NATION'S "SECOND CAPITAL"

Denver, because it is second only to Washington, D.C., in number of federal agencies in any one city, has long been referred to as the nation's "second Capital." All general divisions of the government except the Department of State with no less than 220 administrative offices employing approximately 12,000 persons are located here. Three-fourths of these offices are national or regional in character. This substantial federal payroll is another economic pillar among a diversified many which contributes to the permanent stability of the Denver Market.

THE DENVER MINT

most modern and efficient of the nation's three and second in total coinage output, is also the depository for one-fourth of all the gold bullion held by the government. One of the mint's 330 employees is shown at left pouring coin blanks into the hopper of one of the many automatic coin-stamping presses.

KLZ'S WASHINGTON REPORTER

News from Washington is of special interest in the nation's "second Capital" and Bill Folger, experienced newspaper, is KLZ's capital reporter. Each week he transcribes interviews with congressmen, senators or government officials on topics of special interest and significance to the West, to be aired on KLZ each Wednesday evening. Folger is another first for KLZ's news service.
You guessed it! WINSmore is on the stump this year. Like thousands upon thousands of New York listeners, he's sold on the WINS platform—the BEST in music, news and sports.

Realizing there are other hopefuls on the stump this election year, WINS is there to cover them. With direct lines from three political hotspots—Washington, Philadelphia, and Cincinnati, plus three wire services—WINS is giving New Yorkers by far the best coverage of any independent New York station.

Our veteran newscasters, Don Goddard, Sidney Walton, Gil Kingsbury, Paul Jones, Carroll Alcott, and Howard Chamberlain, give WINS listeners vivid, complete commentaries, not capsule coverage.

The WINS news coverage is just one of the reasons why the New York audience is getting behind WINSmore. He has the word on what New Yorkers like to hear.

More and more advertisers prove that it's WINS! ... more than ever before.
As salesmen travel their New England routes, every important city visited either has a Yankee Network station or is within the primary coverage area of a Yankee station.

The strong local advertising support that commands wholehearted dealer cooperation and creates consumer desire to buy, can be placed with telling precision in the right spots through a single medium — The Yankee Network.

There are 23 Yankee stations reaching 89.4% of New England radio homes.

In short, you can go everywhere in New England with Yankee. No long range approach. No by-passing of important markets. You're in the market everywhere with forceful, direct appeal through the consumers' own hometown station.

It's the most highly organized means of aggressive selling any advertiser can employ in this area.

Acceptance is The Yankee Network's Foundation

The Yankee Network, Inc.

Member of the Mutual Broadcasting System
Upcoming

July 12-15: Democratic National Convention, Philadelphia.


July 19: NAB Sales Managers Executive Committee, NAB Hqtrs., Washington.


(Bulletins continue on page 78)

Business Briefly

FLOUR SHOWS • Pillsbury Mills, Minneapolis, last week bought two quarter-hours on ABC for 62 weeks, effective Sept. 13. Firm purchased first 15 minutes of Breakfast at Hollywood, weekdays, 11-11:15 a.m. and Galen Drake weekdays, 3:30-3:45 p.m. Agency, Mc Cann-Erickson.

POLAROID ON WBKB • Pioneer Scientific Corp. (Polaroid television filter), New York, has bought 10-minute comedy series for 19 weeks on WBKB Chicago, Fridays, 8:30 p.m. Series, launched July 9, marks firm's first step into Midwest video market. Agency, Cayton Inc., New York.


POWER FIRM SPONSOR • Commonwealth Edison Co., Chicago, has signed with WGN-TV Chicago for 13 weeks of WGN-TV Newsreel, 8-8:10 p.m. Monday through Sunday beginning today. J. R. Pershall Co., Chicago is agency. Peter Fox Brewing Co., Chicago will sponsor WGN Sportsmen's Corner, 8:10 a.m.-1:30 p.m. July 16, 19, 20, 21. Agency, H. W. Kaster and Son, Chicago.

PARAMOUNT THEATRE SIGNS CONVENTION PACT • PARAMOUNT Theatre, New York, reached agreement late Friday with Television Committee for pooled coverage of major political conventions, licensing it to show telecasts of Democratic convention beginning today (July 12). Agreement, for sum undislosed, provides exhibitions must be made at approximately same times as broadcasts. Paramount has separate arrangement with committee to make convention recordings for exhibition on KTLL Los Angeles and WBKB Chicago. Agreement eases earlier strained situation from theatre's pickup of Gov. Dewey acceptance speech [Broadcasting, July 5].

2 PET MILK SHOWS TO NBC • PET MILK Co., St. Louis, will switch Saturday Night Serenade and Mary Lee Taylor from CBS to NBC in October, NBC announced Friday in Chicago. Serenade, which will originate at WNBC New York, will replace Curtain Time (Mars Candy) at 6:30 p.m. (CST) Saturdays on NBC network. Curtain Time will be shifted to 9:30 p.m. Wednesdays. Mary Lee, to be aired from KBD St. Louis, will be on network 9-9:30 a.m. (CST) Saturdays instead of Frank Merrickel, sustaining program. Place for Merrickel program not yet found. Agency, Gardner Advertising, St. Louis.

Whitehall Pharmacal Co., New York, shopping for television program with fair sponsorship in mind. Dancer, Fitzgerald & Sample, New York, is agency.

EX-COMMISSIONER Cliff Dury's retirement, followed by resignation of Dallas Smythe, assistant chief accountant and economist who joins U. of Illinois staff, is seen here as only beginning of exodus of leftwingers from FCC. It's generally figured climate won't be too

Closed Circuit

DESPITE World War II lesson when voluntary radio censorship worked without a hitch, certain of our military gentry continue to think in terms of "radio silence," power reductions and censorship in connection with defense planning.

SPOT radio promotion project of Natl. Assn. of Radio Station Representatives [Closed Circuit July 8] has been landed by O'Brien & Dorrance, New York promotion specialists.

TV will hit agenda of House Select Committee to investigate FCC. Agreement with Canada on border allocations (see page 21) plus low band-high band controversy will be probed. Frank T. Bow, general counsel, believes hearings will start in latter August or early September.

P. LORILLARD Co. (Old Gold Cigarettes) through Lennen & Mitchell, New York, in market for fall half-hour network show. Firm sponsors Guy Lombardo orchestra Fridays, 9-9:30 p.m. on CBS but has released network time for fall. New show, new time and network now being decided.

MOVE to boost use of air medium by stores bearing fruit. In its 1948 advertising survey, National Retail Dry Goods Assn. for first time will collect data on how radio-using stores split their promotion budgets. In past NRDDA hasn't separated radio and non-radio stores but recent clamor from its members brought policy change.

NEXT move in trade association field may be revival of NAB and Television Broadcasters Assn. merger talks. NAB interest in TV reflected by extensive video survey, slated for unveiling soon (see story page 98). NAB now has four video members.

ANOTHER trade association development which bears watching is the FM Assn. expansion (story page 25) which really formalizes broad role assumed some time ago, even though FMA has borne strictly promotional label. FMA steps to revise by-laws which would make it all-inclusive trade association may bring open battle with NAB for members.

WHITEHALL PHARMACAL Co., New York, shopping for television program with fair sponsorship in mind. Dancer, Fitzgerald & Sample, New York, is agency.

EX-COMMISSIONER Cliff Dury's retirement, followed by resignation of Dallas Smythe, assistant chief accountant and economist who joins U. of Illinois staff, is seen here as only beginning of exodus of leftwingers from FCC. It's generally figured climate won't be too... (Continued on page 98)
**WSIX selected again**

**ABC AFFILIATE**
5000 W • 980 KC

---

**WE** can't say definitely that WSIX made this sale for one of Nashville's leading men's stores. . . . But it must have helped sell a whale of a lot of merchandise to be selected for 9 straight years. Dozens of local, regional and national advertisers have used time ranging from 1 to 4 hours weekly year in and year out. Their sales must have proved what engineers showed—WSIX gives adequate coverage in Nashville's 51 county retail trade area. Check with your nearest Katz representative for facts and figures.

National Representative
THE KATZ AGENCY, Inc.

**WSIX** gives you all three: Market, Coverage, Economy!
Listen!

We claim central Indiana coverage (400,000 radio homes divide nicely into our single rate card) ... but look at the above "Quiz Club" membership map!

We didn’t expect folks in Gary, Hammond, South Bend, Fort Wayne, New Albany, Evansville and other remote places—to more than 150 miles north and south of the WFBM transmitter—to respond to our invitation to join the "Quiz Club."

But, in they came! So, we tested them—made long distance calls for telephone-answer awards. Yep—they were listening!

We still claim only central Indiana coverage—but "Quiz Club" member-listeners prove our claim is modest. Okay, call it a BONUS.

Popularity at home? Yes—we’re still FIRST IN INDIANAPOLIS (Hooper’s April-May Index).

WFBM is "First in Indiana" any way you look at it!

BASIC AFFILIATE: Columbia Broadcasting System
Represented Nationally by The Katz Agency
Associated with: WDF Flint—WOOD Grand Rapids—WEOA Evansville
KULA’S Hooperating up...

DEC. THRU APRIL

Morning  - - - - - - - - - - - - - - 22.4%
Afternoon  - - - - - - - - - - - - - - 88.3%
Evening  - - - - - - - - - - - - - - 38.3%
Sunday Afternoon  - - - - - - - - - - - - - - 44.4%

There is a reason!

- all TOP ABC shows
- 690 kc—the PERFECT spot on the dial
- 10,000 watts—the STRONGEST signal in the Islands.
- more NETWORK hours per week than any other Hawaiian station

Ask your friend at Avery Knodel about adjacencies to these Hi-Hooper ABC shows:

ABBOTT & COSTELLO ... AMERICA’S TOWN MEETING ... BREAKFAST IN HOLLYWOOD ... CANDID MIKE ... DON MCEIL ... FAMOUS JURY TRIALS ... FAT MAN ... GANGBUSTERS ... GREEN HORNET ... JIMMY FIDLER ... LINDA'S FIRST LOVE ... MY TRUE STORY ... ROSS DOLAN ... STAR THEATRE ... THEATRE GUILD OF THE AIR ... TREASURY AGENT ... WILLIE PIPER

FOR INFORMATION ON THE HAWAIIAN MARKET—FOR RATES FOR "ONE STATION COVERAGE" OF HAWAII SEE

ABC or AVERY KNODEL, Inc., National Representatives
NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES
Sixty nights in a suitcase
Radio Sales Account Executives travel 750,000 miles a year to visit the stations they represent. As they live out of their suitcases, they work for you. For they get first-hand information which otherwise you would have to go out and get for yourself. They bring back to you face-to-face facts about the people, the programs and the selling power delivered by each station they represent. It means that without ever leaving home, you can get inside information on how you can make your sales curves hit new highs in your most important markets.
S J. SCHWINN, former president and treasurer of his own agency, Booth, Vickery & Schwinn, Baltimore (recently sold to Wallace & Ott & Assoc.), rejoined Ruthrauff & Ryan, New York, as vice president and member of its plans board. Mr. Schwinn was originally associated with Ruthrauff & Ryan from 1932 until 1958. Before that he was with Marshak & Pratt, J. Walter Thompson Co., and George Bat- ten, now BBDO.


GEORGE G. DIETRICH, with Federal Advertising Agency, New York since 1918, retired on June 30 to take up permanent residence in Cali- fornia. Mr. Dietrich was formerly secretary and treasurer of agency.

TED H. FACTOR, Los Angeles absorbed key personnel and accounts of Jere Bayard & Assoc., that city. JERE BAYARD and CHARLES MURRAY go with agency as account executives on following accounts formerly serviced by Bayard (John-Hall-Marx, Los Angeles (West Coast Men’s Division); Mayfair Transcription Co., Los Angeles; Fisch & Co., Los Angeles (men’s sportswear).

ELEANOR COMBS HALDERMAN appointed home service director of Olmsted & Foley Adv., Minneapolis.

JACK WILLIAMS, vice president and account supervisor of Brooke, Smith, French & Dorrance Inc., Detroit and New York, celebrated his 26th anniversary with agency on July 1.

J. EDWARD SCHIPPER, manager of Detroit office of Rudner Agency, elected a vice president of the agency. He will continue to head agency’s Detroit office.

FRED GARDNER Co., New York, moved to larger offices for third time in a year. Newest headquarters located at 299 Madison Ave. Move was made necessary, according to company, because of growing list of clients and need for more space.

MITHOFF Adv., El Paso, Tex., formed by Warren T. Mithoff, former partner in Mithoff and White Adv. Associated with him are his son, RICHARD MITHOFF and BARNEY LEWIS, art director. Agency’s temporary location is 301 San Francisco St., El Paso. Telephone: 3-4041.

AUSTIN A. THOMAS, director of traffic and production for Benton & Bowles, New York, has been named assistant to the president. BER- NARD M. RYAN succeeds Mr. Thomas as traffic manager.

ROBERT ORR & ASSOC., New York, moved its radio department to new quarters at 4 W. 58th St. Agency now located at 270 Park Ave., plans to move rest of departments to new address soon.


NEIL REAGAN, radio director of McCann-Erickson Inc., Hollywood, is in New York for two weeks’ conferences.


DON F. GARDNER, former radio copy supervisor of Knox Reeves Adv., Minneapolis, and Luther Weaver and Assoc., Saint Paul, rejoins Luther Weaver after absence of ten years, as associate and account executive in charge of new business.


BUXTON P. LOWRY and FORD C. MCCOLLIGOTT joined John H. Riordan Co., Los Angeles, as copy chief and account executive, respec- tively. Mr. Lowry was former account executive with G. M. Basford Co., New York, and Mr. McColligott, previously sales and advertising

(Continued on page 94)
ER—ah—harumph... we beg your pardon, but do you know that us hayseeds in the Red River Valley have an Effective Buying Income, per family, of $4491—as compared with $4009 for the "rich" state of Pennsylvania—$4119 for Illinois—$3890 for Wisconsin? (Sales Management, 1947.)

And WDAY just about set the U. S. record for popularity within its area, too. Proof: 90,128 people mailed an entry in our first 1948 rural contest sponsored by a livestock feed company. City folks love us, too. Average daytime city Hoopering 24.6. (C. E. Hooper—Fall, 1947.)
Only $1,375 Buys the 76-B5

The Features

- Four pre-amplifiers.
- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call-in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feedback.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs, such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.
- Built-in isolation coils for remote lines and turntable booster amplifiers.
Nothing like the 76-B5 Consolette to keep studio programs and rehearsals in motion. Because there's nothing like it for flexibility and easy operation. It provides program quality that meets FM requirements. It has full facilities for simultaneous auditioning and broadcasting... for practically any combination of studios, turntables, or remote lines. It performs all the amplifying, monitoring, and control functions of most large and small stations—AM, FM, and TV sound.

Here's where you use it

- For two-studio operation, using two microphones in each—one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For single-studio operation... using four microphones, one announce booth microphone, and one control-room microphone.
- For remote lines—up to six! With independent control of each.

For complete technical information on the 76-B5, the Consolette that's backed by more than 20 years of broadcast engineering experience in the field—call your RCA Broadcast Sales Engineer. Or write Dept. 19GB.

NOW... Switching Systems for RCA Consolettes

<table>
<thead>
<tr>
<th>Master Control</th>
<th>Sub-Control</th>
</tr>
</thead>
</table>

Type RCS-1A—Handles the output of as many as five control consoles. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type RCS-2A—For the smaller station requiring only two RCA consoles. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).
A TOTAL of 236 advertisers used television as an advertising medium on 20 stations in 11 markets during the week June 6-12, with retailers (stores and shops) and automotive advertisers topping the industry product classification, according to TV broadcasting figures disclosed last week.

Report is based on computations as compiled by N. C. Rorabaugh Co., New York, for the first of its series of detailed breakdowns on video's progress, embracing types of telecasts and data, in addition to market and product information contained in this report.

Reports of the research firm, here-before not reproduced exclusively to AM spot analyses, will serve as the backbone for future Broadcasting Telestatus reports as they become available.

**Retail Advertisers Lead the List**

Heading the industry class group, retail advertisers accounted for 42 video accounts, automotive for 26, and beverage for 23. Taken as a whole, these sponsors represented between 38% and 39% of the total advertisers, and approximated their identical ranking for February as indicated in Broadcasting's Telestatus report No. 5 May 3.

Other groups in the two-figure column were radios, phonographs and musical instruments, food & food products, apparel, consumer services and household equipment & supplies. Inasmuch as the basis for figure recorded in the May 3 issue is not the same as that for this report, only a comparative ranking (for industry classes) may be noted here. Food showed the sharpest upper-class drop—from third place tie to fifth—radio group the sharpest increase.

**Various Categories Are Explained**

For purposes of this report, sellers of miscellaneous or unspecified brand merchandise, whether radio, automotive or apparel (in individual cases), were included in the retail store & shop group. Inverse-

ly, items were listed in pertinent respective categories where they involved dealers or distributors (as seen in the retail store & shop group, for brand names, especially radio manufacturers, whose products they advertised on video. (Manufacturers normally incur part of the advertising costs, although paying only the cost of running their products in selective markets and it was felt such items properly belonged in those categories, irrespective of whether the merchandiser was a retailer or not.)

Once again dealers for various brands of radios and TV receivers—complete stock, in fact,—accounted for a not incomparable amount of the advertising in the retail store & shop group. Figure extended upwards of a dozen. Of those dealers who pushed particular type radio and TV merchandise—those in class 21—the figure was 9. Also included in that group were two record dealers who emphasized their wax wares on video.

**Brand Names Featured In Auto Field**

Greatest number of dealers advertising brand name items appeared in the automotive field where upwards of 15 helped boost that category's number to 28.

The report showed that 10 advertisers used network TV solely, with an additional half-dozen relying on a combination of both network programs and spots. All 18 clients were represented in the Philadelphia and New York markets, while all but one bought time on the two Baltimore stations —WBAL-TV and WMAR-TV— to reach televiewers.

**Philadelphia Tops For Accounts**

Some 308 unit accounts blossomed from the combined expenditures of video-minded firms during the June 6-12 period. Breakdown comprises B network, 164 spot and 144 local, recent scene of prodigious TV activity, was foremost with 60 total accounts. New York, Washington, D. C., and Baltimore followed in that order. Each of the foregoing has three stations, excepting Baltimore with two. Philadelphia also took the lead in number of local sponsors with 31. In the spot category the New York market appeared far and away the busiest with 38 clients.

Twenty-two station total is an increase over that queried in Broadcasting's last report on sponsors and product classes (May 3, 10) when 16 TV outlets responded to Broadcasting questionnaire. St. Louis and Detroit markets were not included in the Rorabaugh data for June 6-12.

**SECOND RATE CARD ISSUED BY WMAL-TV**

NEW rate card for WMAL-TV Washington went into effect July 1. Hourly rate on a one time basis is now $300 for Class A time, $225 for Class B time and $180 for Class C time. The usual frequency discounts are available.

Minute station breaks are $45 on a one to twelve time basis and are $33.75 for 260 or more. Minute announcements in participation periods run from $20 to $22.50 with frequency discounts.

Rates include transmitter, film facilities, studio equipment and staff but do not include rehearsal time, talent, art, scenery or remote equipment.

Although rates are subject to change without notice, rate protection at existing rate is offered by placement of firm contract for period up to 62 weeks.

Letter accompanying new rate card indicates that number of video receivers in Washington area has grown from approximately 4,000 when WMAL-TV opened in October 1947 to more than 12,000.

**Half of First Ten Pulse Ratings Taken by Sports**

**SPORTS EVENTS** claimed five spots in the list of top 10 television shows surveyed by Pulse Inc. in New York last month. Also noted is the small degree of stability in the monthly reports, due partly to program shifts.

Top-rated video programs for June were:

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Market and Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yankees vs. Washington, WABD</td>
<td>NBC</td>
<td>Baltimore—WBAL-TV WMAR-TV</td>
</tr>
<tr>
<td>Doorway to Fame, WABD, Monday</td>
<td>CBS</td>
<td>New York—WABC-WCBS-TV-NY</td>
</tr>
<tr>
<td>Friday Night at the Movies, WABD, Sunday</td>
<td>ABC</td>
<td>Philadelphia—WCAU-TV WFIL-TV WPTZ</td>
</tr>
<tr>
<td>Doorway to Fame, WMAL-TV, Friday</td>
<td>NBC</td>
<td>Washington D. C.—WMAL-TV WJLA-WT Weaver</td>
</tr>
<tr>
<td>The Yankees, WMAR-TV, Friday</td>
<td>CBS</td>
<td>New York—WABC-WCBS-TV-NY</td>
</tr>
</tbody>
</table>

**BROADCASTING • TELECASTING**

Page 14 • July 12, 1948
100 Miles of Maryland!

As pioneers in the presentation of full 15-minute local daily newscasts, WMAR-TV has already shown more than 100 miles (101.78 miles on June 18) of its own film to its Chesapeake Basin televiewers.

Eight cameras are used daily in covering the Maryland scene, from yacht races on the Chesapeake to politics in the City Hall. Experienced reporters write the news commentary or interview the news subjects on WMAR-TV's sound film camera.

In addition, WMAR-TV's film units contribute quiz shows, man-in-the-street interviews, and pictorial magazine subjects weekly—all on film. And they afford WMAR-TV's clients an unequalled service in the production of commercials—in films, slides and animations.

As Maryland's pioneer television station, WMAR-TV consistently covers an area from Washington to Wilmington (Del.) and from Pennsylvania to the Potomac.

The peerless propagation of Channel Two carries programs from THREE major networks via the television station of the famous Sunpapers of Baltimore to televiewers in the Chesapeake Basin. WMAR-TV's own coverage of states and national political conventions and campaigns, sports and special events—civic, patriotic, and cultural—is unequalled in this rich productive area.

Represented by

THE KATZ AGENCY, Inc.
500 FIFTH AVENUE • NEW YORK 18
GOLD SEAL Co., Bismarck, N. D. (Gold Seal Glass Wax) and NATIONAL BISCUIT Co., will share sponsorship of additional half hour period on CBS Arthur Godfrey morning show effective August 30. Gold Seal signed for 10:30-10:45 a.m. period, and National Biscuit, 10:45-11 a.m. time. Liggett & Myers Tobacco Co. currently sponsoring 11-11:30 period. Agency for Gold Seal: Campbell Mithun Inc., Chicago; and McCann-Erickson Inc., New York, for National Biscuit.

PEP BOYS, Los Angeles (auto accessories), started spot announcement schedule on four Fresno stations, KARM KMJ KJNO, for promotion of branch store opening soon in that city. Contract is for 52 weeks, with possibility of extension into regular program. Agency: Milton Weinberg Adv. Co., Los Angeles.

JULIUS KAYSER & Co. (Kayser Hosiery), begins sponsorship of new five minute film series The Girl of the Week Sept. 9 on NBC Television network, Thurs. 7:45 p.m. [BROADCASTING, June 14]. Agency: Cecil & Presbrey Inc., New York.

KOJEL Co. (gelatin dessert), appointed Alvin Epstein Adv., New York, and Washington, to handle advertising. Radio will be used. Jean Epstein, vice president of agency, is account executive.


ARABIAN AMERICAN OIL Co., announced sponsorship of quarter hour series featuring Earl Godwin on ABC, Sun., 6:30-6:45 p.m. Kudner Agency, New York, appointed to handle advertising.

EPISCOPAL CHURCH enters national network radio October 1 with weekly half-hour dramatic series Great Scenes From Great Plays on MBS Fri., 7:00-7:30 p.m. (PDST). Agency: H. B. Humphrey Co., Boston.

U. S. PROCESS Corp. ("Sanitized," bacteriostatic processes for shoe and textile industries), appointed Ewell & Thurber Associates, New York, to handle advertising. Radio will be used.

F. W. BOLTZ Corp., Los Angeles (Grid-L-Rich Pancake Batter), appointed J. Walter Thompson Co., that city, to handle advertising. Radio will be used.

FOREMAN and CLARK, Los Angeles (Pacific Coast retail clothing chain), appointed Dan B. Miner Co., that city, to handle advertising. Radio shots and experimental teletasts are planned for fall.

STRINGER-DRIVER, San Francisco (moving and storage), appointed Gerth-Pacific, San Francisco, to handle advertising. Radio will be used.

L. DE MARTINI Co., San Francisco, begins spots participation in Art Baker's Notebook, Mon.-Fri., 3:30 to 4 p.m. (CDT) on WGN Chicago today for 52 weeks three times weekly. Agency: Garfield and Guild Adv., San Francisco.

**Network Accounts • • •**

MILES LABS, Elkhart, Ind. (Alka-Seltzer), seeking replacement for Los 'n' Abner show, CBS, Mon.-Fri. 5:30-6:45 p.m. (CDT), which was cancelled June 25 after 7 years of sponsorship. Cancellation becomes effective Sept. 25. Miles will retain CBS time period. Agency: Wade Adv., Chicago.

EMERSON DRUG Co. (Bromo-Seltzer), renewed sponsorship of Inner Sanctum, CBS Mon. 8:00-8:30 p.m., effective July 26. Contract is for 52 weeks. Agency: BBDO Inc.

RONSON ART METAL WORKS Inc., Newark (Ronson Lighters) renewed for 52 weeks Twenty Questions (Sunday, 8:00-8:30 p.m. PST) on 14 Don Lee stations. Agency: Cecil & Presbrey, New York.

**WE KNEW**

WALA

Had High Hoopers

But Gee Whiz!

Look at These Comparisons!

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>NAT'L HOOPER (Oct. '47-Feb. '48)</th>
<th>WALA HOOPER (Oct. '47-Feb. '48)</th>
<th>WALA BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fibber McGee</td>
<td>26.1</td>
<td>47.2</td>
<td>21.1</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>24.7</td>
<td>40.5</td>
<td>15.7</td>
</tr>
<tr>
<td>Charlie McCarthy</td>
<td>23.5</td>
<td>38.3</td>
<td>14.8</td>
</tr>
<tr>
<td>Amos 'n' Andy</td>
<td>22.4</td>
<td>37.0</td>
<td>14.6</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>20.6</td>
<td>29.0</td>
<td>8.3</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>20.5</td>
<td>34.2</td>
<td>13.7</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>23.9</td>
<td>32.6</td>
<td>8.7</td>
</tr>
</tbody>
</table>

*From Fall-Winter "Comprehensive" Hoopratings Report*
Metropolitan Louisville is an important part of the WHAS Kentuckiana market...BUT in terms of buying income Metropolitan Louisville represents less than one-fifth of the complete Kentuckiana market served and sold in its entirety only through WHAS.

**Effective Buying Income**

<table>
<thead>
<tr>
<th>Metropolitan Louisville</th>
<th>$879,148,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHAS Kentuckiana Market*</td>
<td>$4,911,325,000</td>
</tr>
</tbody>
</table>

*If you are selling your wares in Kentuckiana, Mr. Advertiser, don’t make the mistake of limiting your advertising to Louisville. Use the station that sells for you in all of the rich Kentuckiana market — the station that gives you the most for your money... and we do mean WHAS!*

**50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES**

**The only radio station serving and selling all of the rich Kentuckiana Market**

Victor A. Sholis, Director  
J. Mac Wynn, Sales Director  
REPRESENTED NATIONALLY BY EDWARD PETRY AND COMPANY

*The Kentuckiana Market is that market within the WHAS 5000 contour—with the exception of the Cincinnati and Indianapolis metropolitan areas in which WHAS claims no appreciable listenership. Income figures are from Sales Management Survey of Buying Power (Capr., 1948); further reproduction not licensed.*
**Feature of the Week**

A THING is a, well, you know, a Thing. And Things were buzzing in Des Moines when Don Bell, KRNT disc jockey, staged a three-week "Don Bell Thing Contest." (See picture, page 38.)

The KRNT lobby was looking like a dead-end dumping ground when Things finally came to a halt. Counted in the contributed debris were: Frogs, roosters and calves among breathing Things; a skull, cow's tail and various stuffed animals among ex-breathing Things; a woman's dressmaking form, mannequin's leg, some pseudo-Faberge Goldberg inventions, a crate of perfumed egg shells, and what-nots among the never-breathed-at-all Things.

The hill laid an egg every morning, and the rooster crowded with great regularity daily at dawn. Things were tough at KRNT, and crowded.

The contest closed with a special three-hour audience participation broadcast of the Don Bell Show and studio breakfast party for an estimated 600 guests. The station was jammed for three hours. Many arrived before the 6 a.m. opening, some having driven a great distance to attend the phenomenal Thing.

Winning Thing was a tired, beat-up old water-softern tank, re-routined, and accompanied by a poem lampooning Don Bell's "cookie-duster" mustache, and suggesting he soften it up with the water-softern before continuing his daily air practice of having the wives rush out and neglect the morning ritual.

Prizes to the winners, Mr. and Mrs. George Rutledge, were summer clothes for both, a season's pass to a ballroom, and Don Bell for a day.

He spent an entire day at their house doing Things around the house, washing dishes, doing laundry, mowing the lawn, and also doing his broadcasts from there. The Rutledges were his guests, too, at some fancy afternoon en-

(Continued on page 48)

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**On All Accounts**

WINNING station representatives and influencing sponsors was a daily habit of William Bernard Condon long before he took 30 concentrated doses of Dale Carnegie's personality prescription. He confesses, though, that Mr. Carnegie's five-hour sessions, during which he manipulated a gavel, impressed a not-easily-impressed audience and mastered the art of adding punch to good story-telling, have given spice to his job as media timebuyer for Wade Advertising Agency, Chicago.

Classmates at Northwestern U.'s School of Commerce failed to dub him "Young Man With a Purse," but agency executives later made up for this oversight. Even before Bill registered at Northwestern he had chosen advertising as the field in which he wished to specialize.

This continued to be his goal while working as a sales correspondent for Reliance Manufacturing Co. (work clothes) and V. Mueller and Co. (surgical supplies), both Chicago. In 1941, despite no previous agency experience, he bounced into Wade's media division, landing plunk in the middle of his dream come true. "Because the firm at that time was long on reputation but short on its media department, I had a chance to learn advertising literally from the bottom up—and from all angles, too."

Four years of investigative industry led to his promotion as timebuyer in 1945. Activities were halted temporarily, however, when the tail, lean youth donned a Navy uniform and went to Great Lakes. Inadvertently, the Navy reinforced Bill's single-minded purpose of learning "everything about media" when it placed him in charge of media relations.

Returning to Wade after the war, Bill Condon began taking over some of the largest accounts. Among those he currently handles are Miles Labs. (Alka-Seltzer, One-A-Day vitamins), Murphy Products Co. (feeds), Shotwell Manufacturing Co. (Hi-Mac and Big Yank candy bars), Puritan marshmallows, DeMets (candy) and Wait-Cahill Co. (cough syrup, liniment).

Bill is married to the former Virginia Moore of Chicago. With James Michael, 6, and Maureen, 15/4, they live in a recently-purchased house in Jefferson Park on Chicago's far northwest side. He is adept at contract bridge, which snare him into long sessions at least twice weekly. Golf and swim-

(Continued on page 48)
The One common denominator for measurement of radio is “How much do I get for my radio dollar?” Well, what does one dollar get for you in Chicago radio?

Between 6:00 and 8:00 A.M. Monday thru Saturday WGN delivers an average per quarter hour of 1,617 Homes per Dollar.* This is more than any other Chicago Station.

The next closest network station delivers 20% fewer homes and one station delivers only 55% as many homes as does WGN.

Review your Chicago radio and see how it stacks up with the above figures. Make sure you’re getting the most for what you’re spending.

*All data based on Nielsen ratings and published time rates only.

A Clear Channel Station... WGN
Serving the Middle West
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4
NORTH CAROLINA IS THE SOUTH'S No. 1 STATE AND NORTH CAROLINA'S No. 1 Salesman is WPTF NBC AFFILIATE 50,000 WATTS 680 Kc. RALEIGH, North Carolina National Representative FREE & PETERS INC.
TV CRISIS
A TELEVISION CRISIS comparable to that which preceded the "upstairs" reallocation of FM was precipitated last week in the wake of developments in which:

- Industry's faith in the permanence of television Channels 2 through 6 was obviously shaken.
- Tentative U.S.-Canadian border channel allocations were revealed, challenged, and set for oral argument as to their validity; and
- The legality and wisdom of FCC's entire current channel-allocation hearing was slated for argument in the face of protests that the scheduled Sept. 26 hearing on the opening of the 475-890 mc video band should be decided first.

The fate of Channels 2 through 6—the lower part of the present video band—was a subject of worried speculation following disclosure of the observation of John A. Willoughby, FCC's acting chief engineer, that in his personal opinion these frequencies might be taken from television within the next two years [Broadcasting, July 5].

Postponement Is Sought
Attorneys for many low-band television applicants said they would ask that hearings on their applications, currently scheduled for this summer, be postponed until after the September high-band hearings. Attorneys as well as FCC experts were kept busy on the telephone by applicants concerned over the persistent reports that the lower channels would be among the first to go. Mr. Willoughby reportedly had said that pressures for additional space for the fixed and mobile services could lead to a wiping out of Channels 2 through 6 within two years so far as television is concerned.

While FCC officially maintained silence on the subject and indicated that no formal statement would be forthcoming, Commission authorities were known to have named a committee of their own engineers to keep diligent watch on any developments which might relate either to the possibilities of early use of the 475-890 mc band or to the demands of the safety services for low-band channels in addition to No. 1 (44-50 mc), which already has been deleted from television.

Sow Transition
When television similarly is moved upward—whether it is now or many years later—it seemed almost certain that the transition would be similar to FM's, with provision for continued low-band operation for a certain period while both the public and telecasters get ready for the change.

The U.S.-Canadian agreement on tentative border allocations listing meanwhile was made public and became the hottest issue in last week's hearings on FCC's proposed nation-wide TV channel allocations [Closed Circuit, July 5]. Oral argument on the agreement's validity and on the entire channel allocation proceeding was slated for the near future, of course, when the final allocations are decided.

Agreement Explained
The international agreement was explained at Wednesday's session by Curtis Plummer, head of the TV section of FCC's Engineering Dept., who participated in the negotiations.

Mr. Plummer explained that under the agreement the U. S. gave up Channel 11 at Buffalo and Canadian use at St. Catharine's. In addition, Channel 9 is moved from Cleveland to Canton to reduce interference to Windsor, Ontario.

On the other side of the ledger, Toronto is reduced from four to three channels, Hamilton from two to one and Kitchener from one to none. Also, several assignments are reduced from metropolitan to community status.

RADIO PLANK

SUBJECT OF FREEDOM OF radio and television on parity with the press was tossed into the laps of Democratic platform makers last week who met in the party's Convention to start the coming campaign.

