Dear [Name],

You ask, "Why should I use radio, particularly WOR?" You add, "Never mind statistics and ratings and stuff like that. I'll get around to it when we start talking specific times and programs. Just sort of—well, you must have some general reasons as to why you believe in WOR so much."

Well, here at WOR we, more than 300 of us, have above all things, a deep faith in WOR's ability to generate action. It never really occurred to us how this feeling is taken for granted until your question prompted us to putting it down on paper. The reason? We suppose it's a belief developed through years of consistent exposure to the speed and economy with which WOR makes people do things.

But this desire to create resultful action would be a futile thing if it were not backed by "know-how". WOR has the know-how—an accumulative, and constantly maturing, trio of skills which are the products of more than a quarter-century of specializing in the more effective use of sound.

They are...

INGENUITY—the brainpower, experience and technical equipment to fashion a program schedule that attracts more listeners for less—in fact, at the second lowest cost-per-thousand-homes-reached of any station in America!—thus reducing your cost and creating more action.

THOROUGHNESS—WOR's powerful penetration of 430 counties in 18 states containing 34,057,161 people, brings you the greatest single saturation of wealthy markets of any station in the nation.

IMAGINATION—WOR's constant desire to consider and effectively apply the new in both program thought and technique. This keeps the schedule elastic and exciting and makes it a more effective carrier for your message.

Sincerely,

WOR

heard by the most people where the most people are

mutual
THREE YEARS ago, two enterprising veterans, Ralph Phillips and Kenneth Smith, chose Monroe, Wisconsin, (population 6,182) as the site for their new appliance store. Ralph Phillips came from northwestern Iowa, Kenneth Smith from Black River Falls, Wisconsin. Both were strangers to Monroe, but were convinced of its business opportunities, after an extensive survey of business opportunities throughout Wisconsin.

Green County offered a prosperous market for the new Phillips-Smith appliance store. In 1946, the 23,146 population accounted for retail sales of $18.5 million dollars. The county is 73% rural, with a farm buying income of almost 21 million dollars.

The two partners value advertising highly and put it to work for themselves. Phillips-Smith advertises in the local newspaper, participates in county fairs, sponsors bowling, baseball and softball teams.

With their business 85% from surrounding farms, Ralph Phillips and Kenneth Smith know their customers are listening to WLS. Our mail figures bear this out, too. Last year, Green County's 6,060 radio homes sent WLS 3,595 letters—59% response! BMB shows WLS penetration as 68% days, 69% nights.

Here's a rich county, a good market, only one of 567 counties in the WLS-BMB area. Its people have been listening to WLS for almost 25 years, because they like the entertainment we offer, because they need and use the information we give them. Through this long friendship, they have developed a confidence in WLS—the kind of confidence that leads to sure advertising results.
**One of a series. Facts on radio listening in the Intermountain West**

**It's the NUMBER of Listeners That Counts**

58,163 Coincidental Telephone Calls Reveal

**HOOPERATINGS of 6.1 to 12.7 for the INTERMOUNTAIN NETWORK**

Hooper’s Winter, 1947 survey composed of 58,163 coincidental telephone calls in 14 Intermountain Network cities measured the number of listeners at specific times of the day and night. (This survey should not be confused with other measurements which merely reveal where a station signal can be heard or how many people listen to a station one or more times a week).

The 58,163 telephone calls prove that the Intermountain Network has a huge audience all the time.

Here are the ratings for the first quarter hour in every hour. Complete reports at any Avery-Knodel office.

**HOOPERATINGS**

**WINTER, 1947: Monday thru Friday—Daytime . . . Sunday thru Saturday—Nighttime**

<table>
<thead>
<tr>
<th>Time</th>
<th>Sets In Use</th>
<th>INTERMOUNTAIN*</th>
<th>A*</th>
<th>By Network</th>
<th>Cr</th>
<th>All Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 a.m.</td>
<td>19.5</td>
<td>9.2</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
<td>0.5</td>
</tr>
<tr>
<td>9 a.m.</td>
<td>23.2</td>
<td>7.1</td>
<td>6.1</td>
<td>1.7</td>
<td>8.0</td>
<td>0.3</td>
</tr>
<tr>
<td>10 a.m.</td>
<td>23.7</td>
<td>8.1</td>
<td>2.7</td>
<td>7.7</td>
<td>4.2</td>
<td>1.0</td>
</tr>
<tr>
<td>11 a.m.</td>
<td>22.0</td>
<td>8.8</td>
<td>1.9</td>
<td>5.6</td>
<td>4.5</td>
<td>1.2</td>
</tr>
<tr>
<td>12 noon</td>
<td>27.2</td>
<td>12.7</td>
<td>1.6</td>
<td>4.5</td>
<td>7.5</td>
<td>0.9</td>
</tr>
<tr>
<td>1 p.m.</td>
<td>27.0</td>
<td>11.0</td>
<td>2.1</td>
<td>1.8</td>
<td>9.5</td>
<td>2.6</td>
</tr>
<tr>
<td>2 p.m.</td>
<td>22.6</td>
<td>6.1</td>
<td>2.9</td>
<td>3.4</td>
<td>8.7</td>
<td>1.5</td>
</tr>
<tr>
<td>3 p.m.</td>
<td>22.9</td>
<td>7.9</td>
<td>3.0</td>
<td>2.3</td>
<td>9.1</td>
<td>0.6</td>
</tr>
<tr>
<td>4 p.m.</td>
<td>17.2</td>
<td>7.8</td>
<td>2.9</td>
<td>1.1</td>
<td>4.3</td>
<td>1.1</td>
</tr>
<tr>
<td>5 p.m.</td>
<td>22.9</td>
<td>9.9</td>
<td>3.3</td>
<td>2.7</td>
<td>5.8</td>
<td>1.2</td>
</tr>
<tr>
<td>6 p.m.</td>
<td>35.3</td>
<td>10.4</td>
<td>4.5</td>
<td>8.3</td>
<td>11.6</td>
<td>0.5</td>
</tr>
<tr>
<td>7 p.m.</td>
<td>39.5</td>
<td>10.5</td>
<td>4.7</td>
<td>9.1</td>
<td>14.4</td>
<td>0.8</td>
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<tr>
<td>8 p.m.</td>
<td>43.5</td>
<td>9.5</td>
<td>4.7</td>
<td>11.0</td>
<td>17.4</td>
<td>0.9</td>
</tr>
<tr>
<td>9 p.m.</td>
<td>35.4</td>
<td>7.5</td>
<td>4.2</td>
<td>7.9</td>
<td>14.6</td>
<td>1.2</td>
</tr>
</tbody>
</table>

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

**THE INTERMOUNTAIN NETWORK Inc.**

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.

Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Upcoming


July 9: Special Industry Defense Committee, Pentagon, 9 a.m.

July 12-15: Democratic National Convention, Philadelphia.

(Other Upcomings on page 38)

Bulletins

PETER BALLANTINE & SONS (beer) to sponsor world lightweight boxing championship broadcast July 12 on full MBS network, originating at Shibe Park, Philadelphia. Sponsorship for match between Ike Williams and Beau Jack placed by J. Walter Thompson Co., New York.

ASSOCIATE JUSTICE Henry A. Schwein- haut, of U. S. District Court for District of Columbia, chosen to administer oath of office to Frieda B. Hennock, first woman member of FCC, it was announced last Friday. Ceremonies Tuesday (early story page 28). Cabinet members, Congressmen, other Government dignitaries slated to be on hand.

NAB BOARD INDOCTRINATION

SEVEN new members of NAB board, elected last spring, due for Washington headquarters catechism July 22-23. Top-level officials and staff specialists will acquaint new board members with association operations. New directors already have participated in one board meeting—May 19—during convention week.

PHARMACO TO DUANE JONES


Business Briefly

SPOTS FOR ICE CREAM • Balian Ice Cream Co. South Gate, Calif., through Tullis Co., Hollywood, July 1 started six weekly spot announcement schedule on nine Los Angeles area stations for 13 weeks. Total 275 weekly spots will be on KFBW, KMPC, KLAC, KFVD, KRKD, KFJ, KFAC Los Angeles; KIEV Glendale; KXLA Pasadens.


AUTO PURCHASES • Kaiser Frazier Corp. last week invested estimated $75,000-$100,000 in 25 quarter-hours on KFI Los Angeles and KNX Hollywood in time periods vacated by top-ranking shows. Agency, William Weintraub & Co.

SWIFT RENEWAL • Swift & Co. renews Archie Andrews, Sat., 9:30-10 a.m. (CDT) for second 9-week period on full NBC network effective Aug. 7. Agency, J. Walter Thompson Co.

TWO FOR PILLSBURY • Pillsbury Mills signs for first 15 minutes of Breakfast in Hollywood and Galen Drake, ABC programs dropped by Kellogg Co. Agencies, McCann-Erickson and Leo Burnett.

BLOCK NEWS • Block Drug Co., Jersey City, has bought Morning News, 6:45-7 a.m. (CDT) Tues., Thurs., Sat., 26 weeks beginning Aug. 3 on WGN Chicago. Agency, Redfield-Johnstone, New York.

AGENCY NAMED • Brown Brothers, Nashville, named agency for Ralston Purina Chow Division, formerly handled by Gardner Adv. Co. Account includes MBS Checkerboard and spots.

TV GROUP WARNS THEATRE ON CONVENTION TELECASTS

PARAMOUNT Theatre, New York, advised Friday by Television Committee for Coverage of National Political Conventions that committee would "take whatever steps may be necessary" to prevent repetition of theatre's "unauthorized" use of convention telecasts. Paramount showed telecast of Thomas E. Dewey's acceptance speech during GOP convention, and Television Committee said it intended to prevent similar pickup during Democratic convention (early story page 32).

BUTCHER TO HOLLYWOOD

BLAYNE BUTCHER, radio director of Newell-Emmett Co., New York, moves to West Coast to represent agency on its recently acquired Electric Auto-Lite account sponsoring Suspense, originating in Hollywood on CBS.

G-LAYER' DISCOVERED

DISCOVERY of "G-layer" in ionosphere above F-2 reported by Dr. Donald H. Menzel, of Harvard U. Observatory. Currently known layers, whose reflections of shortwaves are responsible for long-range transmissions in high frequencies, are E, F-1, and F-2. Government radio authorities felt there's only slight chance discovery will contribute materially toward new data on long-range transmissions. Thickness of G-layer not determined, but it was found to begin at point about 250 miles above earth.

(Continued on page 82)
WDEL, through its outstanding listener loyalty, influences the buying habits of a great number of people in an area known for its economic stability, its above-average incomes. Skillful local programming and NBC Network Shows have made this station the overwhelming favorite in its trading area consisting of Delaware, southern New Jersey, parts of Maryland and Pennsylvania. WDEL can sell for you profitably as it does for many advertisers. Write for full information.

STEINMAN STATION
Represented by
ROBERT MEEKER ASSOCIATES
New York San Francisco Chicago Los Angeles
How’d you like a good big bite
OF A $200,000,000 PIE?

★ Here's two hundred million bucks worth of dough—all in one pie... and luscious portions are being served daily to Flint retailers.

Radio advertising has a big voice in how this pie is "divvied" up... and if you don't already know which Flint station is most-listened-to, just read these few facts extraordinary. (From the C. E. Hooper Station Listening Index—Winter, 1948).

WFDF registered more listeners than the other FOUR local stations combined (two competing nets, two independents)—in every reported time period!

WFDF—ten till noon weekday audience—more than three times the other four stations combined!

WFDF—8:00 to 10:00 morning and evening—more than double the other four stations combined!

WFDF—in EVERY time period—three to six times as many listeners as the runner-up local station!

If you'd like a cut of that $200 million pie—sell your good goods and saleable services to Flint families by making yourself heard on WFDF.

910 Kilocycles

WFDF MICH.

American Broadcasting Company

NOW REPRESENTED BY THE KATZ AGENCY

Page 6 • July 5, 1948
In New England you can synchronize your distribution and advertising to reach more markets more effectively by using Yankee home-town stations.

Every Yankee home-town station carries out one assignment for you. It delivers your message locally to a receptive audience. It does this effectively because it has local acceptance as the Yankee station in its community, bringing to the community the finest entertainment in local, regional and national programs.

Yankee's 23 home-town stations open up a wide sales territory. Take it one market at a time with individual stations, or group your markets, or cover all 23 Yankee markets. You can tag them "sold" if you follow the Yankee plan consistently.

"This is The Yankee Network"

Member Mutual Broadcasting System
“Give us WMT!”

That's the Declaration of Independence (IOWA)

...and the good people of Independence, county seat of Buchanan County, get WMT . . . loud, clear, and always. WMT reaches more families in Buchanan County than any other regularly scheduled advertising medium.

Independence is just another of the 1,059 communities on WMT's BMB map. Some are large, some are small, but the radio families add up to important coverage in one of the nation's richest farm and industrial areas.

Make your own declaration on WMT—Eastern Iowa's only CBS outlet—and celebrate more sales at less cost! Ask the Katz man for full details.

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

New Business

WELCH GRAPE JUICE Co., Westfield, N. Y., July 1 renewed Meet the Miasus two quarter-hours weekly on 31 Columbia Pacific Network stations, Tues. and Thurs. 3:15-3:30 p.m. (PDST). Agency: Buchanan & Co., Los Angeles.


GLEN HAVEN MEMORIAL PARK, San Fernando Valley, Calif., appoints Willard G. Gregory & Co., Los Angeles, to handle advertising campaign. Radio will be used.

BURNS & Co., Vancouver (meat packers) on Sept. 9 renew to March 3 Burns Chuckwagon program from CJOR Vancouver, on 27 Dominion Network stations, Thurs. 8-8:30 p.m., with repeat to Western Canada 10:30-11 p.m. Day of broadcast is changed from Tues. to Thurs. Agency: Stewart, Lovick & McPherson, Vancouver.


PARK LANE, New York (auto seat covers), starts $10,000 test radio campaign on 14 U. S. stations. It includes minimum of three one-minute spots on each station per week for 13 weeks.

GILLETTE SAFETY RAZOR Co., Boston, July 13 will sponsor 16th annual All-Star Baseball Game on full MBS network of approximately 500 stations (including Canadian), 2:15 p.m. (EDT). Game also will be shortwaved by Armed Forces Radio Service to occupation troops and Spanish broadcast will be beamed to Latin-American countries. Agency: Mason Inc.

TIP CORP. OF AMERICA, Marion, Va. (TIP soft drink), transferred account from House Agency, Roanoke, to Courtland D. Ferguson Inc., Washington, Baltimore and Richmond. Robert M. Gamble Jr. handles account and radio will be used.


JOHN W. SHAW Adv., Chicago, appointed to handle $250,000 recruiting campaign for Army and Air Forces by Fifth Army Area headquarters in Chicago. "Heavy" use of radio is contemplated.

LEWIS FOOD Co., Los Angeles (Dr. Ross Dog Food), July 7 starts eight week sponsorship of half-hour weekly Free for All on KNX Hollywood. Firm also planning sponsorship of unselected half-hour weekly program to start Sept. 1 on 13 Columbia Pacific Network stations. Agency: Lennen & Mitchell Inc., Beverly Hills, Calif.

SCOTT & TURNER of Newcastle-on-Tyne, England, appoints McCann-Erickson's Caracas office to handle Venezuelan advertising of its product, Andrews Liver A Salts, effective Aug. 1. Radio spots will be used.

ELECTRIC AUTO LITE Co., Toledo, appointed Newell Emmett Co. to handle advertising for Supemix show on CBS Thurs. beginning July 8. Ruthrauff and Ryan continues to handle Gasoline Alley, cooperative Auto Lite show.

GUNThER BREWING Co., Baltimore (beer and ale), sponsoring telecasting of Laurel Harness Racing Meet from June 29 to July 10 on WNBW Washington.
At Last—

a truly portable Field-Intensity Meter

- Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio...and operates almost as simply. You tune in a signal, adjust a built-in calibrating oscillator and receiver gain...and read signal intensity directly in microvolts-per-meter. No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2A enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location “down-in-the-noise.” Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency...with RCA’s new portable WX-2A. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19GA, RCA Engineering Products, Camden, New Jersey.

RCA Type WX-2A
540-1600 kc.
Price $575*

*Subject to change without notice.

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

In Canada: RCA VICTOR Company Limited, Montreal

BROADCASTING • Te lecasting

July 5, 1948 • Page 9
Spot Radio is a choice medium any way you look at it.

You get your choice of markets; your choice of stations; your choice of times; your choice of frequency.

You order what you want—when and where you want it. Most of the most successful spot advertisers make their choice of stations from this list.

Represented nationally by

EDWARD PETRY & CO., INC.

Any advertiser can — and most advertisers should — use Spot Radio
'More Power to CCBS'
EDITOR, BROADCASTING:
May I, as a harried radio listener, comment on the sentiments expressed in the June 21 issue of BROADCASTING by Ed Galbreath, news editor of WSIC? Mr. Galbreath took pot-shots at the Clear Channel Broadcasting Service, and condemned the attempt to get authorization for 750 kw operation.

The point has been reached where virtually the only decent nighttime reception available, even to many listeners located quite close to regional stations, is from 50 kw stations on clear or Class II channels. The situation in remote rural areas must be absolutely impossible.

A radical improvement like super-power, if technically practicable, shouldn't be held up because of any alleged competitive effect upon smaller stations. If the latter aren't sturdy enough in their own right to survive on the strength of local services rendered, then they have no real claim to existence.

The public, besides being entitled to the widest possible choice of stations, should in any given instance have available at least one or two that can be heard with strong, clear, unobstructed signals. Retention of clear channels and use of higher power is the logical, reasonable approach within the existing AM allocations framework. To hold stations to a 50 kw limit is foolish. To eliminate clear channels would be utterly asinine.

Everybody has been getting consideration in this controversy except the listener.

It's time to call this inequity to a screeching halt. I'm for super-power...and more power to CCBS!

John V. McKinney
Clinton, N. Y.

AM-FM Divided Audience
EDITOR, BROADCASTING:
Permit me to reply to James L. Howe's letter on duplication in your issue of June 7th, 1948.

I happen to be a great believer in the future of FM...let Mr. Howe decide whether FM or AM is the best medium for the transmission of sound, keeping in mind that one has no static, no fading and no interference, and is more nearly a true reproduction of the original sound and the other represents a much greater capital investment which possibly must be protected, and which, particularly in the summer, loses a proportion of its faithful listeners because of unbearable crackling, popping, etc. When Mr. Howe finds out which his listeners prefer, let him serve his community accordingly. For I will repeat what I have said many times, "listeners do not listen to FM, AM, watts or stations, they listen to programs."

The owner of an AM station who builds an FM station does one of two things: (1) He enters into competition with himself; (2) the owner who duplicates his programs proceeds to brutally murder FM by giving the FM receiving set owner nothing more than an AM program...

The FM station owner has to buy an audience just the same as in the old days the AM owner did with good programs; if the FM owner thinks he is going to successfully compete with other media without spending some money and fighting his competitors he'd better give up.

Now I think Mr. Howe has done a splendid job on AM, he can do the same thing on FM, but he's going to have his same total audience divided between the two.

R. E. (Joe) Messer
Rem Productions
Los Angeles

Sell Use of Radio
EDITOR, BROADCASTING:
Why must radio stations throughout the country be forced to pay tribute to newspapers? Almost every radio salesman, timebuyer, station manager, and advertiser feels that the owner is going to be successful, unless it is backed up with a newspaper campaign. Here is the question that bothers me: Why doesn't every advertiser and space buyer insist that his newspaper advertising be backed up with radio promotion?

How often do newspapers purchase air time to help increase circulation, or attract new advertisers? Surely, radio is now of age. Radio has a fine sales story to back up its claims. Why doesn't the radio industry stop acting like a small boy? Be a man, speak up, or to sum it up, the radio industry should sell itself on the use of radio.

I would appreciate hearing others' views on this subject.

Harry L. Becker
Program Director
KIMO Independence, Mo.
ELI WHITNEY

inventor of the cotton gin . . .
1793 . . . illustrious member of
the American Hall of Fame . . .
outstanding contributor to a better
American Way of Life.

first
IN POWER
AND RESULTS

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

WJR

50,000
WATTS

AND
WJR-FM

Represented by
PETRY

FRANK E. MULLEN
Pres.

HARRY WISMER
Asst. to the Pres.

CBS
THE GOODWILL STATION
FISHER BLDG. DETROIT

BROADCASTING • Telecasting

July 5, 1948 • Page 13
A NEW PLAN which observers conceded could go a long way toward clearing up the present congestion in the lower television band was offered to FCC last week, though it admittedly hangs by an “if” as big as the plan itself.

The “if” didn’t deter video enthusiasts—particularly applicants who otherwise were afraid to fight it out in competitive hearings in areas where the supply doesn’t meet demand—from speculating optimistically about what the plan could mean.

The proposal, advanced by Allen B. DuMont Labs., is based on the addition of eight channels to the existing, concededly inadequate, 12, which would (FCC) past attempts of 29 and permit what DuMont spokesmen consider enough for a competitive nationwide television system to keep the present black-and-white broadcasting [Broadcasting, June 26].

Since the eight new channels would come, according to DuMont’s plan, from frequencies allocated to government services, this plan is two-pronged, dependent not alone upon FCC approval but also upon the consent of the government’s Interdepartment Radio Advisory Committee and federal officials to get the government to give up spectrum space to broadcasting have been futile. There was no assurance that FCC would accept the exhaustive data DuMont offered. The offer was made for purposes of FCC’s channel allocations hearing (separate story, this issue), which the Commission is obviously trying to confine to the question of allocations for particular communities. One applicant’s proposal for a partial reallocation of the spectrum in order to add one new television channel has already been excluded. But even though some or all of the DuMont data might be ruled out, it seemed certain that it would be offered anyway—possibly at FCC’s high-band television hearing in September.

Question Channel-Interference

Gathered under the direction of Dr. Thomas T. Goldsmith, DuMont director of research, the exhibitors agreed on a great deal of new data which tended to disprove, or at least put in question, the theory that co-channel interference caused by television stations is limited more or less by the horizon.

This information on long-distance or tropospheric transmissions forms the foundation of DuMont’s contention that many of the allocations proposed by FCC are inadequate and would lead to serious co-channel complications. DuMont lists some 300 channel allocations proposed by FCC—out of a total of slightly less than 1,000—which reveal “questionable spacings” that could lead to co- or adjacent-channel interference troubles as the channels fill up.

On the question of long-distance transmissions, attributed to the troposphere factor, DuMont recognized that much more experimentation must be done, but nevertheless reported on the basis of tests already made by FCC, DuMont and others:

The field experiences that for 10% of the time a television station likely will provide a signal, at say 90 miles from the transmitter, of seven times the field strength that would be predicted on ground-wave theory alone.

As a result, the stations would require a separation fit to co-channel No. 1. Suggestion in excess of those which appear acceptable on ground-wave theory alone. In some interference-free terrains, even some high mountains may make it possible to locate co-channel stations at separations of less than 100 mc in the frequency on which they operate also may be significantly related to the safe operation distances.

Greater Separation Cited

By comparison FCC’s proposed allocations, based on groundwave calculations alone, are spaced on an average of about 150 miles minimum separation for co-channel stations and 76 miles for stations on adjacent channels. DuMont feels that, in general, co-channel stations should be at least 180 miles apart, though in some cases terrain conditions may permit variations.

In working out the eight potential new television channels, DuMont proposed that part of them come from the band between existing TV Channels 6 and 7, above FM’s upper limit of 108 mc—while the rest to be added immediately above the 216 mc boundary of present video Channel 13. Two methods of accomplishing this are suggested, as shown in the following table:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Alternate</th>
<th>Alternate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Symbol</td>
<td>No. 1</td>
<td>No. 2</td>
</tr>
<tr>
<td>A</td>
<td>116-118</td>
<td>162-164</td>
</tr>
<tr>
<td>B</td>
<td>132-134</td>
<td>148-150</td>
</tr>
<tr>
<td>C</td>
<td>148-150</td>
<td>221-227</td>
</tr>
<tr>
<td>D</td>
<td>164-170</td>
<td>233-235</td>
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<tr>
<td>E</td>
<td>180-184</td>
<td>253-259</td>
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<tr>
<td>F</td>
<td>196-202</td>
<td>285-291</td>
</tr>
<tr>
<td>G</td>
<td>222-238</td>
<td>325-333</td>
</tr>
<tr>
<td>H</td>
<td>248-254</td>
<td>357-363</td>
</tr>
</tbody>
</table>

In the case of Alternate No. 1, the amateur band in that area would be shifted from 235-240 mc to 234-235 mc; in Alternate No. 2, it would be 216-221 mc.

Of the fact that these new video channels would come from government frequencies, DuMont says:

The tremendous public demand for interference-free television may well justify a transfer to the Government of a portion of the 673-930 mc region of the spectrum tentatively reserved for television in exchange for this group of frequencies. In the region of the spectrum around 200 mc adequate power is available and propagation characteristics favorable for television broadcast service.

DuMont’s exhibit lists some 175 areas which are described as “requiring more channels” than the number which would be provided under FCC’s allocation proposal. The exhibits then show how the number of new channels to the present 12 could be used to provide additional channels (see list below).

In calculating an area’s television needs, the company went on the basis of population which would lie within the 500 microvolt-per-meter contour of a station in the community under consideration. The following formula was used:

Population Within 500 mc contour (in thousands) x 0.1 = Stations

Population

<table>
<thead>
<tr>
<th>Population Within 500 mc Contour (in thousands)</th>
<th>Number of Stations</th>
</tr>
</thead>
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* more, if possible

DuMont’s plan for adding new channels in these communities follows this population table “except in extremely crowded areas,” officials pointed out. The list of cities needing more channels than FCC’s plan would provide, showing also that these would be made by DuMont’s proposal, is reprinted below.

Depending upon exactly which frequencies were set aside for the eight additional channels—signified in the list by A, B, C, etc.—some adjustments would have to be made with respect to new-channel allocations in particular areas, “to assure the prevention of adjacent-channel interference with the already existing 12 channels.” But, it was emphasized, this “general policy” could be followed, and any necessary adjustments would be “minor.” In the list “c” indicates community channel or station. The list follows.

(Continued on page 66)

[Continued on page 66]
WHIO-AM has long been the standout station in Dayton among both listeners and radio advertisers. BMB and Hooper reports show most folks in Dayton and Miami Valley listen to WHIO. Fine programs, originated both locally and by CBS, accurate newscasts, plus real public service keep WHIO first among Dayton stations.

WHIO-FM, Dayton’s first FM station, has been winning friends (and customers, too) since March first of this year. As soon as new transmitter equipment is available, WHIO-FM will broadcast with an effective power of 20,000 watts. No program duplication here. WHIO-FM offers listeners an entirely separate program fare, including baseball games and other sports broadcasts, news, music, and many other outstanding programs.

WHIO-TV will be a reality before 1948 draws to a close. All the experience, knowledge of market and program know-how which go to make WHIO-AM and WHIO-FM first in the Dayton and Miami Valley market will be available for WHIO-TV. Then WHIO will offer you all three for your complete sales coverage of this valuable market... with AM, FM, and TV.

5000 WATTS AM
BASIC CBS

NEWS: UP, AP, INS
G. P. Hollingbery Company
Representatives
Harry E. Cummings
Southeastern Representative
Feature of the Week

WKZO Kalamazoo, Mich., is promoting and offering prizes in a three-city whisker growing contest. The competing communities are Marshall, Vicksburg and Greenville, Mich., all of which are celebrating centennials this summer.

In each town a barber has agreed to conduct weekly measurements to a 1/16th of an inch, reporting the best beard length of the week to the WKZO newsroom. Information is included on WKZO’s What’s Doing in Western Michigan program each Sunday and other programs.

The stunt originated following a challenge on the air from one of the men of Greenville to the men of Marshall. The men of Vicksburg later were invited to enter the beard competition. Contest will end in mid-August.

WKZO will award $50 as first prize to the winner. Second prize will be $15, and there will also be a consolation prize not yet announced.

On All Accounts

LONG before his association with radio, John Redmond Sheehan, newly appointed director of radio and television for Buchanan & Co., New York, already had more than a middling acquaintance with aerials, receivers and bands. But in his pre-wireless case the “aerial” was a sporting euphemism for the for ward pass; the “receiver,” the squattting figure behind home plate on a baseball diamond; and the “band” was a musical group that played with less frequency than enthusiasm.

The Sheehan Story began in Schenectady, N. Y., where John was born on May 20, 1902. After graduation from the local high school he attended Union College in Schenectady where he majored in English. It was while at college that he led a dance band to help finance his way through school, supplementing his resources with fings at semi-prof baseball and football. Later he dropped these extra-curriculars to take over his father’s contract business, after the latter’s death, carrying on while he was still going to school.

After graduation he became an officer of the Rotary Club and helped organize boys’ clubs for about two years until Tom Lewis, formerly radio head of Y & R and a schoolmate of his, convinced him that radio was probably here to stay.

John Sheehan got his first broadcasting job as a staff vocalist on WGY Schenectady. There his executive ability soon became manifest and before long Mr. Sheehan was doing less vocalizing and more industrial harmonizing as assistant station manager, member of the program planning board and (Continued on page 65)
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

BROADCASTING • Telecasting
He Has a Barrel of Fun with Crabs, Crustacean and Bureaucratic

Whether crabbing at his Maryland farm on the Patuxent River or crusading as a protector of the public interest in Washington, D. C., he devotes his enormous vigor to the cause at hand. His campaigns against clumsy or inept bureaucrats are severe but conscientiously fair. And his showmanship is such that radio listeners are kept interested in the continuity of his broadcasts.

As a result his program consistently rates high with listeners and advertisers. Currently sponsored on 304 stations, the Fulton Lewis, Jr. program is the original news “co-op.” It affords local advertisers network prestige at local time cost, with pro-rated talent cost.

Since there are more than 475 MBS stations, there may be an opening in your city. If you want a ready-made audience for a client (or yourself), investigate now. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago, 11).
WROL
YOUR BEST BUY . . . BY FAR IN KNOXVILLE

620 KC  5,000 WATTS

- Greater Coverage
- Greater Audience
- Lower Cost

|        | WROL | STATION "B" | STATION "C" | STATION "D" | STATION "E"
|--------|------|------------|------------|------------|------------
| 7 A.M. - 7 P.M.* | 37.5 | 30.7       | 17.9       | 7.3        | 6.3        |
| Monday thru Friday | 750 | 490        | 480        | 225        | 148        |

Delivered Radio Homes per Dollar Cost * *

*Based on the second quarter report of "The Knoxville Radio Research Study" sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor, Supervisor, and Dr. E. E. Garrison, Associate Professor Marketing, School of Business Administration, University of Tennessee, covering the months of April, May, and June 1948 with a total of 43,200 coincidental telephone calls.

**The cost per Knoxville listening home is approximated by assuming 40,000 radio homes in Knox county and using the single time 15 minutes published card rate.

John Blair & Company
National Advertising Representatives

Harry Cummings

NBC FOR EAST TENNESSEE
SOME national advertisers get little business in the South—and mistakenly assume that Southerners "just don't have the income". Actually, the reason usually is that the advertiser simply doesn't know the approach to the Southern mind and ear.

The people in KWKH's daytime area have an actual buying power of nearly $3,000,000,000. It's easy to get your share—if you know how . . .

KWKH has spent 22 years in learning what our Southern listeners want to hear on the radio—what makes them buy radio-advertised products. We know the answers. If you'd like to have them too, we'd be happy to tell you.
DENNY NBC’S EXECUTIVE V. P.

By SOL TAISHOFF

ELEVATION of Charles R. Denny, 36-year-old former FCC chairman to the executive vice presidency of NBC, after eight months as its vice president and general counsel, was announced last Friday by Niles Trammell, NBC president.

Mr. Denny’s promotion to second-in-command is in succession to Frank E. Mullen, who resigned last May after 22 years with RCA-NBC to become president of the G. A. Richards stations (WJR Detroit, WAGAR Cleveland and KMPC Los Angeles). The appointment was approved by the NBC board of directors at its regular meeting Friday upon motion of Mr. Trammell and of David Sarnoff, RCA chairman and president, who is also chairman of the NBC board.

Simultaneously the board announced promotion of 33-year-old Gustav B. Margraf, for the past six years Washington attorney for NBC, to the post of vice president and general counsel, succeeding Mr. Denny.

