Republican Reed would win.

IF MADAME Comr. Frieda Henock takes FCC office July 1 as anticipated, she may get quick baptism in video allocations hearings. With retiring Comr. Durr gone, Chairman Coy not sitting on some phases (story page 38), and Comrs. Walker and Webster in Europe, there'll be times when she's needed for quorum. Hearing starts two days before her term begins; it's up to her whether she participates.
Robin Hood Enriched Flour

INTERNATIONAL MILLING COMPANY
MINNEAPOLIS, MINN.
March 9, 1948

Mrs. Ruth Lyons
Morning Matinee
Station WLW
Cincinnati, Ohio

Dear Mrs. Lyons:

I would like to take this opportunity to thank you for the grand job you did in telling your listeners of the scissors offered by Robin Hood Flour for 25¢ and proof of purchase. I am sure you will be interested in knowing that your one program directed approximately 26% of all requests received from radio stations. When you consider that we plugged this promotion on about 50 stations in the northern section of the country and over 100 stations in the southern section of the Queen For A Day radio show, it makes your response all the more outstanding.

I don't know to what we can attribute such success unless we say it is just smart programming and excellent handling of the show by yourself which has built up such an unusually faithful and responsive audience.

We thank you sincerely for such fine cooperation.

Tours very truly,

INTERNATIONAL MILLING COMPANY

[Signature]

By William King, Jr.
Advertising Manager

WLW's "Morning Matinee" pulled 24% of all requests to an offer made on 150 stations!
So—It’s the World’s Largest Network

With its 500th station, added this month, Mutual’s coverage is now greater than it has ever been. Our May 1 daytime Listenability figure, including dual affiliates, is 29,895,000, and our nighttime Listenability (groundwave-plus-skywave) coverage, including duals, is 30,370,000 radio homes. This means that more people than ever before can hear Mutual programs—and they are better programs than ever before. Several thousand men and women (at headquarters and on the staffs of our stations) contributing ideas, common sense and hard work and supported by ample financing, have built a successful network service for the people of the nation. And, these men and women are filling a desire to serve—they are putting their hearts into the daily task of entertaining, informing, developing a sounder nation.

So—Values and Advantages

Because of the 500 stations, the listener benefits. To the advertiser, too, 500 stations mean values and advantages. We have on the presses, a new booklet which tells the “500 Station” story in maps and charts and not too many words. You will find it interesting and you will be surprised at the progress made. (It surprised even me.) Write for your copy—it answers the “So What?” with facts and figures.

So—The Lowest Cost for Coverage

Increased coverage, we said, means advantages to the advertiser. Add increased listening and the result is that advertisers get, on Mutual, the lowest cost for coverage (overall cost as well as cost-per-1000 homes) of any network. Here are two examples:

HALF HOUR evening, Full Network, full discounts, 52-week basis...32 cents per 1000 homes covered per broadcast.
QUARTER HOUR daytime strip, full network, full discounts, 52-week basis...50 cents per 1000 homes for 5 broadcasts.

Mutual remains the best buy among networks...the one which gives the advertiser the most value for his radio dollar.

So—Mutual-Don Lee’s $3,000,000 Studios

An outstanding example of men, women, ideas and money building a network is the modern and beautifully-equipped Hollywood studio building into which Don Lee has just poured a cool three million dollars. No description could do justice to these studios and offices—but everyone who has seen them (and that includes many Mutual station people) knows what we mean when we say they are the finest, most up-to-date, best-equipped studios in the world. And they are part of what “500 Stations” mean—better program facilities for the advertiser and better programs for the listener.

So—Top-Drawer Coverage of the Conventions

To bring to the American people a running and dramatic picture of events at the political conventions, all four networks have put a great deal of time, thought, effort and money into arrangements for their broadcasting. Here are some highlights of what Mutual is doing:

We are assigning a total of 55 commentators, correspondents, newscasters and technicians to the job of reporting the conventions: among these top-rank men are Fulton Lewis, Jr., Albert Warner, Cecil Brown, William Hillman, William Shier, Cedric Foster, Bill Cunningham, Bob Hurleigh and Henry La Coste; we are setting up two newsmen at Convention Hall and the Bellevue Stratford under the direction of Milt Burgh, our News Chief, and Jack Paige, our Special Events Chief. We have placed batteries of miles on the floor of the convention and in candidates’ headquarters.

And the result? From Mutual, the nation’s listeners will get a completely detailed story of democracy at work—for our way of life functioning for the greatest good of the greatest number.

Another major contribution which the 500-station network is making is its support of and co-operation with the Advertising Council. As you know, the Council has been fighting the battle of our way of life on many fronts—for instance, against disease and intolerance, for education and understanding—and the way in which all radio has co-operated has been nothing short of inspiring.

So—Leading Sports Programs

Over the 500-Station network is broadcast a long and never-ending parade of outstanding sports events. To mention just a few crammed into a short period of weeks: there was the 500-mile Indianapolis Speedway Race; the Graziano-Zale battle for the championship; there will be the All-Star Baseball and Football Games; the Williams-Beau Jack lightweight championship fight; and the most dramatic of all, there will be the World Series. All Mutual exclusive—and from them listeners get countless hours of excitement and entertainment.

So—Toward a New Approach to Network Rates

We believe there is real need for a new approach to rates and rate-making. Consequently, we have started a basic rate study which will be made available to all networks and stations. Radio, when it was much younger, established certain rate standards, methods of arranging discounts and combinations of certain time periods to develop volume business. Undoubtedly, this rate structure had much to do with the industry’s progress and growth. Perhaps our methods of charging for time are sound, but after 25 years, we should take a new look. I have no hesitancy in doing this since I had a hand in the early development of the rate structure.

So—The Broadcasting Code

At the NAB Convention held last month in Hollywood, the industry adopted a new Code of Standards. As a result, listeners are bound to get better programs, more pleasure out of radio.

Mutual is proud that it was able to contribute some constructive thinking to this Code. The Preamble makes a reality of our thought, expressed in January in one of our advertisements in these words: “...perhaps there is something which comes before a Code...may we need a Ten Commandments of broadcasting to reflect our deep-down desire to be worthy of our trust.”

So—New Business and Renewals

Proof of Mutual’s increasing value to advertisers is to be found in the new business written and renewals on accounts. Here is the record for the months of March-April-May—an record, we think, of which any network may well be proud.

New Business: Johns-Manville, U. S. Tobacco, the National Council of the Protestant Episcopal Church, R. B. Semler (additional days in their schedule), Showwell Mfg. Co., Teen-Timers, Inc. and the First Church of Christ Science.


So—Progress in Television

In past advertisements we told some thing of the station progress in Mutual’s TV picture—what stations are already in operation, where we have stations building. We have a total of some 35 TV affiliates—operating, under construction and with C.P.’s.

New here is the regional network picture: our Don Lee station in Hollywood is already in operation, applications are in for San Francisco and San Diego; around these three will be built our West Coast regional network; our Mid-West Regional will center around WGN-TV (Chicago) which is in operation; and we will have an Eastern Regional Network built around our Yankee station in Boston and WOR’s stations in New York and Washington. The ultimate objective is to co-ordinate these regional operations into a nationwide network—which will put Mutual in the vanguard of this great new medium.

We will gladly answer any questions pertaining to any of the subjects discussed on this page.