At press time, there was no definite indication as to what action the Democratic plank writers would take, although they knew that broadcasters were discouraged by failure of the Republicans to take any stand on the subject in the GOP 49-50 platform.

Specifically, the platform molders were urged to adopt a resolution favoring freedom of radio and television on parity with the press along the theme of the plank in the 1940 platform. The matter was brought to the attention of the platform makers by Broadcasting, which, in a telegram to Sen. Francis J. Myers (D-Pa.), chairman of the Resolutions Committee, pointed out that the 1940 plank won the approval of broadcasters. The 1940 plank read:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States."

On receipt of the telegram, Sen. Myers referred it to the subcommittee of the Resolutions and Platform Committee. This subcommittee has the job of hearing all witnesses and considering all subjects called to its attention, and then making a draft of a platform, which then will be considered by the 108-man Resolutions and Platform Committee. Sen. Myers is also chairman of the subcommittee.

It was expected that the subcommittee, which began hearing witnesses Tuesday, would not have finished such hearings until Friday or Saturday. Should no witness for or against a radio plank (Continued on page 68)

FOR other details on the Democratic Convention opening today in Philadelphia see page 29, Radio and TV coverage plan; page 28, 463 radio newcomers accredited.
CBS AXE FALLS

APPROXIMATELY 40 CBS employees in New York, most of them in low salary brackets, were dismissed last week in what was described as a move to trim operating expenses. Other dismissals may follow, it was learned.

The staff reductions brought quick objections from the United Office and Professional Workers of America (CIO), which represents CBS office employees and which asserted that at least some of the personnel affected in the firings had been dismissed without two weeks notice. Negotiations on this subject were in effect between the network and the union at a late hour last week. CBS said, however, that it had paid severance pay to all those discharged.

Joseph H. Ream, executive vice president of CBS, said that the dismissals were occasioned by a general review of operating procedures looking toward the streamlining of some departments. The research department was most heavily hit in the action, although the dismissals were scattered through several other departments as well.

Mr. Ream said no recent economic development was responsible for the retrenchment. Broadcasting revenues generally were better than they were a year ago, he said. But periodic examination of operations was necessary, he said, to prevent the network from overburdening itself.

Last week's cut-down was not connected with the announced intention of CBS (and NBC) to eliminate their short-wave broadcasting activities. When the networks relinquish their overseas broadcasting to the State Dept. next October, as 100 employees at each will be affected. It is expected, however, that many of them will be absorbed into the State Dept. radio staff.

BIG SUMMER DRIVE ANNOUNCED BY RAYVE

RAYVE CREME Shampoo's extensive summer radio campaign was revealed last week by Henry F. Wouffe, Pepsodent president. The schedule includes the continuance of Sheila Graham's show Sundays, 8:15-8:30 p.m. on 43 stations of the Don Lee Network for 13 weeks. Series began on June 27. In addition, 12 weeks of hitch-hikes on the Colfax Archer NBC Tuesday night program which began on June 22, will promote the shampoo.

The radio campaign also includes a spot schedule in 40 selected markets covering an area reporting 75 to 85% of the total U.S. drug salons.

Needham, Louis & Brorby, Chicago, is the agency.

Westinghouse Salaried Workers Given 8% Boost

SALARY INCREASES of more than 8% for upwards of 800 employees of Westinghouse Radio Stations Inc. at the company's Philadelphia headquarters and at Westinghouse-owned stations announced by General Manager J. B. Conley July 12. Approximately 200 salaried workers and more than 100 supervisory employees and management personnel are affected.

The increase, Mr. Conley said, is the third these groups have received in a little more than two years.

Stations operated by Westinghouse are WBZ and WBZ-TV Boston; KDKA Pittsburgh; WBZA Springfield, Mass.; WOWO Fort Wayne, Ind.; KEX Portland, and KYW Philadelphia.

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INTL. SILVER SIGNS 'OZZIE' FOR NBC

INTERNATIONAL SILVER CO., through Young & Rubicam, New York, signed a contract last week with NBC for the Sunday night 6:30-7 p.m. network program, 'Adventures of Ozzie and Harriet,' which was sponsored by the company last season on CBS, Fridays 9-10 p.m. The contract is effective Oct. 5.

The Hollywood Star Preview, sponsored by American Home Products Corp., through its agency, Sullivan, Stauffer, Colwell & Bayes, New York, and currently heard in the 6:30-7 p.m. period on NBC will move in October to Saturdays, 8-9 p.m. on the same network.

LINDQUIST SUCCEEDING PASSMAN IN WOL POST

SUCCESION of Lansing Lindquist, formerly of WSYR Syracuse, as program director of WOL Washington, a vacancy created by the resignation of Roy Passman, was announced last Friday by Philip Hoffman, vice president of Community Broadcasting Co., licensees of the Capital outlet, and general manager of WOL.

Mr. Passman who succeeded Arthur J. Casey in June 1947, when the war service to return to St. Louis, has not announced his future plans. Mr. Passman joined WOL after resigning as director of program operations for WTOP Washington. He joined WTOP, CBS affiliate, in 1936 and was on the staff continuously until 1945 with the exception of a year's overseas with OWI. From January 1944 to the following year he served as traffic manager of OWI's ABSIE station in London.

Mr. Lindquist was previously associated with Mr. Hoffman at KRTN Des Moines and at WSYR, where he served as program director until World War II, when he joined the Army Air Forces. He replaced Col. Jack Harris, now manager of KPBC Houston as radio and communications officer on Gen. MacArthur's staff in Tokyo. After separation from military service, in 1946 he returned to duty with WSYR and its FM affiliate.

DORLAND DROPS ARMY RECRUITING ACCOUNTS

DORLAND Inc., New York, will not bid for renewal of its account, the U.S. Army recruiting advertising in the First Army area, Areton Pettingell, president, said last week.

"We are happy to have had the opportunity to perform a public service in handling the First Army recruiting advertising campaign for the past year," Mr. Pettingell said. "We were the first agency ever appointed to handle local advertising in this area which had previously been placed directly. The fact that the Army intends to continue the use of an agency indicates that this principle of operation has proved successful."

Mr. Pettingell said, however, that "the unusual service demands of local army advertising and extensive expenses involved in this public service constitute serious disadvantages to an agency geared to the handling of larger national accounts."

Also dropped from Dorland's list of present clients are the First Army in Chicago and the Sixth Army, San Francisco.
SWIFT SUCCESS

By BILL THOMPSON

A SPONSOR SHOULD never rely on the judgment of a mere company president or chairman of the board when selecting a radio show, in the opinion of Vernon Beatty, advertising manager of Swift & Company. "In fact, the top level is the last place we go for guidance when buying radio," he declared recently. When he said this, Mr. Beatty, who last year spent an advertising appropriation of "well over $10,000,000," was hardly indulging in personifications. He was only giving voice to an old Swift precept, which the company's white-haired president, John Holmes, himself underscored in a speech seven years ago.

Swift & Company takes its orders from "its employees, the people from whom we buy, the people to whom we sell, and our shareholders—they are all equally important," he stated. At this address before the National Assn. of Food Chains in October 1941.

Entereda Radio 21 Years Ago

Harking back to this statement, which is preserved in a book of Mr. Holmes' speeches, titled This Company of Ours, Mr. Beatty said it explains why, in the form that the 62-year-old packing firm buys its radio and television shows.

Swift entered radio 21 years ago with a series of talks by company officials on the origin of product names. Costing "well into the hundreds," the programs were aired on WLS Chicago, then owned by Sears, Roebuck & Co.

Ollie E. Jones, vice president in charge of sales and advertising who then headed up the company's "tau and oils business," recalls, he once "dilated for 15 minutes on the name Silverleaf came from." (Silverleaf Lard, named for a silvery-looking, almost metallic cripsness, has been one of the company's biggest by-products for many years.)

WHEN VARIETY radio shows were having a trial run in the early twenties, Swift climbed aboard in 1921 with the Stebbins Boys, a musical comedy act. The more sedate Swift officials soon were disgusted with these zanies, but, out in the field, Mr. Jones found the act was "catching on."

"While making the rounds of our Southern refineries in my car, I got stranded near a general store in Arkansas," he relates. "When the storekeeper learned I was from Swift, he immediately inquired about the Stebbins Boys. He said many of his customers listened to them and often hummed their songs when they were in the store."

"Alert for salesmen toward the show, I found much to encourage me during the remainder of the tour. I developed a strong faith in radio in general, and the Stebbins Boys in particular, as a merchandising medium."

The act remained with Swift 16 months as a late afternoon five-a-week strip on NBC's Red Network.

In 1933, the company deserted its one-a-day policy for a half-hour Friday night show on CBS featuring Olsen & Johnson. The famous vaudeville team lasted six months.

When Swift officials sensed in 1934 that their listeners were tiring of comedy, they signed Sigmund Romberg's orchestra for an hour a week on NBC's Red Network. This popular show was on the air nearly two years, after which a shift was made to a 15-minute Monday-through-Friday strip called Junior Nurse Corps. This change from the program-a-week schedule was motivated chiefly by a desire to put a greater number of product names on the air. (In addition to its fresh meats, Swift widely advertised its ham, bacon, sausage, frankfurters, shortening, margarine, ice cream, cleansers, baby foods, dairy products and canned meats.)

Junior Nurse Corps, directed at little girls who some day would be doing the housekeeping, was on CBS for more than three years. It was "so successful we had to quit it," Mr. Beatty recalls. "We got involved in too much detail work over giving away premiums ... So we switched to Ransom Sherman and his Sunbrite Smile Parade—a half-hour matinee."

IN CASTING about for a program that would satisfy young and old alike and at the same time give each of Swift's many products an equal break, Mr. Beatty cocked a willing ear to the line of reasoning of Edwin R. Borroff, former vice president of ABC's Central Division but, at the time, Midwest sales manager of NBC's Blue Network, predecessor of ABC.

Mr. Borroff contended that ABC's Breakfast Club, the original program of this type, which had been sustaining for eight years with the same m.c., was the "answer to Swift's prayer."

"Don McNeill will not only make folks run out and buy your ham and eggs, your shortening to fry them in, your butter to spread on the morning toast," said Mr. Borroff, "he'll draw up a chair at the breakfast table, too. He's that kind of a guy."

Mr. Beatty started tuning in on Breakfast Club's "towering toastmaster" (6 ft. 2 in.). He liked the McNeill voice—"easy and informal, casual and relaxed." He liked the way Don McNeill laughed.

Out went feelers to Swift's 75,000 employees (5,000 salesmen and the waterfront units); also the 350,000 retailers who handled its goods, the farmers who produced its raw materials, its customers and shareholders.

A "surprising number" already had listened to Breakfast Club and liked the McNeill manner, too.

In January 1941, Messrs. Beatty and Borroff contracted that inaugurated one of the most successful radio sponsorships of all time. Five years later, when the contract was renewed, Mr. Beatty, Swift's President Holmes and Vice President Jones thought so highly of Breakfast Club that they posed with Mr. McNeill and Mr. Borroff in a picture showing the Swift advertising manager holding a 1946 calendar with a bold "1951" printed across its face. The caption explained that although Swift's contract with ABC runs on a yearly basis, company officials had a gentlemen's agreement with the network that their sponsorship of Breakfast Club was good for another five years.

Growth of 'Breakfast Club'

Here is the chronology of how Breakfast Club grew in the esteem of Swift & Company:

Feb. 14, 1941—First broadcast.

Mar. 3, 1941—Fri., Sat., 8:30-8:45; 75 stations.

May 1, 1941—Mon.-Sat.; same time; 154 stations.

Oct. 26, 1941—Mon.-Fri.; same time; 12 stations.

June 16, 1941—Mon.-Fri.; 8:15-8:45; 192 stations.

A tribute to the salesmanship of Mr. Borroff, who resigned his ABC vice presidency early last month, is the fact that while Swift & Company was Breakfast Club's first sponsor, the company had an "exclusive" only 37 weeks. Believing that the program would become a foundation stone of ABC's Central Division from a commercial standpoint, as it already had program-wise, Mr. Borroff convinced Swift officials that the Breakfast Club door should be left open to other non-competing sponsors.

THE FIRST "Breakfast Club" contract is signed (top photo) in January 1941. Trio includes Mr. Beatty, Mr. Borroff and Mr. Olsen. In 1946 Mr. Beatty (back to camera) holds a calendar which puts Swift & Company on record as favoring another five years of McNeill sponsorship. Others, clockwise, Vice President Jones, President Holmes, Mr. McNeill and Mr. Borroff.

CONSEQUENTLY, Cream O'Heath on Nov. 14, 1941, took 20 weeks of the 8:45-9 segment, Friday and Saturday on 70 stations, then moved to Oct.-2, 1942, where it stayed 32 weeks more. In the interim, Acme White Lead & Color Works had the same peding Tuesday and Friday 8-9 weeks beginning Feb. 17, 1942. The General Mills (cereals) took the 8:45 to 9 piece, Monday (Continued on page 66)
UNIFORM radio legislation designed to assure freedom of expression in the American republics was approved by the Legal Committee of the Inter-American Assn. of Broadcasters Congress, meeting last week at Buenos Aires.

Due to heated debates during attempts to agree on this legislation the Congress was unable to wind up its work prior to the July 9 holiday, when Argentina celebrated the 182th anniversary of its independence. Saturday sessions were scheduled, at which a number of controversial topics, including uniform legislation, were expected to stir more controversy.

The 12-point legislative plan of the Legal Committee was developed from a report prepared by Dr. Justino J. Geneg, director general of the Inter-American Broadcasting Bureau. The report was signed by the head of the bureau, Dr. Pedro Bonachea, whose name was confirmed by unanimous approval.

Argentina's contention that broadcasting should be regarded as a public utility subject to full governmental control, instead of a public-interest operation conducted by private enterprise, provoked exchanges so heated that Dr. Geneg finally suggested that names of specific countries be removed. Argentina stood alone in the dispute and the item was defeated only with reservations.

Differences regarding the entire question of freedom of speech provided a running sideshow during the week. Argentina reiterated officially that freedom of expression prevails in the country only to be met repeatedly by documented briefs proving the contrary. These included reports showing that the Democratic, Radical and Socialist parties were unable to obtain radio time at any price while the government is able to commandeer as much as it needs.

Major hurdle was surmounted Wednesday when Guatemala almost succeeded in dragging the conference off the track and into questions of territorial aggression.

Working late at night, delegates prepared the 12-point committee draft of uniform legislation for submission to American legislatures, with most of the preliminary aspirations achieved. The legislative code is subject to be approved by the individual governments.

Nunn Wins 3 Points
Gilmore N. Nunn, head of the Nunn stations and U. S. delegate, carrying out NAB instructions, succeeded in putting over three major points. First, he won inclusion of a "freedom to listen" resolution; secondly, he persuaded the conference to agree not to act on copyrights until UNESCO completes its studies and reports; thirdly, he won a recommendation in favor of requesting registration of copyrights in the future, paving the way for solution of a vexatious broadcast problem. Mr. Nunn said it would be difficult to arrange the 1949 meeting and the NAB Chicago convention simultaneously.

John Boyal, NBC vice president, who participated as an observer, left for the United States before the end of the conference. He was consulted frequently by delegates and committees because of his extensive international experience.

Also active as an observer was Edmund Chester, CBS director of shortwave broadcasts and Latin American relations.

Greeting from Argentina's Congress was received after that body had debated the matter and the government had deleted an opposition suggestion. This suggestion had voiced hope the convention would take notice of the status of radio freedom in Argentina.

Peron Assurance
Though President General Juan Peron of Argentina had assured the conference that full freedom of expression exists in the country [BROADCASTING, July 5], political opponents contend stations are forced to make presents of air time to the government and foreign correspondents are forced to submit scripts for censorship.

Inaugural ceremonies in the National Postal Savings Bank Bldg. attracted Madame Eva Peron, wife of the President, members of the cabinet and diplomats. President General Peron was presented a gold microphone, Mrs. Peron a brooch of diamonds and sapphires. Oscar Nicolini and Pedro Gagliardo, post office officials, received gold medals.

Ceremonies were broadcast over what was announced as a network of 2,600 stations. List of officers elected by the conference, including the first vice presidency for Mr. Nunn, specified a secretariat composed of Jose Ramon Mayo, Argentina; Ramon Bonachea, Cuba, and Felix Muguerza, of the Inter-American association.

Freedom Main Objective
The agenda included such subjects as international program interchange and payment for commercials, and establishment of a hemisphere network performing goodwill cultural functions. Freedom, however, was the principal objective. Suggestions ranged from permanent licensing of stations to desire for a code of ethics. Licenses in many Latin countries are subject to cancellation without notice.

Nine More Cancel New Outlet Grants
Six FM and Three AM Stations Are Included
FCC's list of station deletions continued to grow last week with the announcement of six new AM and three AM station grants which had been cancelled.

The FM deletions were those which had been issued to the following:

- Boise Valley Broadcasters Inc. (KDSH-FM), Boise, Idaho—98.1 mc with 1.9 kw.
- Lone Star Broadcasting Co. (KPTG), Handley, Tex.—103.7 mc with 15 kw.
- E. Ogden Driggs (KIOB), Berkeley, Calif.—99.3 mc with 100 kw.
- Eugene Broadcast Station (KORE-FM), Eugene, Ore.—104.7 mc.
- Shroyer Radio Corp. (WJUS), Shamong, Pa.—100 mc with 1 kw.
- Dublin Broadcasting Co. (WMLT-FM), Dublin, Calif.—102.5 mc with 2.5 kw.

AM authorizations announced as deleted were:

- G. Stanley Brewer trading as Southern Wyoming Broadcasting Co. (KSWR), Rawlins—1310 kc with 250 w full-time.
- Superior Enterprises (WHL), Hammond, La.—720 kc with 250 w, daytime only.

William Edwin Richardson (KUKH), Ukiah, Calif.—1400 kc with 250 w full-time.

"By order of higher authority, there will be no night sessions henceforth."

Page 24 • July 12, 1948
MISS FRIEDA B. HENNOCK is slated to plunge into the routine of FCC activities this week, after taking the oath of office last Tuesday in elaborate ceremonies greeting her as the woman member of a federal radio regulatory body.

The plunge was delayed to permit the 43-year-old New York attorney, a Democratic party worker who won the approval of a Republican Senate, to wind up her business affairs in the law offices of Choate, Mitchell & Ely, where she broke the all-female precedent several years ago by becoming the first woman partner in the firm’s 140 years of existence. She is expected to return to FCC today (Monday).

Some 150 guests including cabinet members and other government officials, FCC members and staff executives, and friends of the new commissioner were on hand as Associate Justice Henry A. Scheinhaus, of the U. S. District Court for the District of Columbia, gave her the oath of office in the Postmaster General’s reception room in the New Post Office Bldg. where FCC is quartered.

She pledged “unfailing devotion to the work of the Commission and the important policies which it must develop and administer.”

FCC Chairman Wayne Cloy welcomed her to a Commission which, he quipped, has always had “reliability, fortitude and solemnity—but never before before pulchritude.” She is the 24th member of the FCC and the 33rd commissioner since establishment of FCC’s predecessor Federal Radio Commission. Her term is for seven years from July 1.

Attorney General Tom Clark complimented Miss Hennock and lauded her appointment as “embodiment of the renewed and active interest women are taking in public life.” Federal Security Administrator Oscar R. Ewing, praising her personal competence and personal qualities, told the witnesses that “I look forward to her service here as making a great contribution to the radio industry.” And, he added, “to the Democratic party.”

Among Those Present

The witnesses included Treasury Secretary John W. Snyder, Postmaster General Jesse M. Donaldson, Commerce Secretary Charles Sawyer, Presidential Assistant John R. Steelman, Treasury Undersecretary Edward H. Foley Jr., Deputy Commissioner of Internal Revenue Carroll E. Mealey, former Ambassador William D. Pauley, and Mrs. India Edwards, chief of the Women’s Division of the Democratic National Committee, who was singled out by Miss Hennock for praise for her “untiring and unrelenting campaign to obtain fair recognition for her sex”; Clifford J. Durr, Alabama Democrat whom Miss Hennock succeeds on the Commission; Mrs. Grace Stewart, secretary to the Attorney General; Mrs. Pauline Moore, formerly with the Democratic National Committee, and Miss Betty Kraus, secretary to Leslie L. Biffe, staff director of the Senate Minority Policy Committee.

Sen. Robert A. Taft (R-Ohio), chairman of the GOP Policy

**FMA EXPANSION**

Full Trade Association Functions Started

FM ASSN. formed Jan. 10, 1947 as a promotion operation, has started full trade association functions, according to announcement Thursday by Bell Bailey, FM executive director. Mr. Bailey said “FM will replace AM in virtually every community of the country” within “a five-year period.”

FMA will invite retail dealers to become associate members. Manufacturers at present are eligible for membership.

In the works at FMA is a revision of the by-laws contemplating expansion of activities. A special committee studying this revision will report to the FMA board Aug. 24, according to Everett L. Dillard, WASH Washington, FMA president.

No FMA official would be quoted on extent of the expansion—possibly into direct competition with the NAB for trade association serving FM stations.

Should the board approve by-laws changes, they will be submitted for the membership for action at the second annual convention, slated Sept. 27-29 at the Sheraton Hotel, Chicago. Present by-laws permit a fairly broad operation.

Stating that “we have in radio two major associations—the NAB and the FMA,” Mr. Bailey reviewed events leading to formation of the Committee on the Senate, a telegraph offering best wishes and an assurance that he could not attend the ceremonies.

Miss Hennock told the group that “I hope and pray that I may find the strength and the ability to justify” the faith implied in her appointment and welcome to the Commission.

Radio ‘True Democracy’

Radio, she said, is “the mechanism for true democracy—to make knowledge and information accessible to all. When radio has developed fully, the minds of men will no longer be earthbound.” Though “we have only scratched the surface of this field,” she said, “it is one real hope for peace and happiness in a world where today the instruments of destruction far surpass the tools of peace.”

She continued:

It is a signal honor to be the first woman chosen to join in the administration of these tremendous forces. Their truth and growth must stem from the public and industry itself—yet the Commission carrying out the policies of Congress can promote and nurture a healthy atmosphere in which these forms of communication can perform increasingly useful functions for the good of a constantly increasing number of people.

Various forms of radio enter our homes for the education of adults and children, for their entertainment, and to give them information on the widest range of subjects. In our purchasing, in our thinking, in our daily lives, the radio seems (fundamental) that in this field—so peculiarly affective—comparing the point of their sex should be represented.

Women in government are not in any special category, but have been trained brilliantly and harmoniously. Each woman undertaking a new and challenging office must feel she carries her trust of her sex as well as she can. This our party must feel, too. I shall endeavor to do my part to discharge it in the interest of all the people."

**KFKL AND KWFM BEGIN COAST FM NETWORKING**

NETWORKING of programs between FM stations KFKL Los Angeles and KWFM San Diego has been undertaken as part of a permanent California FM network.

Officials of the Western FM network include: Maurice D. Buchen, general manager of KFKL; David S. Bellou, vice president and general manager of FM Reps. Inc., exclusive FM representatives; John Gordon, executive director of KWFM, and Fred Rable, general manager of KWFM. The network extends north to the coast by way of Pacifica and south to San Diego. The station, on Nov. 29, is expected to be introduced by new antenna by KWFM. Arch D. Scott, formerly with NBC in Chicago and Los Angeles, and presently producer of "Carnival Hour," is program director.

Plans call for stations from San Diego to San Francisco with additional stations in the primary market to be added. Rate cards are to be issued about Sept. 1. Network is to operate as a cooperative.
NEW joint technical group to advise the FCC and other U. S. and industry agencies on AM, FM, television and other electronic problems—technical and economic—has been appointed to replace the war-inspired Radio Technical Planning Board.

Name of the new agency is Joint Technical Advisory Committee. It was set up by Radio Mfrs. Assn. and Institute of Radio Engineers whereas the predecessor RTPB officially included NAB and nearly a dozen other organizations. The name change was requested by the new agency of national defense program, JTAC first tackles the peace-time job of rounding up data on equipment and propagation traits of the upper frequency bands for submission to the FCC’s television hearings slated to start Sept. 20.

RTPB was officially interred last Thursday at a New York meeting of its Associated General Managers. Some $7,000 in its kitty was split among the participating organizations.

Jett Named

Though NAB is not represented on the executive committee of the new group, sources close to JTAC point out that a broadcast executive—E. K. Jett, former FCC commissioner and director of the Smithsonian’s radio and television activities—is a member. They add that JTAC will be a central policy advisory agency working through volunteer committees whose membership will include spokesmen familiar with the topics under study.

JTAC was formed out of the IRE’s annual meeting in New York March 24 when FCC Chairman Wayne Coy called on the radio industry for more rapid development of the ultra high frequency (UHF) bands of 210 and 890 mc to meet TV specifications.

KSDJ and KTIM Sales Negotiated

OWNERSHIP of two West Coast stations will shift as result of two deals closed last week.

KSDJ San Diego will shift from ownership of Clinton D. McKinnon to David Salik, San Antonio manufacturer and his son, Charles, for reported price of $272,000 subject to FCC approval. The latter will serve as president and general manager. Pre-war he was on staff of WOAI San Antonio and during war was a captain with American Forces Network in Europe. Earlier the FCC had approved sale of station to McKinnon Publications but the sale was never completed.

The second deal involves the sale of 25% of the stock of KTIM San Rafael, Calif. to Hugh E. Turner by the Marin County Broadcasting Co. for $400,000. Mr. Turner will also become vice president and general manager.

Blackburn - Hamilton, station brokers, handled both deals.

By J. FRANK BEATTY

Thursday on the JTAC advisory committee’s membership, pointing out they had not been officially notified of the details.

No official view could be obtained on lack of NAB representation on the main committee.

JTAC will deal with all phases of electronics, the RMA announcement covering the new project clearly emphasized, and best available talent will be drawn from the industry as project committees are set up.

RMA noted that the RMA and IRE boards selected committee membership “on the basis of professional standing” irrespective of the organizations to which they belong or the companies by which they are employed. Dr. Baker and Dr. Shackelford will report directly to their respective boards on JTAC activities.

Siling Is Chairman

Chairman of the committee is Philip F. Siling, chief engineer of the RCA Frequency Bureau, Washington, representing IRE. Vice chairman is Donald G. Fink, editor of IRE magazine, New York, representing RCA.

Other members are Dr. Ralph Bown, Bell Telephone Labs.; Melville Eastham, General Radio Co.; John V. L. Hogan, Interstate Broadcasting Co., New York; Mr. Jett; Haraden Pratt, Mackay Radio & Telegraph Corp., New York, president of the expired RTPB; Dr. Baker; David B. Smith, Philco Corp.; Laurence G. Cumming, IRE technical secretary, non-member of the committee.

Under the charter, JTAC operates as a central and authoritative policy advisory group in the technical field. It will “obtain and evaluate information of a technical or engineering nature relating to the radio art for the purpose of advising government bodies and other professional and industrial groups.

In obtaining and evaluating such information, the JTAC shall maintain an objective point of view. It is recognized that the advice given may involve integrated professional judgments on many inter-related factors, including economic forces and public policy.”

Remaining functions of RFTP are being taken over by RMA Engineering Dept. technical committees. The RMA and IRE committees will be asked to supply information as needed, along with the special one-assignment (ad hoc) committees.

The JTAC duties are specified in the charter as follows:

(a) To consult with government and with other professional and industrial groups to determine what technical information is required to insure the wise use and regulation of radio facilities.

(b) To establish a program of activity and determine priority among the projects presented, giving due consideration to the uses of radio facilities.

(c) To prepare outlines of the information required by the agencies involved and to keep these outlines updated so as to avoid unnecessary duplication of effort.

(d) To draft and evaluate information thus collected, with particular emphasis on the use of radio apparatus.

(e) To present its findings in a clear and understandable manner to the agencies original to the aid of the committee.

(f) To keep its findings available to the profession and the public.

(g) To draw up as necessary, before government or other parties to inter- est in it, a draft of the commission’s report in a clear and understandable manner.

Members of JTAC are appointed for two years, and the chairman will be alternated each year between RMA and IRE.

Father of Idea

The original idea for RFTP came from ex-FCC Chairman James Lawrence Fly during the 1942 IRE fall meeting. Chairman Fly urged industry and government to work together to lay peace-time plans. Necessarily RFTP, after formation of over a dozen panels, went deep into wartime electronics, including television and radar. Dr. Baker was first RFTP head, followed by Mr. Pratt.

By the time of the FCC war-time allocation hearings RFTP had submitted vast stacks of technical reports in which industry-wide developments were brought together and analyzed. This material provided the basis for FCC postwar allocations put into effect in July 1945.

In recommending revival of the cooperation last March, FCC Chairman Coy had pointed to White House recommendations for an extensive defense program, adding, “Any effort we make today toward broad-gauge planning will pay rich dividends tomorrow in accelerated progress for the radio industry as a whole and in terms of national security.”

With RFTP idle for many months, one phase of its activity was revived last month with pro-

(Continued on page 75)
**Tentative U.S.-Canada Allocations Plan**

TEXT of the report on the U.S.-Canadian agreement showing tentative television allocations along both sides of the border, which quickly became a storm center when it was revealed in the course of FCC's channel allocations hearing last week (story page 21), is as follows:

Tentative Canadian-U.S.A. Television Allocation Plans

It is recognized that a bilateral arrangement between Canada and the U.S.A. for the use of the 64 to 88 mc and 174 to 216 mc frequency bands for television broadcasting is necessary to prevent undue interference between stations in the respective countries.

Informal discussions, between representatives of Canada and the U.S. were held in Washington, D.C., the week of Dec. 7, 1947, resulting in a tentative allocation structure for the assignment of channels with particular reference to assignments in those areas adjacent to the Canada-U.S. border.

It is recognized that directional antennas may advantageously be used in certain instances to reduce interference between stations. It is expected, however, that assignments will normally be made on the basis of omnidirectional antennas.

It is recognized that assignments made at points which are more than 250 miles from the nearest point on the Canada-U.S. border would normally have no international significance and need not be notified as hereinafter specified except in cases of unusual powers and unusual antenna heights.

Where distances less than 250 miles are involved all assignments shall be notified in the following manner:

1. Notification shall be made by the transfer of assignments between the FCC and the Dept. of Transport.
2. Notifications shall include full information on transmitting antenna locations by geographical coordinates, antenna height above average terrain, antenna height above mean sea level, and effective radiated power.

In the event an antenna, directional or horizontal, is proposed, the directional pattern and other pertinent information shall be submitted.

(3) Each country shall have 15 days from the date of notification in which to protest the proposed assignment.

(4) If, within the 15 day period prescribed in (3) above, no objection is raised, a notified assignment shall be considered final.

It is recognized that, wherever possible, assignments made within 250 miles of the border should be in accordance with [these tentative allocation plans].

Note: These tentative allocation plans are based on an effective radiated power of 50 kw and an antenna 500 feet above average terrain, except where otherwise noted.

**TABLE OF CHANNEL NUMBERING**

<table>
<thead>
<tr>
<th>Channel No.</th>
<th>Megacycles</th>
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<tbody>
<tr>
<td>3</td>
<td>54-69</td>
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<tr>
<td>4</td>
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<td>79-88</td>
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<td>203-214</td>
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<tr>
<td>15</td>
<td>217-228</td>
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**TENTATIVE CANADIAN TELEVISION ALLOCATION PLAN**

(Within 250 miles of Canada-U.S. border)

**NOVA SCOTIA**

<table>
<thead>
<tr>
<th>Location</th>
<th>TV Channels</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Brunswick</td>
<td></td>
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<tr>
<td>Prince Edward Island</td>
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<tr>
<td>Summerside</td>
<td>12</td>
</tr>
<tr>
<td>Sackville</td>
<td>5</td>
</tr>
<tr>
<td>Moncton</td>
<td>3</td>
</tr>
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<td>St. John</td>
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<td>Fredericton</td>
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<td>Campbellton</td>
<td>6</td>
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<td>Edmundston</td>
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<td>Quebec</td>
<td>2</td>
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<td>New Carlisle</td>
<td>9</td>
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<tr>
<td>Rimouski</td>
<td>8</td>
</tr>
<tr>
<td>Valais-de Lozé</td>
<td>4</td>
</tr>
<tr>
<td>St. Anne de PEC</td>
<td>12 Sm.</td>
</tr>
<tr>
<td>Chéticamp</td>
<td>5, 6, 7</td>
</tr>
<tr>
<td>Quebec</td>
<td>3, 6, 7, 9</td>
</tr>
<tr>
<td>Three Rivers</td>
<td>12, 4</td>
</tr>
<tr>
<td>Sherbrooke</td>
<td>3, 6, 7, 9</td>
</tr>
<tr>
<td>Montreuil</td>
<td>12</td>
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<tr>
<td>Hull</td>
<td>12</td>
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**ONTARIO**

<table>
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<tbody>
<tr>
<td>Cornwall</td>
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</tr>
<tr>
<td>Ottawa</td>
<td>5, 8, 10</td>
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<tr>
<td>Brockville</td>
<td>9</td>
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<tr>
<td>Kingston</td>
<td>13 Sm.</td>
</tr>
<tr>
<td>Stratford</td>
<td>4 Sm.</td>
</tr>
<tr>
<td>Belleville</td>
<td>3, 8, 10</td>
</tr>
<tr>
<td>Peterborough</td>
<td>13 Sm.</td>
</tr>
<tr>
<td>Toronto</td>
<td>9</td>
</tr>
<tr>
<td>Hamilton</td>
<td>13 Sm.</td>
</tr>
<tr>
<td>St. Catharines-Niagara Falls</td>
<td>13 Sm.</td>
</tr>
</tbody>
</table>

Sm means 1 kw, effective radiated power at 500 ft above average terrain.

(Continued on page 69)
RETAILER AID
SHOWING how retailers are learning to use radio, the NAB Dept. of Broadcast Advertising last published a 123-page book titled "Operta- tion Traffic Flow."
Entries in the second annual retail radio contest for member stores are in. It is a powerful public relations tool, and the following show how individual stores using radio to meeting special advertising problems, according to Hugo M. Higgins, of the NAB department.
Retail campaigns are divided into types beamed at particular audiences. Objectives are described, along with format and copy approach, and concluding with re- sults. Outstanding examples of how broadcasts sold merchandise are described by advertising and promotion executives of the stores.
Mr. Higgins points out that "more and more retailers are using radio advertising. In 1947 they spent $135,000,000 in radio, an all-time high. The year marked the first time in 20 years that local retail advertising produced a larger gross business for broad- casters than network revenue."