David C. Adams, assistant general counsel and former FCC attorney under Mr. Denny, was named vice president and general attorney of RCA Communications Inc. Mr. Adams, who was one of the FCC’s top attorneys in the common carrier field, moved to NBC with Mr. Denny last fall. He was strongly urged to take the RCA post by top officials, including Gen. Sarnoff because of the importance of international communications in the world picture and the impending Senate inquiry in this field. Mr. Glenn McDaniel, who was elected vice president of RCA, parent company, and will serve, on Gen. Sarnoff’s staff.

Mr. Denny’s promotion is in tempo with the meteoric rise in law, government administration and industry since he left Harvard Law School in 1936. He joined the FCC in 1942 as an assistant general counsel; became general counsel eight months later; was elevated to a commissionership in March 1946 and became chairman in December 1946 after having served as acting chairman the preceding nine months.

Started at $35,000

Mr. Denny joined NBC on Nov. 15 at a reported salary of $35,000, after he had served as chairman of the three International Telecommunications Conferences in Atlantic City last year, in addition to his FCC status. His stipend at the FCC was $10,000. While no announcement was made of his salary as executive vice president, it is believed to be in the neighborhood of $50,000.

At 36, Mr. Denny becomes the youngest senior executive in network radio. Robert Kintner, executive vice president of ABC, a former top-flight newspaper columnist, is 35, while Joseph H. Beam, CBS executive vice president, is 44 and Robert D. Swezey, vice president and general manager of MBS, is 42.

When Mr. Mullen resigned last May, Mr. Trammell effected a reorganization of the top echelon of the network, with a battery of administrative vice presidents named to supervise day-to-day operations. Sidney N. Strotz, West Coast vice president, was elevated to an administrative vice presidency with primary duties in television. Because Mr. Strotz desired to return to his Hollywood duties, it was understood he was eliminated from consideration for the Mullen successorship for which he had been recommended.

Gen. Sarnoff, it was reliably understood, felt that President Trammell should not burden himself with a return to daily operational matters and should devote his primary energies to overall policy direction. Because of Mr. Denny’s demonstrated executive and administrative abilities, it is understood the young attorney was Gen. Sarnoff’s preference for the post.

In his new post, Mr. Denny will supervise all aspects of NBC’s operations, reporting directly to Mr. Trammell. All other officers of the company will report to him as second in command. In addition to Mr. Strotz, the administrative vice presidents are John H. MacDonald, in charge of operations and finance; Harry C. Kopf in charge of sales, and Brig. Gen. Ken R. Dyke in charge of programs. From the day of his appointment, Mr. Denny also sat on the policy level.

(Continued on page 48)

TV UPHEAVAL?

By RUFUS CRATER

CONSTERNATION spread through broadcasting and telecasting circles last week in the wake of an off-the-cuff observation by John A. Willoughby, FCC’s acting chief engineer, that the lower end of the present television band may be wiped out within two years.

Mr. Willoughby’s forecast, voiced in an informal talk at the organization meeting of the South Carolina Broadcasters Assn. at Myrtle Beach [BROADCASTING, June 5, page 30], provided fuel for the flame of unoffical speculation that has centered on that very prospect in recent weeks [CLOSED CIRCUIT, June 17].

Speaking before broadcasters in his home state—and he made plain that he was giving his personal opinion and was not speaking for the Commission—Mr. Willoughby cautioned them against financial

and other hazards that he saw in television. He said it was his opinion that:

Color television will be here commercially in perhaps two years.

The lower end of the present band—Channels 2 through 6—will be or will have been deleted by about that time to make way for the fixed and mobile services.

The upper end of the present band—Channels 7 through 13—will be used for television for a much longer time (perhaps 18 years or more), but they will be used for "low-definition" television while the upstairs area above 500 mc will be used for high-definition black-and-white and color.

The Commission, conceding that television’s present 12 channels are inadequate, has called a hearing to start Sept. 20 on the feasibility of commercial use of the 475-890 mc area, now assigned to television on an experimental basis.

Mr. Willoughby was asked from the floor whether, according to his views, a television station beginning operation on one of the lower channels during the next two years would be faced with loss of its investment in transmitter and antenna equipment. He reportedly replied in the affirmative.

He said that if the lower half (Continued on page 50)
TOP executives of the major networks last week assured Justin Miller, NAB president, that their stations would be following the new NAB Standards of Practice in every detail by next Jan. 1.

The assurances were given at a Thursday night meeting in the Waldorf-Astoria, New York, and attended by Judge Miller, the presidents of the four networks and some of their top lieutenants.

A statement issued by Judge Miller after the conference said in part: "The Standards of Practice for broadcasters of the United States adopted by the NAB at its Los Angeles convention in May are presently in effect on all four national networks, subject only to certain required changes in program operations all of which will be completed by Jan. 1, 1949."

Although the "certain required changes" were not identified officially, it was learned the networks would make some revisions in commercial time practices, particularly during daytime hours, and in policing coast-to-coast and hitch-hike announcements in order to conform to the code. An interpretation of whether certain coast-to-coast shows now on the air constituted violations of code provisions against audience buying would also be necessary, it was said.

It was pointed out that the networks, in the main, would have to make less severe revisions of current policies than would many independent stations to meet code requirements. Such changes, however, could not be made immediately owing to the long-term nature of many contracts between networks and sponsors. Deadline for adoption of the Standards of Practice, specified by the NAB board is May 19, 1949. The networks asked Judge Miller they would beat the deadline by five months.

It was understood that mutual discussions would be held among the networks looking toward unified interpretation and pursuit of the code. One network official pointed out that quadripartite agreement was necessary to preclude use of the code as a competitive weapon.

One code provision—that concerning coast-to-coast and hitch-hike announcements—will give some trouble to the networks since many sponsors have used this technique to advertise secondary products immediately before or after programs reserved for primary products. The code specifies that such secondary advertising is to be included in the format of the program itself.

Those present at the Thursday meeting were: T. Roy Fair, director, NAB Program Dept.; Robert K. Richards, NAB director of public relations; Mark Woods, president of ABC; Robert Sandek, vice president of ABC; Frank Stanton, president of CBS; Joseph H. Ream, executive vice president and secretary of CBS; Edgar Kobak, president of MBS; Robert D. Cross, general manager of MBS; Niles Trammell, president of NBC, and Ken Dyke, administrative vice president of NBC.

"Stop Music" Stops Fred Allen Hooper

FRED ALLEN, whose durable whimsey has long been the top network audience attraction at the time of his show, last week received the shuddering news that listeners had dropped off in droves in eager fervor to get in on loot offered by a give-away program on ABC.

Mr. Allen's program, until recently a consistent occupant of the select top 15 Hooper shows, had dropped to 38th place. Stop the Music, opposite him on ABC, had soared to 4th place.

The comedian's rating for his Sunday show, 8:30-9 p.m., June 20, was 7.7, or less than some daytime soap operas earn. Stop the Music at the same time, Sun. 2-3 p.m., got a Hooperating of 13.5 in one quarter hour, or enough to boost it into second place among all network programs.

Mr. Allen was resting at a comfortable Hooper level—ninth place with a 16.3 rating—on his broadcast of May 16, a week before sponsorship of Stop the Music began, but a week later, plummeted to 36th place with an 8.7. Stop the Music, that same Sunday, got a 10.1 Hooperating and was in 19th place.

"The professor's tired of AM, FM, TV, facsimile, HIFAM and Stratovision, so he's working on static modulation. He calls it MAXI-HUM."

**May Name Campaign Agency Soon**

ROPABILITY that within a fortnight the Republican National Committee would announce appointment of an agency to handle the GOP campaign and also that ad and publicity directors for the presidential nominee returned to New York from Pawling, N. Y., arm for the first time since his nomination.

In the forefront of agency possibilities looked Albert Frank-Guenter, founder of Frank-Guenter Law Inc., New York Co., though the directors were expected to be sympathetic to the candidate's views, his name loomed large as a possibility for the latter position.

Selection of Albert Frank-Guentner as GOP agency would not come as a surprise. The firm had been handling activities for the GOP nominee since Oct. 17, 1947, when it drew the assignment from certain New York interests, "friends of Gov. Dewey, not members of the Republican National Committee itself." The account lapsed with the recent convention, the spokesman said. GOP activities in the 1944 Presidential campaign were handled by Duane Jones, New York.

**CODE ACCORD**

**Networks Promise NAB Early Compliance**

Mr. Allen, who declared that his desire to work with the networks was due to the code's possible help in his programs, was unhappy about the time it would take to bring the code into time.
PORT HURON DECISION

FCC ADOPTED its highly controversial interpretation of the political-broadcast law last week, writing into effect its previously tentative "Port Huron" decision except for minor changes that had been predicted [BROADCASTING, June 21].

The decision, coming on the eve of the national political campaigns, was designed to guide broadcasters in their handling of a perennially troublesome problem. But the first reaction of private radio attorneys, appraising the decision for their clients, was that it may prove more confusing than clarifying.

In its final version the interpretation was modified to note that stations are not "necessarily" powerless to prevent the broadcast of profane, indecent, and obscene language and any other material forbidden by federal law. Further, instead of holding flatly that stations will be relieved of liability by reason of damage suits arising out of uncensored political broadcasts, the final decision says it "would appear" that they will be.

Otherwise there were no material changes from the views enunciated by the majority in the proposed decision [BROADCASTING, Feb. 2].

1. Stations may not censor political broadcasts because of allegedly libelous or slanderous material contained in them;

2. Because stations may not censor, "it would appear" that they will be relieved of responsibility for libelous or slanderous remarks thus broadcast in political speeches;

3. To cancel a scheduled political speech because of material which it contains is censorship, whether other speeches have been carried in that campaign or not.

Even Greater Split

The Commission was even more divided on the final decision than on the original proposal.

The only point of complete unanimity was on the grant of renewal to WHLS Port Huron, Mich., which experienced in a 1941 municipal campaign for the peg on which FCC hung its interpretation of the law.

As in the proposed decision, the majority ruled that WHLS had erred but apparently had not deliberately done so, that there has been no clear guide for broadcasters in the past, and that therefore the station's license should be renewed.

Comr. Robert F. Jones renewed his heated and lengthy condemnation of the majority views as "dicta" and "judicial legislation" which were unenforceable under the FCC's interpretation of the law.

Comr. Robert F. Jones renewed his heated and lengthy condemnation of the majority views as "dicta" and "judicial legislation" which were unenforceable under the FCC's interpretation of the law.

In reaching the conclusion, however, we hold merely that the censorship provision under Sec. 315 of the Communications Act includes the refusal to renew or cancel any speech by a candidate for public office because of the allegedly libelous or slanderous content of the speech.

Nothing in this opinion is intended to indicate that a licensee is necessarily without power to prevent the broadcast of political statements which are in violation of the provisions of the Communications Act or any other federal law on libel, slander, or obscenity. Actually, Mr. Jones said, it is "without legal effect."

Mr. Jones charged that the new language "serves only to create confusion and to hold forth the possibility that the Act's provisions will be inapplicable in the actual event because of the belief on the part of such broadcasters as Mr. Ryan, that they are cut out in clear and unmistakable terms."

Mr. Jones also predicted that the new provision would "add a new dimension to the already troublesome problem of libelous and slanderous utterances in the political field."

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"The majority's one clear backdown from its original views follows a passage holding that "the prohibitions against speech may take advantage of the word broadcast facilities of this country," Mr. Jones said."

Referring to the majority's revised wording on the subject of license responsibility for damages, Mr. Jones declared, "The majority in the proposed decision held that the licensees (Continued on page 50)

DEFESE

10 Broadcasters on Committee

By J. FRANK BEATTY

SWIFT blueprinting of the key role broadcasting will take in case of attack by an enemy power will get under way this week.

Spokesmen for AM, FM and television segments of the industry will meet at 9 a.m., Friday, July 9, to advise the Office of Civil Defense Planning on the broadcasting part in the overall picture. OCPD was named last spring to handle the civilian problem in case of invasion.

Serving on the advisory committee, named last week by NAB President Justin Miller, will be 10 broadcasters, some of whom have important Washington roles in World War II.

Speedy action is desired by Secretary of Defense James Forrestal, it is understood. Secretary Forrestal will be given a blueprint of radio's suggested defense role. It is to be in his hands July 31, and then will be dovedated into the overall military planning.

Named by President Miller to serve on the committee for AM broadcasters were J. Harold Ryan, Fort Industry Co., former NAB president and Director of Censorship, Broadcast Division; John E. Fettner, WKZO Kalamazoo, Mich., who succeeded to the Censorship post when Mr. Ryan returned to private industry late in the war; James M. LeGate, WIOD Miami; Edward W. Breen, KVFD Fort Dodge, Ia., NAB board member.


Serving as NAB liaison will be Robert K. Richards, director of public relations.

Though the Dept. of Defense is moving quickly in setting up the civil defense blueprint, it was made clear at the Pentagon that the (Continued on page 54)
WARREN REPORT

By DAVE GLICKMAN

RADIO has been a vital source of direct contact for Gov. Earl Warren, with the voters of California via his monthly Report to the People, originated through KFBK Sacramento and aired by ABC stations in the state.

Started in September 1945, the program has been very similar to the personal report quality made famous by the late FDR. In fact there are many Californians who believe that the Republican vice-presidential candidate is the best radio voice to come along since Roosevelt. [Editor's Note: The radio consensus in the East is that GOP Presidential nominee Dewey is the best radio voice since FDR. With Dewey and Warren it would appear the Republicans have an all-star radio battery.]

Sensitive to the pull of radio, he has always been an exponent of equal news rights for radio, allowing radio reporters the same access to all his conferences as newspapermen. This was shown some months ago when, over protest of newspaper reporters, he permitted radio newsmen to tape record his reading of the full text of his letter announcing acceptance of his candidacy for the Presidency.

Quick to Speak

Further, he has never hesitated to participate in radio round-tables or other program formats when he felt that there was something to be said by the office of the top California executive.

Several months ago, Gov. Warren readily exposed himself to a grilling by the press via MBS Meet the Press program when it originated from Los Angeles. Straightforward and direct, he left the press thoroughly convinced that he was a man big enough to meet national problems without ducking key issues.

Gov. Warren is at ease before the mike. He times himself out nicely and is familiar with all production cues, according to radio men who have worked with him.

Once oratorical, he has toned down with experience. Friendly, with a warm human voice, he doesn't go in for eloquence or flowery speech. He speaks in a direct conversational sort of way. He is described by radio men as 'cooperative' and 'easy to work with.'

As the hard-hitting District Attorney of Alameda County, he took to the air on many occasions in the early '30s to expose graft and corruption in Oakland. Using radio extensively in his campaign, he first came into national political prominence when he won the governorship of California in 1942 from Democrat Culbert L. Olson, in spite of the fact that three out of five of the state's voters were registered Democrats. His re-election, again with help of radio, in 1946, made state history. He won both Republican and Democratic nominations.

An advocate of free radio as well as free press, he has maintained that policy throughout his career.

At an informal session after "Meet the Press" broadcast Gov. Warren (l) chats with (l to r) Manchester Boddy, "Los Angeles Daily News" publisher; Bill Payette, L.A. bureau chief of UP; Lawrence Spivak, "American Mercury" editor; Carl Greenburg, "Los Angeles Examiner" political editor.

MR. ALGER WAS WRONG

By JOHN OSBON

TO the archetypes of American success—the immigrant boy who by industry and ambition became a tycoon, the child of poverty who forged west to build an empire, the mannered youth who married the boss's daughter—someone new has been added. Future historians who can write of 1948 without gaging will mention another party to riches—the radio giveaway show.

Last week a Manhattan cabbie's wife qualified as the involuntary heroine of such a triumph. Mrs. Milton Farber was struck with the hard, bright lightning of Stop the Music, ABC's munificent charity. She won $20,000 in cash and merchandise for correctly identifying a "mystery" tune as "Get Out of the Wilderness," advice which seems pertinent to radio program creators these days.

Mrs. Farber, who swears she likes to listen to all kinds of radio programs, even those which do not give anything away, was the first of several score listeners to call the tune. Stop the Music has telephoned a handful of them on each broadcast as the loot piled up, awaiting the discovery of one who knew the tune's source. When Bert Parks, m.c. of the show, phoned Mrs. Farber, she popped the $20,000 answer although "my knees were buckling all over.

The 32-year-old Manhattan woman is an avid nighttime radio listener, as is her husband, Milton, when he isn't cruising the streets for the Crystal Cab Corp. Queried by a BROADCASTING reporter as to their listening habits, Mrs. Farber replied: "We like mystery shows—we don't miss any of them." She ran down the list of Boston Blackie, Mr. District Attorney, Green Hornet, Famous Jury Trials and Inner Sanctum, to name a few. Lux Theater and My Friend Irma, in the drama field, are also high on their listening list. Mrs. Farber's particular favorite is Jack Smith ("who has all the personality in the world") and for comedy she'll take Eddie Cantor.

In Lower Manhattan

The Farbers have an apartment in Knickerbocker Village, lower Manhattan. Were it not for the towering apartment structure, the Brooklyn bridge—a prize somehow omitted in the galaxy of giveaways—would be plainly visible in the east.

As it was, the list was all-embracing: a $1,000 U.S. savings bond, trailer coach, two suites of bedroom furniture, a grandfather's clock, piano accordion, food freezer, clothes dryer, $500 worth of men's clothes, a piano, luggage and a $1,000 diamond ring. That wasn't all either. Also included were $600 worth of women's hats, a fur coat, complete home workshop, an automobile and a $2,500 television set with micro-lens projections. Thrown in was a 38-day South American luxury cruise.

Disposal of Prizes

Decision on disposal of the prizes rests with Mr. Farber, who thus far has decided only that the couple can do without the trailer and trip. But the TV set is a definite fixure on the list of items to be retained.

Mrs. Farber doesn't listen much to radio during the daytime. "There was a time I could tell you the name of every radio program on during the day," she explained. "But now between my new grandson and their television set, I can't. Seems I keep running over to their apartment all the time." The couple are dyed-in-the-wood Dodger fans, but frequently catch nighttime TV programming (such as boxing) too, in addition to their favorite AM shows.

They're Florida Bound

The Stop the Music windfall came at a happy time. The Farbers are intending to move to Florida in the fall, and $20,000 is a nest egg big enough to hatch their future in West Palm Beach. The prize added more than cross commercialism to their heretofore mundane lives. Mr. Farber got from it a name for the service station he intends to open down there. Of course, he's going to call it the "Stop the Music" station.

Radio Fortunes Prove Easier

Even-Air Spot Drive

EVEN-AIR SALES Inc., New York, (distributor of Even-Air puncture resistant tire compound), which has appointed Schaefer & Fain Inc., New York, is planning a spot announcement campaign in New York, New England and New Jersey markets. Further details and the starting date have not been set.

Page 24 • July 5, 1948
A TEDIOUS and for the most part unexciting battle between the “haves” and the “have-nots” of television channel assignments engrossed FCC last week as it waded through the morass of a two-month hearing on new nation-wide video channel allocations.

In one of the few developments that went beyond the scope of strictly local disputes, former FCC Commissioner T. A. M. Craven, of the Cowles Stations, told the Commission its “hearing is ‘virtually a waste of time’ ” and that the real selection is in a program engineer’s high-band television hearing by announcing now that 22 channels above 480 mc will be made available along with the present 12 low-band channels.

Testimony encompassing the policy question of directional antennas in television was commended Thursday and slated to continue Friday (see late story, page 82). The last testimony, however, they resume Wednesday, and are expected to be completed this week — also are slated to be enlivened by another full length testimony on Westinghouse’s Stratovision and its claims for the addition of eight new video channels to the present band (see Telestatus, page 14).

Craven Sees Remedy

Comdr. Craven, Cowles’ vice president in charge of engineering, participating on behalf of Cowles’ WCOP Boston, declared that “some of the immediate critical pressures” arising out of current allocations can be remedied in Boston and Washington, for example by giving each such a new channel. But, he added, “if we can accept the premise that additional channels will soon be available for commercial use, it is not illogical to assume that the communities which cannot easily support the costly early pioneering of television operation do not actually need television channels today.”

In a statement whose relevance and propriety were challenged by Commission counsel — with the Commission reserving its ruling on the questions presented, Craven declared that “since the objective of the proposed [channel reallocation] is an attempt to distribute too few facilities to too many communities, the only accomplishment which can come out of this hearing is to continue to provide both inadequate competition and inequitable distribution of television stations to communities which can show a need for such stations.”

CBS PACKAGE

To Include Agency Commission

 EFFECTIVE immediately CBS network package programs will include advertising agency commission, William Gitttinger, CBS vice president in charge of sales, informed advertising agencies in a letter last week.

Gittinger pointed out that “we have hitherto followed the traditional industry pattern of quoting prices on a net basis for CBS package programs. But this operation is now so well established as an important part of our service that we feel these properties should henceforth be made available for purchase on the same basis. Effective immediately, therefore, quoted prices will include advertising agency commission.”

Cities Economy

The letter also pointed out that “many CBS package programs are sponsored today and have won top network positions. In addition, a large number of our advertisers are considering the offer of the package programs. One of the factors which would make the roll out of the packages more efficient would be a cut in the cost of the packages. The primary reason for this is the high cost of early pioneering in this new development.”

He continued:

“The Commission can start today toward the order in which the problem which appears obvious. Reduced to the most elementary terms, the required is an announcement today that the Commission will make available for commercial television at least 12 channels, 12 of which will be the present channels and the remaining 22 will be above 480 mc, and that in October 1948 the Commission will issue specifications for television channels above 480 mc in precise terms.

The connection should be noted in the spectrum space now reserved for television between 480 and 530 mc. It is possible to provide 22 channels each 29 mc wide. It is sufficient flexibility on the Commission to take any detailed allocation within this general limitation with any proposed channel on the present standards. It would also be possible to prescribe a modification of the color television.

Claims Complaints Will Come

Comdr. Craven predicted that such a course would draw complaints from “vested interests who have provided the detailed technical specifications in the allocation structure,” from scientists who prefer to await perfection, from others who want to wait for more information, and from others who will want to postpone action “until someone has equipment available for sale.” Yet, he said, some of these complaints may come from persons who urge the rapid light of television because, when, he said, there was less data on Channels 7-13 than there is on the 480-520 mc band today.

He contended the September high-band hearing “should not be a hearing to determine whether or not the Commission will increase the number of channel immediately available for commercial television. That is a decision which should be made now. The September hearing should be limited to the detailed technical specifications for the additional channels.”

Aside from the challenge laid down by Comdr. Craven, and late-in-the-week testimony on the question of directionalized video operations, the week’s sessions were in effect a series of hearings on the proposed allocations to particular areas. They covered proposed allocations on about 20 geographical areas as where FCC rules have been changed. A total of some 40 applicants from these areas participated. It was an engineers’ and lawyers’ event throughout.

Opening testimony on directional antennas was presented by Joseph Walschmidt, consulting engineer representing Yankee Network in its bid for allocation of a channel — No. 3, 8, or 10, preferably 10 — for Bridgeport, Conn.

Under questioning by Thomas Gittinger, Yankee legal counsel, he outlined prospective directionalized co-channel operations for Bridgeport and Springfield, Mass. He estimated a directive antenna would cost about $14,000 or $15,000 (approximately the same cost, he noted, of present antennas).

Earlier, A. Earl Cullum Jr., engineering consultant representing WHDH Boston, had testified under cross-examination by Comr. George E. Sterling that actually it is “a very tough problem” to get a non-directional television antenna. But he felt it would not be safe to “jump” into directionalized operations on a “general basis,” that even on a case-to-case basis it is necessary to consider such factors as tropospheric effects. At another point that actual interference between stations would not be nearly so bad as indicated in calculations based on FCC’s engineering standards, General Counsel Harry M. Plotkin declined to produce data on which FCC based its proposals. At another point Dwight Rorer, at that time Assistant General Counsel, protested vehemently when Mr. Plotkin attempted—in vain—to prevent acceptance of certain Cherry & Webb testimony on grounds that adequate notice had not been given.

Orrin Brown Testifies

Orrin H. Brown, president of Eitel-McCullough’s affiliated Radio Diablo, outlined plans for an equipment development program which “would have as an end goal the successful building of a high-power television transmitter (having) a peak power output of 50,000 w.” The development program, he said, “would result in new tube types for future application to the high-power television field.”

His statement was in support of Radio Diablo’s bid to have the proposed allocation of Channel 12 to Stockton, Calif., deleted so Diablo can proceed with its plans for a television station on Channel 13 operating with a radiated power of 250 kw. Radio Diablo is licensee of KSBR (FM) San Bruno, characterized as having “the only 50 kw FM transmitter in service today in the regular FM broadcast band.” KSBR operates with an effective radiated power of 250 kw. Maurice Jansky appeared as legal counsel.

The hearing was held before FCC Commissioners Coy and Comrs. Rosel H. Hyde, Robert F. Jones and George E. Sterling, with Chairman Coy absenting himself from portions relating to directional antennas [Broadcasting, July 28]. In his absence, Comr. Hyde presided. Hart Cowperthwait, of the FCC Engineering Bureau’s television division, presented the

(Continued on page 56)
DECISION of NBC and CBS to withdraw from programming activities now performed for the "Voice of America" under contract, was announced last Thursday by George V. Allen, Assistant Secretary of State for Public Affairs.

At the same time it was revealed that the two networks have signed interim agreements with the State Dept. covering the broadcasts the companies will perform from July 1 to Sept. 30 of this year. The three-month period will allow the department's International Broadcasting Division time to prepare for taking over the "Voice" broadcasts now done by NBC and CBS.

The action of the networks is an aftermath of recent Congressional hearings into a series of broadcasts beamed to Latin America (BROADCASTING, June 7 and 14). The broadcasts, written and produced by NBC, were sharply criticized by the legislators who were offended by alleged "slanderous remarks" about their sections of the country.

Interim Plans

The interim agreements, which went into effect on Thursday, call for the State Dept. to exercise full and complete review, prior to broadcast, of all material prepared under contract by the private agencies. During the interim, the department will organize its staff to handle the increased programming activity.

After Oct. 1, the "Voice" will program and broadcast all news and commentaries. Recording of feature programs will continue to be done by private companies but on a package or job-by-job basis instead of long-term contracts. Shortwave transmitting facilities of private companies will continue to be leased under contracts.

NBC and CBS have broadcast for the "Voice" in English, Spanish, Portuguese, German, French, Italian, Anamese, Siamese and Indonesian. The State Dept.'s IB Division has handled Russian, Polish, Czechoslovak, Hungarian, Yugo-slav, Rumanian, Bulgarian, Greek, German and Chinese.

The networks made simultaneous announcements in New York that they were relinquishing international programming functions heretofore conducted on behalf of the State Dept.

Dropping Foreign Net

The CBS statement by Edmund Chester, director of shortwave broadcasting, also revealed that CBS is abandoning operation of its 126-station Network of the Americas, which comprised affiliates extending throughout Central and South America, Mexico and the Caribbean. The network created and has operated the chain since 1941.

Niles Trammell, NBC president, said in his statement that the withdrawal "is in accordance with NBC's position that responsibility for 'Voice of America' programming should be centralized in an agency of the government.

With respect to staff expansion, Mr. Trammell said the State Dept. has indicated it will give "prior consideration" to the personnel of the companies who have been engaged in programming 'Voice' broadcasts.

"During the interim period covered by the contract," Mr. Trammell concluded, "the volume of international broadcasting programming is to be generally curtailed, so that greater emphasis can be placed on supervision and program review."

While no official comment was forthcoming from either CBS or NBC, certain well-placed network figures are known to have felt for some time that the cost of international broadcasting is prohibitive to private industry. It is believed further that the decision was motivated by economic reasons but because network handling of the highly controversial series of programs to South America a few months ago was taken to task by several Congressmen. It is reported that Charles Denny, newly appointed NBC executive vice president, recommended the present course of action.

BOND DRIVE

SOME $12,500,000 in advertising—with radio representing considerably more than half that amount—to date in the Treasury Loan Savings Bond Drive, it is reported by Treasury sources.

Half of all the public service advertising in the U. S. today is devoted to bond promotion, it was estimated.

The security Loan Drive, which ran from April 15 through June 30, is expected to go over its quota in at least 40 of the 48 states as a result of the promotion effort. The job unofficially is said to have been aided immeasurably by prompt response of radio stations to a Treasury request. On the same basis, make a special concentrated drive in 80 of 138 key market areas found lagging.

Although the full campaign report will not be known until about late July, it was indicated last week that as a result of the overall promotion drive more than a billion ears in Series E Bonds, "the people's bonds," have been sold. While this is about the same amount as for the corresponding period last year, Treasury points out that the cost of living has increased 13% since then and that bond cash-ins have been reduced 4% over last year. Treasury further points to the 2,500,000 new payroll saving plan participants which boost monthly bond buyers total to 7,000,000. Investing an average of $20 apiece this represents a vital continuing support of the anti-inflation effort, it was said.

Evidence that Treasury's encouragement of bond sales will continue to be an unceasing effort is a time for intensive advertising. On Sept. 7, it was designated as a time for intensive all-around promotion. Although no official "drive" or campaign is expected to be staged, the usual accompanying advertising boost will be brought to play in all media. Again radio is seen carrying the major promotion effort as it has in the drive just completed and did with lauded success during the war years' campaigns. At a meeting in Washington June 22 of Treasury, Advertising Council, advertisers and agency representatives, Secretary of the Treasury, (Continued on page 58)

REAPPRAISAL of Treasury bond promotion techniques in savings bond sales was made June 22 by this group of Advertising Council, agency, advertiser and government representatives, which was called into meeting in Washington by Mr. Leon J. Markham, director of sales, Treasury Savings Bond Division; Lewis L. Gelbuck, Ohio State Savings Bond Committee; Vernon L. Clark, national director, Treasury Savings Bond Division; John T. Gibson, Office of Government Reports; Wynne M. Rainbow, J. P. Willikson and Milford Baker, all Young & Rubicam; Theodore S. Reppiller, president, The Advertising Council; Thomas H. Young, advertising director, U. S. Rubber Co.; Joseph Stone, J. Walter Thompson Co.; Secretary of the Treasury John W. Snyder; Robert F. Penley, G. M. Baskford Co.; Howard C. Allen, Albert Frank-Gupta Co., Ltd.; Thomas Yoder, Grey Adv.; Hector Perrier, Advertising Council; Walter Mulhall, G. M. Baskford Co.

St. Louis Is Picked For NARND Meet

Television News is Top Subject for November Sessions

NATIONAL Assn. of Radio News Directors will hold its third annual convention in St. Louis, Nov. 19, 20 and 21. It was announced last week by NARND President John F. Hogan, news director of WCHS Portland, Me. The site and dates were chosen by the organization's board of directors at a recent meeting in Chicago.

In making the announcement, Mr. Hogan said that television news would be a top subject for discussion at the gathering, and that several demonstrations of television news technique would highlight the convention.

The news department's place in television operations will be extensively explored, Mr. Hogan said.

Other topics of discussion will be offered on new trends in radio news broadcasting, use of wire and tape recorders, and news room organization. A session also is tentatively scheduled on editorial writing for radio, looking to the day when radio will relax its ban on radio editorials.

A committee on arrangements for the annual gathering has been named. Chairman is Bruce Barrington, Jr., former director of KOKK St. Louis, and members are Erle Smith of KMBC Kansas City and Jack Shelley of WHO Des Moines.

Soren Munkhof of WOW Omaha is chairman of the convention program committee, assisted by Jack Krueger of WTMJ Milwaukee; Al Gordon of KFWB Hollywood. The news Robert Mahoney of KWKH Shreveport, La.

Election of four new board members to replace those whose terms expire this year will take place at the meeting. A nominating committee is headed by Charles Hilton of KGLO Mason City, Iowa, with Sereno Gammell of WHTT Hartford, Conn.; P. O. Carver Jr. of WSJS Winston-Salem, N. C.; Ben Chatfield of WMZ Macon, Ga.; Phil Kerby of KGHF Pueblo, Colo., and Mort Linder of WSBT South Bend, Ind., as members.

The four retiring board members are Soren Munkhof, Robert Mahoney, Jack Krueger and Tom Eaten of WYZIC Hartford, Conn.
By LARRY CHRISTOPHER

WHAT IS TERMED television's first major competitive conflict—the San Francisco case—saw its final stages before FCC in Washington last week as side-line observers enjoyed a field day in speculation.