Mr. Tully attaches man-sized identification labels to the lapels of Rhode Island's Senator Mc- Grath (i) and D. Harold McGrath, superintendent of the Senate radio gallery.

GENERAL FILM LIBRARY IS PURCHASED BY ZIV FREDDIE W. ZIV Co., New York producer of transcription programs, announced last week it has bought the General Film Library of California for $100,000, boosting the number of film libraries it now owns. The acquisition adds 3,500,000 feet of film to the current 10,000- foot collection of film footage, with the new portion including stock shots, production shorts, etc. Other film libraries owned by Ziv are Miles, Kinogram and Forster libraries.

In line with the expansion of television sections, the department's headquarters have been moved to 630 9th Ave., New York from 146th St.

STATION SALES totaling almost $500,000 and changing the control of six AM or FM operations were given FCC approval last Wednesday.

The transactions included the $200,000 sale of KFNF Shenandoah, Iowa, to a group headed by C. J. Abbott, banker, and the ac- quisition of full ownership of WEEK Peoria, Ill., by former Oklahoma Gov. Robert S. Kerr and associates, who already had a 50% interest.

Other stations affected by the transfer approvals were KORC Columbia, Tenn.; LLU Laurel, Miss.; WLB (FM) Clare- mont, N. H.; and WLCL LaCross, Wis. In addition, FCC approved the assignment of licenses of WJLS and WJLS-FM Beckley, W. Va. and WKNA and WKNA-FM Charleston, and transfer of control of WKW and WKW- FM Wheeling, from Joe L. Smith to a corporation, Joe L. Smith Jr. Inc.

Approval of the WEEK transfer— involving the Kerr group's purchase of the half interest held by E. K. Gaylord and his Okla- homa Broadcasting Co. associates for $37,600 plus half of net quick assets—came almost simultaneously with the Oklahoma Democratic primary election in which the former Oklahoma governor led the field in the Senatorial nomination race.

The sales given approval were as follows:

KFNF, WEEK Deals Approved

Blow for a Landing
THE UNFATHOMABLE minds of radio engineers often produce strange brain children. Latest electronic wonder to come forth is the invention of L. Mal- lory, former WPFA Dallas engineer, now with Continen- tal Electronics Co., Dallas. He has invented a device under Civil Aeronautics Ad- ministration study whereby a pilot can blow a whistle into a microphone on his plane and turn on landing lights at an airfield below by the importance of getting ready for it when it happens in the sense of important displays, informa- tive selling signs, and of course being enthused and aroused about the program. Too frequently, radio is looked at as a thing apart, something that somebody uppers in the corner of the building is fooling around with; it is an escape for somebody's long hair some place.

"I cannot help but emphasize that the way has arrived at the point where it is a medium that we have to look at the same as any other accepted medium; that we can use ideas of sale and ideas of merchandise as well, let us say, the grand, good fea- tures of our store as a whole."

"In two years we are well on the way to achieving many of the ideals set for these sams and amb- itions. From the point of view of improving our fashion acceptance in Chicago, we are pleased to report that we have made great headway during the life of this Melody Lane radio show in the fashion departments represented."
PHILLY COVERAGE

(Also see story, page 21)

BY THE PAST WEEKEND, more than 1,100 broadcasters had converged on Philadelphia to cover proceedings of the Democratic National Convention—approximately 300 more than attended the Republican gathering in June.

Many requests from stations came in late, particularly from Southern broadcasters, according to Kenneth D. Fry, radio and television director for the Democratic National Convention. One station in Pennsylvania, however, applied for accreditation as late as Wednesday, and Mr. Fry said that every effort would be made to give its representatives a place on the floor if not in the seats set aside for radio reporters.

Programs on the Democratic Convention preliminaries, however, have been aired from the Quaker City all week, on preconvention matters such as arrangements, platform and the like. Broadcasters admitted that such preconvention broadcasts were more difficult to make lively than during the GOP conventions because of the lack of contenders for the nomination and the lack of big names among the very early arrivals. Some relief was felt when J. Howard McGrath, Democratic National Chairman arrived in Philadelphia Wednesday, becoming fair game for program men beating the palms around the Bellevue-Stratford for a subject.

Duplicate GOP Coverage

There could be no doubt that radio would make every effort to give the Democrats the same kind of coverage that the Republicans got in June, although Democrats freely admitted that broadcasters might have a more difficult job because of the lack of the numerous fights that enlivened early GOP programs. Typical, however, of the attempt of broadcasters to give the two parties equal coverage could be found in the attitude of KYW Philadelphia which decided to devote the same space to the Democrats in publicity releases that it did to the Republicans.

Several stations and the networks, with their recent Republican experience behind them, will be able to render better service.

Although many such plans were not being announced in advance, WFIL-TV Philadelphia did make public its plan to open a television make-up and rehearsal room as a special public service after station executives noticed "five o'clock shadow" and other untelegenic aspects of video subjects during the Republican Convention. The station took rooms in the Bellevue-Stratford, invited Max Factor Inc., of Hollywood, to participate, and began installing equipment for the test rooms.

Subjects made up by Mr. King will actually become television subjects immediately. Their images will be studied on video receivers set up by RCA in an adjoining room, so that the results of the make-up can be determined and adjusted if necessary. These make-up tests will be carried to the video receivers by cable and will not be telescop to the television audience. At the same time, tape recorders will record the audio technique of the speaker, and adjustments there can be made and criticism offered on the basis of samples taken from the recording.

It is believed that these facilities will ease appearance of national figures before the TV cameras and will provide the video neophyte with a valuable "ice-breaking" experience in addition to making subjects using the service more telegenic.

There is also the expectation that more newspaper headquarters will be using radio and television to follow the proceedings. Word spread rapidly among newspapermen during the GOP Convention that video was an invaluable tool to the writer who had to leave the floor. In addition, radio scored beats of its own which were being lost to newspapers or services not monitoring the air-waves. The New York Times, for example, will now be among papers to set up a video receiver in its Philadelphia headquarters, according to William G. Hearst, Times Philadelphia representative.

Philadelphia stations again will find themselves as funnels through which will pass the radio out-pourings to networks and stations around the country. KYW will again turn its master control over to NBC for programs originated in Philadelphia. WCAU-TV has big programs for originating and feeding to CBS. WIP engineers will again carry MBS' roster of big-name commentators through specially installed equipment, as during the GOP Convention. Similarly, other stations will, with some variations, follow the pattern they set during the GOP gathering.

Reports from individual stations and regional networks preparing their coverage plans were as follows:

Connecticut State Network

Coverage of the activities of delegates from Connecticut will be brought to listeners in that state by the seven-station Connecticut State Network. The network, which performed a similar public service during the Republican Convention, includes: WTHT Hartford, WATS Waterbury, WNLC New London, WSTC Stamford, WNHC New Haven, WTOR Torrington and WNAB Bridgeport.

Rural Radio Network (FM)

Rural Radio Network will tailor its coverage to fit its regular news programs. In charge of the coverage will be Whitney Tharin, chief of the Washington bureau of Agricultural News Service. Each newcast will carry a pickup from Philadelphia, but there will be no break-ins. Emphasis will be on bringing delegates from the farm areas more into their microphones and on evaluating and interpreting the farm angles and slants of the various candidates.

KIRO Seattle; KHQ Spokane

Through arrangements made by officials of KIRO (CBS) Seattle and KHQ (NBC) Spokane, 15-
Silver Show Drive Aided by Networks

ACTIVE network promotion of the NAB Silver Shower campaign to raise funds for German school radio sets got under way last week as the drive gathered momentum.

listeners in all communities are being urged to dig into their pockets and send what change they have to their stations. Theme of the broadcasters' campaign, requested by American occupation authorities and approved by the NAB board, is, "A shower of silver now may prevent a hail of lead later."

Assistant Secretary of State Charles E. Saltzman supported the drive in a letter sent to NAB last week. He said the project "will provide effective means to meet a very real need and should contribute significantly to the realization of our obligations to Germany and Austria, as well as increased American understanding of the nature and importance of our occupation responsibilities in this field."

Germany

Speaking from Germany over MBS, Gen. Lucius D. Clay, commander of American forces in Europe, stressed the vital need for expanded radio effort in making known to the youth of Germany and Austria the true role of the United States in world affairs. He pointed out that other countries are getting their message across in the schools of Germany and Austria, but that "our side of the story" is not being told because the schools in the American zone are not equipped with radio receivers.

NAB President Justin Miller reminded that "the people of Middle Europe are thoroughly confused because they have been subjected to a cleverly planned siege of propaganda" and "are told that only with the help of Germany and Austria could we not expect any other country to tell the youth of Germany and Austria about our efforts in their behalf, adding: "We must offset the inaccuracies—the lies—which are being spread, constantly, concerning the United States."

KDYL Names Miller

RALPH MILLER has been named director of national radio sales for KDYL-AM-FM in Key City. It was announced last week by S. S. Fox, president and general manager of The Intermountain Broadcasting Corp. Mr. Miller succeeds George A. Provol, who becomes administrative assistant to Mr. Fox. Mr. Miller for six years was sales manager for KDKY in Key City. It was announced prior to that for 14 years was advertising manager of the Farmer-Stockman, Oklahoma City.

EDMUND CHESTER (second from 1), former director of shortwave broadcasting and Latin American affairs for CBS, and newly appointed to the post of CBS director of news, special events and sports for the CBS television network, gets ready to help cover the Democratic Convention in Philadelphia. With him (1 to r) are: Davidson Taylor, CBS vice president and director of public affairs, Robert Bendick, CBS television special events director, and Wells Church, CBS director of news broadcasts.

Listening Altered By Summer Hiatus

RADIO LISTENING during evening hours decreased generally in New York, Philadelphia, Boston, Chicago and Cincinnati, according to the report by Pulse Inc. A considerable change in the listing of top 10 shows resulted from the summer hiatus taken by Charlie Aldrich Family, Bob Hope, WLS, Big Story and Amos 'n Andy.

The report follows:

Top 10 Evening & Daytime Shows Higher Broadcast Rating

EVENING

Lax Radio Theatre 25.1
Jack Benny 25.4
Walter Winchell 17.9
Talent Scouts 17.4
Fred Allen 17.2
Bob Hope 17.0
Mr. District Attorney 16.9
My Friend Irma 16.8
Kraft Music Hall 16.4
Daytime—A Week

Arthur Godfrey 26.1
Breakfast Club 26.1
Rosemary Clooney 25.9
Big Brother 25.9
Ma Perkins 25.8
Herman's Head 25.0
Our Gal Sunday 24.7
Giant Step 24.0
Aunt Jemima 23.9
Wendy on the Boulevard 22.1
Saturday & Sunday Daytime

Theatre Guild 18.7
Stars Over Hollywood 18.4
Let's Pretend 17.3
Juster & Milliken 17.0
Grand Central Station 16.5
One Man Band 16.3
County Fair 15.9
Sheaffer Parade 15.1
Archie Andrews 15.0

GILLETTE HAS VIDEO AT ALL-STAR CONTEST

TELEVISION rights to the 15th Annual All-Star Baseball Game July 13 have been granted to the Mutual Broadcasting System and the Gillette Safety Razor Co. Announcement of the rights, first to be granted for a baseball classic, was made last Wednesday by Baseball Commissioner A. B. Chandler and Joseph P. Spang Jr., president of Mutual.

Mutual, which already enjoys broadcasts rights, has passed the TV coverage along to KSD-TV St. Louis which will televise the game in that city. The network has no TV affiliate there. Amount paid by MBS for video privileges was not revealed by the commissioner or the network.

Broadcast will be carried on the coast-to-coast MBS hookup and Canadian stations at 2:15 p.m. EDT, with Mel Amster and Jim Brit handling the description. Game, which also will be beamed overseas by Armed Forces Radio Service, is presented regularly as part of Gillette's "Calvacade of Sports" series.

Bond Bread Campaign

GENERAL Baking (Bond Bread), New York, on July 6 and 7 started a spot announcement campaign on 25 stations in 16 cities. Announcements were aired for ten minutes on station. Contracts for 13 weeks were placed by BBDO, New York.

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EVENING

Lax Radio Theatre 25.1
Jack Benny 25.4
Walter Winchell 17.9
Talent Scouts 17.4
Fred Allen 17.2
Bob Hope 17.0
Mr. District Attorney 16.9
My Friend Irma 16.8
Kraft Music Hall 16.4
Daytime—A Week

Arthur Godfrey 26.1
Breakfast Club 26.1
Rosemary Clooney 25.9
Big Brother 25.9
Ma Perkins 25.8
Herman's Head 25.0
Our Gal Sunday 24.7
Giant Step 24.0
Aunt Jemima 23.9
Wendy on the Boulevard 22.1
Saturday & Sunday Daytime

Theatre Guild 18.7
Stars Over Hollywood 18.4
Let's Pretend 17.3
Juster & Milliken 17.0
Grand Central Station 16.5
One Man Band 16.3
County Fair 15.9
Sheaffer Parade 15.1
Archie Andrews 15.0

GILLETTE HAS VIDEO AT ALL-STAR CONTEST

TELEVISION rights to the 15th Annual All-Star Baseball Game July 13 have been granted to the Mutual Broadcasting System and the Gillette Safety Razor Co. Announcement of the rights, first to be granted for a baseball classic, was made last Wednesday by Baseball Commissioner A. B. Chandler and Joseph P. Spang Jr., president of Mutual.

Mutual, which already enjoys broadcasts rights, has passed the TV coverage along to KSD-TV St. Louis which will televise the game in that city. The network has no TV affiliate there. Amount paid by MBS for video privileges was not revealed by the commissioner or the network.

Broadcast will be carried on the coast-to-coast MBS hookup and Canadian stations at 2:15 p.m. EDT, with Mel Amster and Jim Brit handling the description. Game, which also will be beamed overseas by Armed Forces Radio Service, is presented regularly as part of Gillette's "Calvacade of Sports" series.

Bond Bread Campaign

GENERAL Baking (Bond Bread), New York, on July 6 and 7 started a spot announcement campaign on 25 stations in 16 cities. Announcements were aired for ten minutes on station. Contracts for 13 weeks were placed by BBDO, New York.
Looks very much as if he killed himself. He got all tangled up in a piece of string he was carrying to his nest, and hanged himself before anyone noticed his troubles.

There's no need for time-buyers to get all snarled up trying to pick the best radio buy in Baltimore. It's simple—it's W-I-T-H, the BIG independent with the BIG audience.

And here's why: dollar for dollar, W-I-T-H delivers more listeners than any station in town. It covers 92.3% of all the radio homes in the Baltimore area.

Sure there are some larger stations in town. But in this rich market—6th largest in the U.S.—W-I-T-H produces more results at a lower cost than any other station.

Smart time-buyers know this. They put—and keep—W-I-T-H at the top of their schedules. Do you know the W-I-T-H story? If not, call in your Headley-Reed man and get it today!
Howdy Doody pulls the strings

NBC's small television star owes his winning personality to the alter ego voice of Bob Smith, and to eleven strings. But Howdy Doody can pull strings himself. About 60,000 for example—at last count of requests for his presidential campaign button. And 20,468 requests followed the first announcement of the button, with only five additional announcements made in the next ten days.

The Research Director says that a telephone coincidental survey, conducted by NBC in the New York area on the last day of the offer, gave the program a rating of 31. Of an estimated 214,800 sets covered by the NBC Television Network, 31% or 66,588 sets were tuned in. He interprets this to indicate nearly one request for each set . . . and a 33% return for the first announcement.

The Sales Manager says it's television's greatest success story—the most forceful demonstration to date of television's drawing power.

Bob Smith says he has a headache; he'd only ordered 5,000 buttons.

Howdy Doody says shucks.

The Research Director's wife doesn't interpret figures. To her, Howdy Doody keeps the children glued to the set Tuesdays, Thursdays, and Saturdays from 5 to 6—and that's wonderful. She just says she'll be more than happy to buy any product or service a sponsor of Howdy suggests to the youngsters. So will a lot of other grateful parents of enthusiastic children.

America's No. 1 Television Network

NATIONAL BROADCASTING COMPANY

NBC Television
NEW FIRM KEEPS OLD ACCOUNTS

SEVERAL longtime radio and television advertisers will continue to be handled by the newly-named Fletcher D. Richards Agency—formerly Campbell-Ewald Co. of New York.

The Fletcher D. Richards agency, which handles the U. S. Rubber Co., sponsors of the At Liberty Club which started last July 8, Thursdays, 8-8:15 p.m. on WNBT New York, NBC video station. The U. S. Rubber Co. formerly sponsored a show on the same station on Fridays. The three other radio accounts, all currently using spot announcements are Eastern Airlines, Rockwood & Co., (chocolate manufacturers) and Durham-Endor Razor Corp.

The Fletcher D. Richards agency succeeded the Campbell-Ewald Co. of New York, a separate corporation from Campbell-Ewald Co., Detroit, although closely affiliated with it through some common executives. The Richards agency’s overall billing is estimated at $750,000.

Mr. Richards, who was president of Campbell-Ewald Co. of New York since its formation, is chairman of the board of the new agency bearing his name. He will also continue as president of the firm. Other members of the agency’s board are Bradley A. Walker, Duane W. Beurmann, officers are: Mr. Walker, Mr. Blodgett, Mr. Elliott, W. A. McNabb, Radcliffe Romeyn and John S. Davidson, all vice presidents and Duane W. Beurmann, secretary and treasurer.

The Campbell-Ewald Co., Detroit, has opened New York offices located at 1 East 57th St. The newly opened New York office will handle half-million dollar television billing account. The dealers are currently sponsoring racing events on WCBS-TV New York, CBS station, and a news program on WABD New York, the DuMont TV station. In addition the firm is planning to sponsor a dramatic television show this fall.

The C-E Co. will handle the Hyatt Bearings Division of General Motors, The Dry Dock Savings Institution and the Bicycle Institute of America, all formerly handled by the Campbell-Ewald Co.

Winslow H. Case, vice president in charge of television and radio is head of the C-E Co.’s newly-opened New York offices. Lynn B. Dudley, formerly vice president with C-E Co. of New York, joins the C-E office in a similar capacity. The New York staff numbers approximately 15 persons and is expected to expand shortly.

The recent developments involving change of name and separation of agencies were the results of an agreement between Henry T. Ewald, chairman of the board of Campbell-Ewald Co., Detroit, and Mr. Richards, chairman and president of the new Fletcher D. Richards Co., and were made by prearrangement with the clients of both agencies.

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM advertising is remembered and most of all—its acted upon.

How do we know? By the merry ringing of cash register bells when a WHHM advertising campaign is soundly planned and merchandised.

Local, regional and national advertisers—a smooth vehicle on the paved road to sales is yours when you use the station that delivers:

RIO GRANDE FLOOD

Special Programs Carried

By KPAB

FLOOD WARNINGS, broadcast by KPAB Laredo, Tex., are credited by the station with saving lives and large investments when heavy rains fell on Rio Grande watershed last month. When U. S. Weather Bureau and Water Boundary Commission issued flood warnings at the time, KPAB aired them immediately and gave repeated warnings to ranchers and other inhabitants of the lower valley to seek higher ground.

Mark Perkins, manager, flew back to Laredo in his own plane from inaugural flight of Trans-Texas Air Lines’ new service to assist in emergency. He flew government officials and Paul Weatherbee, KPAB program director, 65 miles up the Rio Grande to watch location of flood crest. As a result of this flight, and government records of other floods, Water Commission was able to predict within ten minutes actual arrival of 48 foot flood crest at Laredo.

In addition to flood warnings, station reports it also broadcast several remotes on flood damage in the town and two days later aired a round-table discussion of government and city officials as to flood damage and when normal services would be restored.
Here's what you need to "watch" your broadcast signal as required by the FCC — whether for AM, FM, or TV. Any radio engineer will O.K. these General Radio monitors, distributed by Graybar, for their maker's products have been radio's favorites for decades.

Illustrated are the Type 1931-A Amplitude-Modulation Monitor, which performs five functions for AM, including measurement of percentage of modulation on either positive or negative peaks; the Type 1181-A Frequency Deviation Monitor for AM, which indicates direction and magnitude of deviation from assigned frequency; the Type 1170-A Monitor for FM and the aural FM channel for TV, which indicates both frequency deviation and modulation percentage. Complete specifications are available via Graybar.

Graybar has everything you need in broadcast equipment...PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements — to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

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**GRAYBAR BRINGS YOU BROADCASTING'S BEST EQUIPMENT:**

- Amplifiers (1) (See key to numbers at right)
- Antenna Equipment (2)
- Cabinets (3)
- Consoles (4)
- Loudspeakers and Accessories (5)
- Microphones, Stands, and Accessories (1, 2, 3, 6, 7, 8)
- Monitors (1, 9)
- Recorders and Accessories (10)
- Speech Input Equipment (11)
- Test Equipment (4, 10)
- Towers (Vertical Radiators) (12)
- Tower Lighting Equipment (2, 12)
- Transmission Line and Accessories (13)
- Transmitters, AM and FM (1)
- Tubes (1, 2)
- Turntables, Reproducers, and Accessories (1)
- Wiring Supplies and Devices (3, 8, 14, 15, 17)

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Distributor of Western Electric Broadcast Equipment
Radio Plank

(Continued from page 21)
appear before the committee, the
matter probably would not have
been considered by it until Satur-
day or yesterday.

Sen. Myers emphasized, however,
that even if his witness appeared
for or against such a plank, the
subject would be given the same
attention as matters for which
witnesses appeared.

"Submission of a communication
in writing to us," he said "is all
we need to make the subject mat-
ter a topic for consideration."

This was reassurance to broad-
casters, many of whom felt that
lack of witnesses and other pres-
sure before the GOP platform
makers resulted in the failure to
have their cause given expression
in a 1948 plank.

Truman Backs Parity

A statement of Sen. Myers on
the opening of hearings on plat-
form suggestions also provided
further reassurance that if a
strong radio plank were adopted
by the subcommittee it would re-
main in, for he asserted that he
thought President Truman should
be consulted before the platform
is submitted to the Convention.

In a letter to BROADCASTING,
sent July 3, 1945, President Truman
committed himself to freedom of
radio on parity with the press as
follows:

"Regulation by natural
forces of competition, even
with obvious concomitant
shortcomings, is to be pre-
ferred over rigid governmental
regulation of a medium that
by its very nature must be
maintained as free as the
press."

In addition to the stand of the
President, however, a freedom of
radio plank would be given more
careful consideration, observers
believed, for no other reason than
that the Republicans failed to in-
corporate such a plank in their
platform.

Democrats Will Act

It became apparent to observers
sitting in at sessions of the sub-
committee that the Democrats intend-
ed to capitalize on many points
where the Republicans had failed
to act, either in Congress or in
platform drafting. Witnesses ap-
pearing before the subcommittee
on other matters were interrogat-
ed frequently on what the Con-
gress or the Republican platform
drafts had done on the same sub-
jects. Such interrogations came
not only from Sen. Myers but also
from almost every member of the
subcommittee.

Members of this subcommittee,
which had the fate of the radio
plank in their hands, were:
Former Gov. Chauncey Sparks,
Ala.; Mrs. Esther Murray, Calif.;
Prentiss Brown, Mich.; Mayor
Hubert H. Humphrey Jr., Minne-
apolis; Rep. Mike Mansfield, Mont.;
William Ritchie, Neb.; Rep. Eman-
en CUP which they won in an international
contest "for most original advertising and
merchandising of all Philco products"

CUP which they won in an international
case "for most original advertising and
merchandising of all Philco products"

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merchandising of all Philco products"

CUP which they won in an international
case "for most original advertising and
merchandising of all Philco products"
Yes, there's a 'sea of grass' reaching from Tulsa to the Kansas line and every year this famed Osage pastureland fattens thousands of feeder cattle from all over the nation. Serving this sea of grass with its busy and prosperous towns is the Voice of Oklahoma, Oklahoma's Greatest Station. Osage cattle ranches are big business and KVOO's Farm Department plays an important part in helping assure their most profitable operation through the dissemination of wanted information. We're 'home folks' with Osage cattlemen and proud of it!

P. S. In case you hadn't noticed, beef is bringing a good price these days. There'll be a lot of new money in the Osage-KVOO market this year.

1. View of part of 1947 Osage Cattlemen's Association Ranch Tour cavalcade.
2. Sam Schnieder, KVOO Farm Editor
3. Barbecue scene on Ranch Tour
THE CORN IS RIPE early this season—due to the spring rains. So BROADCASTING harvests its 1948 crop, and serves notice of no more planting until next year. Right off the cab are these girls having "Fun" during the WCAU-TV Philadelphia's "Li's Have Fun" series for Lit Bros. store.

NOW THAT THE CROP is harvested, you won't have to look at any more pictures like this, for instance, of Producer Elliot Gaver (l) and Announcer Fred Millegos of WSYR Syracuse heckling "Fiery Felix" during the "X" Out Fire in Syracuse Campaign. Gruesome, isn't it?

NO INDIAN corn this. Preparing a commercial for Shawmut Bank's seven shows on WBZ-TV Boston are (l to r, standing) Joseph Dephoure, camera; Jack Stein, makeup; Rogers model; the Shawmut Indian. Seated, Richard Williams, Shawmut advertising manager; John Barry, v.p.

"NATURE BOY" Jack Day, m.c. of WFBR Baltimore's "Shoppin' Fun" program, somewhat resembling an unshucked ear of Iowa's finest, leaps among the ladies attending the show.

"SENSELESS" SIMON, otherwise known as Ernie, takes a breather from his zany WJJD Chicago disc jockey show. He broadcasts from his cell, padded with gifts from fans.

SOME FOWL THING flies into Don Bell's "Dan Bull Thing Contest" on KRNT Des Moines (in the Corn State). The rooster was sent in by some old hen that was tired of having him around. He crowed each dawning. (See story, page 18.)

"LITTLE LIFE" left in this NBC "Life" Convention television team after the tumult and shouting had died and the captains and the kings departed. The Democrats will probably awaken these Sleeping Beauties.
Takes all kinds...!

For any advertiser who wants to attract a major audience and keep it coming back for more... make conversation and comment among customers... promote prestige, build business and better sales... WPIX presents a wide variety of remote pick-ups and studio productions... children's shows, sports events, pertinent programs for the homemakers, comprehensive news coverage, public service presentations, comedy, drama, movies... offers an unusual opportunity to reach a growing market—well worth the effort now... and from here on in!

For full facts, production costs, and time rates on currently available programs... just write, wire or phone... WPIX, The News Television Station, 220 East 42nd St., New York 22, New York.
KTSL offers the newest and finest facilities in the world for the televising of your commercial programs and announcements...in the important and rapidly developing Los Angeles market. Detailed information and rates on request. Write or call Sydney Gaynor, General Sales Manager, Don Lee Radio Center, 1313 North Vine Street, Hollywood 28, California.

THOMAS S. LEE, Pres. • LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr. • SYDNEY GAYNOR, Gen. Sales Mgr.

Represented Nationally by John Blair & Company
VA HOSPITALS RADIO SYSTEM
Funds for Installation Needed More Than Bedside
Receivers, VA Says Unofficially

FIRMS, private groups and individuals who have been donating bedside radios to patients in veterans' hospitals are advised unofficially by New York representatives of the Veterans Administration that their money could be better spent in helping to set up more intra-hospital "radio" systems.

The VA has pointed out that only 45 out of 127 veterans' hospitals in the U.S. caring for about 120,000 veterans of wars dating back to the Spanish-American, are equipped with such devices. In actuality the devices are public-address systems through which programs originating in the hospitals are fed throughout the wards, together with commercial radio pickups from one or two fixed channels, into the patients' earphones. Individual loudspeaker receivers would be objectionable in many hospitals, officials said.

At the current rate the remaining veterans' hospitals will be radio-equipped by January 1950, it was indicated. VA entertainment and recreation officials said that funds now being donated for bedside radio could hasten the process by short-cutting government channels.

Importance of radio to hospitalized veterans was emphasized by Michael J. Wardell, in charge of recreation at 10 veterans hospitals in New York State and Puerto Rico. Aside from the morale-building aspect, radio entertainment is particularly helpful in the therapy of patients for whom bed-rest is vital, as in the case of tuberculosis sufferers, Mr. Wardell said.

To co-ordinate and centralize this entertainment program the AFRA Radio Workshop Committee was organized last winter, with Carl Rigrod, Donahue & Co. radio director, as chairman. Other members include Harvey Marlow, WPIX New York program director; Paul Whiteman, ABC musical director; Ted Cott, WNEW New York vice president and program director, and Clayton Collyer, AFRA president.

Newest "affiliate" in the VA hospital radio system was dedicated on Thursday, June 24, at the Castle Point, N. Y., hospital. Most of the systems have been rented from the Radio Receiver Corp., New York, according to the VA. Others were inherited from the Army and Navy.

CBC Plans New Toronto, Montreal Radio Centers
UNDER A $10,000,000 expansion program, Canadian Broadcasting Corp. is to have new radio centers at Montreal and Toronto.

Revenue Minister J. J. McCann has announced at Montreal that the government has bought the Ford Hotel for $2,050,000 and will spend another $1,000,000 to convert it into a radio center for the international shortwave services of the Canadian government and the domestic services of CBC. Building is to be turned over to government on Sept. 15, and shortwave service and CBC are expected to move in about year's end.

At Toronto a radio center is to be built at a date yet to be announced, Revenue Minister McCann reported. At the same time he stated that there will not be a sitting of the Parliamentary Radio Committee this summer, and that international shortwave service is to be extended to Italy, Yosgosia, Poland, Belgium and Russia in the near future.

Problems to Be Studied By Television Committee
MELVIN L. GOLD, chairman of the newly-organized National Television Film Council, New York, has appointed a production committee to study motion picture film problems in regard to television. Members are Jack Glenn, senior director of March of Time; Gene Martel, president, Screen Directors Guild; Joseph Josephson, Jerry Fairbanks Inc.; Nathan Zucker, Sono-Chrome Productions; Fred Rosen, producer, World Video, and Henry Morley, general manager, J. A. Warrer Inc.

Seymour Peyser of the law firm Phillips, Nizer, Benjamin & Krim, has been retained as legal counsel for the organization.
IT'S STAR POWERED!

IT'S IRRESISTIBLE!

IT'S EAR CARESSING!

IT'S HOLLYWOOD!

IT'S ZIV!
"IT'S SHOWTIME FROM HOLLYWOOD"

WITH A GREAT GALAXY OF STARS . . .

From the opening curtain to the final spotlight, IT'S SHOWTIME FROM HOLLYWOOD sparkles with musical thrills. Starring Freddy Martin...whom The Saturday Evening Post features as "The Man Who Helped Kill Swing"...and a terrific cast of outstanding performers. A colorful, quarter-hour musical-variety show...set to quick-paced tempo...that means pulling power and prestige for sponsors and stations.
The quarter-hour musical-variety show is today's proved high-Hooper technique. Look at these ratings: Chesterfield's "Supper Club" (8.3) — Oxydol's Jack Smith (9.8) — Campbell Soup's "Club 15" (9.1). Let us show you why IT'S SHOWTIME FROM HOLLYWOOD is radio's greatest buy!

*C. E. Hooper, April 1-7, 1948

Once again — 'TRANSCRIBED BY ZIV' MEANS THE GREATEST IN RADIO SHOWS!
EDITOR, BROADCASTING:
I have been reading Broadcasting for so many years but never expected to find myself in it. I am so confused as to one phase of this complex business that I rely heavily on Broadcasting to tell me what the boys in the back room are doing.

Jack Van Nostrand
Sullivan, Stauffer, Coolwell & Bayles Inc.
Hollywood

Says NAB Muffed It
EDITOR, BROADCASTING:
I was especially interested in your editorial "Radio Won, Radio Lost." It's surprising to me that the NAB, as you state, failed to turn a wheel, and, at the same time I have some doubt as to assuming free radio and television is on a parity with the press, as stated by Sen. Lodge. It looks to me like the NAB passed up an excellent opportunity to do something constructive for radio.

Edgar T. Bell
Secretary-Treasurer
Oklahoma Publishing Co.
Oklahoma City

NAB Story Criticized
EDITOR, BROADCASTING:
Your usually excellent publication featured a strangely inept bit of reporting in the May coverage of the NAB convention. An article regarding the code imbroglio refers to Edward Breen's being denied more than three minutes in which to address the group. A further statement reads:
Edward Breen...who had rounded up 309 signers to a petition aimed at cancellation of the board's code adopting powers, entered the meeting with blood in his eye as the champion of the opposition. A few minutes later he was a chastened delegate, a lawyer who has been crisply out-maneuvered by Judge Justin Miller, chairman of the meeting.

The reporting is sophomorically inept because it attempts to suggest a parallel between a court-room battle of wits and the code meeting at the same time.

Suggesting that Mr. Breen as attorney for one side of the case was given only a small token bit of time to present his argument—contrary to all principles of Anglo-American jurisprudence.

Suggesting that Judge Miller, as chairman, failed to maintain judicial objectivity but by maneuvering became both judge and opposition attorney—contrary again to all principles of Western law.

And with the article implying such obvious loading-of-the-cards, the writer goes completely naive with the statement:

They were wondering how such pre-convention vigor could fade into the-on-the-scene-anemia.

To find the Citizen. Perhaps more and more we can and we will use radio, particularly the television of tomorrow, to "find" the citizen—here and in every land. If this job is well done, if broadcasters and telecasters do what it seems they could do, the broadcast industry may write the 11th story, the biggest of them all.

John F. Clappgett
Washington, D. C.

Page 46 • July 12, 1948

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

It's always Harvest Time in Kansas

This month, Kansas farmers are harvesting a rich yield of golden wheat. Millions of bushels are being sold for millions of dollars. All through WIBW-land farm families are buying. They're buying equipment for farms and homes. They're buying more food, more clothing...more everything. And they're making these purchases by brand name.

That's why it's always harvest time for WIBW advertisers. Twelve months of the year, they reap the rich yield of sales seeds which WIBW has planted deep in the friendly, receptive minds of our vast farm audience. Put WIBW to work for you and share this year-round harvest.

Serving the First Families of Agriculture

Rep.: Capper Publications, Inc.
LOOK TO RAYTHEON FOR THE FINEST IN FM TRANSMITTERS

1 or 3 KW

250 WATTS

10 KW

RAYTHEON
Excellence in Electronics
RAYTHEON MANUFACTURING COMPANY
WALTHAM 54, MASSACHUSETTS
Industrial and Commercial Electronic Equipment, FM, AM and TV Broadcast Equipment, Tubes and Accessories
BOSTON CHATTANOOGA CHICAGO DALLAS LOS ANGELES NEW YORK SEATTLE WASHINGTON
EXPORT SALES AND SERVICE IN FOREIGN COUNTRIES
Raytheon Manufacturing Company, 50 Broadway, New York 4, N.Y., WH. 3-4980

BROADCASTING • Telecasting
July 12, 1948 • Page 47
Banks Bank on Radio

THE AVERAGE bank spends 20% of its budget on radio, according to a study of bank radio advertising made by Dale Brittn, assistant vice president, The National City Bank of Cleveland. The survey took in 11 banks with deposits between $350,000,000 and $500,000,000. Highest of these spent 40% of its budget on radio and the lowest 9%.