Expected to run over one or two days this week, the session is seen setting a pattern of intensive and detailed inquiry into the relative merits of applicants in those numerous cases where a few channels are sought by many. The current proceeding is considered to be one of the most exhaustive investigations of its kind by the Commission has yet made.

Initiated over a month ago with inquiry at San Francisco, the hearing involves the conflicting requests of five applicants for the two remaining video channels there, Channels 9 (186-192 mc) and 11 (198-204 mc) [BROADCASTING July 6](186-192 mc) and 11 (198-204 mc) [BROADCASTING July 21](186-192 mc) and 11 (198-204 mc) [BROADCASTING July 21](186-192 mc) and 11 (198-204 mc) [BROADCASTING July 21].


The proceeding has been highlighted by efforts of the applicants to extend "out-of-the-blue" program proposals or dollar expenditure in plant and operation. Observers consider the issues very close and cite the proper time and detailed presentation of each applicant as indicative of the burdens of proof future video hearing competitors will have to shoulder to win the scarce assignments they seek.

Interest in Video

Considerable importance has been attached by some quarters to the keen interest shown in television—despite current figures of high initial losses—by Paramount and Twentieth Century-Fox, representing the movie interests; by CBS, representing present major aural presentation interests; and by Television California, headed by Edwin W. Pauley, millionaire oil producer, representing outside business interests.

On Monday further cross-examination of Sheldon F. Sackett, president and owner of KROW Oakland, Calif., was conducted with special emphasis upon financial qualifications. He testified to details of a reorganization of KROW wereby he would invest another $300,000, and an added $100,000 would be put in by Fred C. D. Bell, assistant general manager. With a $125,000 loan proposed to cover AM expansion, the new capital would cover TV and FM, he said. Overall construction cost of $475,680 was estimated.

First year operating loss of $58,000 for video is expected, Mr. Sackett said, with television break-

ing even the second year. If it does not, the KROW annual gross income of $750,000 would offset any continued losses.

Chief owner of KOOS Coos Bay, Ore., and the Coos Bay Times, Mr. Sackett indicated he would be willing to discontinue any continued losses if necessary to make a go of television in San Francisco. He is also president of KVAN Vancouver, Wash.

Donald W. Thornburgh, vice president in charge of CBS Western Division, who would have over-all supervisory control over the San Francisco proposed outlet, testified on the network's policies and past experience in aural broadcasting as relative to successful TV operation. He announced that his assistant, Harry W. Witt, would manage the San Francisco outlet. Mr. Witt presently is on loan to CBS to KTTV (TV) Los Angeles as acting general manager. CBS has acquired 49% interest in KTTV through a merger arrangement with the Times-Mirror Co.

FCC Counsel Joseph Brenner asked about conflict of interest between the proposed San Francisco video outlet and KQW there, in which the network has purchased radio station KQW, Operating Department to FCC consent. Mr. Thornburgh replied, "I think that since the competition between the two will be different in no respect from the competition between any television station and any radio station, the answer is that the individual manager of each station would give his best effort to that station, and we would encourage such rivalry." He added he didn't think the station "can operate in a vacuum."

Murphy for CBS

Adrian Murphy, CBS vice president, who appeared as representative spokesman for the network's board of directors followed Mr. Thornburgh to the stand on Monday afternoon. Direct testimony begun in San Francisco was completed on Monday but cross examination ran all day and into the early hours for a 2 1/2-hour session.

Mr. Murphy said CBS proposed a full staff of 73 persons for television in San Francisco. This staff could later be integrated into the KQW operation, he said. The TV outlet would program 30 hours per week with four hours of network, five hours of initial operation of 15 hours per week is planned. A figure of $86,500 was given as weekly cost of full operation.

Considerable concern was indicated in cross-examination at CBS' plans for six television station interests. Asked why CBS did not apply in the two Midwest markets where it has owned-stations, Mr. Murphy indicated that because of the rural coverage of KMOX St. Louis and WCCO Minneapolis, "those stations would have a greater permanent advantage as side-stations, to the impact of television on radio." He said this did not preclude the network's applying there if multiple ownership restrictions were lifted.

Questioned if the San Francisco TV station is an instrument to facilitate acquisition of full KQW ownership, Mr. Murphy testified, "I do not know that it was done just to assist in getting KQW. We have been after a station in San Francisco for a long time...the record is clear back to 1936." He continued that the network feels San Francisco will be a good market and a key center for regional TV network development on the West Coast.

Even though the KQW deal fell through, CBS would want television

(Continued on page 64)

Gerald general rate increases for the NBC television network of interconnected stations and for the NBC key video outlet in New York, WNBT, were announced last week in New York.

The increase, effective next Oct. 1, was said to have been based on increase in sales of television receivers in cities where NBC television is the air. George H. Fewy, director of network sales, and James V. McConnell, director of WNBT sales, made the announcement.

A base hourly evening time gross rate of $1,000 was established for WNBT, as compared with the present rate of $750. This is for Class A time (6:30-10:00 p.m.). Class B time (6-6 p.m. Mon.-Fri.; 1-6 p.m. Sat.-Sun.; 10:30-11 p.m.) rate will be three quarters of the Class A rate. One half of the base hour rate will apply at all other times. Studio facilities charges will remain at the present level, $1,000 an hour.

A base rate for one-minute announcements and 20-second service announcements (time signals and weather reports) was also established for WNBT at $17, including time and film studio facilities. Hourly network rates on stations in the East Coast television network, where interconnection prevails, were increased as follows:

The rates which have been in effect since last April 1: WNBT from $750 to $1,000; WPTZ Philadelphia, from $300 to $400; WRGB Schenectady, from $150 to $200; WIBAL-TV Baltimore, from $50 to $250; WNBW Washington, from $200 to $250. The base rate for WBZ-TV Boston of $200 and for WTVR Richmond of $100 will remain the same.

Orders for television facilities on the network accepted before next Oct. 1 will be given protection against the rates increases until Dec. 31, 1948, Mr. Fewy said. Orders accepted after Oct. 1 will be given the higher rate.

Although not officially announced by the network, it was learned that NBC policy had been established to exclude the sale of network time on parts of the network. Any advertiser seeking to buy network time must buy all stations, including those not yet interconnected, it was learned. This procedure differs from common sound broadcasting policies which in most instances permit sponsors to buy only those stations of a network that they desire.

Rates on those stations beyond interconnection were not changed in the announcement last week. Local belayer, however, that a revised rate schedule would be issued for such stations after the economics of programming by film had been worked out.

SAN FRANCISCO TV

Hearing Resumes in D. C.

Raised on Linked Stations

NBC TV RATES

BROADCASTING • Telecasting

July 5, 1948 • Page 27
By ED KEYS

CONGRESS was mustering its forces last week for a siege of the FCC as a House Select Committee prepared to launch a full-scale probe into Commission operations and a Senate Interstate Commerce Subcommittee readied plans for a fall campaign to complete the pinerna movement.

The House investigation was put in motion last Tuesday when Speaker of the House Joseph W. Martin Jr. (R-Mass.) appointed a five-man Select Committee authorized during the closing hours of the 80th Congress [Broadcasting, June 28]. Spadework, officials said, will start immediately.

Although Senate hearings this summer appeared doubtless, a member of the special Senate subcommittee named to investigate the Commission has already commenced work on the agenda.

Even though the lawmaker commanding the House investigation has pledged himself to an objective analysis of the situation, the appointment of a hard-driving general counsel held promise of a brilliant display of Congressional pyrotechnics.

Rep. Forest A. Harness (R-Ind.), who was appointed Select Committee chairman, on June 30 selected fiery Frank T. Bow of Canton, Ohio, as general counsel.

Mr. Bow, during his short period of service on Congressional committees, has gained a reputation for aggressive, searching investigations and an apparent reticence to pull his punches.

Experienced Counsel

Since May 1947 he has been the field marshal for the House Committee on Expenditures in Executive Departments during its five probes into alleged propaganda activities in the Army, Federal Security Administration, housing, agriculture and reclamation.

Although an attorney, Mr. Bow, in a result of "avocation" served for a period in the South Pacific during World War II as radio correspondent for Brush-Moor newspaper and radio interests, which operate the Ohio Broadcasting Co., licensee of WHBC Canton and WPAT Portsmouth.

The general counsel is a member of the Canton law firm of Bow, Ake & Thomas and is a member of the state bar's executive committee. His service in legal circles also includes the presidency of the Ohio Bar Assn. from 1940 to 1947. He was Assistant Attorney General of Ohio from 1939 to 1933. For four years, until 1946, he was a "penner" and "watcher" and commentator on WHBC. A member of the Ohio Republican State Committee, he is author of a plan conceived in the early thirties for a federation of the state banks of Ohio.

Mr. Bow told Broadcasting last Wednesday that his experience with Rep. Harness during previous investigations convinces him that "this will be no witch hunt."

Rep. Harness was author of H. Res. 619 which provided for the full-dress probe of the Commission, its personnel and general operations, its licensing and renewal policies, and its treatment of applications filed by alleged subversive parties or Communist-front groups.

Other House appointees are Reps. Leonard W. Hall (R-N.Y.), Charles H. Elston (R-Ohio), J. Percy Priest (D-Tenn.) and Oren Harris (D-Ark.).

The appointment of three members of the House Interstate and Foreign Commerce Committee, which ordinarily considers radio legislation, was recognized as an appeasement gesture toward Rep. Charles A. Wolverton (R-N.J.), Commerce Committee chairman, who supported the Harness resolution despite floor protests that the measure encroached on jurisdiction of his committee.

Congressman Wolverton's approval for a similar probe of the Commission bearing his own name which was gathering dust in "File 13," furnished a surprise to even members of the Commerce Committee, who on hearing before had voted to oppose it on jurisdictional grounds [Broadcasting, June 28].

Chairman Harness revealed June 28 that the investigation would be launched "immediately."

"I am going into it cold, with a view to making a searching investigation of the FCC to determine if the public interest is being served," Rep. Harness declared.

The Indiana legislator said that the Select Committee intends to "determine first if there is justification for the complaints and charges against the Commission."

The committee, Chairman Harness explained, will follow up the appointment of counsel and a staff of investigators by "taking the complaints and looking into them."

Additional administrative funds to supplement the original grant of $25,000 will be secured should evidence warrant projection of the investigation on a larger scale, Congressman Harness asserted.

Preliminary spadework will get underway immediately with formation of the investigative staff but hearings will probably not be conducted during the next few to six weeks, Chairman Harness told Broadcasting.

Will Study Complaints

Files of the FCC will be explored and complaints and charges assembled for study during the earlier work of the committee.

Speaking on the legislation, the lawmaker said that "charges and complaints have been flying thick and fast." He denied any personal knowledge of any irregularities.

He further stated, "We intend to make a thorough, full and complete investigation of the FCC. On the basis of this investigation we will make a complete report and recommendations to the House."

Dates of public hearings will be decided following the preliminary staff investigation, he said.

Sen. Ernest W. McFarland (D-Ariz.), a member of the Senate Commerce Subcommittee investigating FCC operations, told Broadcasting that he held serious doubts about the commission's intention to be conducted by the Senate group during the summer months.

"We are, however," added Sen. McFarland, "preparing an agenda. He acknowledged that it was the committee's intention to assemble the bulk of its agenda (Continued on page 58)
DEMO CONVENTION

By HERMAN BRANDSCHAIN

RADIO and television coverage of the Democratic National Convention made a come back for the Republican Convention, according to reports coming to William Neale Roach, managing director of the Democratic Convention, at his office in the Bellevue-Stratford Hotel, Philadelphia.

Up to Thursday, July 1, radio requests totaled 787 and television requests topped the 300 mark, with more requests coming in. Mr. Roach said every effort will be made to get every radio and television reporter into the hall, although he could not promise any but basement working space to late-comers.

Mr. Roach also promised that the Democrats would attempt to iron out most of the bugs which developed during the Republican gathering. He and other Democratic Convention attaches spent part of each day during the Republican rally scouting the hall.

As a result, engineers will be put to the task of providing better amplification for the radio correspondents’ section. This space, on the stage and directly behind the speakers’ rostrum, proved to be a dud acoustically, in spite of the installation of one of the world’s finest P.A. systems.

The working space, occupying the last rows of these seats, will also be given the benefit of some sort of direct ventilation, Mr. Roach said. During the Republican gathering, the only air-conditioned area, directly beneath the network’s booths, developed Turkish bath temperatures.

He said that particular attention will be paid to the pulpits of the independent booths and of the Independents’ booths behind the stage, which were poorly lighted and stuffy. Lighting will be adequate and if air-conditioning is possible, the necessary equipment will be installed; if air-conditioning proves impossible, fans will be used.

As for the gigantic hall itself, every effort will be made to keep its temperature down. During the Republican gathering, the effort to work the air-conditioning system failed because of the inability to get the scores of tons of ice to the roof, an operation necessary to operate the system. The Democrats have the possibility of getting either an outside elevator, such as a contractor uses on a construction job, or a pulley system to make the ice lift. Up to press time, no definite sound had yet been decided upon, but it was understood that if nothing else were worked out, the Democrats planned to use the huge range of electric fans ever seen in any hall to keep the air moving.

Antics Protested

Radio stations throughout the country, particularly in television areas, have been receiving letters from citizens protesting the circus-like and sportive antics of the Republicans, which were revealed so glaringly by the TV cameras.

The tenor of such letters was to the effect that the serious business of choosing the party’s nominees and that the highest office in the nation should not be accompanied by such shenanigans.

Such letters also have come into the office of Mr. Roach, and he said that the Democrats intend to profit by them. He said every effort will be made to keep the Democratic Convention business-like and moving. In addition, such small details as getting entertainers off the rostrum expeditiously and finding places for them, will be taken care of, instead of allowing them to remain stuck on the rostrum with no place to go except to bask in the limelight to the further detriment of business.

Meanwhile, in Philadelphia, the radio industry was still talking about the Republican shindig. Some of the topics of conversation:

Congratulations messages coming to many locals from independents and networks which benefited by aid of Philadelphia stations. For example, Harry Mzalilah, general manager of KFWB Hollywood, sent a recording to William Banks, president of WHAT, praising the latter’s radio in piping programs to the West Coast.

The way networks moved in and took over local arrangements and credits. Press sections of some affiliates were felled by the desire of the networks to handle their own publicity. One station, even in happy about failure to see their own call letters in publicity.

While Philadelphia locals were happy over the number of friends they made among visiting broadcasters, there was talk of a few instances where visitors took advantage of local hospitality. Equipment lent to visitors was not always carefully handled and some did not come back at all.

105 Independents to Use Pre-Convention Platters

DEMOCRATIC party leaders will be featured in a half-hour transcribed pre-convention roundtable to be heard on 105 independent stations before the party opens its Convention July 12.

The transcription was offered to 820 independent stations on a non-commercial basis and has been accepted by 105 thus far. Participants in the roundtable are Sen. J. Howard McGrath (D-R.I.), chairman of the Democratic National Committee; Sen. Francis J. Myers (D-Pa.), and William Neale Roach, Democratic Convention manager.

Final plans are shaping up for coverage of the Convention with about 1,100 radio men (AM and TV) expected to be on hand (see story this page). Considerable emphasis will be given to women’s activities, according to Ken Fry, radio director of the committee.

Industry Proud of Good Job

TELEVISION did itself proud in covering the Republican National Convention. All who labored in Philadelphia, all who watched the pooled telecasts from any of the East Coast video stations, agree on that.

Television itself is more critical and more demanding in covering the GOP sessions. Those in charge of the video pickups from Convention Hall view the performances as a test, as far, but a long way from perfect. They plan to do better when the Democrats assemble next week and do still better when they have more experience in this type of operation and more flexible equipment to work with.

They also hope for the time when there will be sufficient network facilities available so that each network, or each independent station, for that matter, can do its own independent convention coverage job as it desires, without having to pool the resources as was necessary this year. The individual comments of these men on the GOP Convention telecasts, made last week to BROADCASTING, follow:

NATIONAL
Television was the Republican National Convention’s “favorite son,” according to Carleton D. Smith, director of NBC television operations.

“At the Bellevue-Stratford, Gov. Thomas E. Dewey eyed the first and second ballots which augured his nomination on a television receiver,” Mr. Smith pointed out. “In the Warwick, the Barclay, the Sheraton, the Bellevue, Convention Hall, in New York, Washington, Philadelphia, Baltimore, Boston, Richmond and Scheectady, in Detroit, Cincinnati, Los Angeles, Chicago, etc.—in all these places, delegates, candidates, spectators, and the American public sat in on the proceedings through television.

President Is Viewer

“In Washington, President Truman watched the proceedings of the opposition party on his video screen.

“This was television’s coming-of-age. Enhancing NBC’s coverage of the Convention was its arrangement with Life Magazine—an arrangement that brought to television screens exclusively and far in advance of other media, major statements by the five leading candidates for the Presidential nomination. For the first time tele- vision covered a news conference that of Gov. Thomas E. Dewey at the Bellevue-Stratford, seen exclu-
sively over NBC, if it’s not modest to say so.

“We learned many lessons at the Convention. We learned how to bring five distinguished persons into a 14-foot studio above the stage without having them stumble over each other’s feet. We learned how to apply quick makeup telecasts. We learned the necessity of brevity in interviews.

“We learned that dull moments can be brightened by such interviews as that Alex Dreier conducted in the Bellevue-Stratford barbershop while being shaved; we learned that viewers like a sprinkling of humor with their Convention viewing.

“All of these—in addition to other experience gained in the coverage of the Republican National Convention—will be incorporated in NBC television coverage of the forthcoming Democratic Convention July 12.”

ABC

“ON THE WHOLE, I think we have come through our first great test satisfactorily,” Burke Crotty, executive television producer of ABC, stated following the conclusion of the GOP National Convention.

(Continued on page 60)
FCC May Ban Time Practice

ADPTION of FCC's plan to forbid any future station sales contracts in which the seller reserves the use of time on the station as part of the sales price [Broadcasting, Feb. 9] appears likely following oral arguments before the Commission last Monday.

The ultimate form of the proposed rule with respect to contracts already executed may be decided, however, in view of persistent opposition raised by a church, a minister, and a businessman protesting some of the modifications which any present contracts would have to undergo. The stations involved, however, were generally receptive to the modifications which FCC proposed to impose.

There was no opposition to the portion of the proposed rule which would ban any new time-reservation contracts. The proposed rule would allow the seller a right of reversion of the license or of reassignment of the license in the future also would be forbidden.

The controversy in oral argument, held before the Commission on June 17, centered on the proposed section which would require modification of existing time-reservation contracts so as to provide:

1. A definite termination date not later than June 1, 1963.
2. A specific right of termination of the contract at the licensee's discretion upon payment of a lump sum or open periodic payments. With the added provision that "the amount initially stated shall thereafter decrease as the amount of time reserved is decreased by performance of the contract."

William C. Fitts, attorney for Berachah Church of Philadelphia, which has a time-reservation contract arising out of its sale of WPEN in 1930, and for Rev. J. Frank Norris, who had a similar contract with KFJZ Fort Worth, argued that such provisions would put the stations in the driver's seat and "completely destroy" the contractual rights of those holding such contracts.

**Termed Private Matter**

He insisted it is not FCC's concern whether stations have a right to cancel such contracts. The terms, he declared, are a matter for private negotiation. He argued that the Commission's only proper concern is to see that licensees do not delay payment of fees via the contracts, and that this is amply provided without any requirement that a termination date be set or that cancellation privileges be provided.

Mr. Fitts suggested that rulemaking be abandoned and each case decided independently, or at least that the two challenged provisions be removed, or, as another alternative, that more adequate protection be given the rights of those who have time-reservation contracts.

Samuel E. Hirsch, attorney for A. J. Felman, businessman who served 5½ hours a week in perpetuity when he sold WJOL Joliet, Ill., largely endorsed Mr. Fitts' arguments. In the WJOL-Felman case, he said, the station does all the programming for the Felman's time, and Mr. Felman furnishes only the spot announcements. Both Mr. Fitts and Mr. Hirsch reiterated that the stations have control over programs to the point of power to reject, or substitute for, material submitted by their clients.

Chairman Wayne Coy at one point observed that Jack Benny and Walter Winchell have been granted rights to the time at which they appear on the respective networks, and asked Mr. Hirsch to compare or contrast this with Mr. Felman's arrangement with WJOL.

Mr. Hirsch reiterated details of Mr. Felman's agreement but said he did not know the details with respect to the network talent.

**Rights Challenged**

Comr. Fred H. Hyman, who repeatedly questioned the "rights" of the holder of a time reservation to be a broadcaster without being a licensee, the effect of a block of reserved time on the licensee's control over his station, and the effect of contracts which run beyond the three-year license term of stations.

Eugene L. Burke, representing KFJZ, which has negotiated modification of its original contract with Mr. Norris, suggested that the proposed rules be allowed to stand but that cases be considered on their individual merits, particularly as they pertain to the licensee's right of termination and payment of a lump sum.

Seymour Kreiger, attorney for WPEN, regarded FCC's proposal as "a fair compromise" of conflicting interests, but felt it might be too long to let existing contracts run, particularly since radio is a "very dynamic field." He agreed with Mr. Hirsch that it would deprive Berachah Church of its bargaining power.

**Controversy Studied**

The controversy between Berachah and WPEN, it is reported, is now in the process of negotiation. Berachah sold the station in 1930 for $15,000 and perpetual rights to broadcast religious programs and services, totaling 4½ hours weekly. Early this year WPEN notified the church that the time would not be made available after Feb. 1.

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**SPEECH POLICY**

**ABC Decides on Its Campaign Rules**

**NETWORK** policy for political campaign speeches, with respect to sale of time, both network and local, was revealed last week by the American Broadcasting Co. in New York.

During the period from the close of the 1948 elections on Tuesday, Nov. 3, to Nov. 5, 1948, and thereafter in November, facilities for campaign broadcasts will be available on a commercial basis. Prior to Nov. 5, no time will be sold for broadcasts on behalf of any Presidental or Vice Presidential candidate.

ABC pointed out this was established policy, and that speeches will be subject to ABC policy, operating procedure and pertinent provisions of the Communications Act and FCC regulations. Orders for political time will be accepted from any "legally qualified candidates" as defined in Section 3.190 of FCC Rules.

ABC's acceptance terms and conditions of cancellation provide that no order for network or local political broadcast will be accepted more than 30 days in advance of broadcast date. In case of a series, the 30-days-in-advance requirement applies to the first broadcast. The network has reserved the right to cancel a broadcast in order to present a special one deemed by ABC to hold greater public interest.

**ABC also stated it will not make time available for a rebroadcast of a program carried earlier on ABC or another network. Rates charged by all stations will be in accordance with current ABC rate cards, with allowance for a 15% discount for network or local spots to programs and agencies ordering time for political broadcasts.**

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**CONVENTION COST ESTIMATE REVISED**

Over One Million Dollars Spent

By Four Major Networks

THE FOUR major networks spent $516,929 in rebate for cancelled commercial time and talent and approximately $400,000 for programming and facilities in coverage of the Convention.

By networks the figures were: ABC, $325,779 for cancelled commercials, $60,000 coverage costs; CBS, $185,000 for cancelled AM radio commercials, $4,150 for cancelled television commercials, $100,000 for AM coverage and $15,000 for TV coverage; MBS, $30,000 for cancelled commercials, $35,000 for TV coverage; NBC, $300,000 for cancelled AM commercials, $10,000 for cancelled TV commercials, an estimated $250,000 coverage including AM and TV. The latter figure was not officially released by NBC, but was an authoritative estimate.

**Plan Same Coverage**

All four networks announced their intentions to duplicate as nearly as possible their intensive coverage for the Democratic Convention. All pointed out, however, that the number of candidates would probably be involved in the Democratic convention, coverage would be somewhat simplified.

Unless unforeseen candidates develop, it was considered probable that the Democratic Convention would be shorter than the GOP, in which case it is likely that radio and television coverage costs would be less than those for the GOP meeting.
Soft Life

This is one stray alley cat that knows a good thing when he sees it. Adopted by a kindly lady, he now gets his meals served in style, on a special table all his own. And he likes this much better than the rough, tough scramble for food in the alley.

There's a way for time-buyers to have a soft life, too, as far as the rich Baltimore market is concerned. No need to beat your brains out about the best radio buy down here—it's W-I-T-H, the BIG independent with the BIG audience. It's as simple as that!

W-I-T-H delivers more listeners-per-dollar than any station in town. It covers 92.3% of all the radio homes in the Baltimore area. No wonder more and more smart time-buyers are putting W-I-T-H at the top of their schedules! Get all the facts from your Headley-Reed man today.
THE MUCH-DISCUSSED question of the rights of television broadcasters to prevent or restrict the reproduction of their broadcast programs in motion picture theatres and other places where admission is charged was seemingly destined for a court test last week. The owners of Philadelphia’s Lawndale Theatre appealed to the Pennsylvania Supreme Court for a reversal of the lower court’s action in enjoining them from picking up NBC’s telecast of the Louis-Walcott title bout and showing it to the theatre’s patrons via large-screen television [BROADCASTING, June 28].

“It is our intention,” said Henry Friedman, operator of the theatre and a defendant in the action, “to use this as a test case to determine the rights of a theatre owner with regard to television programs. We intend to fight this case all the way to the Supreme Court of the United States, if necessary. We do not, however, intend to sue anyone for damages.”

A hearing date for the appeal has not yet been set.

When the Lawndale Theatre was restrained from showing the picture, Mr. Friedman explained to the theatre audience, he did not present the fight as promised. Instead, he was able to give them the Dewey acceptance speech at Convention Hall. He used a 7 by 9 television screen and reported excellent reception.

He told BROADCASTING he regarded it as simply an effort to keep his own business going to present television on fight nights and other such occasions. He explained that taprooms and other amusement places in the neighborhood were picking up such programs and he felt something he had to do, too, to compete with them. He said he felt he had as much right, until the matter is decided by the highest court, to such programs as anyone else who owns a television set.

New Case Appears
Meanwhile, another case has arisen which concerns not NBC alone but all the Eastern television broadcasters who cooperated in the pooled video coverage of the Convention pool committee, originally called to review the details of telecasting the GOP sessions and to plan for the TV coverage of the pending Democratic Convention.

Explanation Sought
Since Paramount Pictures has paid a “sizeable sum” to reproduce the Louis-Walcott fight on the screen of New York’s Paramount Theatre and similar plans have been refrained from using equipment set up to reproduce the Zale-Graziano bout when that fight’s promoters refused permission, BROADCASTING asked Paul Raibourn, Paramount vice president in charge of television, for an explanation of the unauthorized pickup of the Dewey speech telecast, particularly in view of the pool’s express resolution against such use of the Convention broadcasts.

“It made no fundamental difference to the world whether Louis or Walcott won the heavyweight title fight,” Mr. Raibourn replied. “But it made a lot of difference to the world that the Republican party had nominated for the Presidency of the United States and the world was concerned with what he had to say in accepting that nomination.”

Program Difference
Mr. Raibourn declined to amplify that statement, which appears to sum up the views expressed formally by other Paramount executives that there is a basic difference between a prize fight promoted by private individuals for profit and an event such as a national political convention which, they feel, belongs to the public at large.

Defendants in the New York and Boston injunction suits, who were similarly restrained from reproducing the NBC telecasts of the fight, failed to appear in court on the dates set for argument, indicating that there will be no contests in those cities at this time.

STA
SPECIAL temporary authorizations in connection with standard station operations are abolished effective Aug. 16, FCC announced last Monday in order to amend its rules and regulations.

Effecting a change in Sec. 1.324, the order prohibits future nighttime operation on special occasion by stations assigned daytime facilities. FCC indicated the reason for abolishing STAs principally was degradation of the night service of fulltime outlets.

Proposed last February, the elimination of STAs caused considerable objection from many daytime only stations, both commercial and educational. In the oral argument on the proposal in May [BROADCASTING, May 10], these objectors pointed out that they have carried many worthwhile community programs which otherwise would not have been able to be heard and that not one bit of evidence had been presented to support the night interference contentions. They further held that new full time outlets would not solve the problem as suggested by FCC since few sets were actually in the hands of the public, or were stations operating in those areas where STAs have been of most service.

FCC held that “diligent efforts toward the establishment of FM service in individual communities will take care of such future needs.” The Commission continued that since the programs broadcast under STAs have been of the type

Winds Cause Damage To Transmitter Tower
DURING recent Ohio Valley windstorm, half of 350-foot west tower of WCKY Cincinnati was blown over and the cable to the transmitter was cut by a falling tree.

Transmitter remained in operation, however, and engineers played musical interludes until a staff of announcers and technicians could be taken the 15 miles by auto from Hotel Gibson studios to Crescent Springs, Ky., transmitter.

WCKY has requested emergency authorization from FCC to operate without damaged tower, the principal directional shield for KFBK Sacramento, Calif.

WGNI Wilmington Sale

Charles E. Marsh, Southern newspaper publisher, earlier had disposed of his interest in General Newspapers, publisher of the Wilmington Post, hence reason for sale of the station interest, FCC reported.

New Hanover is composed of J. S. Brody, 20% owner of WFIG Sumter, S. C., president and 50% owner; Charlotte Brody, vice president and 24.66%, and Leo Brody, 20% owner WADK Norfolk, Va., and holder of 19% interest in WKNS Kinston, N. C. WGNI is 250 w fulltime on 1340 kc.
Tony Mattes

Standard Oil Company
of California
SAN FRANCISCO

A transplanted New Yorker, M. Anthony (Tony) Mattes, advertising manager of Standard Oil of California, first came to the Pacific Coast at the age of six. He went East to earn his diploma at Columbia, and then entered upon a brilliant advertising career in the agency and department store fields. During the war the OWI pressed him into service as Regional Director. "Then"—and now we quote Tony himself: "the gods were with me, making it possible to come back to my first love, the Pacific Coast, where I hope to spend the rest of my life." To which we can only say glad to have you with us, Tony!" The Pacific Coast is becoming an increasingly fertile field for advertising men and advertisers. An oil company advertising manager should be interested, for example, in the fact that Oregon's 1947 tourist income was $105 million; an increase of 25% over 1946. And if you don't mind a parting pun, Tony, we might say that in the Pacific Northwest KGW continues to be the "standard" by which radio stations are judged!
Faraghan Named Acting WGN-TV Program Head

JAY E. FARAGHAN, traffic manager of WGN-TV, the Chicago Tribune video station, was appointed acting program director Thursday following the resignation of Edwin S. (Ted) Mills, program coordinator since the station took the air in April. Mr. Faraghan will continue to handle his duties as traffic manager.

Rumors that Buckingham Gunn, program director of WGN, the Tribune's AM outlet, soon would resign were confirmed unofficially by station sources. Officials said that in the event Mr. Gunn does leave WGN, he will be replaced by Walter Preston, now commercial manager of the station.

Mr. Faraghan, 30, was formerly production manager at KSD-TV St. Louis and had previous experience with WTEL, WFIL and XYW in Philadelphia.

A MIGHTY MIDGET—WATCH IT!

New Bell Transistor Is Combination Amplifier, Oscillator and Tube

A NEW metallic device, which may have far-reaching significance in electronics, especially the fields of radio and television, was demonstrated last Wednesday by Bell Telephone Laboratories in New York. Known as the "Transistor," the device is said to be capable of serving as both an amplifier and oscillator and of performing the functions of an ordinary vacuum tube without the latter's limitations.

The device, brought to reality by Drs. John Bardeen and Walter H. Brattain, is still in the laboratory stage, but the two primary inventors feel that, carried to its fullest development, its very simplicity will augur for mass production economies in many related fields through widespread use.

Fully developed, it is expected to find new applications where vacuum tubes proved unsuitable.

In one demonstration the audience heard a radio broadcast from a set constructed entirely without vacuum tubes and using instead several Transistors—not much larger than shoe-lace tips—to provide amplification. In another, the device was used to amplify electrical speech waves between two telephones, a function now performed by vacuum tubes. A Transistor also was used to generate a standard frequency tone, thus demonstrating its role as an oscillator.

STATE DEPT. CONTRACT AWARDED A. D. RING

CONTRACT for design of a directional antenna system to be used on a 50-kw transmitter was awarded last week by the State Dept. to A. D. Ring & Co., Washington engineering firm, for $1,484.50 with a delivery time of 15 days.

The award was the first to be announced by the State Dept. which is letting a total of $1,600,000 in contracts at this time for transmitters, antenna systems, power plants and auxiliary equipment [Broadcasting, June 28].

Current phase of the bidding ended June 30 at the end of the 1948 fiscal year during which the appropriation was to be spent. Other contract awards will be announced in the next week or two, the department said.

In addition to the $1,600,000 figure, the department's International Broadcasting Division has been allocated $3,000,000 to be spent on relay bases, equipment, etc., during the 1949 fiscal year. With this increased activity in view, the department is putting on a drive to enlarge its engineering staff.

In radio sets the device, which amplifies 100 times over but consumes power less than one-tenth of an ordinary flashlight bulb, enables the radio to work immediately without warming up.

Queryed by Broadcasting with respect to its potential role in television, Ralph Bown, Bell research director, said Bell scientists and engineers could make no specific commitments. He emphasized the device was still in the laboratory stage; but potentially held great promise in that it would serve where the vacuum tube was impracticable. Result would be to point up and make feasible frequency amplification to a greater degree and television network connections by ordinary telephone lines, instead of the more expensive coaxial cables.

ABC AFFILIATE

5000 W • 980 KC

WSIX gives you all three: Market, Coverage, Economy
Here's the book that tells you
...how to spark "sustaining"
and snare sponsors...

24 pages of easy-to-scan facts about the Capitol
Transcription Library...including pictures of artists,
descriptions of programs, technical data, comments
by stations using the Capitol Library...and other
helpful information. "Cap-Trans" is paying off for many
leading stations in terms of sponsors sold; we'll mail
the booklet promptly upon request, along with
a sample transcription, if you desire.

Capitol Transcriptions
Sunset and Vine, Dept. 75
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name__________________________
Station________________ Position________________
Street________________________
City_________________________ State________________
WNAC-TV Is Working Affiliate of ABC Video

WNAC-TV Boston, Yankee Network television station, on July 1 became a working affiliate of the ABC video network, receiving its first ABC program, What's New, 5:00-6 p.m. that day. Arrangements worked out by Thomas O'Neill, Yankee vice president, and Lee Jahnke, manager of ABC television station relations, are similar to those made some months ago between WNAC-TV and the CBS video network, calling for network service to the station during a temporary working agreement.

In each case, the contract will terminate if and when the ABC or CBS AM affiliate in Boston becomes a TV station operator as well, or when the Mutual network, of which WNAC is an affiliate, provides a network service to Boston.

**VIDEO BIDS**

TEN NEW applications for commercial television stations were filed last week with FCC. Seven of the applicants presently are identified with broadcast stations now in operation.

Also reported last week was plan of Meredith Pub. Co., Des Moines Better Homes and Gardens publisher and television applicant in several cities, to merge its Albany request with Champlain Valley Broadcasting Corp, owner WXXW and WRWE (FM) Albany. With arrangements almost completed, new York corporation of Meredith Champlain Television Corp. will eventually be owned 80% by Meredith Engineering Co., subsidiary, and WXXW 20%. Meredith would hold 95% at first.

Stephen R. Rintoul, principal owner of Champlain Valley and WXXW general manager, is to be president of new firm, capitalized at $600,000. Amendment to pending Meredith application at Albany is to be filed soon. Channel 9 (186-192 mc) with effective radiated power of 12 kw visual and 6 kw aural is sought. Four channels are still open in the Albany-Troy-Schenectady area and seven applications are pending.

Edward Lasker, movie producer and once vice president in charge of radio for former Lord & Thomas, advertising agency, filed requests for Channel 2 (54-60 mc) in Denver and Channel 7 (174-180 mc) in Salt Lake City.

Second bid for Salt Lake was tendered by Salt Lake City Broadcasting Co. Inc., operator of KALL there. Channel 7 is sought.

**Ten More Apply To FCC**

Southwestern Pub. Co., video applicant at Tulsa and Oklahoma City and chiefly owned by Donald W. Reynolds, broadcaster-publisher, requests Channel 8 (180-186 mc) at Little Rock. Another new newspaper applicant last week was Elmira Star-Gazette Inc., licensee WENY Elmira, N. Y., which filed Channel 9 (186-192 mc) there.

Firm in Albany of Gannett Corp. Inc., which has several other broadcast and television interests in the East and Midwest, new applicants and their ownership identification:

Denver, Col.—Edward Lasker, Channel 2; a TV station has radiated power 15 kw visual, 16 kw aural, antenna 121 ft. Initial cost $9,000, revenue $114,000, $55,000, $73,000; no year operating cost. Mr. Lasker is owner-publisher with Walter Warner Pictures Inc., Culver City, Calif., and before the war, from 1927-1941, he was vice president in charge of radio for Lord & Thomas, advertising agency.

Elmira, N. Y.—Elmira Star-Gazette Inc., Channel 2 (186-192 mc), 2.9 kw visual, 3.0 kw aural, antenna 109 ft. Initial cost $29,000, first year operating cost $20,000, revenue unknown. Applicant is 100% owned by Gannett Co. Inc., in turn owned by Frank E. Gannett Newspaper Foundation Inc.

Elmira, N. Y.—FCC has been advised of receipt of applications for WENY and WENY-FM Elmira. Gannett Corp. holds following radio interests: 100% interest in the WENY Co., which is 97.5% owner WABY Amsterdam N. Y., 60% of WHEC and WHEC-FM Rochester. N. Y.; 75% WHTF and WHTF-FM Hartford, Conn.; 90% WHTY and WHTY-FM Hartford, Conn.

Elmira, N. Y.—Binghamton Press Co., FM operator, has been advised that its station WIGC in Binghamton, N. Y., is 94.4% Utica Observer-Dispatch Inc., FM and television permits of Utica, N. Y. WHTF, WHEC and The Press Co. have video requests pending.

Erie, Pa.—Presque Isle Broadcasting Co., Channel 3 (60-66 mc), 1 kw visual, 60 kw aural, antenna 441 ft. Initial cost $15,000, first year operating cost $20,000, revenue $48,000. Applicant is owner WREX and WREX-FM that city.

Little Rock, Ark.—Southwestern Pub. Co., Channel 8 (180-186 mc), 2.4 kw visual, 1.27 kw aural, antenna 505 ft. Initial cost $60,000, first year operating cost $30,000, revenue $25,000. Applicant is chiefly owned by Donald W. Reynolds, licensee KPFA Little Rock and 50% owner WXXW Erie, Pa. Southwestern Pub. has television requests pending for Tulsa and Oklahoma City.

Meadville, Pa.—Meadville Broadcasting Service Inc., Channel 4 (186-192 mc), 2.5 kw visual, 1.23 kw aural, antenna 50 ft. Initial cost $19,000, first year operating cost $30,000, revenue $50,000. Applicant is operator WMGW and WMOW-FM Meadville.

Milledgeville, Ga.—Milledgeville Broadcasting Inc., Channel 3 (186-192 mc), 1 kw visual, antenna 30 ft. Initial cost $6,000, first year operating cost $1,000, revenue $2,000. Applicant is operator WMGW and WMOW-FM Meadville.

Oklahoma City.—Southwestern Sales Corp., Channel 8 (180-186 mc), 31 kw visual, 85 kw aural, antenna 396 ft. Initial cost $33,000, first year operating cost $14,000, revenue $34,000. Applicant is operator of KALL Salt Lake.


There's a lot more to it than this...

Close cooperation between the salesman and his client is perhaps more important in Spot Radio than in any other form of advertising. For that's how the vital decisions of this highly profitable and highly complex medium are made... and made correctly.

But there's more to the story than this... a lot more. For instance — there are things like the skill and experience of the Spot Radio representative. Without them even the closest cooperation has no value. But if the representative has the advantage of 250 years of combined experience behind him... if he has the energy and persistence to learn about your business before he talks about his own... if he knows markets and market coverage as well as his own name... and if he can show you how to get maximum results from every penny you spend for radio advertising — he's the kind of man you'll always want to do business with.

In short, if he's a Weed and Company representative he can guarantee you the same expert service that has proved so valuable to so many successful advertisers.
AVCO CHALLENGE

THE GENESIS of FCC's Avco Case was challenged last week by Comr. Robert F. Jones, who charged that the decision from which the rule stemmed was filled with "dicta."

Comr. Jones aired his views colorfully in a dissent from a Commission majority opinion which refused to set aside the action denying transfer of KMED Medford, Ore. from Mrs. W. J. Virgin to Gibson Broadcasting and approving it, instead, to the competing bidder, Medford Radio Corp. [BROADCASTING, Nov. 5, 1947]. The petition was filed by Gibson and Mrs. Virgin.

Mr. Jones, who dissented from the original KMED decision on grounds that there were substantial differences in the offer of Medford Radio and that of Gibson, and that therefore Medford's bid didn't meet the terms of the Avco Rule, reiterated his original dissent. He also pointed out that in the case involving Aviation Corp.'s purchase of Crosley Broadcasting Co. from which the Avco Rule derived its name—where the majority cited in support of its position on the KMED case—there had been no competing bidder. He charged that the "language from the Commission was based upon an hypothesis and is therefore dicta."

With reference to the KMED case, in which Mrs. Virgin has refused to enter into a contract with the FCC-approved purchaser because of purported differences in its offer and that of Gibson Broadcasting, Mr. Jones declared:

The Commission in its instance [reference upon language of the original Avco case] wants to rely on labor pains when it should be relying upon the child, Sec. 1.321 of the Commission's Rules [Avco Rule].

The Avco case has no more relation to the rule to be applied and interpreted than the delivery room to the offspring. I mean to emphasize that the Avco case has about as much relation to the rule as the discovery of a written intention by an intestate decedent to write a will.

The Powell Crosley [Avco] case does not appear in Sec. 1.321 subsequently considered and adopted by the Commission. The only language in that section which might be relied upon provides that, when the Commission concludes that a competing applicant is to be preferred, consent will be given upon the timely filing of a contract for the assignment or transfer to the competing applicant under the same terms and conditions as stated in the original application or upon such terms and conditions as the parties may agree upon and which new terms and conditions the Commission shall find to be in the public interest.

Mrs. Virgin's agreement with Gibson Broadcasting provided for her sale of the station for $250,000 plus $20,000 in stock in the purchasing company. Comr. Jones contends Gibson's and Medford Radio's offers differ substantially.

In that Luther Gibson, principal owner of Gibson Broadcasting, offered personal endorsement of notes to be given toward the purchase price, while Medford Radio stockholders did not.

Argentina's Chief Urges Air Freedom

FREEDOM of the air was advocated by President Juan Peron of Argentina in his opening address before the first general meeting of the Inter-American Assn. of Broadcasters, which convened June 30 at Buenos Aires.

Delegates from all hemisphere nations are participating in the conference. Representing American broadcasters is Gilmore Nunn, WLAB, Lexington, Ky., named by the NAB board.

"Argentina considers freedom to express thought essential to national life," President Peron told the association, condemning "all attempts to restrict it regardless of the ideological pretext that may be adduced."

Depriving freedom to express thought cannot be justified as a means of preserving the well-being of a given group, he said, adding that responsibility for any misuse of such freedom remained with the users.

In a dispatch to the New York Times, the newspaper's Buenos Aires correspondent referred to the charge that President Peron's political opponents "were unable to buy a minute of radio time during the electoral campaign last February and March." The paper added, "The President, under whose regime several papers have disappeared while others, such as Nacion and Peruana, have steadily toned down their approach to the government, defended liberty of expression of thought in general and liberty of radio broadcasting in particular."
Announcing...

the formation of

The GEORGIA TRIO

Effective July 1, 1948

The TRIO, consisting of the C.B.S. affiliates in Georgia's first three markets is available to national advertisers at special group rates.

WAGA • ATLANTA — 5,000 w., 590 kc., C.B.S.*
WMAZ • MACON — 10,000 w., 940 kc., C.B.S.
WTOC • SAVANNAH — 5,000 w., 1290 kc., C.B.S.

*WAGA joins C.B.S. on Sept. 26, 1948

Represented, individually and as a group, by

THE KATZ AGENCY, INC.

New York • Chicago • Detroit • Atlanta
Kansas City • San Francisco • Los Angeles • Dallas
PART OF THE CROWD of 6,000 who gathered near Wilkes-Barre to see the Louis-Walcott fight on the WBRE 7 x 9 ft. television screen. WBRE's experimental television station picked up the TV signal from WNBST New York. The station's TV application is now pending, but TV promotion is very much in operation.

HONOR graduates Mr. and Mrs. Albert Gillen smile proudly after graduation from Syracuse U. Mr. Gillen, an account executive with WSYR Syracuse, graduated magna cum laude; his wife, cum laude.

PRYING into television are Howard Luttgens III, chief engineer of NBC Central Division and I. E. Sherman, vice president. Boxes contain equipment for the network's new TV station in Chicago, WNBQ.

FOR THIRD year Wilbur-Suchard Chocolate Co. will sponsor broadcasts of Lancaster High School football games and "High School Variety Hour" on WLAN Lancaster, Pa. L to r, Stanley Baker, WLAN salesman; John Boyd, sponsor's advertising manager; John D. Hymes, sales manager.

"SMALL FRY CLUB," DuMont TV's favorite of the little people, gets a sponsor, General Foods, for 52 Thursdays. Getting it on paper are (1 to r, seated): L. T. Steele, Benton & Bowles vice president; Steve Campbell, advertising manager, Post Cereal Division, GF; Lawrence Phillips, director of DuMont TV Network. Standing is Bob Emery, producer of "Small Fry."

WNEW New York and Associated Radio Servicemen of New York sign agreement naming WNEW official station for the servicemen's organization. Seated (1 to r) Jack Sullivan, WNEW promotion director; Max Liebawitz, ARS president. Standing, Max Weiner, WNEW chief engineer; Arthur Silverberg, member of ARS board of directors.

THE MAYOR breaks ground for new WHJ6 Greensburg, Pa. transmitter, going to 1 kw fulltime. L to r (foreground): George J. Fodeyn, manager; H. K. Brennen, vice president; Mayor Henry Coshey; Lyle Allen, engineer; Harry Stehman, secretary; Walter McCoy, chief engineer.

MEXICAN DELEGATES to the Second Interamerican Radio Conference in Buenos Aires as they left the Mexico City airport are (1 to r): Adrian R. Lajous, Dr. Luis de la Rosa, Jose Luis Fernandez, Capt. Charles W. Horn, Clemente Sorna Martinez, Arnold Bozza. Emilio Azcarraga, president of XEW Mexico City, left the airport before this picture was taken.
TELEPIX NEWSREELS
NOW AVAILABLE!

DAILY NEWSREEL ... news while it's new, plus prompt coverage of sports, special events, fashions, human interest... 10 minutes—daily.

SUNDAY ROUNDUP ... picked clips of the week from the WPIX daily newsreel, and coverage of current news... 20 minutes—every week.

To television stations in the market for more informative, interesting and entertaining news and news features ... WPIX offers Telepix—a complete and comprehensive newsreel.

With a total staff of twenty-four... ten cameramen covering New York, Washington and the Eastern Seaboard... two planes, station wagon for fast on-spot work... AP and News wires... foreign footage from French Gaumont, British contacts, many other exclusive WPIX sources... most modern movie production facilities and newest equipment... Telepix will attract additional audience... promote prestige, create comment, increase stature for any television station!

For all the facts on the Telepix... phone, write or wire—WPIX, 220 E. 42nd St., New York 17, N. Y.
another reason why

CPN is the West’s

**complete**

Regional Network
**Most effective because:** The Columbia Pacific Network backs its advertisers with every kind of radio promotion from audience building to dealer merchandising. That's why CPN sponsors volunteer statements like these:

"Once again we want to tell you that the promotion you are giving our program is the best we have seen in our long experience as a radio advertiser."

"We very much appreciate your remarks at the meeting... selling our group on our program... I am sure our men have a much better understanding of the potency of radio."

**Largest and best:** CPN's Promotion Department is the largest in radio west of the Rockies. And the most complete. With press information, art, photographic, copy, research, audience promotion and merchandising staffs to give each advertiser's program full support among listeners, salesmen and dealers.

**It's Important:** Fine programs plus well directed promotion mean better results for radio advertisers. Columbia Pacific supplies both... another reason why your campaign will be most effective on CPN.

**Columbia Pacific Network**

*The West's Complete Regional Network*
Editorial

Dewey Did—Do Dems?

LAST WEEK this journal was privileged to publish an interview with Gov. Dewey, fresh from his triumph at the GOP Convention in Philadelphia. He calls for an unfettered system of American radio. He is opposed to FCC incursions into fields beyond regulation of technical facilities. He opposes Government ownership with a zeal and an ardor that must tickle the cockles of every radio heart. He condemns unwarranted demands for free radio time from rump groups. He wants innovation and FM developed by private enterprise.

Irrespective of party lines, broadcasters cannot help but view Gov. Dewey’s comments as approaching radio Utopia. Four years ago, when he was the Republican standard-bearer, he was of the same mind. But he had no opportunity to do anything about it.

Mr. Dewey’s expressions put the Republican party on record, even though there was no free radio plank in the GOP platform, as was the case four years ago.

On July 12, the Democratic Party meets in Philadelphia. The candidate for the Democratic ticket, a name to all who are interested in radio is President Truman. Early in his administration, he came out four-square for radio “on a parity with the press.” In a letter to this journal on July 9, 1944, he said:

The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Government regulation of a medium that by its very nature must be maintained as free as the press.

More recently, however, the President has evidenced some discomfort when confronted with the problem of radio’s freedom. He rapped both the press and radio for “distortion” in his rear platform appearance on his recent transcontinental trip.

Four years ago the Democratic platform ignored radio. Will the Democrats follow suit this year, or will they take advantage of the GOP oversight?

At all events, the facts now are that GOP Nominee Dewey has taken an unequivocal position on a free radio. The Democrats, in the image of President Truman, have not—recess.

Broadcasters want to know.

MORE THAN one radio newswoman got a chuckle out of a statement on the editorial page of the June 26 Editor and Publisher. Titled “Importance of Newspapers” the editorial minimizes the fact that radio and television stole the show at the GOP Convention. One paragraph says:

In other words, more, most of the noise that comes over the radio is gathered by newspapermen anyway.” We submit that the word “newspapermen” should be changed to “newswomen.” Newspapermen work on newspapers. But newswomen gather news, whatever the medium. Certainly reporters whose principal job is gathering news for radio and TV are not newspapermen, although many of them have graduated from newspaper ranks into the newer, more facile art.

EDITORIAL

Full House or Stacked?

MOST of our misgivings over the House Select Committee investigation of the FCC are allayed with the naming by Speaker Martin of the Committee personnel. At first blush, it looks like a good committee—not a rabble-rousing fire-brand among them.

Three of the five members are also members of the House Interstate & Foreign Commerce Committee, in which radio legislation originates. Four of the five are attorneys. Chairman Harness of Indiana, author of the resolution which authorizes the inquiry, has no preconceived notions about FCC wrongdoing.

With such a committee, it is logical to expect an objective quest for facts upon which remedial legislation could be founded. It has been 21 years since the present organic law applying to radio was written. It was in 1927 that the radio provisions of the existing law were fashioned and then bodily incorporated in the Communications Act of 1934.

The Senate in recent years has made several efforts to write new law. All have proved ill-conceived. All sought to achieve too much and became ensnared in controversies stemming from the predilections of individual senators. The courts have gone off in all directions in interpreting the statute, so that any case usually can be argued from any angle, with court precedent somewhere to back it up.

We doubt whether the Select Committee inquiry will produce any evidence of malfeasance or skullduggery. Probably it will be found that left-wingers on the FCC (at both the Commission and the staff level) have favored left-wingers or worse among the applicants; that facts-unlike headlines—are the title fair ones. The Committee also might well find that there is or has been a philosophy on the legal staff, abetted by a commissioner or two now departed, to soak the “ins,” and to make radio so expensive to the general public as to the trend toward the BBC type of “nationalized” operation would be speeded.

The Blue Book and its foreign antecedents should prove enticing. So will the half-dozen different “judicial law-making” decisions, like the equal time for atheists, and the multi-pronged Port Huron case on political broadcasting, the economic studies which should be nowhere near the Commission’s business, and other miscellaneous decisions which have sprung from the fecund minds of the FCC’s legal gentry.

The Committee has a golden opportunity to make a public contribution of incalculable value. The FCC now sitting is practically a new agency, with a turnover of six of its seven members during the last two years. There have been some staff changes, but there remain the roots of infection. The Committee should do well to avoid the mistakes of its predecessor of 1943-44.

If the Committee can brush aside the fast-talking government gobbledegook, and can keep before it the eternal light of the Bill of Rights as it should apply to radio, its task in producing a statute to fit the mass radio arts will be as simple as is right from wrong.

Our Respects To—

LIONEL CECIL PLACE

WHEN Lou Place flunked his physical for Annapolis in 1929, he was hardly concerned, because he had other things on his mind. He wanted to be an actor. To reach that goal, he put to sea.

Since those days when he started his career as a ship’s cadet, he has run the radio gamut from technician-operator, through announcer and actor to producer and writer. Today you will find this personable young chap holding down as West Coast manager of Russell M. Seeds Co. with his headquarters in Hollywood.

Besides handling administrative details of the agency’s West Coast offices, he has been executive producer of NBC Red Skelton Show and People Are Funny and he now directs the weekly CBS Padded Cells (Schutter Candy Co. for Old Nick candy bar). In addition he is responsible for several local shows.

Born Lionel Cecil Place on Feb. 13, 1912, in Portland, Ore., he received his grade and high school education in that city. It was during those school days that he was initiated into radio. He did character bits on the weekly Hoot Owl program on KGW. And this gave Lou Place the idea that he wanted to follow the footlights for a career.

With high school over in spring of 1929, he joined the Merchant Marine, taking a three month trip as cadet to the Orient.

Going to sea was a means to an end. And this policy Mr. Place maintained for many years, he will tell you. With enough money in his jeans from this first trip, young Place enrolled in the American Institute of Technology for Radio in his home town. Eight months later he was qualified as a 2nd class radio operator. Armed with a rating, he put to sea again—but this time for 18 months.

With money accumulated from this cruise, he enrolled in the U. of California at Los Angeles in fall of 1931, majoring in dramatics. Campus productions took a great deal of his attention during the next couple of years.

These were depression years too. Sailors were in greater demand than aspiring young actors in June 1933, when Lou Place left college. So he found himself going to sea again. He sailed as quartermaster and third mate on a round-the-world cruise.

During these two years of travel, Third Mate Place managed to save enough money to insure a try at professional acting. So he went (Continued on page 48)
Food sales in WOAI's daytime primary area amount to $247,370,000; more food sales than in the city of Boston, "home of the bean and the cod."

Texans are hearty eaters... also hardy workers. Texas, for instance, leads the nation in the production of wool. WOAI's primary area is largely responsible for this leadership. According to the 1945 census of the Department of Agriculture, 37,838,409 pounds of wool were shorn in WOAI's 67 daytime primary counties during 1944.

Production such as this helps to make up a net effective buying income of $1,282,729,000; and food sales such as this help to build your business.

See your Petry man for further details showing how WOAI can help you sell this tremendous market.
Ad Council Radio Data Is Available

THE ADVERTISING Council, commenting on its Radio Allocation Plan in its sixth annual report issued last Thursday, said that total radio coverage from March 1947 to March 1948 amounted to 14,500,000,000 listener-impressions (messages heard once by one listener). The messages were carried regularly through the Council's Plan on practically every commercial, sustaining and cooperative program of the four major networks.

The report, titled "What Helps People Help Business," reviews in detail contributions made to public interest projects by advertisers, advertising agencies and media groups, and lists a number of "success stories" achieved with the assistance of Council campaigns. Mention of awards received during the year is also made. Report also cites as a highlight formation of the Industries Advisory Committee under the chairmanship of Charles E. Wilson, president of General Electric Co.

A few brief comments by Charles G. Mortimer Jr., Council chairman and vice president of General Foods, accompanied the official summary of sixth-year operations. Mr. Mortimer reported, "The coming 12 months will continue the domestic isolations inherited from the war, plus the new ones of the world recession program. More than 30,000 copies are being distributed to all allied industries.

Write for your Complete copy of Conlan Survey

MiltonStrong, general manager of KPAS, Medford, received plaque as champion golfer at recent Omaha Kiwans Club Field Club, Stag Day affair.

DIXIE BARN DANCE
Radio Show and Hillbilly Jamboree

Dixie Barn Dance Show and Hillbilly Jamboree

Jackie JONES
Florida

Greatest Buy in the South!

— the Goldengate's
Biggest Radio Show in these here parts!

Come EARLY and
Get a Sittin' Place!

Write or wire
JOHN H. PERRY ASSOC.
or WJHP direct!

WJHP - 5000 watts
WJHP-FM - 96.9 mgs

management

John Sinclair, former manager of WDBW Welieh, Va., has been named manager of WIBU and WCFP(FM) Madison, Wisc. He also has been associated with KEIL, Denver, KUTTA Idaho Falls, Idaho.

James C. Vocalis, president and general manager of WLBB Carrollton, Ga., resigned July 1. His father's business in Atlanta. He plans to return radio at future date will retain small interest in the station. James M. Mauney has resigned as production director of WLBB has been named station manager.

Charles McNamara, former instructor in radio arts department of U of Washington, was named manager of WGN, Green Bay, Wisc., as general manager.

LOLD E. Yoder, general manager of WDZ, Davenport, Iowa, resigned as chairman of Denver Red Cross Chap-

Robert E. Kintner, executive vice president of ABC, has been honored for his outstanding work in recent Greater New York Fund campaign. He was presented with citation for "meritorious service" to Fund's 1948 appeal.

Nathan Mogridge has been appointed manager of CBW Winnipeg, and Charles L. Wirtsch as joining CBW and CBK he was supervisor of programming, distribution, and sales, Children's Broadcast Corp. at Toronto. He started in the field, then became manager-announcer of former CKPC Preston, Ont., has been moved to former CKNC Toronto. He joined CBC as manager in 1927.

Paul E. Wagner, formerly with Syndicate Theatres Inc., Columbus, Ind., and supervisor of cooperation and operation of WCHS (FM) Columbus, has been named vice president and general manager of WATT Middletown, N. Y. Mr. Wagner started in radio in 1935 at WAPY Portsmouth, Ohio, as an announcer. He later became news editor, then program director and in 1943 was appointed general manager of station. Charter House, Washington manager of Mutual, has resigned as editor of "Congressional Quarterly News Features" and expects to return to newspapers.

Henry Burke, general manager of KFAO Omaha, has been named Head of Omaha Country Club Field Club, Stag Day affair.

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Respects

(Continued from page 44)

to New York. He appeared in the Metropolitan Opera and the Russi. Bit parts in various Broadway productions were his, too. Then he joined a travelling Group Theatre troupe and for three months appeared as lead in an opus called "The Passion Flower." A subsequent stock company took him to New Orleans where he played a variety of roles in a modernized version of "Uncle Tom's Cabin."

When that show closed he remained in New Orleans freelancing. He was associated with various playwriting and choreographers including Stone-Stevens Inc. He recalls that a little of everything was all of his job with that agency in those days. He was announcer-actor and producer on a variety of shows handled by that agency on WVL and WDSU.

It was during this time that he met a professional dancer by the name of Dora Shaw. And he went a courting. But it wasn't until two years later, on Nov. 28, 1940, in Los Angeles, that she became Mrs. Lionel Cecil Page. Today, at the age of 6, they make their home in the Hollywoodlands sector of Hollywood.

Hollywood-Bound

Meanwhile, like other young aspirants, Hollywood became his goal. And, too, his family had moved from Portland to Los Angeles. So young Mr. Place packed his grips and in the fall of 1939 went west. But there were no Hollywood radio jobs awaiting him. Therefore he tried his hand at movie acting. He also freelanced as announcer and disc jockey on various stations in Hollywood, received checks from KGFJ-KFAC KMTR (now KLAC) KHJ and KFI Los Angeles, and KIEV Glendale. At one time during his career he worked on the staff of one station and did dance remotes for two others under various pseudonyms "but the station managers never knew the difference" he said.

He was "Hank the Watchman" on KGFJ Los Angeles for approximately a year. When he would finish his six hour stint from midnight to 6 a.m. he would hop into his car and drive madly across town to KIEV Glendale, which he opened each morning at 6 a.m. How he did it, he never will tell. But KIEV went on the air at 6 a.m.

An assignment as newscaster and producer took him to KONY Phoenix and the Arizona Network for approximately one year, but he returned to Los Angeles in late 1948 and set himself up in the package show business. It was in June 1946 that he joined Russel M. Seeds Co. in his present capacity.

Five foot 10½, blue-eyed and tipping the scales at 165 lbs., his manner is that of quiet, unhurried reflection. Smooth-running dynamo

that he is, when faced with a radio problem, he doesn't hesitate to call upon his entire staff to help find a solution. "That's how we get things done," he says, and he believes in giving the next fellow credit for a job well done. He likes straight talk and direct thinking. Although not a joiner, he is active in Hollywood Ad Club, serving on the attendance committee. His hobbies are swimming and a round of golf. He's also a "ham" operator.
WHAT'S NEW IN TELEVISION?
Take a Look at WPTZ!

In the Merry, Merry Month of May...

52 ADVERTISERS on WPTZ!

When 52 experienced, "show-me" advertisers buy time on this one Philadelphia television station they must have had more compelling reasons than just a desire to get on the TV bandwagon.

It could be coverage. With WPTZ's new antenna system topping downtown Philadelphia by almost a thousand feet, the Philco station reaches out roughly 50 miles to offer television service to 3,306,000 people! Here is one of the nation's fastest growing television audiences, already second largest (42,000 receivers) in the country.

Or facilities perhaps ... WPTZ's well equipped studio, three complete mobile units, art and scene shop, film production crew, 16mm and 35mm projection equipment, two-way relay to New York for NBC network origination—just to name a few.

Or knowing how to use these facilities. Nine years of actual television station operation coupled with Philco's sixteen years of active television experience have produced at WPTZ what many consider to be the best trained, professional staff and crews in the business!

Or maybe it's the alacrity with which the boys in the commercial department will tell you what WPTZ and the Philadelphia television audience have to offer you and your clients. Drop us a note or, better yet, phone—

PHILCO TELEVISION BROADCASTING CORPORATION
Architects' Building, Philadelphia 3, Pa.
Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA
Service at your command

The Collins Radio Company maintains a Sales Service Department staffed by skilled technicians and engineers who are thoroughly experienced in the use and maintenance of Collins equipment.

Trained personnel are available, ready to assist the customer with on-the-site installations. Collins can furnish not only the supervisory engineer and installation technicians but also the specialized test equipment which enables a station to sign on its initial broadcast at the earliest possible date.

The Sales Service Department is prepared at all times to maintain the high standards characteristic of all Collins equipment. In addition to our service engineers, the knowledge and experience of the entire Engineering, Research and Development Divisions are available to solve any special problems relating to installation and use of Collins equipment.

Because the Collins main plant is centrally located it can serve the entire nation quickly. Twenty-four-hour service seven days a week is available to handle customer orders for replacement components and assemblies from our comprehensive stock.

Personnel and facilities are provided to effect prompt and efficient analysis and service of units returned to the factory for modernization, adjustment or repair.

Collins Radio Company
CEDAR RAPIDS, IOWA
11 West 42nd Street
New York 18, N. Y.
456 South Spring Street
Los Angeles 13, Calif.

Denny
(Continued from page 21)
with the administrative vice president.

When Mr. Denny resigned from the FCC he received a "Dear Charlie" letter from President Truman, who lauded him for the "high caliber of public service" which he had rendered in his decade of government tenure. In that span, he rose from junior attorney at the Dept. of Justice to the youngest commissioner and youngest chairman in radio regulatory annals.

Charles Ruthven Denny was born in Baltimore on April 11, 1913, and graduated from Amherst in 1933 and from Harvard Law School in 1936. He practiced for two years with the Covington law firm in Washington and from 1938 until he joined the FCC in 1942, he served in the Lands Division of the Department of Justice. He subsequently was made special assistant to the Attorney General and Chief of the Appeal Section of the Lands Division.

Mr. Denny's first major assignment with the FCC had to do with litigation surrounding the so-called chain-monopoly regulations which were vigorously opposed by NBC as well as CBS. ABC at that time was the Blue Network and was owned by NBC, while Mutual, as a cooperative network, maintained a relatively neutral position. Mr. Denny argued and won that case.