Two New Video Sponsors Start on KTLA Hollywood

Two video firsts in Los Angeles were claimed late last month with entry of Tidewater Associated Oil Co. and the Security First National Bank of that city, via KTLA.

In sponsoring the finals of the National Collegiate Athletic Association's tennis tournament Saturday June 26, Associated took its first step in television. Firm has been long-time sponsor of broadcasts of Pacific Coast Conference sports. Although no specific budget has been set aside for television during the remainder of 1948, Harold Deal, advertising director of the oil firm, said that every effort would be made to get telecast rights to the games of U.S.C. and or U.C.L.A. [Broadcasting, June 21].

Security First National Bank, through Foote, Cone and Belding, Los Angeles, started June 25 for 13 weeks, weekly two-minute film spot selling its commercial checking accounts. Utilizing a stop-action cartoon effect, produced by Pattin Studio, bank is believed to be first advertiser of its type to use the medium. Telling a story via cartoon, the same spot is being used throughout the 13 weeks. Cost of production is understood to be approximately $350.

Feature (Continued from page 18)

entertainment and supper-clubbing.

After Things quieted down, KRNT Manager Bob Dillon said, "Something happened to us this year, promotion-wise. People all over were saying 'How's Things?' and meaning it."

A few of the choice Things were saved from the dump to send to KRNT's national representative, The Katz Agency, with this note: "Anything can happen in the Midwest...and did!"

Don Bell went off on a vacation after the contest was over, to forget Things, no doubt.

U. S. Chamber Appoints Advertising Committee

MEMBERSHIP of the U. S. Chamber of Commerce Committee on Advertising for 1948-49 was announced last week by the chamber. The committee maintains a working relationship with the advertising industry and related groups and currently is conducting the American Opportunity program designed to give U. S. people means to understand the nation's economic system.

Among members of the committee are Ken E. Dyke, NBC vice president; Edgar Kobak, MBS president; J. Harold Ryan, Fort Industry Co. vice president and treasurer; Kenneth G. Patrick, Advertising & Public Relations Dept., General Electric Co.; Robert M. Gray, advertising manager, Esso Standard Oil Co.; Charles Luckman, president, Lever Brothers Co.; Duane Jones, president, Duane Jones Co.; Gene Flack, advertising director, Sunshine Biscuits; Clarence B. Goshorn, president, Benton & Bowles; William N. Connolly, advertising manager, S. C. Johnson & Son. Committee chairman is Leonard W. Trestler, public policy director, General Outdoor Advertising Co.

WAAM Baltimore Signs As ABC Video Affiliate

ABC last week signed WAAM Baltimore as its 12th television affiliate, rounding out its Eastern video network. The station, managed by Norman C. Cal, will begin test patterns in August and regular programming is scheduled for September.

WAAM will operate on Channel 13 with 31.5 kw visual power and 20 kw audio power. Studios and transmitter are located north of Druid Hill Park in Baltimore.

On All Accounts (Continued from page 18)

ming get their innings on off-day.

"There aren't many such days, however, especially as we now have a really BIG lawn, and I'm its favorite nursemaid." Born 31 years ago in Chicago, Bill has refused consistently to stray elsewhere.

To familiarize himself with the newest of media, he started investigating the television potential more than a year ago, and is a charter member of the Chicago Television Council. "I'm now beginning to get the feel of video, and am sure it has a terrific future. It will be the primary phase of radio, which is far and away my favorite medium. Broadcasting offers a great present and a creative, imaginative and lucrative future."

BOOKLET containing practical instructions on contacting radio stations, building programs, preparing speeches for microphone, etc., has been distributed to regional offices of Palestine Histadrut Campaign in U. S. and Canada, by National Committee for Labor Palestine.

WE DON'T TRY TO GET SUBTLE (Ky.)!

WAVE doesn't have a Subtle approach—at least not to Subtle, Kentucky, which is too far away to hear us.

WAVE's one and only approach is to the Louisville Trading Area—which does almost as much business as all the rest of the State, combined! And at our low rates, it's obvious that WAVE is your most practical medium of reaching "the mostest" with "the leastest" in Kentucky.

So leave us not beat around the bush—figuratively or literally! Give WAVE a try, and watch the un-Subtle effect on your sales!
KSL FIRST in NEW HOOPER INDEX!

K. S. SELLOGRAM

OF THE MILLION PEOPLE IN KSL'S 50-100% BMB DAYTIME COVERAGE AREA, MORE REPORTED LISTENING TO KSL MOST FREQUENTLY OR THE MOST TIME THAN TO ANY OTHER STATION OR REGIONAL NETWORK - MORNING, AFTERNOON AND EVENING.*

KAY S. SELL

*KSL HOOPER LISTENING AREA COVERAGE INDEX, SPRING, 1948

This means that to reach ALL of your prospects in the 69-county, 8-state Salt Lake City wholesale distribution area — a $695,000,000 market of over one million people — you'll need KSL. For this is KSL's daytime coverage area, where city dwellers and farmers, retailers, distributors and wholesalers, are all reached by one powerful medium—KSL. Ask Radio Sales for details.

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Represented by RADIO SALES, Radio Stations Representative, CBS
OUTSTANDING showmanship and programming, combined with intelligent merchandising produced these increases. WMPS is consistently increasing its audience at no increase in rates!

* FOR YOUR INFORMATION  
(as if you didn't know)
Pardon us for Pointing . . .

but look what our Hooper's doing!

The Hooperatings of WMPS for March-April 1948 show the following gains over August-September 1947, the date of our changeover to 680 K.C., with 10,000 watts daytime (5,000 watts night).

<table>
<thead>
<tr>
<th>TIME</th>
<th>PERCENTAGE OF INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON</td>
<td>+ 52.6 %</td>
</tr>
<tr>
<td>WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—4:00 P.M.</td>
<td>+112.3 %</td>
</tr>
<tr>
<td>EVENING SUN. THRU SAT. 6:00 P.M.—10:00 P.M.</td>
<td>+ 75.5 %</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON 12:00 NOON—4:00 P.M.</td>
<td>+ 29.5 %</td>
</tr>
<tr>
<td>SATURDAY DAYTIME 8:00 A.M.—4:00 P.M.</td>
<td>+ 73.8 %</td>
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WMPS
MEMPHIS, TENNESSEE
Affiliated With The AMERICAN BROADCASTING COMPANY

Represented by TAYLOR-HOWE-SNOWDEN
Editorial

'Tou Can't Turn Off
66 Million Radios'

THAT was the laconic headline on a three-paragraph AP story reporting the Broadcast Measurement Bureau's estimate of the 1948 radio families (37,623,000 or 94.5%).

Looking to us as though a newspaper headline writer has handed radio a tagline that out-punches: "Radio has been strangely silent."

That TV Dilemma

THE TV juggernaut rumbles forward in its march toward the forefront of media. But it faces possible impenetrable jungle ahead, and danger of ambush in the area already traversed.

Marvin Schwartz has been the case in every new development in radio, problems of allocations have arisen to plague television. The FM issue, still smouldering, is microscopic in contrast.

All within a couple of weeks, there has transpired:

1. A flat pronouncement by the FCC's able acting chief engineer that the five channels below Channel 7 are doomed in two years; that color then will be here commercially; that the seven upper channels will be reserved for another 20 years, and everything else will be "upstairs."

2. A statement by a former Commissioner and chief engineer that the current hearings on new video allocations are "a waste of time."

3. Proosals that directional antennas, which distorted AM broadcasting, be introduced in TV to relieve the shortage of facilities.

The FCC knows there's trouble aplenty ahead. Broadcasters (and telecasters) want to know where they're headed. To eliminate channels 2 through 6 would destroy millions in broadcasters' investments as well as obsolete millions of public investment in receivers (which presumably could be salvaged through use of inexpensive adapters).

Obviously, the salvation of TV will be in the ultra-highs. But let's not forsake the low band until the 500-mc area is found usable. Channels (but not telecasters) want to know where they're headed. To eliminate channels 2 through 6 would destroy millions in broadcasters' investments as well as obsolete millions of public investment in receivers (which presumably could be salvaged through use of inexpensive adapters).

And what about the Government services that are allotted substantially more than half of the usable spectrum? The allocations as made arbitarily by the President, without regard to actual need. Many of the channels simply are "stand-by."

The Government in a national emergency can take over all communications services. So why should it squat on channels that can be used for the public's benefit? As made arbitrarily by the President, without regard to actual need. Many of the channels simply are "stand-by."

In attacking this dilemma, we suggest the FCC look into the unexplained demands of "fixed and mobile" services, which appear to be taken for granted. And even more important, that the government-military curtain to see what the Government really has to justify its ether road-hog status.

As of now, the new TV art is on tenterhooks. Need for a national policy is evident, so that public and industry can move forward with confidence in developing this greatest of the arts on the soundest possible foundation.

TV Elected

TO TALK about television in other than superlatives is futile. Each month since the war's end has brought new TV firsts, new records, new converts. None can gainsay, however, that this week will close TV's banner month. This happens with the conclusion of the Democratic convention.

As this has ended, the FCC will have ended a four-week span in which two Presidential nominees will have been named and during which a heavyweight championship fight was witnessed by more people than any major sporting event in history.

To the 10,000,000 or so within range of the Convention and fight telecasts this wasn't new. But to the many thousands of migrants from the non-video hinterland who attended the Convention and had a chance to see TV for the first time, the effect was startling.

Television thus went nationwide. It struck at the grass roots. The delegates who attended the Convention of television Maximum, who saw the miracle of video for the first time, returned home as TV zealots.

In fact, more words were written in newspapers and magazines (and on the editorial pages) about the political revolution wrought by television than about many of the candidates themselves. TV was newsworthy. TV transformed politics into a goldfish bowl.

TV is plagued with problems. There are vexatious problems, of economics, of programming. There are problems of competition within the radio media and with other media. Each problem will be resolved.

In America, the public gets what it wants.

Port Politico

STRIVING to reach any port in the ersatz political storm it had kicked up, the FCC—between political conventions—has gingerly issued its final decision in the Port Huron case. In theory it decrees that stations may not censor political broadcasts and will be saved harmless, if sued.

In fact, it means nothing of the sort. The FCC mountain that labored so tediously and in such anguish has delivered a mouse of a decision. It came by a split vote of 2-1 to 1. It purports to affirm the highly controversial interpretation of Section 309 of the Communications Act, the section of the law. But the ruling is a mishmash. All five voted for renewal of the license of WHLS, which had been on the hook for three years. Four argued that the stations' licenses be saved, one (Jones) held that the stations would be relieved of liability, and one (Jones) held that the four colleagues were utterly off-base.

The upshot is that the broadcaster, faced with either may well be the most sanguinary of political campaigns, from alderman to President, is now more confused than ever.

Even the two members (Coy and Durr) who voted all out to sustain the proposed decision, found it expedient to equivocate. Instead of holding fl atly (as did the original majority of four) that stations will be relieved of liability in event of damage suits arising from uncensored broadcasts, they said it would appear that they will be.

So what does this latest effort at judicial law-making mean? Exactly nothing, legally.

With Comr. Jones we concur. Even if there were to prevail only that stations would not be held liable, it would be illegal, for the FCC cannot legislate. Congress hasn't acted. The courts haven't spoken. And several states already have shown their teeth on grounds of Federal trespass upon states' rights. A few have.

What to do? Do as you have done. Accept no speech that is even borderline libel. If possible, get candidates to agree in advance to protect you from damage suits. Act in good faith. Let the FCC sweat it out.

Our Respects To—

GARRY JOHN CARTER

Talent usually crosses the international borders in a northward direction, from the U. S. to Canada. Certainly most disc shows heard on Canadian stations originate in the U. S.

This situation did not seem right to Garry J. Carter, managing director of Garry J. Carter of Canada Ltd., Toronto, who felt that Canadian talent was producing some fine shows which could be discarded and sent across the border southward. So he chose Canada's top day-time show, The Happy Gang, sponsored by Colgate-Palmolive-Peet as a noon-hour Canadian network show for many years, obtained the world rights, except Canada, recorded an international version of the half-hour half-program, and took it south of the international border.

That American advertisers were ready to buy a show, whether it originated in the U. S. or Canada, Mr. Carter found out when in the first year he placed the show on 31 stations in 15 states. The show earned almost as high ratings in the States on local stations as it has been making over ten years on Canadian networks. Chances are good for the program's going live on a national U. S. network soon, he reports.

Garry Carter has been in radio since he went to high school, starting as a singer. Born at Toronto on January 29, 1910, he received his education in Canada's second largest city, and made his radio debut on CKCL, now CKEY. Maurice Rapkin, then program director of CKCL, now a free-lance producer, gave him his first break. From CKCL he went to a number of other Toronto stations as a free-lance singer, and by the time he was 21 years old he had gained valuable experience as a singer and had also learned that the most lucrative part of radio was in selling time. He became salesman for Toronto stations, and on many of the shows he sold he was also the featured star.

Early in the 30's he went south of the border, as many young Canadians do, to seek wider opportunities under the Stars and Stripes. He worked with and for a number of time brokers and advertising agencies in Detroit, Chicago, Baltimore, and Milwaukee, picked up knowledge and more confidence in his abilities, then returned to Canada to open Frontenac Broadcasting Agency at Toronto, handling radio advertising exclusively. The agency has grown and changed its name last summer to Garry J. Carter of Canada Ltd. handling all types of advertising. In its development he has travelled widely through-

(Continued on page 54)

Page 52 • July 12, 1948
"I Always Listen While I'm Shaving...."

It's a universal habit in the Portland area—okay, ALMOST universal—to listen to

**KOIN KLOCK**

and it's a habit that started back in 1930...18 long years ago. Throughout those years

**KOIN KLOCK**

has had consistent appeal...both for listeners and for advertisers...because of its live talent, its ear-catching music, its informal humor.

**KOIN KLOCK**

is Portland's wake-up program...on the air from 6:15 to 7:15 six mornings a week.

---

**HE'S Mr. Radio OF THE OREGON COUNTRY**

but his real name is **ART KIRKHAM**

who for 20 years has been the chief mogul...the master of ceremonies...the Pooh Bah of KOIN's justly famous program

**NEWSPAPER OF THE AIR**

with its human-interest stories...oddsities in the news...feature stories...and excellent music by KOIN's ten-piece staff orchestra.

Thousands know Art Kirkham as a radio personality...while thousands of others know him personally because of more than 650 talks he has made to representative groups in Oregon and Washington.

Advertisers find this a paying combination—

**ART KIRKHAM** and **NEWSPAPER OF THE AIR** 1:30 to 2:00 five afternoons a week 1:00 to 1:30 on Saturday.

---

**KOIN**

A **Marshall Field**

**PORTLAND**

**OREGON**

**AVERY-KNODEL, Inc., National Representative**
MEMBERS of BMB's newly-formed Users Service Committee (BROADCASTING, June 28) were on hand at an initial meeting in New York late last month. Seated, 1 to r, are the following committee members: guests: New York Gimbels Co., Daniel Denenholz, The Katz Agency; Richard Retig, American Home Products; Elizabeth Black, The Joseph Katz Co.; Hugh Fleits, BMB; C. Burt Oliver, Foote, Cone & Belding and BMB director; Linnea Nelson, J. Walter Thompson Co. and BMB director; Sherman Gregory, Campbell Soup Co.; Mary Dunlap, Foote, Cone & Belding, and Kenneth Godfrey,源源 sources. Committee members not present for the picture were Oliver Capelle, Miles Laboratories; John V. Sandberg, Kraft Foods Co.; Harlow Roberts, Goodkind, Joice & Morgan; Winslow Case, Campbell-Ewald Co.; Hugh Boice, WXQR New York; Inglis Taylor, WBOO Harrisburg; John Outler, WSB Atlanta; Eugene Katz, The Katz Agency, and Z. C. Barnes, MBS.

**FM PERMITS**

CONSTRUCTION PERMITS for five Class B FM stations were announced by the FCC last Wednesday, along with new permits issued to 24 others in lieu of previously issued conditions.

The new permits are as follows:

- WABB-FM Mobile, Ala., to change frequencies from Channel 300 (107.9 mc) to Channel 271 (102.1 mc), and KUOA-FM Sloan Springs, Ark., to move from Channel 248 (96.5 mc) to Channel 289 (108.7 mc). KXIM-FX Muskogee, Okla., was granted an extension of time to begin construction.

- Applications for non-commercial educational FM stations were dismissed "for failure of prosecution." They were from International Educational Christian Church, of Los Angeles, and the Boone Biblical College, of Boone, Iowa.

Construction permits for commercial FM outlets went to WKAQ-FM Birmingham, Ala., WKT-FM Miami Beach, and WTBQ-FM Boulder, Colo., all of which already had been given conditional grants, and to WJPR Greenville, Miss., and KIMO Independence, Mo., WJPR estimated construction costs for the new outlets would cost $350,000 and $425,000, respectively.

Assignments for the five new permittees are as follows (all Class C):

- WJPR Greenville, Miss.—Channel 270 (102.1 mc); 19 kw effective radiated power; antenna height 425 feet above average terrain.
- KIMO Independence, Mo.—Channel 282 (104.2 mc); 8 kw; 350 feet.
- WKPK-FM Birmingham, Miss.—Channel 250 (97.9 mc); 8.2 kw; 185 feet.
- WKT-FM Miami Beach—Channel 226 (93.1 mc); 25 kw; 430 ft.
- WBGO-FM Cumberland—Channel 295 (106.9 mc); 2.5 kw; 1,515 feet.

Construction permits "in lieu of previous conditions" were issued as follows:

- KFJ-FM Los Angeles—Channel B; No. 290 (105.9 mc); 287 kw; 2900 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 235 (94.6 mc); 60 kw; 350 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 248 (97.5 mc); 44 kw; 305 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 255 (87.9 mc); 35 kw; 400 feet.
- WHAF-FM Atlanta—Class B; No. 275 (102.9 mc); 13 kw; 230 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 274 (102.7 mc); 270 kw; 325 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 291 (103.1 mc); 15 kw; 220 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 287 (103.1 mc); 145 kw; 335 feet.
- WBBW-FM Bainbridge, Ga.—Class B; No. 285 (97.7 mc); 41 kw; 219 feet.

**Respects**

(Continued from page 58) out Canada and has visited most Canadian stations.

Soon after the war Mr. Carter decided that it was time to show American radio listeners that there were some good shows on the air in Canada. He signed with Bert Pearl, manager and star performer of The Happy Gang to record the show and sell it as a transcribed program going into Canada, except Canada. It was a major venture in Canadian broadcasting, for the show is one of the highest paid in the field and has been rated first or second for many years on the Elliott-Haynes ratings among Canadian daytime shows.

With faith in the show, he formed an advertising company, Garry J. Carter Inc., with offices in New York, and joined forces for distribution of the show with Charles Michelon Inc. Largest contract was with the station of Jacksonville, Fla., who used the show in 15 Southern markets last year.

With The Happy Gang now well established south of the Canadian-U. S. A. border he has started a new venture in Canada and formed the Canadian Record Processing Corp., which will handle master discs coming into Canada. His agency produces unusual shows for local advertisers and some national accounts.

Garry Carter lives broadcasting.

He did take time out last year to marry Dorothy May Peter of Toronto, and occasionally likes to play golf and go horseback riding. He likes to reflect that he was associated with and assisted Jack Cooke, now president of CKEY Toronto, and Ken Sobel, now owner of CHML Hamilton when they were on their way up as time salesmen.

If ever an award is given in Canada for keeping Canadian talent in Canada but exporting its product to radio stations throughout the world Garry John Carter will be among the finalists for the award, if not the winner.
1. **SHADOWS-ON-THE-TECHE**, ancestral home of artist Weeks Hall, New Iberia, Louisiana. Built in 1830, said to be most photographed home in the United States.

2. **SALT MINE** of International Salt Co., Inc., Avery Island, La. Latest reports show Louisiana 4th in U.S. salt production with 1,867,689 tons—another reason why WWL-land exceeds national average in increased income, increased buying power, and general prosperity.

3. **WWL's COVERAGE OF THE DEEP SOUTH**

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

*The Greatest SELLING Power in the South's Greatest City*

---

**WWL PRIMARY NIGHT-TIME COVERAGE**

2,000,000 RADIO HOMES

50,000 WATTS - CLEAR CHANNEL

CBS AFFILIATE

Represented Nationally by The Katz Agency, Inc.
FORTIETH anniversary of Simmonds & Simmonds Inc., Chicago agency, is celebrated with an "open house" at the agency's new quarters at 201 N. Wells St. F. M. Simmonds Jr. (second from r), founder of the firm, congratulates Phil W. Tobias Sr. (third from l), present head of the agency. Others to r, are Phil W. Tobias Jr.; Milton Mandelson; Merle R. Fuller, vice president in charge of St. Louis office; Albert M. Wolf, vice president of Chicago office; Dale Wilson and Harold Lewis.

ABC's cooperatively sponsored Breakfast Club program, aired Mon.-Fri. 8-9 a.m. CDT, celebrated its 15th anniversary of broadcasting during June 23. Program currently is sponsored by Swift & Co. 8:15-8:45 a.m. on 127 stations, and by Philco Corp., 8:45-9 on 242 ABC affiliates. The first segment, 8-8:15, was dropped by Torn Co. June 25, to be replaced Aug. 16 by Kix General Mills product.

Mars Inc., through Grant Adv., on July 3 began third year of Saturday Night drama series on 130 NBC outlets, Sat. 7:30-8 p.m. . . . Thrifty Drug Stores, California chain, June 13 celebrated its 10th year of advertising on KECA Los Angeles with special half-hour broadcast featuring radio and film stars. . . . WMID Atlantic City. Mutual outlet, on June 4 marked its first birthday with party for sponsors and friends and series of special event broadcasts. Five-day teaser campaign promoted event. . . . ROAD (FM) on July 1 was one year old. Owned by the Omaha World Herald, ROAD is sister operation to AM station KOWH. Maintaining seven-day week and 16 hour-per-day schedule, KOAD reports number of FM receivers in area has swelled from 20 to over 12,000.

Fifteenth year celebrations were observed in May by the NBC serial. Today's Children, sponsored on 140 outlets Mon.-Fri. 2:30-2:45 p.m. by General Mills; William H. Weidon, vice president of the New York office of John Blair & Co., station representative, and Mrs. Ruth Hardke, traffic manager of WSYR Syracuse, N. Y. . . . Facsimile service of WCAU-FM, Philadelphia Bulletin outlet, has begun its second year of continuous transmission. Station serves local airports and farm markets with two daily facsimile editions of weather data, charts and forecasts and market and farm news.

Franklin M. Doolittle, president of WDRF Hartford, Conn., noted his 26th anniversary with the station in May. Harry Broderick, WDRF control and transmitter supervisor, has begun his eighth year with WDRF. This month Ralph Ingraham and John Champion, transmitter operators, marked their seventh and sixth anniversaries respectively with WDRF. . . . Ronald Dawson, head of Ronald Dawson Assoc., New York, radio production firm, June 10 celebrated his 21st radio birthday. . . . Dinner celebration highlighted fifth anniversary of the Esso Reporter newscasts on WJSJS Winston-Salem, N. C., in early May. Esso Standard Oil sponsors programs through its North Carolina division.

FM station KMUS Muskogee, Okla., completed its first year of operation May 28. . . . May 15 was 10th anniversary of La Hora Mexicana, Spanish music program conducted by Mr. Jacinto Orozco on WOA Tucson, Ariz. Air at 5:55-6:30 a.m. daily and claiming wide audience to the South and even to New Zealand, program features traditional songs of Old Mexico.

MEMO to ED JOHNSTONE—Redfield Johnstone Lightner's Hatcheries of Augusta, Georgia, sold a half-million baby chicks using ONLY WCKY's Hillbilly Hit Parade, 11:15-12 midnight. The Hillbilly Hit Parade is a program with proven sales ability.
HERE is "PROGRAMMASTER" CONTROL

WITH 6 IMPORTANT FEATURES FOR YOUR CONVENIENCE in the SA-50 DUAL-CHANNEL CONSOLE

More features, more convenience, better construction,—these all add up to the best operation in your station.

Obtain the advantages of remote override, built-in cueing for network, remote and turntable channels. Learn how much smoother your operation will be with a VU meter in each program channel.

Important keys are color coded too. Identification is instant and keeps errors to a new minimum.

Find out why the SA-50 "Programaster" is "better than". Write or wire for complete information.
WILLIAM J. FLYNN, CBS assistant comptroller and chief accountant, has been named assistant treasurer of the network. Mr. Flynn, who joined CBS in December 1985 was formerly with Haskins and Sells and Price Waterhouse & Co., New York accounting firms.

JACK RAYEL, WABD New York director, has been appointed assistant to JAMES L. CADDY, program director. Before joining the network two months ago, Mr. Rayel was night manager of WQXR New York, and before that staff announcer for NBC.

PATRICIA SCHERTZINGER, clerical assistant to TOM PAPICH, head of research for the CBS sales promotion department in Hollywood, has been named to succeed Mr. Papich, who resigned to become business manager of Frank Porter Productions, Hollywood.

BEATRICE ANGURHI, news writer for WTMJ Milwaukee, Wis., and Delwin Schubert have announced their marriage.

MARY ANN FRANCIS has joined continuity department of WMBG Richmond, Va., and IRENE BLACKBURN has joined program department, HARRY LUKE, formerly with WNTA Norton, Va., has joined station as announcer.

ANN MILLER MATTHEWS has joined staff of WROT Youngstown, Ohio, as record librarian and assistant continuity writer.

ROGER A. CHASE, WNZI New York staff announcer, and Jean Johnston have announced their marriage.

GARY FOX, announcer of KLO Grand Forks, N. D., is the father of a boy.

CHARLIE VATER, former program director of KZPI Alpine, Tex., and DAVID GUTHERIE, former announcer at WTVJ Blackstone, Va., and JAMES HAMILTON, new to radio, have joined staff of WHNF Washington, N. C.

HARRY NEAL has joined staff of WCAU-TV Philadelphia, as production assistant.

BOYD LAWLOW, former radio director of Philadelphia Chapter of American Red Cross, has been appointed pilot supervisor of WIP that city, succeeding MICHAEL RITTENHOUSE.

BILLY THOMPSON, of NBC "Fibber McGee and Molly" program, has been named announcer for Adher of San Oak-briel (Calif.) police department in recognition of his work in combating juvenile delinquency.

PHIL SHARP, writer on NBC "Duffy's Tavern," is the father of a boy.

STUART NOVINS, special events director for generation of KZOK Pacific Network, and DOLORES CRANE, CBS Hollywood program office, have announced their marriage.

EDWIN W. BUCKALEW, CBS Western Division station relations field manager, is on month's visit to CBS affiliates in five Western states. Areas include Nevada, Idaho, Montana, Washington and Oregon.

TERRY BASHBURN, formerly with WBBN and WXYE Detroit, has joined WGN Miami, as disc m.c.

EDGAR CAMP has joined WBW Wash- ington, as art director and CHARLES CHRISTENSEN, formerly of WBAL-TV Baltimore has joined production staff.

SPIKE JONES, orchestra leader, and Helen O'Connell have been married July 11 in Beverly Hills.

JOHN BAINED, KMPC Hollywood program supervisor has been selected narrator for Bood Bivler, Ore., Music Festi- val to be held first week in July by Hollywood Chamber which Mr. Bained also will officiate at International Showcase Platform at WARD, September 1 at Lake-side On Erie, Ohio.

JOHN W. EVANS, formerly with WNOX, Florence, S. C., has joined WOTM Wilson, N. C., as announcer.

HANK MILLER, former production manager of Philippine Broadcasting Corporation and program director of EZI Manila, has joined special events department of Voice of America, New York.

EDWIN REIMERS, former night super- visor of WLS Chicago, has been named program director at WENH, Buffalo, N. Y., has joined ABC announc- ing staff.

TED AVERS, news writer of WRC Wash- ington, has been transferred to WNBW as program assistant.

EDWARD STARR, copy clerk of NBC news department, New York, has been promoted to writer in department.

PHILIP CRIENZ, formerly with KNOC Fullman, Wash., has joined announc- ing staff of KXLY Spokane.

JACK DOWNEY, announcer-disc jockey of WONS Hartford, and Phyllis Coplai, have announced their marriage.

ELWOOD STUTZ, disc jockey of WIBO Philaebia, is the father of a boy.

WILLIAM R. PACKHAM, former writer for ABC and CBS, and recent author of television show for Don McNeill on WKBK Chicago, has joined writing staff of WABC, Atlanta.

JAY MEREDITH and LYLE SUDROW have joined cast of NBC serial "Road of Life."

ABC Rebatcs

REBATES by ABC for cancelled commercial time and talent costs during the Republican National Convention were placed last week at $27,153 by the network. Coverage costs to ABC were $60,000. Inadvertently, losses to ABC through cancelled commercial time and talent costs were reported by Broadcasting, July 5 as $395,779.

Mr. Hansen blows fiercely in an effort to drown out District Judge Chase as he reads restraining or- der preventing Mr. Hansen from future horn blowing on the air.

MAL HANSEN, WOW Omaha farm service director, is also a trumpet player and had a chance to perform, by popular request, recently on WOW Calling. However, he won't be able to do it again because a restraining order has been served to prevent it.

The gag started as a result of "pseudo-feud" between Mr. Hansen and WOW Calling gang. When Bill O'Hollaren, who scripts the show, learned Mr. Hansen played trumpet in his high school band, listeners were asked if they wanted him to do a solo. Cards poured in and Mr. Hansen played.

At rehearsal it was discovered his horn would play only A-flat. Monroe Wells, theorchestra's special ar- rangement of "Liebestraum" in which Mr. Hansen played his A-flat and the rest of the tune was played by the orchestra.

District Judge Jackson B. Chase prepared and read, under the au- spices of the WOW news room, the restraining order which forbids a repeat performance. Now Mr. Han- sen must confine his activity to farm service.

KEX Portland is offering its facili- ties to Western Baptist Theological Seminary for its special summer session in religious radio production. Session will continue until July 23.

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Staff Members Named For WLIV-FM Providence

COMPLETE staff of WLIV-FM Providence, R. I., has been announced by Augustus M. Wilson, president and general manager.

Other staff members, in addition to Mr. Wilson, are, Ellsworth E. Rhodes, program director; Gus Parmet, formerly with WTUX Wilmington, Del., sports director, and Len Altman, formerly with WNAF Providence, news director. Paul Lester, formerly with WTUX, and Art Gordon, formerly with several ABC stations, including WFCL Pawtucket, R. I., are staff announcers. Sue Reid is in charge of promotion and also does a farm program. The engineering staff is headed by Joseph Jacobowski, aided by Edward Holley and Alfred Green.

Station is licensed to Colonial Broadcasting Co. and has been operating on Channel 299, 107.7 mc, with 20 kw since March 15.

**XEO to 1 kw**

KXEO Matamoros, Mex., 970 kc, will increase its power from 750 w to 1 kw on or about Aug. 1. Sr. Jose Maria Gonzalez, station manager, has announced. New equipment being installed includes a new transmitter and a 255-foot vertical antenna. XEO is a full-time Spanish-language outlet.

**Texarkana's best radio "buy"**...More listeners in the Texarkana area (daytime or night) than all other stations combined.

Frank O. Myers, Mgr.

**KCMC and KCMC-FM**

Texarkana's best radio "buy"...More listeners in the Texarkana area (daytime or night) than all other stations combined.

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**KCMC and KCMC-FM**

Texarkana's best radio "buy"...More listeners in the Texarkana area (daytime or night) than all other stations combined.
He who pays the piper...

Promotion

ONE HUNDRED and fifty children of United Press International's "Herald Tribune" Fresh Air Fund were entertained during trips to New York and N. Y., by Dixie Fuller, cowboy band leader from Virgie, Ky., Half-hour transcription of entertainment was cut by Earl Pase, manager, and Encho Cassir, sound engineer. The show, sponsored by WATV, reaches 50,000 by way of family mailing lists, which total 29 children. Promotion of the Fresh Air Fund was handled by the ACF included, over 150 eps and 15 quarter and half hour programs.

KGNC Cook Book

COOK BOOK is being distributed by KGN, E.F. Leo, Inc. With over 150 pages and 1,000 recipes, book was compiled from favorite recipes sent in by listeners to "Listen, Ladies" program. Each winner who sent a recipe receives a book and other wins in answer to request for name and address of the sender is printed with each recipe in the KGNC Cook Book.

Three by WILK

LETTER covering program policies and advertising advantages of WILK, Glens Falls, N. C. is being sent out by station, Better, with imprint of WILK name and address. The letter is also being distributed. The voice of WILK is mainly people distributed by the station carry program log and stories about WILK programs and people.

"Disc Jockey Hostess"

CONTEST for selection of "Disc Jockey Hostesses" was conducted by WATP, Patterson, N. J., and Faulkner Amusement Park, who is the production manager for the station's "Club 93" which was made from outdoor stage at park and is based not only on faces and figure but also on speech made by each contestant on why she wanted to work with Louis Steele, Inc. of the show.

"Stairway to the Stars"

SATISFYING aesthetic tastes of its listeners, KRE Los Angeles is using poetry literature and music to them. A new program "Stairway to The Stars," is half-hour program featuring poems and excerpts of poetry and excerpts from world's greatest literature and music; also Dean Martin and string ensemble. It was first aired last year as summer re-placement.

Summer Show Posters

FOUR-COLOR posters, 40 by 60 inches, are being used by WGNR, Chicago, thousands of color posters going via subways. Bearing message "The stars shine night and day on WGNR." Summer poster is being held in NBC, WGNR, the posters feature such network personalities as Don McNeill, Garry Moore, Paul Whitman and Tommy Barta.

MBS Brochure

GROWTH of MBS to 500-station network as of June 1, 1948, is reviewed in 16-page brochure which has been distributed by Z. C. Barnes, MBS vice president in charge of sales, to network advertisers. Mutuals assert that with its 500 affiliated stations it can Reach More Listeners Per Dollar. To Help You Cut Cost of Distribution.