Aide to Fly

He also served as the right-hand bowser to Chairman James Lawrence Fly in the hot House Select Committee inquiry into the FCC, which wound up in victory for the Commission when the inquiry was dropped.

Mr. Denny's last appearance before Congress came last month, when he appeared before the "Voice of America" embroglio. He found himself flitting from investigation to investigation on both sides of the Capitol, and, it's generally felt, wound up with colors flying.

Mr. Denny is married to the former Elizabeth Woolsey of New York. They have three children, Alison Byrd 8, Kristine 5, and Charles Jr. 3.

Mr. Margraf will move to New York to take over Mr. Denny's legal office. He is 33 and a native of Cape Girardeau, Missouri.

He graduated from Southeast Missouri State Teachers College in 1936 with an A. B. degree and from Duke U. Law School in 1939. At Teachers College he was editor and business manager of the yearbook and graduated first in his class. At Duke, where he also graduated first in his class, he received scholarships during each of his three years. He was also editor of the Duke Bar Journal.

Mr. Margraf became associated with the law firm of Cahill, Gordon, Zachry & Reindel in New York in 1939 and was assigned in charge of the Washington office in 1942, serving as Washington representative of NBC during the entire time. He has been admitted to practice in New York, Missouri and Washington and is a member of the bars of the Supreme Court, Court of Appeals, Court of Claims, Tax Court, FCC and Treasury.

Mr. Margraf married Grace Hock of Shelbina, Mo. in 1939. They have three children, James Hock 15, Patricia 14, and John William 5 months.

WFLI-FX PHILADELPHIA IS GOING COMMERCIAL

WHEN commercial facsimile by FCC authorization is permitted July 15, the facsimile edition of The Philadelphia Inquirer, broadcast over WFLI-FX Philadelphia, will go commercial.

Roger W. Clipp, general manager of the Inquirer stations, revealed that seven firms already have purchased advertising space in the eight-page weekly news review.

Advertising rates are not being published, but it is understood that the charges are nominal. It is possible that the station will arrange to have facsimile receivers placed in advertisers' establishments.

Copy and layout of the ads will be prepared by advertising departments and agencies of the firms in the same manner newspaper advertising is prepared. WFLI facsimile art staff will prepare the advertisements for broadcast, inserting them on news pages as specified by the advertisers.

Sales for the editions are handled under supervision of John E. Surrick, sales director for Inquirer stations.

Best Gets Life

A LIFE prison sentence was imposed last Thursday in Boston on Robert H. Best, 52-year-old American newspaperman, who was convicted the previous day of treason for serving as Nazi radio propagandist during World War II. The Sumter, S. C., native, who was sentenced by Federal Judge Francis J. W. Ford, was also fined $10,000. Assistant Attorney General T. Vincent Quinn, in charge of criminal prosecutions, had demanded the death penalty.

NAB Gives List Of Subcommittees

MEMBERS of five standing subcommittees of the NAB board were appointed last week, along with board liaison members of 10 permanent standing committee of the association.

Members of the subcommittees follow:


5000 WATTS SOON!
CBS EL PASO
KEY STATION-SOUTHWEST NETWORK

BROADCASTING • Telecasting
FOR YOUR INFORMATION:

Gasoline pinch this summer? Oil men don't think so...figure they can handle normal increase over 1947 gasoline demands. Abnormal increase, however, could cause "spot" shortages in gasoline East of the Rockies. At worst, these would be only temporary. Public is being urged to use oil products efficiently...conserve gasoline and fuel oil wherever possible.

General outlook for oil supplies is good. Main reason: Oil industry is now supplying more oil products than at any time in history. Current output is nearly 246 million gallons daily -- surpassing even peak wartime production.

Tremendous increase in oil supplied U.S. stems from today's greater-than-ever demand for oil products. 37 million motor vehicles, over a million new farm tractors, double the number of oil burners since '38...heavy demands of planes, diesel trains and industry are main reasons why America now uses more oil than ever before.

Expenditures of over 4 billion dollars for expanding facilities plus round-the-clock work schedule of over 34,000 individual oil companies is enabling competitive oil industry to keep pace with ever-rising demand.

Refiners have stepped up pace to handle record crude oil output. Transportation of oil is really rolling (new pipelines, tankers, barges, trucks and tank cars). Oil distributors are working night and day to deliver oil products when and where needed. Long range outlook for the future is good.

Underground proved reserves hit new high of trillion gallons in 1947. Approximately 18,000 new wells were "brought in" last year by production companies which helped build up largest amount of reserves in nation's history.

What's ahead in 1948? Oil industry will continue to step up production to keep pace with nation's increasing demand for petroleum products. Oil industry's objective: all the oil products you want...when and where you want them.
TV Upheaval  
(Continued from page 21)  
dozen channels are not “gone” in two or three years then, in his view, broadcasters using these frequencies will be operating two transmitters—one in that region and another in the high band above 500 mc.

Mr. Willoughby was understood to be motivated by a desire to make clear to his listeners that television cannot be expected to make money overnight but, on the contrary, is an expensive undertaking which will become even more expensive if the pressure from fixed and mobile interests succeeds in prying away additional video space.

Space Demands Grow

Channel 1 already has been re-allocated away from television, and Mr. Willoughby reported that the pressure for additional space for these services is growing. He predicted that television and Channels 2 through 6 is subject to a wide variety of interferences, and that true high-definition television will come only in the higher frequencies. He said he did not know whether television would lose Channels 2 through 6 one at a time, as in the case of Channel 1, or in larger segments.

He estimated that at least a quarter of a million dollars was needed to get into the television broadcasting field and that programming alone would take $100,000 annually—particularly during the period until networking facilities are available.

Inquiries among other television authorities—including some at FCC—while brought the reaction that there was considerable basis for Mr. Willoughby’s beliefs. This appeared to be even more true of his views on the fate of Channels 2 through 6 than on the early imminence of color.

Hearings Important

Pressure for the use of the lower channels for mobile services—such as aviation, police, fire, taxi, etc.—has been building up over a long period and is considered sure to increase rather than diminish because of the safety of life factor.

The success of these demands is far from the immediate future is concerned, according to informed observers, depends to a great extent upon the outcome of the high-band hearing in September. If FCC does not rule against it is not ready to operate upstairs commercially, it was felt the lower channels—or most of them—would remain intact. If television broadcasters no less than the mobile interests have been pleading for additional space.

Channel 6, ending at 88 mc, is the dividing point between the high and low portions of the existing commercial band. Channel 7 starts at 174 mc, and Channel 13, the top of the present band, ends at 216 mc.

Because of the public’s invest-

ment in television receivers built for the present bands, it was felt that any change in allocations would be accomplished gradually—as in FM—with no sudden upheaval shutting off the lower channels overnight. Thus stations operating on the channels being vacated would be allowed to continue operations there during the transition upward.

The filling up of the lower end of the present band and the pressure for use of these frequencies by the mobile services became apparent early this year [BROADCASTING, Feb. 16].

FCC Chairman Wayne Coy, addressing the NAB convention in Los Angeles in May, said that the reallocation of Channel 1 to fixed and mobile operations still leaves these services without adequate space. He said FCC had not decided where additional space could be found, but warned the broadcasters that “I now know, and you may as well know, that the Commission will be looking for more space for these important services very shortly” [BROADCASTING, May 24].

NBC Would Suffer

NBC, which long ago urged its affiliates to apply for Channels 4 and 5, and which has pioneered network television, would be particularly hard hit if these lower channels were deleted in the near future, observers noted.

The network now is making plans for new high-definition TV experiment in Washington, where it has a grant for a 500-mc experimental outlet which will duplicate the commercial programming of its WNBW Washington [BROADCASTING, June 28]. NBC- RCA plans to distribute “converters” to engineers and other owners of low-band stations in parison of low- and high-band transmissions. Data on the tests are to be submitted to FCC during the September high-band hearing.

Independent broadcasters now assigned to the lower-band facilities—Channels 2 through 6—were openly disturbed over the new speculation on the fate of these channels, which appeared to hit them with resounding impact. Similarly disturbed were prospective applicants for these channels. It was pointed out that few independent operators could stand a quarter of a million dollar amortization in a two-or three-year span.

Predictions were that many television applicants would be hanging at FCC’s door from now on in the hope of establishing some allocations order out of what they now regard as impending chaos.

Port Huron  
(Continued from page 28)  
"It relieved" from financial responsibility for libelous material broadcast by candidates. The final decision states that "it would appear" that this is true. Thus it is clear that there is some doubt in this respect.

This being so, it is more than unreasonable to decide this case in a manner which compels all stations to broadcast libelous material which subjects them to damage suits. If what now "would appear" to the Commission is otherwise decided by the courts, severe and unnecessary damages will be sustained throughout the radio industry.

The Commission still is saying that individual citizens of our country will be denied redress against broadcast stations which are forced by the Commission to be joint libelous for libelous and slanderous broadcasts by candidates which result in personal injury to them... As long as damages to individuals and public institutions, who will suffer monetary damages of an indeterminate amounts if the view of the Commission majority in this case is wrong,

Final Decision

The final decision was handed down last Wednesday. It followed oral argument in which most of the industry participants opposed the majority views and, in particular, asked that any interpretation of Sec. 316 be divorced from the WILS renewal proceedings [BROADCASTING, May 10]. At that time the Texas attorney-general served notice that Texas stations would be held responsible under the state’s libel laws, regardless of FCC’s views.

DON MCNIEL, m.c. of ABC’s “Breakfast Club,” has received first annual Humanity Award by B’nai B’rith Organization for his program’s “outstanding service in fostering the principles of benevolence, brotherly love and harmony in persons of all creeds.”

RISING FARM INCOMES

mean SALES—thru

Serving—

Kansas, Nebraska and Colorado

Represented Nationally by RURAL RADIO CO.

5000 Watts  
790 Kc.

Colby, Kansas
WHY PAY MORE TO REACH THE
WORCESTER MARKET . . .

WHAT'S THE PERCENTAGE?

In the rich responsive Worcester area, in competition with 4 network stations, independent

WNEB GIVES YOU GREATER-THAN-AVERAGE AUDIENCE . . .
AT MUCH LOWER-THAN-AVERAGE COST!

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Get the new picture, the true picture of what's going on in Worcester. Call in our representative today . . . check the latest Hooper facts and figures . . . see for yourself that

WNEB GIVES YOU MORE LISTENERS
FOR YOUR RADIO DOLLAR!

WNEB
WORCESTER  SERVING NEW ENGLAND'S THIRD LARGEST CITY  MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.
A real job of developing air cargo has been done by the Established Airlines

The Established Airlines have invested millions to bring the benefits of air cargo to the people of the United States.

They have done it through the development of a complete, integrated air transport system, which today gives direct cargo service between more than 400 U.S. cities, thus offering frequent and direct air freight service to 85 per cent of the urban population of the U.S. A.

The Established Airlines gave up half their planes and thousands of their personnel for an outstanding military job. After the war the Established Airlines were compelled under their franchises, pending the reacquisition of their original fleets, to provide not only cargo but passenger, mail and express service. This retarded the air cargo development program of the Established Airlines.

But today, within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines' fleets. Approximately 1000 Established Airline cargo-passenger and all-cargo planes now give air freight service to 400 U.S. cities—a service adequate to their needs, competitive, constructive, economic.

The 35 Established Airlines want sound development of a national cargo pattern

The Established Airlines, which lost $22,000,000 in 1947, are at present fighting for the right of all the presently served 400 towns and cities to have adequate air transportation of every kind, including air cargo. Now, five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate air freight service to major areas only, and by-passing smaller communities. In contrast, the Established Airlines must depend on the relatively large volume of air cargo from these big centers to help defray the cost of serving smaller communities.

This petition is a threat to the air transportation rights of all the 400 towns and cities now served, and to the economic stability of the airline systems serving the United States.

WHO ARE THE ESTABLISHED AIRLINES?

They are those 35 airlines certificated by the Civil Aeronautics Board for regular scheduled passenger and cargo service to large and small communities throughout the U.S., providing a service based on public convenience and necessity, and the needs of the national defense.
The real test which must be applied to any applicant's petition is how the public will best be served. "Public convenience and necessity" is the basic aim. It has long been established that the public's transportation needs are met through application to government regulatory bodies, on the principle of limited, regulated competition. If competition between carriers is unbridled and runs wild, an economically sound air transportation system is impossible. The public will not be served and the airlines, vital to national defense, will be seriously weakened.

This philosophy of Governmental regulation of competition for the good of the public was first applied to the railroads in 1920, to the motor carriers in 1935 and finally, through the Civil Aeronautics Act, to the air carriers in 1938. It is a sound system which has proved itself to be in the interest of the public and should not be jeopardized.

The Established Airlines today offer substantially more air freight space than is being used. They stand ready to expand freight facilities as rapidly as required.

**THE ESTABLISHED AIRLINES OF THE UNITED STATES**

- Alaska Airlines
- All American Aviation, Inc.
- American Airlines, Inc.
- American Overseas Airlines, Inc.
- Braniff International Airways
- Canadian Pacific Air Lines, Ltd.
- Capital Airlines
- Caribbean-Atlantic Airlines, Inc.
- Challenger Airlines, Inc.
- Chicago and Southern Air Lines, Inc.
- Colonial Airlines, Inc.
- E. W. Wiggins Airways, Inc.
- Continental Air Lines, Inc.
- Delta Air Lines, Inc.
- Eastern Air Lines, Inc.
- Empire Air Lines, Inc.
- Florida Airways, Inc.
- Hawaiian Airlines, Ltd.
- Inland Air Lines, Inc.
- Mid-Continent Airlines, Inc.
- Monarch Airlines, Inc.
- National Airlines, Inc.
- Northeast Airlines, Inc.
- Northwest Airlines, Inc.
- Pan American -Grace Airways, Inc.
- Pan American World Airways System
- Piedmont Airlines
- Pioneer Air Lines, Inc.
- Southwest Airways Co.
- Trans-Canada Airlines
- Trans World Airlines
- United Air Lines, Inc.
- Western Air Lines, Inc.
- Wisconsin Central Airlines, Inc.

These cities now have air cargo service by the Established Airlines

These dots represent more than 400 communities being given frequent and excellent air freight service by the Established Airlines. Between many of these points there are now as many as three or four competing Established Airlines carrying freight.
Defense
(Continued from page 23)

project is long-range and involves no cause for alarm.

Broadcasting fits into the picture along with other means of quick communication, including telephone and telegraph, amateurs and other facilities. An advisory group representing the telephone and telegraph industries met at the Pentagon last month to submit its ideas to the Office of Civil Defense Planning.

Other phases of the planning cover medical, transportation, engineering, chemical defense, fire fighting, radiological (atomic), police, and logistics.

All will report this month to Russell J. Hopley, director of OCDP. Mr. Hopley is president of Northwestern Bell Telephone Co. on leave. Directing communications phases of the planning is Herbert J. Schroll, assistant to the vice president, New York Telephone Co.

No attempt is made by OCDP officials to minimize the seriousness of a possible attack. OCDP is expected to take over the civilian phase, issuing warnings, planning evacuation and hospitalization, preventing hysteria, and minimizing damage and casualties.

OCDP does not have any military function, but actually has a passive role in case of attack.

Members of the broadcasting committee, serving on an advisory basis, will submit their ideas of radio’s defense role at the Friday Pentagon meeting. They will take part in an all-day meeting at which Mr. Schroll will preside. All arms of the Dept of Defense will be represented. Mr. Schroll will submit a report to Mr. Hopley, who in turn will present the whole civil defense blueprint to Secretary Forrential.

The industry committee is to review all angles and provide expert advice covering such policy matters as possible silencing of all stations in case of attack, and fast transition into a nationwide communications system that would reach the vast majority of citizens in a matter of minutes, or even seconds.

Setting up of a permanent operating civil defense organization may require passage of legislation. This would operate on an interim basis unless the nation were attacked, in which case it would be enlarged immediately into a wartime agency.

The civil defense agency has no direct relation to other defense agencies now in operation. These include the Munitions Board, which is in charge of government-industry manufacturing program. Military aspects of national mobilization still are in the early planning stage [Broadcasting, April 19].

Wolf Refires From FCC

BENJAMIN E. WOLF, engineer-in-charge of FCC’s Grand Island, Neb. monitoring station, retired last week after more than 24 years of government service. Mr. Wolf, who is widely known in radio circles, has been in charge of the broadcasting operation throughout its 18 years of operation. A dinner to honor the retiring engineer was held Tuesday night at the Yancey Hotel in Grand Island and letters were read from the Governor of Nebraska and FCC officials.

Kentucky Broadcasters

Form State News Agency

A KENTUCKY AP Radio Assn. was organized by state radio members of AP following mid-year session of Kentucky Broadcasters Assn. June 26.

Nathan Lord, WAVE Louisville, was elected president of the news association. Other officers are Hecht Lackey, WSON Henderson, first vice president; Ted Gizzard, WKLX Lexington, second vice president, and Wilber Crawford, AP chief of bureau at Louisville, secretary. A committee was also set up to cooperate with AP in filing state news stories.

Plan Guest Shows

DURING rotation of vacation periods among three commentators of Sunoco 3-Star Extra program guest personalities will be interviewed on timely topics during each Tuesday and Thursday broadcast of the 6:45 p.m. NBC Monday-Friday show. Alternating on the interviews of high-ranking officials and diplomats will be Ray Heene, Felix Morley, Ned Brooks and guest Washington correspondents.

WOLF Refires From FCC

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Here’s a program that pleases a lot of people who want a cohesive summary of all the news fragments they’ve been bombarded with throughout the week.

It’s Marvin Code’s Saturday afternoon news roundup, a one-a-week quarter hour, 6:00 to 6:15 p.m. on Cleveland’s Chief Station.

It’s a program that may be just the answer for some alert advertiser whose sales need a little added push to meet established quotas.

Ask Headley-Reed!
Meet the RFDeacon — Robert F. Doubleday, Central New York's great farm personality — "the only hired man in the great northeast wired for sound."

The Deacon starts speakin' at 5:00 A.M. six days a week and hundreds of letters a week prove people are up and listening to his friendly voice. When he needed a cowbell, the mail brought him 500 in ten days.

And his listeners know Deacon Doubleday. They see him at fairs, livestock shows, auctions ... as a licensed starter of the U.S. Trotter Association ... as secretary of the N.Y. State Beef and Dairy Cattle Association ... as a member of 55 volunteer fire departments ... Future Farmers of America ... Central N.Y. Dairy and Goat Society ... N.Y. State Horsemen's Association. He made 217 personal appearances last year, 55 so far this year.

Listeners trust the Deacon's information about a lot of things — including his sponsors' products.

WSYR is happy to welcome Deacon Doubleday to its family of outstanding Central New York radio personalities.

WSYR
SYRACUSE

570 Ke — 5000 watts
NBC Affiliate in Central New York
Headley-Reed, National Representatives
testimony supporting FCC's proposed allocations in all cases where the plan was challenged.

WKIP Poughkeepsie, N. Y., asked that Channel 6 at New Haven be reduced to a community channel and also be assigned as a community channel to Poughkeepsie, which has no channels allocated to it and does not receive service from any other outlets under the proposed plan.

WNHC-TV New Haven supported the FCC plan and maintained it was 'utterly impossible' to put a station on the same channel only 50 miles away. Testimony was presented by G. W. Ray, consulting engineer, who was questioned by the company's counsel, John P. Southmayd.

Miami's four network stations joined forces to request that Channels 11 and 13 be added to the five channels currently allocated to the city (2, 4, 5, 7 & 9). For Channels 11 and 13, which were assigned to the Palm Beach-Lake Worth area, the Miami petitioners proposed allocation of Channels 3, 10 & 12 to the Palm Beach-Worth. Commission witnesses, however, maintained that the adjacent channel operation would cause interference to both Miami and Palm Beach, while the FCC plan would not.

George C. Davis, consulting engineer, testifying for WJNO West Palm Beach, agreed to go along with the Miami proposal except that he felt no adjacent allocation should be made in Fort Lauderdale, which is considered in the Miami metropolitan area.

Lawyers participating in this phase were Robert L. Irwin for WKAT, WGBS and WJOD; Phil Louck for WQAM and Corwin Lockwood for WNBC.

WIND Chicago proposed that Channel 13 be deleted from Racine, Wisc., and added to the six currently allocated to Chicago. Channel 13 is the only assignment to the Racine-Kenosha area, which FCC figures will be served approximately 50% by the four stations allocated to Milwaukee. George C. Davis, consulting engineer, appeared as witness for WIND and Thomas Dowd appeared as counsel.

WJOB Hammond, Ind., which is considered in the Chicago metropolitan district, presented a slightly different plan from that of WIND. South Shore suggested assignment of Channel 13 to Hammond as a community station and retention of Channel 13 by Racine, but on a community level also. Testimony was presented by representatives of the engineering firm of Franklin Bailey. WJOB Program Director L. B. Wellner stressed the local programming job WJOB would do if it received the channel. The Baltimore proceeding turned into a maze of disagreement among petitioners. WCAO Baltimore withdrew Channel 6 and added to Baltimore's current three (2, 11 & 13), with assignment of Channel 12 to Hagerstown to replace Channel 6 there. Under the plan of WTH Baltimore, Channel 6 would go to Baltimore for a community station and would also be used in Hagerstown as such.

WJEJ Hagerstown and Allen B. DowMont Labs, licensee of WTTG-TV, Washington, supported FCC's proposal that Channels 3 and 6 be assigned to Hagerstown as community outlets. Dr. Thomas T. Goldsmith, DuMont vice president and director of research, felt operation of Channel 6 in Baltimore would cause adjacent channel interference to WTTG on Channel 6. WPTL-TV Philadelphia is a key station opposed the Baltimore plans for the same reason.

Engineering data was presented by L. B. Corwin of the Davis firm for WCAO and by Stuart L. Bailey for WJTH. Legal counsel included T. W. Wilson for WCAO, Paul A. Porter for WTH, Morton H. Wilm for WPTL, Thad H. Brown Jr. for DuMont and Corwin Lockwood for WJEJ.

In another Maryland proceeding, WFMID Frederick proposed that Channel 3 be deleted from Hagerstown and assigned to Frederick, which has no channels allocated under the FCC plan. NBC opposed the switch, maintaining that operation on Channel 3 at Frederick would interfere with its Washington outlet, WNBW, which uses Channel 4.

Other applicants and prospective applicants who made affirmative appearances during the first week included:

- Mrs. Pearl Lemont, Bakersfield, Calif., represented by Philip Bergson, attorney; Christian and Brown, San Luis Obispo, Calif., by Reed T. Rolle; WNDW Dayton, Ohio, by Robert L. Irwin; WBHT South Bend, by Michael M. Garrison; KCRG Cedar Rapids, by Reed T. Rolle; WFAM Lafayette, Ind., and Sun- shine Television Corp., Orlando, Fla.; Bonanza, KOB, Albuquerque, N. M., by James A. McKenna Jr.; WTAG Worcester by Colvin Lockwood, attorney, and Stuart L. Bailey, consulting engineer.

Forming Arizona Net

RADIO Network of America, of which KOOL Phoenix is a key station, will make its debut July 15 as the newest regional network of the state, according to station officials. KCKY Coolidge has signed as an affiliate and other cities, including Nogales, are planned as links in the new network.

Everett George Opie

EVERETT GEORGE OPIE, 44, who wrote and produced more than 8,000 radio programs, died suddenly June 25 at his home in Evanston, Ill. Opie had been a writer and producer for KYW, WIBO and WQJ, early Chicago stations, and is credited with having discovered Don Ameche and Bing Crosby. During World War II he was chief of broadcasting and recording for the War Finance Division of the Treasury Dept. He produced Treasury Star Parade for broadcasting by the War Finance Division. He leaves his wife, Ollene, and a son, Everett Jr., 18.

Bond Drive

Treasury John W. Snyder stated the American people's ownership of $65,000,000,000 in bonds—"more than the national income in 1933"—is a tribute to the work of the Council's task forces and the thousands of business institutions and private individuals who participated through all media.

Purpose of the meeting was to reappraise the Treasury's bond advertising program and to consider the various techniques which will help maintain the continuous high level of bond sales. It was reported by Vernon L. Clark, national director of Treasury's Savings Bond Division, that the self-interest theme still is the No. 1 advertising appeal.

Leon J. Markham, national director of sales for the Savings Bond Division, told the session that in line with efforts to enlist the support of all the advertising industry, Treasury set up a new advertising section within the division which will be headed by Elihu E. Harris, associated with Treasury advertising activities since 1943. Radio, newspaper, magazine and other media fall under the new section.

From other quarters it was reported the Treasury plan to realign the promotion forces include appointment of Louis J. Carow Jr., director of advertising, press and radio, as director of a new promotion and publicity section. This will be companion unit to the advertising section.

Nathan P. Colwell, radio unit chief, last week said that 2,315 local AM and FM stations, representing 92% of all operating outlets, now carry the weekly quarter-hour Treasury Guest Star program, training violins. He reported also two new network bond programs scheduled to begin last week. NBC on Tuesday, 11:30-12 midnight, started name bands from the Hotel Astor in New York, and CBS on Saturday, 4:30-5 p.m., began name band show. Treasury with these additions now has 21 half-hour programs per week on the four networks. 115 affiliate outlets carry each show.

**Uncle Wiggily**

(Howard R. Garis)

NOW ON THE AIR with his famous Uncle Wiggily stories—nationally popular for 38 years

AVAILABLE

6:00 - 6:15 P. M.
Monday through Friday

This show pull ed more than 6000 pieces of mail in 6 weeks.

An exclusive availability on

**WNJR**

the radio station of the Newark News

Page 56 • July 5, 1948
You think roosters get started early?
Not any earlier than KDKA listeners!
Just look what's happened recently on a few of KDKA's early-morning programs:

5:45 AM—A 15-minute transcribed show, offering no give-aways or other mail inducements, received in 2 months letters from 64 communities in Pennsylvania, and from 9 other states.

6:00 to 7:00 AM—A distributor of specialized building equipment, using radio for the first time, purchased less than $500 worth of time on KDKA's famed Farm Hour. Result: more than $20,000 worth of business.

7:00 to 8:00 AM—A 15-minute kid show sponsored by a food company offered a succession of premiums, each requiring a box top plus from 10c to 25c. In 11 weeks, the show pulled more than 25,000 letters.

And so it goes, right through the morning hours. Another sponsor received 32,000 dimes in a 3-week period. Still another, in response to two announcements offering a calendar, got 3,375 pieces of mail from 86 counties. All this is typical of audience action... morning, noon, and night... throughout the rich market-area* covered by KDKA, Pittsburgh's 50,000 watt NBC affiliate.


* According to BMB, KDKA's daytime area includes 1,139,900 listener families in 111 counties. At night, 1,369,500 listener families in 194 counties.
FCC Probe
(Continued from page 28)

from testimony already presented in hearings before the Senate Interstate and Foreign Commerce Committee on related studies.

Sen. McParland indicated that it was his understanding that witnesses would be called to testify at a later date—probably in the fall.

The House inquiry, which will be on a broader scope but more in the character of a study, was ordered by Sen. Wallace H. White Jr. (R-Me.), chairman of the full Senate Commerce Committee, a few hours before the House action. Sen. Charles W. Tobey (R-N.H.) is the third member of the committee.

Although the Senate subcommittee has subpoena powers and funds are available, observers were of the opinion that activities are designed to keep alive, for presentation to the next Congress, the principles contained in Sen. White’s committee-approved bill (S-1333) to amend the Communications Act.

Inquiries by the Senate group will deal with both domestic and international matters, broadcasting and non-broadcasting, with emphasis on FCC's licensing and programming review activities as far as broadcasting is concerned.

Although both bodies are keeping the Commission in a legislative crossfire, their views on remedial legislative action are widely divergent.

One phase of the House resolution is aimed at investigation of the FCC's Blue Book to determine if censorship is being invoked. Sen. White and colleagues on his committee have insisted FCC has the right to review program performances of stations. Provisions to guarantee FCC this right are contained in the White Bill.

1943 Probe Similar

A similar situation existed during the last Congressional investigation of the FCC in 1943-44, which caused a split along party lines and resulted in vindication of the Commission and recommendations for review and possible remodeling of the Communications Act.

The earlier probe by a House committee, headed by Rep. E. E. Cox (D-Ga.) lasted two years and cost an estimated quarter of a million dollars in money and man-hours. Cox charging “muckrash” resigned the committee chairmanship after an exchange of charges and counter-charges between himself and FCC officials. The Georgia legislator was reportedly one of the driving forces behind the Harness resolution, but he refused to serve on the investigating committee.

Still other opinions on reorganization of FCC operations may be offered about Jan. 10 when Congress receives reports of the Herbert Hovan Commission’s recommendations for the reorganization of the government.

For several weeks William W. Golub, New York attorney, had been attending FCC meetings and interviewing Commission members, staff executives and personnel in compiling material for the report [Broadcasting, June 21]. Mr. Golub gained experience on FCC operations from an earlier survey in which he also served as the so-called Attorney General’s Committee.

Certain to command heavy attention in the House probe is the FCC’s issuance of five licenses to Edward Lamb, Toledo attorney and Ohio and Pennsylvania broadcaster and publisher, within two weeks.

Mr. Lamb had been severely criticized on the House floor by Rep. F. Edward Hebert (D-La.) another supporter of the Harness resolution. Congressman Hebert’s running battle during the 80th Congress sought to link Mr. Lamb with Communist associations and activities.

In a letter to Chairman Harness June 29, Mr. Lamb expressed the hope that he would be permitted to testify before the House committee.

“You may know,” Mr. Lamb wrote, that Samuel A. Horvitz, owner of the Wknf behavior—Journal, has been particularly active in carrying on a smear campaign against me and that he is motivated largely by the fact that the FCC after taking a great deal of testimony, determined that he [Horvitz] was ‘entirely unfit’ to operate a radio station in the public interest.”

Would Expose Competitors

Offering to testify at any time and place, Mr. Lamb said he hoped to be able to “offer evidence concerning the motives of my business competitors for these attacks on me”.

Mr. Lamb said that Mr. Horvitz, “through a dummy,” had sought to obtain stock in his newspaper, the Erie Dispatch-Herald at Erie, Penn. and that a jury and a reviewing court had determined his action in a stocktaking suit against the Dispatch-Herald was “fraudulent and ... instigated solely for the purpose of smearing me.”

“I am not now and I have never been in the past a member of the Communist Party or any organization, group or association advocating violent overthrow of the U.S. government,” Mr. Lamb told the Republican Congressman. “I believe affirmatively in a democratic society under a progressive system of free enterprise. I am an independent in politics. I have not yet decided whether I will support the Democratic or Republican tickets in November, although two years ago my newspaper supported a majority of the candidates who were Republican. Our radio stations, as you know, are not permitted to editorialize. “It is true that I was once a candidate for the U. S. Senate on the Republican ticket and that I was a candidate for Attorney General of Ohio on the Democratic ticket. It is equally true and sad that I got licked both times.”

Speed AM Replacement, Bailey Urges FM Outlets

SPEED with which FM “is destined to replace AM” depends on how quickly those in FM join “in establishing FM on a sound, nationwide basis that every citizen may enjoy its full benefits,” Bill Bailey, FMA executive director, wrote FM Association members last week.

FMA’s services are not duplicated by other trade associations or organizations, Mr. Bailey wrote. He added that FMA “is not fighting any other segment of radio. We are, however, fighting your battles and will continue to do so in the interest of FM.”

TV Space in Hollywood Sought by CBS, KTTV

KTTV Los Angeles video station jointly owned by the Los Angeles Times and CBS is expected to close an agreement this week enabling the lease of approximately 5,000 square feet of floor space for studio purposes.

Although no official announcement was made last week it is understood that the terms have already been finalized with the Bekins Van & Storage Co. for space in one of its warehouses at Santa Monica and Highland Ave. in Hollywood, not too far from the CBS headquarters.
KGO 

explodes a myth — reveals the best spot radio buy in San Francisco!

On the Pacific Coast, network schedules end at 10 p.m.—instead of at 11 p.m. as they do in the East. For years, everyone has accepted the myth that in the West listeners want to hear news at 10—and go to bed at 10:15!

Nothing could be farther from the truth! With the other three Bay Area network stations battling each other with news programs, KGO has stepped in from 10 to 10:30 with half-hour variety and dramatic shows.

The result? Two special Hoopers and thousands of letters prove beyond a doubt that KGO can get more audience at less cost in this half hour than any other station. Best of all, this is guaranteed time, at daytime rates.

And right now, two established shows—Philo Vance and Bulldog Drummond—are available! Get complete details today from the ABC Spot Sales representative in your city.

KGO's 50,000 watts draw listener-response from every corner of California—from Alaska, Canada, and seven western states. Look over these availabilities on the new, more powerful KGO . . .

1. Baukhage Talking, 11:30 a.m. weekdays. Available for the first time in five years! Remember: KGO now has a larger audience every weekday morning than any other Northern California station!

2. Abbott & Costello, 8:00 p.m. Wednesday. An ABC co-operative program, available for local sponsorship right in the middle of the Bingday-night lineup! A 7.6 Hooperating and new, low talent cost.

3. Bay Area News, 1:30 p.m. weekdays. A chance to be on "the home team" with this news program which, through correspondents in key news centers, is the only program giving local coverage to the dozen Bay Area cities.

4. Ira Blue's Sports, 11:15 p.m. weeknights. The West is a sports world of its own—and to thousands of listeners, Ira Blue is a top expert. Factual, complete—with that touch of human interest which attracts both men and women.

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

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

ABC Pacific Network

American Broadcasting Company
GOP TV

(Continued from page 29)

convention. "Television's shortcomings at this great Convention, such as they are, can be traced to cumbersome equipment and to the lack of opportunity we have had to train our people in the handling of certain involved assignments.

"We now have convincing evidence," Mr. Crotty said, "that the cameras and studio control equipment now in use do not permit the flexibility of movement that we should have to adequately cover such an event. We must remember that this gear was developed during the war and fashioned to meet wartime exigencies. However, the new equipment must be designed to satisfy the demands of adroit programming. As such, it must be lighter, smaller, and more portable, and it must require less power supply than the bulky gear with which we had to work both in the Convention studio and on the Convention floor.

In addition, Mr. Crotty said, "properly trained cameramen in the future need not be so fully qualified as engineers, for the perfection of modern equipment has obviated that necessity. On the other hand, they must have a more thorough understanding of picture composition, story theme and human interest values. This means that we will have to offer television cameramen more versatile training than day-to-day operations, so that they are not camera pointers but instead all-around photography artists who instinctively appreciate the ingredients of the ideal program pattern.

"Television news commentators," he said, "will gradually improve their video technique. This is a delicate problem for men who are essentially news experts and not primarily shownmen. We have found that each commentator must accentuate the individual characteristics that have made him recognizable to radio audiences, so that these mannerisms become even more pronounced when he faces the cameras."

CBS

ROBERT L. BENDICK, director of news and special events for CBS television, felt that industry-wise, the video coverage of the GOP sessions was good. "The pool," he said, "except for a few minor flaws, worked as a smooth unit, and camera positions were ideal."

One of those "minor flaws," Mr. Bendick said, "had to do with the platform location of the number two and three, a position shared with the still photographers. Runners for the still men kept crossing in front of the TV cameras and the heavy traffic on the platform made it unsteady, causing an occasional bounce in the TV picture. It is hoped to correct this fault by tiering the platform more effectually before the Democrats convene."

Getting Friday's meeting of the pool participants to review the Republican Convention problems and to plan for the upcoming Democratic sessions, Mr. Bendick said that "with the mechanics of convention operation in hand, the next one should be easier on all concerned. Then, too, the individual networks will be able to pre-plan special shows more carefully and be in a better position for spot coverage."

"Television coverage of future conventions (after 1948) will be on a much larger scale. They'll be handled independently rather than as a pool operation. Space limitations necessitated pooling the 1948 conventions, which proved a very efficient and smooth coverage, but to a certain degree prevented individual stations from any original programming, use of our own commentators, walkie-talkie correspondents, etc."

"Technical advancements in the next few years, too, should insure smaller and more mobile units for individual television effort inside and outside convention halls. More space will be required for these independent efforts also."

Du MONT

"Television networks covering the Philadelphia Republican Convention learned something of primary importance—that they can cooperate technically and on program coverage to produce a smooth and integrated telecast of a huge spectacle," declared Leslie G. Arries, director of special events for the DuMont Television Network. "So, let's not make the mistake of using too large a job mix and miss the opportunity for any one of them, in view of limited equipment and present commercial commitments."

"We learned that the A.T.&T. can solve the difficult problem of hookups among stations and switches from one network to another and from one cable to another without interruption of program schedules."

"The advantage of having more than one coaxial cable in use was demonstrated early in the Convention. The two cables available enabled us to send out two programs from Convention Hall at the same time."

"We found that a different viewpoint from the usual radio-television commentary as supplied by newspaper and magazine reporters added greatly to the color and character of commentary through the long periods when there was no action on the floor. The multiplicity of microphones supplied to the television pool gave us an excellent audio coverage for the varied and different individual shows occurring in various sections of Convention Hall.

"We also learned that it is necessary to lay out a definite time schedule for special events with interesting and unusual people to break the monotony of routine Convention video, and that the humorous side of the Convention, pointed out when desirable by running commentary, is equally as important as the serious aspect.

"Occasionally an interview with a chief usher or a lady campaign worker can be more entertaining to an audience than one with a Senator or Congressman."

"In general, the sidelines of the Convention, we learned early, are of as much interest to the video audience as the Convention proceedings themselves."

WPIX

WPIX, TV station of the New York News, "learned heavily on its newspaper experience in covering..."
the Republican Convention." Carl Warren, manager of news and special events, commented. He added: "We intend to follow the same pattern in bringing the Democratic conclave to the New York video audience.

"The GOP Convention was our first experience as a television station," Mr. Warren pointed out. "We did many unorthodox things, but we found that they were good programming.

"Someone at the Convention said we were covering it like a tabloid. In some ways that was true. People hear too much talk around convention time—too many high-sounding phrases about liberty, democracy and the abundant life. If we learned one thing it was that the television audience wants less talk and more of the on-the-scene feel of a national political convention.

"We programmed the Convention in the News pattern. We brought the color, the music, the human interest, and the spirit of the Convention into the home. We intend to do more of that in July.

"We shall hold the four-pronged program format that we used before. This will include Ben Gross's political analysis with the WPIX convention meter; Jemall interviews with convention celebrities; the WPIX newsroom; and the entertainment segment with Rex Marshall. If anything, we shall build up this last segment. We are confident that this pattern has worked. WPIX was the only independent station which took over the job of feeding the pool. It was a tough assignment. We couldn't have done it without the hardworking WPIX staff in Philadelphia."

**TV SETS**

**Total Is 354,000, Say ARI Figures**

As of June 15, the 18 U. S. cities with video program services included a total of approximately 314,000 homes with television receivers, according to a survey conducted by some 40,000 sets in bars and total estimated number of TV sets currently in use to 354,000. This represents an increase of 37% in six weeks from ARI's May 1 estimate of 258,000 TV sets in operation on that date.

The demand for video receivers has grown proportionally with the increased distribution, the ARI studies indicate. Reporting that the intent-to-buy figure has virtually doubled in the six-week period between May 1 and June 15, ARI's market estimates indicate that a minimum of 1,100,000 more families will acquire video sets in the next year, making a total of about a million and a half TV sets which will be in operation in these 18 cities by June of 1949. The recent increase, ARI points out, is due in part to the inauguration of commercial video program service which added three more metropolitan areas to the interviewing schedule. The total TV service areas now include more than 11,000,000 families.

Answers to questions concerning the various retail price levels which would induce people without TV sets now to purchase them revealed that at an average price of $200 per set, an additional 5,400,000 families would be brought into the market, ARI reported, adding, "Obviously, installment buying will further this growth." At the present average price of $400 per set, according to industry estimates, there is a potential market of about 2,000,000 additional homes to those now video-equipped. Increased production, however, has produced a downward price trend, with $150 estimated as the average price that will prevail in 1961, ARI said.

With 68% of the adults in the video-served areas reporting that they have seen television in operation and 19% stating they had watched at least one video program during the preceding week, ARI concluded that the present viewing audience is probably many times the set ownership figure.

Audience Research Inc., headed by Dr. George Gallup, is at present measuring the size of the audience which saw all or part of the GOP Convention proceedings in Philadelphia.

**THE BRANHAM COMPANY**

**RADIO**

| WMOB | Mobile, Ala. |
| WLAY | Muscle Shoals, Ala. |
| KTHS | Hot Springs, Ark. |
| KFMB | San Diego, Calif. |
| WGBA | Columbus, Ga. |
| KWKH | Shreveport, La. |
| WRBC | Jackson, Miss. |
| WCPO | Cincinnati, Ohio |
| KBYE | Oklahoma City, Okla. |
| WTJS | Jackson, Tenn. |
| WNOX | Knoxville, Tenn. |
| WMC | Memphis, Tenn. |
| KRIC | Beaumont, Texas |
| KWBU | Corpus Christi, Texas |
| KAND | Corsicana, Texas |
| KRLD | Dallas, Texas |
| WCHS | Charleston, W. Va. |
| WBLK | Clarksburg, W. Va. |
| WSAZ | Huntington, W. Va. |
| WPAR | Parkersburg, W. Va. |

**TELEVISION**

| WEWS-TV | Cleveland, Ohio |

July 5, 1948 • Page 61
New Orleans Grant Proposed by FCC

GRANT for a new station at New Orleans operating with 50 kw day and 25 kw nighttime on 1540 kc was proposed by FCC last week in a tentative decision anticipating a grant of the application of Roy Hofheinz and W. N. Hooper, owners of KTHT and KOPY (FM) Houston and of a new AM station at Harlingen, Tex.

The Commission, by a 3-to-2 vote, proposed to deny the rival applications of Bayou Broadcasting Co. for 1540 kc with 50 kw day and 10 kw nighttime and of KGBC Galveston for authority to increase hours on 1540 kc from 1 kw, daytime only, to 1 kw day and 250 w night.

Chairman Wayne Coy and Comras. Clifford J. Durr and George E. Sternling preferred Mears. Hofheinz and Hooper's Louisiana Broadcasting Co., while Comras. Rosel H. Hyde and Robert J. Jones voted for grants to both Bayou and KGBC. Comras. Paul A. Walk-

er and E. M. Webster did not participate.

The majority eliminated Bayou's application on grounds that its proposed operation would not meet North American Regional Broadcasting Agreement requirements for protection to stations in the Bahamas and Mexico. Between Louisiana Broadcasting and KGBC, they preferred the former on grounds that its proposed 50 kw day and 25 kw nighttime operations would quarter's, has set a maximum offering price of $48,927.375 on its proposed sale of 4,967,500 shares of common stock registered with Securities & Exchange Commission a fortnight ago [BROADCASTING, June 28].

The firm, incorporated under Delaware law on May 27, to obtain its initial capital made a private sale of 12,500 shares at nine dollars per share in May. Total as-

sets of the company reflect a cash balance of $112,500.

Purpose of the foundation is to accept private capital for investment under the guidance of an experienced staff, in securities in the field of radio, television and electronics.

If sanctioned by SEC the stock connection with WDSU New Orle-

ans, it was filed to block the proposed sale of Louisi-

ana Broadcasting. Also, the firm pro-

posing to deny Bayou's application, the majority permitted it to amend its power request to 50 kw day and 10 kw nighttime, or 250 kw to an earlier request for 250 w full-

KXL Waterloo, Iowa, which operates on 1540 kc with 60 kw, had asked FCC to give it 1-A protection, or protection to the extent of its interference-free service areas. Later, however, according to FCC's report the station reported that its purposes has been accomplished through "voluntary cooperation of the parties" involved, and that it did not object to dismissal of its petition except as to the 250-w ap-

lication of Bayou.

Grant Is Conditioned

Louisiana Broadcasting's proposed grant would be conditioned on its use of directional antenna fulltime and protection of ZNS Nassau, Bahamas, and KXL.

Ownership of the applicants gives

denials:

Broadcasting—John Fred Odum, Baton Rouge attorney, is presi-
dent and owns 14%. Similar interests are held by Mr. Weber, stockholder and general manager of WDSU; Raymond F. Huffs, of James A. Née WNOE New Orleans and KNOE Monroe, La., and W. H. Talbot, New Orleans attorney and part owner of KXL Houston. Mose Odum and Talbot are prom-

inent in Louisiana political affairs, as is former Congressman J. S. Sharkey Jr., one-time member of the House Inter-

state Commerce Committee, who has 10%. Herman Moyse, also a Baton Rouge attorney, owns 15%; W. C. Hatcher, president emeritus of Louisi-
a. State C., owns 5%; and Arnold W. Daspit, head of Louisiana's Dept. of Fish and Game Animals, owns 20% of KGBC Galveston—James W. Bradner, trading as Galveston Broadcasting Co., is licensee of the station, a new outlet which was on program tests at the time of the hearing in March and April 1947.

A corporation may be set up with others to accomplish the same in Bakersfield, Calif., by J. E. Rod-

man to Station Manager Paul R. Bartlett [BROADCASTING, June 7] was contrary to public interest, Kern County Broadcasters petitioned last week to withdraw its consent.

Kern County Broadcasters, an unsuccessful second bidder for the station under the Avco Rule govern-
ing applications, requested that the question of transfer to Mr. Bartlett or to itself be set for hearing by the Commission. The Kern County group, found finan-
cially unqualified by the Commission, is, controlled (90%) by Thomas B. Reese, associated with agricultural business interests, and Peter K. Ommigan, engineer-salesman (10%).

The petition contended Mr. Bartlett "is not financially qualified to purchase KERO for $25,000, in the light of his commitment to construct a television station for $91,000," and that Mr. Bartlett "will not be in a position to bring to the station at least the financial benefits of his alleged acquaintance with the needs of Bakersfield since the record shows that he will derive his main earnings as manager of KFRE Fresno, 100 miles north of Bakersfield, and presumably will spend most of his time there."

Clubs FCC Erred

Filed by Seymour Krieger of the Washington law firm of Court-

ney, Krieger & Jorgensen, attorneys for Kern County, the petition claimed FCC erred, under its du-

opacity rule, in approving a transfer to "one individual who will also be the general manager of another station serving substantially the entire service area of the station he will own." The petition also raised questions as to whether the sale to Mr. Bartlett "will in fact accomplish a complete divest-

ment by Mr. Rodman of his interest in KERO" as required by FCC as a condition to its approval of the transfer. KERO is a 250-w outlet on 1230 kc.

FCC RULES AND REGULATIONS

. . . Parts 1 to 64 now avail-

able. Complete set in binder, $21.00. Amendment service, $25.00. 1 yr. 15.00. Fulltime and 24-7.

13-Standards of Good Engi-

neering A.M-FM-Television

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

HARRY C. RAND CO.

1507 M ST., N. W.

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Rev. Smith Held Unfit

TBA Group to Prepare
Video Production Code

German Radio Set Drive
Of NAB Gets Under Way

WJAR-TV Affiliates

Herndon Named

WBKB Appointment

QUESTION:

ANSWER:

RESULT:

The new WASH-FM antenna—
more than 200 feet higher than
the top of the Washington
Monument.

National Reps:

FM REPS, INC.

"A Dillard Station"

Hudson Eldridge, Mgr.

July 5, 1948 • Page 63
San Francisco (Continued from page 27) edition in San Francisco, Mr. Murphy stated.

Upon request Mr. Murphy cited in an uncomplimentary manner why CBS wants television in San Francisco: To maintain competitive position with other networks through revenue aspects of owned-station operation and network development and operation; program origination, and because of advantages of economy and efficiency which integrated aerial and TV operation could provide.

To the query why CBS wanted to get into television networking, Mr. Murphy stated, "Because we think ultimately it is the form that television will take. We are in the network business, and we believe that television network ultimately will be profitable."

Extensive Competition

Asked by Carl Smith, Paramount counsel, if CBS recognized any economic conflict between sound broadcasting as engaged in today and television, which could exist in the future, Mr. Murphy stated he did to "the extent that there will be competition...for the advertisers, and in some cases for the advertisers."

He indicated it is the opinion of CBS that television has "a very marked impact on radio, and other forms of advertising which could provide the leisure time of people when television comes into the home. What we do not know is whether the high impact will be maintained." Details of the CBS plan for commercial color television operations were then reviewed and the witness qualified CBS moves to enter commercial black and white video after FCC denied the network's color proposals in March 1947. Mr. Murphy said the new application would be outside of which he could provide the leisure time of people when television comes into the home. What we do not know is whether the high impact will be maintained."

$350,000 Studios

Russell McCullough, director of construction and maintenance for Fox West Coast, related building plans and construction details. The San Francisco studios are to be constructed by subsidiary Fox Deluxe Theatres Inc. at a cost of $350,000 and leased to the video station. The Oakland studio would cost $45,000.

Charles P. Skoutras, president of the applicant, was cross-examined on overall policies. He testified he had no more importance on movies and television as video represented a field in which new techniques of entertainment will be worked out. He indicated it was his own opinion on movies do not lend themselves to video, although no research has been conducted in this matter.

Robin D. Compton of the Frank H. McIntosh consulting engineering organization concluded Thursday's session with relation of equipment and cost details.

Radio Protection Need Is Stressed

Vadeboncoeur Says N. Y. Bill Should Include Radio

DISCRIMINATION against legal protection for news sources of radio news men was condemned June 25 by E. R. Vadeboncoeur, vice president of WSTY Syracuse and chairman of the Committee of NAB. Mr. Vadeboncoeur testified before the Law Revisions Committee of the State of New York [Broadcasting, June 21]. He charged that an extremely unrealistic and unreasonable law which would protect the news sources of the newspaper man..."and would deny that protection to the sources of the radio news man."

Testimony was also given by a number of other witnesses including Michael Hanna, WHCU Ithaca, N. Y.

Mr. Vadeboncoeur reviewed the growth of radio news gathering on a state and national basis and pointed out the ever increasing reliance on radio and television as a result of subsequent growth in the number of radio news men. He said there are 25 radio reporters and editors covering the daily news in Albany and at morning and radio conferences in City Hall in Syracuse, there are often four radio reporters and one newspaper reporter. He said the confidence placed in radio news by the public, Mr. Vadeboncoeur quoted several paragraphs from the Second Study of Public Opinion conducted by the University of Illinois.

The increase in radio reporters employed by national news services was cited as were several important news beats made by radio men.

"Radio's place in the news field was not arrived at accidentally or by any coincidence," Mr. Vadeboncoeur said, "we are today the tell of the work done by NAB to promote high standards of radio news. He also read the report on newsmen's records of the NAB and told how it had been adopted by the radio industry.

As an example of the ever present work being done to bring better news to radio listeners, Mr. Vadeboncoeur told of the radio training now given to journalism teachers by the Council on Radio Journalism.

Discussion on the new developments in the industry, TV and facsimile, Mr. Vadeboncoeur said, "It is inevitable that radio news will become more and more important, that the already large army of radio news men will increase far beyond what we have today."

In summing up his request for protection of the radio news worker, Mr. Vadeboncoeur asked the committee "to specifically include in any such bill, radio news men, as well as newspaper men, and to specifically include any radio broadcasting station, including AM, FM, television or facsimile, as well as newspapers."
Yeah, but can he lift a sales curve?

For a bigger catch, see back page of insert.
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**EXPLANATORY NOTES**

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF RATES, AND IN SOME INSTANCES, STARTING TIMES. SUSTAINING AND PRODUCENT IN BROADCAST ON WEST COAST.

**ABC**

1:00-5:45 PM, WELT, NBC, New York, New York. This program is sponsored by the American Tobacco Company. In New York City, the show will be broadcast from the NBC Studios. On Sundays through Saturdays, Mondays will be broadcast from the NBC West Coast studios.

**CBS**

1:00-11:00 AM, New York, New York. The program is sponsored by the American Tobacco Company.

**MBS**

9:00-1:20 PM, Monday through Friday, NBC, New York, New York. The program is sponsored by the American Tobacco Company.

**NBC**

10:00-11:00 AM, New York, New York. The program is sponsored by the American Tobacco Company. In New York City, the show will be broadcast from the NBC Studios.
There are plenty of tall stories in circulation. But one that definitely is not tall is the fact that an advertiser's dollar spent on CBS delivers from 6 to 48% more listeners than on any other network in Radio. And as advertisers discover this story, they turn to CBS to lift their sales curves.*

*For details, write CBS, New York.

CBS — where 99 million people gather every week!
Per-Inquiry Pacts Hit by Pellegrin

BRISK protest against a per-inquiry contract submitted by Northwest Radio & Television, Colorado, was made last week by Frank E. Pellegrin, president of the new KSTL St. Louis.

Mr. Pellegrin sparked the NAB's campaign against this type of business from the time he joined the association early in the decade. Now in the operating end of the business, he feels the opposition is perhaps stronger than he framed while NAB director of broadcast advertising.

The per-inquiry proposition, he wrote Mr. R. E. Barring, Northwest official, does not conform to the standard radio advertising contract widely used by stations. Moreover, it would require a violation of every other KSTL contract, and extra time devoted to plugging the offers and basing of billing on direct sales rather than on broadcast time. Mr. Pellegrin wrote, the quantity of commercial copy clearly violates the NAB Standards of Practice.

Text of Mr. Pellegrin's letter to Mr. Barring follows:

... this is to inform you that KSTL does not wish to accept any of your advertising on a "guaranteed rate" basis. To do so would, in our opinion, completely nullify the ethics of good advertising practices.

The standard radio advertising contract, widely used by advertising agencies and radio stations throughout the country specifically states that "the contractor engages to pay the station the lowest rate made by the station for like broadcast, and that he will make his time during the life of this contract the station makes a lower rate... There shall be no secret rate, rebate, or agreement affecting rates...

In my opinion, every station that accepts your type of deal on a "guaranteed rate" basis, is devoting extra time to plugging your offers, or basing his billing on direct sales rather than on broadcast time. I am certain every other contract has it. We need sane and proper advertisers on those stations has cause for action. At the very least, I can justifiably complain on the grounds of questionable ethics.

Furthermore, the quantity of commercial copy you ask stations to produce is clearly in violation of the radio industry Standards of Practice. I think it is extremely regrettable that KSTL should be forced under your pressure to do something that is absolutely contrary to the interests of our associates. We are doing to you as you have done to us, and we can as easily write to you, as you have written to us, that a letter such as mine will cause you to change your method of operation, so far as I can say is that insofar as this particular radio station is concerned, we want none of it.

Canadian WAB Meet

AGENDA FOR annual meeting of Western (Canada) Assn. of Broadcasters, to be held at Saskatoon, Aug. 23-25, includes discussion and ratification of pre-meet format being developed by Canadian Assn. of Broadcasters and to go into effect Sept. 1; discussion of possible revision of WAB consti-
tution for pre-meet; and five for the WAB representative on CAB board; report from CAB, and progress report from Small Markets Committee of CAB. Convention will be under the chairmanship of M. Cairns, CFAC Calgary, presi-
dent of WAB.

Washington Broadcasters Hold Meeting at Olympia

MEMBERS of Washington State Assn. of Broadcasters reelected present officers and gave formal approval to Washington State Radio News Bureau during meeting in Olympia. They also had a brief meeting with President Truman who was in town during his western trip.

Reelected officers are H. J. Quill, KFTB Tacoma, president; Oliver Runchey, KOL Seattle, vice president; Robert Priebre, KRSC Seattle, secretary-treasurer; R. O. Dunning, KIYQ Spokane, and James Wallace, KPW Wenatchee, directors.

WELL-FM Opens

WELL-FM Battle Creek, Mich., started broadcasting June 30. Owned and operated by Federated Publications Inc., station is Federal 27, on 100.6 kw, with 45 kw. Over 2,000 people attended hour and a half opening program, station reports.

EDUCATED RADIO

DENVER U. STUDENTS Fill
Station Staffs

DENVER station managers could hold daily roll call for the U. of Denver students working full or part time for them. Twenty-six students—not counting Denver U. alumni—are on the staffs of the six commercial stations in Denver. The majority are experienced radio men and women who are studying such subjects as law, journalism and accounting in their off-duty hours.

Many, however, are studying radio at Denver U., which now offers a stepped-up program of radio and television education. Director R. Russell Porter and Professors Albert Williamson and Burton Harrison coordinate class work with the needs of Denver radio. Studies are patterned after that and operating procedure in local stations.

NEW AM-FM STATION DEDICATED IN MOBILE

WABB and WABB-FM Mobile, Ala., began broadcasting operations June 19. Stations are owned and operated by Mobile Register with WABB on 1490 kc with 5 kw and WABB-FM on Channel 300, 107.9 mc, with 50 kw. Both operations are full time and affiliated with MBS.

Participants on the opening program included Mayor Charles Baunhauer; the Most Reverend T. J. Toolen, Catholic Bishop of the Mobile diocese, and labor and civic leaders.

Studios are located in the Press Register Building and the transmitter and four-tower array are at Eight Mile, Ala. Western Electric equipment is in use throughout.

Station personnel includes R. K. Mandler, publisher of The Mobile Press Register, president; William J. Hearin Jr., executive vice president and general manager; Anthony Leighton, program director; William Murphee, chief engineer; Carroll Gardner, sales director; Starr Smith, news di-

rector; Jack Bitterman, sports director, and Helen Leighton, women's director.

Special WABB and WABB-FM section was printed day before opening in The Mobile Press Register.

MISSOURI RADIOMEN SET UP ASSOCIATION

MISSOURI Broadcasters Assn. was formed June 25 at Columbia, Mo., by some 25 station representa-
tives. Officers were elected by the group, with all but one of the 40 stations in the state expected to join prior to the first annual meeting. This session will be held Aug. 16-17 in the city just before the NAB District 10-12 area meeting Aug. 16-17 at the Muehlebach Hotel, Kansas City.

E. K. Hartenbauer, KCMA Kan-
sas City, was elected association president. Other officers are:
Wayne W. Cribb, KTHO Hanni-
bal, vice president; Guy Runnion, KXXL St. Louis, secretary-treas-
urer. Serving as board members, in addition to the officers, are Lloyd C. Kinney, KDMO Kar-
dale; Jack Elrod, K(alay) KFRU Colum-
bia; Robert K. Neaves, WPM West Plains; Sam Burk, KIRK Kirksville.

Articles of incorporation and by-laws were adopted by the association.

Announce Opening

PLANS for opening of WXYZ-TV Detroit for October were announced by station execu-
tives last week. WXYZ-TV is owned and operated by ABC and will be city's second TV outlet. Station will be owned and operated by other persons.

Talented Cheeta

SOME TALENTS come handy at times. Take Cheeta, the little white Norwich terrier belonging to Allan Dale, general manager of KURV Edinburg, Tex. Cheeta's talent is harmonizing with you on "Art's Sunny Days."" Well, the other day Cheeta got lost.

The next morning Stuart Graymount, who does the KURV morning show with his wife, did a description of the dog and then went into the song. In a few hours the man who found Cheeta had heard the song through the program and her beautiful harmonizing on the song.

On All Accounts

(Continued from page 16)

finally head of production.

Mr. Sheehan subsequently left WGY to become station manager of General Electric's shortwave stations WGEA and WGEQ, to develop their international broadcasting activities. But he returned, and managed GE's WFGM Schenectady, the first full sta-
tion in the country. A pioneer in television, for many years he acted as advisor and consultant to GE's television station WRGB Schenec-
tady. For the GE motion picture division, he participated in planning, writing and editing of films.

During the war, Mr. Sheehan was loaned by GE to the OWI, where he was responsible for the planning, design, installation and operation of all radio and commu-
nications facilities necessary to the functioning of OWI, Armed Forces Radio Service and the Of-

fice of Inter-American Affairs.

In his present capacity with the Burlington, Mr. Sheehan is also responsible for the supervision of such radio accounts as Tontimbers (sponsors of a half hour show on MBS) Paramount Pictures, Welch's Products, Eska
d Pie and a major television account, Du Mont.

The Sheehans—she is the former Grace Meenan—have been mar-
ried since January 1946. They have one son, John Jr., 8 months old. The family lives in Manhattan.

Mr. Sheehan's hobbies are all sentimental touchstones to his earlier days and include an ex-
pert interest in baseball and football. He still sings and plays the violin, the latter, he confesses, with less acknowledgment to Jascha Helftis than to Jack Benny.

WEAS Decatur, Ga., has received a prize from youthful members of "Magnolia Mattinee Club of the Air." an all colored group who present their own program over WEAS Saturday after noon.

July 5, 1948 • Page 65
G. T. C. FRY, Eastern sales manager for ABC since 1946, has been promoted to director of CBS Radio Sales. Mr. Fry has appointed CHARLES AYRES, ABC account executive, as Eastern Radio Sales Manager.

PAUL M. ELLIOTT, manager of sales and advertising for KNX during ten years, has been named director of sales and advertising for KMJS, Los Angeles, succeeding JOHN FORD, who has joined MBS.

W. C. WOOD, Jr., has been named sales representative in New York City and along the Eastern Seaboard. Mr. Wood has been sales manager for the Los Angeles office of WBNH, Cleveland and its affiliate WCNX.

Mr. Wood will work in the New York office of MBS and will report to J. H. STOVIN, president of MBS.

Mr. Wood is a graduate of Ohio State University and has been associated with MBS since 1947.

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John Studebaker Quits Government

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education, resigned July 1 to become vice president and chairman of the editorial board of Scholastic Magazines. In notifying President Truman of his resignation, he said he was leaving the federal post after 14 years because "along with many other men, the time has now come when I can no longer afford to remain in the government."

Dr. Studebaker was radio-minded throughout his 14 years of service in the office. He was a sponsor of the Joint Voice of Democracy contest and was active in the three annual National Radio Week celebrations.

Recently he has been a moving factor in the Joint Committee on Standards for School Audio Equipment, sponsored by Radio Mfrs. Assn.

Before entering the federal post he was superintendent of schools in Des Moines, having served 14 years. During the war he organized the National defense training program in engineering colleges and vocational schools as well as in rural areas. He was responsible for many advance techniques in education.

Dr. Studebaker is president and 65% owner of KSON and KWMF (FM) San Diego. His son, John Gordon Studebaker, is 19% owner of the stations and serves as executive director. They recently sold a 12 2/3% interest to C. Frederic Rabell, general manager [BROADCASTING, June 28].

Starting in 1936, Dr. Studebaker directed development of a series of educational programs for which special funds were granted. They included Let Freedom Ring, The World in Yours, Americans All, Immigrants All and Brave New World. He spearheaded the effort to provide 20 FM channels in the 88-84 mc band for educational stations.

RCA Sees 100,000 TV Sets In Conn. by Mid-1949

A PREDICTION that Connecticut will have 100,000 television receivers by mid-1949 was made by RCA Victor distributors following an intense sales campaign in New Haven, Hartford, Waterbury and Bridgeport, Conn.

L. K. Roth, president of Radio and Appliance Distributors Inc., RCA Victor distributors serving Southern New England, also predicted that Connecticut will eventually have the highest number of sets per capita, due to the state's proximity to a large number of video stations.

MEMO to CARLOS FRANCO—Young & Rubicam

WCKY's local production, "The Fountain Speaks", won the Billboard 1st Honorable Mention for 1948 local program competition. The "Fountain Speaks" is available for a discriminating advertiser desiring a program close to the heart of Cincinnati.

50,000 WATTS OF SELLING POWER

BROADCASTING • Telesciding

ON THE AIR EVERYWHERE 24 HOURS A DAY

MEMO to CARLOS FRANCO—Young & Rubicam

WCKY's local production, "The Fountain Speaks", won the Billboard 1st Honorable Mention for 1948 local program competition. The "Fountain Speaks" is available for a discriminating advertiser desiring a program close to the heart of Cincinnati.

50,000 WATTS OF SELLING POWER

BROADCASTING • Telesciding

ON THE AIR EVERYWHERE 24 HOURS A DAY
June 25 Decisions...

**Actions on Motions**

(By Commissioner Sterling)

KWTO Springfield, Mo.—Granted petition for continuance of hearing scheduled for June 28 to Aug. 11 at Washington. 

Summit Radio Corp. and Allen T. Simmons, Akron, Ohio.—Denied joint petition for indefinite continuance of TV hearing scheduled July 12, pending termination of investigation in Dockets 8975 and 8976. 

Chanteau Best Co., Chunate, Kan.—Granted petition to accept late appearance in re its application in Docket 8909. 

Alienex Best Co., Pittsburgh.—Granted petition for leave to amend TV application to show increase in applicant’s authorized construction costs, to show addition of Carl H. Reed as vice president, etc. 