Counter Cards

PROGRAM-product promotion is being conducted by MCA. A brochure illustrating use of 9 by 12 inch counter cards, for national accounts card is headed, " Hear this program." Cards are given to local distributor for use in counter and window displays with product. For local accounts card is headed, " Hear our program," which is used by retailer to promote his show. Overprints of program name and time are used in case of change.

Station Mascot

NAME THE DOG contest was conducted recently by WCNQ, Quincy, Ill., to select mascot station mascot. Test was plugged for two weeks during two daytime shows. Prizes were offered to participating sponsors on the shows, station reports, and from the 1,000 entries submitted. Name "Brandy" was selected. Winners were announced and awards presented during broadcast of "Brandy Request" from department store window.

Window Score Cards

ALTERNATE sponsors of Jim Muzzy's "Baseball Scores" on WHBC Canton, Ohio, are promoting program through use of window score card, similar to baseball score sheets. Sponsor cards are inserted in space for team names and program name and that card is sold for 50 cents. Owners are splashed out in lining box. Station reports it has also increased visitor traffic to transmit-ter, "Hi Neighbor! Welcome to our modern transmitter plant. WHBC and WHBC-FM, your good neighbors in Canton.

WILX Brochures

AVAILABILITY of Jack Stevens, new commentator, and Polly Run, commentator, on woman's program, is being promoted by WILX Lawrence, Mass., with brochure on each. Being given national distribution, each contains a likesame of the art of the cover with endorsements and other material on the two in illustration. Back carries a covers-url map of WILX and facts about the market.

Typically British

LOVERS of the classics who are fulfilled with beauty of classical music, by opening summer's "Busy Bee" program to Beethoven's "Moonlight" sonata, is the program "Typically British." The fourteen program features the most loved classical music by the most revered composers of British singers.

Pocket Note Book

POCKET note book is being distributed by General Mills to stockholders. En- titled "How can you name?" the three fold booklet contains pictures of many of the General Mills products and menus. Text reminds recipient that he is one of the some 12,800 stockholders in company and therefore has an interest in the company's products. Question is asked, "How can you name?"

Mat Book

NEW advertising mat book containing about 150 mats of which they are made, as well as 38 il- lustrations, slogans, etc., has been pre- pared by Allen R. DuMont Laboratories, Inc. for distribution to dealers for use in advertising programs. The book has been provided in the 16 by 18 inch book for supplementary material to be supplied by DuMont.

WEAI "Bright Spot"

"LOOKING for a brighter spot on the map is question posed by WEAI Boston promotion piece. Spot, shown through magnifying glass on cover, is Boston and WEAI coverage area. Inside spots are used to show WEEI listening compared with other stations in area. Written text explains, The best buy in Boston is WEAI. Best by 50%" and printed text expands on share of audience figures.

TV Brochure

DU MONT TELEVISION graphically ill- ustrates its large screen direct view video receivers in comparison with others on the market in a new bro-chure titled "Just How Big Is Big?" Promotion piece is available to dealers immediately.

Miss KURY

DURING annual Fourth of July festival held at McAllen, Tex., KURY, McAllen, Tex., entered Nakey Lou Schindler in beauty contest. Appropriate contest name for the beauty was "Miss KURY." "Life" and NBC

FOUR-PAGE brochure advertising NBC television and station WILX, the coverage of two Presidential conventions has been distributed throughout the industry by NBC-TV.

The New Listen!

"THE NEW LOOK" and "The New Listen!" were presented by KROB, Clinton, Iowa. In two color piece promoting new transmitter site, Windchaser tower and ground system. Facts on greater coverage expected and the market are also presented.

MOBILE TELEPHONE

Use by KOY Newsmen

Proves Worth

MOBILE telephone unit installed in jeep of KOY Phoenix, Ariz., proved its versatility recently in coverage of train wreck at Peoria, Ariz.

KOY Program Manager Jack Williams and Promotion Director Arnold Coty beat other news gathering agencies in the Phoenix area. In fact, when they had used the mobile telephone to send on-the-spot description to station newsroom, News caster Bill Close relayed the information to station listeners.

KWNW Commences

KWNW Wenatchee, Wash., Don Lee Network's 45th affiliate, is now on the air on 1340 kc with 250. Inaugurating the new station is its owner, Corporate owner of station is Apple-Land Broadcasters, Inc., Seattle. James B. Hatfield is president. Other ex-ecutives include Wally Bennett, KOY,vice president and chief engineer; Fred Schaaf, secretary-treasurer; and Mel C. Gaumer, general man-ager.

New Commercial Television In Salt Lake City

Wir, write or phone for details

National Representative:
John Blair & Co.

Broadcasting  Telcasting
The always dependable Westinghouse 5,10 Kw AM Transmitters

Your Westinghouse transmitter is backed up by twenty-seven years' experience in broadcast supervisory control design—sixty years experience in industrial supervisory control design.

That experience, together with the uncompromising Westinghouse standards of manufacturing quality, guarantees you the most advanced, most complete transmitter supervisory control system available today.

Complete Protection ... the transmitter is protected against the effect of abnormal conditions, such as overloads, undervoltages, and insufficient forced-air cooling.

Complete Indication ... pilot lights indicate circuit operation and the source of abnormal conditions ... momentary interruptions, even though automatically reclosed, leave a light "on" ... for later inspection.

Complete Sequence Interlocking ... maintains proper sequence in the application of power when control is automatic, and prevents improper sequence when manual control is used.

Complete Utility ... all supervisory indicators and controls are on the front panel of the transmitter, in plain view and ready for use. These are important details in Westinghouse transmitters that help to safeguard your investment. They are further evidence of the sound Westinghouse design that keeps you on the air, cuts your power costs and increases maintenance economy.

Ask your Westinghouse salesman to demonstrate how these extra features can be used to your own profit. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Penna.

Here are more features ... 
- Surge-proof metal rectifiers ... unlimited life, no replacements.
- True cubicle construction ... lower installation costs ... easier to inspect and service.
- Single blower cooling ... only one external blower, supplied in duplicate, cools entire transmitter. (Spare blower included.)

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

Mr. E. S. Mielke can help you in the New England District

Your Westinghouse transmitter salesman has at his finger tips complete facilities to help you with all your broadcast problems ... from planning to operation. Mr. E. S. Mielke, one of several Westinghouse electronic sales engineers, assists him throughout the New England area. His broad experience as a radio engineer with the World-Wide Broadcasting Corporation, five years as a radio maintenance supervisor for Pan American Airways throughout South America, and with Westinghouse since 1944, qualify him very well for this work.

First of all ...
Yes, only 54 cents buys you 1000 potential radio homes ... in the best listening hours ... in Canada's richest market!

Plenty of advertisers have proved these "potential" CFRB homes are really there, too! Local advertisers ... who are in a position to check day to day results from their radio advertising ... report solid success with CFRB. So do NATIONAL advertisers!

Compare CFRB's Bureau of Broadcast Measurement standing and Elliott-Haynes ratings with those of other stations in the Toronto area. You will see that on CFRB you reach more homes for every dollar you spend.

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

Between 6 and 7 p.m. you buy 1000 potential homes on CFRB for 36c.

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

Make your radio dollar work hard for you—on CFRB! You'll reach more potential radio homes for less money ... and you'll get results!

REALTY RADIO

Medium Effective, Realtors Find

By MARIE FORD

WHILE men in the real estate business must know their community and the values of its properties, the realtor who is to achieve outstanding success must in some way stabilize his firm as a household word in the local real estate world and he must also convince the public that his organization is an active one that produces results. In other words, it's up to the realtor to go out and get the business by means of successful selling methods.

What constitutes effective selling methods is to a large degree determined by the realtor's objectives and by the character of the community. That radio is an effective approach was forecast on Aug. 28, 1922, when the Queensborough Corp. used the facilities of WEAF New York to extoll the advantages of farm-owners in Jackson Heights, paying $100 for ten minutes of airtime.

Quite aside from the historical significance of this event, it is noteworthy that this radio program produced a phenomenal result for its sponsor. Since then many realtors have found that radio is the pass key that unlocks the door to increased sales.

For a realtor appraising returns from use of radio, or for a realtor contemplating a radio campaign, the first consideration is whether such a campaign is or will be successful. It was with just such an attitude that the L. B. Frederick Co., Inc., Oakland, Calif., went on the air in March 1941 with a Monday-Saturday five-minute program on KROW at 12:30 p.m. Always a firm believer in advertising, Mr. Frederick had spent more than $600 a month in newspaper advertising and was now advertising over a 12-year period. Planning Important

In his opinion this venture into radio was a success from the very start, both in terms of sales and in listings. According to Mr. Frederick, the series produced (1) prospects, i.e., excellent leads, interested in doing business and financially able; (2) profit, with deals actually closed, showing a profit of more than $1,400, or an average of more than $40 a day, and (3) listings that were excellent prospects for future sales.

Beyond this, Mr. Frederick stressed a very significant point in connection with broadcast advertising. "This program," he said, "gave my business a new human interest appeal to the point that, wherever I went, all I had to do was to introduce the realtor Fred, the name of the character featured on the series. Naturally it created confidence and good will which helped my sales force in getting along with the least possible resistance."

The experience of this firm and others point up the necessity of a planned radio campaign. To be successful, one of the first essentials is a purpose. "Above all," said Linn P. Campbell, president of the Byron Reed Co. Inc., Omaha, "the realtor should decide what he wants to achieve through his radio time. There are several phases of the real estate business that can be benefited by radio advertising, and the best evidence of our opinion on the subject is our consistent use of the medium."

The Byron Reed Co. was established in 1856 and covers city real estate, brokerage, sales, appraisals, city property management, farm sales and insurance. When it started using radio around 1937, its twice-weekly spot announcement on WOW Omaha were to secure property listings and to acquaint the public with its active sales organization. In general, this emphasis on getting listings has become increasingly important for realtors, since the lack of new construction and the fact that demand has been greater than supply has made it difficult to get listings.

There is no question in the mind of Mr. Campbell that the firm received excellent results from its radio advertising in its drive to secure listings, and the campaign also did a great job in establishing the name of the firm as a household word in the real estate world in all parts of the country. It is significant that in all its radio campaigns the firm had a specific purpose, and on this basis it not only secured city listings, but, through the facilities of rural area stations, it secured farm sales and listings and also has successfully sold insurance.

Constant Use

Another factor which contributed to Byron Reed's success is its consistent use of the medium. The assumption is what produces the effect the advertiser wants to achieve.

Jack Wehner, Denver realtor, also holds with the theory of the value of consistent effort. He was the first Denver realtor to use radio as a method of obtaining direct sales of residential property. He began with three spot announcements a day in 1942, and results a year later indicated the possibility of real estate promotion through radio. When the wartime paper shortage restricted the amount of newspaper space for real estate listings, Mr. Wehner went into radio on an extensive scale. Direct returns more than justified the costs.

Returns at first were not phenomenal. There were a few direct calls after each broadcast, but it was nothing sensational. However, after a year of concentrated radio advertising the firm reached the largest volume for a like period since the business was founded. Radio advertising was given credit for more than half of 500 real estate deals completed in a single month. That's a graphic illustration of the value of consistency.

Short-Term Campaigns

This is not, of course, to discount the opportunities for broad cast advertising in connection with short-term campaigns. For example, Henry De Lugach, Oakland, Calif., realtor, used radio and newspaper in combination over a six-month period to promote a real estate development in Concord, Calif., which featured G.I. lots.

When the Denver Real Estate Exchange launched a campaign to (1) establish the term "realtor," and (2) create a backlog of real estate business for the industry, it successfully used a spot announcement campaign on five Denver stations in combination with newspaper, billboard and street card advertising.

A striking example of the impact of a short-term campaign comes from Frank L. McGuire, in connection with the opening of a Seattle office. Over a 21-day period, the firm's message was heard on three stations 200 times, and the campaign developed (1) a sales organization of 100 salesmen, (2) scores of listings and (3) $1 million in sales.

Where can radio be used successfully is a significant question. The size of the community seems to be relatively unimportant. In Portland, Ore., Mr. McGuire is on the air about 200 times a month. While his monthly budget of $10,000 a year is divided between billboards, newspaper classified advertising and radio, he gives to radio most of the credit for the sale of more than 2,500 homes in Portland through his organization between 1917 and 1946. "I am firmly convinced," he says, "that you can contact more people per dollar invested over the radio than through any other medium. Your message reaches individuals and groups with whom it would be impossible to make contact in any other way."

Realtors both in larger and in smaller communities have found radio a successful advertising medium. In Yakima, Wash., realtor, Robert L. Saxon, used a 15-minute man-on-the-street program, five times a week, to obtain farm and orchard listings at the season when they were obtainable and to secure city homes and property the year around. At a time when listings were extremely hard to get, Saxon's listings showed a decided increase.

In Conneaut, Ohio, to cite another example, the I. J. Miller Realty Office found that a year-after-year schedule on WICA Ashland, Ohio, and listings among the rural population to which the program was beamed. In Tulsa, Okla., the Dennis Flournoy Real Estate Co., found that a news program on KTUL was a successful advertising medium. In Washington, D. C., Leo M. Bernstein & Co. diverts almost its entire advertising budget to radio.

The study of these examples also indicates that radio can be successfully used in all parts of the country.

Many Factors Involved

How, specifically, to use radio, regardless of the size of the community or the geographic area, depends upon the realtor's purpose, the advertising budget available, and many other factors. Most realtors seem to prefer spot announcements. For example, Leo M. Bernstein's radio budget is entirely diverted to spot announcements. Morning and night, daily and Sunday, its message is on the air, and radio cover each segment of the day are directly traceable to its radio schedule. Dynamic, short spot announcements are also the key to the radio campaigns of Frank L. McGuire.

While both of these firms use a heavy schedule of spot announcements, much more modest campaigns have also been effective. For example, the H. A. Wolf Co., Omaha, successfully used one-night (Continued on page 78)

BROADCASTING • Telecasting

THE EXECUTIVE staff of WCLC (FM) Clarksville, Tenn., gets together for a picture after getting the station underway: J. G. McConnell, program director; Mrs. James E. Chorlir, wife of the general manager; James L. King, chief engineer. Standing, Billy Baker, Librarian, and James E. Chorll, WCGL general manager, and vice president of the Lee-Chorliff Co., licensees. The station operates on Channel 294, 106.7 mc, with 3.1 kw.
ANNOUNCING THE GENERAL ELECTRIC S-T BROADCAST SYSTEM!

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

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

Broadcasters, station managers and engineers will want all the facts.

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

WHAT THE SYSTEM DOES FOR YOU...

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

S-T RECEIVER
- Double-conversion superheterodyne circuit, fully crystal controlled for maximum long-term frequency stability.
- Standard receiver tubes throughout.
- Sensitivity—95 db below 1 watt (for specified system performance).
- Total power input only 135 watts.
- Compactly assembled for mounting in standard 19-inch cabinet rack.
- All tuning adjustments are made from the front.

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

10-KW FM Transmitter. A famous member of a famous family. Skillfully engineered and sturdy built—a dependable unit that has helped to bring continuing FM leadership to General Electric.

Circular FM Antennas—provides high power gain with low wind loading. This strong "Doughnut" antenna is available in 1, 2, 4, 6 and 8 bay models.

ATLANTA 3, GA.
187 Spring Street
Walnut 9789

BOSTON 1, MASS.
140 Federal Street
Hubbard 1800

CHICAGO 54, ILL.
1122 Merchandise Mart
Whitehall 3915

CINCINNATI 2, OHIO
215 W. 3rd Street
Parkway 2431

DALLAS 2, TEXAS
1801 N. Lamar Street
ED 224

DENVER 2, COLO.
660 17th Street
Keystone 7171

KANSAS CITY 4, MO.
106 W. 14th Street
Victor 9743

CLEVELAND 4, OHIO
101 Southwick Bldp.
Euclid & Public Square
Superior 6022

LOS ANGELES 14, CALIF.
Suite 1000-1001
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

MINNEAPOLIS 2, MINN.
12 Sixth Street
Main 2541

NEW YORK 22, N. Y.
570 Lexington Avenue
Whitehall 4-1315

PHILADELPHIA 2, PA.
2405 Locust Street
Pennypacker 5-9000

SAN FRANCISCO 4, CALIF.
235 Montgomery Street
Douglas 3740

SCHENECTADY, N. Y.
Bldg. 267, 100 E. 10th
Schenectady 4-2211

SEATTLE 4, WASH.
710 Second Avenue
Main 7100

WASHINGTON 5, D. C.
805 15th Street N. W.
Executive 3600

For fast service call G. E.
Swift Success
(Continued from page 28)

through Thursday, from July 5 to Oct. 8 of 1943, then added Fri-
day for the period through De-
cember 1944. Phi-lo pick-ed up this
15-minute segment Sept. 3, 1945, and has been buying it ever since.
The 8 to 8:15 period, Monday
through Friday, was purchased by Kg Daumit Inc. (shampoo) Sept.
2, 1946. When this contract ex-
pired August 29, 1947, the Toni
Co. (home permanents) stepped
in and sponsored Breakfast Club's
opening quarter-hour until early
last month when the company an-
nounced it would cancel out, ef-
fective June 25. Less than a week
after Toni's cancellation General
Mills signed a 52-week contract
for Kix, and will take over Aug.
16.

Breakfast Club net time billings
by ABC have been multiplied 10
times since Swift & Company first
saw its commercial possibilities.
Although the company and network
both refused to give out exact
figures as to this increase, broad-
casting obtained the following
combined time and talent figures
from an unimpeachable source:
1941 $299,310
1942 337,749
1943 447,181
1944 1,219,693
1945 1,703,486
1946 2,686,681
1947 2,596,175
1948 827,543**

* NBC billing for time only.
** First three months.

Estimates of Swift's outlay for
time follow:
1941 $299,310
1942 271,169
1943 451,761
1944 783,269
1945 677,666
1946 933,091
1947 977,959
1948 292,248**

Don McNeill and Breakfast Club
completed 18 years on the air June 23. Since its inaugural, Don
has been chosen America's "fa-
vorable m.c." for three years run-
ing by a nationally circulated
magazine, and has been awarded
honorary degrees by two colleges.
He receives between 6,000 and 10-
00 letters monthly. A recent note
was from U. S. Supreme Court
Justice William O. Douglas, writ-
ten for his young daughter.

Swift & Company officials frank-
lly admit Breakfast Club has been a
"factor contributing to increased
sales." Sales have more than dou-
bled since the company first spon-
sored the program in 1941, ($1,
018,000,000 in 1941 as compared
with $2,248,000,000 in 1947). The
1947 total represents a 71% in-
crease over 1946, and an all-time
company record.

Last fall, Mr. Beatty, re-
membering how strongly Junior
Nurse Corps appealed to America's
young daughters, bought Archie
Andrews, a half-hour Saturday
morning strip about a high school
boy. A few weeks after Archie
took the air, Meet the Meeks, a
family comedy-drama, was sched-
uled for the following half-hour,
giving Swift a full 60 minutes
Saturday morning. The programs,
both on NBC, cost Swift about
$18,500 weekly, according to a
reliable report.

The company also puts "thous-
ands" into spot announcements,
particularly local farm broadcasts
designed to aid stock producers.

Pioneered in TV
One of television's early spon-
sors, Swift pioneered a daytime
home service show from WNYT
New York more than a year ago.

Program stars Jinx Falken-
burg, famed "cover girl" and mo-
tion picture star, and her husband,
Tex McCrary. Recently, a Thurs-
day night TV variety show with
Lanny Ross as m.c. replaced this
show over the NBC television net-
work, which links New York,
Philadelphia, Washington, Sche-
necosta, Boston and Richmond.

Three agencies and a company
radio staff see that Swift's radio
schedule is followed to the letter.
J. Walter Thompson Co. handles
the principal share of the Break-
fast Club, with Needham, Louis
& Brorby and McCann-Erickson
taking care of some products on
the show. N. L. & B. also takes care
of local announcements to farmers
and Swift's ice cream spot cam-
paign. McCann-Erickson has
charge of television.

Radio Director Bill Fisher,
former continuity chief at WGN,
the Chicago Tribune station, does
a crack coordinating job for Mr.
Beatty. He is assisted by Dave Wil-
der, previously an announcer, ac-
tor and producer at WSUI Iowa
City.

Founder of Swift & Company was
Gustavus Franklin Swift (1839-1903),
a native of Barn-
stable, Mass., who started in busi-
ness with a $20 loan from his
father, William Swift, a farmer.
Young Swift bought a heifer with
the original capital, killed and
dressed it, and peddled the meat
about his neighborhood in a red
wagon, drawn by one horse. He
bled $10. The outgrowth of this
enterprise last year had a sales
total of $2,248,766,634.

New Delegate

A NEW NAME was added to
the signers of the Declara-
tion of Independence on
July 3, 1948. The name was
Arthur Godfrey. The CBS
entertainer was m.c. at the
Washington Monument Cer-
tennial celebration, and was
seated on the reviewing stand
with President Truman and
other state and military dig-
nitaries. One of the float's
passing out copies of the
Declaration, and suddenly
Mr. Godfrey found himself
besieged with requests for his
autograph—on the doc-
ument. So now Arthur God-
frey is one with Thomas
Jefferson, John Hancock, Ben
Franklin and the rest.

"NATIONAL FARM RADIO FORUM,"
fall and winter program presented by
Canadian Broadcasting Corp., has re-
ceived first award of Henry Marshall
Tory trophy for distinguished ser-
service to adult education. This pro-
gram is based on the "America's
Farm Clubs" project started by the
National Farm Bureau for the pur-
purpose "most effective in pro-
moting active participation in hu-
man welfare projects for improve-
ment of rural life."

A RADIO HEAD—
Montana-born, educated
MYRNA LOY
Movie Actress

MONTANA HEADLINERS

The ART MOBY STATIONS
KGVO- KANA-KGFM
5 KW DAY & 1 KW NIITE
MISSOULA
500 W
IN PROGRESS
BROADCASTING • Telecasting
had it was "last Friday by way of rumor."

Chairman Coy advised the attorney that the information was available and could have been obtained by asking for it, but a few hours later he corrected himself, saying he had just learned that details of the agreement were not available until recently.

The WBEN-TV counsel complained that his station would like to have rural power, which is higher than metropolitan standards, but would be precluded from it under the agreement.

The agreement was attacked again on Thursday by Attorney Louis Caldwell who questioned the wisdom of taking Channel 13 from Buffalo, with a population of over 800,000, and giving it to St. Catharine's which has 25,000.

Mr. Caldwell challenged the legality of the agreement, saying that FCC had no right to negotiate it. Chairman Coy assumed he would have a later chance to argue the issue. Shortly afterward, Mr. Coy announced that "sometime in the next week" he would issue a notice for oral argument on that subject and others, including the legality and wisdom of the current hearings.

He said that specific proposals in the present hearings would be finished on Friday (see story page 98) and there would then be a recess until July 28-27 when the general appearances will take place.

R. Morris Pierce, WGAR Cleveland vice president in charge of engineering, provoked a stir by recommending that FCC should give weight to the size of an audience in making its channel allocations.

Mr. Pierce, speaking for WGAR, WJW, WJK, Allen B. DuMont Labs. and Cleveland Broadcasting Inc., presented alternative proposals, each designed to increase Cleveland's channels by altering those of surrounding cities.

The WGAR engineer suggested that the large cities should get all of the present channels since their stations will be operating first and that smaller cities can get high band channels later on.

Asked by FCC Counsel Harry Plotkin if he didn't think smaller cities should get TV service now, Mr. Pierce insisted that the larger areas should get first consideration.

Other areas reviewed in the Wednesday-Thursday sessions were St. Louis-Clayton, Mo.; Trenton, N.J.; Buffalo-Erie; Elmira-Ithaca-Syracuse, N.Y.; Charlotte, N.C.-Johnson City, Tenn.; and Toledo.

Hot in the Ring
WITHOUT throwing its hat into the ring, WDGY Minneapolis-St. Paul found itself right in the middle of the political arena during the Stouffer Dinner Bell program. The program involves telephone calls to listeners, and in the "blind" selection of numbers called at random these names turned up, the station reports: Mrs. H. D. Truman, Mrs. Robert Taft and Mrs. Edwin Dewey.

Philco to Step Up Video Set Output
8,000 a Week Rate Is Predicted as New Models Are Shown
WITH a $500,000 expansion program underway in the Philco Corp.'s tube department in Lansdale, Pa., Philco officials predicted last week that video set output will be at the rate of 8,000 sets a week, or 400,000 a year, by the end of 1948.

Philco, which last week displayed its 1949 line of radio and television sets in New York for the first time, currently produces more than 4,000 video sets a week, but by September is scheduled to meet the 8,000 production figure.

Estimating that Philco's 1948 television receiver output would run around 200,000 sets, James H. Carmine, vice president in charge of distribution, said this would represent as much as the total output of the industry last year. He pointed out that the total industry production this year was estimated at about 700,000 and indicated this would be Philco's 1949 goal.

250 Millions Mark
Retail value of the total output of TV receivers and microwave link and television station equipment will reach $250,000,000 by next year, Mr. Carmine estimated. He said demand for video receivers is so great that sets are being sold as soon as they come out of the plant. The bottleneck, he added, is in installation and service. He reiterated Philco's policy of leaving servicing to the dealers.

Three new television models, 47 radio and radio-phonograph sets, and five two-tone arm sets designed for use of the new Columbia long-playing records, were included in the Philco New York exhibit.

A 12-inch direct-view television receiver, Model 1275, combines FM and AM with automatic phonograph. To retail for $475 in mahogany, the set also is available in blonde mahogany for $485. Model 1240 is a 12-inch direct-view console set, combining both AM and FM, which retails for $424.50 in mahogany, and an additional $10 for the blonde mahogany cabinet. The third video set, Model 1075, includes all of the features of Model 1275, with a direct-view 10-inch picture tube. The price is $595. In the radio and radio-phonograph line, sets range from $187.50 to $469.50, with special emphasis on FM reception.

Accommodating the new long-playing microgroove records which play up to 45 minutes of music from both sides of a 12-inch record, four of the two-arm sets are console models, and one table combination. They are priced from $124.95 to $469.50.

REAP THE GOLDEN GRAIN!
reach the rich buying power of the great American Wheat-Belt. The 9th successive bumper crop harvest is under way—it's one purchase coverage for this rich grain belt, through——

5000 watts X Represented X Nationally by
790 kc X RURAL RADIO CO.
Colby, Kans.

— Broadcast • Telecasting
THE NUNN STATIONS

"Sell" in the populous, basic, areas of their respective markets. These stations also maintain excellent promotion departments. Add them to your "Sales-Force". They will produce!

The Nunn Stations

KFDA (ABC) Amarillo, Texas
WBIR (ABC) Knoxville, Tenn.
WLAP (ABC) Lexington, Ky.
WMOB (ABC) Mobile, Ala.
WCMI (CBS) Ashland, Ky.
Huntington, W. Va.

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN

- KFDA, WBIR, WLAP & WCMI—represented by the John E. Pearson Co.
- WMOB—represented by The Brahan Co.

Page 68 • July 12, 1948
Mutual Aid Pact Signed in L. A.

MUTUAL cooperation pact be-tween W6XAO, Hollywood television outlet of Don Lee Broad-casting System, and the Los Angeles Examiner was announced last week by Lewis Allen Weiss, vice president and general manager of Don Lee and Richard A. Carrington Jr., publisher of paper. Under agreement, each agrees to make available to the other party joint exploitation, service materials plus professional and technical staffs. Specifically, paper will de-serve four daily station break tele-casts of the Examiner masthead. Examiner-sponsored events such as the Olympic Game swim tryouts, professional football games, etc. become exclusive for station.

W6XAO will also make avail-able any of its owned film to the Examiner. KJH standard Don Lee outlet will give Examiner credit on all newscasts as one of its news sources. City desk of paper and newroom of stations will ex-change tips and Don Lee teleline newsreel cameramen will thereby be provided with tips before actual news flashes right reach them. Local and International News Photo stills will also be made available to W6XAO after proper clearances have been obtained. Un-til its formal commercial license comes through, call letters W6XAO will continue in force; with FCC approval of its formal license sta-tion to be known as KTSL.

ABC Promotions

PROMOTION of three engineering department personnel in ABC's Central Division headquarters in Chicago was announced Thursday, William H. Corning, controller of the station, becomes operations supervisor. Robert B. Whit-nah, former assistant station engi-neer of WENR-FM, has been named station engineer for WENR-TV as well as the FM station. Byron Spears, master control room engineer during daylight and evening time operations, is now recording supervisor.

WENDR

BASIC MUTUAL NETWORK
5000 watts, 1260
SYRACUSE, N. Y.

Studies in the Wilson Bldg.
Al Godwin, General Manager
Represented nationally by
Paul H. Raymer Co.

Broadcasting • Telecasting

STRIKE COVERAGE
Three Iowa outlets Combine

To Air News

THREE Iowa stations staged triple-play demonstration of team-work in news coverage which stations report may have set new record of cooperation among com-peting stations.

When rioting broke out at strike-bound Rath packing plant in Waterloo short time before KAYX, Waterloo daytimer, signed off for night, Manager Al Triggs relayed bulletin to WMT Cmed Rapids and that touched off the triple play. WMT's news department went into ac-tion, breaking net show to bul-liten fatal shooting of one Rath striker minutes after KAYX had aired first break on story.

While WMT News Director Jim Bormann and Newsman Howard Anderson flew to Waterloo, line was set up for remote Feed from KAYX studios to WMT. Mr. Bormann covered develop-ments on picket line, and KAYX News Editor Cole McMartin ob-served militia mobilizing at armory. Mr. Anderson, Mr. Triggs and sev-eral KAYX staffers teamed up at studio to feed several station-break bulletins to WMT listeners. Regular ten o'clock WMT newscast originated in KAYX studio on remote basis with Mr. Anderson telling story of violence reported by Mr. Bormann and Mr. McMar-tin. Mr. Anderson also interviewed Mr. Triggs who had "eye-wit-nessed" shooting at plant gates.

Triple play was completed later when KIOA Des Moines set up line to Cedar Rapids, and WMT 10 o'clock newscast (which had been dubbed on disc) was piped to Des Moines for rebroadcast.

VIDE0 GAINING SPEED
KRAFT TELLS AD CLUB

"TELEVISION is gathering mo-men tum with the speed of an atomic chain reaction," Warren E. Kraft of Honig-Cooper Advertising Agency, told the Seattle Advertising and Sales Club, July 6 at the third in the club's summer series of "brass-tack meetings." Mr. Kraft warned that television is on its way faster than most West Coast advertising men realize, and that it is rapidly becoming a highly effective medium.

Acknowledging that video ad-verising is expensive at present and will be until the industry finds itself"--the agency executive called television a challenge to radio and other advertising media. He commented that advertisers must get accustomed to new charges, but observed that the profit return per dollar invested would soon be on a par with other media.

John Hogg, electronic engineer for GE, who shared the program with Mr. Kraft, predicted that by 1954 there would be in existence a television network connecting Los Angeles, San Francisco, Seattle and Spokane.

Finance Group Reviews

NAB Monetary Situation

NAB's finances, based on a $790,000 estimated income and about $750,000 expenditure for the year, were reviewed Wednesday at a meeting of the board's Finance Committee held at NAB Washing-ton headquarters. Proposals for expansion of some operations were considered and recommendations will be submitted to the board at its autumn meeting.

Attending the meeting, besides NAB administrative officers, were Clair R. McCollough, WGAL Lancaster, Pa., chairman; T. A. Craven, WOL Washington; John D. McMenahan, KFM Mankato, Minn.; Harold E. Fellows, WEEI Boston. Harry R. Spence, KXRO Aberdeen, Wash., was unable to at-tend.

25TH ANNIVERSARY KFH

STAMMERING AND STUTTERING ARE TABOO

Have you listened to your commer-cials lately? We don't mean the test-runs that you use to see if they sound as good as they read; chances are you have good announcers to test them out before you release the final draft to the stations on your schedule. How about the station announcers that put your living words on the air? Many a vibrant message has been butchered at the mike, and it's Naval. It's inadvisable to put your program on this station to read ANY script without careful study in advance of the broadcast. No announcer ever goes on the KFH air until he has proven his ability to the satisfaction of our production manager, and that gentleman is a tough cookie, as many announcers on other frequencies can testify.

Let us put your message on the air to the big KFH audience . . . a Petry man can give you the details.

TOP HOOPERED OUTLET FOR YOUR ADVERTISING MESSAGE
CBS IN WICHITA, KANSAS. 1330 Kc.

KFH IS THE RADIO VOICE OF THE WICHITA EAGLE

REPRESENTED NATIONALLY BY PETRY

July 12, 1948 • Page 69
Veterans and the Airlines

Today, over 60 per cent of the men employed by the 35 Established Airlines are veterans of World War II. A total of over 30,000.

This is as it should be. The 35 Established Airlines, 18 of which were certificated for service by the Civil Aeronautics Board since war’s end, faced a serious need for trained ground and air personnel because of the tremendous expansion of the public’s air transportation needs since 1945. Thanks to the veterans, the Airlines had their manpower problem solved for them.

There are outstanding opportunities for these veterans if the Established Airlines continue and expand on an economically sound basis.

The Established Airlines lost $22,000,000 in 1947 due to new equipment costs, despite their substantial development of traffic. Nevertheless, charged as they are, by government regulations, with the responsibility of public service, the Established Airlines are constantly adding planes and improving their service to the American people. Today, approximately 1000 Established Airlines’ cargo-passenger and all-cargo planes give direct mail, express, and cargo service to over 400 U. S. cities. Within the last year alone, 50 all-cargo planes, including 30 four-engined transports, have been added to the Established Airlines’ freight fleets.

Yet today, the “rights to the future”—not only of veterans employed by the Established Airlines, but of all employees of these Airlines—are jeopardized by an application now before the Civil Aeronautics Board. Five Applicant Freight Lines have petitioned the Civil Aeronautics Board for certification to duplicate existing air freight service—not to 400 cities but—to major shipping areas only. “The cream of the crop” traffic is all they seek, as they do not propose scheduled freight service to several hundred smaller cities. The Established Airlines must depend on business acquired in these big centers to help offset the cost of serving hundreds of smaller communities.

The Applicant Air Freight Lines’ proposal is at variance with the philosophy underlying the Civil Aeronautics Act of 1938. That philosophy is that “public necessity and convenience” can best be served—not by wasteful, excessive competition, but by regulated competition. Our government does not formulate laws for the benefit of the few, but for all. It does not favor statutes that permit one group of a transportation system to “skim off the cream” of big city freight patronage and fail to serve smaller communities where the profit is far less. The philosophy has proved its ability to develop an economically sound railroad system and strong motor transportation, as well as an air transportation system for America second to none.