Hanover Best Co. Inc., Hanover, Pa.—Passed over petition to dismiss application. 

Pacific States Radio Engineering, Pittsburgh, Calif.—Granted petition for leave to amend application to show receipt of final liens and mechanics’ lien paid, etc. 

United Best Co., Pittsburgh.—Granted petition for leave to amend TV application to show changes in estimated construction costs, etc. 

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**Service Directory**

**FREQUENCY MEASURING SERVICE**

Exact Measurements at any time.

RCA COMMUNICATIONS, INC.

94 Broad Street, New York 4, N. Y.

**TOWER SALES & ERECTING CO.**

Radio Towers

Erection, lighting, painting & Ground Systems

6100 N. E. Columbus Blvd.
Portland 11, Oregon

C. H. Fisher, Agent Phone TR 7303

**GEOGE P. ADAIR**

Radio Engineering Consultants

Executive 3831

3831 M STREET, N. W.

Executive 1230

WASHINGTON 6, D. C.

**RADIO TOWERS**

Ground Systems & Fa Antennas ERECTED, PAINTED & SERVICED

Advance Radio Tower Construction

4614 S. Compo Ave, Adams 3-4197

Los Angeles 11, Calif.

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**LEE E. BAKER**

CONSULTING RADIO ENGINEER

FRITZ BAUER, Associate

826-38 Lanlers Blvd.—Ph. 3621

SPRINGFIELD, MISSOURI

---

**ARCHER S. TAYLOR**

Consulting Radio Engineer

BOX 1479

MISSOULA, MONTANA

PHONE 8562

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**H. K. RHODES**

Painting & Decorating Co.

Specializing in Painting Radio Antennas Total Color Treatment

Roaring Spring, Pa.

Phone 27-J

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**June 25 to July 1.**

CP-construction permit

DA-directional antenna

ERP-effective radiated power

ST-studio-transmitter

sync, amp, synchronous amplifier

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Heardt Radio Inc., Milwaukee.—Granted petition for leave to amend TV application to make changes in proposed anc. station to apply 40 kw N and D power in lieu of 28 kw N and D, etc. 

Community Best Co., Allquippa, Pa.—Denied petition for leave to amend its application to specify 1050 kw in lieu of 900 kw, etc. and to remove from hearing docket. 

North Shore Best Co., Inc., Evans- 

Ill.,—Granted petition for leave to amend FM application to submit revised construction costs, and make changes in anc. system. 

Lake Shore Best Co. et al, Chicago—Continued to Dept. 7 at Chicago hearing presently scheduled for July 8 in re FM applicants for Chicago and Evanston. 

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United Detroit Theatres Corp., Detroit.—Granted petition to amend TV application to add amendment be applied to, etc. 

Capital City Best Co., Milwaukee.—Denied petition for leave to amend TV application to change name of applicant to Majestic Best Co., and increase in total number of authorized shares of stock. 

RCA Radio Engineering, Calif.—Granted petition to intervene in hearing on application of The Maxwell Best Co. 

KTOW Oklahoma City.—Granted petition for leave to amend FM application to specify 500 kw 1 kw un. in lieu of 1600 kw 1 un., etc. Amendment was accepted and application removed from hearing on completion date. 

United Nations Best Co., San Francisco, Calif.—Grant petition to accept its late appearance in re its application. 

Charles Wilbur Lamar Jr., Morgan City, La.—Granted petition for continuance of hearing scheduled June 30 in re Docket 8326, and hearing was continued indefinitely. 

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**June 25 Applications...**

**ACCEPTED FOR FILING**

Assignment of Licenses

WFUN Huntsville, Ala.—Voluntary assign- ment of license from Allen Mickle, John Garrison, Joe S. Potter Jr. d/b a/s Huntstone Best Co. to Huntstone Best Co. 

Assignment of CP

KSTN Stockton, Calif.—Voluntary assign- ment of CP from A. Wright Newton, W. H. Wood, N. John Anton and Charles F. Green, partnership d/b San Joaquin Best Co. to Dr. Harry Montgomery, Knox LaBlue, N. John Anthony and A. Dwight Newton, partnership d/b a/s San Joaquin Best Co. 

AM—1200 kw

L. C. Harrison tr/a Lawrence Best Co. 

250 w un., etc. Amendment was accepted and amendment removed from hearing on completion date. 

Transfer of Control

WMOA Marietta, Ohio—Voluntary transfer of control of licensee corporation to Howard W. Schenfeld, Mildred Schenfeld and William G. Walls. 

AM—1200 kw 

Vinitia Best Co., Vinitia, Okla.—CP new station application 1240 kw 250 w un. 

AM—1940 kw. 

James Madison Best Co., Orange, Va.—CP new standard station 1340 kw 250 w un. 

Modification of CP

KERN-FM Bakersfield, Calif.—Mod. CP new FM station to change ERP from 5.2 kw to 9.8 kw, increase ant. height above average terrain to 242 ft. 

AM—1401 mc 

Mohawk Best Co., Mason City, Iowa—CP new FM station 9410 B, Class B on Channel 281, 941 mc ERP 1.15 kw and ant. height above average terrain 314 ft. 

Modification of CP

WGTB Boston—Mod. CP new FM station to change station identification. 

WHAI-FM Greenfield, Mass.—Same. 

WLMH-FM Joplin, Mo.—Mod. CP new FM station to decrease ERP from 140 kw to 73.8 kw. 

License for CP

WPAE-FM Fertleme Hill, Ohio.—License to cover CP new FM station. 

Modification of CP

WKJF Pittsburgh—Mod. CP new FM station to extend station completion date. 

License for CP

KPRC-FM Houston, Tex.—License to cover CP new FM station. 

AM—1282 mc

WPTF Radio Co., Raleigh, N. C.—CP new commercial television station on Channel 5, 78-82 mc, ERP via. 11.6 kw, 3.6 kw w. 

TENDEDERED FOR FILING

TV—186-192 mc


AM—210-216 mc

Central Pa. Corp., Williamsport, Pa.—CP new commercial television station on Channel 210, ERP via. 5.94 kw, aur. 1.82 kw. 

Assignment of CP

KDAC Fort Bragg, Calif.—Consent to assignment of CP to Tony R. Amaranite, James Farrell and Edward Martz, partnership d/b a/s Mendocino Coast Best Co. 

Assignment of License

WRUD Morristville, Pa.—Consent to assignment of license to Morristville Best Co. 

June 28 Decisions...

By the Commission

Adopted order to abrogate special temporary authorizations in connection with standard station operations effective Aug. 18. (See story this issue.)

June 28 Applications...

**ACCEPTED FOR FILING**

License for CP

WABB Mobile, Ala.—License to cover CP new standard station. 

Modification of CP

KCKY Coolidge, Ariz.—Mod. CP new standard station for extension of completion date. 

KFSF San Diego, Calif.—Mod. CP increase power etc. for extension of completion date. 

Assignment of License

WTOP Washington, D. C.—Voluntary assignment of license from Columbia Best Co. Inc. to WTQO Inc. 

Assignment of License

WMIX Mt. Vernon, Ill.—Voluntary transfer of control of licensee corporation to Miss Eleanor R. Mitchell. 

License for CP

KXIC Iowa City, Iowa.—License to cover CP new standard station. 

KWKH Hutchinson, Kan.—CP change frequency from 1190 to 1260 kw, change and hours from 1 kw-D to 1 kw-D and install DA-N. 

Modification of CP

KTSB Shreveport, La.—Mod. CP change frequency, increase power, etc. for extension of completion date. 

License for CP

WRMS Wase, Mass.—License to cover CP new standard station. 

Assignment of License

WKOZ Kosciusko, Miss.—Voluntary assignment of license from James W. Arendale Sr. to James W. Arendale Jr. and Baahakel, partnership d/b a/s Kosciusko Best Co. to Cy N. Schakel. 

Assignment of License

WONO Oneonta, N. Y.—Mod. CP new standard station to change frequency from 1110 to 900 kw, change and hours from town to 1 kw-D and install DA-N. 

Modification of CP

WONO Oneonta, N. Y.—Mod. CP new standard station to change frequency from 1110 to 900 kw, change and hours from town to 1 kw-D and install DA-N. 

Assignment of License

WNFC Oneonta, N. Y.—Voluntary as- signment of license from John Naak and Joanne May Levko, partnership d/b a/s Oneonta Best Co. to Vaughn Baragoss Best Co., partnership composed of John Naak and Joanne May Levko. 

Assignment of License

WNNC Newton, N. C.—License to cover CP new standard station. 

Modification of CP

WGMT Williamsport, Pa.—Mod. CP change frequency increase power etc. for extension of completion date. 

AM—1420 kw

Chester County Best Co., Coatesville, Pa.—License to cover CP new standard station 1262 kw 1 kw-D and install DA-N. 

Assignment of License

WNWR Norristown, Pa.—Voluntary assign- ment of license from Rahall Best Co. Inc. to Norristown Best Co. Inc. 

License for CP

WNYW York, N. Y.—License to cover CP

(Continued on page 70)
**FCC Actions (Continued from page 68)**

**Applications Cont.:**

CP new standard station.
WXRF Guayama, P. R.—Same.
KWWC Abilene, Tex.—Same.

**Modification of CP**

KMAC San Antonio, Tex.—Mod. CP change frequency, increase power, etc. for directional antennas.
WKCO Los Angeles, Calif.—Mod. CP increase antennas, change frequency, increase power, etc.

**Modification of License**

WBEU Beloit, Wis.—Modified license to increase power from 500 w to 1 kw.
License for CP

KVLS Rock Springs, Wyo.—License to change frequency, increase power, etc.

**Modification of CP**

WAHB-FM Mobile, Ala.—Mod. CP new FM station, to change frequency from 107.5 to 105.1 mc.

KFMV Los Angeles, Mod. CP new FM station to specify studio location, increase ERP from 33 kw to 14,355 kw, increase antenna height above average terrain to 564 ft., increase overall height above ground to 241 ft. (AMENDED) to change ERP to 20 kw.

**Assignment of CP**


WMLJ Milwaukee—Voluntary assignment of CP from Myles H. Johns to Majestic Bestg. Co.

**APPLICATION DISMISSED**

FM—Unassigned
Liberty Bestg. Inc., Grand Rapids, Mich.—CP new FM station (Class B) on 96.5 mc for purpose to be assigned by FCC. ERP 254.1 kw. DISMISSED June 22.

**TENDERED FOR FILING**

FM—100.7 mc

KVYC The Voice of Ventura County, Ventura, Calif.—CP new FM station on 100.7 mc, Channel 264, ERP 12.59 kw.

TV—210-218 mc

WRAK Inc., Williamsport, Pa.—CP new commercial telecasting station on Channel 13, 210-218 mc, ERP Wts. 3.13 kw, Ayr. 1.37 kw.

**Assignment of License**

KCMJ Palm Springs, Calif.—Consent to assignment of license to Palm Springs Bestg. Co.

AM—1450 kc

Assignment of License


June 29 Decisions

**DOCKET CASE ACTIONS**

**Petition Denied**

The Commission announced memorandum opinion and order denying demerits of petition of Olson Bestg. and Mrs. W. J. Virgin for reconsideration or rehearing against Commission's decision of Oct. 10, 1947, denying petitioners' application for assignment of license and transfer of ownership of KMKD Medford, Ore., and of CP for FM station at Medford, and granting competing application of Medford Radio Corp. Commissioner Jones issued dissenting opinion.

AM—1540 kc

Announced proposed decision looking towards following:

(1) To accept for filing and to grant petition of Bayou Bestg. Co. Inc. to amend application to specify 50 kw-D. 10 kw-N. DA-N. on 1540 kc at Baton Rogue.

(2) To grant request of Joseph Higgins Bestg. Co., Waterloo, Iowa, to dismiss their prejudiced petition for continuation of exclusive nighttime assignment on 1540 kc for KZSL Waterloo.

(3) To grant application of Louisiana Bestg. Co. for new station, New Orleans, on 1540 kc 50 kw-D. 25 kw-N. DA-N. or DA-N. or DA-D. (AMENDED) to change station to 1530 kc.

(4) To deny conflicting application of Bayou Bestg. Co. Inc. for assignment at Baton Rouge, La., on 1540 kc 50 kw-D. 15 kw-N. to The Gallo-

ton Bestg. Co. to change power of KZGB Galveston, Tex., from 1 kw-D to 15 kw-D.

(Commissions Hyde and Jones dis-

sented and voted for grant of applica-


AM—890 kc

Adopted order directing Commission

Durr to issue initial decision in matter of Independent Bestg. Co., Bloomington, Ill., vs. Knoxville, Tenn. Commissioner Durr's initial decision looks towards denial of application of Independent Bestg. Co. Inc. for license to cover, for new exp. television relay station.

FM—49 MHz

Modification of Assignment 2,835 new FM station to cover, for new exp. television relay station.

WBES Cleveland Heights, Ohio.—Granting license to cover, for new exp. television relay station.

WBEE Newark, Pa.—Granted license to cover, for new exp. television relay station.

WLSR Cleveland Heights, Ohio.—Granting license to cover, for new exp. television relay station.

WVTX Lancaster, Pa.—Granted mod. CP to change and expand on studio and transmit power from 25 to 10 kw.

WVDA-AM-Arlington, Ariz.—Granted extension of completion dates as indicated:


WBGB-FM—Mobile, Ala.—1500 kc 15 kw-D.

WJBC-FM—Beloit, Wis.—50 kw-D.

WJBS-FM—Norristown, Pa.—Granted new license for new station.

**AIRWAVE CHECK**

**RADIO**

AM—

WMJG Philadelphia, Pa.—Granted extension of license to change power from 10 kw to 7 kw.

KLTI Longview, Tex.—Granted mod. renewal to change studio location of FM station.

WEFL-FM—Benton, Ky.—Granted new license for completion date to 5-1-48.

WBTG Bridgeport, Conn.—Granted

mod. CP to specify trans. site, type trans. and to specify ant. system.

The Voice of the Orange Empire Inc. Ltd., Area Santa Ana, Calif.—Granted CP new portable-mobile remote pickup station.

WFXJ New York—Granted mod. CP for extension of completion date to 8-31-48.

WXEL Royal Oak, Mich.—Granted new license to cover, for new exp. FM trans. and change in trans. location.

WDMJ Marquette, Mich.—Granted new license to install vertical antenna and change in trans. location.

WWBE Pittsfield, Mass.—Granted license for commuting FM ant. on AM tower.

WXTN Denver—Granted license new station 590 kc 1 kw-D.

WXXL Dahlart, Tenn.—Granted license for new station 560 kc 1 kw-D and to specify studio location.

The Yankee Network Inc., Area Bos-

ton—Planned AM license to cover, for new exp. television relay station.

WSRS Cleveland Heights, Ohio.—Granting extension of completion dates as indicated:

WJBS-FM—New station 500 kw D.

**FM**

The Yankee Network Inc., Area Bos-


to.

**Longhorn**

WMIL Milwaukee—Granting license for new station 500 kw D.

WBEL Bloomington, Ind., to change studio location on program tests since July 11, 1947, Commissioner Durr recommends it be granted temporary to cover, for new exp. television relay station.

BY THE COMMISSION

Assignment of License

WGGI Wilmington, N. C.—Granted extension of license for WGGI to New Hanover Bestg. Co. for total consideration of $5,000.

Extension of License

WFHN Alpine, N. J.—Granted extension of license for FM station on temporary basis to Sept. 7.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

WNYC-FM New York—Granted extension of license for FM station on temporary basis to Sept. 1.

BY THE SECRETARY

The Daily Record Co., Area Ontario, Calif.—Granted CP remote pickup station.

WWMJ Philadelphia—Granted mod.

SSA to change type trans.

KLLI Longview, Tex.—Granted mod. CP to change studio location of FM station.

WEFL-FM—Benton, Ky.—Granted new license for completion date to 5-1-48.

WBTG Bridgeport, Conn.—Granted...
WBIG Commed

LARGEST Negro paper in South, Journal and Guide, featured article carried June 23 commending WBIG Greensboro, N.C., on work done to help Negroes. Regional planning programs from Negro schools were pointed out, and also helped give three students at A and T College (N.C.) through work on WBIG truck farm.

Modification of CP

WNVY-FM Annapolis, Md.—Mod. CP new FM station for extension of completion date.

WPOE Elizabeth, N. J.—Same.

WBCA Schenectady, N. Y.—Same.

WCLY-FM Columbus, Ohio—Same.

WIMA-FM Lima, Ohio—Same.

WCDJ-FM Dubois, Pa.—Same.

WCAL-FM Philadelphia — Mod. CP changes in FM station to change ERP from 10 kw to 11 kw, height above average terrain to 627 ft. Washington D.C., Tenn.—Mod. CP new FM station for extension of completion date.

WAPQ-FM Chattanooina, Tenn.—Same.

TV-66-72 mc

Tampa Times Co., Riverside, Calif.—CP new commercial television station Channel 9, 16.3-186 mc, ERP vis. 19.0 kw, aug. 0.5 kw unii.

TV-186-192 mc

Corning Leader Inc., Corning, N. Y.—CP new commercial television station Channel 9, 16.3-186 mc, ERP vis. 2.05 kw, aug. 0.56 kw unii.

Modification of CP

WBT-TV Charlotte, N. C.—Mod. CP new commercial television station Channel 9, 16.3-186 mc, ERP vis. 120 kw, aug. 2.86 kw.

TV-186-192 mc

Twentieth Century-Fox of Missouri Inc., Kansas City, Mo.—CP new commercial television station Channel 9, 16.3-186 mc, ERP vis. 27.5 kw, aug. 15.7 kw.

TV-210-214 mc

Meadville Bects. Services Inc., Meadville, Pa.—CP new commercial television station Channel 13, 210-214 mc, ERP vis. 3.5 kw, aug. 1.23 kw.

TV-174-180 mc

Salt Lake City Bects. Co., Inc., Salt Lake City—CP new commercial television station Channel 7, 174-180 mc, ERP vis. 50 kw, aug. 25.4 kw.

Modification of CP

KQEW Grovelia, Calif.—Mod. CP new station for extension of completion date.

AM—1450 kc


AM—870 kc

DeKalb Bects. Co., Decatur, Ga.—CP new standard station 1500 kw, N 45 W 15 DA-N, AMENDED to change frequency to 1570 kw, power to 1 kw D with non-DA, hours to D.

Modification of CP

KYNC Carson City, Nev.—Mod. CP new standard station for extension of completion date.

Modification of License

KPOJ Portland, Ore.—Mod. license to change name of license to Pacific Station from KALE Inc. to KPOJ Inc.

Modification of CP

KCLA-FM Sacramento, Calif.—Mod. CP new FM station for extension of completion date.

WFRO-AM Herrin, Ill.—Same.

WQDI Quincy, Ill.—Same.

WNAO-FM Raleigh, N. C.—Same.

License for CP

WMOH-FM Hamilton, Ohio—License to cover CP new FM station.

FM—102.1 mc

WFLM-FM Philadelphia, Pa.—CP change ERP to 15 kw, change height above average terrain to 351 ft, and make changes in ant. system.

Modification of CP

KISS San Antonio, Tex.—Mod. CP new FM station for extension of completion date.

WJAI Meganown, W. Va.—Same.

WTG Washington, D. C.—Mod. CP new commercial television station Channel 7, 174-180 mc, ERP vis. 30.5 kw, aug. 15.0 kw.

Modification of License

WAMS Wilmington, Del.—Mod. License increased authorized D operating hours on 1380 kc.

Assignment of License

WMTW Portland, Me.—Assignment to license to Radio Enterprise Inc.

WAAW Worcester, Mass.—Same.

AM—1220 kc


AM—1050 kc


APPLICATION RETURNED

Transfer of Control

KVYV Twin Falls, Idaho—Voluntary transfer of control of license corporation from Charles S. Crabtree to Franklin V. Cox. RENEWAL.

(Continued on page 81)
RCA covers the field

RCA has the most complete and up-to-date line of tubes in the broadcast field.

RCA's years of experience in tube research and development have resulted in new and improved types for AM, FM, and TV broadcasting... tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality, performance, and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That's why experienced broadcasters buy RCA tubes.

For your convenience, RCA tubes are now available from your local RCA Tube Distributor or directly from RCA. For information on any RCA tube, write RCA, Commercial Engineering, Section GP 36, Harrison, N.J.

The world's most modern tube plant...

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THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N.J.
On The Nose
IN ABC's rating contest based on picking the Hoopering of the June 25 Lou Walcott fight, the first five winners called the Hooper right on the nose (99.3). They were: Douglas S. Parker, Ward TV & Radio Co., Philadelphia; Charles T. Lynch, WFGF Kalamazoo, Mich.; Harold M. Schmeck, BBDO New York; D. R. Parman, Ted Bates Inc., and Margaret Graham, ABC assistant contract supervisor in the New York sales service department. All were awarded green curve wristwatches.

MARYLAND RADIO MEN FIGHT PROPOSED LAW
STATEWIDE committee to fight proposed Maryland restrictions on reporting of crime news by radio stations and television stations, was formed last week by the Maryland State, Prince Georges and Montgomery County Press Associations.

The broadcast and print media groups drafting the proposed rules contend the restrictions violate rights of free speech, press rights and of citizens. A protest was sent to the Commission of the Maryland Bar Assn.

Florida FM Relay
THE FLORIDA Assn. of Broadcasters, meeting in Orlando June 19-20, witnessed the first FM radio relay network established in the state. Stations involved in the 100-mile relay path were WHOO-FM Orlando and WNB-FM Daytona.

Radio Engineering Laboratory FM relay receiving equipment was used.

FIGHT HOOPERING HITS HIGHEST PEAK
THE HIGHEST Hoopering ever recorded for either radio or television was scored by Joe Louis, with the inconsiderable assistance of Jersey Joe Walcott, in the NBC television broadcast of the champion's last fight, it was announced yesterday.

C. E. Hooper Inc. in a special survey of the New York television audience the night of the fight, June 25, turned up a rating of 88.8 or 77 higher than the previous record, a 79 earned by the last President Roosevelt in his war message broadcast Dec. 7, 1941, on all major networks and most independent radio stations.

The Messers. Louis and Walcott also scored heavily in their radio audience June 25. The fight broadcast carried by ABC got a 69.3 Hoopering. Mr. Louis, an old hand at battering records as well as opponents, set the highest Hoopering for a commercial radio broadcast June 14, 1946, when he knocked out Billy Conn. That night his Hoopering was 67.8.

The latest Louis performance on television set other records in addition to his 88.6 rating, which according to C. E. Hooper Inc. meant that 86.6% of New York television homes were looking, 85.9% of the New York television sets were in use and 11.5% of the audience was tuned for radio or television. Of the "combination of those looking and listening," 99.7% were tuned to WMNY New York, NBC's station which carried the fight, although three television and all radio stations were operating in New York at that time, and an average of 12 persons per set were looking at NBC. Seven of every 10 white men, 4 were women and one was a child.

NBC estimated that the television audience in the seven cities where the fight was telecast totalled 6,000,000. ABC guessed its nationwide AM audience at 66,000,000.

Both radio and television broadcast of the fight were sponsored by Gillette Safety Razor Co., through Maxon Inc., New York.

IT'S A HABIT!
For 24 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in TOPEKA

Page 74 • July 5, 1948
COVERAGE of Republican National Convention was aired by WGST Atlanta, from the city's Department Store, which sponsored the broadcast. WGST announces that the broadcast will begin June 23 and continue through June 26, with a break on June 24, during which time a large number of large crowds will be filled in the store's window. WGST's plans call for five days of continuous coverage of the Democratic Convention at the store.

Sweet Spray

DEIGHTFULL! aroma fills the air at WDRC Hartford, Conn., these days as "de-smoke" (!) feature of the "Sing Along By Radio" program. Daily show is based on quiz and giveaway format. Each woman guest on show is given a spray of Chanel No. 5 just before she goes to microphones, much to delight of participants and studio audience.

Recall it and Win!

TEN-YEAR ban on alcoholic beverages was lifted by KWK St. Louis July 28 when it introduced "Recall it and Win." Program aired six times weekly for 55 minutes, features tunes that are at least ten years old. Old phonograph records and a piano player are used. Tom Daley, m.e., makes phone calls to area, if found, where the local "hit," vocalist or band for cash. Master Mystery dating time also provides eady initial first tune, a chance at identification of musical performance. Cash giveaway increases each time number is identified.

ORDINATION of Rev. John J. Brown, first Indian ever to become a priest, was held at the Cathedral by the PFT recently. Many dignitaries of the Catholic Church attended the ceremony at St. Ignatius. Most Program was said to be affiliated 25 million.

Animated Commercials

REAL, LIVE, moving chorus boys—serving as "personal animation" contrived by Productions for Television Inc., New York video producer. Film series has been prepared to introduce a more professional punch to commercial line. Seven men, all in costumes, will be seen in room, with Stuarts, singing and dancing to identifying jingle. Store window dummy comes to life in first commercial, with his head, arms, and shoulders moving, in that of place dummy stand, and man is complete, graceful and "on the go" as "Stuarts' clothes are designed on living worlds." Film ends with shots of color store window. Indian affected by summer heat. When he is taken to Stuarts store where he becomes, two individuals, light, weight tropical. At this point identical "Stuart" appears appearing in store. P.A. also has been appointed television representative for Maccall Co., advertising agency, on behalf of its clients.

Friendship Street

RECOGNITION of acts of kindness reported each week, together with a copy of the report, is received engraved in the desk of "Friendship Street." Silver dollar, plus one's supply of Friendship House greeting cards is included with the invitation. Every four weeks, best of entries is selected for an additional award, with $50 award for person sending in deed of kindness. "Friendship Street" is the permanent replacement show heard 5-30-6:30 p.m.

Traffic Safety

TRAFFIC "a tiny program" Homer K. Shepard, will return to air by popular demand on WFAA Dallas, station reporting on traffic safety events and the use of pedestrian replacement shows heard 5-30-6:30 p.m.

Self Sponsorship

TIME CAPSULE (FM) New York has been bought by a group of New York area actors who in the tradition of their profession are sponsoring themselves in a weekly series of broadcasts as public demonstration of their talent. Known as FM Reporters Group, it is heard on WOYU Tues., 6-10:30 p.m. Scripts are written by a group of members of the group, with direction by Joe Dawson, m.c., and Walter Weck, m.c., who are also directors of the show.

Summer Operas

SIX OPERAS, as presented by Cincln. Opera in Cincinnati, are featured in "Summer Operas," a weekly program presented on WCFW. Each of the six operas presented will be featured in a series of broadcasts as public demonstration of the talent of the group. Known as FM Reporters Group, it is heard on WOYU Tues., 6-10:30 p.m. Scripts are written by a group of members of the group, with direction by Joe Dawson, m.c., and Walter Weck, m.c., who are also directors of the show.

UN on TV


Free New York Trip

FREE trip to New York is being given away by WPTV. "Free New York Trip" is a weekly program of the station. Contestants are to write letter of not over 200 words on, "How I would spend a vacation in New York." Winners will be announced.

Free New York Trip

FREE trip to New York is being given away by WPTV. "Free New York Trip" is a weekly program of the station. Contestants are to write letter of not over 200 words on, "How I would spend a vacation in New York." Winners will be announced.

What's On Your Mind?

"WHAT'S ON YOUR MIND?" is a daily program on KGW Stockton, Calif. Program is presented in cooperation with Stock- ton State Hospital, program features educational programs, presented by staff. Program is syndicated in cooperation with Dr. R. W. Toller, medical director and superintendent of the hospital.

Women in Sports

NORTH AMERICAN Video Productions Inc., New York, produces special sports features covering famous boxing and football. A weekly program, "It's a Woman's World," produced in cooperation with the National Women's Board, has been produced. Program will be broadcast on WNYC-FM and is scheduled to air on most major radio stations.

DOWN WHERE THE RIO FLORS

COWBOY COUNTRY

RAVCA Victor 20-2961

ODEUM Rodeo

QUEEN of Second Annual Santa Fe Trail Rodeo was announced as broadcast of "Saturday Night Kansas Round-Up," on WIBW. Ben Ludy, WIBW general manager, received valuable program from Bill "Hopalong Cassidy" Boyd in Hollywood announcing his selection from nine finalists. Winner released for Queen of the Rodeo Round-Up Club.

DeMille Enters Video

PLANS for production of video film by Cecil B. DeMille became known last week with the noted director to serve in supervisory capacity associated with the production of a series of films. Director DeMille has agreed to serve in a supervisory capacity associated with the production of a series of educational films. Director DeMille has agreed to serve in a supervisory capacity associated with the production of a series of educational films.
**CLASSIFIED ADVERTISEMENTS**

**PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All ads closing within one month. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to broadcasting and to Box E15, Post Bldg., Washington, D. C. BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.**

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**Help Wanted**

**Managerial**

**Experience valued.** Guaranteed $5000 and manage daytime kilowatt opening September 1. Eastern metropolitan market. Write Post Office Box 953, Canton, Ohio. Manager for 250 watt independent station in competitive market. Write Dept. 956, BROADCASTING.

**Salesmen**

**Experienced time salesman with proven selling ability capable of producing results. Competitive market.** Starting pay $3000. Send full particulars Box 957, BROADCASTING.

**Front room**

**wanted combination man capable of doing mail work.** Write complete background, experience preferred. Salary $1000. Box 958, BROADCASTING.

**Production—Programming, others**

**Wanted woman currently writer capable of doing mail work.** Write complete background, experience preferred. Salary $1000. Box 959, BROADCASTING.

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**Situations Wanted**

**Managerial**

**Desires experienced salesmen who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 960, BROADCASTING.

**Desires combination man capable of doing all phases of personnel and station management.** Experience preferred. Excellent opportunity. Box 961, BROADCASTING.

**Experienced time salesman, salesperson who has ability to back up local sales staff and work independently on regional and national accounts.** Give complete experience, education, and salary requirements. Box 962, BROADCASTING.

**Desires**

**Wanted**

**General manager wanted for fulltime 1000 watt station in Tennessee.** Will consider man with 12 years regional experience. Box 963, BROADCASTING.

**Wanted**

**Salesman—Desire experienced salesmen who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 964, BROADCASTING.

**Salesman—Experienced time salesman with proven selling ability capable of producing results. Competitive market.** Starting pay $3000. Send full particulars Box 965, BROADCASTING.

**Salesmen**

**Experienced time salesman with proven selling ability capable of producing results. Competitive market.** Starting pay $3000. Send full particulars Box 966, BROADCASTING.

**Salesmen**

**Wanted Daily**

**500 watt program director who has established mail pull rep. If you can pull mail and orders, send disc for position. Box 967, BROADCASTING.

**Wanted**

**WANTED**

**Salesman—Desire experienced salesman who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 968, BROADCASTING.

**Wanted**

**Advertisements**

**Manpower**

**Help Wanted**

**Wanted**

**Program Director Wanted**

**Opportunity knocks but once. One of radio’s outstanding opportunities is knocking at somebody’s door. It may be at yours, if you have that necessary and key experience which will enable your station to stand out and get ahead in the industry.**

**Program Director Wanted**

**Opportunity knocks but once. One of radio’s outstanding opportunities is knocking at somebody’s door. It may be at yours, if you have that necessary and key experience which will enable your station to stand out and get ahead in the industry.**

**Situations Wanted**

**Managerial**

**Desires experienced salesmen who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 964, BROADCASTING.

**Desires combination man capable of doing mail work.** Write complete background, experience preferred. Salary $1000. Box 965, BROADCASTING.

**Desires**

**Wanted**

**General manager wanted for fulltime 1000 watt station in Tennessee.** Will consider man with 12 years regional experience. Box 963, BROADCASTING.

**Wanted**

**Salesman—Desire experienced salesmen who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 964, BROADCASTING.

**Salesmen**

**Desires**

**Wanted**

**WANTED**

**Salesman—Desire experienced salesman who has sold in competitive market.** Before going into radio sales account. Send full particulars Box 964, BROADCASTING.
Situations Wanted (Cont'd)


Class to history in voice and per- formance. Fourteen years experience. An- nouncer seeks position with future. College graduate. Vocational training. Box 980, BROADCASTING. Excellent references. Box 980, BROADCASTING.