Excessive and economically unsound competition would certainly not serve the interest of the 30,000 veterans employed by the Established Airlines. Be-
cause it would jeopardize the possibility of economically sound air transportation, unregulated competition would not serve the public. And it would seriously weaken the economic structure of the Airlines—so vital to national defense. 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.

"I am one of the more than 30,000 veterans now employed by the Established Airlines of 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 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.

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 Air Lines, Inc.
National Airlines, Inc.
Northeast Airlines, Inc.
E. W. Wiggins Airways, Inc.

Northwest Airlines, Inc.
Pacific Northern Airlines, Inc.
Pan American-Grace Airways, Inc.
Pan American World Airways System
Piedmont Airlines
Pioneer Air Lines, Inc.
Southwest Airways Co.
Trans-Canada Air Lines
Trans World Airlines
United Air Lines, Inc.
Western Air Lines, Inc.
Wisconsin Central Airlines, Inc.
FYI
The Radio Salesman's
Dream
FYI
An Agency Natural
FYI
The Sponsor's Delight
FYI
For the Whole Family

Controversial FM Network

Continental FM Network will relay the entire Democratic Convention to more than 55 stations, as itdid the Republican convention. Schedule calls for a 15-minute news wrap-up each morning before that day's sessions open, a Conven-

tion roundup at 5:45 p.m. daily and a complete review of the day's activities at 11:30 p.m. Continental's reporters will work under su-
pervision of the network's chief correspondent, Joe McCaffrey, as they did at the GOP meeting. Commentaries and analyses are to be held to a minimum.

States Rights Network

Issue of states rights has prompted Southern stations to bind themselves together during the Democratic National Convention as the States Rights Network, which will bring listeners in Mississippi and possibly other Southern states direct one-hour daily broadcasts from Philadelphia. Members of the impromptu network will include WVOK Birmingham, WXJN Jackson and other stations planning to join forces. The States Rights Network planned to conduct feeding an hour program consisting of interviews, highlights of the day's affairs and commentaries by leading Southern statesmen to home listeners yesterday (July 11).

WAPI Birmingham

Sen. John J. Sparkman (D-Ala.) will provide a word picture of convention proceedings for his con-
stituents through regular commentaries from the scene, according to Capital advisers. He is reported to have agreed to make the broadcasts over WAPI Birmingham.

Station Sales

(Continued from page 28)

owned the other half interest. Mr. Kerr will have control, increasing his interest from 26 to 56%, while his wife, Grace, will have 34%. Other stockholders will hold the following, all identified with Keryn Oil Co., of which Mr. Kerr is president:

T. M. Kerr, his brother, about 13.5%; A. McGee, 15%; T. W. Peoples, 7%; Dean Terrell, 4.2%. Mr. Kerr also is president and substantial stockholder of All-Oklahoma Broadcasting Co., a Tulsa AM applicant. The Gaylord group and the interests they held in WEEK are as follows:

E. K. Gaylord, Oklahoma Publishing Co. president, 26-2/3%; Edgar T. Bell, secretary-treasurer and business manager of the publishing company, 16-
2/3%; J. I. Meyerson and Leland S. Vance, also of the publishing firm, 3-1/3% and 1-2/3%, respectively, and Hugh B. Terry, manager of the company's KLZ and assistant secretary of its KYOK, 1-2/3%. Sales price: $37,500 plus one-half of net quick assets.

WLAG Laurel, Miss. (1490 kc, 250 w) — Hugh Smith, general manager and 19% owner, acquires control (50.18%) through the purchases of 32.18% from the other present stockholders, while Hubert Leggett, in the retail furniture business in Laurel, acquires the remaining 49.82%. Total price: $31,788. Mr. Leggett will be commercial manager and the interests they held in WERK are as follows:

K. K. Gaylord, Oklahoma Publishing Co. president, 26-2/3%; Edgar T. Bell, secretary-treasurer and business manager of the publishing company, 16-
2/3%; J. I. Meyerson and Leland S. Vance, also of the publishing firm, 3-1/3% and 1-2/3%, respectively, and Hugh B. Terry, manager of the company's KLZ and assistant secretary of its KYOK, 1-2/3%. Sales price: $37,500 plus one-half of net quick assets.

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Effective and Spot Announcements.

Since the effectiveness of a spot announcement depends in large measure upon the listening audience of the program which precedes and follows it, the element of time selection is important. When the Byron Reed Co., began its first radio campaign, it used 60-100 word spots on WOW Omaha twice weekly, and, though its use of advertising on the air then was, it was in part effective because the announcements were heard between a noontime newscast and a man-on-the-street interview program, both popular in the area. Since then the firm has used other spot announcements on WOW morning programs in midweek, as well as announcements on Sunday afternoons and evenings, but it consistently carried through with its noontime spot. It also has used some programs such as a Sunday afternoon sports cast, but its emphasis has been on spot announcements which precede or follow network programs with large audiences.

The form of the spot announcement also is important. In the case of Byron Reed it features a snappy recital of a case history of a listing with most case histories pointing up how a sale was effected within a few days. All claims made in the copy are backed up with factual proof taken from the files. All copy stresses sensations until the word became closely associated with the name of the company.

This, in general, is the copy approach followed by most successful users of radio in the real estate business. Most of them use a combination of specific listings plus information about the firm that will increase listings and sales. For example, the Polka Palpitating Company, Jack Walker, Denver, in his nine quarter hours of news broadcasts a week and his two 100 word spot announcements daily, featured three houses in different price brackets each day, and there was seldom a day in which at least one of the listed houses was not sold. In addition to the listings, copy pointed up the advantages to the property owner to list with the firm.

From Spots to Programs

Because of the word limitation of the spot announcement, realtors have in many instances gone on from spot announcements to program sponsorship. Many use spot announcements in combination with a program. At any rate, if the budget is up to it, sponsorship of a program has much to recommend it, in that the sponsor gets the credit for the editorial content of his program, and with more time at his disposal, there is more time to get the commercial message across to the listener.

If the realtor does use a program, it should be one with broad, general appeal, since its market is the public. Music falls in this category, and it was the music of Guy Lombardo, transcribed, that Stevens & Co., Charlottesville, Va., offered WCHV Charlottesville listeners. News also is in this class, and when the Dennis Flournoy Real Estate Co., Tulsa, Okla., offered KTUL Tulsa listeners the 8 a.m. newscast, six days a week, it could do so confident that its message would be heard by a large percentage of the general public.

In determining the frequency with which a program is aired, the same factors which determine the frequency of a spot announcement campaign are involved. Naturally, the more frequently a message is heard, the greater its impact. But only where business volume justifies the expense of a daily program schedule is it to be recommended.

Good results can be achieved on a weekly schedule. On this basis, the H. C. Louis Agency, real estate and insurance, used a weekly half-hour program of music on KROW Oakland, Calif., 11:30 a.m.-12 noon each Sunday. Another realtor, Fred T. Wood Inc., used a quarter-hour of Sunday music on the same station.

In the selection of a type of program, and in determining the frequency with which it is aired, as well as the day and time for its airing, the realtor should consider who it is he wants to reach, and how great the impact need be to induce action. While realtors seem to have a preference for Sunday morning time, on a weekly schedule, the important thing is to select time and program on the basis of the availability of the type of person the realtor wants to induce to act.

This same factor applies to the (Continued on page 76)
Demo Seats
(Continued from page 29)
Convention are the following:
Asterisk indicates party to whom a seat has been assigned.

*Bill Henry, CBB, Chairman, Convention Committee.
*Harold McGrath, Superintendent, Senate Radio Committee.
*Robert O. Hough, Assistant Superintendent, Senate Radio Committee.

Monte Bourdelais Jr., Assistant Superintendent, House Radio Committee.

Miss Rosella Donohue, WILF Cincinnati, WJB New York, Secretary, Convention Committee.

*Albert Warner, MBS, Chairman, Executive Committee.

ABC, 20 Rockefeller Plaza, New York:
*Perry Noble, 


RURAL NETWORK WJACK, N.Y.: *William Tyler.

STENNIS STATIONS Lancaster, Pa., also representing WDEL-Wilmington, Del., WFBK Wilkes Barre, Pa., *Roy Morgan, *Charles Balfour.

TRANSPRESS PRESS SERVICE


WAGE Atlantic City, N.J.: "Born Penrose.


WAGE Atlantic City, N.J.: "Born Penrose.


WAGE Atlantic City, N.J.: "Born Penrose.


AM GRANTS

GRANTS for seven new AM stations and authorizations for improved facilities for four existing outlets were issued by FCC last Wednesday. One of those for improved facilities was in effect reaffirmations of 1160-kc fulltime permits issued a year ago but reconsidered last March and limited to daytime hours pending settlement of a question relating to nighttime operations [BROADCASTING, March 22]. The other applications for improved assignments on 1150 kc were among those approved.

The new-station grants were as follows:

Coolidge, Ariz.—Gila Broadcasting Co. (KCKY): 1150 kc, 1 kw fulltime, using directional antenna at night (another grant which had been previously issued and revised last March).

Great Falls, Mont.—Mosby’s Inc. (KCFM): 1150 kc, 5 kw fulltime, direction alized at night (another whose nighttime operation had been in question as result of the March action). Glendale, Mont.—Lewis Wiles Moore: 1400 kc, 250 w, fulltime.

Hornell, N. Y.—Maple City Broadcasting Corp.: 1425 kc, 1 kw, daytime only.

Permits for changes in facilities were announced as follows:

KFJY Klamath Falls, Ore.—Change from 1550 kc with 100 w to 1150 kc with 1 kw fulltime, direction alized at night. Grant was issued after KFKD amended its application so as to reduce antenna height from 500 to 216 feet. Station uses 1 kw power at night.

KJQL Salina, Kan.—Increase nighttime power on 1150 kc from 1 to 5 kw. Station already is assigned 5 kw daytime.

With the WBUZ mobile unit are (1 to r) Mrs. Earl Merryman, chief engineer; Leslie L. Allmann, vice president and general manager; Mrs. W. G. Kegel, wife of the commercial manager; and Paul Palmer, staff announcer.

THE STUDIO goes right to the sponsor’s door if the sponsor can’t get to WBUZ (FM) Bradbury Heights, Md. When there are no facilities for a remote broadcast, Earl Merryman, WBUZ chief engineer, drives the mobile trailer right up to the scene for an on-the-spot broadcast. When the new Coral Hills Phase opened there was a band in the store for entertaining the customers as they inspected the place. Doc Baker, the pharmacist, wanted a remote from the store that evening, so WBUZ took care of it. The trailer drove up to the door, set up the equipment and picked up the band music as the band moved into the front window of the store. Just like the Doctor ordered.

TO CREATE CONTINUOUS listening, CKIB Prince Albert now puts a news bulletin with each station identification. Station call is given, followed by short news bulletin.

July 12, 1948 • Page 75
HOUSEWIFE SAYS WORD, WINS $18,000 ‘BOOTY’

Since philanthropy has become more popular on broadcast programs, no week is complete in broadcasting circles unless at least one citizen is elevated to unexpected riches. Last week was no exception.

A Long Island, N. Y., housewife won $18,000 worth of booty by deciphering the “secret sentence” on the CBS giveaway, Hit the Jackpot. Mrs. Margaret Hohl Shelley at the fortunate moment said “twenty-three, skidoo” and immediately fell heir to:

A Defoe sedan, a trailer, a two-week trip to Bermuda for two, a silver fox coat, furnishings for a living room and kitchen, a sailboat, a piano, a radio and television set, a record player, a refrigerator, a movie camera and projector, a children’s outdoor playground including wading pool, a $1,100 watch, $1,000 ring, seven men’s suits, a topcoat, an overcoat, a Laundrall washing machine, $2,000 worth of merchandise, and another jackpot was started by the generous program, this one worth $10,000 at the outset. The longer the jackpot question goes unanswered, the more elegant the loot.

The Long Island matron won prizes worth only slightly less than those accumulated a week before by a Manhattan cabbie’s wife who got $20,000 for identifying the mystery tune on ABC’s Star the Music [Broadcasting, July 5].

Mrs. Shelley is congratulated by Arthur Pryor Jr., vice president in charge of radio for BBDO, for winning $18,000 in merchandise on CBS “Hit the Jackpot.”

TULSAN SEE RADAR

KVOO Engineers Demonstrate—Skills During Oil Show

CAPABILITIES of the KVOO Tulsa engineering staff were vividly demonstrated when engineers took a step outside the broadcasting field to bring radar demonstrations to nearly half a million visitors at the International Petroleum Exposition in Tulsa.

Under the supervision of Watt Stinson KVOO Tulsa engineering staff were vividly demonstrated when engineers took a step outside the broadcasting field to bring radar demonstrations to nearly half a million visitors at the International Petroleum Exposition in Tulsa.

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ONE OF THE BASIC axioms in the sales field is, "Sell your sales-
men." The salesman, dealer, dis-
tributor and storekeeper has to
know the product and be convinced
that that particular item of service
will bring him increased sales. He
should be kept advised of all adver-
tising, promotion and publicity ef-
fort put behind the product he han-
dles. This pays off in good will and
sales.

With television as the newest
large-scale medium for bringing a
sponsor's message to the consum-
er's attention and with the rapidly
increasing number of sponsored
shows on television, the importance
of promoting a video program be-
comes obvious. When the Borden
Co. assumed sponsorship of the
Al Schacht-Clown Prince of Base-
ball program on WNBT New York
for Instant Coffee, it was decided
that the bulk of promotion effort
would be directed to dealers, sales-
men, storekeepers, etc. . . . "selling
the salesmen."

We started our promotion on
the day of Mr. Schacht's first telecast
by making contact with key buy-
ers. Four beautiful models were
dispached in chauffeur-driven Cadillacs to more than 100 distrib-
utors in the five boroughs of New
York, Westchester County and
northern New Jersey. Each of these
dealers was presented with a
package by the models. The pack-

THE BORDEN Co.'s formula for
promoting sponsored shows on
television is outlined in the accom-
panying article by Harry Welch,
advertising manager of the firm's
Grocery Products Division. Using
the basic sales idea of "selling the
salesmen," the Borden Co. concen-
trates its promotional efforts for
the Al Schacht TV show on WNBT
New York. on dealers, "salesmen" and
storekeepers. Welch emphasizes
the value of good will "in
the form of the personal touch,"
which he says brings the grocer
closer to the sponsor and puts him
in a frame of mind to go all out for
the sponsor.

you know the code?" If the reply is,
"It's Al Schacht—for Borden's
Instant Coffee," the person an-
swering the phone receives two tickets
to a New York Giant's home game.

Salesmen Help
In addition to the letters, Borden
salesmen are talking up the contest
and explaining to their accounts
that a number of stores are to be
called each day. The stores selected
to be phoned are those who have
been doing the best job, merchan-
dising and sales-wise, on Borden
products. Two pairs of tickets are
awarded each day. The very first
day calls were made, two out of
the first four phoned, replied with the
correct answer.

Borden Co. Formula Outlined

By HARRY WELCH
Advertising Manager,
Grocery Products Division,
The Borden Co., New York.

The Borden salesmen, too, are
being constantly "covered" promo-
tion-wise. Special awards are being
planned for those responsible for
whom territories provide the larg-
est number of winners. They are
kept advised of the features pre-

ated in the Schacht show so that they
may in turn transmit this in-
fomation to their customers. Other
ideas are being prepared, designed
to keep the salesmen supplied with
ammunition and even the program.

In addition to the salesmen
were guests at a luncheon in Mr.
Schacht's restaurant. Following
the lunch, they were our guests at
a ball game at the Polo Grounds.

By HARRY WELCH
Advertising Manager,
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MERCHANTS UNITE

By GLENN G. WHITTIER
PROGRAM DIRECTOR
LENOIR, N. C.

I AM ONE of those people who greets logic with almost complete surprise. If a man bites a dog, that is his privilege; I will not buy a paper just to read about it. Being the case, I am completely knocked off balance by the execution of a sound and reasonable plan of operation by a group of no less than seventy-five people acting together with resourcefulness. Those things just don’t happen to me often enough but more experiences like the one I am having with Merchants’ Assn. of Lenoir, N. C. will probably soften me up considerably. I am looking forward to it.

Helps Both

Realization that whatever helps the city of Lenoir also helps the individual merchants of the city (no matter how competitive among themselves), those merchants of Lenoir decided to band together and sponsor a radio program to promote the city itself as a shopping center, to attract customers from the surrounding areas and call attention to city-wide events. The program they chose was Kate Smith Speaks (a cooperative Mutual program) released locally on WJRI.

The cost of the program (Monday through Friday—12:00-12:15 p.m.) is divided among the 75 merchants of the Lenoir Merchants’ Assn. Larger firms pay $60 per year while smaller firms pay $30. These amounts are pledged directly to the Association which in turn pays all expenses for the program and allied merchandising activities.

Here is a list of the types of business which are participating:

- Furniture Stores
- Drug Stores
- Banks
- Service Stations
- Insurance Agents
- Hardwares
- Bakeries
- Men’s Clothing
- Office Equipment
- Launderies
- Dry Cleaners
- Wholesalers
- Theaters
- Printing Co.
- Jewelry Stores
- Farm Stores
- Department Stores
- Fuel Distributors
- Groceries
- Dres Sheps
- Music Stores
- Appliance Shops
- Restaurants
- Garages
- Variety Stores
- Finance Company
- Auto Supply Stores

New merchants are constantly being added to the group. It is the hope of the Lenoir Merchants’ Assn. that sooner or later every reputable firm in Lenoir will be included.

All copy used is of the institutional type. The basic aim is to build Lenoir as the principal trading center of its area. No mention is made of individual firms. However, from time to time, the program is used to call attention to city-wide and other civic promotions in which the merchants as a group take part.

Opening commercials are used for identification and explanatory comments. The main message is presented in the longer middle spot... with a follow up commercial in the closing announcement. At the present time, the first and middle commercials are changed three times each week. Actually there are only two new copy changes; however, the carryover from Friday to Monday puts three different announcements on each week...

Here are samples of commercial announcements used on the program:

FIRST COMMERCIAL—24 seconds:

- Each weekday... Monday through Friday at High Noon.—“Kate Smith Speaks” is presented by the Lenoir Merchants Association and your Lenoir merchant...

This week... The Lenoir merchants are inaugurating a new series of announcements on this program... in which they plan to stimulate interest in the project of making Lenoir a greater trading area and a great civic community.

They hope through the use of this program... to infuse a closer feeling of cooperation between the merchants and the people who... in truth... are... Lenoir.

All of them have taken a loyalty pledge... which we will repeat later in the program... won’t you join them in this civic enterprise... working together, you and the merchants can build a great city where a great city belongs.

MIDDLE COMMERCIAL—50 seconds:

This is your town... your county... your program... it is presented to remind you of the importance of... the spirit of... home loyalty... What it means in happiness and prosperity... If all of us give preference to our own local merchants... store owners... manufacturers... industries.

Beginning today, your Lenoir Merchants Association, with the loyal leaders of Lenoir, a growing city and leading business firms, will present a series of announcements every day... giving you facts and figures and multiple reasons for support... upon all of us to... buy in Lenoir... and boost Lenoir every day.

Thanks to this program regularly... Talk to your friends to listen. Let’s all team together to make Lenoir grow and grow. At the close of this program we will repeat the loyalty pledge... against Lenoir merchants who have taken. But now... back to Kate Smith.

CLOSING COMMERCIAL—25 seconds:

And now to build a greater city, take this pledge with your merchants:

That during the year 1948 I hold in mind the thought that part of my time belongs to Lenoir.

That I can well afford to give back to my town some portion of what it has given me.

That I will cooperate with my fellow citizens in every move made for our common betterment.

That I will think only good thoughts about the town which is good enough for me to live in.

That all things being equal... I will buy in Lenoir and give preference...
THE NIGHT MAYOR

Sandwich Purchasers Request

BILL KARRENBAR of WHBC contributed, no, dabbed "The Night Mayor" by his sponsor, Food City Drive-in, would rather eat his words than the sponsor's product, that is, as long as the sponsor plugs his "Nitemare" sandwich which erected on a six-inch bun and containing ham, cheese, hamburger, tomato, lettuce, mustard, catsup, pickles and relish. Onions are optional.

With each "Nitemare" the purchaser is given a card on which to write his or her request for songs of their choosing. The card also plugs the show and has space for a dedication and the name of the person making the request. Cards are collected nightly and requests honored on the program which starts at midnight.

Food City Drive-in is also advertising, in connection with the Nitemare, eat three free and get one free, station reports.

In the Public Interest

Missing Man Found

WITHIN a few minutes after KKOK St. Louis broadcast an American Red Cross appeal for news of whereabouts of the brother of a deceased serviceman, contact was established. A sister of the next-of-kin called saying she had heard the broadcast. Shortly thereafter the missing brother called and was immediately referred to the St. Louis Red Cross chapter.

Loyal Listeners

LISTENERS of WTON Staunton, Va. loyalty pitched in to aid families made homeless by a fire. In six hours of appeals, WTON raised over $780 in cash and a large display-window full of clothing, home furnishings, food and toys for the fire victims.

Aids Police Dept.

KTCM McAlester, Okla., within a few minutes time, was able to accomplish a mission recently that had the local police stumped. The police were attempting to locate a some man who had been killed that morning in Texas, but the address they had been given proved worthless as no one in the area had ever heard of the person. The request was then put on the station's Listen Ladies and before the show had left the air, a listener called to say she was an aunt of the man in the Milk Drive-In question and would contact him immediately.

Audition for the First Program in "College by Radio" Series

AudiON for the press of first program in "College by Radio" series, U. of Louisville course, was conducted by (I to r) Dr. Robert A. Werner and Dr. John W. Taylor of U. of Louisville and Victor A. Spalding of KYW, Chicago. Programs will be broadcast by WHAS as adjunct to university correspondence course.

Cousin Is Found

C. A. GRIFFIN of Cheltenham, England, was able to contact his cousin, Tom Godsell, in Seattle, Wash., on the operation of KGV0 Missoula, Mont. Mr. Griffin wrote Montana Governor Sam C. Ford asking him to help locate Mr. Godsell, with whom he had given his last address as General Delivery, Missoula. Gov. Ford gave the story to UP and KGV0 used it on a local newscast. A listener, knowing of Mr. Godsell's whereabouts, informed the station and shortly a KGV0 announcer was talking to Mr. Godsell in Seattle and relaying the message from England.

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MURDER of CBS correspondent George Polsky...was a cold, deliberate political demonstration...planned to intimidate," according to a CBS report on circumstances surrounding the death of Greece's chief Middle East correspondent.

CBS Newsman Edward R. Murrow, Don Hollenbeck and Howard K. Smith took part in a special CBS program inaugurating the series intended to document the slaying. The report concluded: "If the murderers are not discovered, as inevitable but irresistible pressure of intimidation will rest on every American correspondent abroad...but at this point, little progress toward a solution" is being made.

The facts presented in the CBS broadcast were supplemented by information collected by CBS correspondent Jon Burdett and John Secondari, who are in Greece investigating the slaying. Mr. Polsky's body was found in Salonika Bay May 16.

Plan City Series

KTLA Hollywood has arranged with Mayor Fletcher Bowron of Los Angeles to produce a weekly 10 minute film known as Your Town dealing with aspects of the city government and its functions. All costs are to be absorbed by Paramount Television Productions Inc., according to Klaus Landsberg, West Coast television director, and prints will be made available to city for educational purposes. All production will be handled by the station's staff.

Flashback

DR. FRANK C. GOODMAN, who has just retired as executive secretary of the Department of Religious Radio of the Federal Council of Churches of Christ in America, never made any bones about the worldly fact that in his youth, or pre-conversion period, he was interested in New York betting circles. A fortnight ago, to honor the venerable church leader, Niles Trammell, NBC president, invited him to lunch and presented him with a television set. The set, handsomely installed, was tuned in for its first program. Dr. Goodman was given a sad moment when, at his initial twist of the dial, the screen jumped to thundering life with the running of a horse race at Pimlico.

HELIÇOPTER, shown with transmitter house of WINS New York, is used by station in connection with flight measurements for its directional antenna system. Because of impenetrable marshes, use of the helicopter is perfect for the experiments, station reports, not only for the ground, but also for measuring the skywave's high angle radiation.

Texans Are Libel Maintains Daniel

TEXAS Attorney General Price Daniel, who had challenged the FCC's proposed Port Huron decision on political broadcasts, greeted the Commission's reaffirmation [BROADCASTING, July 11] of policy with a new warning that Texas stations must still operate under Texas libel laws, regardless.

Declaring the FCC views on political-broadcasting responsibilities of licensees are "just another attempt by Federal bureau to set aside state laws," Mr. Daniel said: "I think the FCC is grossly in error in the Port Huron case, and that radio stations still are responsible if they broadcast libelous matter over the air. In my opinion, the Texas libel laws are still in effect and cannot be nullified by a decision of FCC."

Martin B. Campbell, general manager of WFBA Dallas, told the Dallas News WFAA does not practice censorship "nor do other stations that I know of." He added: "We must be guided by two principles in the acceptance of a political speech for broadcast. One is the Communications Act itself; which sets forth rules on good taste and the elimination of offensive material. The other is the libel law of Texas. No ruling of the FCC relieves us of liability for libel under state statutes."
TV FILM PRODUCTION CENTER TO BE BUILT

A MILLION-dollar studio will be built in San Antonio, Tex., to make both movies and television films. It is said to be the first designed for this dual function.

The builder will be Ralph A. Ralle, production chief of Ralle United Motion Picture Co. It will be financed jointly by Texas and Hollywood interests.

Gordon M. Smith, San Antonio architect, designed the studio which will house a film processing laboratory, wardrobe facilities, sound studies, two swimming pools and complete sets for interior shoots. Building will be air-conditioned.

The equipment is said to be adequate for complete production of major films, and it is planned to make it available on a rental basis to independent producers.

Don Lee Places $250,000 Equipment Order With GE

DON LEE Broadcasting Corp., Los Angeles, recently authorized by FCC to start commercial TV operations, has placed a $250,000 order with GE for postwar television equipment, it was announced last week.

The company’s station, which has been on experimental since 1931 as W6XAO, will change its call letters to KTSL and will operate on Channel 2. Equipment ordered includes a high-powered transmitter, complete studio and film units, and mobile equipment to be used in covering special events.

LINGO
Vertical Tubular Steel RADIATORS

For delivery on schedule and complete satisfaction depend and “Look to Lingo” and these 5 important “exclusives”:

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

Write for Pertinent Data

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

JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.

WE LOVE OUR LISTENERS

Yes . . . and they love us. From the outset, we have given them exactly what they wanted. There is and has always been a friendly warmth between WAIR and its listener friends.

They buy any good product we tell them about.

WAIR
Winston-Salem, North Carolina
Representatives: The Walker Co.
INSTITUTE

Creighton U.-WOW Demonstrate TV

RUNNING the gamut from paramecia to pyorrhoea, the Creighton U. Summer Session Radio Institute last Friday presented a special telecast on the WOW Omaha-Creighton screens. Highlight of the TV demonstration show were the paramecia, microscopic animals 1/7,500 of an inch, which were enlarged to a four-inch picture on the screen, thanks to the flexibility of the image-orthicon tube. They were shown swimming around in a pool—actually a drop of distilled water 100th of an inch in diameter.

A dramatic presentation of the life of the ancient Greeks and Romans was also shown, plus a pained dental patient suffering with pyorrhoea, undergoing treatment. There were several speakers during the Friday and Saturday Institute, including representatives of the four major networks.

Dr. E. W. Ziebarth, director of education, CBS Central Division, spoke Friday on "Documentary Technique in Social Problems." Betty Ross, assistant director of public affairs and education, NBC Central Division, discussed "Children's Problems." Frank Shopen, general manager of KOAD (FM) Omaha, talked on "Jeremias of FM." Chairman of the day's session was George Hey, Creighton U. professor of English. J. Bernard Conway, department of marketing at Creighton U., was the chairman for Saturday. Scheduled speakers included: Robert B. White, director of public service, ABC Central Division; Gilbert McClelland, director of promotion and research, MBS Midwest Division; Dr. Franklin Dunham, U. S. Office of Education, Washington; Elden Angas, KEWI-KFMI Council Bluffs, Iowa, program director.

A question period after the sessions was followed by a noon luncheon at the Omaha Athletic Club. The Institute is free, and open to the public.

L. A. Used Car King Sets Up Two Television Stores VIDEO SET SALES as well as the production of television film have become the concern of Earle (Madman) Muntz, Los Angeles used car king.

Mr. Muntz is setting up two stores in Los Angeles to sell TV receivers made by RCA, Philco, General Electric, Admiral, Muntz, and others. In addition, he is planning to merchandise a set under his own name with distribution to get under way within 30 days. No price has yet been set on the Muntz-made set.

Instead of the usual 30% down plus the cost of installation, Mr. Muntz is lumping the entire cost of the set together in one figure and asking purchasers to put down 20%. Payments are being offered on 12-15 or 18-month basis.

On the film side of television, Mr. Muntz is shooting at the Chaplin lot in Hollywood. No details have been forthcoming.

AMERICAN COLLEGE PUBLIC RELATIONS ASSOCIATION has presented its annual award for "Distinguished Service in Interpretation of Higher Education" to Lowell Institute Cooperative Broadcasting Council of Boston, in recognition of its success in presenting adult education courses over six Boston stations: WBZ WOOP WEEI WWHO WMEX and WNAO.
Dr. F. Goodman Retires; Was Religious Pioneer

Dr. FRANK C. GOODMAN, a pioneer in religious radio broadcasting who is credited with arranging the first religious program to be aired on WEAF New York, late last month retired as executive secretary of the Department of Religious Radio of the Federal Council of Churches of Christ in America.

Dr. Goodman joined the Council in 1917—the year he was "converted" after attending a Billy Sunday meeting in New York Tabernacle, he declares. From then until 1926 he conducted the service department, during which time the Department of National Religious Radio was organized, following the initial WEAF broadcast in 1923.

Following Dr. Goodman's appointment as secretary of the Federal Council in charge of radio programs, he was largely responsible for the adoption of a code for religious radio, based on the principle of non-sectarianism. During his career with the council, he ranged 12,000 network and 10,000 local broadcasts. He retired at the age of 70.

CLEO F. CRAIG, vice president of AT&T in charge of department of personal relations, has been named director of department of operation and engineering. He succeeds WILLIAM H. BALLOW, who resigned to become president of International Telephone and Telegraph Corp. [BROADCASTING June 28].

WILLIAM C. BOLENIUS, president of Wisconsin Telephone Co., was elected AT&T vice president in charge of personal relations, succeeding Mr. Craig.

J. F. CROSSIN, former vice president of Olympic Radio & Television Inc., and member of the executive staff of Crosley Corp., has been named director of national sales for the V. U. Television, Mfg. Corp. He will be located at the New York headquarters.

Mr. Crosin

WORLD VIDEO Inc., New York, has announced completion of new puppet show for television titled "The Adventures of Billy Bravo." "Billy" is based on "Guignol," hero of countless Punch and Judy shows in France, where series will be produced for American audiences. Episodes in series will be adapted from "Sinbad the Sailor," "Cinderella," "Aladdin," etc.

RADCLIFFE L. ROMNEY, factory export manager of Philco Corp., has been appointed vice president and factory export manager of International Division of Philco. He will continue same duties with added responsibilities of new position. Mr. Romney joined Philco in 1945 as merchandising and sales promotion manager for export division. He has been associated with Kraft Cheese Co. in Argentina, and helped open branch office of Grant Adv. Inc., in Argentina. He later became vice president of agency in charge of two offices in Brazil before joining Philco.

BETTY HOPKINS has been named radio director of Los Angeles Community Chest, succeeding DICK DAVY.

NORMAN M. MARKS, formerly with Research Enterprises of Toronto, has joined Jerry Warner Productions, Hollywood, as head of studio research staff.

J. ROBERT BURNS, publicity director of Chamber of Commerce Phoenix, Arizona, has announced plans of production not later than Sept. 1, of 16 mm movies, in full color, with a length, plus clips for insertion into television newscasts. Purpose of films is to publicize advantages of California and Arizona as winter vacation resort and good place for industry and business. Film will be available to stations on "competition-protected" basis.

RAYMOND ROSEN & CO., Philadelphia, has announced organization of subsidiary company. New company will be known as Raymond Rosen Engineering Products Inc., and will handle all business formerly handled by exports products division of Raymond Rosen & Co. RAYMOND ROSEN has been elected president of new company and LOUIS P. CLARK, former general manager of exports division, has been named vice president and general manager.


Equipment

BEILL TELEVISION Inc., with branch offices in Boston and Hartford, has opened Los Angeles branch at 604 Marathon Boulevard. WALTER C. BOWMAN, retired Army colonel, heads branch.

STURGIS-GRANT PRODUCTIONS Inc., with offices at 314 E. 46th St. New York, has formed to produce special purpose films and filmstrips for medical and allied professions. Officer: WARREN STURGIS, president, DWIN-LEY HALL, vice-president, M. C. MILLY, secretary-treasurer.

ROCKWALL INSTRUMENTS, Terrell, Tex., has introduced "Programat" playback and recording machine with up to five turntables and features instantaneous starting, automatic cueing and exact groove-spotting electronically controlled firm reports.

ADIRAL RADIO CORP. is currently featuring console radio-productions that play four hours of records at 33 1/2 revolutions per minute, as at standard speed. It is expected to sell for $210. Records made at slower speed provide 22 1/2 minutes of music per side instead of usual three. New player combination has capacity of 12 10-inch records or 10 12-inch discs.

ANDREW Corp., Chicago, is distributing two brochures to the trade. First one covers work done by company in design and construction of BLU-ray broadcast station in Madison, Wis. Second brochure is technical paper, "Eliminating Spurious Radiations from BC Transmitters," written by Dr. Victor J. Andrew and reprinted from "Tele-Teach" of Feb., 1948.


Factory Workers Lulled By Special Broadcasts

WABX (FM) Harrisburg, Pa., is now conducting special programs for broadcast to factories in the area. Programs are controlled by time clocks which turn on and shut off the amplifying equipment at pre-set times, according to Harold Bishop, station owner and operator. Kent J. Terry installed the RCA sound equipment which distributes the music and entertainment to all workers in the industrial establishments.

TELEVISION programs in New York area are being covered by Radio Reports Inc., which currently covers FM radio and FM radio. Service may later be extended to cover Los Angeles, Boston, Chicago, Washington and Detroit area companies.

Serving

Fort Worth AND Dallas,
the South's richest single radio market.

WBAP
AM - FM - TV
FREE & PETERS, Inc.,
National Representatives

BROADCASTING • Telecasting

July 12, 1948 • Page 83
July 2 Decisions...

BY COMMISSIONER STELLER

WFPIT Inc., Pittsburgh—Granted petition to discontinue WFPIT in Highland Township, Allegheny County, Pa., for failure to comply with the requirements of its license.

Central Beets, Co., Des Moines, Iowa—Granted petition for leave to amend its TV application to specify Channel 12 in lieu of 2.

Rock River Valley Beets, Co., Water- town, Wis.—Granted petition for leave to amend its TV application to change power to 3,500 watts.

KSLA Salina, Kan.—Commission on its own motion continued conditioned hearing scheduled for July 9 to July 28 at Washington.

Bunker Hill Beets, Co., Boston—Granted petition to continue consolidated FM hearing for July 6 to August 9 at Boston.

The Fort Industry Co., Miami—Granted petition in part in change in site, antenna characteristics, ERP and to specify Channel 7 for TV station denied petition in other respects.

The Master Beets, Corp., Rio Piedras, P. R.—Granted petition for leave to amend its application to report changes in officers, directors and stockholders, etc.

Staunton County Beets, Inc., Modesto, Calif.—Granted petition to take depositions in re its application.

Radio Sales Corp., Seattle—Commission on its own motion continued in- definitively, hearing scheduled for July 2 in re extension of completion date of station whose petition for re- consideration and grant.

Sam P. Douglas, Portales, N. M.—Ordered that application of Douglas be dismissed without prejudice for failure to prosecute, and removed from hear- ing docket application of Plains Beets, Co., Inc.


July 2 Applications...

ACCEPTED FOR FILING

AM-1350
Fairmont Beets, Co., Fairmont, Minn.—New AM station on 1700 kW at DUNN. AMENDED re officers, directors, and antenna characteristics.

AM-1320
W. L. Mood, Monterey, Calif.—Mod. of Moseley Brothers, Picayune, Miss.—New AM station on 1320 kW at Tunica, Miss. 250 kW w. d.

AM-960
WWST Woonsocket, R. I.—Mod. license to increase power from 500 w. to 1 kw.

AM-1380
KIMU Muskogee, Okla.—Mod. of new station to change type of trans.

AM-420
WKAQ San Juan, P. R.—Mod. of new station to change type of trans. and studio location.

AM-1250
WANS Anderson, S. C.—Mod. of new station to change type of trans. and studio location. KFOX Newberry, S. C.—Application to be equiva- lent to grant.

AM-1450
WCRS Graniteville, S. C.—To re- locate CP as modified, installation of new antenna, and to support FM at 1450 kW 250 w. un.

AM-1000
Sparta Beets, Sparta, Tenn.—New CP station on 1050 kW 1 kw D. Modification of CP

TXKN Austin, Tex.—Mod. of CP new station to make changes in the FM part. that is mounted on top of the AM tower and to change studio location.

KJWY Denver, Tex.—Mod. of new station for approval of ant. and studio.

KROD El Paso, Tex.—Mod. CP increase power. Install new trans. and DA-H and change trans. location, for extension of completion date.

KEBZ Ely, Nev.—Mod. of new station to make changes. KPNF Salt Lake City, Utah.—Mod. of new station for extension of completion date.

WGMC Charlotte, N. C.—Mod. CP for extension of completion date.

KLYD-TV Salt Lake City, Utah.—Mod. of new station for extension of completion date. License Renewal

KEYS Corpus Christi, Tex.—Ren- tended for FILING

Assignment of License

WRQN Vidalia Beets Co., Vidalia, Ga.—Assignment to M. P. Brice and R. E. Ledford, a partnership.

ACCEPTED FOR FILING

License for CP

KXRX San Jose, Calif.—License to cover CP new station to change station identification.

WDOV Dover, Del.—License to cover CP new station.

WFTL Tampa, Fla.—License to cover CP to install trans. in new station.

WCFL Chicago—License to cover CP trans. in new station. Withdrawal of station.

KAKC Tulsa—License to cover CP changes in the vertical antenna.

FM ant. on AM tower and change location.

KNFP Newport, Ore.—License to cover CP new standard station.

WMAAS Natchville, Tenn.—License to cover CP new standard station.

Modification of CP

WDAM Columbus, Ga.—Mod. of CP new station for extension of completion date.

License to Cover

WKKJ-FM Fort Wayne, Ind.—License to cover CP new FM station.

Modification of CP

WBZ-FM Boston—Mod. of new station for extension of completion date.

WHEC-FM Rochester-Syracuse.

WESH-FM Bradford, Pa.—License for CP

KTEM-FM Santa Barbara, Calif.—License to cover CP new FM station.

Modification of CP

WWOD-WFSC Dallas—Mod. of new station for extension of completion date.

License for CP

WPHJ-FM Huntington, W. Va.—License to cover CP new FM station.

Modification of CP

WRJN-FM Racine, Wis.—Mod. of CP new station for extension of completion date.

WTVL-FM Baltimore—Mod. of CP new station for extension of completion date.

License Renewal

WRAL-TV Raleigh—License to extend commercial television station for extension of completion date.

License for CP

WR2J-HS Harrisburg, Pa.—License to cover CP new station.

TV-186-192 mc

Paramount Teleproductions Inc., San Francisco—CP new commercial television station on Channel 11. 186-192 mc, ERP v/w. 30.5 kw, aur. 15.3 kw, unlim. 186-192 mc, change of trans. location and make ant. changes.

TV-66-72 mc

Northeastern Indiana Beets Co., Inc., Fort Wayne—CP new commercial television station on Channel 4. 66-72 mc, ERP v/w. 10 kw, aur. 5 kw, unlim.

TV-198-204 mc

Congress Square Hotel Co., Portland, Maine—CP new commercial television station on Channel 11. 198-204 mc, ERP v/w. 20.5 kw, aur. 12.25 kw, unlim.

Modification of CP

WRAL-TV Raleigh—Mod. of CP new station for extension of completion date.

TV-192-198 mc

Greensboro Beets Co., Inc., Greensboro, N. C.—CP new commercial television station on Channel 10, 192-198 mc, ERP v/w. 2.8 kw, aur. 1.4 kw, unlim.

TV-210-216 mc

WKNB Beets, Corp., Youngstown, Ohio—CP new commercial television station on Channel 11, 210-216 mc, ERP v/w. 21.6 kw, aur. 11.4 kw, unlim.

WJTL Beets, Corp., Cumberland—CP new commercial television station on Channel 24, 210-216 mc, ERP v/w. 9.25 kw, unlim.

TV-186-192 mc

Central Pennsylvania Corp., Altoona, Pa.—CP new commercial television station on Channel 9, 186-192 mc, ERP v/w. 3.11 kw, aur. 1.55 kw, unlim.

TV-210-216 mc

Central Pennsylvania Corp., Williams- port, Pa.—CP new commercial television station on Channel 7, 210-216 mc, ERP v/w. 3.04 kw, aur. 1.82 kw, unlim.

WRAK Inc., Williamsport, Pa.—CP new commercial television station on Channel 15, 210-216 mc, ERP v/w. 3.13 kw, aur. 1.57 kw, unlim.

TV-186-192 mc

WMPS Inc., Memphis—CP new commercial television station on Channel 9, 186-192 mc, ERP v/w. 20.8 kw, aur. 12.9 kw, unlim.

SHS-Floral Park, N. Y. —License for CP

WVXZ WGN Inc., Chicago—License to cover CP which broadcasted new experimental television relay station.

WYXG WGN Inc., Chicago—License to cover CP which broadcasted new experimental television relay station.

(Continued on page 80)
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414

MCNARY & WRATHALL
RADIO ENGINEERS
904 Natl. Press Bldg., Resor Hotel
Washington 4, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
301-314 Munsey Bldg.—District 8556
Washington 4, D. C.

Everett L. Dillard, Gen. Mgr.
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July 12, 1948 • Page 85
AFN’S FIVE YEARS

AS OF JULY FOURTH, the American Forces Network, in the U. S. Occupied Zone of Germany, has been beaming American programs to our troops for five years. The network, originally set up with five 50-w transmitters and BBC studio facilities in London, now has a total of five studios in Frankfurt, Berlin, Munich, Bremen and Stuttgart, and seven transmitters ranging from 300 to 100,000 watts, each with its transmitter and two additional ones operating out of Bayreuth and Bremen. During the European campaigns there were 14 stations and upward of 70 transmitters operation simultaneously in the network. While serving GIs, and more recently U. S. civilians and dependents, in Europe for the past five years, AFN has built up a vast audience in Europe, Scandinavia, the Balkans, Middle East, Baltic States, Iceland, Finland and Africa.

The network went on the air on July 4th, 1943 for four hours a day from BBC’s London studios. Shortly thereafter, the American Network was assigned its own studios in Carlton Place just off Grosvenor Square in London and later moved to larger quarters in Lord Jellicoe’s town house.

Today AFN is on the air 12 hours a week. Seven hours and 35 minutes of this are devoted to news and the rest of the time is devoted to live shows produced in the various AFN studios and to top stateside programs recorded and sent to Germany by the Armed Forces Radio Service, AFN’s parent organization.

The present staff consists of eight officers, 84 enlisted men and 56 civilians. Only remaining member of the original staff is John Vrotoos, AFN chief announcer, formerly of KDH Dubuque, Iowa, who joined the AFN organization as a corporal six weeks before its actual activation.

The network is under the command of Lt. Col. Walter G. Ball with Louis Adelman, former instructor of radio at N.Y.U., as chief of operations. Bruce Wendell, program director, was with WNEW. Other former commercial affiliates include: Ralph Moffat, WJCN Minneapolis; Hal Wilson, WHW Topeka; Alan Vorman, WJZ Baltimore; Jay Duce, KLUF Gaithersburg; Draper Lewis, CBS New York; Dick Fox, CBS Los Angeles; Bill Green, WABC New York; Oregon; Peter Douglas, WEED Rocky Mount, North Carolina; Dr. Glenn, WHB Kansas City; Roy Meachum, WJZ Miami; William Morgan, WLZ Fitzgerald, ABC Chicago; Tom Wurust, WIBW Topeka, Kansas; Walter Vrotsos, WDRB Louisville; George Rice, WABC New York.

AFRS Thanks Industry For Service to Troops

APPRECIATION of military officials for radio’s services to activities of Armed Forces Radio Service was expressed by Brig. Gen. John K. Rice, of the Troop Information & Education Division, War Dept. Special Staff.

In a letter expressing “sincere appreciation,” Gen. Rice wrote NAB President Justin Miller that the AFRS broadcasts “are a strong factor in the happiness and contentment of our far-flung troops of the Army, Navy, Marine and Coast Guard at the present time, and their effect may become even more significant with the passage of the Selective Service Law.”

TV at Chicago Show

SEVENTY-TWO per cent of the television space in Chicago’s Coliseum has been reserved by television set manufacturers for the national TV show to be staged there Sept. 18 to 26, according to Harry Alter, chairman of the show committee. A television theatre seating 3,500, a special room for viewing video on a large screen with seating capacity of 500, and a so-called “peept” studio in which show visitors may see themselves on a receiver as they stroll through the exhibit are features of the show.

VAUGHN MONROE show, now known as “The Reach for Caravan,” formerly heard Sat., 9-10 p.m., on CBS for K. J. Reynolds Tobacco (Camel cigarettes), July’s moved to Mon., 10-10:30 p.m. Starting Aug. 30 and through Sept. 20, the program will be heard 10-10:30 p.m. on Mon. Oct. 4, in same time slot, “Screen Guild Players” takes place for summer. Wm. Esty, New York, is agency.

HUMAN INTEREST documentary broadcast from Hickman Field, Hawaii, is recorded by Capt. Maxwell Marvin (I) as he interviews 5th Sgt. John L. Cross. Interview is one of a series done from Air Force bases in the Pacific and Asia being featured on the MBS “Air Force Hour.” The program, produced by USAF, is heard Sundays 2 p.m. (EDST)

GI Requisite Dropped For ATW’s Laboratory

AMERICAN THEATRE Wing, whose courses in stage, radio and video techniques were designed as refresher training for actors, directors, writers, etc., returned from military service, has dropped the GI requirement for admission to its Summer Television Laboratory. This 10-week course, starting July 5, was planned in conjunction with the Radio Writers Guild and Radio Directors Guild. Student body is limited to eight writers and ten directors, members of RWG or RDG.

Divided into two writer-director groups who are expected to produce two complete video programs every other week, the students write, direct, produce, handle the cameras, lights, props and perform all the other functions needed to put a TV show on the air. Professional actors are supplied from the Wing’s talent pool.

Class fees are $85 for writers, $125 for directors, for the ten-week course. Fees cover only the actual laboratory costs.

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**LOUISVILLE FIRE**

Oil Refinery Explosion Covered

By WHAS

**PETE FRENCH** (r) interviews Louisville Safety Director David McCandless at the doughnut stand in front of Argo Oil Co. fire June 27.

FOUR staffers of WHAS Louisville, Ky., almost lost their lives, station reports, while covering half-million dollar fire at Aetna Oil Co. refinery June 27.

When first tank exploded shortly after 1 a.m., Pete French, Jim Walton and Alice Watkins sped to the scene. They were met there by Engineer Dick Bell with tape-recording equipment. While Mr. French was interviewing persons working to put out fire, tank in front of him exploded, showering area with oil, flames and debris.

Mr. French kept right on talking, and came up with excellent news recording of fire, station reports. Only casualties on staff were oil-splattered clothes.

**Pete French**


dating 10460 Bellegio, Los Angeles, CA 90078

Regional Promotion Campaigns

Howard J. McCollister

*Shows with a Hollywood Heritage*

BROADCASTING • Telecasting

**Programs**

*AMERICAN SERVICE of the French Broadcasting Compound is over Netherlands Information Center. Students from nearly 35 countries at Purdue will also take part in the series.*

**Broadcasting**

CRITICAL news events in the U.S. and around the world are being presented in weekly telecast newsreels by Telenews Film Agency. All news is given by nationally-known correspondents and is compiled by Telenews Film Agency.

**Police Graduation**

GRADUATION exercises at St. Louis Police Academy were carried recently by WJXK St. Louis Tape recording of proceedings was made and included talks by St. Louis police chief and president of Board of Police Commissioners and Missouri Governor Phil M. Donnelly.

**WAR “Frolic”**

TALENT auditions among Detroit amateurs are being conducted by WJR that city, for its “Neighborhood Frolic” program. “Frolic” is broadcast each week from different sections of the city, and includes street dance, with music from WJR mobile unit and station personnel. Preliminary auditions are conducted by station producer, but final winner is selected by audience. Weekly winners broadcast each Wednesday evening.

**“Frolic Party”**

COMING the Long Beach, Calif., sand for lassoing, a Tattle-Tale, funniest acting suits, most dilligent clam-diggers among other things, is Bob Lamb, as.m. of KFOX Long Beach newest audiee part of the coming “Frolic Party.” For a half-hour every Saturday Bob Lamb, with his troupe, includes battes in various kinds of acts and competition, with music from short-wave to station transmitter. O. A. Charters Co., Los Angeles (wax car finish), sponsors program.

**Honored Visitor**

ONE MILLIONTH visitor to Maw Caven New York, was interviewed recently by Martha Brooks, mistress of ceremonies, for “Breakfast with the Brooks” show on WJY New York. Mr. Brooks was interviewed with section of a stagelike frame from the show, which, according to geological, required 8000 years to form. She also received 50 dollars for each year of her age.

**Promoting Good Will**

ALL-OVER campaign for better international understanding is being conducted by WJXK WJXK WJXK, station in New York. Station is non-commercial outlet of Purdue, will use telephone, television and radio announcements, feature programs and musical shows to promote better international understanding. Material has been prepared for 48 foreign countries, 26 of which have already responded. Cooperation is also being received from BBC.

**HUMAN ORGANICS, ant raising, fish, berries, and other assorted on theme Monday evening on WJXK Hollywood’s television station in new half-hour “It’s a Wonderful Life” program. Featuring such people as Frankenstein, the monster, and the doctor, who earns their living by unusual occupations, many of whom have “occupations” right into the studio. Series also is aired half-hour weekly on MHS.

**Campaign Launched**

SPECIAL BROADCAST which launched a campaign to raise funds for radio receiving equipment for use in German schools in American zone of occupation, was recently heard in Berlin. Titled “Silver Show,” program featured remarks by General Clay, commander of occupation troops in Germany, and Justin Miller, president of NAB.

**Veterans of Foreign Wars have presented WJXK Philadelphia, honorarium for their cooperation in presenting and promoting, through local WPY Post, their program, “Our Land Be Bright.”**

**Top New Hits**

*TEX Beneke

I Don’t Care If It Rains All Night

RCA Victor 20-2956

FREDY Martin

Shangri-La

The New Moon

RCA Victor 20-2980

VAUGHN Monroe

There’s Music In the Land

RCA Victor 20-2957

ERSKINE Hawkins

Sad Eyes

E. F. Law

RCA Victor 20-2963

BILL Boyd

Pull Down the Shades and Lock the Door

Monterey Polka

RCA Victor 20-2960

E.RNIE Benedict

Lenny’s Polka

Carnival Waltz

RCA Victor 21-1132

**Broadcasting**

American Service of the French Broadcasting Compound is over Netherlands Information Center. Students from nearly 35 countries at Purdue will also take part in the series.
FEDERAL BROADCAST EQUIPMENT

... An Outstanding Line Offering
Finest Performance and Real Economy

In standard AM and FM transmitters... TV transmitters for low or high band operation... Square Loop Antenna... special new developments including Studio-to-Transmitter Links... Dummy Antenna... TV Monitors... High Power Transmitting and Rectifier Tubes.

You can count on Federal Broadcast Equipment—from a complete system to an individual installation. Federal Broadcast Equipment brings you the latest in engineering technique and practice... high quality of materials... precision craftsmanship of the highest order. There is real economy in both initial cost and operation. And you are assured of the finest performance, because Federal sees every job through. This Federal policy upholds a reputation established by more than 38 years of continuous achievement in the radio transmission field.

HIGHEST GAIN IN THE FIELD WITH FEDERAL'S SQUARE LOOP ANTENNA. In many installations from coast to coast, this design is producing an effective radiated power of as much as twelve times the Kilowatt rating of the FM transmitter. This means new power and new range for better and wider service. Federal's Square Loop Antenna also brings you simplicity of mechanical and electrical design... greater accessibility for maintenance... no operational tuning... maximum lightning protection... immediate delivery and ease of installation.
Federal's Studio-to-Transmitter Link for High Fidelity Program Transmission

Here's the new Federal microwave system to eliminate S-T wire and cable circuits. Combining outstanding fidelity — distortion less than 1% over 50-15,000 cycles — low noise level, 65 db below 100% modulation — and a 35-mile "line of sight" range — this system complies with all applicable FCC regulations for good engineering practice. Link consists of a transmitter, receiver and two standard 6-foot parabolic reflectors (4- or 8-foot reflectors supplied on request).

ONE OF MANY NEW DEVELOPMENTS BY FEDERAL TELECOMMUNICATION LABORATORIES

TRANSMITTER employs advanced-design direct frequency modulation and crystal-controlled klystron power oscillator. Complete monitoring facilities include frequency and power measurements, aural monitoring, and vacuum tube metering. Designed for mounting on standard 19" relay rack, it is only 35" high and 13" deep.

RECEIVER is a single superheterodyne which utilizes reflex-klystron local oscillator. It features pre-selection to reduce possibility of spurious interference. Relative stability is maintained within 0.01 per cent with automatic frequency control. Metering is provided for all vacuum tube circuits, carrier level, and crystal current. Same mounting and size as transmitter.

FEDERAL'S De Luxe Studio Console combines control of all facilities of an FM transmitter into one unit — a "nerve center" — convenient, foolproof, and handsome in appearance.

FEDERAL'S All-Metal Dummy Antenna meets the need of the Broadcasting Industry for testing of high power, VHF and microwave (FM and TV) transmitters. No conventional resistors and insulators. Compact, light, water-cooled — determines RF power accurately.

FEDERAL'S Standard 5KW AM Broadcast Transmitter assures high fidelity performance and maximum operating efficiency. Nominal output of 5KW can be transferred instantaneously to 1 KW. Every component is conservatively operated. Every circuit is engineered for maximum life of its elements. A new simplified power supply reduces maintenance to a minimum. Standard operating band.

Federal Telephone and Radio Corporation

100 KINGSLAND ROAD, CLIFTON, NEW JERSEY

FCC Actions (Continued from page 84)
for FM and hours of operation in accordance with sections 4.121(b) and 4.160.
Synd 940.5 mc.
Joe L. Smith, Jr., Beaumont, Va., WA for new ST I link station on 940.5 mc. for
and Bratt, a partnership d/b as Mendocino Coast Best. Co. to
AM-1170 kc.
WNJ Trenton, N. J.--CP to change frequency from 1310 to 1170 kc., increase power from 500 w to 1 kw and change
hours of operation from S-WCAM and S-WCOP to D. Assignment of License
WBUD Morrisville, Pa.--Voluntary license of franchise to Frances C. Brantley and Vern S. Hardt, a partnership
d/b as Morrisville Best Co. to
License Renewal
WMC Covington, Ga. Application DISMISSED
Modification of CP
WVMS Wars, Mass.--Mod. CP new standard station for extension of completion date. DISMISSED June 29, 1946.
KSWR Rawlins, Wyo.--Mod. CP new standard FM station to change type of trans. and studio locations. Accepted for filing. License Renewal
WAGCO, Washington, D.C.--Mod. CP new FM station for extension of completion date.
KFOR Riverside, Calif.--Mod. CP new FM station for extension of completion date.
KVCV The Voice of Ventura County, Ventura, Calif.--CP new FM station (Class B) on 100.7 mc., Channel 26, ERP of 12.5 kw and ant. height above average terrain 144 ft. Modification of CP
WAXY-FM Bridgeport, Conn.--CP new FM station to change ERP from 150 kw to 10 kw, change trans. (make, type and power) and make changes in ant. system. Assignment of License
KCB-FM Des Moines--CP new FM station for extension of completion date.
WATL-FM Atlanta--Mod. CP new FM station for extension of completion date. NOMI Owensboro, Ky.--Same.
WFFD-FM Flint, Mich.--Same.
WILD Columbus, Ohio--Same.
WBCR-FM Erie, Pa.--Same.
WPAM-FM Portsville, Pa.--Same.
WJHL Johnson City, Tenn.--Same.
License Renewal
WNYC-FM New York City.--Accepted for filing.
Modification of CP
WLWC Columbus, Ohio.--Mod. CP new commercial television station to change studio and trans. locations.
TOWER CONSTRUCTION COMPANY
402 COMMERCE STREET, SIoux CITY, IOWA PHONE 5 6761  
Radio Tower erection, Maintenance, General Systems FM, AM and coaxial transmission Lines
Broadcasting - Telecommuting
THE VOICE OF PENNSYLVANIA'S HIGHEST CITY
AFFILIATED WITH NBC - CBS
WAZL Established 1932 - Hazleton, Pa.
WIRX
KWBW
ANY WAY YOU LOOK AT IT
KNOXVILLE'S BEST BET
is WIRX
Represented by
DONALD COOKE, INC.
Present transmitter house of CFOS Saskatoon, Sask., which will celebrate its 25th anniversary July 18. This was the first station in Saskatoon and opened in 1923 with 50 kw. Present power is 5 kw on 600 kc.

AM—1290 kc

WNLM Sylacauga, Ala.—Granted license new station; 1250 kc 1 kw D.

AM—1416 kc

KBUD Athens, Tex.—Granted license new station; 1410 kc 250 w D.

CP Granted

WOHS Shelby, N. C.—Granted CP makes changes in vertical and FM antenna.

WQCM Gulfport, Miss.—Granted CP initial new vertical ant. and mount FM ant. on AM tower.

Following were granted mod. CP's for extension of completion dates as shown: KSBS Kansas City, to 11-18-46; KTKO Waterloo, Ky., to 7-23-46; KBUG Corona, Calif., to 9-30-46; WJRJ Racine, to 8-11-46; KCOR San Antonio, to 7-13-46; WDKK Erie, to 8-1-46; KFVJ Cape Girardeau, Mo., to 7-31-46; KFVI Wichita, Kan., to 8-14-46; WJKU Area Detroit, to 7-5-46.

Licenses for freeing certain pick-up broadcasting stations were extended on temporary basis pending determination upon applications for renewal of licenses for the period ending Sept. 1, 1948: WSPA Area of New York City; WEYK Mt. Washington, N. H., and WEDO Area of Paxton, Mass.

Following were granted mod. CP's for completion of transmission for dates as shown: WCIF-PH Miami, to 1-19-46; WPLM-FM Hartford, to 10-14-46; WCMK-FM Canton, to 1-11-46; WMLL Evansville, Ind., to 10-20-46; WJFJ Rockford, to 9-1-46; WLAG-Detroit, to 8-28-46; WHAT-FM Greenfield, Mass., to 7-15-46; WOHR Boston, to 8-1-46; WJBC Chicago, to 10-1-46; WIBM Washington, to 10-3-46, on cond. that construction be completed or an interval operation commenced by that date: WNBW Uniontown, Pa., to 9-30-48; on cond. that condition be completed or an interval operation commenced by that date: WNTW Uniontown, Pa., to 9-30-48; on cond. that condition be completed or an interval operation commenced by that date: WNTI-AM Cedarstown, Ga., to 7-14-46; WSPA-FM Montgomery, to 12-31-46; WPTM-MF Macon, Ga., to 10-18-46; WIST Charlotte, to 10-30-46; WPMJ Portsmout, N. H., to 8-1-46; WFXK-FM Nashville, to 10-4-46; WVEZ York, Pa., to 10-13-46; WBFJ-FM Brockett, to 7-13-46; KNOB Long Beach, to 10-22-46; WCMW-FM Mendota, Pa., to 8-1-46; WDIN New Brunswick, N. J., to 1-13-46; WNYF-FM Holyske, Mass., to 10-1-46; WBOA-FM Rome, Ga., to 7-10-46; WSA-P-AM Fall River, to 10-18-46; KFON San Antonio, to 12-28-46; KBSI Boise, to 8-1-46; WEXA West Lafayette, Ind., to 8-24-46; ABC, Inc., WOJM Area Chicago, to 8-20-46; ABC Inc., KHRK Area San Francisco, to 8-30-46; ABC AM KRLS Area Angeles, to 8-30-46; WFEF Area Detroit, to 7-5-49.

COMMISSION EN BANC

Transfer of Control

WLCX LaGrange, Wis.—Granted voluntary transfer of control of Bernae Radio Inc. from Margaret B. MacLennan and others to James J. Conroy, for $26,000, representing 25% of licenses.

WKEJ Peoria, Ill.—Granted acquisition of control of Robert A. Sillard, through sale by F. E. Gaylord and four directors of the stock for $37,500 and other considerations.

WLAU Laurel, Miss.—Granted consent to transfer of control of existing stockholders, none of whom owns majority of the stock, to Smith, Smith, & Conroy, for $60,000.

WLRN Lexington, Ky.—Granted voluntary transfer of control of Lincoln O'Brien and Frances E. O'Brien to Granite State Bstg. Co., Inc. a new corporation, for $30,000.

Designated for Hearing

Press Union Publishing Co., Atlantic City—Designated for hearing application for new TV station in compliance with other applicant for Atlantic City.

Assignment of License

KFNW Shennan, Iowa.—Granted consent to assignment of license to Capital Broadcasting Co. for $125,000.

KROC Mineral Wells, Texas.—Granted consents to voluntary assignments of licenses from individual licensee to Raymond W. River and Henry B. Smith, d/b/a Radio Station KROC, for $45,000.

Joe L. Smith Jr.—Granted assignment of license for WCEB, WELM-FM served as the change in frequency from 1450 kc to 1460 kc.

Petition Denied

WSXW Trenton—Adopted memorandum opinion and order denying petition for declaratory judgment, filing of action, and declaratory judgment motion.

Designated for Hearing

The Highlands Bstg. Co., Sebring, Fla.—Designated for hearing application for new TV station to operate on new channel 19, or any other channel as may be assigned, the Mutual Broadcasting System, Ltd., party to proceeding.

AM—1400 kc

Lewis Hills, N. J., Glendive, Mont.—Granted CP new station on 1400 kc 250 w D; engineering cost; estimated cost $16,525.

Designated for Hearing

Richland Bstg. Corp., Richland Center, Wis.—Designated for hearing application for new channel 5 at 1450 kc on FM until; made WDLB Marshfield, Wisc., party to proceeding.

AM—490 kc


AM—1010 kc

Athens Bstg. Co., Inc., Athens, Ala.—Granted CP new station on 1010 kc 250 w D; engineering cost; estimated cost $30,625.

Designated for Hearing


Designated for Hearing

Manifold Bstg. Co., Mansfield, Pa.—Designated for hearing application for new station to operate on 1502 kc 1 kw D.

AM—1420 kc

Maple City Bstg. Corp., Hornell, N. Y.—Granted CP new station on 1420 kc 1 kw D; estimated cost $39,000.

Designated for Hearing

KAST Astoria, Ore.—Designated for hearing application for CP to change channel from 1230 kc to 1370 kc, increased power from 250 w to 1 kw, to install DAJ change studio locations and install new trans.

AM—1500 kc

WXLW Indianapolis—Granted CP to change channel from 1550 kc to 1590 kc, increased power from 250 w to 1 kw D and change trans. location.

AM—1150 kc

KDKD Los Angeles; KCXK Coolidge, Ariz.; KPFI Klamath Falls, Ore.; KSAL Salinas, Calif., and KGPM Great Mont.—Accepted amendment of KDKD and granted petition for change in trans. location and in daytime power from 5 kw to 1 kw on cp, so as to reduce the antenna height, proposed operation from 300 ft. to 216 ft.

(Continued on page 98)
Help Wanted

Manager

Manager for fulltime 1000 watt station in Texas. Opportunities for part owners. Needed by July 20. Furnished housing available. Box 995, BROADCASTING.

Salesmen

Salesman—Experienced time salesman with proven selling ability capable producing results. Willing to travel. WANTED.

Experienced time salesman with good experience about to open station with strong financial backing. Opportunity for able manager and experienced salesman. Call immediately. WANTED.

Salesmen—Experienced radio salesman for WOAM, Yankton, South Dakota. Established 5 kw, 1920, independent 3000 watt network station. Salary, $75 weekly. Ideal location, high per capita income area. Box 45, BROADCASTING.

Help Wanted (Cont'd)

Production-Programming, others

promotion-publicity man or woman with one year’s experience in radio column, prepare press and trade releases, make recording announcements and all other advertising. Position vacated. Apply Box 995, BROADCASTING.

WANTED:

Wnter-Producer

50,000 watt clear channel midwestern network affiliate has immediate opening for winter-producer. Send complete information and photograph in first letter. Box 49, BROADCASTING.

Classified Advertisements

Page 92 • July 12, 1948

Supporting the local KPRC, Houston, Texas.

Special Events and News

Here's a major market opportunity for an experienced man who wants to spread his wings in one of the largest markets in the world. If you're ready to take off, let's talk. WANTED.

Opening for Promotion Director in Major Market

Because our Promotion Director is leaving to take a job in another city, we have an opening for an able, well-qualified man. Must have experience in merchandising, building sales material and presentations, trade and consumer advertising, program publicity and station promotion. While we prefer a person with knack of cooperation with other department heads, this is Cowles Station WOC, the Boston ABC affiliate. If you believe you are the man for the job complete details to

Crais Lane, Manager, Radio Station WOC, Boston, Mass.

WANTED:

Writer-Producer

50,000 watt clear channel midwestern network affiliate has immediate opening for writer-producer. Send complete information and photograph in first letter. Box 49, BROADCASTING.

Situations Wanted

Manager

Owners, managers, dept. heads... I'd like to become your assistant and am qualified by what I have learned in broadcasting experience including NBC-ABC television, sales, news, and relations and sales. If you can augment my present salary and offer a good opportunity for your organisation, for a dependable, persistent employee, I'm yours. Please write from you. Box 982, BROADCASTING.

Manager—program directory-anouncer will write in all departments of music operation. Fifteen years in radio. High rating station. Excellent opportunity. Eastern, please. Box 935, BROADCASTING.

Commercial manager — Salesman ten years in broadcasting. Excellent background as salesman, commercial manager and program manager. Desires position of good opportunity. Best references. Box 7, BROADCASTING.

Manager and chief engineer—qualified pair each with first class licenses and over 20 years experience in broadcasting. Available together or separately. Desire management position. Box 910, BROADCASTING.

Manager or commercial manager. Experienced in construction of AM and FM stations. Successful personal selling, good business acumen. Must be experienced in station operation and competitive programming. Box 24 BROADCASTING.

Program manager acknowledges among foremost members of field. Will come up large city or small. Long record of building ratings in competitive market. Expect to join major network. WANTED.

Manager and chief technician—announcer is an able, well-qualified personnel manager and an experienced technical executive. Desires position as manager in station located in well populated area of large city. Box 915, BROADCASTING.

Manager—local desires programming or announcing position. Can go anywhere. Box 40 BROADCASTING.

Salem

Sales manager desires change. College degree, background, handling sales force so it produces. Will work as salesman or station manager. Box 15, BROADCASTING.

Sales executive desires opportunity for full extension of ability in sales work regard to station location. Five years major network experience in both sales and programming. Age 34. Married. Write now for full information including all references. Box 991, BROADCASTING.

Announces

Experienced news writer working now, desires change. Will travel. Box 3, BROADCASTING.

If located near college, announcement available 2 years experience 250 independent 3000 network, college surfing. Must be serious. Mail, phone Paul Lohmann, 739 Oakwood Road, Charleston, W. Va. 39-91.

Available soon. Two announcers. Work as writer-producer, disc jockey, commercial, news, announcing, writing. Have possibility of full time work. Phone Paul Lohmann, 739 Oakwood Road, Charleston, W. Va. 39-91.

Announcer: Veteran, 26, experienced in musical, commercial, news work. Desires position in smaller station. WANTED.


Announcer—five years experience thoroughly trained, capable and conscientious. Married vet. Available immediately. Includes salary. Box 47, BROADCASTING.

Capable announcer, strong on news and sales. Experienced 1000 watt daytime. Good voice, consistent, adept at either ad-lib or script. Background. Box 97, BROADCASTING.

Announcer—Proven employable, available July 15th. Skilled all phases, strong desire to keep busy. On request. Disc, photo, on request. Box 46, BROADCASTING.

Announcer—five years experience thoroughly trained, capable and conscientious. Married vet. Available immediately. Includes salary. Box 47, BROADCASTING.

Capable announcer, strong on news and sales. Experienced 1000 watt daytime. Good voice, consistent, adept at either ad-lib or script. Background. Box 97, BROADCASTING.