A little knowledge is a dangerous thing. Therefore, not so much to fear as to be fully aware of the danger, this announcer desires to further the career possibilities in handling all types of commercials, news, and platter shows, some knowledge of controls. Thoroughly conversant in broadcast equipment. No drinker; no flosster. Graduate leading announcers school. Brooklyn, N. Y. Wishes connection offering real opportunity. Box 981, BROADCASTING.


Announcer: Single, desiring work as announcer. No commercial experience. Little of theater and radio dramatics, have always been what I call a talker. May I get it. Request disk, photo. Roland R. Stone, Box 982, BROADCASTING.

Is there any station willing to invest in an inexperienced announcer, 27 of college training lends itself to an im- portant, personable, distinctive delivery. Available immediately. Box 983, BROADCASTING. Thoroughly experienced. RCA graduate. East or west coast. Prefer Florida. Box 987, BROADCASTING.

Announcer: Experienced in sales, programming, all phases broadcast, voice-over and composition position. Box 988, BROADCASTING.

Announcer: Experienced. Capable of news, commercials, commercial writing, sales and account service, handling western states. Ambitious and sincere. Photos and disc. Box 989, BROADCASTING.

Announcer, versatile young man, 23, APB experience plus intensive course at leading Radio City announcing school. Seek opportunity in Chicago. Will travel. Box 990, BROADCASTING.

From little scorns big oak trees grow. Like the little scorns, Desires to attach him self to solid oak tree (progressive radio station) for purpose of growth. Also wants to become a publicist, venturing into the big commercial, news, disc shows, continuity writing and production, and learning the knowledge of controls. Conscientious, able, and in self-curriculum leads announcers school, Radio City. Single, will travel. Desires job. Send request. Box 992, BROADCASTING.

Announcer, versatile young man, 23. Four years experience as disc-jockey; some programming. Sixty-five dollars minimum. Box 995, BROADCASTING.

Chief announcer on small station or staff announcer on large city outlet. Two years experience as disc-jockey program director. No Don Wilson, but work only at the best in every respect. For details write Robert Rigby, 220 E. 86th St., Kansas City, Missouri. Or better yet, phone Jackson 3441.

Attention Florida. Announcer, 8 years. Permanent residence, Midwest. Box 998, BROADCASTING. Will photo on request. Box 978, BROADCASTING.

ANNOUNCER—engineer. Excellent production background. Thoroughly experienced in all departments of broadcasting. Personalities, impressive promotionable background. Desires position with station background. Box 926, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER—engineer. Excellent production background. Thoroughly experienced in all departments of broadcasting. Personalities, impressive promotionable background. Desires position with station background. Box 926, BROADCASTING.

ATTENTION TV MANAGERS

Stage scene designer, technician and operator. 6 years training and experience. Desires work immediately. Box 998, BROADCASTING.

Copywriter—college station background. Anything. Box 943, BROADCASTING.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly ground ed in all phases of radio broadcasting by Hollywood's outstanding professionals! HAL STYLES SCHOOL OF RADIO BROADCASTING, Beverly Blvd. Los Angeles, California. Box 992, BROADCASTING.

ATTENTION TV MANAGERS

Stage scene designer, technician and operator. 6 years training and experience. Desires work immediately. Box 998, BROADCASTING.

Copywriter—college station background. Anything. Box 943, BROADCASTING.

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NOTE: Graduates desire immediate positions from coast to coast. They are satisfied with personal we furnish.

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NOTE: Graduates desire immediate positions from coast to coast. They are satisfied with personal we furnish.

Employment Service

Trained personnel available for all types of radio work. Prompt service from our Los Angeles offices or by mail, you and we will handle your needs. Wilson Employment Serv- ice, 201 Commerce Building, Cleve- land, Ohio.

For Sale

For sale—Complete equipment for a 1000-30 watt installation Collins 20-C-3 transmitters, half inch antenna tuning unit; concentric line; Master Control, regulator, coconut, control console, spare tubes and parts. For sale in any quantity. Equipment now in use and extremely good condition. Will be available about August 1, 1948. Make offer. Write WGW, Bunker Hill, West Virginia. Attention T. F. Plana- gan, Manager.

RADIO TOWERS, AM and FM equipment, painted and serviced coast to coast.

TOWERS FOR SALE—AM, FM equipment. Write, wire or phone 8883.

GRENZE TOWER CO., Northern Maine, N. H.

Complete 300' guyed tower and lighting. Complete 150' guyed tower and lightning. Also radio operator, radio service and com- mercial. All offers considered. Skyland Tower, 818 Collins Building, 3812 Hillside Avenue, Dayton, Ohio.

RCA type 6X4 and Gates Model 30 consoles. In excellent condition. Box 921, BROADCASTING. Will sell at 95%, best Class A channel; easily re- moved to any other station. Write WEAW, Evanston, Illinois.


For Sale or Trade: 250 watt independent station in good location. Small city. Has equipment, serving two counties. Desires one person can double business. Terms arranged. Owner selling or will trade for another station in another locality because of ill health. Box 981, BROADCASTING.

Complete 1 kw transmitter house equip- ment. Includes: RCA type 4436-A, 1 kW transmitter type 434A-A, 1 WF 110-A and 500/250 watt transmitters. Two GE General Radio 731-A AM modulation monitor; 1 General Radio 811-A frequency monitor; 1 GE 814-A carrier monitor; 1 GE 812-A 300B-Frequency monitor; 1 Columbia 112-B calibrated standard signal generator; 2000 watts; 2500 watts; 2000 watts; 500 watts four T patch cords; all in excellent microphones in original sealed cartons; pre-war; never off reel; 1 steel phasing cabinet with broken handle; P. V. Anderson, P. V. Anderson, Ashabula, Ohio. H. N. Scott Dynamic Kolec Suppressor including latest type 910-0 control cir- cuit $400, J. M. McDonald, WIL, Cin- cinnati.

For sale—Field intensity meter, RCA VLF type 4450, 1 kw transmitter. Western Electric Type 355B transmitter. In excellent condition. You may contact George York, K1DV, at the Radio Station KDAL, Duluth, Minnesota.

BROADCAST QUALITY WIRE RECORDERS

TWO OR MORE model 51 recorders con- taining everything: 20 transcribe head, cables, batteries and cabinet, studio and control regulator, etc. These units produce top-grade recording. Meticulously made and frequently used on network feeds. Complete equipment $500; single recorder $1050. Sample wax dub from wire available. John Fival, 845 E. Jefferson, Detroit, Mich.

3 para-flanges and armatures. $45 each. Price: $135. Vertical heads, $60 each. 3 verti- cal heads, $99 each. Brand new 48X6 600 watts each. 48X6 600 watts each. 345 watts each. Prices F.O.B. WZZE, South George Street, York, Pennsylvania.
LOCAL 802

FACTORIAL strike within New York Local 802 of the American Federation of Musicians flared to the surface at a New York meeting June 28. Troublemakers developing a majority opposition group, described by a union administrative spokesman as “leftist,” provoked a walkout by the local’s officers and threatened impeachment proceedings against them unless they change their executive turn.

Substance of the charges, leveled against Richard McCann, president of Local 802, and Charles Iucci, secretary, was that the two officers had ignored and refused to adopt decisions reached at a previous meeting. Opposition group, in turn, asked restoration to the board of four of its officers which were removed “without reason.” It added, furthermore, it would carry its fight for “democracy” as against “dictatorial” methods to James C. Petrillo, overall AFM head.

Mr. Iucci said the four members had not been taken off the executive board, but merely removed from supervisory positions “by competency.” Furthermore, all had attended a Tuesday board meeting he pointed out. Controversy stemmed from a resolution concerned the meeting place on the exchange floor of union headquarters. It was shifted to Palm Gardens because the former was “too small” and the decision didn’t conflict with bylaws, he said, despite objections raised by the group.

Meeting Suddenly Erupts

The storm arose out of a regular membership meeting when officers of the local and supporters pulled a walkout following a disorderly discussion. A motion had been placed before members which bitter denunciation of the executive board for alleged “undemocratic” methods. After a voice vote failed to prove satisfactorily ABG, a meeting was held, which stirred tumult and confusion. Mr. McCann asked for adjournment. When that was not forthcoming by vote, he told members the meeting was off, then stalked out of the Palm Garden auditorium amid jeers of the opposition.

Members of the minority group later asserted that (1) they had carried the hand vote (ensuring the administration) by better than four-to-one; (2) they objected to officers’ insistence on holding the meeting at Palm Gardens rather than union headquarters at 50th St. and Avenue of the Americas; (3) while officers had maintained the session to be “illegal” to “get out under the refusal to recognize decisions reached at the June 14 meeting,” they had ruled it legal “in view of the fact that all members of your local had been rebuffed by Mr. Petrillo, who in knowledge this meeting was to take place.”

Members of the opposition appointed a committee to investigate subject of impeachment, emphasizing charges would be made again

Charges Thrown At Officers

COPES OF the 1,597-page report of the Senate Interstate Commerce Committee’s hearings on the John- son Bill (S-2231) to break down the radio channels and line power to 50 kw (Feb 22-26) were already in short supply last week, only a few days after publication by the Government Printing Office.

Approximately 1,000 copies were turned over to the committee for distribution to committee members, officials, and the long list of witnesses who appeared during the hearings. A limited number was retained by GPO for sale, as long as supply lasts, at $.35 per copy. The report covers both testimony and exhibits.

Roy Peterson

ROY PETERSON, 55, assistant music director and staff announcer for WTMJ Milwaukee since 1929, died June 25 in his Milwaukee home. Mr. Peterson suffered a heart attack while listening to the Grandview radio program, which he directed frequently. Before joining the station staff, he spent several years in vaudeville. He is survived by his wife, Blanch, and 10 children.

KDAL Firefighters

WHEN forest fire threatened part of primary coverage area of KDAL Duluth, Minn., station attempted to bring it under control with rainmaking activities. In KDAL’s Beechcraft, piloted by Dalton LeMasurier, station manager, 50 pounds of dry ice was dropped in clouds near the fire area. A short time later rain did fall—but not on the fire area. Fire was soon brought under control, however, with the help of some 600 firefighters and much fire-fighting equipment.

Copies of Johnson Bill Hearings Going Rapidly


ditions at Montreal and Toronto at its October meeting. Manufacturer officials have told broadcasting industry officials that delivery of Canadian-manufactured transmitters should be available within 9 to 15 months of placing of orders.

Receivers in high price range also are promised for delivery in fair quantities about that time, with lower priced receivers to be ready soon afterwards. Meanwhile there is increased public interest in TV with a few receivers in cities near the international border picking up American TV stations. There also is growing public re- sentment that CBC policies have placed Canada so far behind in development of TV facilities.

ABC Signs 268th

WAEB Allentown, Pa., now under construction, is slated to become the 268th ABC affiliate May 1, the network said last week. Owned by Valley Broadcasting Co., WAEB will operate full time on 790 kc with 500 w daytime power and 1 kw nighttime. Joseph Nassau is manager.

PROFITABLE REGIONAL

Located in a

BOOMING TEXAS MARKET

$100,000

WIRE OR WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

RADIO STATION BROKERS

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National 7485

DALLAS
Clarence Blackburn and
Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Clarence Blackburn and
235 Montgomery Street
Exehbux 2-5672

FOR SALE

Page 78 • July 5, 1948
TONY KRABER, former executive as- 
signed with operations, division of CBB shortwave division, has been ap- 
named program manager of WARD 
New York. He was manager of CBS television staff as director, master of cere- 
monies and announcer before trans- 
forming to shortwave division. 

HAZEL FREEDMAN, former manager of station relations for Du Mont Tele- 
vision, New York. She has been appointed head of newly created sales service 
representative, New York, NETFY 
LEFPEF, has joined WABD staff as Mr. 
Bennett's assistant.

In honor of Utica, New York's 150th 
anniversary, Mayor Boyd C. Golden pre- 
vented half-hour record show on WBN 
Utica. Highlights of the 150 years of progress in Utica inter- 
terview with Mrs. Eugene Hahs, chosen for the era depicted. Program was part of 
week-long celebration.

HAROLD HELVENSTON has been 
owned sales director of Don Lee tele-
vision station, WEXAO Los Angeles. He is 
appointed and director and formerly 
trained contract players at KRO. He 
also was art director of Disney Studio 
produced films at his Almes in San Franc- 
sisco, taught drama at Stanford U. 
and is author of standard text known as "Sonnery." 

THOMAS FREEMAN- SMITH, program 
director of KFWB Hollywood, leaves for 
London this month to do on-the-spot sporscasts in connection with KFWB's 
coverage of 1945 Olympic games ther- 
chester HERMEN, assistant program 
manager of WLW Cincinnati, has been 
appointed program director of WBBM 
TV. KEN SMITH succeeds Mr. Her- 
men as assistant program director of 
WLW.

DOUGLAS Egan has joined mail and messenger department of KGO San 
Francisco, succeeding BILL LONG, 
reigned.

DICK CONVEY, staff announcer and 
sports skier of KENT Des Moines, has been named continuity director.

JOHN HUDD, former assistant Radio 
director of Buchanan-Thomas, Omaha, 
Nebr., has joined continuity department of 
WNAV Yankton, S. Dak.

WILLIAM GRISKEY, former announcer at 
KYX Philadelphia, and broadcasting 
chunk with Collegiate Institute, Wil- 
ningham, N. C., has joined KTOP Tope- 
Ka, Kan., as production manager.

RUD BOLTON, formerly of CJX Port 
Alberni, B. C., has joined KOV Kelow- 
a, as announcer.

SHELLA FOSTER WALLACE, formerly 
with WINK Fort Myers Fla., has joined 
continuity department of WWN Kansas City.

EDWIN FISHER, former merchandis-
ing manager of "Time," has been named 
local promotion manager of KMKX 
St. Louis. BEN WILSON, formerly 
with WSDC Quincy, Ill., has joined station as continuity director.

FRANK PLATH has joined WORC An- 
derson, Ind., as production manager.

EDWARD KIRKMAN, formerly of 
Wade Adv. and WBBM Chicago, has 
joined WBBM on production staff. He 
was staff pianist at WBBM in 1931-
33 and with orchestra at WBBM at 
that time.

JOHNNY CLOVES has rejoined KCMJ 
Princeville, Calif., as announcer.

KAY BIGLER has been named radio 
director of KGBA De Kalb, Wash. Miss Hall will 
write and have charge of production of KGBA. She comes from WQOK 
Spokane, as well as announcements heard on other Spokane stations.

WALTER H. STAMPER, former program 
director and chief sales director of WDFP Chattanooga, Tenn., has joined 
WCHC Dallas, Texas. He has been chief 
continuity writer and traffic director. 
KCHC went on the air July 4.

STAN JONES, formerly of CKXLP 
Toronto, has joined CKXW New West-
minster, as announcer.

JOHN GHINNEY, veteran of 22 years in 
radio, and formerly with WBBB Chi- 
icago and television, is now in charge of sales service of WBBB Chicago, 
where he has been named program manager of WBBB-TV Chicago which is ex- 
pected to go on air in early fall.

FRED WELDNER, announcer KCOV 
Selma, Calif., and EVVA McKENZIE, 
famous of KCOV have announced their 
marriage. DAL GRAY, announcer and 
MARION ELLIS, of the KCOV ad-
ministrative staff, have announced their engagement.

MARTINE ROSS, disc jockey at WBCC 
Chicago, was named program director of KFWB Hollywood, succeeding 
RICHARD TANCRED, as he has been 
announced director of morning show 
when station takes afternoon band.

JOHN WELCH, formerly with WTVR 
Richmond, has joined announcing staff of 
WVOM Boston.

GEORGE YARNUM Jr. announcer at 
WBBM Chicago, and CHUCK RICKETTS have announced their 
marriage. LARRY CLARK, formerly 
WBBM Hollywood producer, is the father of a 
SUE BLACK has been appointed director 
of continuity at KELKO Sioux Falls, S. D., is the father of a 
BURL CLARK, former Hollywood produc- 
er, is the father of a baby, Richard Lee.

JEANETTE LEE TOLIVER has been ap- 
nounced director of women's depart- 
ment for programming of 
KXNW-MF, Chicago, which will take the air in a few weeks. It is affiliated with WBSC.

RAY MACENAMARA, announcer at 
KTVK Phoenix, is now in 
firmly committed to the KTVK Ten Year Club.

Fee for Plug 
MUSIC publishers who have 
ofred money to Al Jarvis, disc m.o. of KALC Hollywood, to plug a 
tune have always been turned 
down. But Mr. Jarvis has now 
done an about face, agreeing to accept a flat fee of $25, the idea being 
new to make out to Father Flan- 
gan's Boys Town Expansion Fund.

JACK CLARK, formerly with KBPY- 
FM San Francisco, has joined an- 
other staff of KXNW-MF, 
Calif., and will handle vacation relief 
and marriage.

MARY LOUISE LANTZ, actress of WLW 
Cincinnati, and BOB MERRYMAN, 
WBBM Chicago, are now engaged in 
their marriage. 

DICK CONVEY, announcer of WGN 
Chicago, is the father of a son, Stephen.

BUREAU OF BROADCAST MEASURE- 
MENTS, Inc., has announced that 
it now has 90 station members, out of total 125 Canadian AM stations; 55 ad- 
vertising agencies, Canadian and U.S.; 
41 advertisers and 10 station rep- 
resentatives as members of the bureau.
GEO GE MILLER and BILL POPE, popular Eastern sportscasting team, are making a five-city tour of the northeast and south to take air this fall, as co-directors of the service. They previously worked with WOY and WROB (TV) Schenectady.

ROGER COWELL, formerly with WCCO Minneapolis, and Ray Duggan, formerly with WPGO Fargo, has rejoined WCCO as news director.

ERNEST (Buzy) Gallagher, the popular newscaster with WCCO, will be moving to WGN Chicago, succeeding Bill McNally.

FATHER'S Day, Wednesday, June 19, will be observed with special programming on WBBM, Chicago, and WOR New York.

Graham Grove, student at Emory U., and NORMAN WESTBROOK, student at U. of Georgia, have joined WJCN Atlanta, Ga., as newsmen, for month long stints.

In the same period, WJTN, Scranton, Pa., will be featuring a series of programs dedicated to the appreciation of jazz music, with guest appearances by many of the leading jazz musicians.

Aunt Jemima Pancakes, a staple in American breakfasts, celebrates its 100th anniversary on June 20. To celebrate, the brand is launching a national contest encouraging consumers to submit their best pancake recipes. The winner will receive a year's supply of Aunt Jemima Pancakes.

JOE FERRARI, radio personality and commentator, will be joining the WABC New York morning show, beginning June 21. Ferrari has a long history in radio, having previously worked at WOR and WHN in New York. His addition to the morning show is expected to bring a fresh perspective to the popular program.

The National Association of Broadcasters (NAB) announced the recipients of the 2013 NAB Radio Hall of Fame, recognizing the contributions of radio personalities and industry innovators. The inductees include, among others, SIRIUS XM founder and CEO Jim Fenn, who has been a driving force in the satellite radio industry, and the late Don Imus, whose iconic morning show was a staple on many radio stations for decades. The ceremony will be held on June 24 at the Waldorf Astoria in New York City.

WNYT, Channel 13 in Albany, has announced the hiring of DOUGLAS COLE as its new weekend morning meteorologist. Cole joins the station from WRGB (TV) in Schenectady, where he served as a meteorologist for several years. He brings a wealth of experience to WNYT, having worked at stations in upstate New York and beyond.

The New York: New Jersey Public Television Network announced the appointment of KRISZTINA KUSZTHAL as its new executive producer. Kuszthal brings a strong background in public broadcasting, having previously worked at WNET and WGBH in Boston. Her role will focus on producing and overseeing the network's programming.

The Public Broadcasting Service (PBS) announced the acquisition of the historic PBS series, "The American Experience." The series, which explores significant moments in American history, will be available on PBS.org, providing a treasure trove of educational and engaging content for viewers of all ages. The acquisition marks a significant milestone for PBS, allowing it to expand its library of educational programming and continue its commitment to high-quality, public broadcasting.
**FCC Box Score**

FCC BOX SCORES of actions as of last Thursday stands as follows: Standard stations—1,688 licensed, 341 construction permits, 3,000 applications pending, 301 applications in hearing; FM—141 licensed, 108 conditional grants, 274 CPs (for which 425 revision of license; 1,011 CPs of which 23 are on air), 299 applications pending of which 184 are in hearing.

Radio Television of Baltimore Inc., Baltimore—CP new experimental television relay station on 7075-7100 mc, power of 0.1 w. emission special for FM and hours in accordance with sec. 4.13(b) and 4.18(c).

Joe L. Flanery, Berkeley, Va.—CP new ST link station on 960.5 mc, 15 w. emission special for FM.

Tendered for Filing

**TV—60-66 mc**

Presque Isle Best Co. Inc., Erie, Pa.—CP new FM station Channel 3, 60-66 mc, ERP vis. 1 kw, aur. 0.5 kw.

**TV—76-82 mc**

Jack M. Draughon and Louis R. Ferraro, dba WJAG Inc., Nashville, Tenn.—CP new commercial television station Channel 5, 76-82 mc, ERP vis. 1 kw, aur. 0.5 kw.

**AM—1230 kc**

Radio Figthing, Inc., Fighting, Mass.—CP new AM station 1230 kc 500 w-d.

**AM—1170 kc**

WNYJ Trenton, N. J.—CP change frequency from 1110 to 1170 kc, power from 500 w to 1 kw hours from S-WCM & WCAP to D.

**Hearings Before FCC**

**JULY 6**

Beacon Best Co. Inc., Boston—Yor FM facilities.


**JULY 7**

AM—Further Hearing

WLEW Erie, Pa.—CP 1280 kc 1 kw-N 5-2-D-2 un. DA-N.

WERC Erie, Pa.—Order to show cause. The Custom Bests, Inc., Cleveland—CP 1250 kc 2 kw-N.

Intervenor: The Yankee Network Inc.

**JULY 9**

AM—Further Hearing

Orange Empire Best Co., Redlands, Calif.—CP 990 kc 1 kw-D.

AM—Hearing

KSLA Shreveport, La.—CP 1150 kc 5 kw-D.

**KRRD Los Angeles—**Moder. License 1150 kc 5 kw-N. Share time-KFPG.

KFJF Kiamath Falls, Ore.—CP 1150 kc 1 kw-D.

Gila Best Co., Coolidge, Ariz.—Same. Mosby’s Inc., Great Falls, Mont.—CP 1150 kc 5 kw-D.

Respondent: KBCR Seattle, Wash.

“INSIDE TELEVISION” a six-week course covering programming, production, sales and management, is to be offered by department of speech of Wayne U. and WWJ-TV Detroit, for summer session which began July 1.

**CONFSSION**

“LIKE BROADCASTERS,” Clifford Durr told those at a testimonial luncheon given him in New York last Thursday, day after his announcement of his retirement as a member of the FCC, that it’s time for a few confessions,” he stated, looking around at the network vice presidents who flanked him at the head table, “but if that is so it was only that my ambition really wanted to kick you upstairs.”

Pointing out that people can disagree and still like each other, Mr. Durr confessed that his liking of broadcasters individually did not carry over to them collectively. He warned them against the hazards of combining under a single leadership, declaring that a one-station chain can be just as dangerous in industry as in politics.

The former commissioner confessed that if he had had to run a radio station he’d “probably do a lousy job.” But he averred that radio can do a better job than it is doing and that it has the individuals within its ranks who can do the better job if only destiny that it could be done.

Citing the dangers to free speech and thought evident today in the trend toward greater governmental control of the thoughts and expressions of individuals, Mr. Durr urged the broadcasters to continue to present all points of view, to keep the public “listening and thinking—talking and voting.”

**Attack on Movies**

The recent attack on the movies, “whose defense was not one to inspire great confidence,” will in effect mean to radio the suppression of the individual station owner, Mr. Durr averred.

SUMMARY

Mr. Durr ended his remarks with the thought that it is doing and that it has the individuals within its ranks who can do the better job if only destiny that it could be done.

**Durr Admits Affect to Forcasters**

IN SURPRISE move last week, Don Fedderson vice president and general manager of KLK Hollywood and KFY San Francisco, announced that a former station's license would be on the air by the latter part of September.

Previously the station was not considered likely to be on the air before early 1948.

Summing up the spirit of the push he pointed out that the station's transmitter sight was under way and that construction costing $65,700,000 would be started to meet the new scheduled opening. This, he said, would be finished in 12-14 weeks as against the usual six to nine months required.

Ground was broken last week for an additional studio on the property of KLK which will provide an additional 15,000 square feet of space at an estimated cost of $15,000.

To make certain that the stepped-up schedule is met, Mr. Fedderson is headquartering in Los Angeles for several weeks. Engineers of KLK are now going into video methods by Paul C. Schulz, chief engineer of HYA-KLAK who recently returned from the RCA television school for engineers.

The SWC has been asked on the fact that a contract for purchase of the Thackrey stations had been filed with the FCC by Warner Bros., he offered “no comment” pointing out that his only responsibility was getting the station on the air. In August he said the sales staff would begin to seek business and that a former station's license existed that advertisers would be offered an AM-television package rate.

As further preparation, he said that James Novik, chief of the FCC's bureau of radio, and Fred Henry, assistant commissioner, both of KLK would spend the month of July looking in on other station operations in the East and Midwest.
FCC TV HEARING TO RESUME WEDNESDAY

ANTENNA EXPERT Andrew Alford's testimony on controversial question of television directional antenna allocation was cut short Friday afternoon FCC channel allocations hearing (early story page 25), to give participants opportunity to study his exhibits. He'll be called back on as yet unset date—at least two weeks hence—following slated completion of rest of hearing this week.

Mr. Alford, Boston engineering consultant, appeared for CBS-Washington Post's WTOP Inc., which is seeking allocation of Channel 12 to Washington for use with directional antenna. Before his testimony was interrupted, he displayed working model of one element of directional array, which he said would have three elements, each 3 feet high and 5 feet wide and stacked one on another. Stuart L. Bailey, Washington consulting engineer, also appeared for WTOP Inc., which was represented by Philip G. Loucks, Washington attorney.

Representatives of Baltimore's three TV stations—WBAL-TV, WMAR-TV and WAAM (TV)— opposed WTOP Inc.'s bid, which involves move of Channel 12 to Washington from Frederick, Va., and substitution there of Channel 2. WBAL represented by William J. Dempsey, attorney; WMAR by Duke Patrick, attorney, and Worthington C. Lent, consulting engineer; and WAAM by Henry G. Fischer, attorney.

This week's sessions start Wednesday. Not more than two days expected to be devoted to hearings this week.

DALLAS TV SITE REJECTED

DALLAS City Council denied permission to Lacy-Potter Television Co. to put 500-foot television tower in residential area east of downtown Dallas, R. E. Prescott, lawyer for company, pleaded, "You'll be voting against 58,000 school children and the citizens who want television if you vote against this tower." Mayor Jimmie Temple retorted, "It's not a question of whether we have television. We are talking about a zoning problem. I wouldn't want a 500-foot tower jammed up against my home and you wouldn't either." Council vote was unanimous.

ENDERS PHILADELPHIA BRANCH

ROBERT J. ENDERS ADV. Agency, Washington, has opened branch office in Philadelphia in IBM Building, 226 S. 15th St. Manager is Howard Enders, phone Kingsley 6-1588. Enders agency recently bought television rights of Philadelphia Eagles professional football team and has placed schedule on WFIL-TV for Pierce-Phelps, distributors for Admiral Corp. Other TV accounts handled are Lit Brothers and Snellenberg's Department Store.

IAAB NAMES NUNN V-P

GILMORE N. NUNN, head of Nunn station group, U. S. delegate to Congress of Inter-American Advertisers Broadcasters, has assumed first vice president at Buenos Aires meeting (early story page 88). Congress elected Jaime Yankelevich, of Argentina, as president; Washington Delgado Cepeda, of Ecuador, second vice president.

WGN TO DUPLICATE ENTIRE SCHEDULE ON FM OUTLET

WGNB, Chicago Tribune FM station, will duplicate WGN and MBS programs beginning Aug. 25. WGN announced Friday.

Indications that Marion Claire, WGNB director, may sever relations with FM station aside from the policy change despite official denials. She assumed duty of FM outlet its debut three years ago. In recent letters to officers of FM Assn., she announced her intention to retire from FMA's Board of Directors from chairmanship of Region 3 and as head of association's 1948 Convention Committee.

Yet WGN's general manager, Frank S. Schreiber, insisted Miss Claire insist she will continue to direct WGNB operations.

Change of policy in bringing about complete duplication of WGN's programs on FM was reached after survey of listeners, said Mr. Schreiber. "It is the management's desire to offer the quality programs now being carried by the AM station and the network over its FM facilities," he added.

About 16 advertisers buying time on WGNF exclusively will be dropped, spokesman for station's commercial department said. Only "two or three" sponsors previously had been signed by WGN and were carried over to the affiliate, as was expected.

Rumors persist at Tribune Tower that annual WGNB budget of $110,000 was considered too high by Col. Robert R. McCormick, owner of the Post, particularly in view of fact that WGN-TV will have $450,000 during current year.

Miss Claire has been asked to continue to produce WGN's Chicago Theatre of the Air, it was reported. Suggestions that she would become program coordinator at WGN-TV could not be confirmed.

CHESTER GETS CBS POST

EDMOUND CHESTER, director of shortwave broadcasting and Latin American affairs for CBS since 1940, appointed director of news, special events and sports for CBS Television Network. First major assignment will be covering Democratic Convention in Philadelphia. Network announced it would abandon foreign broadcasting (see story page 26).

WGN-TV NAMES HARVEY

GEORGE W. HARVEY, eastern sales manager for WGN Chicago, named sales manager for WGN-TV. Ben Berenson named eastern sales manager.

Closed Circuit

(Continued from page 4)

ren ticket take over next January. Aside from obvious appointment of Republican chairman there's speculation about possible return of Ray C. Wakefield, now in Geneva as chairman of Provisional Frequency Board. He's close friend of Vice Presidential candidate Warren

ROUND of festivities during last fortnight for Clifford J. Durr upon his retirement at FCC member June 30, is generally described in Washington political circles as last big blowout of erstwhile left-wing New Dealers.

EVANGELIST J. Harold Smith of Knoxville termed by retiring Comr. Clifford J. Durr at unif to be licensee (story page 63), reportedly planning to run for Congress this fall or independent ticket.

BROADCASTING • Telemasting
James R. Reese Advertising Co.
KANSAS CITY 6, MO.
May 28, 1948

Dear Arthur:

I believe you will be pleased to know of the very quick and continued response we have received on the Peters Serum Company program on the KMBC-KFRM Team, Monday through Friday, at 6:25 a.m., featuring Bob Riley and livestock market reports.

First of all...our returns in actual sales took an immediate jump...Furthermore, we have had continued sales on the items offered, and results have been more than gratifying—in fact, amazing!

I would say that the KMBC-KFRM Team has proved itself beyond any need of qualifying this strong statement in any way...not all sales increase has come from your primary market coverage area, but from as far away as Nebraska, Oklahoma and Arkansas markets which we did not expect to cover with KMBC-KFRM.

Mr. W. G. Peters, president of Peters Serum Company, has told me "We can only credit the KMBC-KFRM Team with these sales, for they could not have originated from any other source... For this reason we have extended our contract for this five-day week series indefinitely... Very truly yours,

James R. Reese Advertising Co.

The KMBC-KFRM Team Serves 3,659,828 People

Here's but one of a number of advertisers who are finding satisfaction in utilizing the KMBC-KFRM Team. The Team completely covers the enormous Kansas City Trade area. This exclusive, custom-built coverage offers simultaneous, complete and economical coverage of this great Middlewestern area.

This extended coverage, made possible by the addition of KFRM, is unique in broadcasting. It's important to YOU as an advertiser! With programming from KMBC of Kansas City, capital of the area the KMBC-KFRM Team permits ONE broadcaster to blanket the trade territory. The proved 0.5 mv/m contour, as illustrated, boosts the potential audience of The Team to 3,659,828 people...and, they are all important consumers in this rich Heart of America market.

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WKY dominates all competition

...in Central and Western Oklahoma

1948 LISTENER DIARY STUDY was conducted by Audience Surveys, Inc., in the 41 Oklahoma counties in which WKY has 50% or more BMB coverage day and night, during the week beginning January 26. Findings include sets-in-use, station ratings, share-of-audience, net weekly audience, audience flow and composition by quarter-hours. Complete details available from WKY or Katz Agency representatives.

WKY OKLAHOMA CITY

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