Announcer—three years experience news, sales, commercials, disc shows. Available anytime. What's your position? Box 50, BROADCASTING.

Announcer, immediate availability; Will travel. Familiar with AM, FM, TV, as well as national, special events, news, commercial copy. Experienced with 200 mile network. Box 945, BROADCASTING, 300 N. Michigan Ave., Chicago.

Versatile announcer, news, commentary, sports, TV work, disc shows. Production with limited facilities a specialty. Young, energetic, dependable. Desires executive opportunity. Box 735, BROADCASTING.

Forum

BROADCASTING • Teletcasting
WANTED
Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly acquainted with all phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
$800 Wilshire Blvd.
Beverly Hills, California

Chief engineer 20 years experience—first class license in all national network experience as well as regional. Past ownership in WEAF, New York City. Box X, BROADCASTING.

Engineer and 15-MP experience installation, maintenance, supervision, 13 years present position. Prefer position near large station, small town. Box X, BROADCASTING.

Engineer—eighteen years experience in broadcasting—eight years chief engineer—four years experience with major west coast stations. Fully conversant with modern construction and installation work. Desires responsible job—chief engineer. Box X, BROADCASTING.

Broadcast engineer desires chief position in medium power FM, AM station. 11 years experience, 10 years present employment, would like interview with interested employers. Box X, BROADCASTING.

Engineer—first phone, with music background desires permanent location. Box X, BROADCASTING.

Engineer, experienced transmitter, control, service, regional and national. Best references. Will travel for permanent job at right. Interested in announcing. Good knowledge sports, music. Box X, BROADCASTING.

Transmitter engineer. Some broadcast experience. Four years newspaper work. Box X, BROADCASTING.

Production—Programming, others
College graduate, single. Desires general radio experience anywhere. Box X, BROADCASTING.

Program director-manager, 6 years experience. Strong sales. Top all-round radio background. Familiar man. Box 17, BROADCASTING.

Notice.

Technical

Young man, age 25, mother dependent, has transported,管理工作 experience AM-FM, 250 to 3 kW, IEEB transmitter and receiver 2 years, 300 to 1000 watts. No remote work wanted, first choice, phone, ham, department, 50,000 experience. Can do nice work on transmitter costing $2,000, Colorado or Ex. GI. Graduate WRB, now taking WRB course. Can locate and build transmitters without chief's help. Box X, BROADCASTING.

Engineer for AM, FM, TV station or laboratory. Preferably northern midwest. Graduate. 1 year at electronics training Institute, Washington, D. C. Hires available immediately. Box X, BROADCASTING.

Engineer, first phone, desires position in the New England dairy farming country. Want change from 250 to 500 watts. Phone, ham, department. Box X, BROADCASTING.

Engineer, first class license, one year experience AM and FM, veteran, age 22, dependable, married, no children, desires permanent position in Middle West or Rocky Mountain area. Reason for wanting change—home is too far away. Wants in acquiring permanent position. Will consider all offers. Box X, BROADCASTING.

WANTED
Individual broadcaster wants to buy station or CH, wants experience. References, Box X, BROADCASTING.

For Sale

For Sale: General Radio 916-A, R.F. Bridge; Simpson model 315 signal generator; Dunmore No. 800 meter. Box X, BROADCASTING.


509 ft. Lingo vertical antenna, 18 months old, complete with transmitter, guy, wire and A-B lighting equipment. Ready for shipment. What are we offered? WCTO, New Brunswick, N. J.

Complete 306 tower and lighting, complete 500 watt broadcast transmitter, complete 306 tower, complete 306 tower. WNBC Broadcasting Corporation, 3131 Hillsdale Avenue, Dayton, Ohio.

For Sale: RCA 250-B transmitter $200.00. Eastern Five 731 modulation monitor $300.00. Doolittle FOA frequency monitor $75.00. Entire lot $375.00. Just taken out of satisfactory service. Can also furnish additional equipment. You can complete 250 watt station if needed. Rack, limiting amplifier, console; etc. George S. Buesing, Augsburg. Box X, BROADCASTING.

General Radio 916-A R & F Bridge new, no warranty, original $450. Almost new, easily tunable $90.00. Box X, BROADCASTING.

Truscen Tower now available—435 ft. Self supporting, sectionalized. 150 ft. $2500.00. 205 ft. $2500.00. 205 ft. guyed towers and one self-supporting tower support F6 antenna with top removed. Priced to sell. Jn., & J. B. Mark, General Manager, WNNN, Chief Engineer, Lincoln, Nebraska.

Federal 101-B Field Intensity Meter. In good condition. XKLX, 1410 S. Oak Knoll, Pasadena.

EASTERN FULLTIME STATION
An attractive 250 watt fulltime station located in a rich market area in a Mid-Atlantic state.

This station has made money under absentee ownership. Here is an opportunity for one or two qualified radio men to considerably increase both the gross and the net of this property by capable, resident management. Price $900,000.00.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES
BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire
Washington, D. C.

DALLAS
Clarence E. Wilson and
Philip Jackson
235 McGowen Street
Central 1177
San Francisco
Ray V. Hamilton
Eubrook 5-072
**NRB Upholds Claim of Voice of Alabama**

VOICE OF ALABAMA Inc., operating Birmingham stations WAPI (5 kw fulltime on 1070 kc) and WAFM (FM) on Channel 258 (99.5 mc), "has not engaged in unfair labor practices," according to National Labor Relations Board. Trial examiner, hearing charges brought by Radio Broadcast Technicians Local No. 253 of the International Brotherhood of Electrical Workers.

Mr. Shaw recommends to the Board that Voice of Alabama be dismissed from the unfair labor practice proceeding. The union charged that Voice of Alabama has refused to bargain collectively with the technicians local since November 1947, although the local had been designated in an election conducted under NLRB auspices as the appropriate bargaining unit.

Voice of Alabama has consistently objected to including the WAFM technicians in the contract covering those at WAPI. In this light, Examiner Shaw's conclusion was: "All radio technicians of the respondant at its Birmingham stations, except guards, professional and supervisory employees...constitute a unit appropriate for the purpose of collective bargaining."

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**International Broadcast Course Will Be Offered**

A COURSE on international broadcasting again will be offered next fall at the New School for Social Research, New York City, and will be conducted by Dr. Arno Huth, writer and lecturer, who was in charge of a similar course there last fall.

Course will run for 16 weeks (Wednesdays, 8:30-10:10 p.m.) beginning Sept. 29. According to Dr. Huth, it will examine the potentialities and problems of international broadcasting and the possibilities of radio for national propaganda and international cooperation.

Leading broadcasters representing the international radio services of the United Nations and American broadcasting organizations will appear as guest lecturers. Several foreign radio experts also will be scheduled to appear.

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**Agencies (Continued from page 10)**

manager of Airquipment Co., Burbank, Calif., and before that account executive for Erwin, Wasey & Co.

RICHARD M. DAY, former radio director of Los Angeles Community Welfare Federation and Community Chest, joined BBDO Inc., Los Angeles, as manager of public relations.

CAROLINE WOODS, formerly with Doherty, Clifford and Shenefield, New York, joins Hiram Ashe Adv. Assoc., New York, as copy chief.


ROBERT SAUNDES, former announcer-producer of KWSC Fullman, Wash., joined West Coast office of BBDO.

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**Work on Illinois Relay Towers Is Progressing**

WORK on the microwave relay towers at Champaign and Danville, Ill., which will enable Illinois Bell Telephone Co. to put U. Illinois football games on the Chicago-St. Louis coaxial cable next fall, is proceeding "ahead of schedule," officials of the telephone company said last Wednesday.

American Tobacco Co. through N. W. Ayer and Son, has purchased exclusive TV rights to the five Illini home games.

Champaign and Danville, 36 miles apart, will be linked by means of 250-foot relay towers.
AN IMPORTANT milestone in his 19-year-old, personalized radio advertising campaign was reached July 4 by WII, Mr. Markwardt, bakery company executive, when he conducted the 1,000th consecutive broadcast of his Quality Hour of Music show, reputedly radio's oldest Sunday noon broadcast, over WMBH Joblin, Mo.

Mr. Markwardt, owner of the Markwardt Quality Bakery in Joblin, traces the rapid growth and success of his business back to an electronics weekly column which started when the nation was listening to battery sets through earphones. Mr. Markwardt was launching his radio advertising campaign in the spring of 1929. With a spot announcement over the station which bore the call letters WIBW (since moved to Topeka, Kans.) he became its first advertiser.

The program had a homely, personal touch from its sponsor from the very start. It was—and is now—a one-man show with Mr. Markwardt not only composing his own commercials and long-distance announcements, but also serving as disc jockey, announcer and m.c. Recordings on the one-hour weekly show, heard from 12 noon to 1 p.m., are drawn from the personal, 2,000-piece, library of the sponsor-producer-announcer.

His informal home-spun comments and short commercials, presented in a friendly tone, have more mail response for him than any other performer, national or local, heard through the 250-w, full-time Mutual affiliate and WII-MF, according to station officials.

In the latest Colhan survey he reportedly rated a high 42. A contest he once sponsored inspired 3,000 pieces of mail.

The program has popularized Mr. Markwardt as a public speaker. He has been principal speaker at the American Baker’s Assn. convention a number of times and has appeared before Rotary, Kiwanis and Lions’ club meetings in Kansas City, St. Louis and Wichita. He has become a leader of civic and district activities and is today president of the Joplin Chamber of Commerce.

Mr. Markwardt has announced all the shows, with the exception of a few which conflicted with out-of-town speaking engagements. Mr. Markwardt credits radio for his successful campaign and maintains that he could duplicate his personalized program in any town with as much local and a local station and gain a substantial market within a few months. He heartily recommends his business formula to any independent bakery who wants to increase his sales by concession of advertising effort.

Business Women Told To Achieve Better Radio

NECESSITY for better radio listening to implement sales pro-
grams was emphasized by Dr. A. L. Chapman, U. of Texas, at a radio luncheon held July 6 in Fort Worth in connection with the National Federation of Business and Professional Women’s Clubs.

Dr. Chapman, who is head of the university’s laboratory of re-
search in Education by Radio, said that every radio executive with whom he had talked about programming wants to raise the average level of programming as high as possible and that “when radio people can get a large enough dis-

FCC Actions

(Continued from page 91)

removed amended application from hearing docket, and granted same. Further order, to the effect that hearing be granted, and applications be removed from hearing docket and grant-
ed: Olla Best, Co. for reconsideration of application of J. W. Loyd, March 9, 1948, in designating for its applic-
ation for a station at 1230 kHz. 1 kW w, DA-N; KEAL, for reconsider-
ation of Commission’s decision in designating for its applica-
tion for a station at 1450 kHz. 1 kW w, AM, KEAL, for recon-
sideration of Commission’s decision in designating for its applica-
tion for a station at 1250 kHz. 1 kW w, DA-N, and KFJJ, for recon-
sideration of Commission’s decision in designating for its applica-
tion for a station at 1250 kHz. 1 kW w, DA-N.

FCC on July 7 announced issuance of three FM CP’s (see story this issue)

Modification of CP

WABW-FM Mobile—Granted, mod. CP to change frequency from Channel 304, 1075 mc., to 1075 mc., to Channel 271, 1061 mc.

KUOA-FM Siloam Springs, Ark.—Revised, CP to change frequency from 965.5 to 1057 mc.

WABC-FM Oklahoma City—Granted extension to Nov. 15, 1948, for completion of FM station.

Proposed Rule Making

Adopted an order in the matter of amendment of revised relative allocation plan for Class B FM stations, to add Channel 227 to Forest City, N. C.

The Bible Institute of Los Angeles—Designated for granting application for noncommercial educational FM station.

Application Dismissed

The International Evangelical Christ-
salvation Army—Dismissed its application for noncom-
mercier educational FM station, for failure of prosecution.

Boone Biblical College, Boone, Iowa—Same.

Television

Bluff City Best, Co., Memphis—Design-
ated for hearing application for new television station.

Miami-Hollywood Television Corp., Miami—Designated for hearing ap-
plication for new television station, in consolidated proceeding with other applications for stations in Miami.

Petition Denied

Northwest Best, Co., Minneapolis—
The time within which to comply with grant made for new TV station ex-
tended to Sept. 30.

July 7 Applications...

ACCEPTED FOR FILING

Springfield Best, Co., Springfield, Mass.—New standard station on 1499 ke 250 w, null, AMENDED to change frequency from 1460 to 1600 ke, 250 w to 1 kw D, hours from noon to D, change trans type, make changes in graphic, change trans location.

AM—1150 kc WOCQ Greensboro, N. C.—CP new standard station and specify studio location.

FM APPLICATIONS

WVMN Altoona, Pa.—License to cover CP new standard station and specify studio location.

WFIL Philadelphia—CP old main station, new main trans, to be used for aux. pur-
porses with power of 1 kw DA-DN.

Modification of CP

KCUL Fort Worth, Tex.—Mod. CP new standard broadcast station for ex-
tension of completion date.

AM—1430 kc WYPA Alton, Ill.—License to cover CP new standard station.

FM APPLICATIONS

WEAW Evanston, Ill.—CP change from 967.7 mc to 974 mc, AMEND-
ed to 1020 mc, and change FM station.

WEAZ Evanston, Ill.—CP new FM station change trans, site, studio location; change ERP from 500 w to 12 kw, change trans height above average terrain to 343 ft., change overall height to 305 ft. and make changes in ant. system.

WJAS Somebly, N. J.—CM New FM station change studio location; change ERP from 675 w to 5 kw, change trans height above average terrain to minus 5 ft.; ERP to 1 kw, and make changes in ant. system.

Wyb—FM Charlotte, N. C.—Mod. CP new FM station to change ERP from 675 w to 5 kw, and make changes in ant.

WWOD—FM Lynchburg, Va.—New FM station to change trans, and make changes in ant.

FM STATIONS DELETED

KDSH-FM Boise, Idaho—98.1 mc 1.9 kw.

KEFT—Klamath Falls, Ore.—15 kw.

KIOB Berkeley, Calif.—93.9 mc 140 w.

KORE—FM Eugene, Ore.—104.7 mc.

WJUS Shoshoni, Pa.—100 mc 1 kw.

WMR—FM Dublin, Ga.—98.1 mc 2.5 kw.

FM TELEVISION

ACCEPTED FOR FILING

TV—174—180 mc

Midland Best, Co., Kansas City, Mo.—CP new commercial television station Channel 11, 186-204 mc, ERP vis. 0.95 kw, null, 446 kw unil. AMENDED to change frequency from Channel 11, 186-204 mc, to 174-180 mc.

TV—82-88 mc

Majestic Best, Co., Milwaukee, Wis.—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 1.797 kw; aur. 0.948 kw unil. AMENDED to change corporate name from Majestic City Best, Co. to Majestic Best, Co.

EXPERIMENTAL TV STATIONS

WSXY Paramount Television Prod-
uctions, Inc., Pasadena, Calif.—CFD.

Whistle TV

WSWX New York—License to cover CP new experimental television station.

Modification of CP

WBBX Federal Telecommunication L.

New York—License to cover CP new experimental television station change frequency from Channel 17, 198-204 mc, to Channel 9, 198-192 mc; change in trans location.

REMOTE APPLICATIONS RETURNED

License to Cover

WEHD Inc., Portmouth, N. H.—Lic-
ense to cover CP new remote pickup stations.

TENDERED FOR FILING

Assignment of License

KQLG Leavenworth, Kan.—Consign to assignment of license to The Leaven-
worth Beacon Co.

Transfer of Control

KPDQ-KPDF-FM Alexandria, La.—

AM—1919 kc

Cecil W. McLean, Leavenworth, Mo.—CP new standard station 1010 ke 250 w D.

Transfer of Control

WMAF Mansfield, Ohio—Involuntary transfer of control from Monroe F.

(Continued on page 97)
FULL OPERATION BEGIN BY ABERDEEN STATION

KSDN, new Aberdeen, S. D., outlet operating with 1 kw on 930 kc, has begun full operation, it was announced last week following FCC license approval on June 29.

KSDN is owned by the Aberdeen News Co., publisher of the daily Aberdeen American-News, and is headed by General Manager Byron J. McEligott. Other key personnel are Bob Runyon, program director, and George Crocker, chief engineer.

Newly remodeled studios have been established on Aberdeen's Main St.

WABD New York switched its Mon. night remote pickup of professional boxing bouts from Madison Arena to Wed. evenings. Sports programs now regularly telecast by WABD include: Boxing—Tues. and Wed. from Madison; wrestling—Thurs. and Fri. from James Stadium, and all home games of New York Yankees.

PRESS RULING

AS A RESULT of complaints by CJCA Edmonton, the Canadian Broadcasting Corp. board of governors ruled at its June board meeting in Montreal that there is dual ownership of a newspaper and a radio station the operations should be distinctly separate one from the other. This important ruling will affect 28 Canadian stations which are owned by newspapers in full or through inter-lying directorates.

The CBC board felt that the complaints of Mr. Henry were important questions in relation to basic principles of freedom of the air. The kernel of the matter as far as the CBC board is concerned is whether or not the licensees, in this case The Edmonton Journal, kept off broadcasts material which would normally be broadcast under general policies governing radio in Canada and the responsibilities of a licensee as trustee of a radio frequency.

"The board is of the opinion that there has been some undue influence in favour of The Edmonton Journal with regard to broadcasts originating with CJCA, which is not in the public interest since such a situation tends to restrict the free flow of information on the air, fair access to the air, and the presentation of all main points of view.

"The board will keep the broadcasting of station CJCA under close observation, and will review them carefully when the present license comes up for renewal (April 1, 1949). It believes that the licensee company would be well advised to make clear arrangements for responsibility as to what is broadcast on the station, under which no official of the newspaper could give directions regarding particular broadcasts."

Complaints of Mr. Henry were of interference with operation of station and newscasts by the newspaper-owner management.

Also at the June meeting the board approved for recommendation to FM license for the Board of Education at Hamilton, Ont., the first such license recommended in Canada. The education station will operate with 390 watts, FM license was also recommended for CBC at Winnipeg with 766 watts power and unlimited operating hours for CHUM-FM Toronto, which was operating as dawn to dusk station, for which CHUM is licensed for AM operation.

New AM stations were recommended for Fernand Levesque at Roberval, Que., 250 watts on 1340 kc, and for Department of National Defense for 100 watts at Norman Wells, Northwest Territories. CJBR Rimouski was denied its request to increase power from 5 kw to 10 kw as this would affect present coverage of other community stations in the area, a precedent set when CHML Hamilton applied for a similar increase recently. Applications for 250 watt station at Smith Falls, Ont., were denied as board felt community could not support a station. CFRA Ottawa and CKRN Kitchener were recommended for broadcast pickup licenses to handle remote broadcasts.

At private meeting of board following public session, it was decided to amend the wartime prohibition against broadcasting speeches from important conventions of national political parties. It was decided that "while a qualifying national party holds a national convention for the purpose of choosing a new national leader the CBC will, at its discretion, allow free national network time for the broadcasting of a speech or speeches at the convention; and during the following week the CBC will offer each of the other qualifying national parties, national network periods of approximately half the time devoted to speeches from the convention."

This new ruling was prompted by the forthcoming Liberal party convention to choose a new leader to succeed Prime Minister William Mackenzie King, who is retiring as leader and prime minister.

Continental Beat

CLOSE COOPERATION between Transradio News Service and Continental FM Network brought what Continental reports to be only air scoop of Republican Convention—the selection of Gov. Earl Warren as Gov. Dewey's running mate. Continental reports that Warren probably would be the man. This report was aired at 10:23 a.m. when word was official, Transradio's Ed Darby ran down the hotel fire escape to Transradio's work room. A call was immediately made to Joe McCaffrey at Convention Hall and he put the flash on at 11:34 a.m.

Soap Operas Stabilizing, Say 2 Chicago U. Doctors

TWO U. of Chicago doctors discovered that "soap operas" are a stabilizing influence in family life after conducting a recent survey among 60 Chicago and Detroit housewives who listen regularly to radio serials.

The program tested, Big Sister on CBS, was found to give the homemakers a lift in morale. Hearing radio heroines solve their problems despite a battery of complications reassured the housewife that she, too, can smooth-over her domestic difficulties, according to the two doctors.
FCC Actions

(Continued from page 95)

Rubin (deceased) to Ruth Rubin, ex-ecutrix of the estate of Monroe P. Rubin (deceased).

Assignment of License

WKDF Newberry, S. C.—Consent to assignment of license to Newberry Bost. Co.

AM—990 kc

WXGI Richmond, Va.—CP change frequency from 740 kc to 950 kc.

Assignment of CP

WKOY Bluefield, W. Va.—Consent to assignment of CP to J. Lindsey Alley, Odell E. B. Robinhood, Donald J. & Son, partner F.D. as Radio Bluefield Co.

July 8 Applications

ACCEPTING FOR FILING

KINH Seward, Alaska—Mod. CP new standard station for extension of completion date.

KOKJ Yulare, Calif.—Mod. CP change frequency, increase in power, installation of new towers, and DA-N and change trans. location for extension of completion date.

WBPX Portland, Ore.—Mod. CP change trans. location, make changes in DA-DN with FM ant. only, remove tower element for extension of completion date.

AM—1580 kc

Eagle Printing Co., Idaho Falls, Idaho—CP new standard station on 1580 kc, 500 w. D. AMENDED to include power element for new standard station.

Modification of CP

KOR San Antonio, Texas—Mod. CP increase in power, change in hours of operation, installation of new DA, new DA-DN and change in trans. location for extension of completion date.

License for CP

WXDB Chattanooga, Tenn.—License to operate CP which authorized new standard station.

KFWB Riverton, Wyo.—License to cover CP which authorized new standard station.

Modification of CP

KVOS-AM Bainbridge, Calif.—Mod. CP new FM station for extension of time, within which to take action on construction.

WCPF Fall River, Mass.—Mod. CP new FM station to change frequency from 109.9 mc to 103.5 mc, change trans. location, change studio location, ERP from 250 w to 270 ft, and make changes in DA-DN.

KFFJ Pitman, N. J.—Mod. CP new FM station to 91.7 mc, power of 15 kw, Emmision A increase 9 to 11, hours of operation in accordance with Section 544,100 kw ERP.

KAFM Kansas City, Mo.—Mod. CP new FM station to 903 mc, power of 15 kw, Emmision A increase 9 to 11, hours of operation in accordance with Section 544,100 kw ERP.

KFKF Mitchell, S. Dak.—Mod. CP new FM station on 97.1 mc, power of 15 kw, Emmision A increase 9 to 11, hours of operation in accordance with Section 544,100 kw ERP.

Remote Pickup

Central United States, Denver, Colo.—CP new remote pickup station on 155.87 mc, power of 5 kw, Emmision A-3 hours of operation in accordance with Section 544,100 kw ERP.

TENDERED FOR FILING

TV—46-11-72


A STORY of how radio’s effective- ness as a means for soliciting char- ity and sympathy is occasionally exploited was unfolded last week before the New York Supreme Court where Nathaniel L. Gold- stein, attorney general, charged a resident of the state with misrepre- sentation in his appearance on a network radio program.

The principal, John A. Walker, who received $13,500 in one or two dollar bills, had been appearing on MBS Alexander’s Mediation Board last Dec. 18 was charged with swindling all but $2,003 of the money and misrep- resenting himself and his family’s cir- cumstances. His wife, Edna, also was interviewed on the December program.

Attorney General Goldstein said Mr. Walker had spent $5,000 to clear mortgage on a Connecticut home and an additional $9,000 for a Florida vacation and a new auto-

mobile. Further, he alleged, Mr. Walker told Mr. Alexander he was facing starvation and eviction. The charge states also that he and his wife concealed from Mr. Alexander a record of convictions, previous indictment for grand larceny and forgery, and ownership of his Con- necticut home. The couple had posed the question of whether to tell the children the father had once been convicted of passing a bad check.

The attorney general said it ap- peared too late to return the donors’ money, but has asked the court to appoint a special guardian to protect the youngest son’s interest which would preserve “the faith of the radio contributors.’’ It was also emphasized that neither the network nor the program was involved in any way other than inciden-

tially.

Briefs supporting the charge will be filed Monday (today).

BOLSTERING Frank Beck (center) for his second year on Columbia Pacific Network with “Fred Beck Program” for Miles Labs. Inc., California, (Alko Seltzer), are (1 to r): R. C. Lockman, CBS account executive; F. G. Clancy, president of Miles Labs., Calif.; Tip Corning (second from r), of Beck program; A. E. Joselony, director of KNX-CBS operations. Occasion was a dinner party for Mr. Beck.

AM—890 kc

KXRB Modesto, Calif.—CP to install FM ant. on top of AM tower.

Assignment of CP

KOPR Butte, Mont.—Consent to assignment of CP to Copper Bost. Com-

pany.

AM—1010 kc

WCMG Camden, N. J.—CP to reduce power from 500 w to 250 w, change in hours of operation, installation of new DA, and new DA-DN.

Transfer of Control

WATP WATP, Paterson, N. J.—Consent to transfer of control from Donald Fiamm 200 shares and James V. Cosman Jr., to The Pullman Daily News.

AM—580 kc

WPIT Dayton, O.—CP to make changes in DA.

Meadlows Bost. Service Inc., Meadlows, Penn.—CP new commercial tele-

vision station on Channel 17, 148-180 mc.

Salt Lake City Bost. Co., Salt Lake City—CP new commercial television station on Channel 14, 147-180 mc.

Remote Pickup

Central United States, Denver, Colo.—CP new remote pickup station on 155.87 mc, power of 5 kw, Emmision A-3 hours of operation in accordance with Section 544,100 kw ERP.

APPLICATION

 Applicant for extension of completion date.

Law Tags Alleged Exploiter

New York High Court Hears Story of Man Charged With Misrepresentation on Radio

FCC Box Score

FCC BOX SCORE of actions as of last Thursday stands as follows: Standard stations—1,693 licensed, 341 construction permits, 281 applications in pending file, 304 applications in hearing: FM—142 licensed, 106 conditional grants, 771 CPs (of which 421 are on air under special temporary authorization) 37 applications pending, 45 applications in hearing; television—seven licensed, 101 CPs (of which 23 are on air), 299 applications pending of which 186 are in hearing.

WBCK BATTLE CREEK STARTS; MBS OUTLET

WBCK Battle Creek, Mich., started operation July 9 with 1 kw fulltime on 930 kc. Outline of program policy and introduction of staff was presented of Detroit Tigers baseball game as first program, according to Robert H. Holmes, president and general manager.

Dedication of station will be held July 16 during dinner at Post Tavern. Local, state and county officials and celebrities will take part. Dedication of A Wilderness, documentaty dramatization outlining history of Battle Creek, will be pre- sented along with salutes from other Michigan stations.

Adrien R. (Bud) Cooper, formerly of WDFD Flint, is head of programming, promotion and pro- motion departments of WBCK. Charles E. Dewey Jr., who designed the studios, double control room and offices, is chief engineer. Continuity department is staffed by Willard and Ed Grennan, Don Quinn and J.C. Wallace.

Station is affiliated with MBS and is represented nationally by McGeehan and O’Mara.

AT&T Amends

AN AMENDMENT to AT&T’s rates for intercity television facilities, described by the telephone company as “clarification,” was filed with FCC last week. Author- ities said the change, relating to monthly service on intercity channels which were previously priced, makes clear that the daily base of four hours may be used in multiples of 15 minutes, whether consecutive or non-consecutive, and does not have to be used in segments of at least one hour each.

THURSDAY night television program and radio interview which have been added to “Winner Take All” schedule on CBS, daily quiz program heard from 4:30-5 p.m. CBS Television Network notes that July 7 from 9:30-10 p.m. Sunday broadcast is heard 8-9 p.m. replacing "The Jackpot” which moved to 9:30-10 p.m. Tuesdays.

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INCREASE IN MAXIMUM POWER FOR TV STATIONS URGED

INCREASE in maximum power for metropolitan-class television stations from present 50 kw at 500-ft. antenna height to power corresponding to 500 kw at 600 feet, plus greater engineering precision for all TV outlets, proposed by Allen B. DuMont Labs. in recommendations offered to FCC Friday along with its plan for 8 new TV channels [BROADCASTING, July 5].

DuMont flatly prefers present low-band TV area over 475-880 mc “upstairs” band whose potentialities for commercial video are to be explored in FCC hearing in September. Speaking passively the band might be given to government services displaced by its plan to add 8 channels in present TV region, company said: “DuMont feels that the lower frequencies are more desirable for broadcasting, certainly from the point of view of available power and proven broadcast coverage.”


NAB DISTRICT MEETINGS SCHEDULE TV SURVEY

NAB survey of TV’s place in broadcasting placed on agenda for first eight NAB district meetings, starting with District 4 session July 26-27 at White Sulphur Springs, W. Va. Chairman is A. D. Willard Jr., NAB executive vice president, and Don Petey, NAB general counsel. Horizons Unlimited sessions also scheduled at meetings, most of which follow general pattern of District 4 session.

OUTRANKED

FCC CHAIRMAN Wayne Coy, whose salary is no better than second best since federal employees pay raised fifteen times last May, received a new commission's $10,000 [BROADCASTING, June 28], got forceful reminder of that fact when he drove car onto parking lot and found its customary space usurped by Government Printing Office’s $8,500. FCC President challenged, $10,305-a-year General Counsel shot back: “But now I out-rank you!”

DID YOU KNOW?

At Deadline...

NAB OFFERS TECHNICAL ADVISORY SERVICE TO FCC

NAB Engineering Executive Committee Fri. endorsed full membership of its engineering industry to FCC in solving problems involving frequency spectrum requirements, allocations and engineering standards. Action taken at new membership of committee was completed and based on report of old committee issued at meeting during NAB convention in May.

New committee includes all industry segments.

Similar service offered FCC by new IRE-RMA committee which succeeds Radio Technical Planning Board (story page 26). NAB not represented on IRE-RMA group but E. K. Jett, Baltimore Sunpapers radio and TV director, is member of both committees.

NAB group also offered advisory service to State Dept. in handling frequency and spectrum problems. Members of NAB committee are:

A. James Ebel, WMWD Peoria, Ill., chairman; Orrin W. Towner, WHAS Louisville; Mr. Jett; Oscar C. Hynes, KPVS Los Angeles; R. E. Pye, KPFI Wichita; John R. Poppie, WOR New York; John H. DeWitt, WSM Nashville. Technical advisory members: George Adair, consultant; Paul deMaris, Raymond M. Wilmonte Inc.; Dixie B. McKey, consultant; Network News Association; Milt Hingle, WMGM; CBS; Earl M. Johnson, MBS; O. B. Hanson, NBC; NAB board liaison members; Z. A. M. Craven, WOL Washington; Richard G. Shafto, WJS Columbus.

PROGRAM TEST RULES TIGHTENED BY FCC

GROWING DIFFICULTY of fitting new stations into crowded AM band was noted by FCC Chairman in lettering of requirements for commencement of operation by new AM stations or those changing to improved facilities. FCC said:

“In view of the present situation, the Commission will have to direct postponement of program tests unless notification by the permittee precedes the proposed date of commencement of tests by at least two full days—exclusive of Saturdays, Sundays, and legal holidays. That will give the required forms and data to indicate that construction and operation is in accordance with the Commission’s Rules & Regulations, Standards . . . and terms of the construction permit.” Full week’s advance notice would be better, statement added.

CHURCHILL IN CHARGE

CLINTON H. CHURCHILL, president of WKWB Buffalo, issued following statement Friday:

“When Wednesday of this week the board of directors of WKWB TV announced the resignation of Arthur Simon as executive vice president, Mr. Simon has not been in charge of the management of WKWB Inc. since May. At present the management of WKWB TV is under the direction of the president, Clinton H. Churchill.” [See “Management,” page 54.]

SALT LAKE TV APPLICATION

UTAH Broadcasting & Television Co. (KUTA Salt Lake City) last Friday applied to FCC for commercial television station on Channel 2 (54-60 mc) with 15.4 visual, 7.64 aural power.

CLOSED CIRCUIT

(Continued from page 4)

healthy for them after November elections. At least dozen are on departure list.

SOON to blossom in TV syndication field will be Washington Report, under auspices of William B. Dolph Enterprises, which handles among others Fulton Lewis Jr. and Double or Nothing. Conspiring “news featureettes,” newspaper already has had several dry runs featuring Washington celebrities on current news events.

SUMMER doldrums will really hit FCC this year. Fatigued because of the heavy work load they have carried, commissioners and staff plan staggered vacations beginning next week. FCC actions will be handled by less than quorum board subject to subsequent ratification.

WIXY, Washington Post independent, formally goes on block July 21 in anticipation of acquisition by newspaper of control of CBS-owned WTOP (with FCC approval) for $555,470 [BROADCASTING May 24]. WINX was acquired by Eugene Meyer, Post owner, in 1943 for then record price of $500,000 for local outlet. Number of inquiries received for WINX but no negotiations undertaken.

LONG-VACANT broadcast advertising post at NAB may be filled in near future. NAB sales managers committee slated to discuss matter at July 19 meeting.
PEOPLE
ARE "SEEING THINGS"
IN DETROIT

Every day of every week, WWJ-TV, Detroit’s first and only television station, has the eyes of Detroiters focused in its direction. WWJ’s diversity of programs and features has aroused the interest of Detroiters of all ages, in all walks of life, to the point where steadily increasing sales of television receivers has attracted an impressive list of national and local advertisers.

Thanks to WWJ-TV’s pioneering and showmanship, television has already become an effective advertising medium in the Detroit market—4th largest in America!
Department store demonstrations show how television makes shopping easier—saves time!

**Shopping by Television—a coming convenience**

You know television as an exciting source of news and entertainment. But what about other uses?

250,000 people—at a demonstration arranged by RCA Victor—learned the advantages of a “Shop-by-Television” program. Television receivers, conveniently located throughout a big store, showed customers what was going on in other departments...saved time...made shopping simpler.

88% of these customers said television was a major help...62% said the program had drawn them to the store...more than half intended to visit departments where televised merchandise was sold. Sales of many televised items jumped 200% above normal!

Beyond its value within a store, "Shop-by-Television" is already reaching across the air waves to customers' homes. How convenient it will be to see merchandise on the screen of your RCA Victor television receiver, and then do much of your shopping by telephone!

Progressive research leads to new uses for radio-electronic products and services, and to the quality you associate with the names RCA, and RCA Victor.

When in Radio City, New York, be sure to see the radio, television and electronic wonders at RCA Exhibition Hall, 36 West 49th Street. Free admission. Radio Corporation of America, RCA Building, Radio City, New York 20.